



BRAND GUIDELINES 2020 / 2021

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OUR MISSION:

The Conference is committed to providing quality **athletics competition** integral to and consistent with its' Member Institutions' **academic missions**. The Conference is dedicated to providing opportunities for **student-athletes** to achieve their fullest potential in the **classroom**, in athletic competition and in the **community**. The Conference ensures that **personal development** of its student athletes is given the highest priority and that, in doing so, it shall uphold the principles of ethical conduct, **sportsmanship, diversity and equity**.



NEC Blue

For Print Use

Pantone: PMS 3015 C
CMYK: C = 100 M = 36 Y = 3 K = 21

For Digital Use

RGB: R = 0 G = 107 B = 163

For Web Use

#006BA3



NEC Black

For Print Use

Pantone: Process Black C
CMYK: C = 30 M = 30 Y = 30 K = 100

For Digital Use

RGB: R = 35 G = 31 B = 32

For Web Use

#231F20



NEC Gray

For Print Use

Pantone: PMS Cool Gray 6
CMYK: C = 0 M = 0 Y = 0 K = 40

For Digital Use

RGB: R = 167 G = 169 B = 172

For Web Use

#A7A9AC



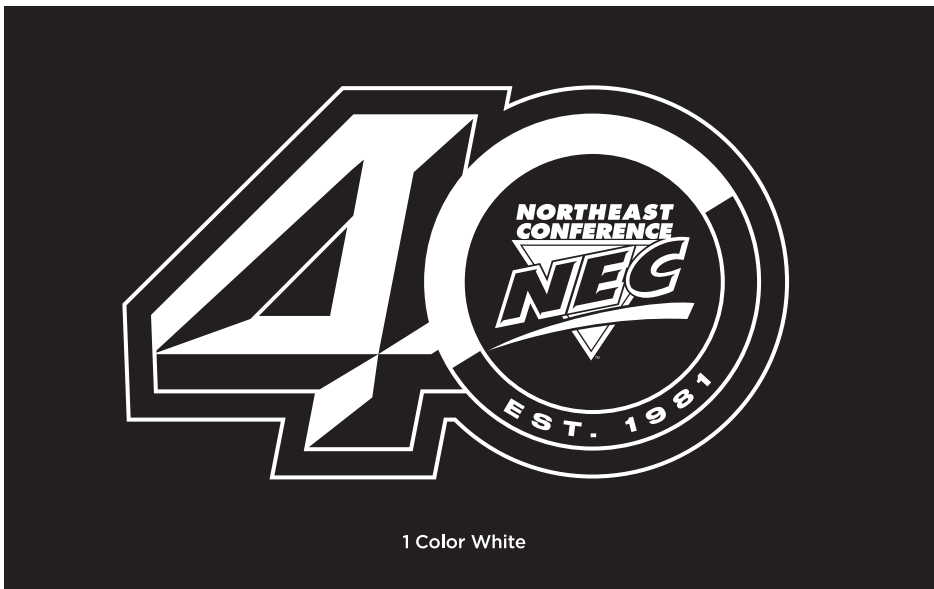
NEC 40TH Anniversary Logo



Full Color on White



Full Color on NEC Blue



1 Color White



1 Color Black



Primary Logo



Full Color on White



Full Color on NEC Blue



1 Color White



1 Color Black



Secondary Logo



Full Color on White



Full Color on Gray



1 Color White



1 Color Black

NORTHEAST CONFERENCE

— Typography —

Druk Wide Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

(For use in headlines and in emphasis)

Druk Web Medium Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

(For use in smaller headlines)

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

(For use in small sub-headlines)

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

(For use in body text)

NORTHEAST CONFERENCE

Logo Restrictions



Unacceptable:

*Any of the logos here should not be utilized in **any manner**. They are retired and do not currently reflect our brand.*



We're Serious.
Do. Not. Use. This. Logo. Ever.





Acceptable:

One color White Primary mark on a blurred background.



Acceptable:

a soft drop shadow on the Primary Mark when used on darker backgrounds.



Acceptable:

One color White Primary Mark on a photogenic background.



Unacceptable:

Do not warp, stretch or rotate the Primary Mark.



Unacceptable:

Do not change the colors or add an excessive outside stroke to the Primary Mark without approval from the conference office.



Unacceptable:

Do not incorrectly apply the Primary Mark into a one color format.

NORTHEAST CONFERENCE

— Institutional Colors —



BRYANT



CENTRAL CONNECTICUT STATE



FAIRLEIGH DICKINSON



LIU



MERRIMACK



MOUNT ST. MARY'S



SACRED HEART



ST. FRANCIS BROOKLYN



SAINT FRANCIS U



WAGNER



BRYANT

GOLD: R = 180 G = 151 B = 90
BLACK: R = 35 G = 31 B = 32
WHITE: R = 255 G = 255 B = 255



CENTRAL CONNECTICUT STATE

BLUE: R = 0 G = 83 B = 155
GRAY: R = 207 G = 212 B = 216



FAIRLEIGH DICKINSON

BLUE: R = 40 G = 51 B = 74
BURGUNDY: R = 114 G = 41 B = 60



LIU

BLUE: R = 105 G = 179 B = 231
GOLD: R = 255 G = 199 B = 44
WHITE: R = 255 G = 255 B = 255



MERRIMACK

NAVY: R = 0 G = 55 B = 103
GOLD: R = 253 G = 185 B = 19



MOUNT ST. MARY'S

NAVY: R = 0 G = 40 B = 86
BRONZE: R = 163 G = 145 B = 97



SACRED HEART

RED: R = 193 G = 2 B = 48
DARK GRAY: R = 77 G = 77 B = 79
LIGHT GRAY: R = 177 G = 179 B = 182



ST. FRANCIS BROOKLYN

BLUE: R = 0 G = 56 B = 168
RED: R = 206 G = 17 B = 38
WHITE: R = 255 G = 255 B = 255



SAINT FRANCIS U

RED: R = 227 G = 27 B = 35
BLACK: R = 35 G = 31 B = 32
GRAY: R = 188 G = 190 B = 192



WAGNER

GREEN: R = 4 G = 68 B = 55
GRAY: R = 169 G = 168 B = 169
BLACK: R = 0 G = 0 B = 0

NORTHEAST CONFERENCE

School-Specific Logos



BRYANT UNIVERSITY BULLDOGS

OFFICIAL COLORS

PMS 872 C

PMS PROCESS
BLACK C

Bryant or Bryant University; Bulldogs
Proper Abbreviation: BRY
Twitter Handle: @BryantAthletics



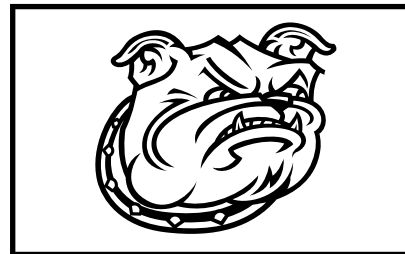
Primary Logo
White Background (1-Color)



Primary Logo
Color Background



Primary Logo
Black Background (1-Color)



Secondary Logo
White Background (1-Color)



Secondary Logo
Color Background



Secondary Logo
Black Background (1-Color)



NEC Secondary
White Background



NEC Secondary
Institutional Color 1



NEC Secondary
Institutional Color 2



CENTRAL CONNECTICUT STATE BLUE DEVILS

OFFICIAL COLORS

PMS 287 C

PMS 428 C / 877 C

Central Connecticut; Blue Devils
Proper Abbreviation: CCSU
Twitter Handle: @CCSUBlueDevils



Primary Logo
White Background (1-Color)



Primary Logo
Color Background



Primary Logo
Black Background (1-Color)



Secondary Logo
White Background (1-Color)



Secondary Logo
Color Background



Secondary Logo
Black Background (1-Color)



NEC Secondary
White Background



NEC Secondary
Institutional Color 1



NEC Secondary
Institutional Color 2

FDU KNIGHTS

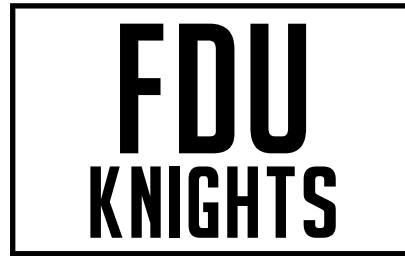
FAIRLEIGH DICKINSON KNIGHTS

OFFICIAL COLORS

PMS 2380 C

PMS 2042 C

Fairleigh Dickinson University; Knights
Proper Abbreviation: FDU
Twitter Handle: @FDUKnights



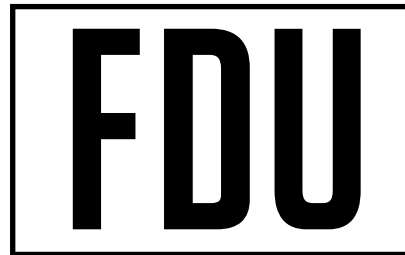
Primary Logo
White Background (1-Color)



Primary Logo
Color Background



Primary Logo
Black Background (1-Color)



Secondary Logo
White Background (1-Color)



Secondary Logo
Color Background



Secondary Logo
Black Background (1-Color)



NEC Secondary
White Background



NEC Secondary
Institutional Color 1



NEC Secondary
Institutional Color 2



LONG ISLAND UNIVERSITY SHARKS

OFFICIAL COLORS

PMS 292 C

PMS 123 C

Long Island University; Sharks
Proper Abbreviation: LIU
Twitter Handle: @LIUAthletics



School Wordmark



Primary Logo
White Background (1-Color)



Primary Logo
Color Background



Primary Logo
Black Background (1-Color)



Secondary Logo
White Background (1-Color)



Secondary Logo
Color Background



Secondary Logo
Black Background (1-Color)



NEC Secondary
White Background



NEC Secondary
Institutional Color 1



NEC Secondary
Institutional Color 2



**MERRIMACK
COLLEGE WARRIORS**

OFFICIAL COLORS

PMS 540 C

PMS 130 C

Merrimack College; Warriors
Proper Abbreviation: MC
Twitter Handle: @MC_Athletics



School Wordmark



Primary Logo
White Background (1-Color)



Primary Logo
Color Background



Primary Logo
Black Background (1-Color)



NEC Secondary
White Background



NEC Secondary
Institutional Color 1



NEC Secondary
Institutional Color 2



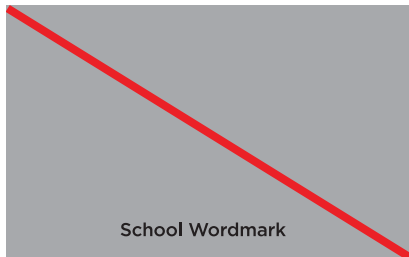
MOUNT ST. MARY'S MOUNTAINEERS

OFFICIAL COLORS

PMS 295 C

PMS 871 C

Mount St. Mary's University; Mountaineers
Proper Abbreviation: MOUNT, MSM
Twitter Handle: @MountAthletics



School Wordmark



Primary Logo
White Background (1-Color)



Primary Logo
Color Background



Primary Logo
Black Background (1-Color)



Secondary Logo
White Background (1-Color)



Secondary Logo
Color Background



Secondary Logo
Black Background (1-Color)



NEC Secondary
White Background



NEC Secondary
Institutional Color 1



NEC Secondary
Institutional Color 2



SACRED HEART UNIVERSITY PIONEERS

OFFICIAL COLORS

PMS 200 C

PMS 85%
PROCESS BLACK C

PMS 35%
PROCESS BLACK C

Sacred Heart University; Pioneers
Proper Abbreviation: SHU
Twitter Handle: @SHUBigRed



Primary Logo
White Background (1-Color)



Primary Logo
Color Background



Primary Logo
Black Background (1-Color)



NEC Secondary
White Background



NEC Secondary
Institutional Color 1



NEC Secondary
Institutional Color 2



**ST. FRANCIS
BROOKLYN TERRIERS**

OFFICIAL COLORS

PMS 286 C

PMS 186 C

St. Francis Brooklyn; Terriers
Proper Abbreviation: SFBK
Twitter Handle: @SFBKTerriers



Primary Logo
White Background (1-Color)



Primary Logo
Color Background



Primary Logo
Black Background (1-Color)



Secondary Logo
White Background (1-Color)



Secondary Logo
Color Background



Secondary Logo
Black Background (1-Color)



