

CAA

BRANDING STANDARDS MANUAL

Updated: May, 2019

On June 1, 2018 the CAA Athletics Directors voted unanimously to implement the guidelines contained in the CAA Branding Standards Manual. It was agreed that all CAA member institutions would meet the requirements contained in the Manual by the beginning of the 2019-20 academic year. It was also agreed that any institution not able to meet the noted requirements of a particular sport by the designated time period would need to request a waiver from the Conference office.

For questions related to branding or logo placement, please contact Jamie Corun, Assistant Commissioner of Digital Engagement and Social Promotion at JCorun@CAASports.com

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BRAND IDENTITY



CAA

LOGO ECOSYSTEM
LOGO MISUSE
COLOR PALETTE
TYPOGRAPHY

CAA LOGO ECOSYSTEM

All logos can be found at CAASports.com/logos



The Colonial Athletic Association's primary, secondary, and other conference logos are the cornerstones of our identity system. They distinguish the conference and present a cohesive, recognized image of our brand. Therefore, they must be used consistently and never be manipulated, changed, disassembled, used as part of other logos or otherwise modified.

PRIMARY LOGO



The CAA logo shown above is the preferred logo for CAA member institutional use on uniforms, apparel, facility and play surface branding, signs, banners and general overall use.

PRIMARY LOGO

Color Options



The dark blue (PMS 281) CAA logo should be used on white or light colored backgrounds.



The white CAA logo should be used on dark backgrounds or when used in grayscale.



The gold (PMS 465) CAA logo can be used in place of the blue or white CAA logo.



The CAA logo can be used in black only on printed material in grayscale. In all other options if a dark logo is needed please use the dark blue logo.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

SECONDARY LOGO



The CAA logo with wordmark shown above is a secondary option that can be used in appropriate situations.

SECONDARY LOGO

Color Options

In addition to the primary CAA block logo the below logo with wordmark can also be used.



The one color (PMS 281) block logo with wordmark can be used on light colored backgrounds.



The white CAA block logo with wordmark can be used on dark backgrounds or when used in grayscale.



The two colored block logo with wordmark can be used on light colored backgrounds.



The CAA block logo with wordmark can be used in black only on printed material in grayscale. In all other options if a dark logo is needed please use the dark blue logo.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

CHAMPIONSHIP LOGO



The CAA Championships logo is a secondary logo that can be used for promoting CAA Championships. Please note that it is always acceptable to just use the CAA primary block logo.

CHAMPIONSHIPS LOGO

Color Options

The CAA Championships logo can be used to promote CAA Championships.



The one color (PMS 281) CAA Championships logo can be used on light colored backgrounds.



The white CAA Championships logo can be used on dark backgrounds or when used in grayscale.



The two colored CAA Championships logo can be used on light colored backgrounds.



The CAA Championships can be used in black only on printed material in grayscale. In all other options if a dark logo is needed please use the dark blue logo.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

SPORT SPECIFIC LOGOS



The CAA has sport specific and championship specific logos. The above are just a few examples and all of these options can be accessed at CAASports.com/Logos.

CAA FOOTBALL LOGO



The CAA Football logo is specifically designed to represent CAA Football, one of the nation's premier FCS power conferences over the past decade. (See the CAA Football Branding Standards Guide for more detailed information).

CAA MEDIA LOGOS



The CAA.tv logo represents the Conference's video media, which is streamed online, as well as on OTT applications Roku, Apple TV, Amazon Fire TV, and AndroidTV



The FloSports / CAA co-branded logo represents the Conference's partnership with FloSports and can be used to promote events streamed on FloSports

CAA.TV LOGO

Color Options

The CAA.TV logo should be used to promote streams on CAA.tv.



The one color (PMS 281) CAA.tv logo can be used on light colored backgrounds.



The white CAA.tv logo can be used on dark backgrounds or when used in grayscale.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

IMPROPER LOGO USAGE



NO ROTATING



NO UNCONSTRAINED
SCALING



NO SKEWING



NO EFFECT OR
FILTER USAGE



NO UNAUTHORIZED
COLOR VARIETIES



NO BEVELING OR
EMBOSSING

Incorrect usage of the CAA marks compromise the integrity of the brand and impedes our goal of achieving a unified branding effort. Therefore, variations of the marks are not permitted. This page outlines some incorrect usages of the conference logo. Please avoid any treatment, application or usage of the marks that alters branding elements, affects legibility or otherwise modifies the logos in any way.

