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ELEVEN SCHOOLS. ONE CONFERENCE. ONE BRAND.



METRO ATLANTIC ATHLETIC CONFERENCE BRANDING GUIDE//STARTING 2019-20 ACADEMIC YEAR



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MAAC MISSION STATEMENT

CONFERENCE GOALS

To initiate, stimulate, organize, enhance, and improve men's and women's intercollegiate athletic competition between member institutions of the Conference and, thereby, to promote and develop educational leadership, physical fitness and sportsmanship.

To insure Conference student-athletes must have an opportunity to regularly prepare for, attend classes, and final examinations without significant interruption from athletic participation. Each Conference member institution will adopt and adhere to policies, which respect the academic priority of its student-athletes. Such policies will only permit a schedule of practice, training and competition, which will result in a minimum loss of class time and minimum conflict with a student-athlete's final examination schedule.

To seek competitive opportunities against other like-minded and nationally respected institutions that allow Conference member institutions to showcase their athletic programs.

To assist member institutions in their admissions efforts by broadcasting competitive collegiate athletic contests, especially basketball, that will enhance name recognition of member schools as well as promote perceptions of them.

To develop, initiate, organize, fund, and operate marketing programs that provide visibility, scheduling and broadcast opportunities for Conference member institutions in a manner that maximizes interaction with a member's alumni, student, business, media, and local community.





MAAC PRIMARY LOGO/MARK

To promote the association of the MAAC and its member institutions, it is recommended to use the MAAC primary logo whenever appropriate. This logo must be used consistently on all conference related materials. When using this logo please adhere to the following guidelines:

1. The logo must be surrounded by ample clear space or an “area of isolation” of at least 1/4” inches to keep other visual elements from conflicting with it. It is accepted to use a white stroke or white border around the outside of the logo to help with separation from other visual elements. No other border or stroke color other than white is permissible.
2. The colors of the logo may NOT be changed for any reason other than to be used in black and white or in a MAAC member’s institution’s colors (see [page 19](#) for MAAC-Institutional logos).



Primary logo on white/light background



Primary logo on black/dark background



Primary black & white logo on white/light background



Primary black & white logo on black/dark background



MAAC SECONDARY LOGO/WORDMARK

To further promote the association of the MAAC and its member institutions, it is recommended to use the MAAC secondary logo/wordmark when the primary logo is not appropriate. When using this logo please adhere to the following guidelines:

1. The logo must be surrounded by ample clear space or an “area of isolation” of at least 1/4” to keep other visual elements from conflicting with it. It is accepted to use a white stroke or white border around the outside of the logo to help with separation from other visual elements. No other border or stroke color other than white is permissible.
2. The colors of the logo may NOT be changed for any reason other than to be used in black and white or in a MAAC member’s institution’s colors (see [page 20](#) for MAAC-Institutional Wordmarks).



Wordmark on white/light background



Wordmark on black/dark background



Black & white wordmark on white/light background



Black & white wordmark on black/dark background

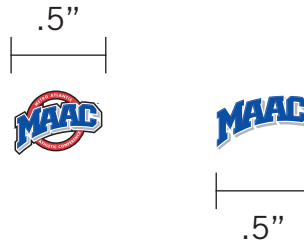


LOGO SIZES

The minimum size for the primary and secondary/wordmark logos shall be no less than .5" wide. This restriction also applies to Basketball and Olympic Sport championship logos, and ancillary logos.

There are no restrictions to how large any of the logos may appear.

Note: This does not pertain to uniform size restrictions.





THE MAAC COLORS

These are the official colors of the Metro Atlantic Athletic Conference. It is important that these colors are used correctly to keep consistency with the Conference's brand.

MAAC RED
Pantone Red 186

RGB: 224, 58, 62
CMYK: 0, 91, 76, 6
HEX: e03a3e

MAAC BLUE
Pantone Blue 2738

RGB: 0, 79, 163
CMYK: 100, 79, 0, 0
HEX: 004fa3

MAAC GREY
34% Pantone Black

RGB: 179, 181, 184
CMYK: 0, 0, 0, 34
HEX: b3b5b8

MAAC BLACK
Pantone Black

RGB: 35, 31, 32
CMYK: 0, 0, 0, 100
HEX: 231f20



TYPOGRAPHY

The primary font of the conference is Aachen. The secondary and supporting fonts are Trade Gothic and Champion respectively. It is strongly recommended that these fonts are used for Conference branding materials.

Aachen Bold
Aachen Regular
Aachen Medium
Aachen STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789
0123456789
0123456789
0123456789

Trade Gothic Condensed No. 18
Trade Gothic Condensed No. 18 Oblique
Trade Gothic Bold Condensed No. 20
Trade Gothic Bold Condensed No. 20 Oblique
Trade Gothic Light
Trade Gothic Light Oblique
Trade Gothic Regular
Trade Gothic Oblique
Trade Gothic Bold
Trade Gothic Bold No. 2
Trade Gothic Bold No. 2 Oblique
Trade Gothic Bold Oblique
Trade Gothic Extended
Trade Gothic Bold Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Champion
Champion HTF Bantamweight
Champion HTF Featherweight
Champion HTF Heavyweight
Champion HTF Lightweight
Champion HTF Welterweight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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RESTRICTED MARKS

The use of old MAAC marks is STRICTLY PROHIBITED. This includes old Basketball and Olympic Sport championship logos from previous years not shown below.





LOGO RESTRICTIONS

All logo restrictions apply to both the primary, secondary/wordmark, championship, and ancillary logos. Altering any Conference logo must be approved by the Conference Office for use. Below are examples of restrictions.



Do not squish



Do not stretch



Do not outline with another color other than white



Do not rotate



Do not use on distracting background



Do not recolor outside of approved institution colors



Do not run text or graphics over logos



INSTITUTIONAL MARKS & COLORS

CANISIUS COLLEGE



COLOR

CANISIUS GOLD
CANISIUS BLUE
CANISIUS BLACK

PANTONE COLORS

PANTONE GOLD 124
PANTONE BLUE 289
PANTONE BLACK

PROCESS COLORS

C: 7 / M: 35 / Y: 100 / K: 0
C: 100 / M: 60 / Y: 0 / K: 56
C: 0 / M: 0 / Y: 0 / K: 100

FAIRFIELD UNIVERSITY



COLOR

FAIRFIELD RED
FAIRFIELD GREY
FAIRFIELD BLACK

PANTONE COLORS

PANTONE RED 186
34% PANTONE BLACK
PANTONE BLACK

PROCESS COLORS

C: 0 / M: 91 / Y: 76 / K: 6
C: 0 / M: 0 / Y: 0 / K: 34
C: 0 / M: 0 / Y: 0 / K: 100

IONA COLLEGE



COLOR

IONA GOLD
IONA MAROON
IONA BLACK

PANTONE COLORS

PANTONE GOLD 130
PANTONE MAROON 505
PANTONE BLACK

PROCESS COLORS

C: 0 / M: 30 / Y: 100 / K: 0
C: 20 / M: 86 / Y: 38 / K: 62
C: 0 / M: 0 / Y: 0 / K: 100



INSTITUTIONAL MARKS & COLORS

MANHATTAN COLLEGE



COLOR

MANHATTAN GREEN
MANHATTAN GREY
MANHATTAN GOLD

PANTONE COLORS

PANTONE GREEN 349 C
PANTONE GREY 877 C
PANTONE GOLD 871 C

PROCESS COLORS

C: 100 / M: 0 / Y: 91 / K: 42
C: 0 / M: 0 / Y: 0 / K: 40
C: 20 / M: 25 / Y: 60 / K: 25

MARIST COLLEGE



COLOR

MARIST RED
MARIST LIGHT GREY
MARIST MEDIUM GREY
MARIST DARK GREY
MARIST BLACK

PANTONE COLORS

PANTONE RED 186
33% PANTONE BLACK
55% PANTONE BLACK
89% PANTONE BLACK
PANTONE BLACK

PROCESS COLORS

C: 0 / M: 100 / Y: 75 / K: 4
C: 0 / M: 0 / Y: 0 / K: 33
C: 0 / M: 0 / Y: 0 / K: 55
C: 0 / M: 0 / Y: 0 / K: 89
C: 0 / M: 0 / Y: 0 / K: 100

