



Horizon League Style Guide

July 1, 2019

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General Application:

The purpose of this guide is to outline the brand usage guidelines as clearly as possible. The guidelines established herein are meant to be followed strictly as stated. Any questions regarding the application of the marks or interpretation of these guidelines should be directed to the League office.

Usage of the marks that is not in compliance with the guidelines stated in this brochure is contrary to League policy. Consequently, the league office will issue written notification and request that the institution and/or appropriate party conform to the brand requirements.

Usage Responsibility:

The Horizon League branding system visually upholds the integrity that is indicative of its member institutions. The usage guidelines provide a platform for its member institutions to enjoy a meaningful and relevant association with the league through consistent use. The continuity is vital in establishing awareness and recognition for the Horizon League which ultimately strengthens each member institution's association with the league.

It is the responsibility of those using the Horizon League brand to adhere to the guidelines established here within. In order to establish and maintain integrity of the brand, it is essential to abide by the usage guidelines. All personnel at League member institutions, members of the media, affiliate organizations, licensees, retailers and any other persons or organizations having the right to use the Horizon League name or marks are instructed to follow these guidelines.

Deviating from the standards stated in this brochure or developing variations of these marks without written permission of the league office is strictly prohibited.

Trademark:

The name Horizon League and its graphic representation are valuable assets to the League, representing the athletic and academic traditions of its member institutions. These elements also distinguish Horizon League from its fellow athletic leagues.

Because the Horizon League marks are more than just words, an obligation exists with anyone reproducing them to preserve their distinctiveness. These elements of the branding system should always be reproduced with the registered trademark.

Required Applications:

Horizon League has mandated requirements for usage of the branding system through its marketing and branding insert. Please contact the League office for additional information regarding required applications.

Championship Marks:

Official marks for Horizon League Championships are developed and distributed by the League office each season. These marks are also available from the League's FTP site, <https://app.smartfile.com/ftp/login/>.

USERNAME: horizon-league

PASSWORD: horizon9#

Contact:

For questions regarding the Horizon League brand identity or additional information, please contact Cam Fuller (Phone: 317-237-5598/cfuller@horizonleague.org).

Horizon League Block Logo:



The Horizon League block logo, the primary logo of the League, is to be used for all branding materials or communications from or about the Horizon League. The mark has been created to transition out of the use of the former 'star-person' logo (see below). Guidelines for how to use this mark have been established to maintain consistency and are detailed in this publication. Every effort should be made to replace the 'star-person' logo with the block logo at the earliest opportunity.

Horizon League Star-Person Logo:



Other Horizon League Logos:

Please refrain from using marks other than the Horizon League block logo when promoting specific sports. Sole exception is the use of each sports championship mark (see page 4).

Which Logo to Use:

| | BLOCK LOGO | 'STAR-PERSON' LOGO |
|---|------------|--------------------|
| New Horizon League Members – all applications | X | |
| Any projects in production now | X | |
| Any project involving reprinting, replacement, repainting, reinstating, re-posting or refurbishing of the Horizon League logo | X | |
| Formal Horizon League Documents | X | |

Horizon League Color Palette:

The logo should be reproduced only in the official Horizon League color palette or member institutional colors as detailed in the Horizon League Style Guide.

Horizon League Official PMS Colors: 138 Orange and Black

Horizon League Fonts/Word Mark:

The font of the Horizon League word mark is Gill Sans MT. The font of the Horizon League Basketball Championships is GoBold Regular. When inserting Horizon League into a graphic, "**HORIZONLEAGUE**" or the graphic word mark (see below and in FTP site for file) shall be used. "Horizon League" may be used in all other instances.

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Brand Building at Horizon League Institutions:

Listed below are the current regulations regarding required usage of the Horizon League block logo by Horizon League member institutions.

Basketball Court:

Horizon League block logo shall be placed on all basketball game floors as follows:

- The logo must be located in the foul lane so that it is readable when standing at the foul line looking toward the basket.
- The logo dimensions shall be sized accordingly to league policy.
- The logo may be used in either the Horizon League's official black and orange colors, or the official colors of the school.



League & School Logos:

In addition to the basketball court, Horizon League block logo and school logo or name banners are required to appear in all men's & women's basketball venues.

Additionally, Horizon League block logo or name banner is required to appear in the following venues: soccer, volleyball, softball, baseball, swimming & diving, indoor track & field and outdoor track & field. It is at the discretion of the institution to include school logo or name banners. A best effort should be made to place the banners in areas visible on ESPN.