NEC Secondary
White Background



NEC Secondary
Institutional Color 1



NEC Secondary
Institutional Color 2



**SAINT FRANCIS U
RED FLASH**

OFFICIAL COLORS

PMS 1805 C

**PMS PROCESS
BLACK C**

PMS 423 C

Saint Francis University; Red Flash
Proper Abbreviation: SFU
Twitter Handle: @SFUAthletics



School Wordmark



*Primary Logo
White Background (1-Color)*



*Primary Logo
Color Background*



*Primary Logo
Black Background (1-Color)*



*NEC Secondary
White Background*



*NEC Secondary
Institutional Color 1*



*NEC Secondary
Institutional Color 2*



WAGNER COLLEGE SEAHAWKS

OFFICIAL COLORS

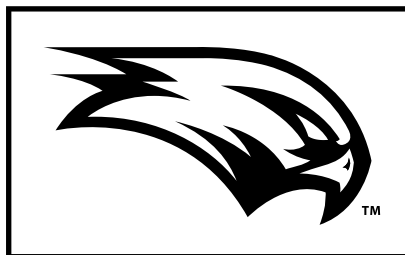
PMS 3308 C

PMS COOL
GRAY 6 C

Wagner or Wagner College; Seahawks
Proper Abbreviation: WAG
Twitter Handle: @WagnerAthletics



School Wordmark



Primary Logo
White Background (1-Color)



Primary Logo
Color Background



Primary Logo
Black Background (1-Color)



Secondary Logo
White Background (1-Color)



Secondary Logo
Color Background



Secondary Logo
Black Background (1-Color)



NEC Secondary
White Background



NEC Secondary
Institutional Color 1



NEC Secondary
Institutional Color 2

NORTHEAST CONFERENCE

Associate Members



DUQUESNE

NAVY: R = 4 G = 30 B = 66
RED: R = 186 G = 12 B = 47



FAIRFIELD

RED: R = 227 G = 24 B = 55
BLACK: R = 0 G = 0 B = 0
GRAY: R = 188 G = 190 B = 192



HOBART

ORANGE: R = 255 G = 100 B = 24
PURPLE: R = 79 G = 16 B = 122



HOWARD

NAVY: R = 0 G = 38 B = 62
RED: R = 206 G = 14 B = 45
DARK TEAL: R = 107 G = 129 B = 141



RIDER

CRANBERRY: R = 179 G = 8 B = 56
GRAY: R = 175 G = 174 B = 175
BLACK: R = 35 G = 31 B = 32



SAINT JOSEPH'S

CRIMSON: R = 161 G = 31 B = 53
GRAY: R = 108 G = 111 B = 114



**DUQUESNE
UNIVERSITY DUKES**

OFFICIAL COLORS

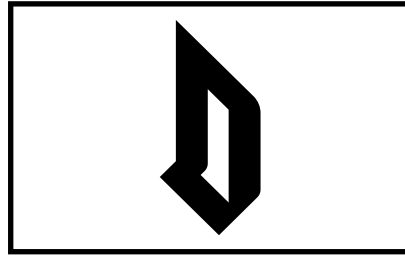
PMS 282 C

PMS 200 C

Duquesne University; Dukes
Proper Abbreviation: DUQ
Twitter Handle: @DuqFB, @DuqBowling

DUQUESNE

School Wordmark



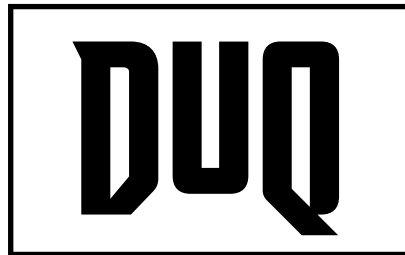
Primary Logo
White Background (1-Color)



Primary Logo
Color Background



Primary Logo
Black Background (1-Color)



Secondary Logo
White Background (1-Color)



Secondary Logo
Color Background



Secondary Logo
Black Background (1-Color)



NEC Secondary
White Background



NEC Secondary
Institutional Color 1



NEC Secondary
Institutional Color 2



FAIRFIELD UNIVERSITY STAGS

OFFICIAL COLORS

PMS 186 C

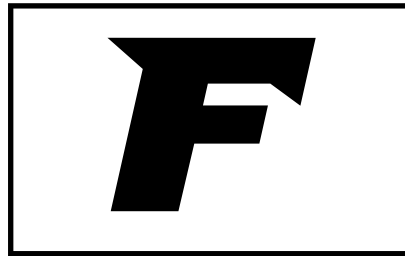
PMS PROCESS
BLACK C

PMS 429 C

Fairfield University; Stags
Proper Abbreviation: FAIR, FFD
Twitter Handle: @Stags_FH

FAIRFIELD
UNIVERSITY

School Wordmark



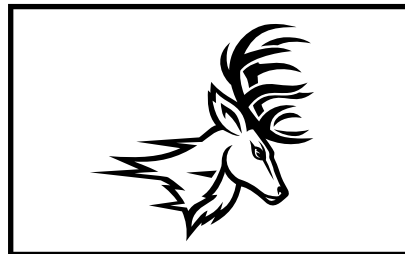
Primary Logo
White Background (1-Color)



Primary Logo
Color Background



Primary Logo
Black Background (1-Color)



Secondary Logo
White Background (1-Color)



Secondary Logo
Color Background



Secondary Logo
Black Background (1-Color)



NEC Secondary
White Background



NEC Secondary
Institutional Color 1



NEC Secondary
Institutional Color 2



HOBART STATESMEN

OFFICIAL COLORS

PMS 165 C

PMS 2607 C

Hobart and William Smith Colleges; Statesmen
Proper Abbreviation: HOB
Twitter Handle: @HobartLacrosse

HOBART

School Wordmark



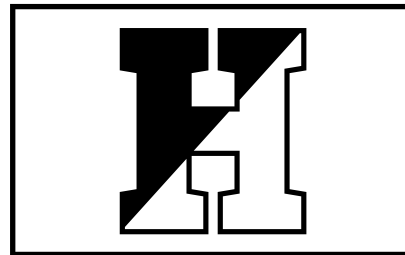
Primary Logo
White Background (1-Color)



Primary Logo
Color Background



Primary Logo
Black Background (1-Color)



Secondary Logo
White Background (1-Color)



Secondary Logo
Color Background



Secondary Logo
Black Background (1-Color)



NEC Secondary
White Background



NEC Secondary
Institutional Color 1



NEC Secondary
Institutional Color 2



**HOWARD UNIVERSITY
BISON**

OFFICIAL COLORS

PMS 2965 C

PMS 186 C

PMS 2165 C

Howard University; Bison
Proper Abbreviation: HU
Twitter Handle: @HUBisonSports



School Wordmark



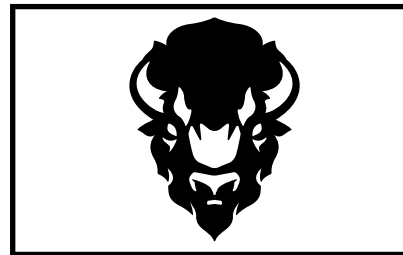
Primary Logo
White Background (1-Color)



Primary Logo
Color Background



Primary Logo
Black Background (1-Color)



Secondary Logo
White Background (1-Color)



Secondary Logo
Color Background



Secondary Logo
Black Background (1-Color)



NEC Secondary
White Background



NEC Secondary
Institutional Color 1



NEC Secondary
Institutional Color 2



RIDER UNIVERSITY BRONCS

OFFICIAL COLORS

PMS 201 C

PMS COOL
GRAY 9 C

Rider University; Broncs
Proper Abbreviation: RID
Twitter Handle: @BroncsFH



School Wordmark



Primary Logo
White Background (1-Color)



Primary Logo
Color Background



Primary Logo
Black Background (1-Color)



Secondary Logo
White Background (1-Color)



Secondary Logo
Color Background



Secondary Logo
Black Background (1-Color)



NEC Secondary
White Background



NEC Secondary
Institutional Color 1



NEC Secondary
Institutional Color 2



**SAINT JOSEPH'S
UNIVERSITY HAWKS**

OFFICIAL COLORS

PMS 201 C

PMS COOL
GRAY 11 C

Saint Joseph's; St. Joe's
Proper Abbreviation: SJU
Twitter Handle: @SJUHawks_MLAX



School Wordmark



Primary Logo
White Background (1-Color)



Primary Logo
Color Background



Primary Logo
Black Background (1-Color)



Secondary Logo
White Background (1-Color)



Secondary Logo
Color Background



Secondary Logo
Black Background (1-Color)



NEC Secondary
White Background



NEC Secondary
Institutional Color 1



NEC Secondary
Institutional Color 2

NORTHEAST CONFERENCE

Uniform Standards

UNIFORM STANDARDS

GROUND RULES

NEC logo field stencils shall be prominently displayed on each of the following outdoor fields, unless extenuating circumstances prohibit its usage (i.e. the team competes at a municipal facility).

- **Football (displayed in two locations on opposite sides of the field)**
- **Soccer (displayed in two locations on opposite sides of the field)**
- **Field Hockey (displayed in two locations on opposite sides of the field)**
- **Lacrosse (displayed in two locations on opposite sides of the field)**
- **Baseball (displayed in one location; preferably behind home plate)**
- **Softball (displayed in one location)**

The recommended on-field representation of the NEC logo is pictured to the right (Shown using Sacred Heart as an example).

For this specific application as 'outlined' version of the logo is used to contrast the green field color. In this situation, the white outline allows the school colors to remain prominent against a background that could otherwise clash with or diminish the logo.

For all fields with a painted application of the logo, a conference-issued stencil is required to ensure consistent use of the logo.

Note: Please contact the NEC for the approved 'outlined' version of the NEC logo whenever applying to athletic fields.



UNIFORM STANDARDS

BASEBALL / SOFTBALL

The NEC Logo (Primary or Secondary) must be displayed on uniforms in each of the following team sports: Baseball, Bowling, Men's and Women's Basketball, Football, Field Hockey, Men's and Women's Lacrosse, Men's and Women's Soccer, Softball and Volleyball.

For placement purposes please note the following guidelines:

OPTION #1:

Left sleeve of the jersey, facing the side, approximately three inches above the bottom of the sleeve. (Primary or Secondary mark)

OPTION #2:

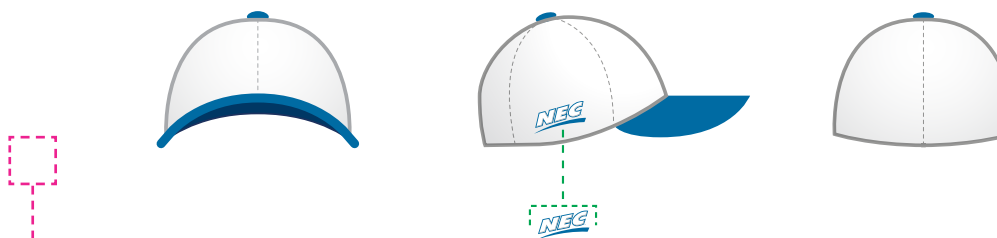
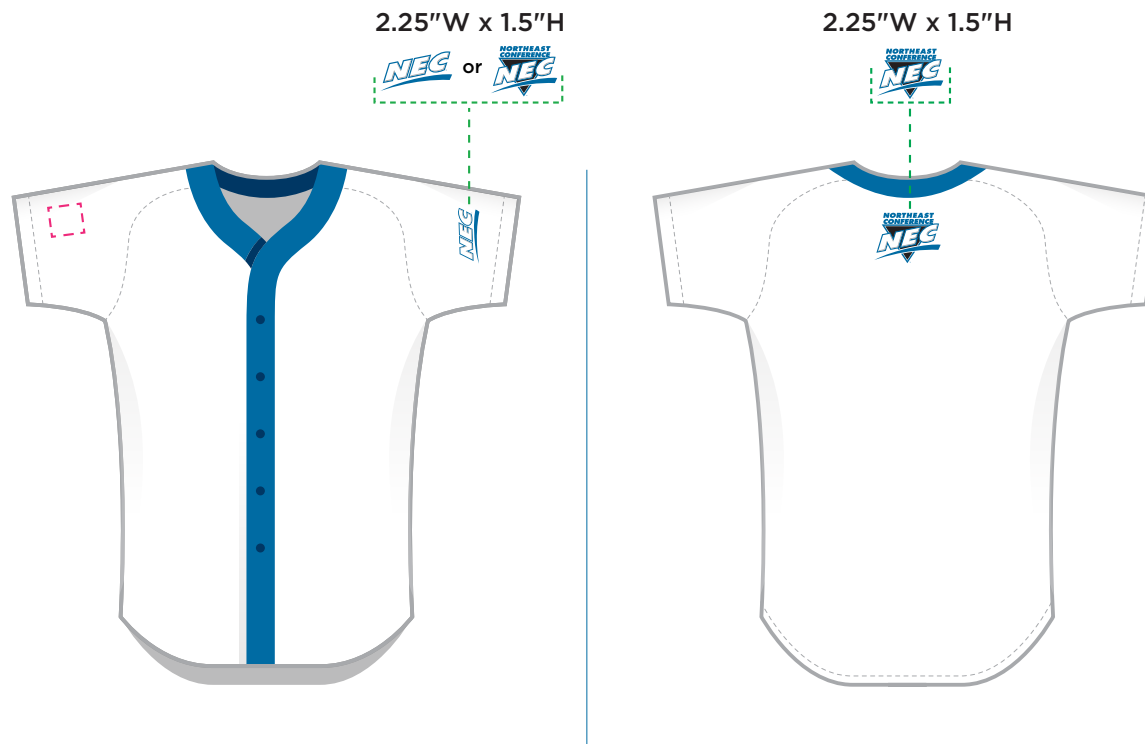
Right sleeve of the jersey, facing the side, approximately three inches above the bottom of the sleeve. (Primary or Secondary mark)

OPTION #3:

Back neckline. For sleeveless jerseys, also place on the back neckline. (Primary mark only)

OPTION #4:

The preferred presentation of the NEC secondary logo is 2.25" wide, positioned on the right panel. Logo placement on caps is encouraged, but not required.