MONMOUTH UNIVERSITY



COLOR

MONMOUTH GREY
MONMOUTH BLUE
MONMOUTH BLACK

PANTONE COLORS

PANTONE GREY 429 C
PANTONE BLUE 282 C
PANTONE BLACK

PROCESS COLORS

C: 3 / M: 0 / Y: 0 / K: 32
C: 100 / M: 68 / Y: 0 / K: 54
C: 0 / M: 0 / Y: 0 / K: 100



INSTITUTIONAL MARKS & COLORS

NIAGARA UNIVERSITY



COLOR

NIAGARA PURPLE
NIAGARA GREY
NIAGARA BLACK

PANTONE COLORS

PANTONE PURPLE 268
34% PANTONE BLACK
PANTONE BLACK

PROCESS COLORS

C: 91 / M: 94 / Y: 0 / K: 23
C: 0 / M: 0 / Y: 0 / K: 34
C: 0 / M: 0 / Y: 0 / K: 100

QUINNIPIAC UNIVERSITY



COLOR

QUINNIPIAC NAVY
QUINNIPIAC BLUE
QUINNIPIAC GOLD

PANTONE COLORS

PANTONE BLUE 289 C
PANTONE BLUE 2172 C
PANTONE YELLOW 1235 C

PROCESS COLORS

C: 100 / M: 64 / Y: 0 / K: 60
C: 95 / M: 35 / Y: 0 / K: 0
C: 0 / M: 31 / Y: 98 / K: 0

RIDER UNIVERSITY



COLOR

RIDER RED
RIDER GREY
RIDER BLACK

PANTONE COLORS

PANTONE RED 201 C
34% PANTONE BLACK
PANTONE BLACK

PROCESS COLORS

C: 0 / M: 100 / Y: 65 / K: 34
C: 0 / M: 0 / Y: 0 / K: 34
C: 0 / M: 0 / Y: 0 / K: 100



INSTITUTIONAL MARKS & COLORS

SAINT PETER'S UNIVERSITY



COLOR

SAINT PETER'S NAVY BLUE
SAINT PETER'S BLUE
SAINT PETER'S GREY
SAINT PETER'S BLACK

PANTONE COLORS

PANTONE BLUE 282
PANTONE BLUE 285
34% PANTONE BLACK
PANTONE BLACK

PROCESS COLORS

C: 100 / M: 68 / Y: 0 / K: 54
C: 91 / M: 43 / Y: 0 / K: 0
C: 0 / M: 0 / Y: 0 / K: 34
C: 0 / M: 0 / Y: 0 / K: 100

SIENA COLLEGE



COLOR

SIENA GREEN
SIENA GOLD
SIENA WHITE

PANTONE COLORS

PANTONE GREEN 342
PANTONE GOLD 123
WHITE

PROCESS COLORS

C: 100 / M: 0 / Y: 69 / K: 43
C: 0 / M: 30 / Y: 94 / K: 0
C: 0 / M: 0 / Y: 0 / K: 0



INSTITUTIONAL ATHLETIC WORDMARKS

Note: Institutions not listed on this page do not have a designated wordmark



CANISIUS COLLEGE



FAIRFIELD UNIVERSITY



IONA COLLEGE



MANHATTAN COLLEGE



MARIST COLLEGE



MONMOUTH UNIVERSITY



QUINNIPIAC UNIVERSITY



RIDER UNIVERSITY



SAINT PETER'S UNIVERSITY



SIENA COLLEGE



ASSOCIATE MEMBER PRIMARY MARKS



UNIVERSITY AT ALBANY



BRYANT UNIVERSITY



UNIVERSITY OF DAYTON



UNIVERSITY OF DETROIT MERCY



DRAKE UNIVERSITY



UNIVERSITY OF HARTFORD



JACKSONVILLE UNIVERSITY



LA SALLE UNIVERSITY



LIU



ROBERT MORRIS UNIVERSITY



SACRED HEART UNIVERSITY



ST. BONAVENTURE UNIVERSITY



ST. FRANCIS BROOKLYN



STETSON UNIVERSITY



VILLANOVA UNIVERSITY



VIRGINIA MILITARY INSTITUTE



WAGNER COLLEGE



2019-20 MAAC CHAMPIONSHIP LOGOS

Note: Black & white championship logos are made available to institutions upon request

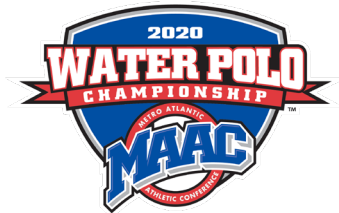
2019 FALL CHAMPIONSHIPS



2020 WINTER CHAMPIONSHIPS



2020 SPRING CHAMPIONSHIPS





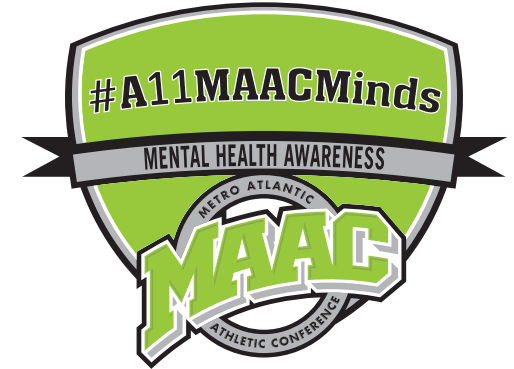
ANCILLARY LOGOS



The MAAC Pink logo was created for the Play4Kay initiative for uniforms and marketing collateral.



The MAAC SAAC logo represents the MAAC Student-Athlete Advisory Committee.



The #A11MAACMinds logo was created for the MAAC SAAC mental health initiative.



MAAC-INSTITUTIONAL LOGOS

Note: Black & white MAAC-Institutional logos are made available to institutions upon request. Associate members must contact MAAC office for a school colored logo.



CANISIUS COLLEGE



FAIRFIELD UNIVERSITY



IONA COLLEGE



MANHATTAN COLLEGE



MARIST COLLEGE



MONMOUTH UNIVERSITY



NIAGARA UNIVERSITY



QUINNIPIAC UNIVERSITY



RIDER UNIVERSITY



SAINT PETER'S UNIVERSITY



SIENA COLLEGE



MAAC-INSTITUTIONAL WORDMARK LOGOS

Note: Black & white MAAC-Institutional Wordmark logos are made available to institutions upon request. Associate members must contact MAAC office for a school colored logo.