For all other facilities, it is at the discretion of the institution to include Horizon League block logo and/or school logo or name banners.

If a school logo is changed, schools have one year to make updates.

The conference logo may appear in Horizon League official colors or the official institutional color palette.

- It is the institution's responsibility to produce and install Horizon League signage
- Temporary signage should be used when permanent signage is not allowed (ex: off-campus facility, etc.).
- Media backdrops should include the Horizon League logo in addition to the institution's logo, if no sponsor logo exists. If the backdrop does have a sponsor logo, the Horizon League logo is not mandatory.

Print, Digital and Multimedia:

- The Horizon League logo must appear on the front (preferred) or back cover of all institutional athletic department team and individual sport guides.
- The Horizon League logo must also appear on all institutional athletic department cards/posters, effective at the next scheduled printing date.
- The conference will develop a video animation of the conference logo that can be used in any institutional TV production or scoreboard.
- The Horizon League logo must appear on the front page of each member institution's official website with a link back to **HORIZONLEAGUE.com**.

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LED Displays:

- Institutions who utilize LED displays should submit their specs to the League office at the beginning of each academic year. Horizon League content will be supplied by the League office.

Uniforms:

Horizon League block logo must appear on all team and individual sport uniforms, including but not limited to, the official uniform, practice gear (where feasible), warm-ups, apparel worn by coaching staffs (where feasible) and game management personnel, within the guidelines of NCAA rules. If the Horizon League block logo does not appear on any of the above, it must be updated in the next ordering cycle.

- The conference office will provide size, color and additional logo specifications (see below)
- The conference office will designate uniform location for each sport to maintain consistency (see below)
- The mark should be silkscreened, embroidered or a patch
- Institutions may order patches through the conference office
- The cost of uniform logos is the institution's expense or provided by the apparel supplier

Color Usage Guidelines:

The Horizon League mark may be reproduced entirely in ONE color – black, white or an institutional color OR may be reproduced in the official color palette of a member institution.

| SPORT | RECOMMENDED LOCATION(S) | SIZE |
|-----------------|--|--|
| Volleyball | <ul style="list-style-type: none">• Left Front Chest/Shoulder; or, Left Sleeve; or, Back Between Shoulder Blades | Minimum size 2.25" width |
| Soccer | <ul style="list-style-type: none">• Top of Left Sleeve | Minimum size 2.25" width |
| Cross Country | <ul style="list-style-type: none">• Upper Left Front Chest; or, Back Between Shoulder Blades; or, Left Front Shorts | Minimum size 2.25" width |
| Basketball | <ul style="list-style-type: none">• Top Right or Top Left Front Shoulder; or, Back Between Shoulder Blades (Men Only) | 2.25" width per NCAA |
| Softball | <ul style="list-style-type: none">• Top of Left Sleeve; or, Top of Right Sleeve | Minimum size 2.25" width |
| Baseball | <ul style="list-style-type: none">• Top of Left Sleeve; or, Top of Right Sleeve | Minimum size 2.25" width |
| Swimming/Diving | <ul style="list-style-type: none">• Left Front Chest; or, Back Between Shoulder Blades <p>Note: Logo on Warm-Up, Not Suit</p> | Minimum size 2.25" width |
| Golf | <ul style="list-style-type: none">• Top Left Sleeve; or, Top Right Sleeve; or, Back Between Shoulder Blades• AND Golf Bag | Minimum size 2.25" width on polo Minimum size 4" width on bag |
| Tennis | <ul style="list-style-type: none">• Top of Left Sleeve; or, Left Front Chest/Shoulder; or, Front Left Shorts/Skirt | Minimum size 2.25" width |
| Track/Field | <ul style="list-style-type: none">• Upper Left Front Chest; or, Back Between Shoulder Blades; or Front Left Shorts | Minimum size 2.25" width |

For any uniform questions or more information regarding the uniform requirements or artwork for reproduction, please contact Cam Fuller (Phone: 317-237-5598/cfuller@horizonleague.org).

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Official Athletics Logos:

Shown below are the official athletics logos. These logos are to be used whenever identifying another Horizon League program in any manner.



Cleveland State



Detroit Mercy



Green Bay



IUPUI



Milwaukee



Northern Kentucky



Oakland



UIC



Wright State



Youngstown State

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Official Athletics Logos (Dark Backgrounds)

Shown below are the official athletics logos if used with a dark background.