Denotes alternate placement of the NEC Primary Mark when there is a conflict with the standard placement.

UNIFORM STANDARDS

BASKETBALL

The NEC Logo (Primary or Secondary) must be displayed on uniforms in each of the following team sports: Baseball, Bowling, Men's and Women's Basketball, Football, Field Hockey, Men's and Women's Lacrosse, Men's and Women's Soccer, Softball and Volleyball.

For placement purposes please note the following guidelines:

OPTION #1:

High on the right side of the chest, facing front. (Secondary mark only)

OPTION #2:

Left or right leg of shorts just above the hem, facing front. (Primary or Secondary mark)

OPTION #3:

Back neckline. (Primary mark only)***

*****Note: Effective with the 2019-20 season, all NEW women's uniforms should no longer display the NEC logo on the back neckline. Current women's uniforms can continue to display the logo in this location until they are replaced.**



Denotes alternate placement of the NEC Primary Mark when there is a conflict with the standard placement.

UNIFORM STANDARDS

BOWLING

The NEC Logo (Primary or Secondary) must be displayed on uniforms in each of the following team sports: Baseball, Bowling, Men's and Women's Basketball, Football, Field Hockey, Men's and Women's Lacrosse, Men's and Women's Soccer, Softball and Volleyball.

For placement purposes please note the following guidelines:

OPTION #1:

Left sleeve of the jersey, facing the side, approximately three inches above the bottom of the sleeve. (Primary or Secondary mark only)

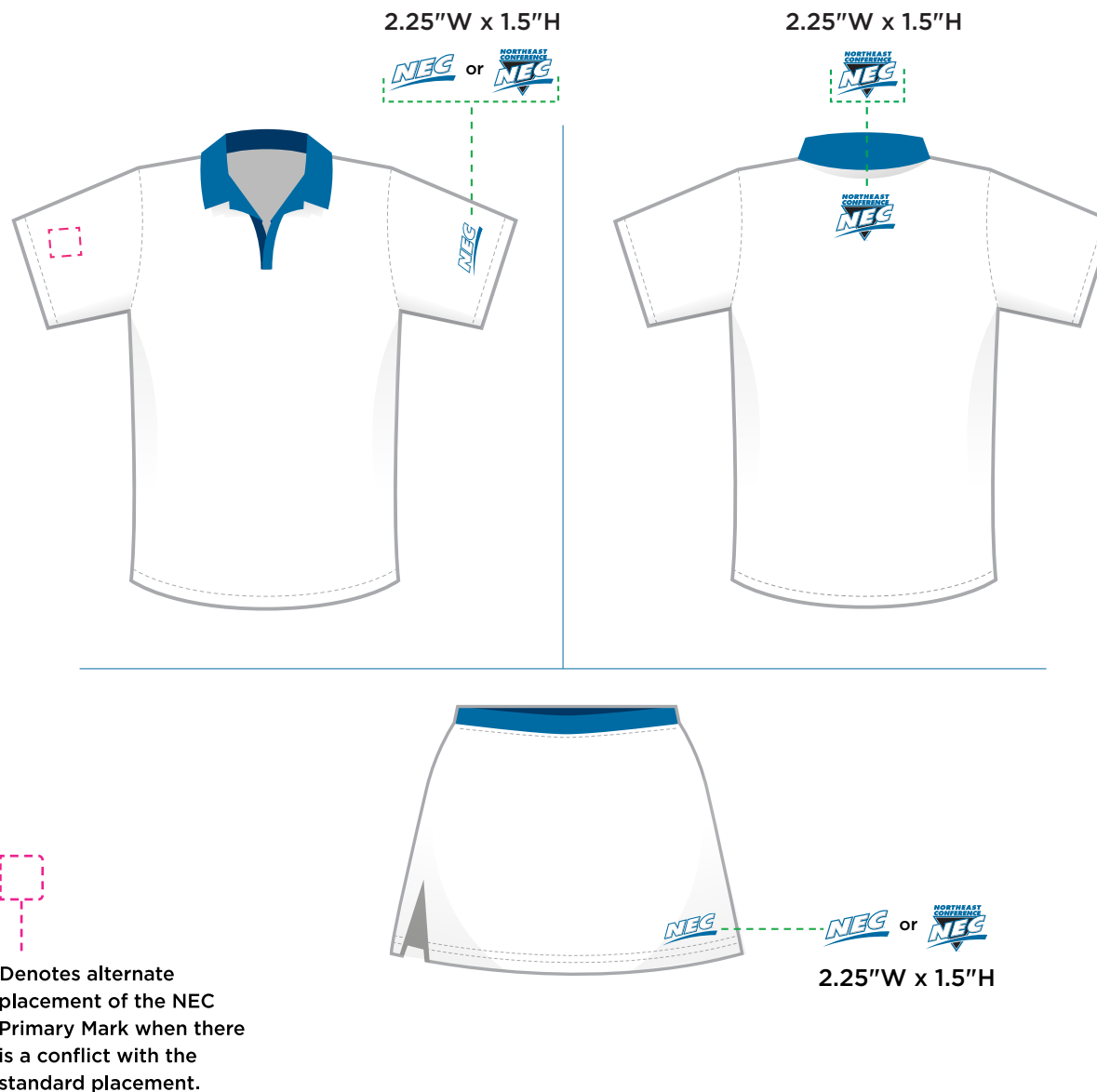
OPTION #2:

Right sleeve of the jersey, facing the side, approximately three inches above the bottom of the sleeve. (Primary or Secondary mark only)

OPTION #3:

Back neckline. (Primary mark only) ***

*****Note: Effective with the 2019-20 season, all NEW women's uniforms should no longer display the NEC logo on the back neckline. Current women's uniforms can continue to display the logo in this location until they are replaced.**



UNIFORM STANDARDS

CROSS COUNTRY / TRACK & FIELD

The NEC encourages that its logo be displayed on all uniforms, but it is not required in the following sports:
(Cross Country, Track & Field, Golf, Swimming & Diving and Tennis)

For placement purposes please note the following guidelines:

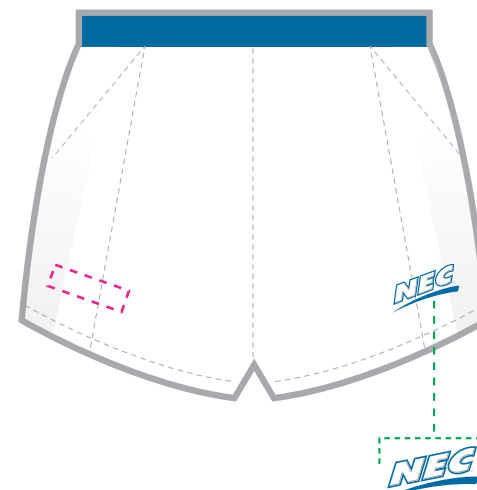
OPTION #1:

High on the left or right side of the chest, facing front. (Secondary mark only)

OPTION #2:

Right or left leg of shorts, just above the hem facing front. (Secondary mark only)

2.25"W x 1.5"H



2.25"W x 1.5"H



Denotes alternate placement of the NEC Primary Mark when there is a conflict with the standard placement.

UNIFORM STANDARDS

FIELD HOCKEY

The NEC Logo (Primary or Secondary) must be displayed on uniforms in each of the following team sports: Baseball, Bowling, Men's and Women's Basketball, Football, Field Hockey, Men's and Women's Lacrosse, Men's and Women's Soccer, Softball and Volleyball.

For placement purposes please note the following guidelines:

OPTION #1:

High on the left side of the chest, facing front. (Primary or Secondary mark)

OPTION #2:

Left or right leg of skirt just above the hem, facing front. (Primary or Secondary mark)

OPTION #3:

Back neckline. (Primary mark only)***

*****Note: Effective with the 2019-20 season, all NEW women's uniforms should no longer display the NEC logo on the back neckline. Current women's uniforms can continue to display the logo in this location until they are replaced.**

2.25"W x 1.5"H



2.25"W x 1.5"H



Denotes alternate placement of the NEC Primary Mark when there is a conflict with the standard placement.



2.25"W x 1.5"H

UNIFORM STANDARDS

FOOTBALL

The NEC Logo (Primary or Secondary) must be displayed on uniforms in each of the following team sports: Baseball, Bowling, Men's and Women's Basketball, Football, Field Hockey, Men's and Women's Lacrosse, Men's and Women's Soccer, Softball and Volleyball.

For placement purposes please note the following guidelines:

OPTION #1:

High on the left side of the jersey just below the shoulder pad, facing front. (Secondary mark only)

OPTION #2:

High on the right side of the jersey just below the shoulder pad, facing front. (Secondary mark only)

OPTION #3:

Back neckline. (Primary mark only)

2.25"W x 1.5"H



2.25"W x 1.5"H



2.25"W x 1.5"H



Denotes alternate placement of the NEC Primary Mark when there is a conflict with the standard placement.

UNIFORM STANDARDS

FOOTBALL HELMET

All Football member institutions must apply the NCAA FCS decal on the back right-hand side of their helmets.

The FCS decal may be used in full color or in a one-color treatment in application.



2.5"W x 2.4"H



Denotes alternate placement of the NCAA FCS decal when there is a conflict with the standard placement.

UNIFORM STANDARDS

GOLF

The NEC encourages that its logo be displayed on all uniforms, but it is not required in the following sports: (Cross Country, Track & Field, Golf, Swimming & Diving and Tennis)

For placement purposes please note the following guidelines:

OPTION #1:

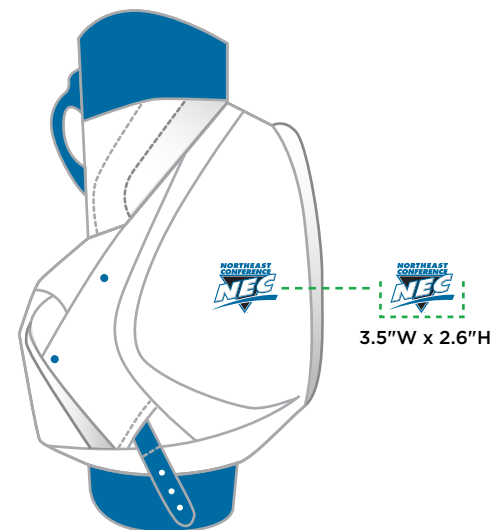
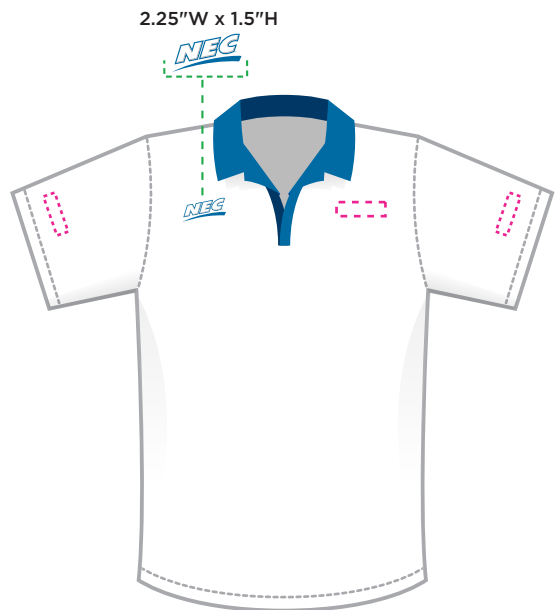
The preferred presentation of the NEC logo is 2.25" wide, positioned on the front chest of the jersey, opposite to the manufacturer logo and centered between the collar and the seam. (Secondary mark only)

OPTION #2:

In addition, it is encouraged to include the NEC logo on caps/visors. The preferred presentation of this is 2.25" wide on the right panel. (Secondary mark only)

OPTION #3:

It is also encouraged to include the NEC logo on golf bags. The preferred presentation is 3.5" wide. (Primary mark only)



Denotes alternate placement of the NEC Primary Mark when there is a conflict with the standard placement.