CANISIUS COLLEGE



FAIRFIELD UNIVERSITY



IONA COLLEGE



MANHATTAN COLLEGE



MARIST COLLEGE



MONMOUTH UNIVERSITY



NIAGARA UNIVERSITY



QUINNIPIAC UNIVERSITY



RIDER UNIVERSITY



SAINT PETER'S UNIVERSITY



SIENA COLLEGE



MAAC.TV LOGO

[MAAC.TV](#) is the Conference's Digital Network. Below are examples of MAAC.TV logo usage. Outside of adding a black drop shadow or black outer glow to the logo on white a background, altering of the logo is STRICTLY PROHIBITED (see [page 10](#) for logo restrictions). It is strongly recommended to use the logo on a dark or colored background.



MAAC.TV Logo on white background with no effects



MAAC.TV Logo black background with no effects



MAAC.TV Logo on white background with drop shadow



MAAC.TV Logo blue background with no effects



MAAC.TV Logo on white background with black outer glow



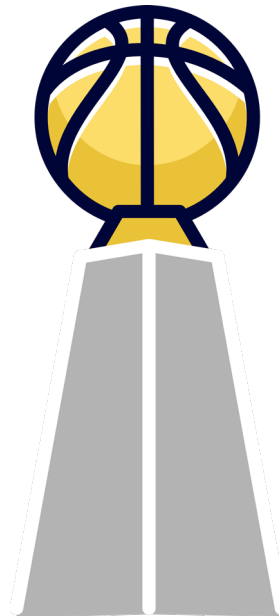
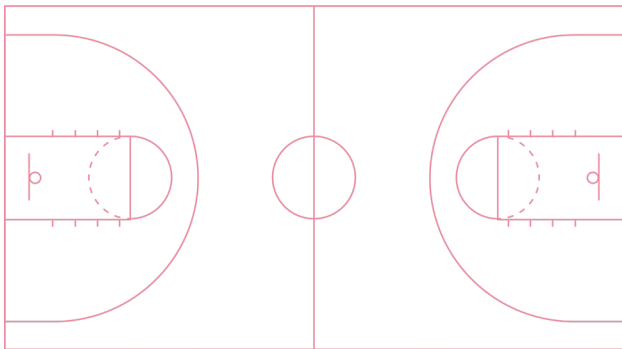
MAAC.TV Logo red background with no effects



BASKETBALL CHAMPIONSHIPS DESIGN ELEMENTS

The following are the approved design elements for the 2019-20 MAAC Basketball Championships. All collateral including but not limited to print and digital advertisements must follow the design theme. The primary font is Vhiena. All the words you see on the logo are this typeface.

The elements below: Basketball Court, Arrows, and Dots are elements that are provided with the logo. They are available in the Red, Blue, and White Colors.





BASKETBALL CHAMPIONSHIPS DESIGN ELEMENTS



MAAC Basketball Championships

Type Lock UP



© Basketball Championships

Type Lock UP

Please reach out to Valerie McQuade (valerie.mcquade@maac.org) for any design element requests.



COLORS

These are the main colors of the logo:

Cherry Red

CMYK: C=7% M=100% Y=73% K=1%

RGB: R=222 G=24 B=64

HEX: #d81842

PMS: 186C

Navy Blue

CMYK: C=97% M=91% Y=42% K=61%

RGB: R=0 G=5 B=55

HEX: #000537

PMS: 296C

Gold

CMYK: C=2% M=10% Y=70% K=0%

RGB: R=252 G=221 B=106

HEX: #fcd66a

PMS: 120C

Mustard

CMYK: C=10% M=21% Y=92% K=0%

RGB: R=233 G=194 B=55

HEX: #e9c237

PMS: 142C

MAAC Red

CMYK: C=0% M=91% Y=76% K=6%

RGB: R=224 G=58 B=62

HEX: #e03a3e

PMS: 179C

MAAC Blue

CMYK: C=100% M=79% Y=0% K=0%

RGB: R=0 G=79 B=163

HEX: #004fa3

PMS: 179C

Grey

CMYK: C=30% M=24% Y=25% K=0%

RGB: R=180 G=179 B=179

HEX: #b4b3b3

PMS: 421C





SCORER'S TABLE SIGNAGE

For all home basketball games institutions are required to play the Basketball Championship graphic promoting the championship and a MAAC branded graphic on the courtside LED tables. Graphics will be provided to institutions by the Conference Office in the fall.

Per MAAC bylaws, during MAAC-ESPN Broadcasts the MAAC owns the space for digital signage for all MAAC ESPN, ESPN2, and ESPNU broadcasts at all member schools whether the signage is provided by the MAAC or the member schools. During MAAC-ESPN broadcasts the home team will have 3 institutional message (e.g., admissions, athletic fundraising) per half on the digital signage.

Screenshot from .avi file of 2019 MAAC Basketball Championships Graphic



Screenshot from .avi file of 2019 Conference Graphic





BASKETBALL MEDIA GUIDE & PROGRAM REQUIREMENTS

Per MAAC bylaws, the following is required for institution Basketball programs and media guides:

1. Each member institution must have the MAAC logo on its digital media guide cover.
2. Each member institution must include the following conference information in their publications:
 - Digital Media Guide: Two page MAAC information story supplied by the Conference
 - Game Programs: One page MAAC Championship advertisement supplied by the Conference



Example: MAAC Logo on cover of 2017-18 Fairfield Men's Basketball Digital Media Guide



Example: 2018 MAAC Men's & Women's Basketball Championships Program Advertisement

Courtesy of Fairfield University Athletics



INSTITUTIONAL & SPORTSMANSHIP BANNERS

All 11 MAAC member institutions are required to display the Sportsmanship Statement banner and the MAAC logo banner with institution names inside their athletics facility. The banners must adhere to the below guidelines:

1. The banners must be hung in a spot visible to spectators in attendance at sporting events hosted by the institution.
2. The banners must be branded in the institutions primary pantone colors. The MAAC will handle all creation of these banners.

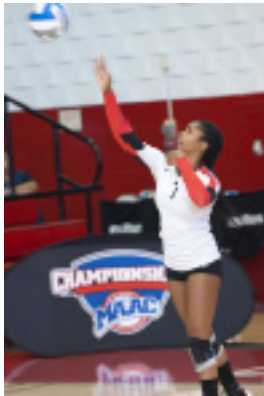
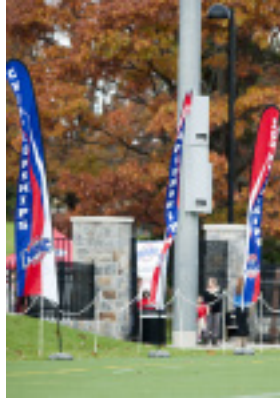
As a substitute, schools have the option to hang individual institutional banners over the MAAC logo banner with institution names.





BRANDING AT MAAC CHAMPIONSHIPS

MAAC signage must be used at all MAAC Championships hosted by an institution or arena. This includes, but is not limited to, feather banners, pop-up displays, painted logo(s) on the field or decals on floor, backdrops, and banners.





SOCIAL MEDIA

Social media networking sites, such as Facebook, Twitter, Snapchat, etc, are utilized by the MAAC to increase brand awareness and increase traffic to MAACSports.com.

The MAAC requires the social media efforts for MAAC sports to be consistent amongst the league. Institutions and fans should use the following hashtags and usernames when tweeting about the conference.

