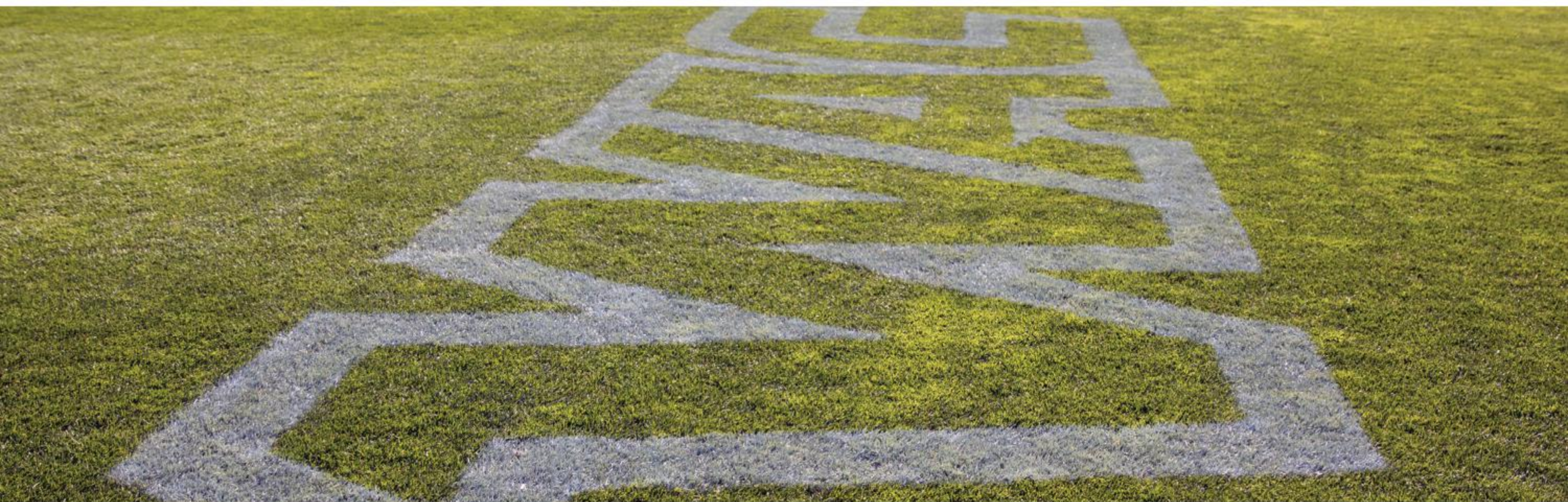




WAC™ Brand Style Guide







WELLS FARGO SUNLAND PARK LASER VAX adidas

MIN	PTS	REB	AST	STL	BLK
11	4	1	1	0	0
12	3	3	0	0	0
15	5	5	0	0	0
22	5	5	0	0	0
31	2	2	0	0	0

AGGIES

MIN	PTS	REB	AST	STL	BLK
11	4	1	1	0	0
12	3	3	0	0	0
15	5	5	0	0	0
22	5	5	0	0	0
31	2	2	0	0	0

WAC

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Our leadership lives on

As a collegiate athletic conference, we provide operational structure, officiating, guidance and leadership to university athletics across the country. Thousands of student-athletes come to the Western Athletic Conference to mature and compete against some of the world's top amateur athletes. But beyond sports, it's about opportunity. The opportunity to become better people and stronger leaders.

At the WAC, it's all of our responsibility to infuse this opportunity at the core of everything we do. No matter who we interact with—students, student-athletes, parents,

partners, media, member universities, affiliate universities, fans—we will guide and lead. And we will do it in a way that only a conference with our reputation and history can.

This is our brand style guide. In essence, it's who we are. In the following pages, it's important that you understand the WAC process and recognize your role. Know our philosophies and understand our rules. Our growth is dependent on you living up to these standards, and your ability to clearly share them with everyone you communicate with every day.

Whether you're a president, director of athletics, coach or staff member of a WAC member university, you are an ambassador to our principles. This requires an unprecedented level of pride in promoting our conference through all communication. The success of the WAC and your university depends on your ability—and desire—to promote this pride in all your personal and professional endeavors.

Together, we have the power to raise the WAC and your university to new heights. And now we have the guidelines to help us do it as a team. Let's all do our part.



Our unlimited potential started with humble beginnings

The Western Athletic Conference was established on July 27, 1962. Our inaugural commissioner, Paul Brechler, guided a six-team league of proudly competing universities including Arizona, Arizona State, Brigham Young, New Mexico, Utah and Wyoming. After six years of laying the WAC foundation and guiding our conference, Paul handed the reins over to Wiles Hallock in 1968. Since then, four other commissioners followed, including Jeff Hurd who currently sits at the helm.

Up until 1990, the WAC only sponsored championships in men's sports. But during that year, we merged with the High Country

Athletic Conference and celebrated our first year of both men and women competing under the WAC name. Today, the WAC features some of the nation's best athletic programs, crowning champions in 10 men's and 10 women's sports including baseball, basketball, cross country, football (regular season only), golf, soccer, swimming and diving, tennis, indoor and outdoor track and field, softball and volleyball.

Things have changed through the years, but the one thing that remains consistent is our unwavering commitment to developing student-athletes for success long after their sporting careers are over. Sports are and

always will be the cornerstone of the WAC. But our student-athletes also work to achieve the highest levels of success through the academic support of the institutions they attend.

The WAC boasts one of the most expansive athletic conference footprints across the United States. Our student-athletes travel to some of the nation's most diverse markets and largest metropolitan areas, which only allows them to grow even more by expanding their imagination and preparing them to be tomorrow's leaders.