UNIFORM STANDARDS

LACROSSE

The NEC Logo (Primary or Secondary) must be displayed on uniforms in each of the following team sports: Baseball, Bowling, Men's and Women's Basketball, Football, Field Hockey, Men's and Women's Lacrosse, Men's and Women's Soccer, Softball and Volleyball.

For placement purposes please note the following guidelines:

OPTION #1:

Left sleeve of the jersey, facing the side, approximately three inches above the bottom of the sleeve. (Primary or Secondary mark)

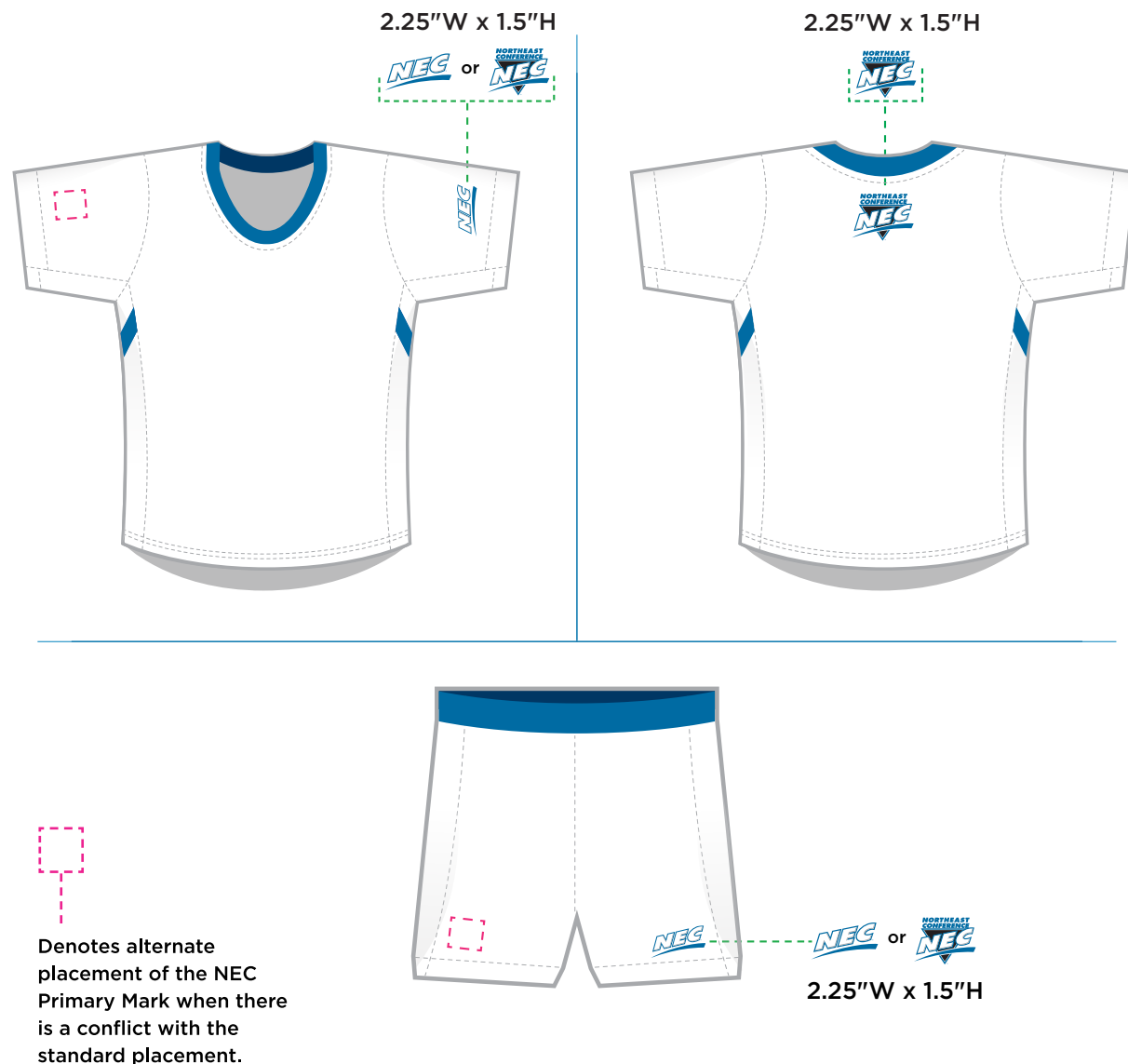
OPTION #2:

Right sleeve of the jersey, facing the side, approximately three inches above the bottom of the sleeve. (Primary or Secondary mark)

OPTION #3:

Back neckline. For sleeveless jerseys, also place on the back neckline. (Primary mark only) ***

*****Note: Effective with the 2019-20 season, all NEW women's uniforms should no longer display the NEC logo on the back neckline. Current women's uniforms can continue to display the logo in this location until they are replaced.**



UNIFORM STANDARDS

SOCCER

The NEC Logo (Primary or Secondary) must be displayed on uniforms in each of the following team sports: Baseball, Bowling, Men's and Women's Basketball, Football, Field Hockey, Men's and Women's Lacrosse, Men's and Women's Soccer, Softball and Volleyball.

For placement purposes please note the following guidelines:

OPTION #1:

Left sleeve of the jersey, facing the side, approximately three inches above the bottom of the sleeve. (Primary or Secondary mark)

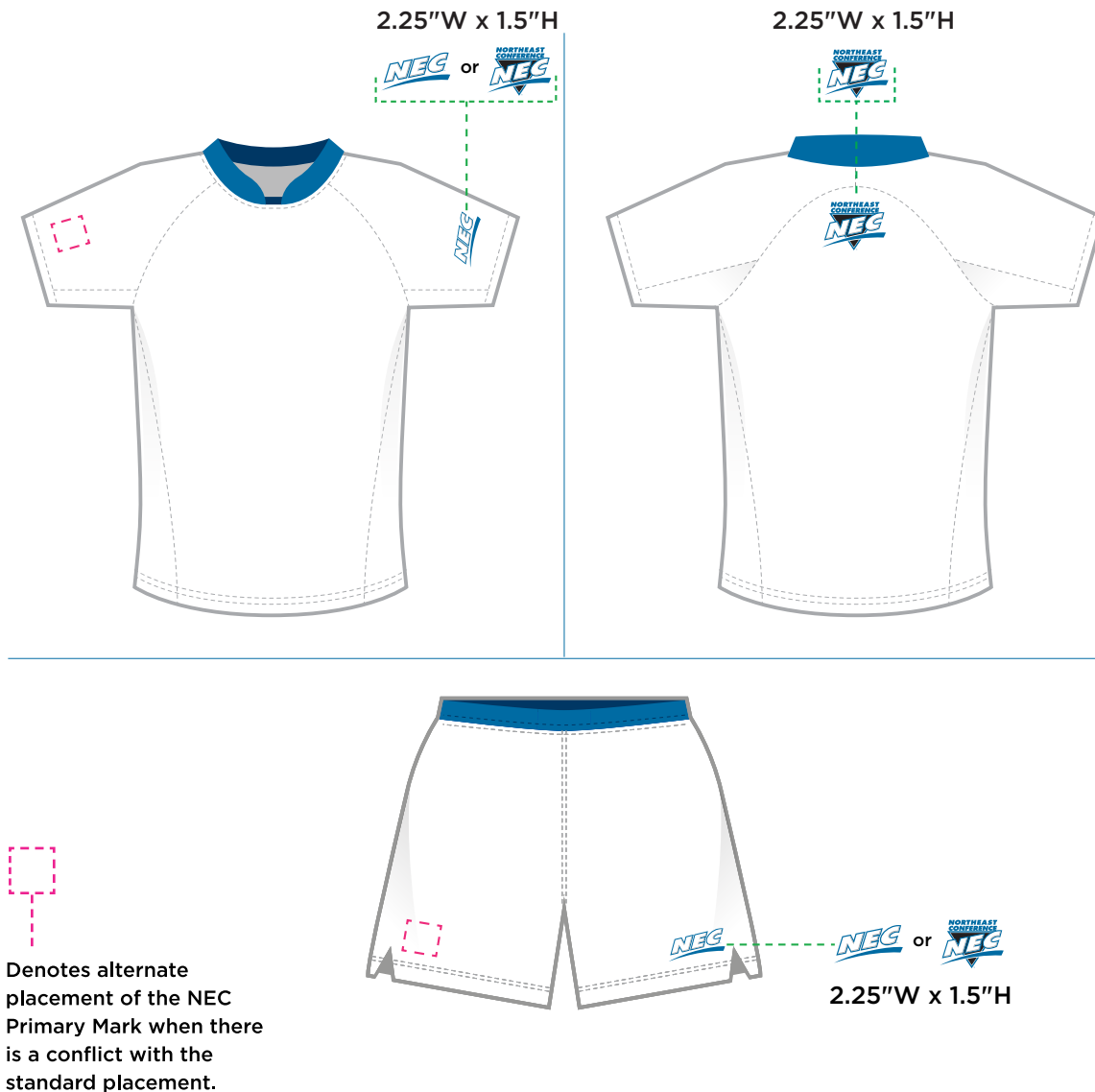
OPTION #2:

Right sleeve of the jersey, facing the side, approximately three inches above the bottom of the sleeve. (Primary or Secondary mark)

OPTION #3:

Back neckline. For sleeveless jerseys, also place on the back neckline. (Primary mark only)***

*****Note: Effective with the 2019-20 season, all NEW women's uniforms should no longer display the NEC logo on the back neckline. Current women's uniforms can continue to display the logo in this location until they are replaced.**



UNIFORM STANDARDS

SWIMMING & DIVING

The NEC encourages that its logo be displayed on all uniforms, but it is not required in the following sports: (Cross Country, Track & Field, Golf, Swimming & Diving and Tennis)

For placement purposes please note the following guidelines:

OPTION #1:

High on the left side of the swimsuit, facing front. (Secondary mark only)

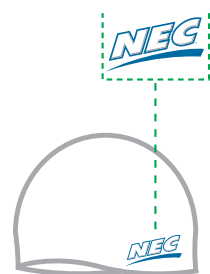
OPTION #2:

Right or left leg of swimsuit, shorts or trunks just above the hem facing front. (Secondary mark only)

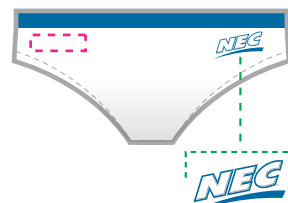
OPTION #3:

Left side of the swimming cap, facing front. (Secondary mark only)

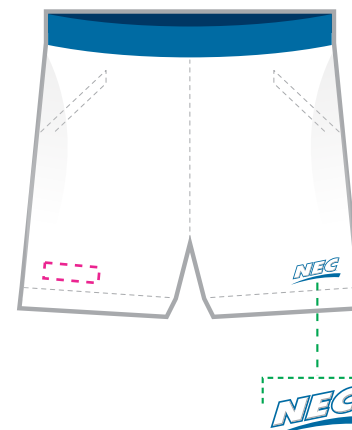
2.25"W x 1.5"H



2.25"W x 1.5"H



2.25"W x 1.5"H



2.25"W x 1.5"H



Denotes alternate placement of the NEC Primary Mark when there is a conflict with the standard placement.