Main Accounts

MAAC Twitter	@MAACSports
MAAC Instagram.....	@MAACSports
MAAC Facebook	@MAACSports
MAAC Youtube	@MAACSports
MAAC LinkedIn	/company/metro-atlantic-athletic-conference/

Other MAAC Twitter Accounts

MAAC Basketball	@MAACHoops
MAAC Updates	@MAACUpdates
MAAC Esports	@MAACEsports
Commissioner Rich Ensor	@MAACCommish
Sr. Associate Commissioner Jess Hegmann	@MAAC_SWA
MAAC Compliance	@MAACCompliance
MAAC SAAC	@MAAC_SAAC

Member Institutions Twitter Handles:

Canisius.....	@GoGriffs
Fairfield	@FairfieldStags
Iona	@ICGael
Manhattan	@GoJaspers
Marist.....	@MaristAthletics
Monmouth	@MUHAWKS
Niagara.....	@NUPurpleEagles
Quinnipiac	@QUAthletics
Rider	@RIDERATHLETICS
Saint Peter's	@SPUAthletics
Siena.....	@SienaSaints

Sport Specific Hashtags:

Baseball	#MAACBaseball
Basketball.....	#MAACHoops
Cross Country	#MAACXC
Golf.....	#MAACGolf
Lacrosse	#MAACLAX
Rowing	#MAACRow
Soccer	#MAACSoccer
Softball	#MAACSoftball
Swimming & Diving	#MAACSwim
Tennis	#MAACTennis
Track & Field.....	#MAACTF
Volleyball	#MAACVB
Water Polo	#MAACWP

Additional Hashtags:

MAAC ESports.....	#MAACEsports
MAAC Choices.....	#MAACChoices
MAAC Goodworks	#MAACGOODWORKS
MAAC in the Pros	#MAACPROS
MAAC SAAC.....	#MAACSAAC
MAAC Sports.....	#MAACSports
MAAC Basketball Championships	#maACHoops20
Mental Health	#A11MAACMinds



UNIFORMS & EQUIPMENT GUIDELINES

The MAAC primary or secondary/wordmark logo is required on all uniforms.

When using the logo please adhere to the following guidelines:

1. All logos must be visible on uniforms. Please refer to the sport specific section regarding recommended logo placement.
2. Logos on sporting equipment are optional. Please refer to the sport specific section for more information about sporting equipment.
3. Institutions may use the MAAC primary or secondary logo. The color of the original MAAC logos must NOT divert from the original colors. The only exception to this rule is that institutions may use the MAAC logos in member institution's colors (refer to [page 18](#) for MAAC-Institutional logos and [page 19](#) for MAAC-Institutional wordmarks). All logo restrictions stated on [pages 9-10](#) must be followed.
4. Institutions may not mix the primary and secondary logos on uniforms. It must be one or the other throughout the uniform.
5. Schools must screen print or embroider the logo for team uniforms. The MAAC will not provide patches to the institutions.





REQUIRED MARK USAGE ON UNIFORMS

Uniform and equipment logo requirements are stated below.

SPORT	2018-19	2019-20	2020-21
WARM UPS	OPTIONAL	OPTIONAL	OPTIONAL
BASEBALL	REQUIRED	REQUIRED	REQUIRED
BASKETBALL	REQUIRED	REQUIRED	REQUIRED
CROSS COUNTRY	REQUIRED	REQUIRED	REQUIRED
GOLF POLOS	REQUIRED	REQUIRED	REQUIRED
GOLF BAGS & HATS	OPTIONAL	OPTIONAL	OPTIONAL
LACROSSE	REQUIRED	REQUIRED	REQUIRED
ROWING	REQUIRED	REQUIRED	REQUIRED
SOCCER	REQUIRED	REQUIRED	REQUIRED
SOFTBALL	REQUIRED	REQUIRED	REQUIRED
SWIMMING & DIVING CAP	REQUIRED	REQUIRED	REQUIRED
TENNIS	REQUIRED	REQUIRED	REQUIRED
TRACK & FIELD	REQUIRED	REQUIRED	REQUIRED
VOLLEYBALL	REQUIRED	REQUIRED	REQUIRED
WATER POLO	REQUIRED	REQUIRED	REQUIRED



WARM-UPS

The primary or secondary MAAC logo is optional on warm-up tops and pants for all sports.

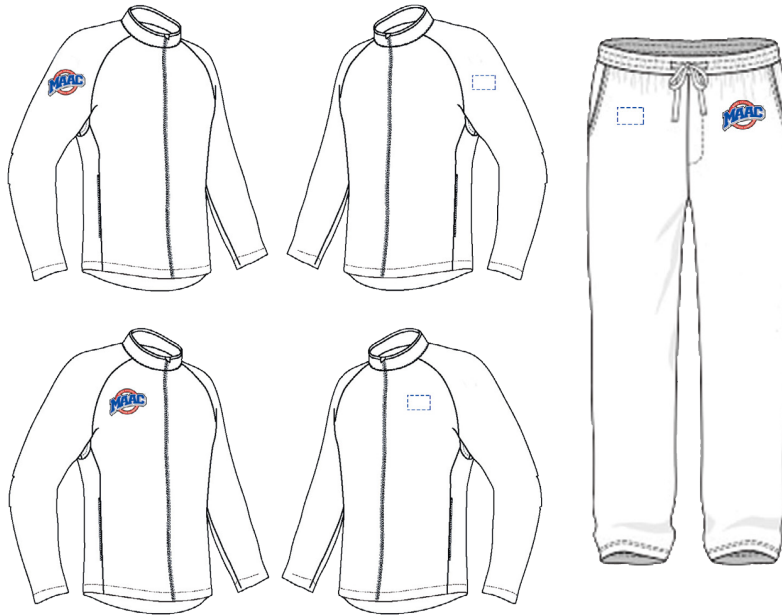
For tops the optional logo should be placed in one of four places:

1. Left sleeve
2. Right sleeve
3. Left chest
4. Right Chest

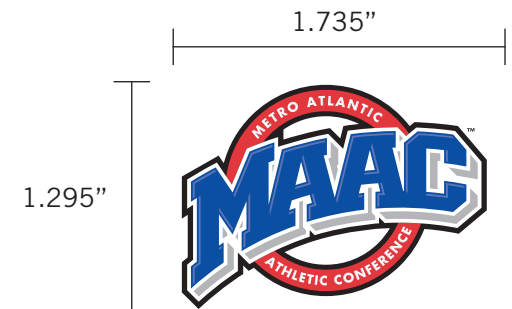
For pants the optional logo should be placed in one of two places:

1. Upper right leg
2. Upper left leg

Per NCAA regulations logos may not exceed 2.25 square inches.



MAXIMUM LOGO SIZE



NOTE: Logos are not to scale on diagrams

* For color options please refer to [pages 19-20](#) for MAAC institution specific colored logo

