



BRAND IDENTITY GUIDE



Table of Contents

Introduction	3
Description of Horizon League Marks.....	4-7
Horizon League Style Guide.....	8
Horizon League Championship Marks.....	9-11
Horizon League Marks.....	Attachment A
Horizon League Network Marks	Attachment B
Horizon League Member Institution Marks.....	Attachment C

Introduction



Historical Context of Horizon League Marks

The Horizon League's name and marks were developed to not only brand, but to embody the League's mission of teaching young people, through athletic competition, the value of learning, service to others and personal responsibility.

The word "Horizon" was purposely chosen because the horizon is the point where the earth and sky meet, while the Horizon League is a symbolic point where student and athlete meet. The horizon is also something aspired to in nature.

A "League" is a strong bond of members committed to the same values and principals and who put the student first in "student-athlete." Thus, the Horizon League is a conference whose name truly reflects its mission, goals and values.

A central component of the Horizon League logo is the non-gender specific "star-person," symbolizing our men's and women's student-athletes who are the "stars" of the League's efforts in competition, citizenship, learning and community service. The athletic motion can be interpreted as part of any of the 19 intercollegiate sports in which our student-athletes compete.

Usage Responsibility & Maintaining Trademark Integrity

Because the Horizon League marks were developed to support the League's values and its mission, it is important that all those using the League's marks apply them properly in order to build the League's brand and maintain their legal integrity.

To protect the Horizon League's brand identity and manage its inclination to offer licensed products to Horizon League fans, the League has contracted with Strategic Marketing Affiliates, Inc. (SMA) to oversee its trademark licensing program. SMA will work to create cooperative relationships between the Horizon League, product manufacturers and the retail community. SMA will ensure that all merchandise bearing League marks promotes the desired brand of the League, while fulfilling the needs of consumers.

All marks which display a ® or a ™ on the art sheet MUST have those symbols in view when applied elsewhere. Any merchandise being produced for retail sale or for promotional give-away that carries the League marks or verbiage must be approved by the League and licensed through SMA. By doing so, SMA is able to protect the League's and the member institutions' marks from illegal use and to allow both parties to receive the royalties they deserve.

Any questions regarding the League's trademark licensing program should be directed to the League office.

General Application

The purpose of this Horizon League Brand Identity Guide is to provide all who may use the League's marks with clear guidelines to exercise the League marks in a consistent and proper manner. Any questions regarding the application of the marks should be directed to the League office.

The marks of the Horizon League and its member institutions should never be given away to anyone outside the institution or League without consent from the licensing representative on campus or at the League office.

*** Any deviation from the Horizon League's marks or derivations thereof, without the written permission of the League office, is prohibited.*

Description of Marks

Primary Mark

The color version of the primary mark, as shown below, should be used for all formal applications of the League's marks in the exact pantone colors listed on the attached art sheet. Any of the primary marks (with or without the RAISE YOUR SIGHTS tagline shown on the art sheet) may be used.

Primary marks may be reversed out in white when it is necessary to place them on a dark background.



Secondary Mark

The secondary mark, as shown below, is reserved for use on athletic courts and fields in addition to any League broadcast or merchandise. This mark was developed for better brand identity in video broadcast and merchandise applications. **Any other usage of the secondary mark MUST be approved by the League office prior to its use.**

Proper usage on athletic courts is as follows (see diagram on next page):

- The logo should be located in the lanes.
- The logo should fit into a space a minimum of 10 feet square.
- The logo may be used in the Horizon League's official black and orange colors or the official colors of the school.



Basketball Court Diagram



Logo should be a minimum of 10 ft. square

You may use school colors in lieu of official Horizon League colors.



Description of Marks

Collective Marks

The member institutions' icons or names may be used in conjunction with any of the marks of the Horizon League. Please note, however, that if the collective marks are being used for an item that will be sold at retail, the collective marks must be approved by all league members and the Horizon League office prior to their usage.

Some examples of proper collective mark usage are shown below:



Butler	Milwaukee
Cleveland State	UIC
Detroit	Valparaiso
Green Bay	Wright State
Loyola	Youngstown State

Description of Marks

Championship Marks

The Horizon League office will develop and distribute championship marks each school year. The current year's championship marks are attached at the end of this document.

Uniform Marks

The Horizon League primary logo ("star-person" logo) shall be placed on all uniforms as follows (per Horizon League Operating Regulation 7.03):

- Applies to all "competition" uniforms in all Horizon League-sponsored sports, including home, road and "alternate" uniforms where appropriate (policy does not affect warm-up gear or practice uniforms, but logo use is permitted without regulations).
- Logo should fit into a space of 2 1/4" square.
- Logos must conform to the NCAA regulations for each specific sport.
- Logo should be embroidered (preferred) or screen-printed and should be placed directly on the apparel (no sewn-on patches).
- Logo may be used in either the Horizon League's official black and orange colors or the official colors of the school.

Horizon League Network (HLN) Marks

The Horizon League Network (HLN) marks, as shown below, are reserved for use in conjunction with HLN broadcasts, publicity or marketing **ONLY**. HLN marks may be used in any of the formats shown on the attached art sheet and may be reversed out in white when placing them on a dark background.

Any other usage of the HLN mark MUST be approved by the League office prior to its use.