UNIFORM STANDARDS

TENNIS

The NEC encourages that its logo be displayed on all uniforms, but it is not required in the following sports: (Cross Country, Track & Field, Golf, Swimming & Diving and Tennis)

For placement purposes please note the following guidelines:

OPTION #1:

The preferred presentation of the NEC logo is 2.25" wide, positioned on the left sleeve of the polo opposite to the manufacturer logo and centered between the collar and the seam. (Primary or Secondary mark)

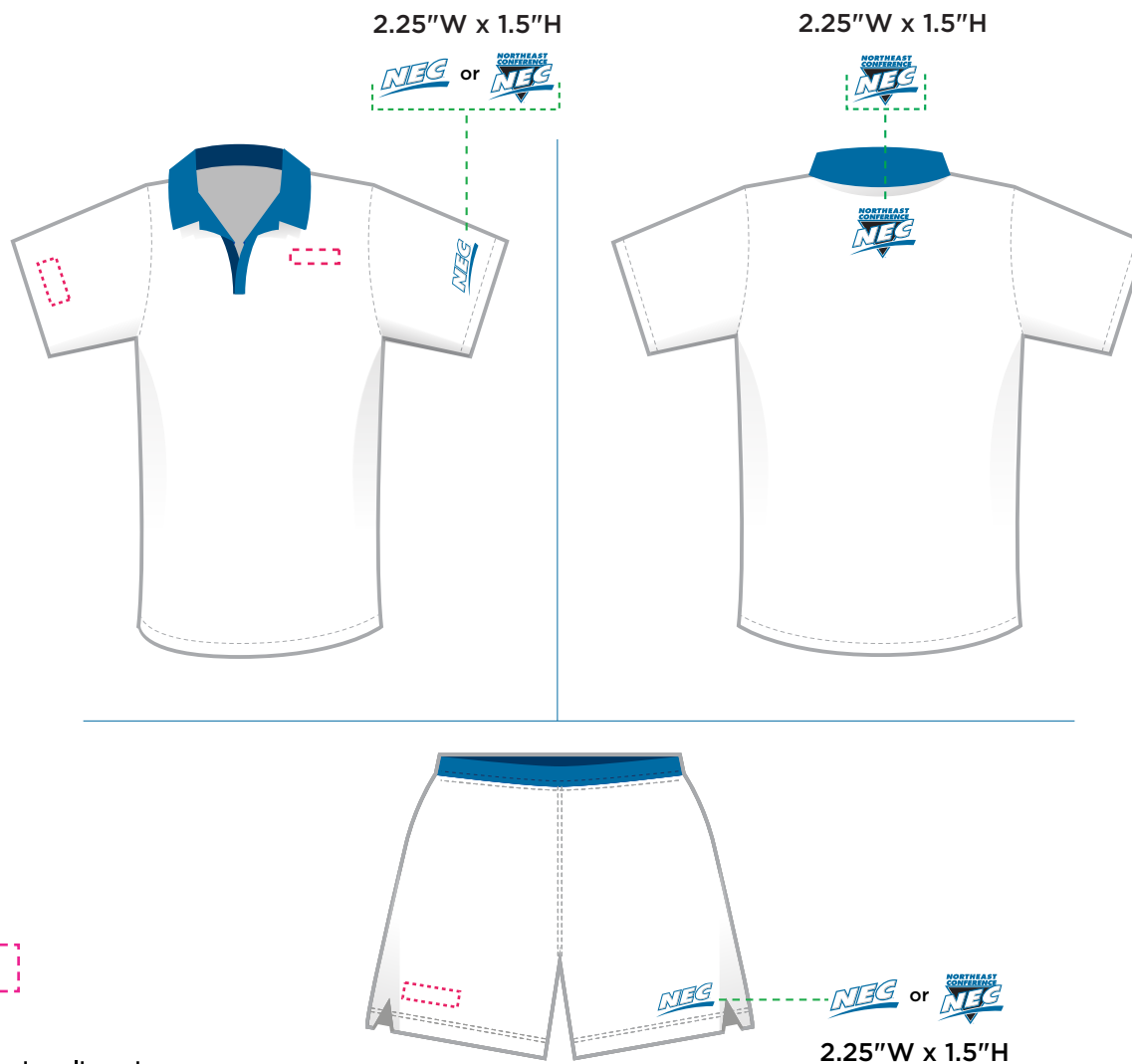
OPTION #2:

In addition, it is encouraged to include the NEC logo on shorts. The preferred presentation of this is 2.25" wide on the front panel of the left leg of the shorts. (Primary or Secondary mark)

OPTION #3:

Back neckline. For sleeveless jerseys, also place on the back neckline. (Primary mark only)***

*****Note: Effective with the 2019-20 season, all NEW women's uniforms should no longer display the NEC logo on the back neckline. Current women's uniforms can continue to display the logo in this location until they are replaced.**



Denotes alternate placement of the NEC Primary Mark when there is a conflict with the standard placement.

UNIFORM STANDARDS

VOLLEYBALL

The NEC Logo (Primary or Secondary) must be displayed on uniforms in each of the following team sports: Baseball, Bowling, Men's and Women's Basketball, Football, Field Hockey, Men's and Women's Lacrosse, Men's and Women's Soccer, Softball and Volleyball.

For placement purposes please note the following guidelines:

OPTION #1:

High on the right side of the chest, facing front. (Primary or Secondary mark)

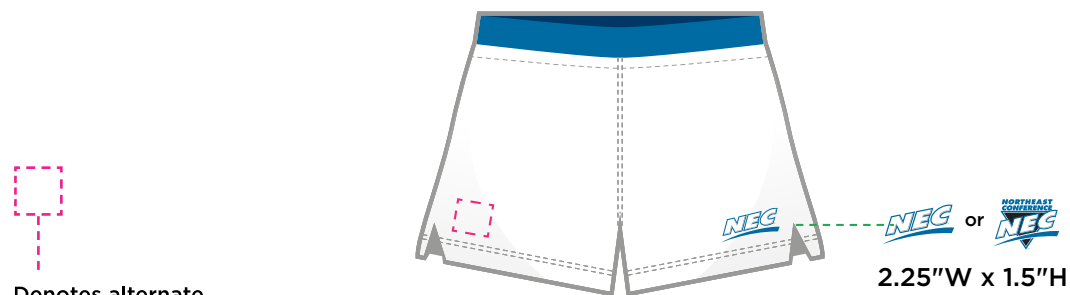
OPTION #2:

Left or right leg of shorts just above the hem, facing front. (Primary or Secondary mark)

OPTION #3:

Back neckline. (Primary mark only)***

*****Note: Effective with the 2019-20 season, all NEW women's uniforms should no longer display the NEC logo on the back neckline. Current women's uniforms can continue to display the logo in this location until they are replaced.**



Denotes alternate placement of the NEC Primary Mark when there is a conflict with the standard placement.

NORTHEAST CONFERENCE

— Playing Surfaces —

PLAYING SURFACES

THE GROUND RULES

NEC logo field stencils shall be prominently displayed on each of the following outdoor fields, unless extenuating circumstances prohibit its usage (i.e. the team competes at a municipal facility).

- **Football (displayed in two locations on opposite sides of the field)**
- **Soccer (displayed in two locations on opposite sides of the field)**
- **Field Hockey (displayed in two locations on opposite sides of the field)**
- **Lacrosse (displayed in two locations on opposite sides of the field)**
- **Baseball (displayed in one location; preferably behind home plate)**
- **Softball (displayed in one location)**

The recommended on-field representation of the NEC logo is pictured to the right (Shown using Sacred Heart as an example).

For this specific application as ‘outlined’ version of the logo is used to contrast the green field color. In this situation, the white outline allows the school colors to remain prominent against a background that could otherwise clash with or diminish the logo.

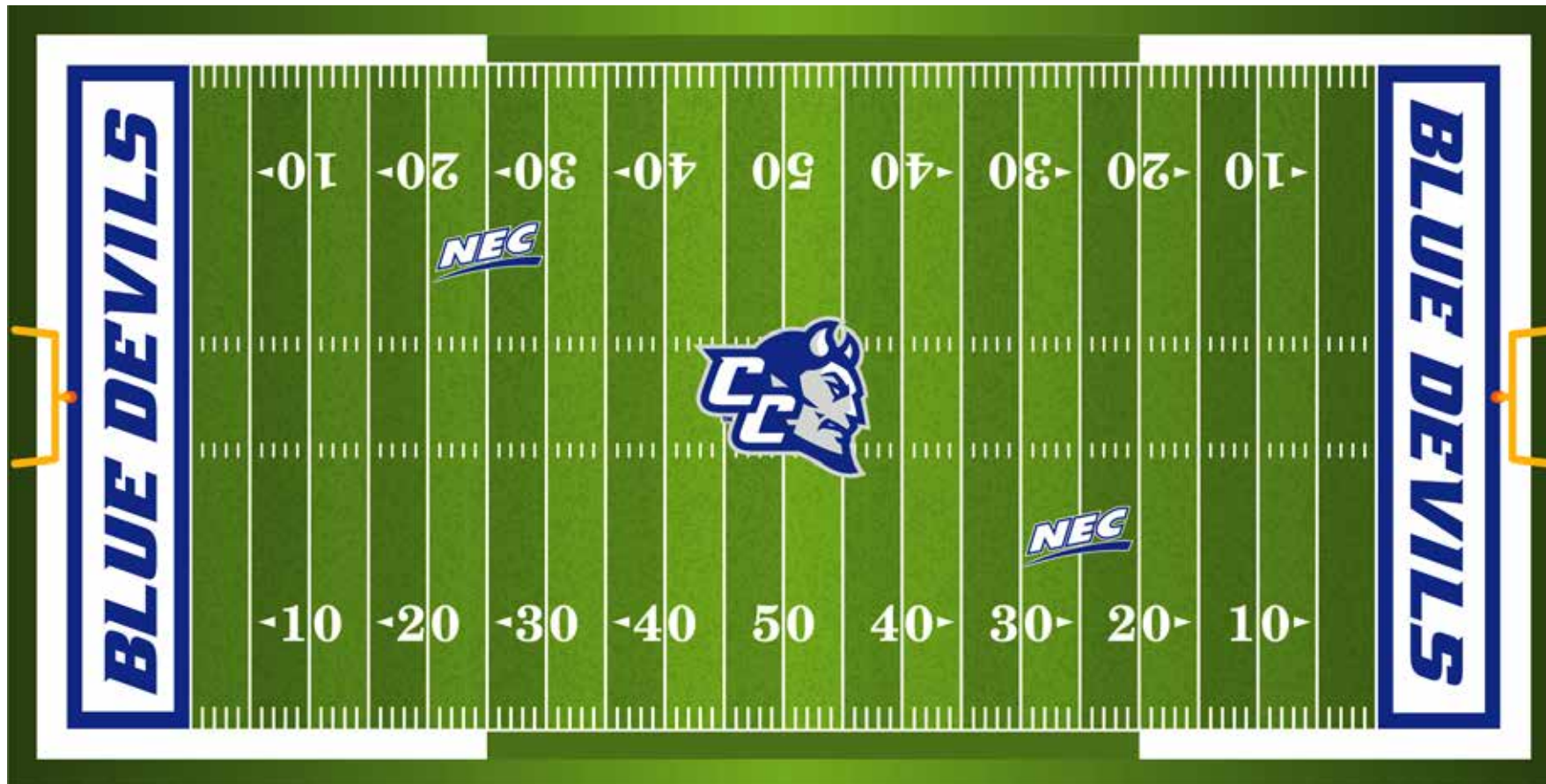
For all fields with a painted application of the logo, a conference-issued stencil is required to ensure consistent use of the logo.

Note: Please contact the NEC for the approved ‘outlined’ version of the NEC logo whenever applying to athletic fields.



FOOTBALL

PLAYING SURFACES



The NEC logo stencil should be used to apply the logo between the 20 and 30 yard line on opposite sides of the institution's football field.