Cleveland State



Detroit Mercy



Green Bay



IUPUI



Milwaukee



Northern Kentucky



Oakland



UIC



Wright State



Youngstown State

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Official Usage:

| Official Institution Name "Nickname" | Preferred Athletics Reference Usages | Unacceptable Reference Usages | ESPN Abbreviations / Tri-Codes | Official PMS Colors (Accents Only) | Primary Logo |
|---|---|--|---|---|---|
| Cleveland State University "Vikings" | Cleveland State, CSU | Cleveland | CLEVE ST / CSU | 343 Green |  |
| University of Detroit Mercy "Titans" | Detroit Mercy | Detroit, U of D Mercy, U-D, UDM | DETROIT MERCY or DET. MERCY / DET | White, Pantone 288, PMS WGRAY 1 |  |
| University of Wisconsin- Green Bay "Phoenix" | Green Bay, GB UW-Green Bay | Wisconsin-Green Bay, Wis.-Green Bay, UWGB, WI-Green Bay, Wisconsin-GB UW-GB | GB / GB | Pantone 343c, Pantone 5535c, Pantone 427c, White |  |
| Indiana University-Purdue University Indianapolis "Jaguars" | IUPUI, Jaguars, Jags | University Indianapolis, Indiana University-Purdue Indiana-Purdue-Indianapolis | IUPUI / IUP | 201 Red, Black, White and Gold 142 (accent) |  |
| University of Wisconsin- Milwaukee "Panthers" | Milwaukee, MKE | Wisconsin-Milwaukee, Wis.-Milwaukee, Wisconsin-Milw., UW-M, UWM | MKE / MKE | 1235 Gold, Black Cool Gray 9 (Light Gray) Cool Gray 11 (Dark Gray) |  |
| Northern Kentucky University "Norse" | Northern Kentucky, NKU | Northern, Lady Norse, N. Kentucky, N. Ky., Northern Ky. | NKU / NKU | Pantone 123C, Black and White |  |
| Oakland University "Golden Grizzlies" | Oakland, Oakland Golden Grizzlies, Golden Grizzlies | OU, Oakland Grizzlies, Oakland U. | OAK / OAK | Black and 872 Gold |  |
| University of Illinois at Chicago "Flames" | UIC | Illinois-Chicago, Ill.-Chicago | UIC / UIC | 187 Red, 282 Blue and 116 Yellow |  |
| Wright State University "Raiders" | Wright State, WSU | Wright | WSU / WSU | 342 Green, 131 Gold and 141 Light Gold |  |
| Youngstown State University "Penguins" | Youngstown State, YSU | Youngstown | YSU or Youngstown St. / YSU | 186 Red, Pantone Process Black, White, Pantone 128 Yellow (only for Pete the Penguin) |  |
| Horizon League | Horizon League, HL | Horizon, Horizon Conference | | 138 Orange and Black |  |

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Social Media:

The following are the official social networking sites for the Horizon League as managed by the League office.

Facebook - Facebook.com/HorizonLeague

Twitter - Twitter.com/HorizonLeague

YouTube - YouTube.com/HorizonLeagueNetwork

Instagram - Instagram.com/HorizonLeague

Snapchat - HorizonLeague

Official Horizon League hashtags:

#HLMBB

#HLWBB

#HLMSOC

#HLWSOC

#HLVB

#HLXC

#HLTF

#HLSD

#HLBase

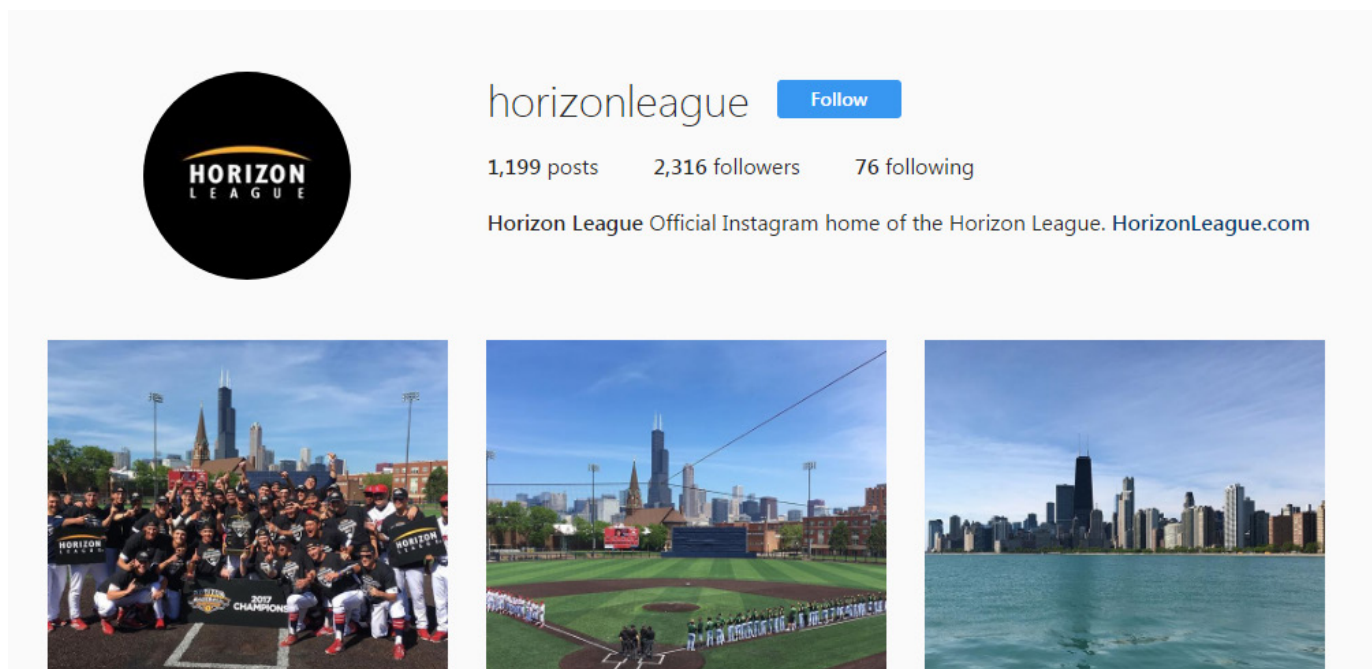
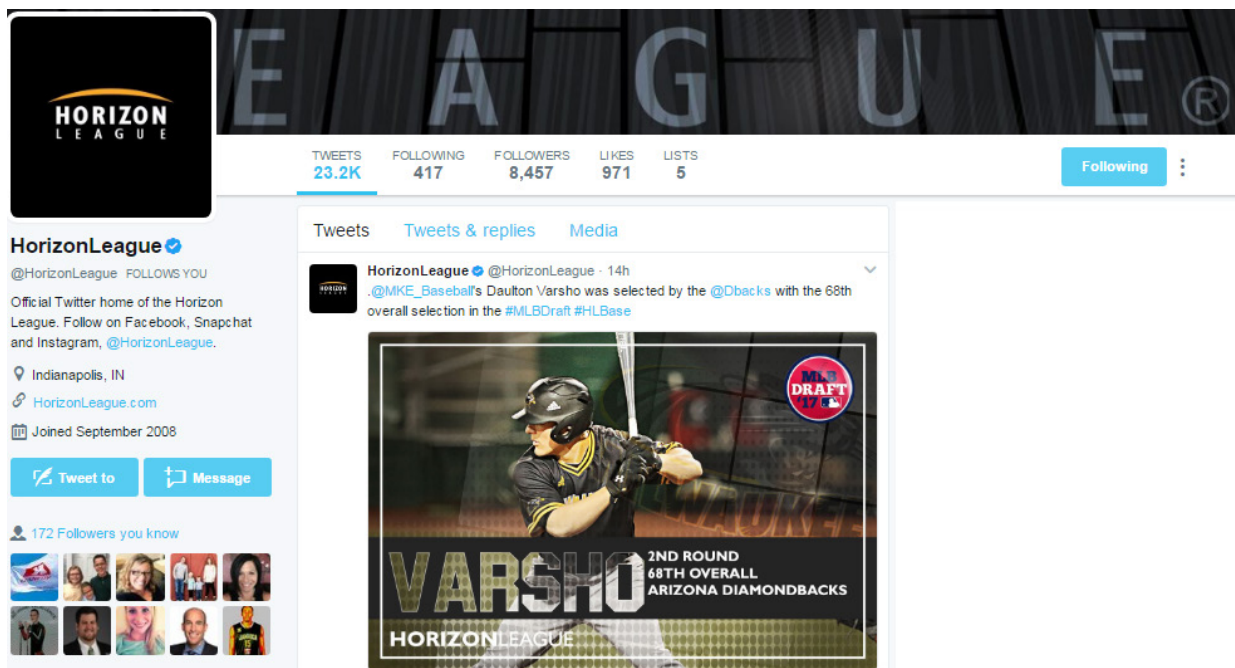
#HLSB

#HLTennis

#HLGolf

#HLCares

#HLSAAC





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