DISCONTINUED LOGO



The CAA 'seal' is retired and should NEVER be used.

COLOR PALETTE

CAA

**PRIMARY COLOR - PMS 281**

C	100
M	95.3
Y	30.59
K	26.28

R	35
G	40
B	94

DIGITAL	#002469
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**ACCENT COLOR - PMS 465**

C	20
M	32
Y	58
K	0

R	207
G	171
B	122

DIGITAL	#ba9e66
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*Note - When metallic ink is available, PMS 871 should be used in lieu of PMS 465.

TYPOGRAPHY

The official font family of The CAA is Titillium. Because there are so many variations of Titillium, weight of the font in design and layout will be up to the discretion of the designer. To access the official typeface of the Conference, go to CAASports.com/Font to download.

Titillium Thin
 ABCDEFGHIJK
 0123456789

Titillium Thin Italic
 ABCDEFGHIJK
 0123456789

Titillium Thin Upright
 ABCDEFGHIJK
 0123456789

Titillium Light
 ABCDEFGHIJK
 0123456789

Titillium Light Italic
 ABCDEFGHIJK
 0123456789

Titillium Light Upright
 ABCDEFGHIJK
 0123456789

Titillium Regular
 ABCDEFGHIJK
 0123456789

Titillium Regular Italic
 ABCDEFGHIJK
 0123456789

Titillium Regular Upright
 ABCDEFGHIJK
 0123456789

Titillium Semibold
 ABCDEFGHIJK
 0123456789

Titillium Semibold Italic
 ABCDEFGHIJK
 0123456789

Titillium Semibold Upright
 ABCDEFGHIJK
 0123456789

Titillium Bold
ABCDEFGHIJK
0123456789

Titillium Bold Italic
ABCDEFGHIJK
0123456789

Titillium Bold Upright
ABCDEFGHIJK
0123456789

Titillium Black
ABCDEFGHIJK
0123456789

SCHOOL SPECIFIC LOGO USE



CAA

SCHOOL SPECIFIC - CAA LOGO USE COLOR OPTIONS

COLLEGE OF CHARLESTON

All logos can be found at CAASports.com/logos

CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for the College of Charleston on a white background.



These are the acceptable presentations of the CAA logo for the College of Charleston on a maroon or dark background.



This is the acceptable presentation of the CAA logo for the College of Charleston on a gold or tan background.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

PMS 188
PMS 8383 (metallic)
PMS 4525
PMS Cool Gray 1



UNIVERSITY OF DELAWARE

All logos can be found at CAASports.com/logos

CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for the University of Delaware on a white background.



These are the acceptable presentations of the CAA logo for the University of Delaware on a blue or dark background.



This is the acceptable presentation of the CAA logo for the University of Delaware on a yellow or light background.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

PMS 2945C
PMS 109C



DREXEL UNIVERSITY

All logos can be found at CAASports.com/logos

CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for Drexel University on a white background.



These are the acceptable presentations of the CAA logo for Drexel University on a blue or dark colored background.



This is the acceptable presentation of the CAA logo for Drexel University on a yellow or light background.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

PMS 294 C
PMS 7548 C
PMS 032 (fire)



ELON UNIVERSITY

All logos can be found at CAASports.com/logos

CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for Elon University on a white background.



These are the acceptable presentations of the CAA logo for Elon University on a maroon background.



This is the acceptable presentation of the CAA logo for Elon University on a gold or tan background.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

PMS 188
PMS 872 (Metallic)
Non-Metallic alternative gold 7503C or 7503U



HOFSTRA UNIVERSITY

All logos can be found at CAASports.com/logos

CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for Hofstra University on a white background.



These are the acceptable presentations of the CAA logo for Hofstra University on a blue or dark background.



This is the acceptable presentation of the CAA logo for Hofstra University on a yellow or light background.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.



PMS 661
PMS 123

JAMES MADISON UNIVERSITY

All logos can be found at CAASports.com/logos

CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for James Madison University on a white background.



These are the acceptable presentations of the CAA logo for James Madison University on a purple or dark background.