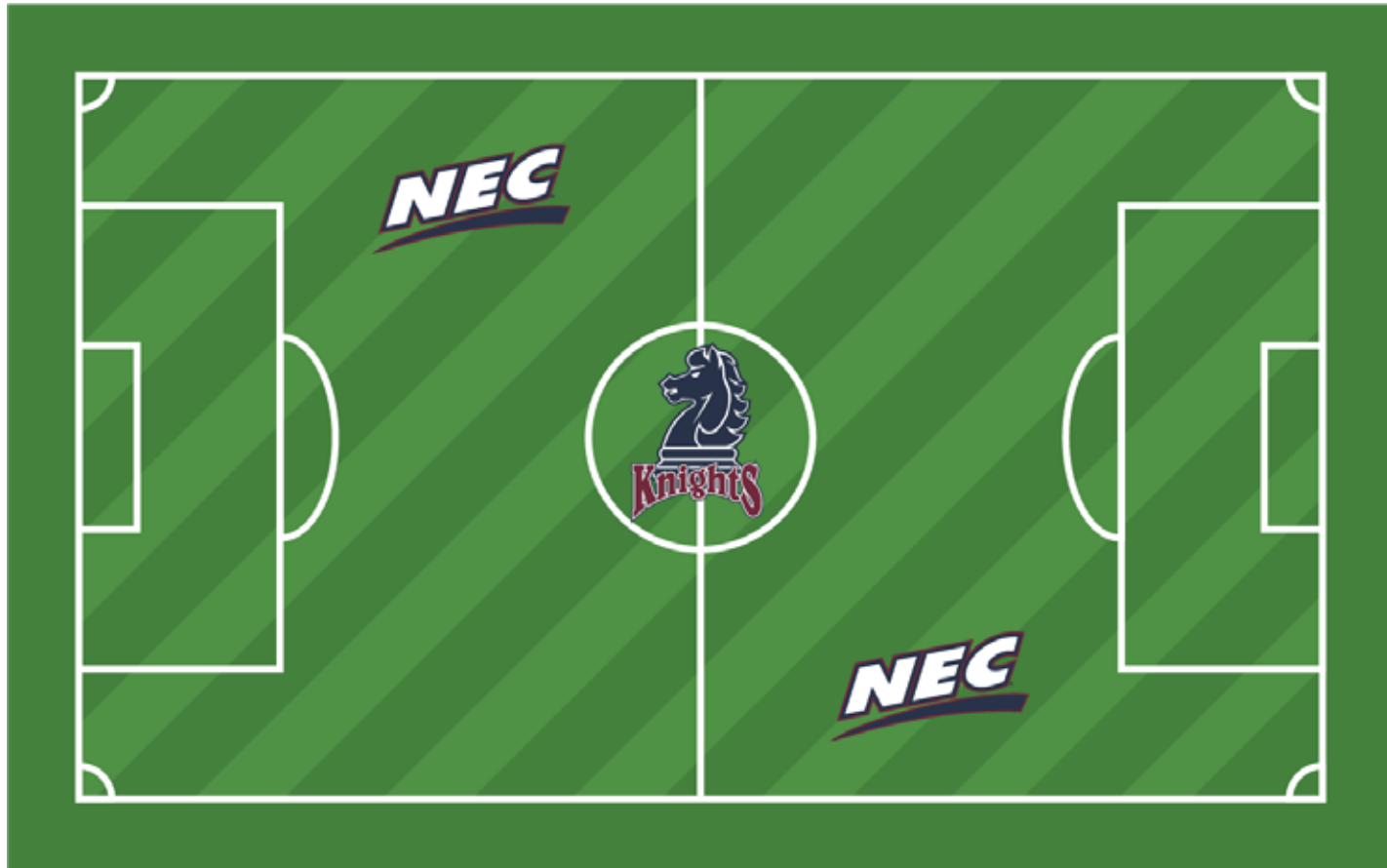
The stencil which is 29' x 8.5' should be centered in between these 25 yard markers (These dimensions include a 4" border to outline the logo). Both NEC logos should face the appropriate TV angle of the respective stadium.

NOTE: Please contact the NEC for the approved 'outlined' version of the NEC logo whenever applying to athletic fields.

NOTE: The yard line must be visible when running through the logo by "ghosting" the line to be compliant with NCAA Playing Rules.

MEN'S & WOMEN'S SOCCER

PLAYING SURFACES



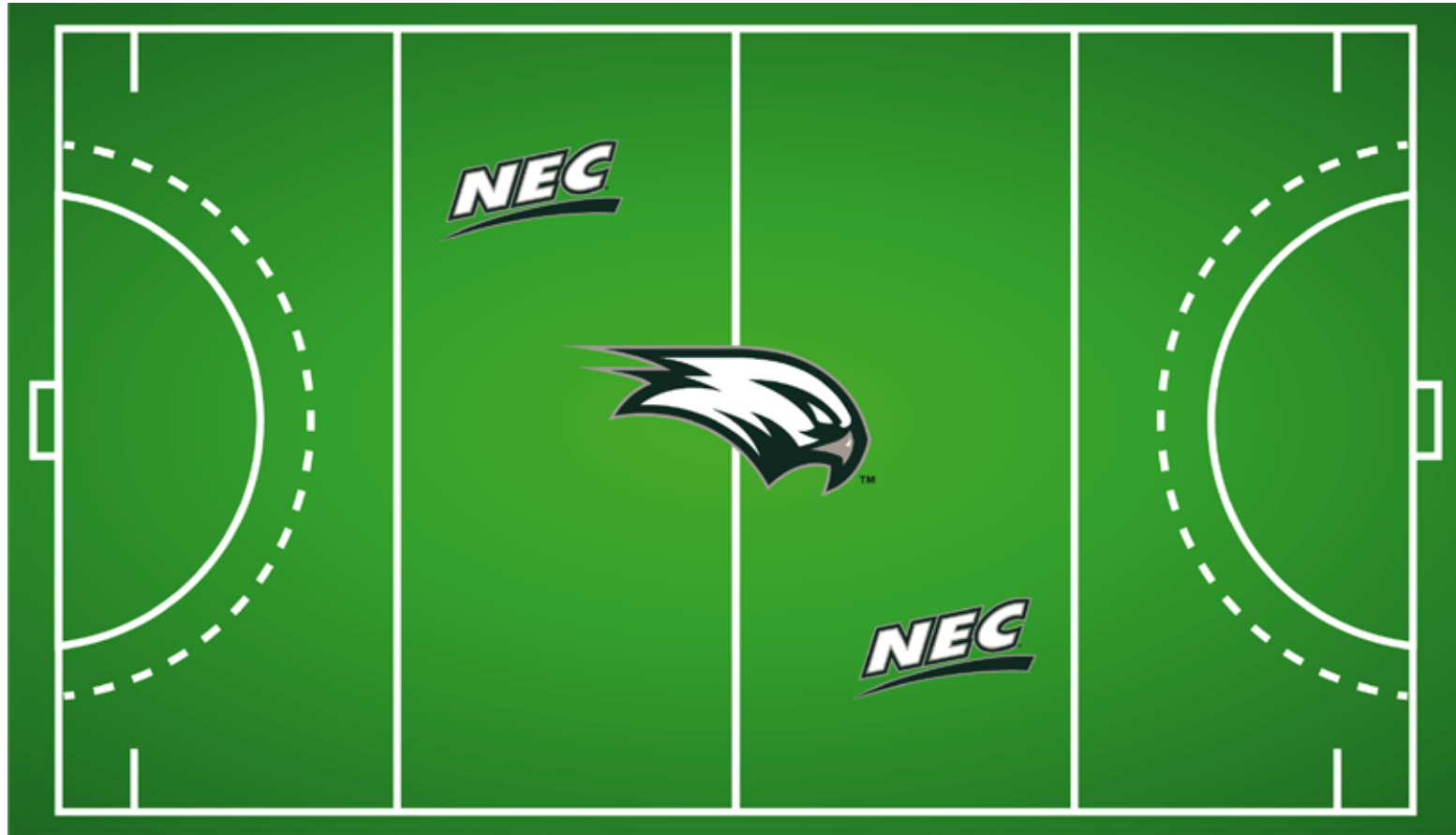
It is required that the NEC logo be painted on opposite sides of the soccer pitch. Both NEC logos should face the appropriate TV angle of the respective stadium.

Shown above in Fairleigh Dickinson colors as an example.

NOTE: *The 'outlined' version of the logo may be used here to keep from clashing with the green field. Please contact the NEC for further inquiries.*

FIELD HOCKEY

PLAYING SURFACES



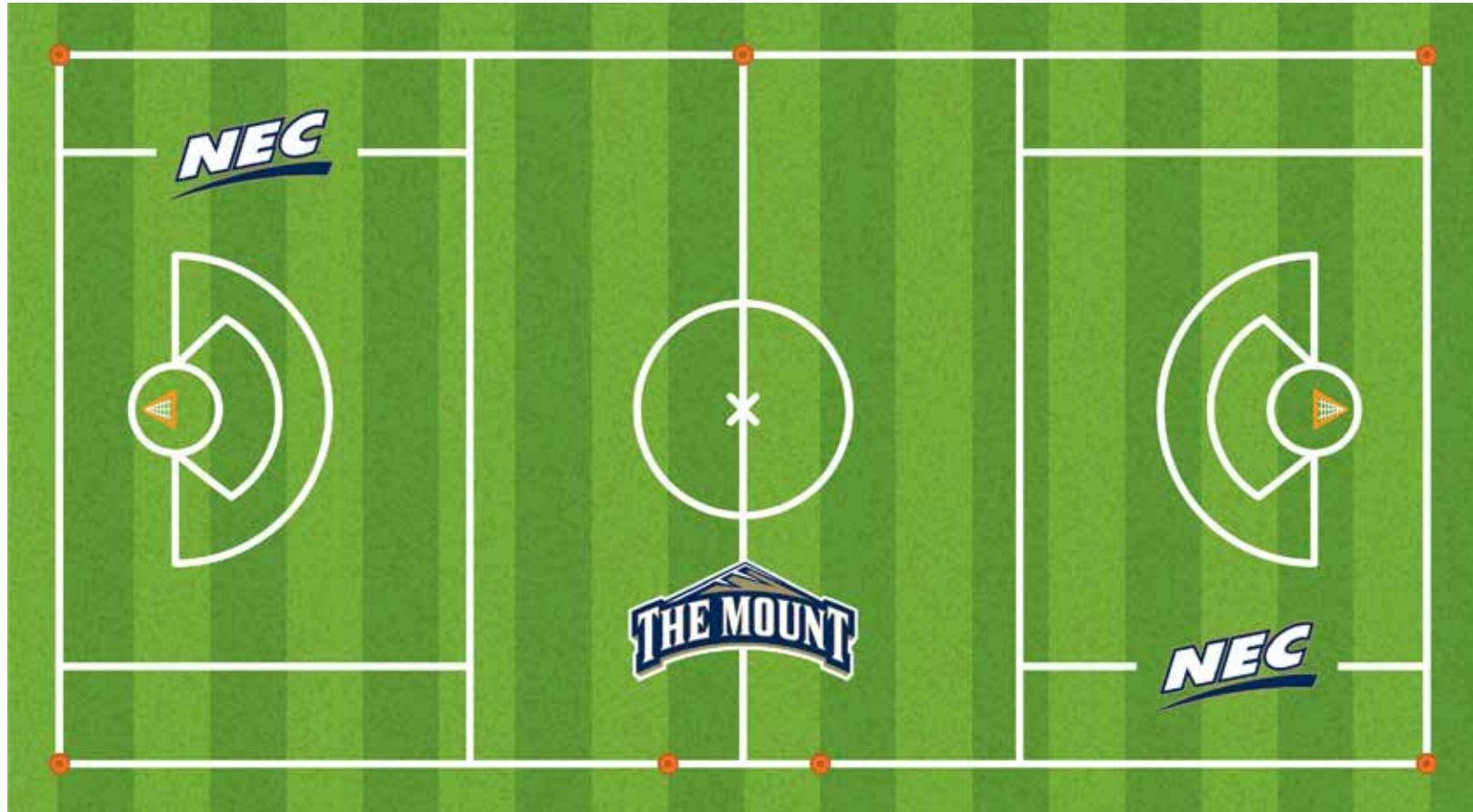
It is required that the NEC logo be painted on opposite sides of the field hockey pitch. Both NEC logos should face the appropriate TV angle of the respective stadium.

Shown above in Wagner colors as an example.

NOTE: The 'outlined' version of the logo may be used here to keep from clashing with the green field. Please contact the NEC for further inquiries.

