



FIELD & COURT BRANDING PROGRAM

FACILITY BRANDING REQUIREMENTS

The following pages are a guide to aid in the co-branding of facilities that sponsor Big West Conference sports. It is required that each facility displays the Conference logo in a highly visible area. Each school is permitted to use the Big West logo in white, school or Conference colors for indoor and outdoor venues. Any questions regarding the logo should be referred to the Conference Office prior to installation or application. The institution is responsible for all production and application of co-branding.



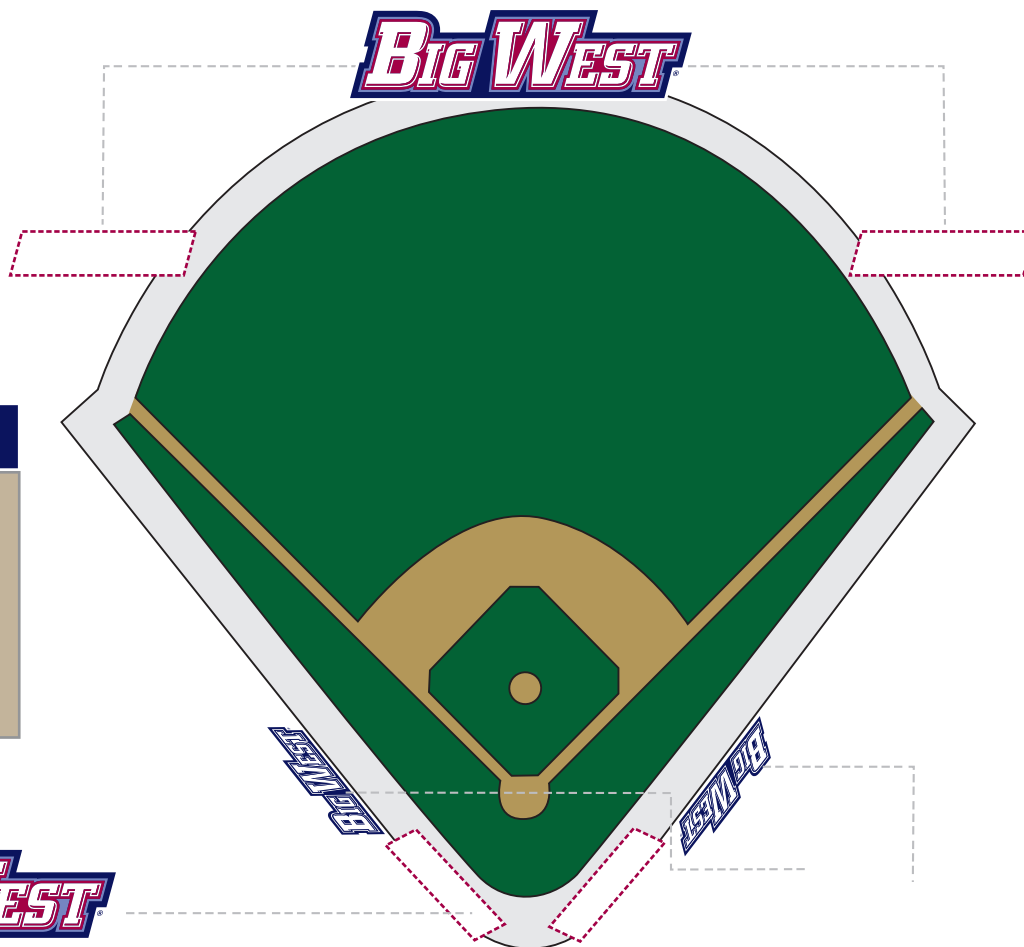
BASEBALL/SOFTBALL LOGO PLACEMENT

1. The preferred placement is on the outfield wall in straightaway center field.
2. Logo can also be placed on the wall in the alleys or corners.
3. For televised contests in venues with no logo on the outfield wall, Big West banner must be placed in a highly visible area facing the primary television angle.