SEATTLE
74

87

88

61

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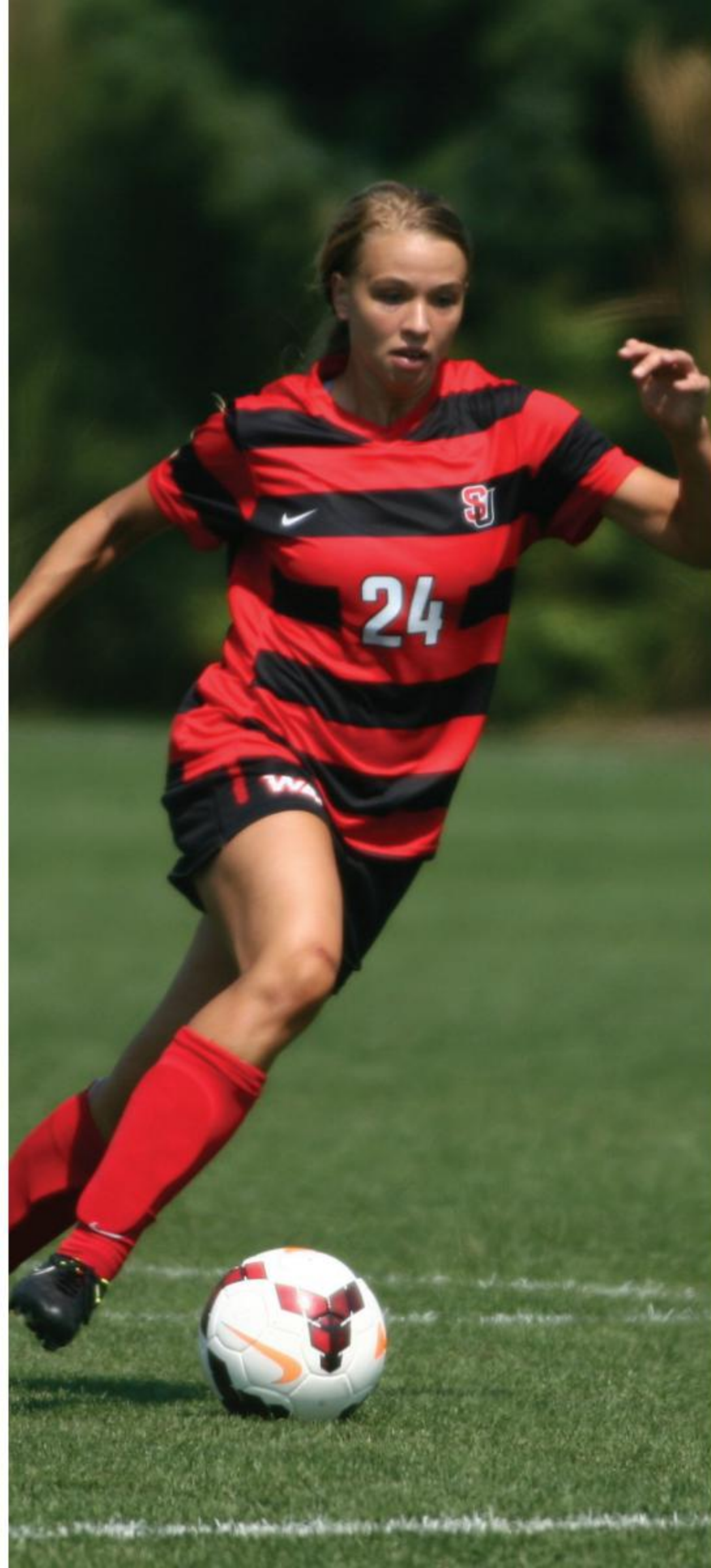
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63

65

103

104



BRAND FOUNDATION



BRAND FOUNDATION | OVERVIEW

By definition, a brand is a set of beliefs or perceptions created by both tangible and intangible elements of an entity. The WAC's brand goes a bit further.

We are more than tangible and intangible elements, and we stand for more than the image that's created in one's mind. The WAC brand is an evolution of positive experiences that reinforces our identity and promise. We are a consistent and clear message in every market we are present, and our ambassadors represent the WAC brand with a very uniform presentation.

The WAC brand is a representation of all of us, and this guide is vital for protecting and promoting our brand in a positive and consistent way when crafting any communication and marketing materials. From the specific elements (name, logo, colors, fonts, etc.) to how they're treated in the various forms of communication we use (advertising, PR, stationery, email, etc.), following these brand guidelines is crucial to the strength of the WAC brand.

We all have a responsibility to properly promote the history and success of the WAC brand and deliver on its promise. To do this, any time we communicate internally or with the public, we must execute and deliver a consistent and unified brand identity. This means that we need to work together to

preserve the perceived value and benefits of the WAC brand through consistent experiences, teachings, language and visual presentations.

So, how do the WAC and our member universities grow our brand to its maximum

potential and relevancy for years to come? Simple. Follow these four core principles for how to properly incorporate our brand elements any time you promote the WAC through communication efforts:

The WAC's operational values & core themes are easily recognized.

The WAC's key messages are highly memorable.

The WAC's key differentiators and services are apparent.

The WAC is represented in a modern and relevant light.

How we act

The WAC has a preferred form of conduct displayed toward students, student-athletes, parents, partners, media, member and affiliate universities and fans. Think of it as good sportsmanship. This behavior must permeate through the actions of everyone—administrators, coaches, student-athletes and officials. It must be at the foundation of everything we do from communications to in-game presentations and how we treat our fans. Whether in corporate, retail, social or personal settings, our actions must always reinforce the WAC brand to create and sustain the ideal brand experience for all who come in contact with us.

How we look

The WAC has a distinct “look and feel” through all of our graphic applications including advertising, brochures, posters, stationery, logo identity and color palette. Consider this our team uniform. Just like the dress of any well-trained team taking the field or court, it’s essential that these elements are standardized and used in a consistent manner, both independently and combined. This ensures that the WAC brand is clearly and recognizably represented to our visual audience.

