



# Brand Identity Standards

## Conference Styleguide



[ updated September 2020 ]

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This manual presents guidelines for the approved representation of the BIG EAST Conference, a critical component of the overall brand and identity program. It introduces key elements—official colors, typography, and more — for marks such as the BIG EAST Conference primary, secondary sport-specific and Championship Logos.

These guidelines protect the integrity of the BIG EAST Conference marks and ensure that commercial vendors and others are working closely with our licensing team to obtain necessary permission to reproduce and distribute them.

All artwork shown in this brand identity conference styleguide is property of the BIG EAST Conference. Artwork may not be used in any way without prior written permission.

### BIG EAST IDENTITY

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The BIG EAST Conference is a **Collegiate Licensing Company** property. To become a licensed vendor, please contact CLC:

#### **Morgan Rogers**

Senior Manager, Partnerships

**morgan.rogers@clc.com | (609) 947-5240 (m)**

## Contact Information

For additional information regarding the use of BIG EAST Conference logos or member institution marks please contact:

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Senior Associate Commissioner,  
Marketing and External Affairs

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Assistant Commissioner,  
Olympic Sports Marketing and Communications

**kquinn@bigeast.com | (646) 663-3456**

## General Licensing Information:

For general licensing questions please contact:

#### **Hanna Wilson**

Office and Conference Services Assistant

**hwilson@bigeast.com | (646) 663-3451**

## Partnership Opportunities

For additional information regarding sponsorship opportunities and partner brands contact:

#### **Jim Prendergast**

Vice President/General Manager

BIG EAST Conference Sports Properties, FOX Sports

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**(646) 663-3457**

## BIG EAST Identity | Primary and Secondary Logos, Colors, Font

The primary and secondary logos for the BIG EAST Conference marks are preferred in two options: full color or white.

The full color logo is used on a white or light background. For dark or “busy” backgrounds the white version of the logo is used.

In print, the BIG EAST Conference is to be typed in all CAP letters for BIG EAST.

For additional logo color usage, see page 4.

When printing in grayscale, use of the full black logo is preferred. Please see page 4.

### BIG EAST Typography

BIG EAST is always written/typed in ALL CAPS. BIG EAST Conference on first reference is preferred.

*Incorrect use:*  
BEC, BE, big east, Big East

### PRIMARY LOGO



### SECONDARY LOGO



### PRIMARY COLORS

**BIG EAST  
RED**



**BIG EAST  
BLUE**



**PANTONE  
186**

**PANTONE  
281**

#### Processed Color:

**Red:** C: 0% M: 100% Y:81% K:4%

**Blue:** C: 100% M: 72% Y:0% K: 32%

#### RGB/Indexed Color:

**Red:** 228r 28g 57b

**Blue:** 26r 66g 125b

### Approved Promotional Fonts:

Helvetica Neue LT STD  
57 Condensed

**97 Black Condensed**

Gills Sans MT Regular  
Gills Sans MT Italic

**Gills Sans MT Bold**

**Gills Sans MT Bold Italic**

## BIG EAST Identity | Sizing, Area of Isolation and Alternative Color

### SIZING AND AREA OF ISOLATION

There are restrictions to both the minimum size and rules regarding the isolation of the marks to ensure the BIG EAST conference marks can be read and don't get combined or overlapped with any other mark.

Minimum dimensions are noted.

#### SIZING:

#### PRIMARY LOGO



#### SECONDARY LOGO



#### AREA OF ISOLATION:



### ALTERNATIVE COLOR

For instances on uniforms or design elements where the full color or white logo may not work, there are options to use the BIG EAST blue, BIG EAST red or black logos.

For all design elements where alternative logos may be used, please send to BIG EAST office for approval.

#### ALTERNATIVE COLOR



Please use the black logo when printing in grayscale with a white/light background.

## BIG EAST Identity | Restrictions

### INCORRECT USAGE

The following are examples of misuse of the logos and marks and are prohibited. Always use the artwork files as provided by the BIG EAST Conference.

Do not recreate the logos or word marks.

Colors should not be substituted, screened or converted to a gradient.