This is the acceptable presentation of the CAA logo for James Madison University on a tan or light background.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

PMS 2685
PMS 4515



All logos can be found at CAASports.com/logos

CAA Logo Use Color Options



This is the acceptable presentations of the CAA logo for UNCW on a white background.



These are the acceptable presentations of the CAA logo for UNCW on a teal, blue or dark background.



This is the acceptable presentations of the CAA logo for UNCW on a yellow or light background.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

PMS 329
PMS 281
PMS 108



NORTHEASTERN UNIVERSITY

All logos can be found at CAASports.com/logos

CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for Northeastern University on a white background.



These are the acceptable presentations of the CAA logo for Northeastern University on a black or dark background.



This is the acceptable presentation of the CAA logo for Northeastern University on a red or light background.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

HEX #E50000
HEX #C3AA84
Black



TOWSON UNIVERSITY

CAA Logo Use Color Options

All logos can be found at CAASports.com/logos



This is the acceptable presentation of the CAA logo for Towson University on a white background.



These are the acceptable presentations of the CAA logo for Towson University on a black or dark background.



This is the acceptable presentation of the CAA logo for Towson University on a yellow or light background.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

PMS 1235 C
Black
White
PMS Cool Grey 6



COLLEGE OF WILLIAM & MARY

All logos can be found at CAASports.com/logos

CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for the College of William & Mary on a white background.



These are the acceptable presentations of the CAA logo for the College of William & Mary on a green or dark background.



This is the acceptable presentation of the CAA logo for the College of William & Mary on a gold or light background.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

PMS 553
PMS 141
PMS 877



SCHOOL PRIMARY LOGOS



ASSOCIATE MEMBERS

All logos can be found at CAASports.com/logos

The CAA has the following Associate Members:

Women's Rowing

Eastern Michigan University
Villanova

Men's Lacrosse

Fairfield University
University of Massachusetts



CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for Eastern Michigan University on a white or light background.



These are the acceptable presentations of the CAA logo for the Eastern Michigan University on a green or dark background.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

PMS 349
Black



CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for Fairfield University on a white background.



This is the acceptable presentations of the CAA logo for Fairfield University on a red or dark background.



These are the acceptable presentation of the CAA logo for Fairfield University on a grey or light background.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

PMS 186
Black
PMS 429
White



CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for the University of Massachusetts on a white background.



This is the acceptable presentations of the CAA logo for the University of Massachusetts on a maroon or dark background.



These are the acceptable presentation of the CAA logo for the University of Massachusetts on a grey or light background.

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

PMS 201
PMS Cool Gray 3
Black
White



CAA Logo Use Color Options



This is the acceptable presentation of the CAA logo for Villanova University on a white background.



Above are the acceptable presentations of the CAA logo for Villanova University on dark backgrounds.

Note: When using the CAA Football modified logo a strong contrast in color from the background should always be maintained.

PMS 281
PMS 298



UNIFORM STANDARDS



CAA

UNIFORM BRANDING STANDARDS AND REQUIREMENTS

UNIFORM STANDARDS

Special Circumstance - Racerback

The CAA logo is never permitted on the back of a jersey except for instances when the top is a racerback and the logo will not fit on the front.

This is an exception to the rule and once again should only be used on racerback uniforms when the CAA logo is not visible on the front.

**CAA**

2.25"
RACERBACK
LOGO SIZE

UNIFORM STANDARDS

Baseball / Softball

The CAA logo is required to appear on all baseball and softball uniforms in the institution's colors (see school-specific logo sheets as a reference). Logo placement on caps is encouraged but not required. The appropriate placement of the CAA logo is pictured to the right.



Jersey - Required

The preferred presentation of the CAA logo is a minimum of 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam or on the jersey sleeve. Logo placement is not permitted on the back of the jersey.

Cap

The preferred presentation of the CAA logo is 2.25" wide, on the right panel or back of the cap.

The logo on the hat should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform. Logo placement on caps is encouraged but not required.



2.25"

JERSEY AND CAP
LOGO SIZE

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

UNIFORM STANDARDS

Basketball

The CAA logo is required to appear on all basketball uniforms in the institution's colors (see school-specific logo sheets as a reference). The appropriate placement of the CAA logo is pictured to the right.

Jersey - Required

The preferred presentation of the CAA logo is a minimum of 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam. The CAA logo is not permitted on the back of the jersey.