OUTFIELD WALL

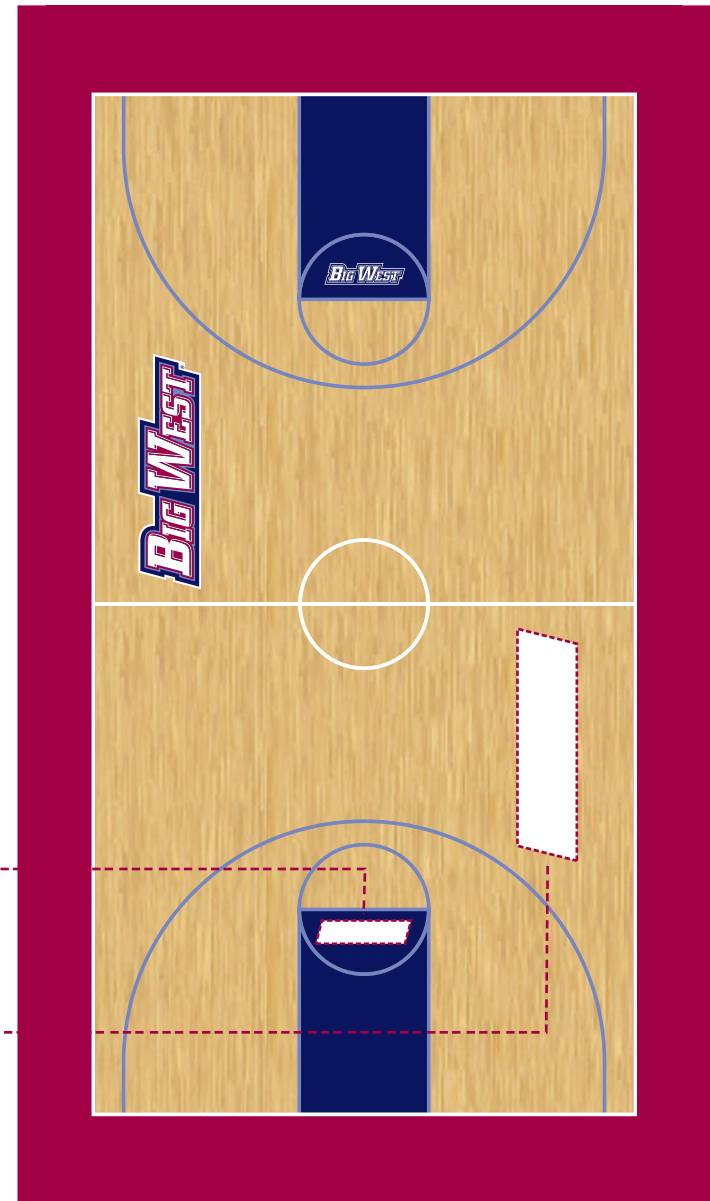


T.V. BANNER
PLACEMENT



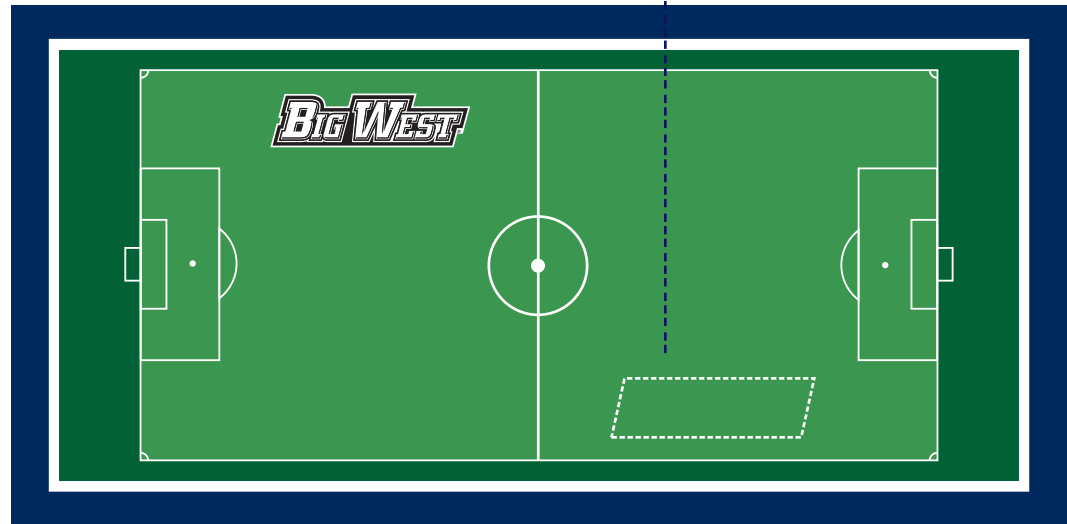
BASKETBALL/VOLLEYBALL LOGO PLACEMENT

1. The preferred placement of the logo should be centered inside of both keys facing center court.
2. Logo can also be placed between center court and the three-point arc no more than five feet from the sidelines
3. For volleyball; if the logo is not present on the court, then a banner must be placed in a highly visible area.
4. The logo should be at a minimum of eight feet (96") wide and two feet (24") high.
5. For any televised volleyball contests; if there is no on-court logo, then the banner must be in a highly visible area facing the primary TV angle.



SOCCKER LOGO PLACEMENT

1. The preferred placement of the logo is between the penalty area and midfield stripe, five feet from the touch line in each half. Logo may also be placed in penalty areas in lieu of field placement provided it does not interfere with any required markings.
2. Orientation of the logos is at the discretion of the institution.
3. Logo may appear in school or Conference colors as well as plain white. Lettering must always remain white.
4. If there is no on-field logo, a banner with the logo must be placed in a highly visible area. Any televised contests must display the Big West banner in an area that faces the primary TV angle.
5. When using Big West stencil:
 - A) Letters should always be filled white.
 - B) If a border is painted, it must either be navy blue or school primary color. The black space in the logo to the right is considered border space, including letter outlines.
 - C) If institution chooses, the border does not have to be filled in. The letters can be outlined in either navy blue or school color.



MEMBER REPRESENTATION

The Big West suggests each institution display the Big West membership in their primary basketball arena. The banners can be custom to the arena in size and material. If membership is represented it must have current logos and or names. Schools are permitted to list member schools by either name, logo or both. It is also encouraged to have membership representation branding in other Big West sponsored facilities.

ADDITIONAL CO-BRANDING

It is encouraged that member institutions implement other co-branding including but not limited to banners, signs, posters, flyers and flags. When implementing any additional co-branding ensure all color requirements and minimum size are adhered to. Please ensure that any Big West co-branding is approved by the conference office prior to installation/application.





2 Corporate Park, Suite 206 Irvine, CA 92606

Office: (949) 261-2525 Fax: (949) 261-2528

Chris Hargraves - Asst. Director of Championships & Communications
chargraves@bigwest.org

For Information on Developing Branding Programs, Contact:
Phoenix Design Works

973.763.8200 | pdwnyc@phoenixdesignworks.com | www.phoenixdesignworks.com

BIG WEST CONFERENCE CONTACT INFO