### Prohibited Variations include:

- Stretching/Condensing
- Outline
- Enclosing the logo within a shape
- Watermarks/discoloration
- Screening of the logo
- Use of any colors but the PMS BIG EAST Red and Blue
- Use of visually distracting backgrounds
- Added stroke or glow
- Reverse color



**DO NOT** stretch or condense the logo in any way.



**DO NOT** use a stroke or glow around the logo.



**DO NOT** Outline the logo



**DO NOT** enclose the logo within a shape



**DO NOT** reverse the colors of the logo..



**DO NOT** use screens of the approved colors unless noted.



**DO NOT** use screens of the approved colors unless noted



**DO NOT** use any colors than those approved



**DO NOT** use visually distracting backgrounds

## BIG EAST Identity | Additional Assets and Branding

### BIG EAST DIGITAL NETWORK

The BIG EAST Digital Network (BEDN) and feature shows such as BIG EAST Shootaround, Fastbreak and The Outlet share the same branding principles as the primary and secondary BIG EAST logos. There are colored and knockout versions of all.

For assets associated with the BIG EAST Digital Network Presented by SoFi, contact:

**Bobby Mullen**  
[bmullen@bigeast.com](mailto:bmullen@bigeast.com)

### BIG EAST ESPORTS

The BIG EAST Esports logo also follows the same branding principles as the primary and secondary BIG EAST logos. It can be combined with logos associated with the primary gaming platform as approved by Esports contact:

**Chris Schneider**  
[cschneider@bigeast.com](mailto:cschneider@bigeast.com)

### SPECIALIZED EVENTS

In specific cases when specialized tournament or event logos are used, please contact BIG EAST for logo usage. There are grayscale and white available following BIG EAST primary branding:

**John Paquette**  
[jpaquette@bigeast.com](mailto:jpaquette@bigeast.com)

### BIG EAST DIGITAL NETWORK ASSETS



**BIG EAST Digital Network Presented by SoFi** on first reference, BEDN can be used subsequently after.

### BIG EAST ESPORTS



### SPECIALIZED TOURNAMENTS & EVENTS



## BIG EAST Identity | Sport Specific and Championship Logos

### SPORT SPECIFIC LOGOS

There are sport specific logos for all 22 BIG EAST sports and championships. Usage of these logos follow the same rules for the primary BIG EAST logo. Each logo has a full color and a knockout version).

In first reference, the championships should be referred to as: the **BIG EAST Baseball Championship Presented by Jeep.**

























#### Sports Include:

Baseball  
Men's Basketball #  
Women's Basketball #  
Cross Country \*  
Field Hockey  
Golf \*  
Lacrosse \*  
Soccer \*  
Swimming & Diving \*  
Tennis \*  
Track & Field \*\*  
Volleyball

\* includes men's and women's

\*\* includes men's and women's as well as indoor and outdoor

# the men's and women's basketball tournament logos have additional color options for print, digital and licensing.

SPORT SPECIFIC	BRANDED CHAMPIONSHIP	SPORT SPECIFIC	BRANDED CHAMPIONSHIP
			
			
			
			
			
			

SPORT SPECIFIC

BRANDED CHAMPIONSHIP



### Logo Use:

Black logos are also acceptable.





## BIG EAST Identity | Playing Surface and Outdoor Signage

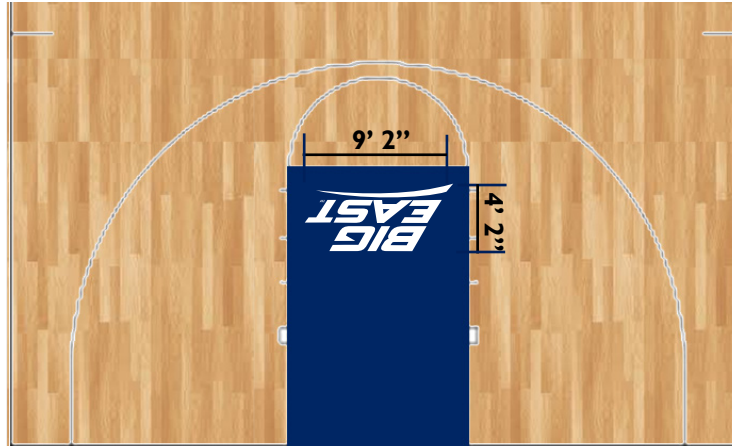
### BASKETBALL COURT

The BIG EAST logo is placed in the key on both sides of the court sized at 9' 2" wide, 4' 2" high. (see chart)