- Denotes alternate location of logo



BASEBALL & SOFTBALL UNIFORMS

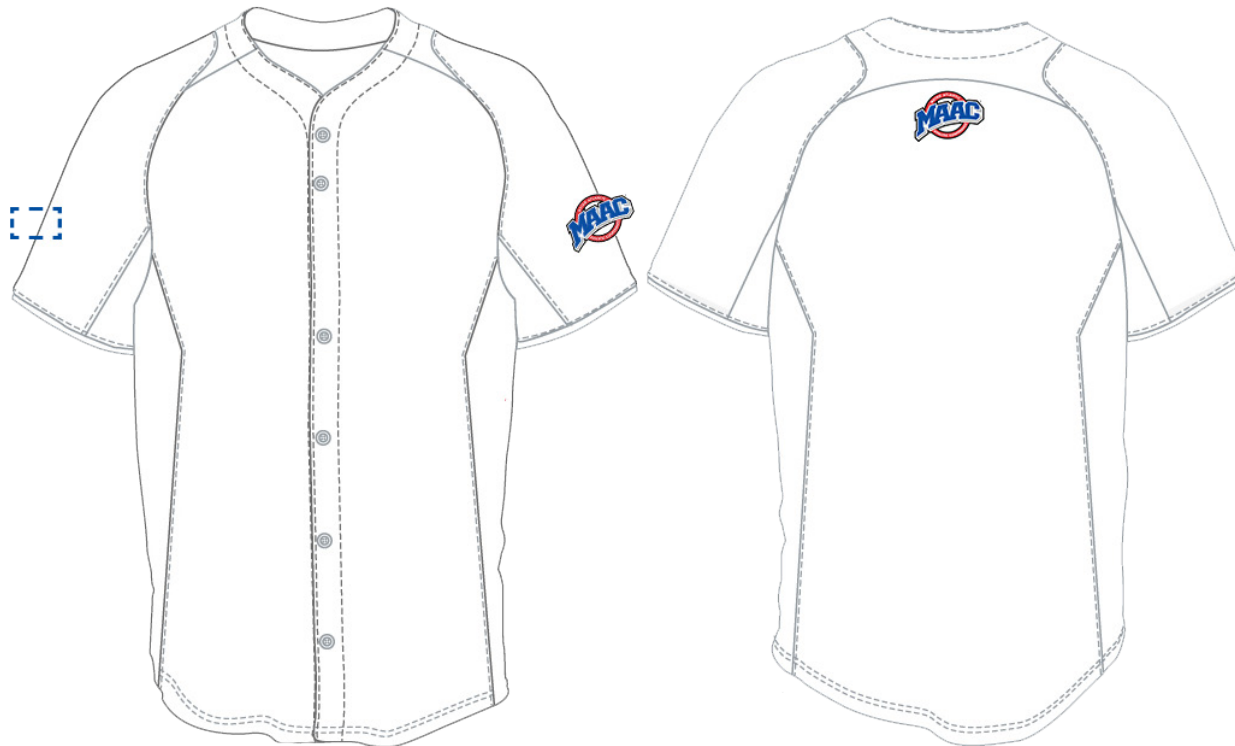
The primary or secondary MAAC logo is required on all baseball and softball uniforms.

The logo should be placed in one of three places:

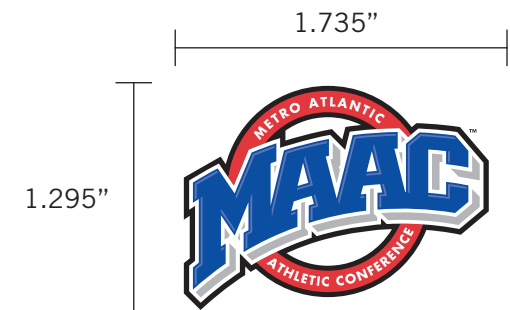
1. Left sleeve
2. Right sleeve
3. Apex/center of the back neckline

The MAAC logo is not required on the pants, hats, or helmet.

Per NCAA regulations logos may not exceed 2.25 square inches.



MAXIMUM LOGO SIZE



NOTE: Logos are not to scale on diagrams

* For color options please refer to [pages 19-20](#) for MAAC institution specific colored logo

- Denotes alternate location of logo



MEN'S & WOMEN'S BASKETBALL UNIFORMS

The primary or secondary MAAC logo is required on all men's and women's basketball uniforms. The logo may be placed on the uniform top, shorts, or both if preferred.

For uniform tops the logo should be placed within 5 inches from the top of the shoulder/shoulder seam in one of three places:

1. Apex neckline
2. Left shoulder panel
3. Right shoulder panel

The preferred logo location on the jersey is the front left chest (as shown), opposite of the manufacturer logo and centered between the collar and sleeve seam.

For uniform shorts the logo should be placed in one of four places:

1. Lower left leg
2. Lower right leg
3. Upper left leg
4. Upper right leg

Per MAAC bylaws, all players must have their last name on the back of their uniform jersey.

Per NCAA regulations, logos may not exceed 2.25 square inches.

All requirements are subject to change based on NCAA rules and regulations.

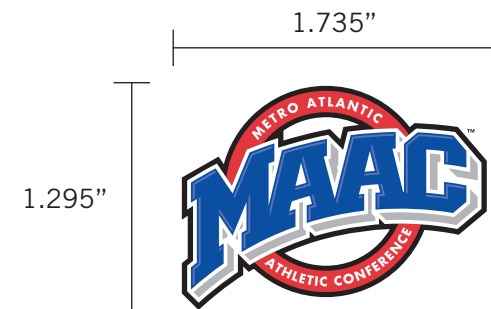
Additional NCAA uniform requirements can be found in the rule books.

- Men's Basketball Rule Book, Court & Equipment
[Section 22. Uniforms \(Game Jersey and Shorts\), Pages 28-31](#)
- Women's Basketball Rule Book, Court & Equipment
[Section 22. Uniforms \(Game Jersey and Shorts\), Pages 27-29](#)

 - Denotes alternate location of logo



MAXIMUM LOGO SIZE



NOTE: Logos are not to scale on diagrams

* For color options please refer to [pages 19-20](#) for MAAC institution specific colored logo



MEN'S & WOMEN'S CROSS COUNTRY UNIFORMS

The primary or secondary MAAC logo is required on all men's & women's cross country uniforms.

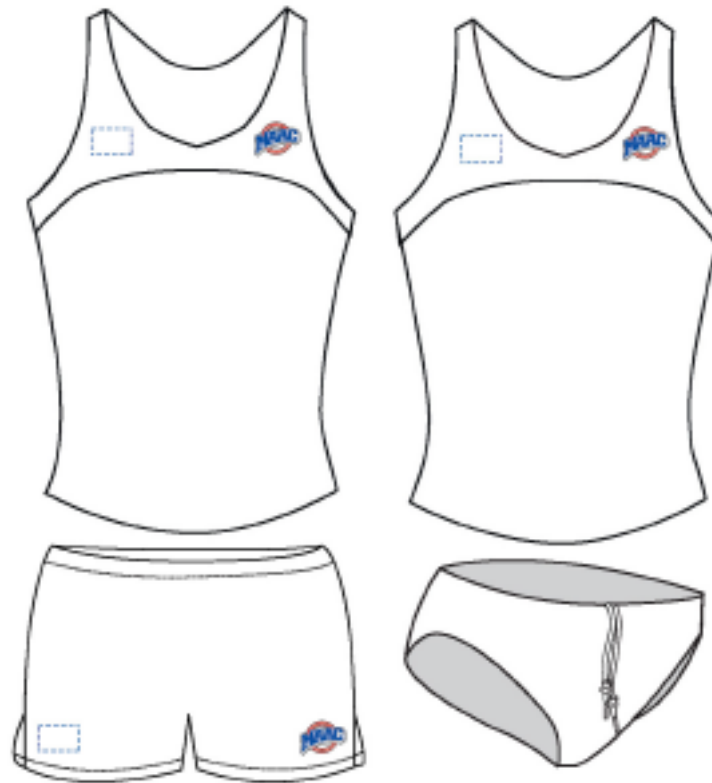
For uniform tops the logo should be placed in one of two places:

1. Left shoulder panel
2. Right shoulder panel

For uniform shorts the logo should be placed in one of two places:

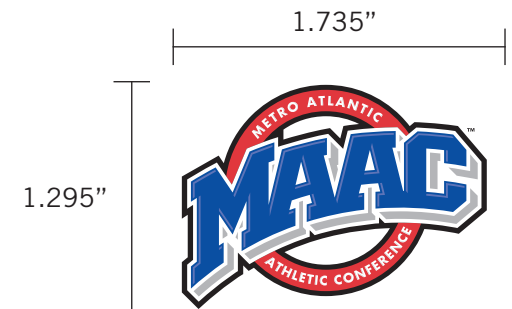
1. Lower left leg
2. Lower right leg

Per NCAA regulations logos may not exceed 2.25 square inches.