How we sound

The WAC speaks with a specific and uniform “voice” throughout our entire system of communications, across all universities. Call it our fight song, if you will. From our core values to our mission and vision statements, the tone of our messages shapes and represents the voice of the WAC in everything we communicate.

The WAC's Operational values and core themes are the unwavering standards that the conference and its member universities will not sacrifice under any circumstance.

They guide our actions throughout every transaction with any constituent and reflect the WAC's culture and priorities. It is important that the operational values

and core themes are published and also understood and adhered to by anyone who promotes the WAC brand.

Operational Values

Pride

We proudly recognize and confidently exhibit passion and excitement for our historical achievements and the potential of our future.

Commitment

We display ultimate dedication to achieving the highest standards possible in all of our efforts as we serve our student-athletes on and off the field of play.

Excellence

We strive to set the bar for how a Division I conference operates, with a superior balance of athletic competition and academic achievement.

Integrity

We hold ourselves to the highest moral and ethical principles.

Core Themes

Learn

The cornerstone of a student-athlete's experience is his/her education.

Compete

As a Division-I conference, our student-athletes strive to succeed at the highest level.

Inspire

The life lessons our student-athletes learn inspire them to become better people and stronger leaders.

The WAC mission statement keeps all constituents aware of the conference's purpose—it illustrates what the WAC is now. It concentrates on the present; it defines the customers and critical processes; and it informs all about the WAC's desired level of performance.

The Western Athletic Conference is committed to providing student-athletes an exemplary university experience—both on and off the field of play. With high standards of integrity at the core of our athletic and academic excellence, our goal is to unlock the potential of the nation's premier student-athletes and to prepare them to become the leaders of our future.

The WAC's vision statement outlines what our conference wants to be—the legacy we will leave. It concentrates on the future; it's a source of inspiration; and it provides clear decision-making criteria.

***Inspiring student-athletes
of today to become
the leaders of tomorrow.***

The WAC in
100
words

The WAC is a Division I collegiate athletic conference affiliated with the National Collegiate Athletic Association. Formed in 1962 with six universities, our footprint stretches 2,370 miles, and our member universities include Abilene Christian, California Baptist, Chicago State, Dixie State, Grand Canyon, Lamar University, NM State, Sam Houston, Seattle U, Stephen F. Austin, Tarleton, UT Rio Grande Valley and Utah Valley (with several in the top 30 major media markets). We compete in 10 men's and 10 women's sports including baseball, basketball, cross country, football, golf, soccer, swimming and diving, tennis, indoor and outdoor track and field, softball and volleyball.

The WAC in
50
words

The WAC is a Division I collegiate athletic conference that competes in 10 men's and 10 women's sports. Stretching 2,370 miles, Abilene Christian, California Baptist, Chicago State, Dixie State, Grand Canyon, Lamar University, NM State, Sam Houston, Seattle U, Stephen F. Austin, Tarleton, UT Rio Grande Valley and Utah Valley.

The WAC in under
25
words

The WAC is a Division I collegiate athletic conference with 13 member universities that compete in 10 men's and 10 women's sports.

For the WAC to successfully operate as a Division I collegiate athletic conference, we must accurately position ourselves among a large and diverse array of organizations and groups. Below are the groups the WAC targets and a brief description of their importance to our success.



New member institutions

We must be a strong candidate for universities looking to change conferences.



Sponsorships/corporations

We must align with like-minded organizations to gain financial strength and extended visibility.



Students

Our relevance, leadership and athletic involvement must be respected and appreciated by our students.



Student-athletes

We must be perceived as a first-rate athletic conference founded on integrity, opportunity and top-level competition.



College sports fans

To grow our fan base and popularity, we must be considered by college sports fans as home to top national athletes.



Local and national media

We must remain as a priority to those who tell success stories of athletic achievements.

Communicating the correct message about the WAC starts with a deep understanding of the WAC audience and marketplace. As we promote the WAC, whether it be the conference as a whole or your member university, it's vital to ensure that the three key points below are at the core of your message.

Committing to integrity. Inspiring excellence.

Raising the standard of our lives and communities through our actions.

Setting the bar for collegiate academics and athletics.

Differentiators are the strongest attributes of an organization that can be used to separate it from the competition. Within the world of collegiate athletics there are many brand attributes that are unique to the WAC. Utilizing these key differences

will effectively separate us and our member universities from the competition. Always promote the following points of difference when referencing the WAC or our affiliation with your university.



The WAC crowns champions in 20 sports—10 men's and 10 women's.



The WAC provides our student-athletes the chance to travel to scenic destinations and gain exposure in some of the nation's most diverse markets and largest metropolitan cities including:
Los Angeles (#2),
Chicago (#3),
Dallas-Ft. Worth (#5),
Houston (#8)
Phoenix (#11),
Seattle (#13),
Salt Lake City (#30).



The WAC has a big footprint—the longest distance between two member universities is 2,370 miles.



The WAC has automatic NCAA Tournament bids.



The WAC has a rich history—founded July 27, 1962.



Our conference is involved with several supporting organizations, events and categories that rely on the WAC brand to make a connection with the consumer.

For the WAC and our member universities to reach a high level of success, our message must be told in a consistent manner across all brand extensions.

WAC Championships and awards

The WAC is involved with numerous championships and awards, and each is an extension of our integrity and high standards for collegiate athletics.

CHAMPIONSHIPS

- BASEBALL
- BASKETBALL (M/W)
- CROSS COUNTRY (M/W)
- FOOTBALL (REGULAR SEASON ONLY)
- MEN'S GOLF
- WOMEN'S GOLF
- MEN'S SOCCER
- WOMEN'S SOCCER
- SOFTBALL
- SWIMMING & DIVING (M/W)
- TENNIS (M/W)
- INDOOR TRACK & FIELD (M/W)
- OUTDOOR TRACK & FIELD (M/W)
- VOLLEYBALL

AWARDS

- ACADEMIC ALL-WAC
- ACADEMIC EXCELLENCE AWARD
- ALL-TOURNAMENT HONORS
- ALL-WAC HONORS
- ATHLETES OF THE WEEK
- COMMISSIONER'S CUP
- JOE KEARNEY AWARD
- SPORTSMANSHIP AWARD
- STAN BATES AWARD

Social media/other

The WAC has literally millions of opportunities to be seen on social networks every day.