Shorts

It is an option to include the CAA logo on the shorts in addition to the jersey. **The logo on the shorts should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform.** The preferred presentation of this is 2.25" wide on the front panel of the left leg on the shorts.

Note: When a manufacturers logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.



CAA

2.25"
JERSEY AND SHORTS
LOGO SIZE

UNIFORM STANDARDS

Cross Country / Track & Field

The CAA logo is required to appear on all cross country and track & field uniforms in the institution's colors (see school-specific logo sheets as a reference). The appropriate placement of the CAA logo is pictured to the right.

Jersey - Required

The preferred presentation of the CAA logo is at least 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam. The CAA logo is not permitted on the back of the jersey.

Shorts

It is an option to include the CAA logo on the shorts in addition to the jersey. **The logo on the shorts should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform.** The preferred presentation of this is 2.25" wide on the front panel of the left leg on the shorts.

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.



UNIFORM STANDARDS

Field Hockey / Women's Lacrosse

The CAA logo is required to appear on all field hockey and women's lacrosse uniforms in the institution's colors (see school-specific logo sheets as a reference). The appropriate placement of the CAA logo is pictured to the right.

Jersey - Required

The preferred presentation of the CAA logo is a minimum of 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam or on the sleeve. The CAA logo is not permitted on the back of the jersey.

Shorts / Skirt

It is an option to include the CAA logo on the shorts or skirt in addition to the jersey. **The logo on the shorts or skirt should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform.**

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.



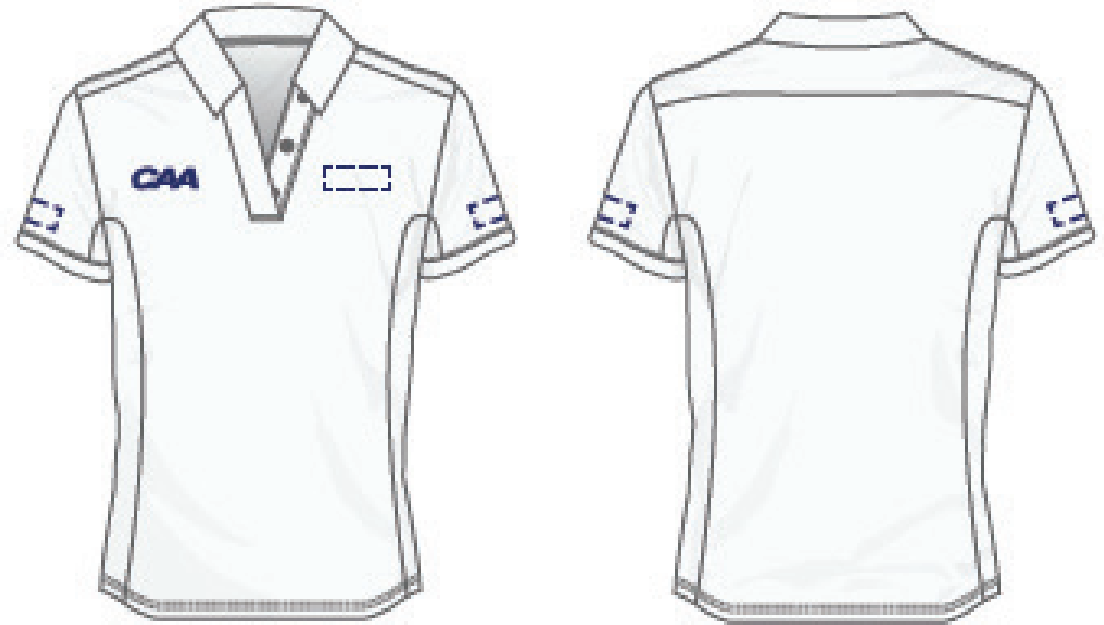
UNIFORM STANDARDS

Golf

The CAA logo is required to appear on all golf uniforms in the institution's colors (see school-specific logo sheets as a reference). The appropriate placement of the CAA logo is pictured to the right.

Jersey - Required

The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the polo centered between the collar and sleeve seam.



Cap / Visor

It is an option to include the CAA logo on the cap or visor in addition to the polo. The logo on the cap or visor should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform. The preferred presentation of this is 2.25" wide on the right panel or the back of the cap or visor.



