



# BRAND STANDARDS GUIDE

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# BRAND IDENTITY



PRIMARY LOGO  
PRIMARY LOGO - COLOR OPTIONS  
MODIFIED LOGO  
LOGO MISUSE  
COLOR PALETTE

## PRIMARY LOGO



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

Note: The uniform logo is a secondary version of the logo above and is highlighted in the Uniform Standards section of this guide.

The logo is available for download at:  
<http://caasports.com/FBLogos>

## PRIMARY LOGO

### Color Options

The primary CAA Football logo should be used ONLY in the color options listed below. The secondary CAA Football logo, highlighted on the following pages is permitted to be used in school colors.



Above is the acceptable presentation of the full-color CAA Football logo on white or light colored backgrounds.



Above is the acceptable presentation of the CAA Football single-color logo on white or light colored backgrounds.



Above are the acceptable presentations of the CAA Football logo for use on dark backgrounds.

## SECONDARY LOGO

### Color Options

THE SECONDARY LOGO SHOULD BE USED ON UNIFORMS AND OTHER APPLICATIONS.

In addition to the color options listed below each CAA Football institution is permitted to use their school colors with the secondary CAA Football logo on uniforms and playing field branding as presented on pages 27-29 of this document.



Above are the acceptable presentations of the secondary two-color CAA Football logo on both white or light colored backgrounds and dark colored backgrounds.



Above are the acceptable presentations of the secondary one-color CAA Football logo on both white or light colored backgrounds and dark colored backgrounds.

## ADDITIONAL LOGOS

A large, bold, dark blue "CAA" logo with a stylized, italicized font.A large, bold, dark blue "CAA" logo with a stylized, italicized font, positioned above a thin gold horizontal line. Below the line, the words "COLONIAL ATHLETIC ASSOCIATION" are written in a smaller, dark blue, sans-serif font.

The CAA and CAA with Wordmark logos are also available for use but we would highly encourage the use of the CAA Football primary and secondary logos as your first option.

## IMPROPER LOGO USAGE



NO ROTATING



NO UNCONSTRAINED  
SCALING



NO SKEWING



NO EFFECT OR  
FILTER USAGE



NO UNAUTHORIZED  
COLOR VARIETIES



NO BEVELING OR  
EMBOSSING



## COLOR PALETTE



PRIMARY COLOR - PMS 281

C	100
M	95
Y	31
K	26

R	35
G	40
B	94

DIGITAL #002469



SECONDARY COLOR - PMS 465

C	20
M	32
Y	58
K	0

R	207
G	171
B	122

DIGITAL #ba9e66

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

## HELMET ILLUSTRATION



CAA Football member schools are permitted to use the CAA helmet illustration in addition to the before mentioned CAA Football logos. Helmet illustrations and logos are available for download at: <http://CAASports.com/FBLogos>

# TYPOGRAPHY

The official font family of The CAA and CAA Football 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](http://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



## UNIVERSITY AT ALBANY

### CAA Football Logo Use Color Options

Note: The primary and secondary CAA Football logos are permitted to be used in school colors on uniforms, playing field branding, and other places as you see fit. More color options are available online and can be downloaded at [CAASports.com/FBLogos](http://CAASports.com/FBLogos)



Above are the two-colored CAA swoosh options for the University of Albany.

Above are the one-colored CAA swoosh options for the University of Albany.

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



PMS 269  
PMS 124

# UNIVERSITY OF DELAWARE

## CAA Football Logo Use Color Options

Note: The primary and secondary CAA Football logos are permitted to be used in school colors on uniforms, playing field branding, and other places as you see fit. More color options are available online and can be downloaded at [CAASports.com/FBLogos](http://CAASports.com/FBLogos)



Above are the two-colored CAA swoosh options for the University of Delaware.

Above are the one-colored CAA swoosh options for the University of Delaware.

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



PMS 2945C  
PMS 109C



## ELON UNIVERSITY

### CAA Football Logo Use Color Options

Note: The primary and secondary CAA Football logos are permitted to be used in school colors on uniforms, playing field branding, and other places as you see fit. More color options are available online and can be downloaded at [CAASports.com/FBLogos](http://CAASports.com/FBLogos)



Above are the two-colored CAA swoosh options for Elon University.

Above are the one-colored CAA swoosh options for Elon University.

Note: When using the CAA Football modified 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



# JAMES MADISON UNIVERSITY

## CAA Football Logo Use Color Options

Note: The primary and secondary CAA Football logos are permitted to be used in school colors on uniforms, playing field branding, and other places as you see fit. More color options are available online and can be downloaded at [CAASports.com/FBLogos](http://CAASports.com/FBLogos)



Above are the two-colored CAA swoosh options for James Madison University.

Above are the one-colored CAA swoosh options for James Madison University.

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



PMS 2685  
PMS 4515



# UNIVERSITY OF MAINE

## CAA Football Logo Use Color Options

Note: The primary and secondary CAA Football logos are permitted to be used in school colors on uniforms, playing field branding, and other places as you see fit. More color options are available online and can be downloaded at [CAASports.com/FBLogos](http://CAASports.com/FBLogos)



Above are the two-colored CAA swoosh options for the University of Maine.

Above are the one-colored CAA swoosh options for the University of Maine.

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



PMS 289  
PMS 292  
White

# UNIVERSITY OF NEW HAMPSHIRE

## CAA Football Logo Use Color Options

Note: The primary and secondary CAA Football logos are permitted to be used in school colors on uniforms, playing field branding, and other places as you see fit. More color options are available online and can be downloaded at [CAASports.com/FBLogos](http://CAASports.com/FBLogos)



Above are the two-colored CAA swoosh options for the University of New Hampshire.