FACEBOOK



INSTAGRAM



TWITTER



YOUTUBE



LIVE & ON-DEMAND
STREAMING
VIDEO & AUDIO
















STUDENT-ATHLETE
ADVISORY
COMMITTEE

BRAND FOUNDATION | MEMBER UNIVERSITIES

As a member university of the Western Athletic Conference, you carry a unique honor and responsibility that extends three-fold. First is maintaining the reputation of your own university with pride and passion.

Second is upholding respect for the value of other member and affiliate universities that also compete in the WAC, as both comrades and rivals. Third is our responsibility to represent our conference with utmost esteem.

The WAC. Our conference. This badge of honor is worn by all of us, and it is our symbol of teamwork and integrity.

LOGO	FULL UNIVERSITY NAME	ALTERNATE NAME	MASCOT	WEBSITE	ABBREV.
	ABILENE CHRISTIAN UNIVERSITY	ABILENE CHRISTIAN	WILDCATS	ACUSPORTS.COM	ACU
	CALIFORNIA BAPTIST UNIVERSITY	CALIFORNIA BAPTIST	LANCERS	CBULANCERS.COM	CBU
	CHICAGO STATE UNIVERSITY	CHICAGO STATE	COUGARS	GOCSUCOUGARS.COM	CSU
	DIXIE STATE UNIVERSITY	DIXIE STATE	TRAILBLAZERS	DIXIESTATEATHLETICS.COM	DSU
	GRAND CANYON UNIVERSITY	GRAND CANYON	LOPES	GCULOPES.COM	GCU
	LAMAR UNIVERSITY	LU	CARDINALS	LAMARCARDINALS.COM	LU
	NEW MEXICO STATE UNIVERSITY	NM STATE	AGGIES	NMSTATESPORTS.COM	NM STATE*
	SAM HOUSTON STATE UNIVERSITY	SAM HOUSTON	BEARKATS	GOBEARKATS.COM	SHSU
	SEATTLE UNIVERSITY	SEATTLE U	REDHAWKS	GOSEATTLEU.COM	SU
	STEPHEN F. AUSTIN STATE UNIVERSITY	STEPHEN F. AUSTIN	LUMBERJACKS/ LADYJACKS***	SFAJACKS.COM	SFA
	TARLETON STATE UNIVERSITY	TARLETON	TEXANS	TARLETONSPORTS.COM	TAR
	THE UNIVERSITY OF TEXAS RIO GRANDE VALLEY	UT RIO GRANDE VALLEY	VAQUEROS	GOUTRGV.COM	UTRGV
	UTAH VALLEY UNIVERSITY	UTAH VALLEY	WOLVERINES	GOUVU.COM	UVU

*NMSU is acceptable where space is limited (e.g., score bugs); **Use **SEATTLEU** where appropriate;

***SFA women's soccer and women's track and field programs go by Lumberjacks







2022-23

	SOUTHERN UTAH UNIVERSITY	SOUTHERN UTAH	THUNDERBIRDS	SUUTBIRDS.COM	SUU
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BRAND FOUNDATION | AFFILIATE UNIVERSITIES

At the WAC, our affiliate universities carry a high degree of significance. By simply competing in one or more sports within our conference, you uphold the reputation of your university and the WAC with equal importance.

As an affiliate university, you may not be as involved as a full member university, but we still maintain the goal to mutually grow and thrive, while staying true to the values we pass on to our student-athletes.

LOGO	FULL UNIVERSITY NAME	ALTERNATE NAME	MASCOT	WEBSITE	ABBREV.
	UNITED STATES AIR FORCE ACADEMY	AIR FORCE	FALCONS	GOAIRFORCEFALCONS.COM	AF
	HOUSTON BAPTIST UNIVERSITY	HBU	HUSKIES	HBUHUSKIES.COM	HBU
	UNIVERSITY OF IDAHO	IDAHO	VANDALS	GOVANDALS.COM	U OF I
	UNIVERSITY OF THE INCARNATE WORD	UIW	CARDINALS	UIWCARDINALS.COM	UIW
	UNIVERSITY OF NEVADA, LAS VEGAS	UNLV	REBELS	UNLVREBELS.COM	UNLV
	NORTHERN ARIZONA UNIVERSITY	NORTHERN ARIZONA	LUMBERJACKS	NAUATHLETICS.COM	NAU
	UNIVERSITY OF NORTHERN COLORADO	NORTHERN COLORADO	BEARS	UNCBEARS.COM	UNC
	CALIFORNIA STATE UNIVERSITY, SACRAMENTO	SACRAMENTO STATE	HORNETS	HORNETSPORTS.COM	SAC STATE*
	SAN JOSÉ STATE UNIVERSITY	SAN JOSÉ STATE	SPARTANS	SJSUSPARTANS.COM	SJSU
	UNIVERSITY OF WYOMING	WYOMING	COWBOYS	GOWYO.COM	UW

*SAC is acceptable where space is limited (e.g., score bugs)





BRAND ELEMENTS



BRAND ELEMENTS | LOGO

The WAC logo is a visual representation of our conference's brand. Through style, color and graphic treatment, it defines the personality of our conference.

Our logo is aggressive, bold and powerful. It has evolved through history and continues to be one of the most recognized and iconic logos in collegiate athletics. It is the most

visible element of the brand and must be protected and used consistently by anyone promoting the WAC in order to maintain our value.