CAA

2.25"

POLO AND CAP/VISOR
LOGO SIZE

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

UNIFORM STANDARDS

Men's Lacrosse

The CAA logo is required to appear on all men's lacrosse uniforms in the institution's colors (see school-specific logo sheets as a reference). The appropriate placement of the CAA logo is pictured to the right.

Jersey - Required

The preferred presentation of the CAA logo is a minimum of 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam or on the sleeve. The CAA logo is not permitted on the back of the jersey.

Shorts

It is an option to include the CAA logo on the shorts in addition to the jersey. **The logo on the shorts should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform.**

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.



UNIFORM STANDARDS

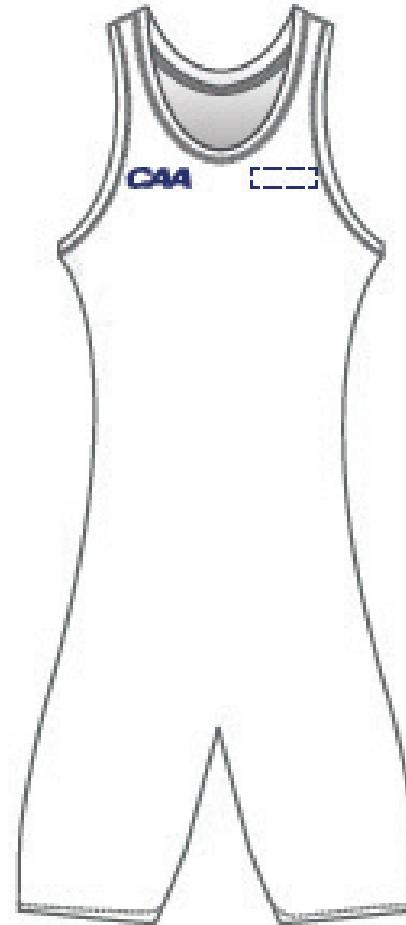
Rowing

The CAA logo is required to appear on all rowing uniforms in the institution's colors (see school-specific logo sheets as a reference). The appropriate placement of the CAA logo is pictured to the right.

Uniform - Required

The preferred presentation of the CAA logo is a minimum of 2.25" wide, on the right chest on the front of the uniform centered between the collar and sleeve seam.

Note: When a manufacturers logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.



UNIFORM STANDARDS

Soccer

The CAA logo is required to appear on all soccer uniforms in the institution's colors (see school-specific logo sheets as a reference). The appropriate placement of the CAA logo is pictured to the right.

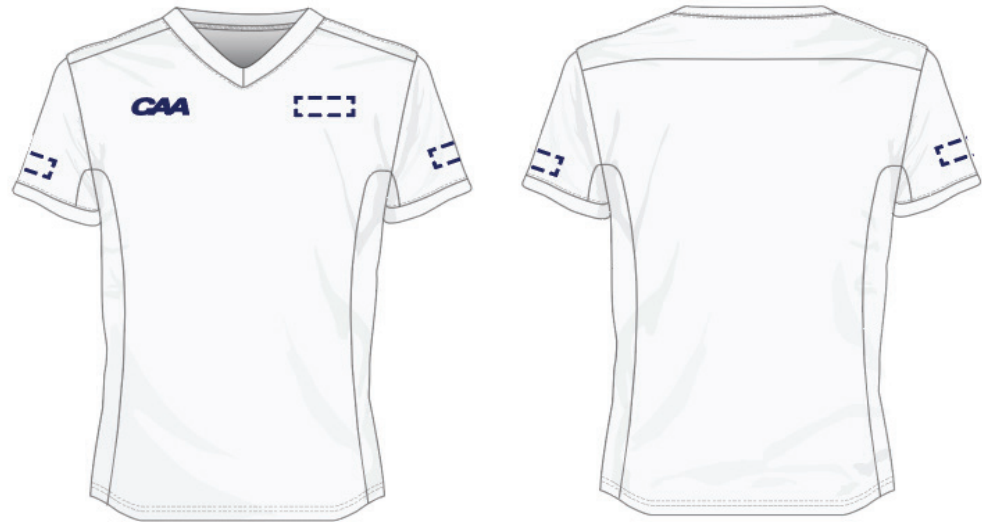
Jersey - Required

The preferred presentation of the CAA logo is a minimum of 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam or on the sleeve. The CAA logo is not permitted on the back of the jersey.