- Denotes alternate location of logo

MAXIMUM LOGO SIZE



NOTE: Logos are not to scale on diagrams

* For color options please refer to [pages 19-20](#) for MAAC institution specific colored logo



ESPORTS UNIFORMS

The primary or secondary MAAC logo is required on all Esports uniform tops.

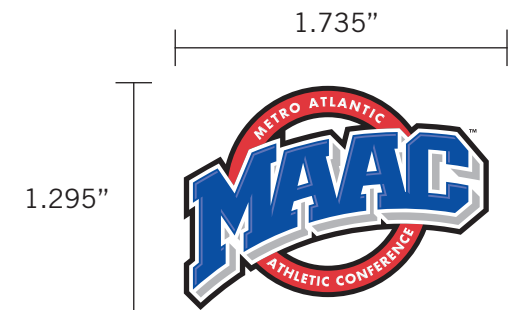
For uniform tops the logo should be placed in one of four places:

1. Left sleeve
2. Right sleeve
3. Left chest
4. Right chest

Opposite the MAAC logo the EGFC logo will additionally be required on the uniform of similar size to the MAAC logo. **Awaiting the EGFC logo options and correct branding.**



MAXIMUM LOGO SIZE



NOTE: Logos are not to scale on diagrams

* For color options please refer to [pages 19-20](#) for MAAC institution specific colored logo

- Denotes alternate location of logo



MEN'S & WOMEN'S GOLF UNIFORMS

The primary or secondary MAAC logo is required on all men's & women's golf uniforms.

For uniform tops the required logo should be placed in one of two places:

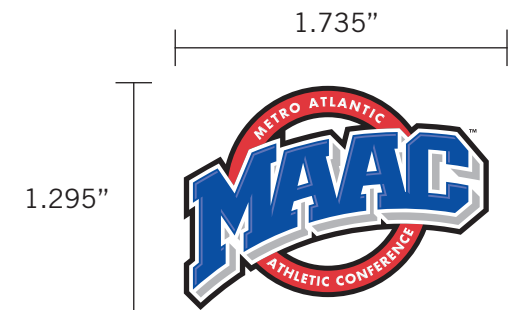
1. Left sleeve
2. Right sleeve

The MAAC logo is not required and is optional on golf bags and hats. Shown is the suggested placement of the logo.

Per NCAA regulations logos may not exceed 2.25 square inches.



MAXIMUM LOGO SIZE



NOTE: Logos are not to scale on diagrams

* For color options please refer to [pages 19-20](#) for MAAC institution specific colored logo

- Denotes alternate location of logo



MEN'S & WOMEN'S LACROSSE UNIFORMS

The primary or secondary MAAC logo is required on all men's & women's lacrosse uniforms. The logo is optional for skirts and shorts.

For uniform tops the required logo should be placed in one of four places:

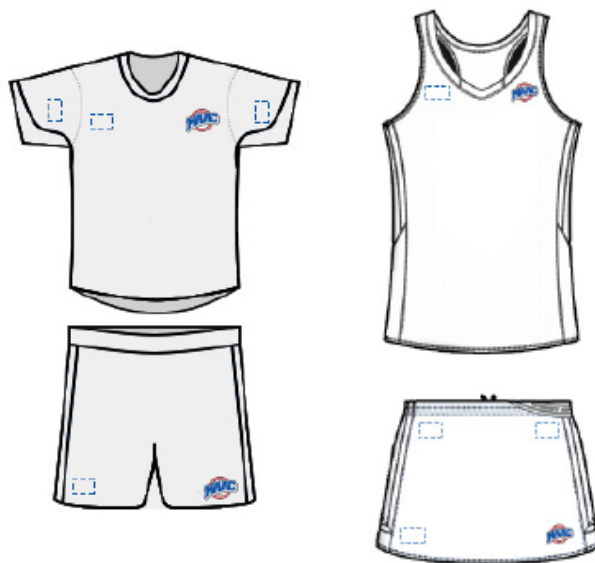
1. Left sleeve
2. Right sleeve
3. Left chest
4. Right chest

For uniform shorts the logo should be placed in one of four places:

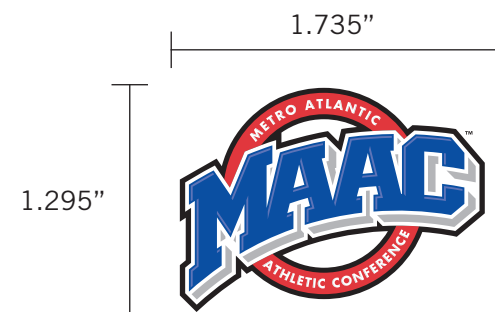
1. Lower left leg
2. Lower right leg
3. Upper left leg
4. Upper right leg

The MAAC logo is not required on helmets.

According to the NCAA there is no limit to logo size, but it is strongly recommended for logos to not exceed 2.25 square inches to keep consistency across uniforms.



PREFERRED MAXIMUM LOGO SIZE



NOTE: Logos are not to scale on diagrams

* For color options please refer to [pages 19-20](#) for MAAC institution specific colored logo

- Denotes alternate location of logo



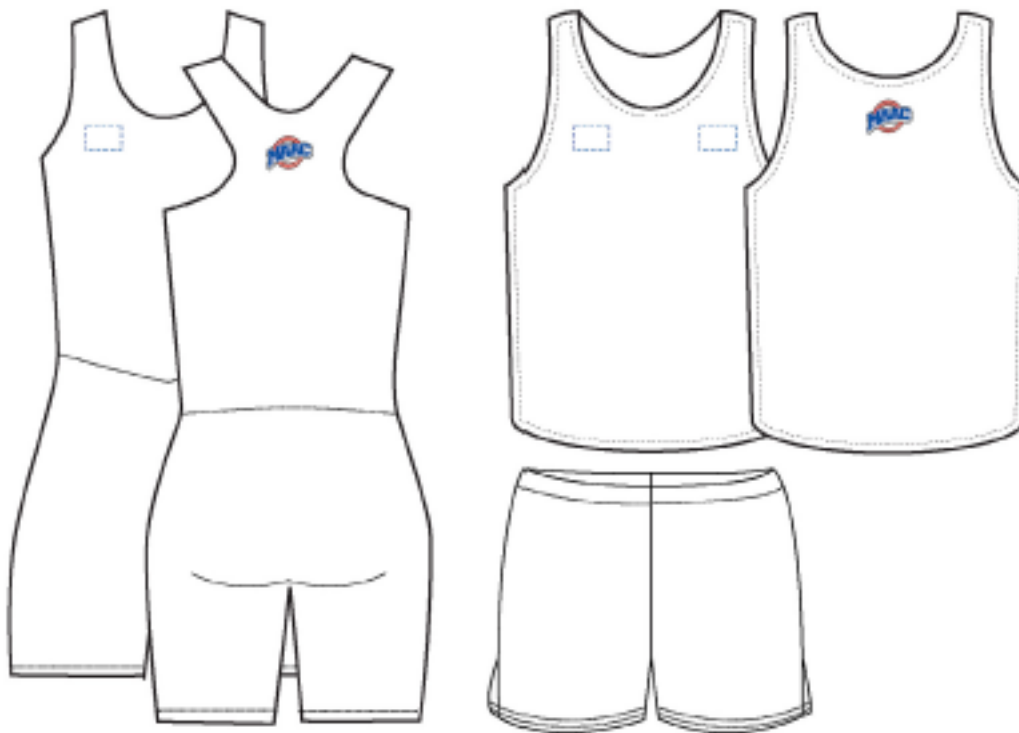
WOMEN'S ROWING UNIFORMS

The primary or secondary MAAC logo is required on all men's & women's lacrosse uniforms. The logo is optional for skirts and shorts.