MEN'S & WOMEN'S LACROSSE

PLAYING SURFACES



It is required that the NEC logo be painted on opposite sides of the lacrosse field. Both NEC logos should face the appropriate TV angle of the respective stadium.

Shown above in Mount St. Mary's colors as an example.

NOTE: The 'outlined' version of the logo may be used here to keep from clashing with the green field. Please contact the NEC for further inquiries.

BASEBALL & SOFTBALL

PLAYING SURFACES



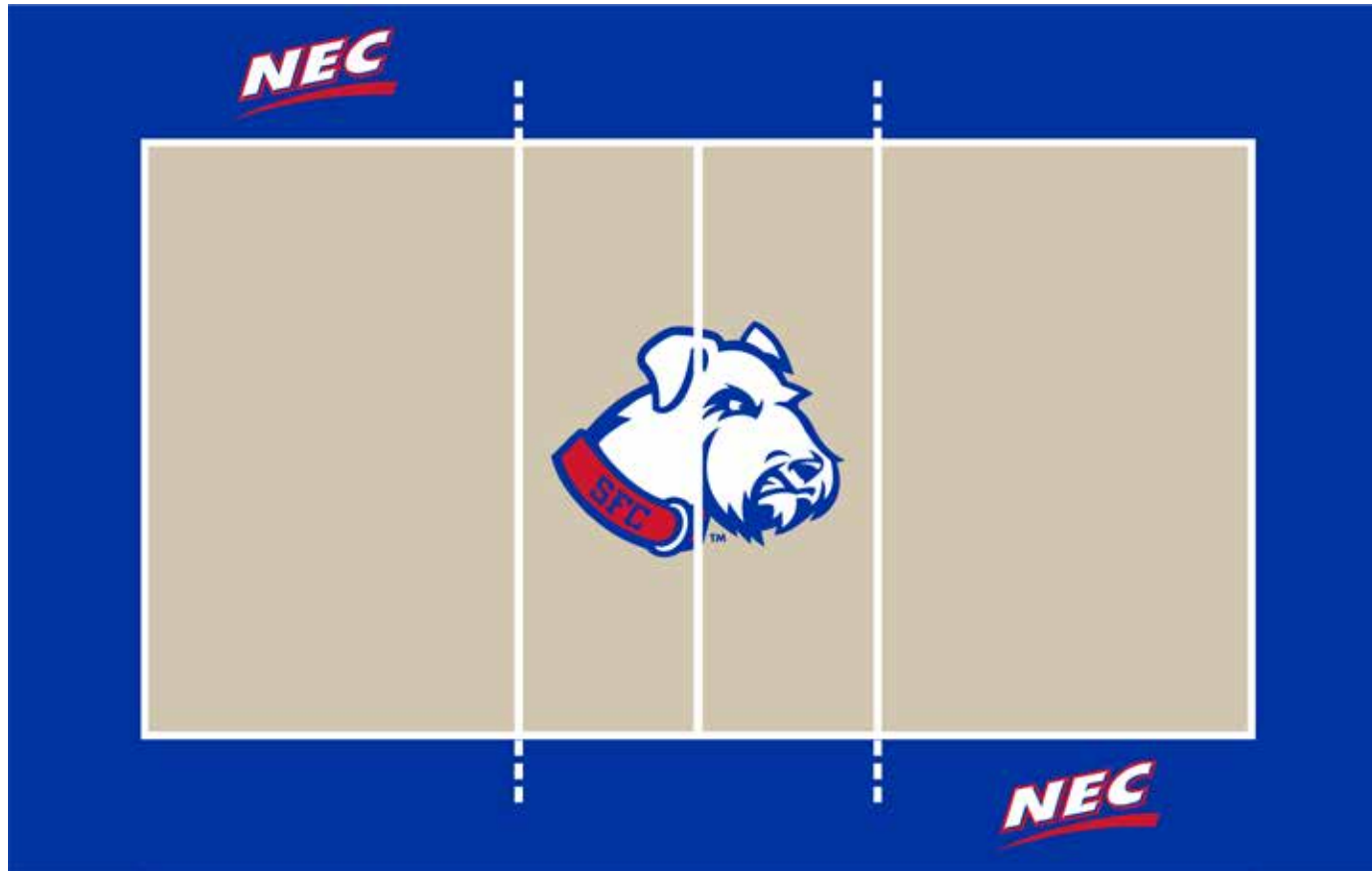
It is required that the NEC logo be painted in one location on the baseball and softball diamonds. The preferred presentation is behind home plate.

Placement options are listed above.

NOTE: The 'outlined' version of the logo may be used here to keep from clashing with the green field. Please contact the NEC for further inquiries.

WOMEN'S VOLLEYBALL

PLAYING SURFACES



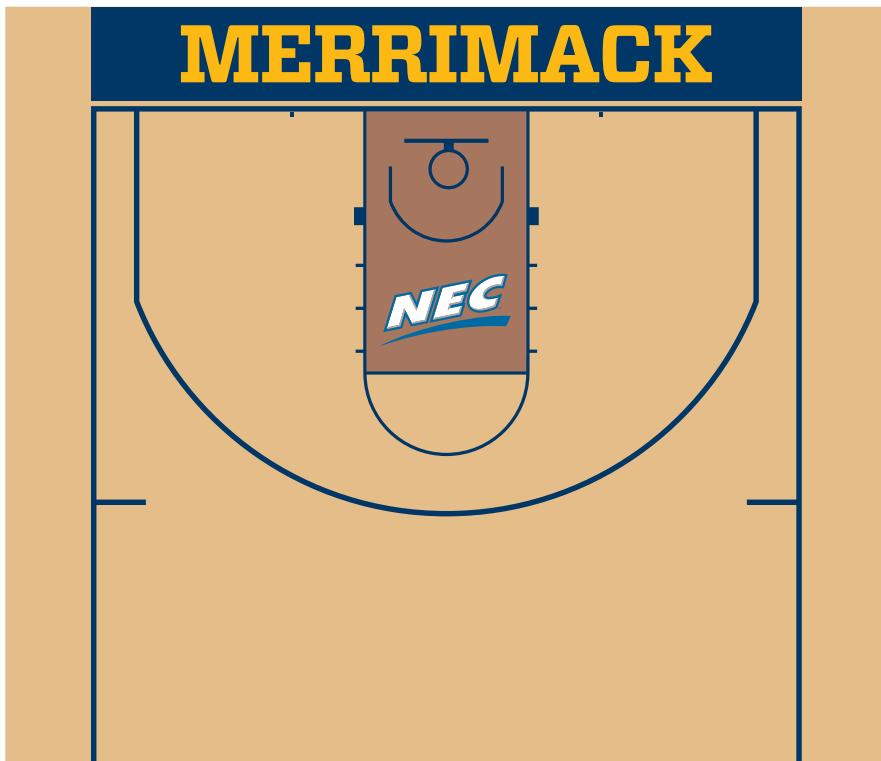
It is suggested but not required that the NEC secondary logo should be painted on both sides of the outside perimeter of the volleyball court.

Shown above in St. Francis Brooklyn colors as an example.

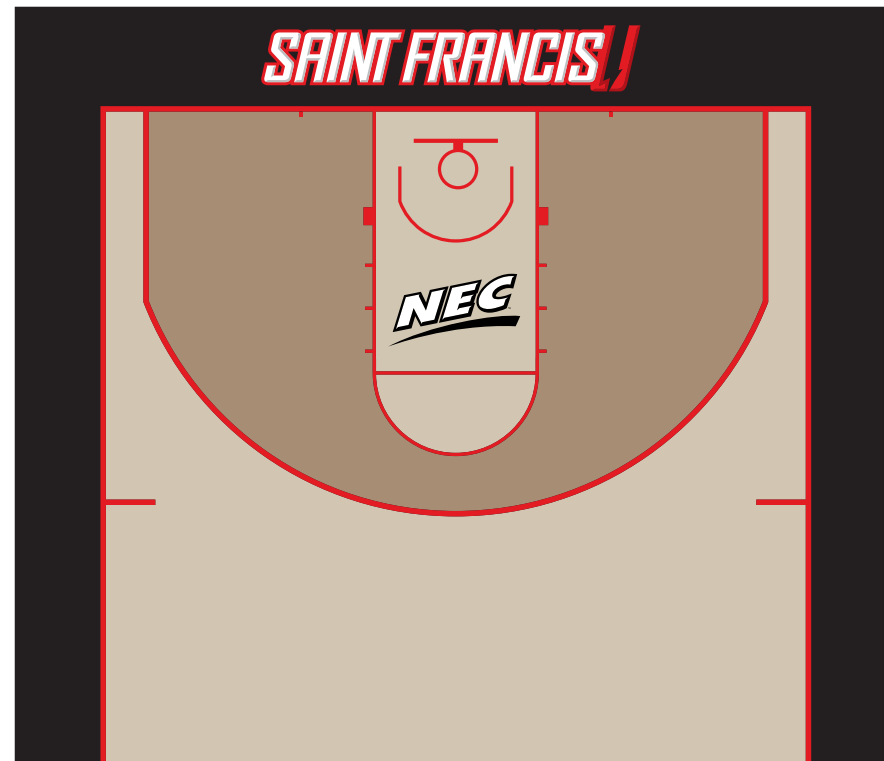
NOTE: *The 'outlined' version of the logo may be used here to keep from clashing with the green field. Please contact the NEC for further inquiries.*

MEN'S & WOMEN'S BASKETBALL

PLAYING SURFACES - LOGO PLACEMENT / OPTION 1



Option 1-A using NEC Colors



Option 1-B using School Secondary Colors

The NEC logo is required to be painted on each institution's basketball court twice. The NEC logo is to be painted in each lane, inside the free throw line. The logo must face the free throw shooter and be equidistant (20") from the bottom and both sides. Schools that have not updated the logo MUST do so as part of their next court refurbishment.

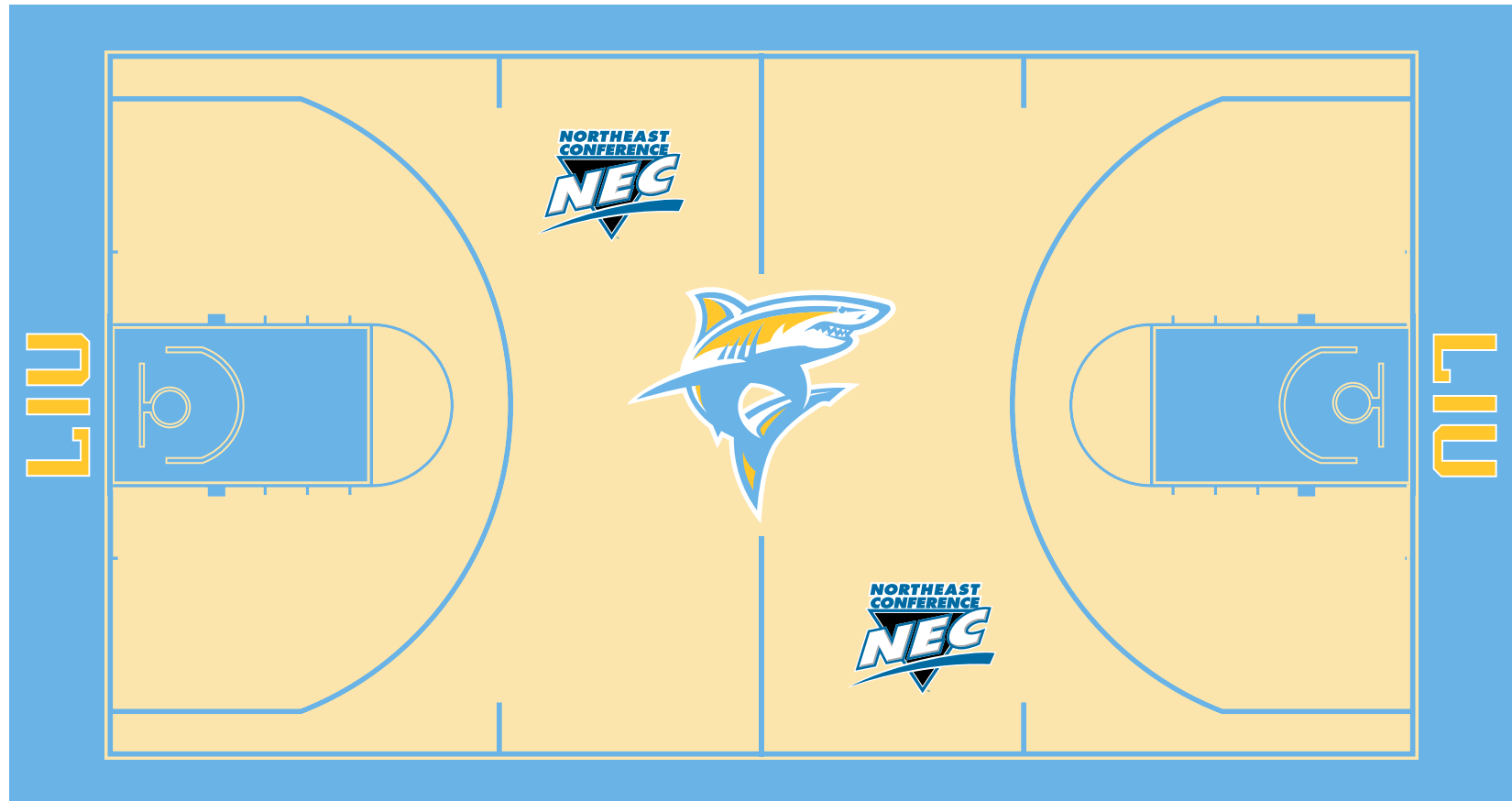
Placement options are listed above.