Shorts

It is an option to include the CAA logo on the shorts in addition to the jersey. **The logo on the shorts should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform.** The preferred presentation of this is 2.25" wide on the front panel of the left leg on the shorts.

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.



CAA

2.25"

JERSEY AND SHORTS
LOGO SIZE

UNIFORM STANDARDS

Swimming & Diving

The CAA logo is required to appear on the swim cap in the institution's colors (see school-specific logo sheets as a reference). The appropriate placement of the CAA logo is pictured to the right.

Cap - Required

The preferred presentation of the CAA logo is a minimum of 2.25" wide, on the right front of the swim cap.

Note: When a manufacturers logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.



UNIFORM STANDARDS

Tennis

The CAA logo is required to appear on all tennis uniforms in the institution's colors (please see school-specific logo sheets as a reference) and should never measure less 2.25" wide. The appropriate placement of the CAA logo is pictured to the right.

Jersey - Required

The preferred presentation of the CAA logo is a minimum of 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam or on the sleeve. The CAA logo is not permitted on the back of the jersey.

Shorts / Skirt

It is an option to include the CAA logo on the shorts or skirt in addition to the jersey. **The logo on the shorts should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform.**

Note: When a manufacturers logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.



UNIFORM STANDARDS

Volleyball

The CAA logo is required to appear on all volleyball uniforms in the institution's colors (please see school-specific logo sheets as a reference) and should never measure less 2.25" wide. The appropriate placement of the CAA logo is pictured to the right.

Jersey - Required

The preferred presentation of the CAA logo is a minimum of 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam. The CAA logo is not permitted on the back of the jersey.

Shorts

It is an option to include the CAA logo on the shorts in addition to the jersey. **The logo on the shorts should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform.**

Note: When a manufacturers logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.



2.25"

JERSEY AND SHORTS
LOGO SIZE

FACILITY BRANDING



FACILITY BRANDING STANDARDS AND REQUIREMENTS

FACILITY BRANDING REQUIREMENTS

The following pages are a guide to aid in the co-branding of CAA school facilities

- It is required for each school facility where a CAA sponsored sport is played to have at least one highly visible CAA logo displayed that adhere to the standards listed in the following pages.
- Please ensure any CAA co-branding is approved by the conference office prior to installation/application.
- Each school is permitted to use the CAA logo in conference colors or in their school colors as specified on pages 5, 7, & 9-18.
- All other CAA schools must be represented in home basketball arenas.
- The institution is responsible for all production and application of co-branding.



PLAYING SURFACE

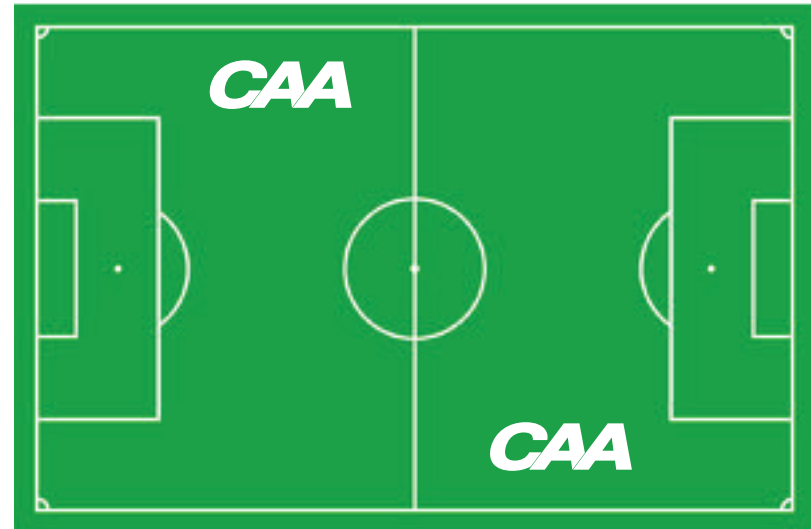
Field Sports

The recommended on-field CAA logo is pictured to the right. The logo should be painted in white or a high contrast color that will be visible. .

Placement of the logo should be so that the logo faces the appropriate TV angle of the respective stadium, as pictured to the right.