Horizon League Style Guide

Official Institution Name "Nickname"	Preferred Athletics References	Unacceptable Athletics References	Official Colors (Accents Only)
Butler University "Bulldogs"	Butler, BU	---	540 Blue and White
Cleveland State University "Vikings"	Cleveland State, CSU	---	349 Green
University of Detroit Mercy "Titans"	Detroit, UDM	Detroit Mercy, U of D Mercy, U-D	186 Red and 287 Blue
University of Illinois at Chicago "Flames"	UIC	Illinois-Chicago, Ill.-Chicago	200 Red, 281 Blue and 116 Yellow
Loyola University Chicago "Ramblers"	Loyola, Loyola (Chicago), LU (preferred to LUC)	Loyola-Chicago, Loyola (Ill.), Loy-Chi	208 Maroon and 137 Gold
University of Wisconsin-Green Bay Valparaiso University "Crusaders"	Valparaiso, Valpo	VU	469 Brown and 121 Gold
University of Wisconsin-Green Bay UW-Green Bay "Phoenix"	Green Bay, GB	UW-GB, Wisconsin-Green Bay, Wis.-Green Bay, UWGB, WI-Green Bay, Wisconsin-GB	342 Green, 201 Red and 877 Silver
University of Wisconsin-Milwaukee "Panthers"	Milwaukee, UWM (preferred usages) UW-Milwaukee	Wisconsin-Milwaukee, Wis.-Milwaukee, Wisconsin-Milw., UW-M	1235 Gold and Black (228 Ruby, 533 Dark Blue, 652 Medium Blue)
Wright State University "Raiders"	Wright State, WSU	Wright	342 Green and 131 Gold (141 Light Gold, 159 Orange, ProBlackC)
Youngstown State University "Penguins"	Youngstown State, YSU	Youngstown	185 Red, Black and White (110 Yellow)
Horizon League	Horizon League	Horizon	138 Orange and Black

Championship Logos

Fall Sports



Championship Logos

Winter Sports



Championship Logos

Spring Sports



HORIZON LEAGUE



VERBIAGE, GENERAL INFORMATION AND MEMBER INSTITUTIONS
Horizon League ® Raise Your Sights ® Established Date: 1979 Butler University (BU) Cleveland State University (CSU) University of Detroit Mercy (UDM) University of Illinois at Chicago (UIC) Loyola University (LU) Valparaiso University (VALPO) University of Wisconsin-Green Bay (GBAY) University of Wisconsin-Milwaukee (UWM) Wright State University (WSU) Youngstown State University (YSU)
PANTONE COLORS
HORIZON LEAGUE ORANGE: PANTONE 138 HORIZON LEAGUE BLACK: PANTONE PROCESS BLACK
THREAD COLORS

PRIMARY MARK		PRIMARY MARK WITH TAGLINE	
1	 HORIZON LEAGUE ®	2	 HORIZON LEAGUE ®
		3	 HORIZON LEAGUE ® RAISE YOUR SIGHTS®
		4	 HORIZON LEAGUE ® RAISE YOUR SIGHTS®
SECONDARY MARK			
	5		6
			

HORIZON LEAGUE ORANGE	HORIZON LEAGUE BLACK
You must use the approved university colors or the *PANTONE colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.	
The marks of the Horizon League are controlled under a licensing program administered by Strategic Marketing Affiliates. Any use of these marks will require written approval from Strategic Marketing Affiliates.	

HORIZON LEAGUE NETWORK

7-7-08



VERBIAGE, GENERAL INFORMATION AND MEMBER INSTITUTIONS	
Horizon League ® Raise Your Sights ® Established Date: 1979 Butler University (BU) Cleveland State University (CSU) University of Detroit Mercy (UDM) University of Illinois at Chicago (UIC) Loyola University (LU) Valparaiso University (VALPO) University of Wisconsin-Green Bay (GBAY) University of Wisconsin-Milwaukee (UWM) Wright State University (WSU) Youngstown State University (YSU)	
PANTONE COLORS	
HORIZON LEAGUE ORANGE: PANTONE 138 HORIZON LEAGUE BLACK: PANTONE PROCESS BLACK	
THREAD COLORS	

PRIMARY MARK	
	1
SECONDARY MARKS	
	2
	3
	4
	5
HORIZON LEAGUE ORANGE	
HORIZON LEAGUE BLACK	

You must use the approved university colors or the *PANTONE colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications.
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HORIZON LEAGUE



VERBIAGE, GENERAL INFORMATION AND MEMBER INSTITUTIONS		BUTLER UNIVERSITY	CLEVELAND STATE UNIVERSITY		
<div>Horizon League® Raise Your Sights®</div> <div>Established Date: 1979</div> <div>Butler University (BU) Cleveland State University (CSU) University of Detroit Mercy (UDM) University of Illinois at Chicago (UIC) Loyola University (LU) Valparaiso University (VALPO) University of Wisconsin-Green Bay (GBAY) University of Wisconsin-Milwaukee (UWM) Wright State University (WSU) Youngstown State University (YSU)</div>					
		UNIVERSITY OF DETROIT MERCY	UNIVERSITY OF ILLINOIS AT CHICAGO	LOYOLA UNIVERSITY	VALPARAISO UNIVERSITY
PANTONE COLORS		UNIVERSITY OF WISCONSIN-GREEN BAY	UNIVERSITY OF WISCONSIN-MILWAUKEE	WRIGHT STATE UNIVERSITY	YOUNGSTOWN STATE UNIVERSITY
<div>HORIZON LEAGUE ORANGE: PANTONE 138</div> <div>HORIZON LEAGUE BLACK: PANTONE PROCESS BLACK</div>					
THREAD COLORS					

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