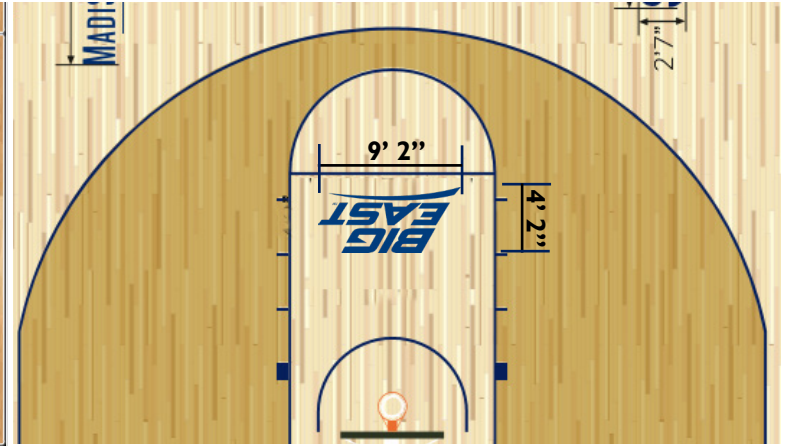
Use should be the stacked logo without the word "conference" underneath. The white logo is used on a dark key, a one-color logo should be used on a lighter or woodgrained key. Colors used can be PMS 281 (BIG EAST Blue), black or one of the school colors.

### BASKETBALL COURTS - EXAMPLES

WHITE LOGO ON DARK KEY



ONE-COLOR LOGO ON WOODGRAIN / LIGHT KEY

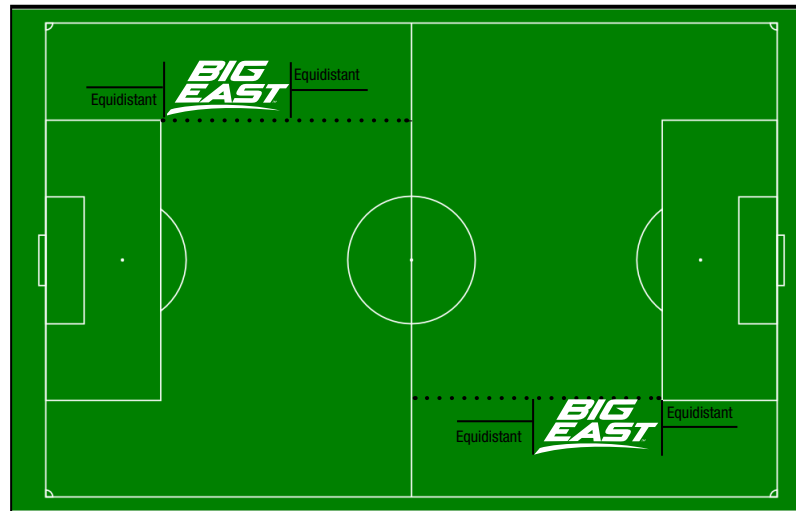


### OLYMPIC SPORT SURFACES

Similarly to basketball courts, the stacked BIG EAST logo without the word "conference" should be placed on a visible area on all Olympic sport surfaces.

On grass, turf, or all other surfaces that are not white, the white BIG EAST logo should be used. On lighter surfaced, a solid one-color logo should be used (PMS 281, black, or one of the school colors).

### SOCCER FIELD - EXAMPLE & SPECIFIC SIZING



The required soccer field placement of the BIG EAST Conference logo is equidistant from the midfield and goal lines. The top of the logo (left side of field) should align with top edge of the 18-yard box. The top of the logo (right side of the field) should align with the bottom edge of the 18-yard box.



## BIG EAST Identity | Uniforms

### LOGO USAGE AND SIZE

Similarly to courts and surfaces, the stacked BIG EAST logo without the word “conference” is used. The logo should be directly embroidered on the uniform.