It is **required** that the CAA logo be painted on both sides of the field in the following sports:

- Field Hockey
- Men's and Women's Lacrosse
- Men's and Women's Soccer



PLAYING SURFACE

Other sports

For other playing locations for sports such as volleyball, tennis, swimming & diving, and track it is required to have at least one highly visible CAA logo.



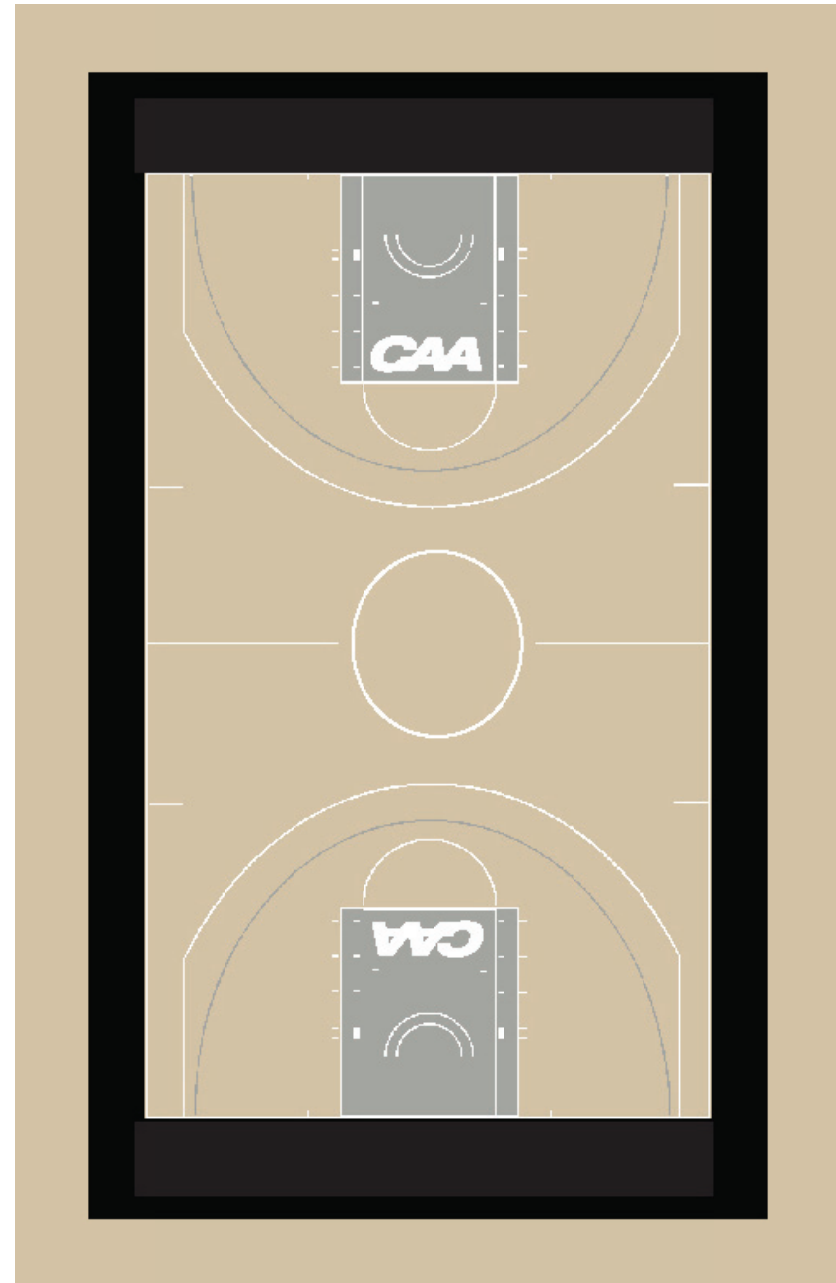
PLAYING SURFACE

Basketball

Required Placement

The CAA logo is required to be painted in two locations on each member school's basketball court in the institutional colors, as highlighted on pages 9-18. The logos should be centered inside of the key facing center court.

The CAA logo should be located 18" off of the inside of the foul line and centered in the key with 6" of clear space on each side of the logo.



