

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



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



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















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 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





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





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.





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





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.

ELON

PMS 188 PMS 872 (Metallic) Non-Metallic alternitive 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





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





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.





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





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





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





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

the background should always be maintained.

When using the CAA Football modified logo a strong contrast in color from





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







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





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

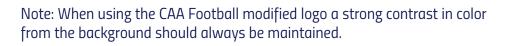




Above are the one-colored CAA swoosh options for Stony Brook University.











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





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





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





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





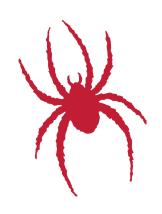




















UNIFORM STANDARDS







rectangle.

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.













2.75" x 2.85" **FCS LOGO SIZE**

FACILITY BRANDING







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.
- -<u>CAA Football logo flag pole flags</u>: 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.
- <u>CAA Football logo goal post rings:</u> CAA Football office will provide goal post rings in the schools colors, to be reused each year as a 50/50 split.
- <u>CAA Football Logo Pylons:</u> CAA Football office will provide logo pylons, to be reused each year as a 50/50 split.
- <u>CAA Football logo sideline apparel:</u> CAA Football logo hats and vests will be provided for the chain gang, red hats, replay assistants, and ball crew.
 - <u>CAA Chain Covers</u>: 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.