Appropriate use of the WAC logo is an important part of maintaining our image. Whether it's displayed in a brochure, an ad, or on a member's apparel, our logo should

always look professional and be consistent. The guidelines provide specific information regarding size, color, spacing and background treatment of the logo—virtually everything that will help you use the WAC logo in a clear, consistent manner. Alterations to these specifications are prohibited without the consent of the WAC.



Logos for use on white,
PMS Warm Gray 1
or light backgrounds



wac _ 1



wac _ 3



wac _ 5



wac _ 7

Logos for use on black,
PMS 202 or dark backgrounds



wac _ 2



wac _ 4



wac _ 6



wac _ 8

Colors

A specific color scheme helps give the WAC a unique personality which allows it to stand out, both in athletics and in the minds of fans and partners.



WAC BURGUNDY
(stable, strong & classic)

PMS 202

0% C | 100% M | 61% Y | 43% K

HEX 98002E



WAC GRAY
(timeless, quality & noble)

PMS WARM GRAY 1

14% C | 13% M | 17% Y | 0% K

HEX D9D4CC

BRAND ELEMENTS | SLOGAN

In the simplest terms possible, the WAC slogan communicates the impact we have on our student-athletes, and in turn, their impact on the future. Each of the three words

represents a distinct impression the WAC has on the lives of our student-athletes in a simple but powerful way. Our slogan should be included as part of all messaging and

should serve as iconic verbiage that drives thoughts, ideas and actions when promoting our conference.

LEARN • COMPETE • INSPIRE™

Learn

High standards of academic excellence are at the core of the WAC's foundation of higher education.

Compete

The WAC provides an exemplary university athletic experience where student-athletes compete at the highest collegiate level with utmost integrity.

Inspire

Student-athletes gain values from the WAC that extend far beyond their academic and athletic years at their universities. The life lessons they learn will inspire them to become better people, but more importantly, they'll become stronger leaders by inspiring those who follow them.

Slogan for use on white,
PMS Warm Gray 1
or light backgrounds

LEARN • COMPETE • INSPIRE™

wac _ slogan _ 1

Slogan for use on black,
PMS 202 or dark backgrounds

LEARN • COMPETE • INSPIRE™

wac _ slogan _ 3

LEARN • COMPETE • INSPIRE™

wac _ slogan _ 2

LEARN • COMPETE • INSPIRE™

wac _ slogan _ 4

This pairing of our logo and slogan in a singular space allows us to make a big impression of who we are and what we stand for.



Lockup for use on white, PMS Warm Gray 1 or light backgrounds



wac_lockup_1



wac_lockup_3

Lockup for use on black, PMS 202 or dark backgrounds



wac_lockup_2



wac_lockup_4

BRAND ELEMENTS | PATCH

Since our founding in 1962, the WAC has had a long history of success. To represent our strength and the top student-athletes that come to compete in our conference, a WAC patch has been produced to showcase our

reputation and energy. Consistent use of the patch is vital to maintaining the recognition of our brand while remaining a top choice for superior athletes across the nation for years to come.



wac_patch_1



wac_patch_2

Safe zone

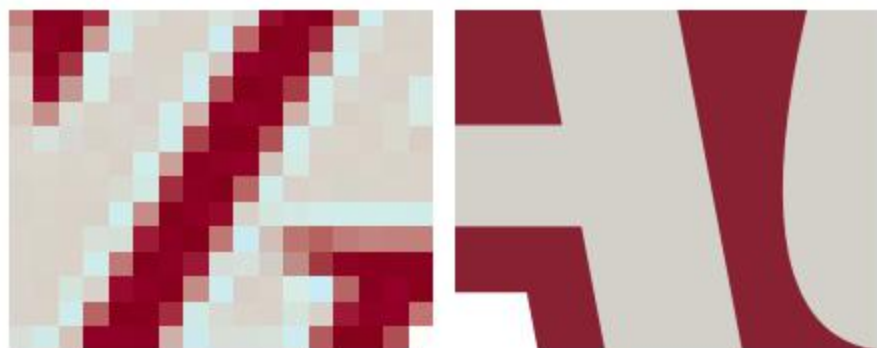


NEVER

allow elements inside the mark safety zone—a space equal to the “X” height.

Choosing the correct file format

Bitmap (.jpg and .png) images are made up of pixels and cannot be scaled up effectively. Vector (.ai or .eps) images can be scaled up or down infinitely without the loss of resolution and are the preferred file format for most applications. The samples below illustrate what happens when the optional formats are enlarged.



ENLARGED BITMAP

(Image loses clarity)

ENLARGED VECTOR

(Image maintains clarity)

Minimum size of wac _ 5, 6, 7 and 8



To maintain the integrity of the logo’s appearance, do not reproduce the logos smaller than .5” in width.

Minimum size of WAC lockup



To maintain the integrity of the logo’s appearance, do not reproduce the logos smaller than .75” in width.

Minimum size of WAC patch



To maintain the integrity of the patch’s appearance, do not reproduce it smaller than 1.5” in width.

Unacceptable alterations to the WAC logos, lockup and patch



NEVER
skew the logos



NEVER
change the proportions of the logos



NEVER
alter the percentage of colors of the logos



NEVER
add new elements to the logos



NEVER
use only parts of the logos

Recommended applications of WAC patch, lockup and slogan on marketing and promotional materials

When it comes to the placement of our patch, lockup and slogan, knowing the rules is one thing. Finding and expressing your own voice within the rules is another. As a WAC ambassador, it's important to follow these placement rules, but it's also important not to be too restricted by them and diminish your uniqueness within our conference.

Remember, the louder you make the presence of the WAC in your promotional materials, the stronger you make your university's association with us.

WAC patch



- Publications (printed and digital: media guides, game programs, etc.)
- Athletics website (bottom of front page)
- Marketing materials (printed posters, banners, flyers, etc.)
- Digital applications (ads, PSAs, video board graphics, etc.)