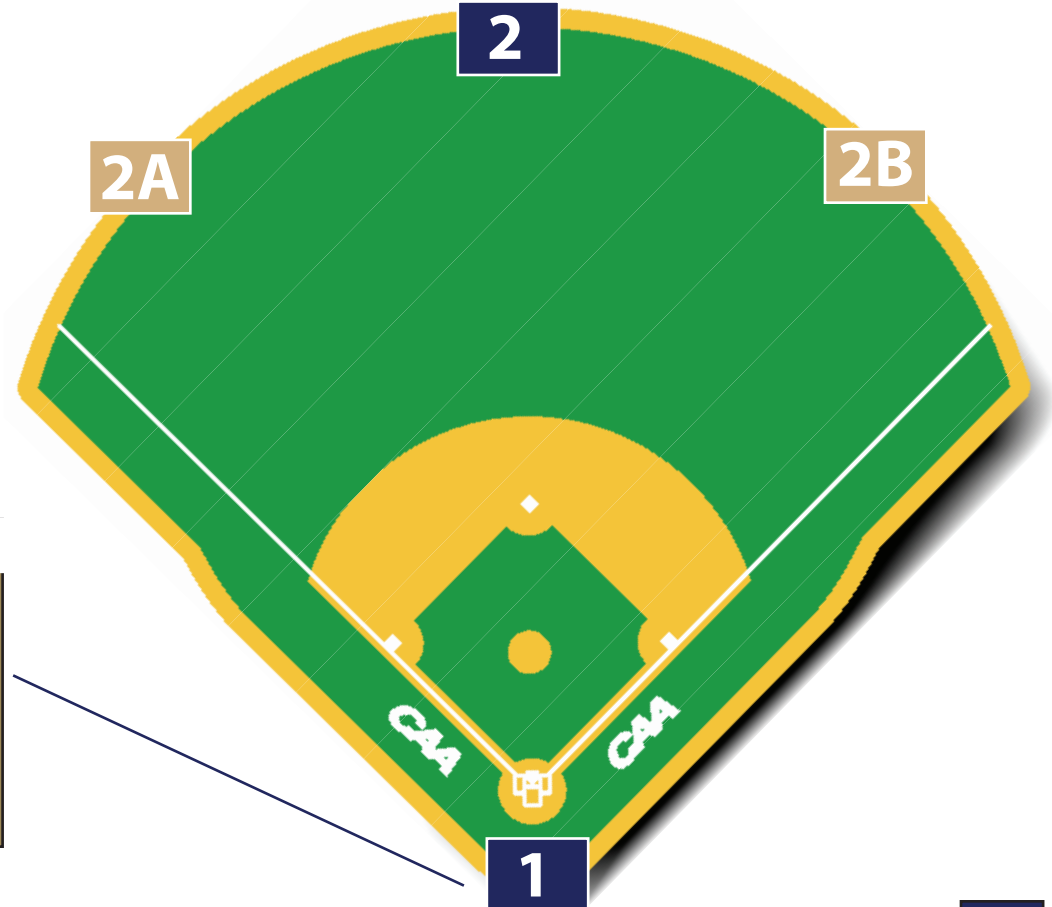
PLAYING SURFACE

Baseball / Softball

It is required that the CAA logo appear on the back stop behind the plate, as illustrated in figure 1 and at least one location on the outfield wall.

Figure 2, is the recommended location for the placement of the logo on the outfield wall. Figure 2A and 2B indicate additional or alternative logo placement for the CAA logo on the outfield wall.

In addition it is mandatory that the CAA logo be placed on the field in the locations noted on the diagram to the right, facing each dugout. For the field logo applications it is permitted to use a white CAA logo to provide contrast and prevent the logo from clashing with the green field.



MEMBER REPRESENTATION

The CAA requires each institution display CAA membership in their primary basketball arena. The banners can be custom to the arena in size and material but must adhere to the branding standards set forth in this guide.

In addition current membership must always be presented, with current logos and or names. Schools are permitted to list member schools by either name, logo or both.

It is also encouraged to have member representation branding in other CAA sponsored sport facilities.



ADDITIONAL CO-BRANDING

It is encouraged that member institutions implement other co-branding including but not limited to banners, signs, banners, posters, flyers and flags.

When implementing any additional co-branding ensure all color requirements, minimum size and minimum clear space around the logo are adhered to.

Please ensure that any CAA co-branding is approved by the conference office prior to installation/application.