Option 1: NEC Secondary Mark in both painted areas.

May be painted in secondary school colors to maximize visibility. Both must be oriented in the same direction as the TV/Webcast cameras. The application is presented above at the 8-foot width minimum.

MEN'S & WOMEN'S BASKETBALL

PLAYING SURFACES - LOGO PLACEMENT / OPTION 2



The NEC logo is required to be painted on each institution's basketball court in two locations. Schools that have not updated the logo MUST do so as part of their next court refurbishment.

Shown above in LIU colors as an example.

Option 2: Two NEC Primary Marks each at mid court.

Can only be painted in NEC colors. Both must be oriented in the same direction as the TV/Webcast cameras. The application presented above is at the 8-foot width minimum and 6 feet away from the sideline.

NORTHEAST CONFERENCE

Championship Logos



2021 NEC Men's & Women's Basketball Tournament Logo

FALL CHAMPIONSHIPS



WINTER CHAMPIONSHIPS



SPRING CHAMPIONSHIPS



NORTHEAST CONFERENCE

Ancillary Logos

ANCILLARY LOGOS

NEC FRONT ROW / NEC ON THE RUN

NEC Front Row features free access to high definition live events with DVR functionality, live stats integration for a number of sports and the ability to watch multiple events at once.

NEC On The Run, launched in August 2019, is the NEC's over-the-top (OTT) streaming and mobile app designed to make the Front Row viewing experience even more enjoyable for fans of the conference.

NEC On The Run is available for download in the App Store and Google Play and is also available on iOS mobile (iPhone/iPad), Android mobile (all Android-based mobile devices), Android TV, Apple TV, Amazon Fire, and Roku.

NEC FRONT ROW



NEC FRONT ROW

Full Color on White

NEC FRONT ROW

Full Color on Front Row Navy

NEC FRONT ROW

1 Color White

NEC FRONT ROW

1 Color Black

ANCILLARY LOGOS

ALL IN. BALL OUT. CAMPAIGN

All In. Ball Out. is the men's and women's basketball branding campaign brought to life by the league's in-house creative group. All In. Ball Out. captures the essence and attitude of the NEC's basketball-centric nature.



ANCILLARY LOGOS

#NECPRIDE365

#NECPride, or #NECPride365 is the official hashtag and slogan of the Northeast Conference. #NECPride is about having pride in your team, your school and the will to succeed both on and off the field. #NECPride is about achievement, ambition, perseverance, community, passion, respect, determination, unity and teamwork.



ANCILLARY LOGOS

NEC SAAC

The Northeast Conference Student-Athlete Advisory Committee (SAAC) is made up of student-athletes assembled to provide insight on the student-athlete experience. The NEC SAAC offers input on the rules, regulations and policies that affect student athletes' lives within the Northeast Conference.



**STUDENT-ATHLETE
ADVISORY COMMITTEE**



**STUDENT-ATHLETE
ADVISORY COMMITTEE**

ANCILLARY LOGOS

NEC CHAMPIONS FOR CHANGE

NEC Champions For Change is designed to be a platform for the league's student-athletes, coaches and administrators to share their experiences around social injustice and social change.

The NEC will utilize its social media platforms to convey these messages as a first step towards the conference's commitment to help create impactful change within our communities.



NORTHEAST CONFERENCE

Social Media

Main Accounts:

NEC Twitter.....@NECSports
 NEC Instagram.....@NECSports
 NEC Facebook.....@NECSports
 NEC TikTok.....@NECSports
 NEC Snapchat.....@NECSports
 NEC YouTube.....YouTube.com/NECsports

Other NEC Twitter Accounts:

Commissioner Noreen Morris.....@NECCommish
 Senior Commissioner Ron Ratner.....@NECHoopsRon
 Asst. Commissioner Ralph Ventre.....@NECRalph
 NEC Front Row.....@NECFrontRow

NEC Sport-Specific Twitter Accounts:

Baseball.....@NECBaseball
 Basketball.....@NECSports
 Bowling.....@NECBowl
 Cross Country.....@NECXC
 Field Hockey.....@NECFHockey
 Football.....@NECFootball
 Men’s Golf.....@NECMGolf
 Women’s Golf.....@NECWGolf
 Men’s Lacrosse.....@NECMLAX
 Women’s Lacrosse.....@NECWLAX
 Men’s Soccer.....@NECMSoccer
 Women’s Soccer.....@NECWSoccer
 Softball.....@NECSoftball
 Swimming & Diving.....@NECSwimDive
 Tennis.....@NECTennis
 Track & Field.....@NECTrack
 Volleyball.....@NECWVolleyball

General NEC Related Hashtags:

NEC 40th Anniversary.....#NEC40th
 NEC Pride.....#NECPride or #NECPride365
 MBB & WBB Basketball Campaign.....#ALLINBALLOUT
 NEC Champions For Change.....#NECChamps4Change

Full Member Institution Twitter Accounts:

Bryant.....@BryantAthletics
 Central Connecticut.....@CCSUBBlueDevils
 Fairleigh Dickinson.....@FDUKnights
 LIU.....@LIUAthletics
 Merrimack.....@MC_Athletics
 Mount St. Mary’s.....@MountAthletics
 Sacred Heart.....@SHUBigRed
 St. Francis Brooklyn.....@SFBKTerriers
 Saint Francis U.....@SFUAthletics
 Wagner.....@WagnerAthletics

Associate Member Institution Twitter Accounts:

Duquesne.....@DuqFB & @DuqBowling
 Fairfield.....@Stags_FH
 Hobart.....@HobartLacrosse
 Howard.....@HUBisonSports
 Rider.....@BroncsFH
 Saint Joseph’s.....@SJUHawks_MLAX

NEC Sport-Specific Hashtags:

Baseball.....#NECBaseball
 Men’s Basketball.....#NECMBB
 Women’s Basketball.....#NECWBB
 Bowling.....#NECBowl
 Cross Country.....#NECXC
 Field Hockey.....#NECFH
 Football.....#NECFB
 Golf.....#NECGolf
 Men’s Lacrosse.....#NECMLAX
 Women’s Lacrosse.....#NECWLAX
 Men’s Soccer.....#NECMSOC
 Women’s Soccer.....#NECWSOC
 Softball.....#NECSoftball
 Swimming & Diving.....#NECSwimDive
 Tennis.....#NECTennis
 Track & Field.....#NECTrack
 Volleyball.....#NECVB

NORTHEAST CONFERENCE

Marketing Materials

MARKETING MATERIALS

PRINT / DIGITAL STANDARDS

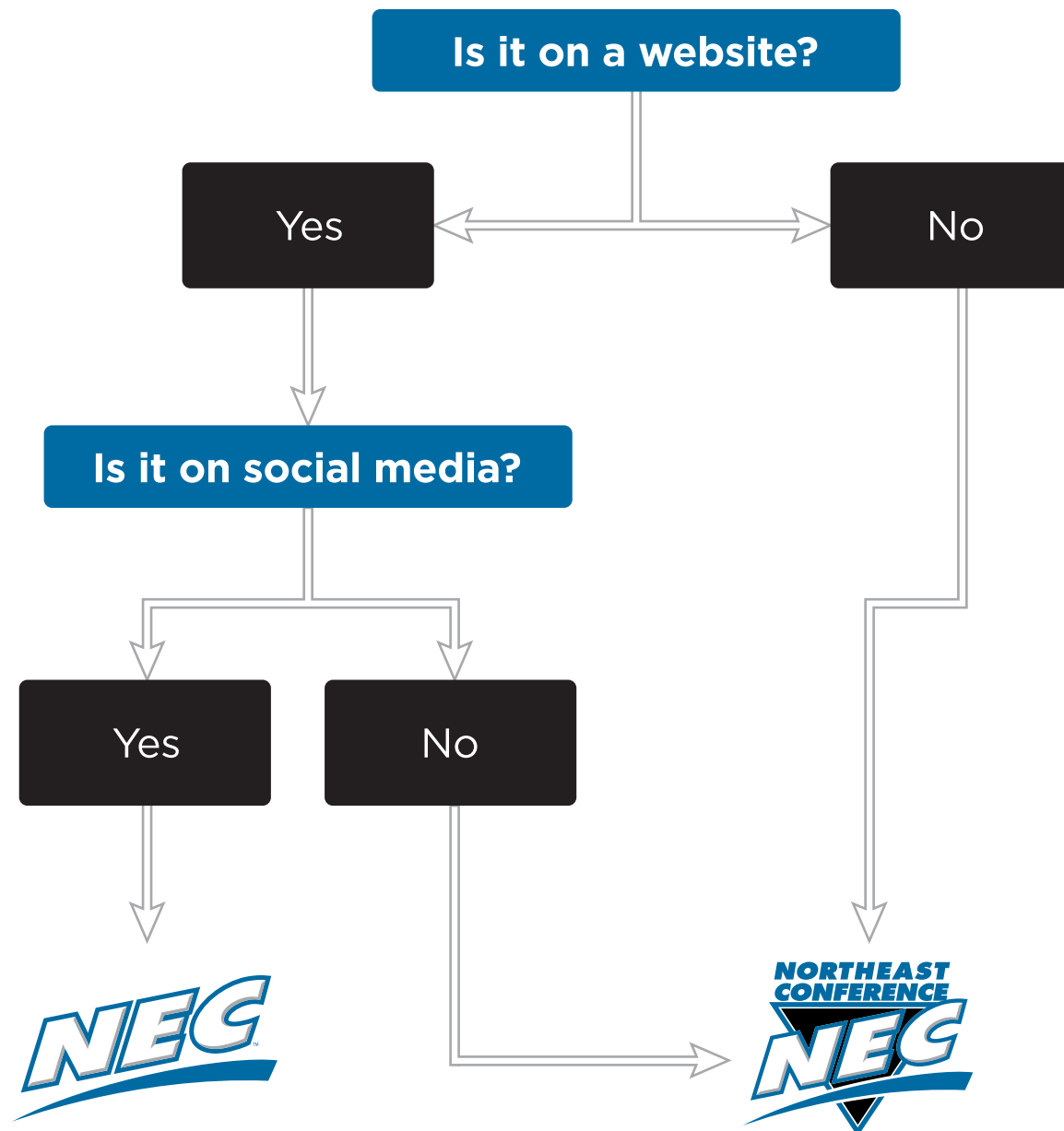
The Primary NEC logo is required to be displayed, only in NEC colors, on all athletic websites along with a link to northeastconference.org.

The Primary NEC logo is also required to be prominently displayed on all game programs, game notes, and media guides (print and/or digital).

Institutions and sport specific social media channels are also responsible for utilizing the NEC's most recent branding on posts when necessary.

Please refer to the flowchart on the right for any FAQs on when to use which logo and in which circumstance.

Using any retired or incorrect NEC marks without conference approval is **unacceptable**. Please refer to Logo Restrictions to see what you can and cannot do with the NEC's brand.



NORTHEAST CONFERENCE



For questions or for additional information regarding the Northeast Conference and its logos, please contact:

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Andrew Alia

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