WAC lockup



- Marketing promotional items (water bottles, cups, t-shirts, towels, etc.)
- Merchandise
- Business cards
- Schedule cards and magnets
- Media releases
- TV broadcasts
- Digital applications other than front page of athletics website (ads, PSAs, video board graphics, etc)

WAC slogan

LEARN • COMPETE • INSPIRE™

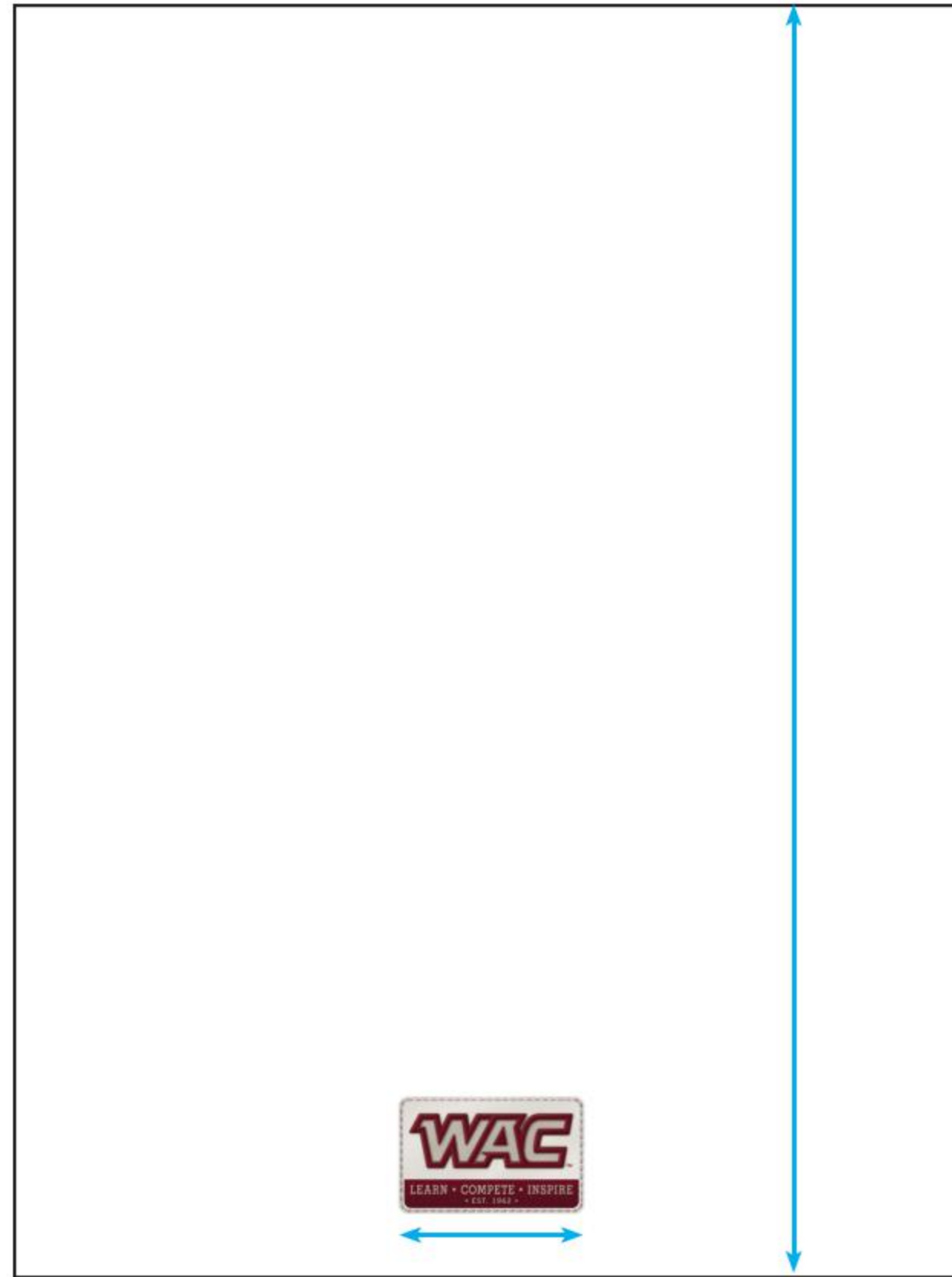
- You're encouraged to use the slogan as an additional dynamic visual element or a background image in conjunction with the WAC logo, lockup or patch on all materials.

Required size of WAC patch, lockup and slogan on marketing and promotional materials

The WAC logo, patch or lockup should always be present on member and affiliate university materials related to sports. The position of the WAC patch on the page is up to you but the size requirement must be followed.

To determine size, make the width of the WAC logo, patch or lockup a minimum of 15% of the longest dimension of your collateral or the minimum allowed size of the logo, patch or lockup as stated on page 33 (whichever is greater).

Example: If your collateral is 10" x 6", multiply 10 x .15 to get the minimum width of the patch = 1.5".



*Example: 18" wide x 24" high document
WAC patch is 3.6" wide (15% of the height)*

Required size and placement of WAC logo on uniforms and facilities

To maintain a strong visual consistency, the rules for logo size and placement on uniforms, courts and fields must be followed very closely. For team uniforms, the WAC logo should be either embroidered, screen printed or in the patch form on each home and away uniform (including alternate uniforms). Custom WAC logos in each member university's colors are acceptable for use on game and practice uniforms. Size and placement guidelines are on the following page. For basketball courts and football fields, please adhere to the guidelines on page 38 for appropriate size and placement of the WAC logo.