Above are the one-colored CAA swoosh options for the University of New Hampshire.

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



PMS 282  
PMS Cool Gray 4  
White

# UNIVERSITY OF RHODE ISLAND

## CAA Football Logo Use Color Options

Note: The primary and secondary CAA Football logos are permitted to be used in school colors on uniforms, playing field branding, and other places as you see fit. More color options are available online and can be downloaded at [CAASports.com/FBLogos](http://CAASports.com/FBLogos)



Above are the two-colored CAA swoosh options for the University of Rhode Island.

Above are the one-colored CAA swoosh options for the University of Rhode Island.

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



PMS 282  
PMS 292

# UNIVERSITY OF RICHMOND

## CAA Football Logo Use Color Options

Note: The primary and secondary CAA Football logos are permitted to be used in school colors on uniforms, playing field branding, and other places as you see fit. More color options are available online and can be downloaded at [CAASports.com/FBLogos](http://CAASports.com/FBLogos)



Above are the two-colored CAA swoosh options for the University of Richmond.

Above are the one-colored CAA swoosh options for the University of Richmond.

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



PMS 289  
PMS 200

# STONY BROOK UNIVERSITY

## CAA Football Logo Use Color Options

Note: The primary and secondary CAA Football logos are permitted to be used in school colors on uniforms, playing field branding, and other places as you see fit. More color options are available online and can be downloaded at [CAASports.com/FBLogos](http://CAASports.com/FBLogos)



Above are the two-colored CAA swoosh options for Stony Brook University.

Above are the one-colored CAA swoosh options for Stony Brook University.

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



PMS 187  
PMS 294

# TOWSON UNIVERSITY

## CAA Football Logo Use Color Options

Note: The primary and secondary CAA Football logos are permitted to be used in school colors on uniforms, playing field branding, and other places as you see fit. More color options are available online and can be downloaded at [CAASports.com/FBLogos](http://CAASports.com/FBLogos)



Above are the two-colored CAA swoosh options for Towson University.

Above are the one-colored CAA swoosh options for Towson University.

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



PMS 1235C  
BLACK  
WHITE  
PMS Cool Gray 6

## VILLANOVA UNIVERSITY

### CAA Football Logo Use Color Options

Note: The primary and secondary CAA Football logos are permitted to be used in school colors on uniforms, playing field branding, and other places as you see fit. More color options are available online and can be downloaded at [CAASports.com/FBLogos](http://CAASports.com/FBLogos)



Above are the two-colored CAA swoosh options for Villanova University.

Above are the one-colored CAA swoosh options for Villanova University.

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



PMS 281  
PMS 298

## COLLEGE OF WILLIAM & MARY

### CAA Football Logo Use Color Options

Note: The primary and secondary CAA Football logos are permitted to be used in school colors on uniforms, playing field branding, and other places as you see fit. More color options are available online and can be downloaded at [CAASports.com/FBLogos](http://CAASports.com/FBLogos)



Above are the two-colored CAA swoosh options for the College of William & Mary.



Above are the one-colored CAA swoosh options for the College of William & Mary.



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



PMS 343  
PMS 7409  
PMS 427



## SCHOOL PRIMARY LOGOS



## UNIFORM STANDARDS



UNIFORM BRANDING STANDARDS AND REQUIREMENTS

# UNIFORM STANDARDS

## Football

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

## Jersey

The preferred presentation of the CAA logo is 3.5" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam.

## Helmet

The preferred presentation of the FCS logo is 2.75" wide, on the back of the helmet. The FCS logo stickers will be provided by the CAA Football office.

The institution is responsible for all costs, production and application of co-branding on CAA Football uniforms.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.



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.



3.5"  
JERSEY LOGO SIZE



2.75" x 2.85"  
FCS LOGO SIZE

# FACILITY BRANDING



FACILITY BRANDING STANDARDS AND REQUIREMENTS



## FACILITY BRANDING REQUIREMENTS

- It is required for each school to have a minimum of three highly visible CAA Football logos in their football stadium. All instances of the CAA Football logo co-branding must adhere to the standards set forth by the NCAA and those stated in this guide.

- Please ensure that any CAA Football co-branding is approved by the conference office (Brian Gordon: BGordon@CAASports.com) prior to installation/application.

- The institution is responsible for all production and application of co-branding except for the following which will be provided to schools as noted below.

- CAA Football logo flag pole flags: Custom size flags for each school are provided by the CAA Football office and upon request will be replaced as necessary as a 50/50 split.

- CAA Football logo goal post rings: CAA Football office will provide goal post rings in the schools colors, to be reused each year as a 50/50 split.

- CAA Football Logo Pylons: CAA Football office will provide logo pylons, to be reused each year as a 50/50 split.

- CAA Football logo sideline apparel: CAA Football logo hats and vests will be provided for the chain gang, red hats, replay assistants, and ball crew.

- CAA Chain Covers: Will be provided as needed.

- CAA Branded Video Board Content

Requests for new CAA apparel and equipment can be directed to Brian Gordon, CAA Associate Commissioner for Football.



## PLAYING SURFACE

### Football Field

The highly recommended on-field CAA Football logo options are pictured to the right. It is suggested, but not required, for the CAA Football logo be painted on both sides of the football field. To provide the proper amount of contrast the logo should be presented 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. The logo should be placed between the 20 and 30 yard line on both sides of the institution's football field.

Note: The yard line must be visible when running through the logo by "ghosting" the line in compliance with NCAA Playing Rules.