**SIZE:** 2.25 square inches \*

**PLACEMENT:** The preferred placement for the conference logo is on the chest opposite the manufactured logo. If the chest is not an option, the logo may be placed on the sleeve in a visible location.

**COLOR:** *(See examples at right).*

The two-color BIG EAST logo is used for white or light colored uniforms. For dark uniforms, the white BIG EAST logo is used.

For best appearance on lighter blue, gold or yellow uniforms, BIG EAST blue, black or a contrasting school color may be used.

**AVOID:** Any stroke or outline on the logo. Placing the logo on a pattern.

TWO-COLORED LOGO



WHITE LOGO



ONE-COLOR/SCHOOL COLOR LOGO



## BIG EAST Identity | Social Media

### BIG EAST ON SOCIAL



**BIGEASTConference**



**BIGEAST**



**BIGEASTConference**



**@BIGEAST**

**@BIGEASTChamps**

**@BIGEASTdigital**

Each of the individual BIG EAST sports and sport championships have specific hashtags.



#BIGEASTbase



#BIGEASTgolf



#BIGEASTsb



@BIGEASTmbb  
#BIGEASThoops



#BIGEASTlax (M)



#BIGEASTswim



@BIGEASTwbb  
#BIGEASTwbb (W)



#BIGEASTwlax (W)



#BIGEASTtennis



#BIGEASTxc



#BEfútbol (M)



#BIGEASTtrack



#BIGEASTfh



#BIGEASTwsoc



#BIGEASTvb

### Basketball Tournaments



#MarchToMSG  
#BETourney



#BETourney



#BIGEASTesports

## BIG EAST Identity | School Identification

If using all 11 logos in order, preferential use is alphabetical order:

Butler  
UConn (Connecticut)  
Creighton  
DePaul  
Georgetown  
Marquette  
Providence  
St. John's  
Seton Hall  
Villanova  
Xavier

If you are using the logos in a pattern, please avoid any similarity to alphabetical order.

The BIG EAST has the following affiliate members (sports):

Denver (MLAX,WLAX)  
Liberty (FH)  
Old Dominion (FH)  
Quinnipiac (FH)  
Temple (FH)

### **PREFERRED SCHOOL LOGOS ON A LIGHT BACKGROUND**



### **PREFERRED SCHOOL LOGOS ON A DARK BACKGROUND**



### **Approved School Names & Colors:**

**Butler:** Navy (Pantone 2767 C/ C100-Y90-M10-K77), Cool Grey (Pantone 9) and White

**UConn (Connecticut):** Navy (Pantone 289 C), White, Red (Pantone 185 C), Grey (Pantone 429 C), Blue (dogs eyes - Pantone 543 C)

**Creighton:** Blue (Pantone 286), Navy Blue (Pantone 2767), Light Blue (Pantone 284), Grey (Pantone 424), Light Grey (Pantone 421), Silver Metallic (Pantone 877)

**DePaul:** Royal Blue (Pantone 293c), Scarlet (Pantone 186c) and Light Blue accent (Pantone 285)

**Georgetown:** Blue (Pantone 282), Gray (Pantone 401), White

**Marquette:** Blue (Pantone 281/ C100-M72-Y0-K32), Gold (Pantone 123/ C0-M24-Y100-K0) and Championship Blue accent (Pantone 278/C43-M18-Y0-K0)

**Providence:** Black, White, Silver (Pantone 877)

**St. John's:** Red (Pantone 200C) , White, Navy (Pantone 296), Silver Gray (PM Cool Gray 6)

**Seton Hall:** Blue (Pantone 286 / C100C- M60 – K6 & White) & Silver (Pantone 877 -there is no process equivalent). Gray (Pantone 429/C6 – K34, or 40% black) can be substituted for the preferred silver

**Villanova:** Dark Blue (Pantone 281), Light Blue, accent only ( Pantone 298), white

**Xavier:** White, Navy (Pantone 289 / RGB 12, 35, 63), Grey (Pantone 422/RGB 158, 162, 162) and Silver (Pantone 877)

***For school specific brand guidelines and use of their marks, please contact each school directly.***

# **BIG EAST™**

**CONFERENCE**