WAC logos in member university colors*



ABILENE CHRISTIAN UNIVERSITY



CALIFORNIA BAPTIST UNIVERSITY



CHICAGO STATE UNIVERSITY



DIXIE STATE UNIVERSITY



GRAND CANYON UNIVERSITY



LAMAR UNIVERSITY



NEW MEXICO STATE UNIVERSITY



SAM HOUSTON STATE UNIVERSITY



SEATTLE UNIVERSITY



STEPHEN F. AUSTIN STATE UNIVERSITY



TARLETON STATE UNIVERSITY



THE UNIVERSITY OF TEXAS RIO GRANDE VALLEY



UTAH VALLEY UNIVERSITY

*One-color versions also are acceptable for examples depicting two colors, as is black/white, gray/white and the reverse versions (as long as all parts of the WAC logo are visible).

Basketball uniform options



Size: 2" x .65"

- Position:
- Left chest
 - Right chest

Back of jersey is NOT an acceptable position.

Football uniform options



Size: 4" x 1.3"

- Position:
- Right chest
 - Left chest

Back of jersey is NOT an acceptable position.

Soccer and volleyball uniform options



Minimum size: 2.5" x .81"

- Position:
- Left sleeve
 - Left chest
 - Right sleeve
 - Right chest

Back of jersey is NOT an acceptable position.

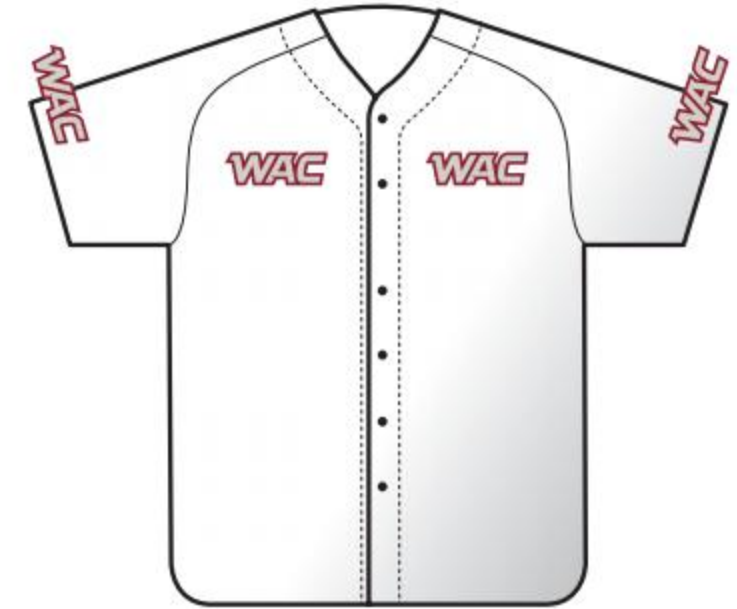
Soccer shorts options



Minimum size: 2.5" x .81"

- Position:
- Front left leg of shorts near bottom
 - Front right leg of shorts near bottom

Baseball and softball uniform options



Minimum size: 2.5" x .81"

- Position:
- Left sleeve
 - Left chest
 - Right sleeve
 - Right chest

Back of jersey is NOT an acceptable position.

Note: Use of custom WAC logos in each member university's colors is acceptable. Please make sure all parts of the WAC logo are visible:

CORRECT:



light background



dark background

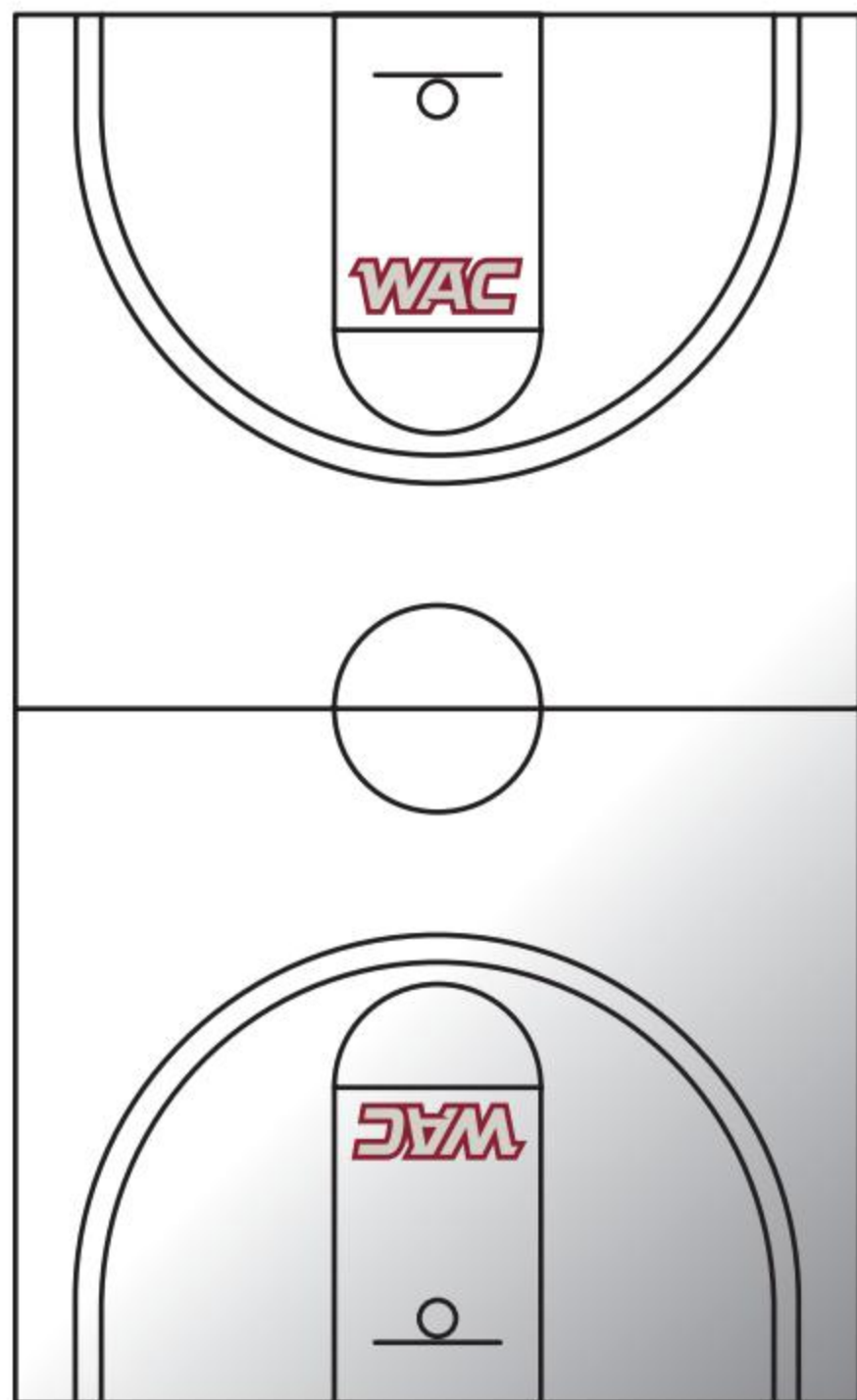
NEVER:



Basketball court

Maximum Size: 10' wide

Position: Placed at each free throw line, facing center court. Use of custom WAC logos in each member university's colors is acceptable.



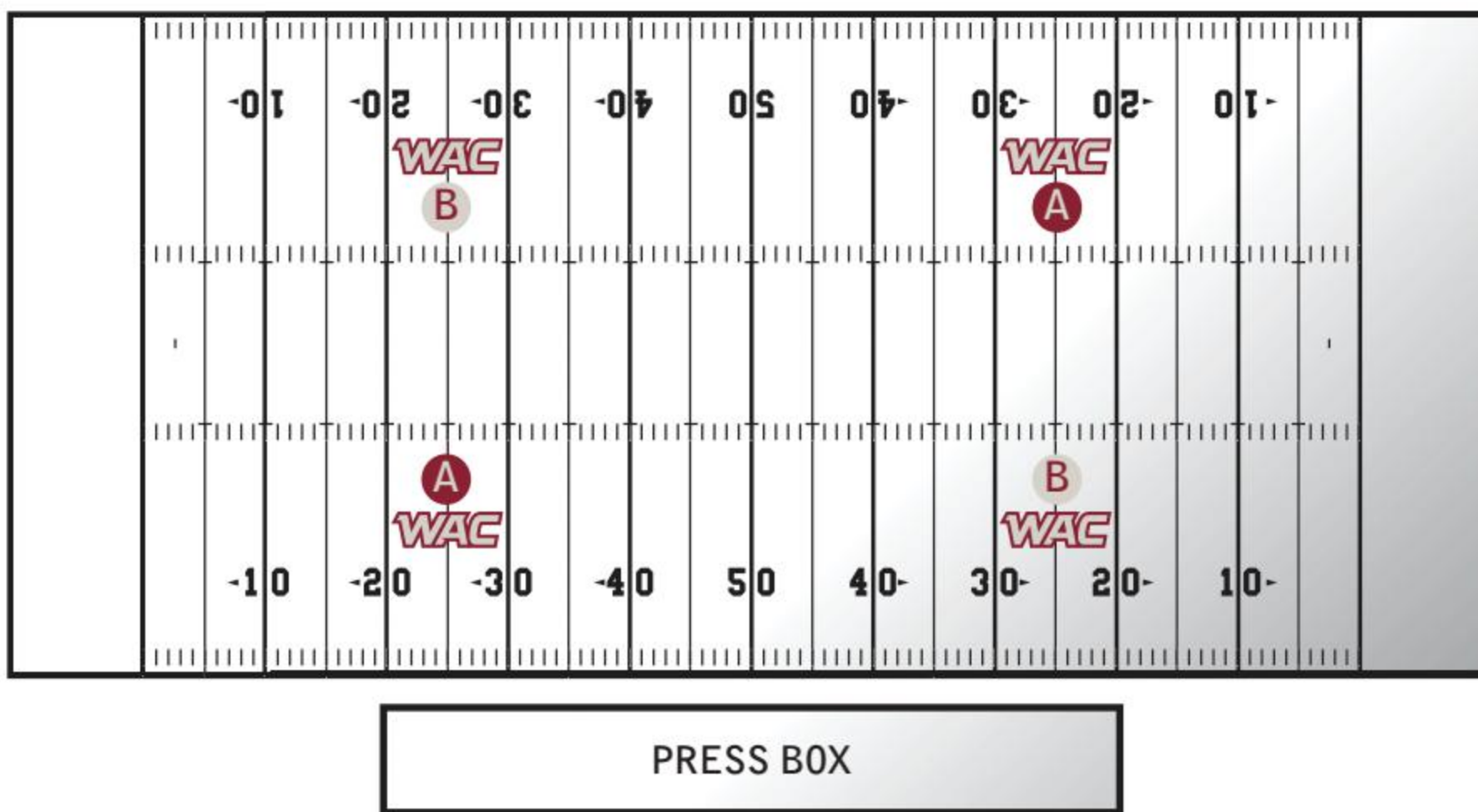
Football field options

Maximum Size: 28' wide

Position: Placed at 25 yard lines, facing the press box (choose option A or option B):

- A** Near left and far right
- B** Far left and near right

Use of custom WAC logos in each member university's colors is acceptable.



Other

When you find additional opportunities to display the WAC logo, get creative with the size and placement to reinforce your university's affiliation.

- Other facilities
- TV broadcasts
- Table crew/staff apparel

CLOSING COMMENTS

Let's inspire others to live up to our standards

We are the WAC. Our voice by itself may be small, but through strong brand consistency and the pride of our member and affiliate universities, our voice grows and spreads and gets louder. We thank you for using these brand standards to keep the WAC strong, which in turn keeps your university strong as well. Let's continue growing together. Let's continue to get even louder.



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