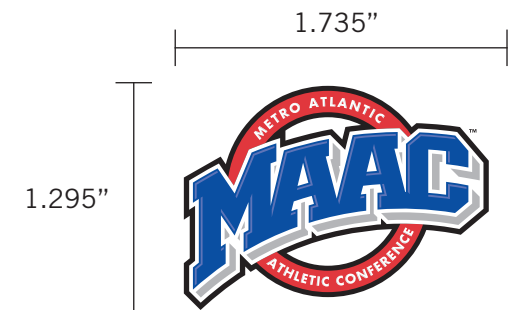
The logo should be placed in one of three places:

1. Left sleeve
2. Right sleeve
3. Apex/center of the back neckline

Per NCAA regulations logos may not exceed 2.25 square inches.



MAXIMUM LOGO SIZE



NOTE: Logos are not to scale on diagrams

- Denotes alternate location of logo

* For color options please refer to [pages 19-20](#) for MAAC institution specific colored logo



MEN'S & WOMEN'S SOCCER UNIFORMS

The primary or secondary MAAC logo is required on all soccer uniform tops. The logo is optional for shorts.

For uniform tops the required logo should be placed in one of five places:

1. Left sleeve
2. Right sleeve
3. Left Chest
4. Right Chest
5. Apex/center of the back neckline

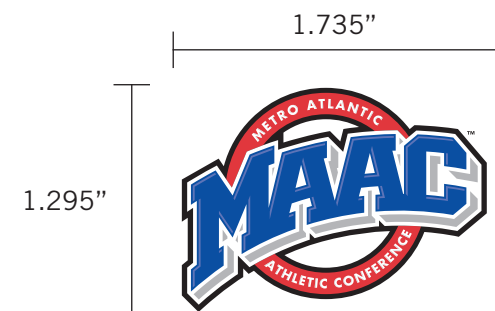
For uniform bottoms the required logo should be placed in one of two places:

1. Lower left leg
2. Lower right leg

Per NCAA regulations logos may not exceed 2.25 square inches.



MAXIMUM LOGO SIZE



NOTE: Logos are not to scale on diagrams

* For color options please refer to [pages 19-20](#) for MAAC institution specific colored logo

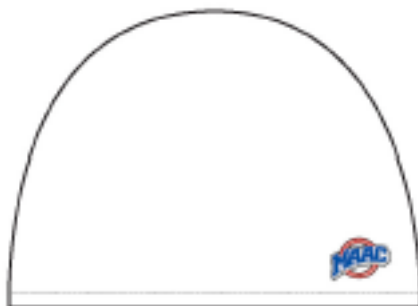
- Denotes alternate location of logo



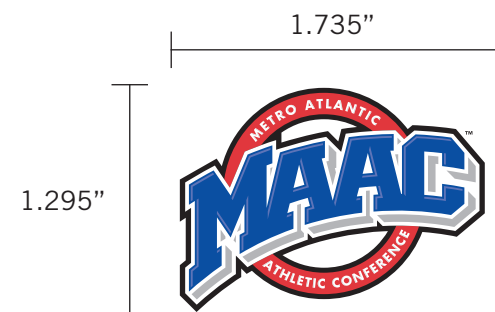
MEN'S & WOMEN'S SWIMMING & DIVING UNIFORMS

The primary or secondary MAAC logo is required on all men's & women's swimming & diving caps.

Per NCAA regulations logos may not exceed 2.25 square inches.



MAXIMUM LOGO SIZE



NOTE: Logos are not to scale on diagrams

* For color options please refer to [pages 19-20](#) for MAAC institution specific colored logo



MEN'S & WOMEN'S TENNIS UNIFORMS

The primary or secondary MAAC logo is required on all men's & women's tennis uniforms.

For uniform tops the required logo should be placed in one of two places:

1. Left sleeve
2. Right sleeve

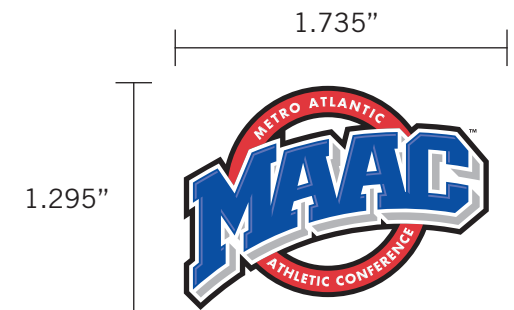
For women's uniforms the logo should be placed in the apex/center of the neckline on the back of the uniform.

According to the NCAA there is no limit to logo size, but it is strongly recommended for logos to not exceed 2.25 square inches to keep consistency across uniforms.



- Denotes alternate location of logo

MAXIMUM LOGO SIZE



NOTE: Logos are not to scale on diagrams

* For color options please refer to [pages 19-20](#) for MAAC institution specific colored logo



MEN'S & WOMEN'S TRACK & FIELD UNIFORMS

The primary or secondary MAAC logo is required on all men's & women's tennis uniforms.

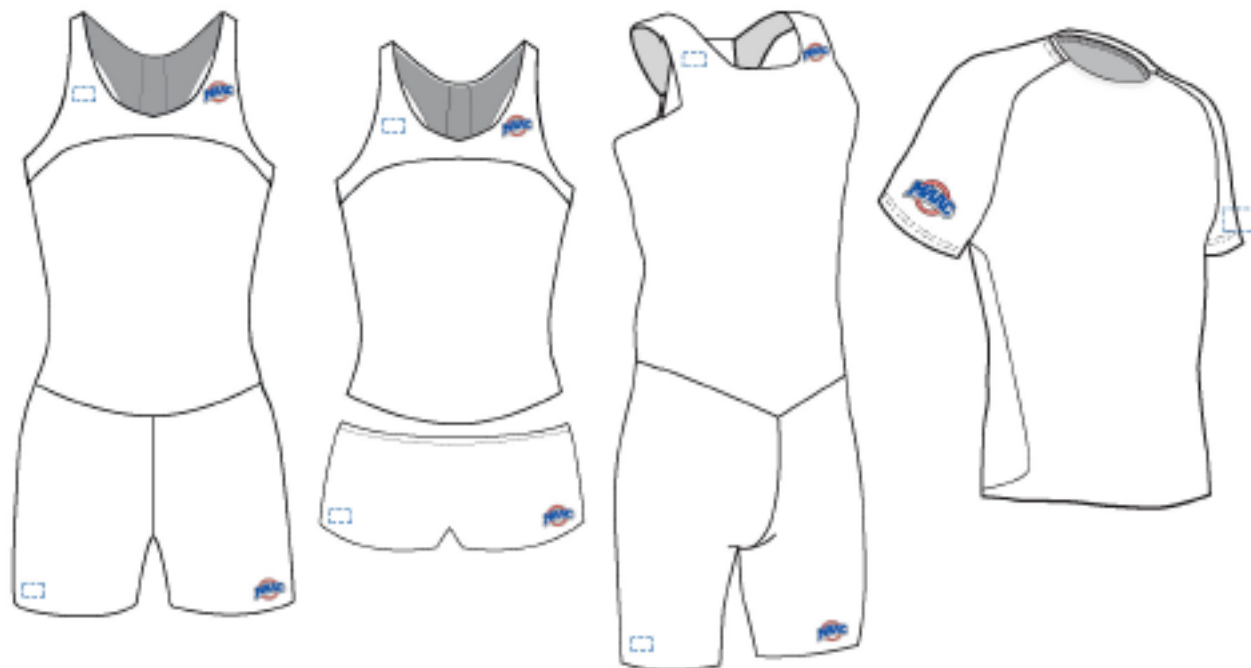
For uniform tops the required logo should be placed in one of two places:

1. Left shoulder panel
2. Right shoulder panel
3. Left sleeve
4. Right sleeve

For uniform bottoms the required logo should be placed in one of two places:

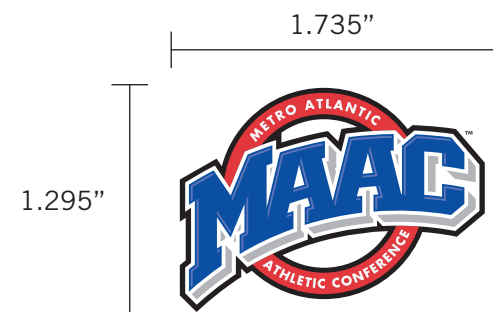
1. Lower left leg
2. Lower right leg

Per NCAA regulations logos may not exceed 2.25 square inches.



 - Denotes alternate location of logo

MAXIMUM LOGO SIZE



NOTE: Logos are not to scale on diagrams

* For color options please refer to [pages 19-20](#) for MAAC institution specific colored logo



VOLLEYBALL UNIFORMS

The primary or secondary MAAC logo is required on all volleyball uniforms.

The logo should be placed in one of four places for long sleeved uniforms:

1. Apex/center of the back neckline
2. Apex/center of the lower back
3. Left sleeve
4. Right sleeve

The logo should be placed in one of two places for short sleeved uniforms:

1. Apex/center of the back neckline
2. Apex/center of the lower back

The logo should be placed in one of two places spandex:

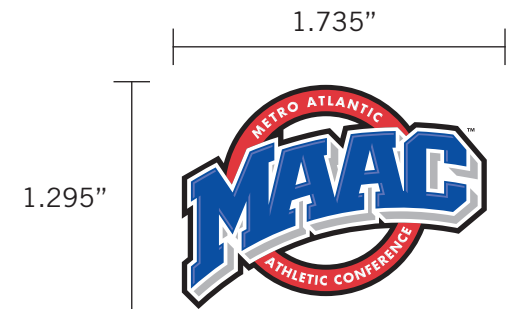
1. Lower left leg
2. Lower right leg

Per NCAA regulations logos may not exceed 2.25 square inches.



- Denotes alternate location of logo

MAXIMUM LOGO SIZE



NOTE: Logos are not to scale on diagrams

* For color options please refer to [pages 19-20](#) for MAAC institution specific colored logo



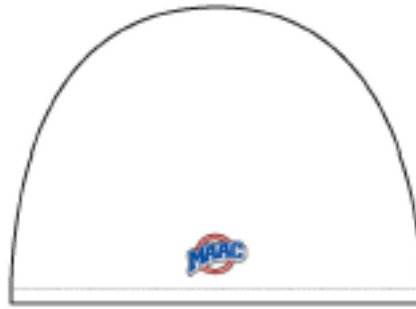
WATER POLO UNIFORMS

The primary or secondary MAAC logo is required on all water polo caps.

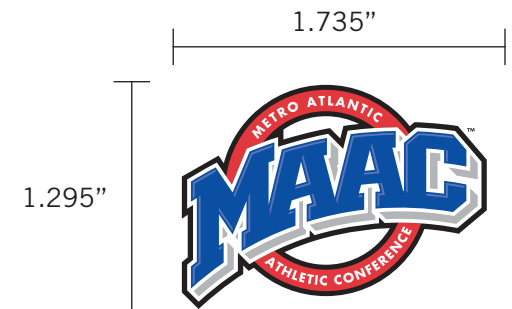
The logo must be placed in the middle area of the cap. The logo cannot be placed on the sides of the cap.

Logos on warm ups and suits are optional.

Per NCAA regulations logos may not exceed 2.25 square inches.



MAXIMUM LOGO SIZE



NOTE: Logos are not to scale on diagrams

* For color options please refer to [pages 19-20](#) for MAAC institution specific colored logo



FACILITY REQUIREMENTS

A key component in the branding effort is the use of the MAAC primary or secondary logo in playing facilities. Logo requirements on playing surfaces are stated below. All other playing surfaces for sports have the option to display the MAAC logo(s).

SPORT	2018-19	2019-20	2020-21
BASKETBALL	REQUIRED	REQUIRED	REQUIRED
VOLLEYBALL	OPTIONAL	OPTIONAL	OPTIONAL





BASKETBALL COURT LAYOUT

The MAAC logo is required on all basketball courts within the Conference.

Below are the guidelines:

1. The MAAC primary or secondary logo must be visible within the playing surface. It is acceptable to change the color of the primary or secondary logos to match school colors with the approval of the MAAC office (please refer to [pages 19- 20](#) for MAAC institution colored marks).
2. There are 3 layout options shown on [page 47](#). It is recommended that both the primary and secondary logos be used on playing surfaces, but member institutions may choose to use only one.
3. If an institution chooses to display a MAAC logo in the key, the secondary logo is required to be used and must be facing inward towards the center of court.
4. The letters 'M' 'A' 'A' 'C' may NOT be used to satisfy the MAAC brand on the playing surface.
5. Primary logo dimensions are approximately 12 feet wide by 9 feet high.
6. Secondary logo dimensions are approximately 8 feet wide by the proportionate height. The secondary logo should be placed 18" below the free throw line.



McCann Center - October 2007



BASKETBALL COURT LAYOUT OPTIONS

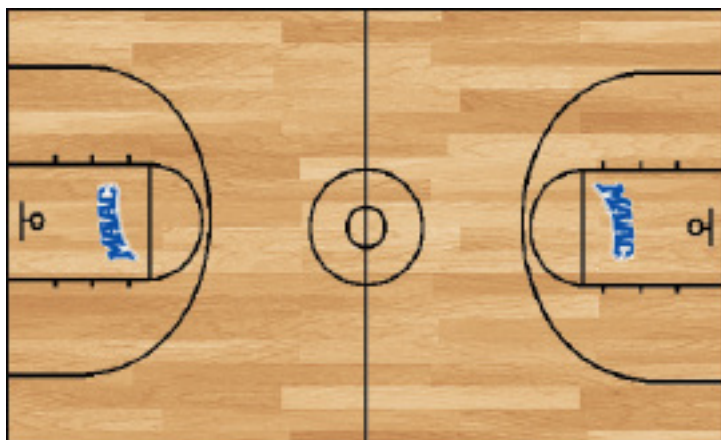
Recommended Layout



Option 1 Layout



Option 2 Layout



Example of Secondary logo change of colors

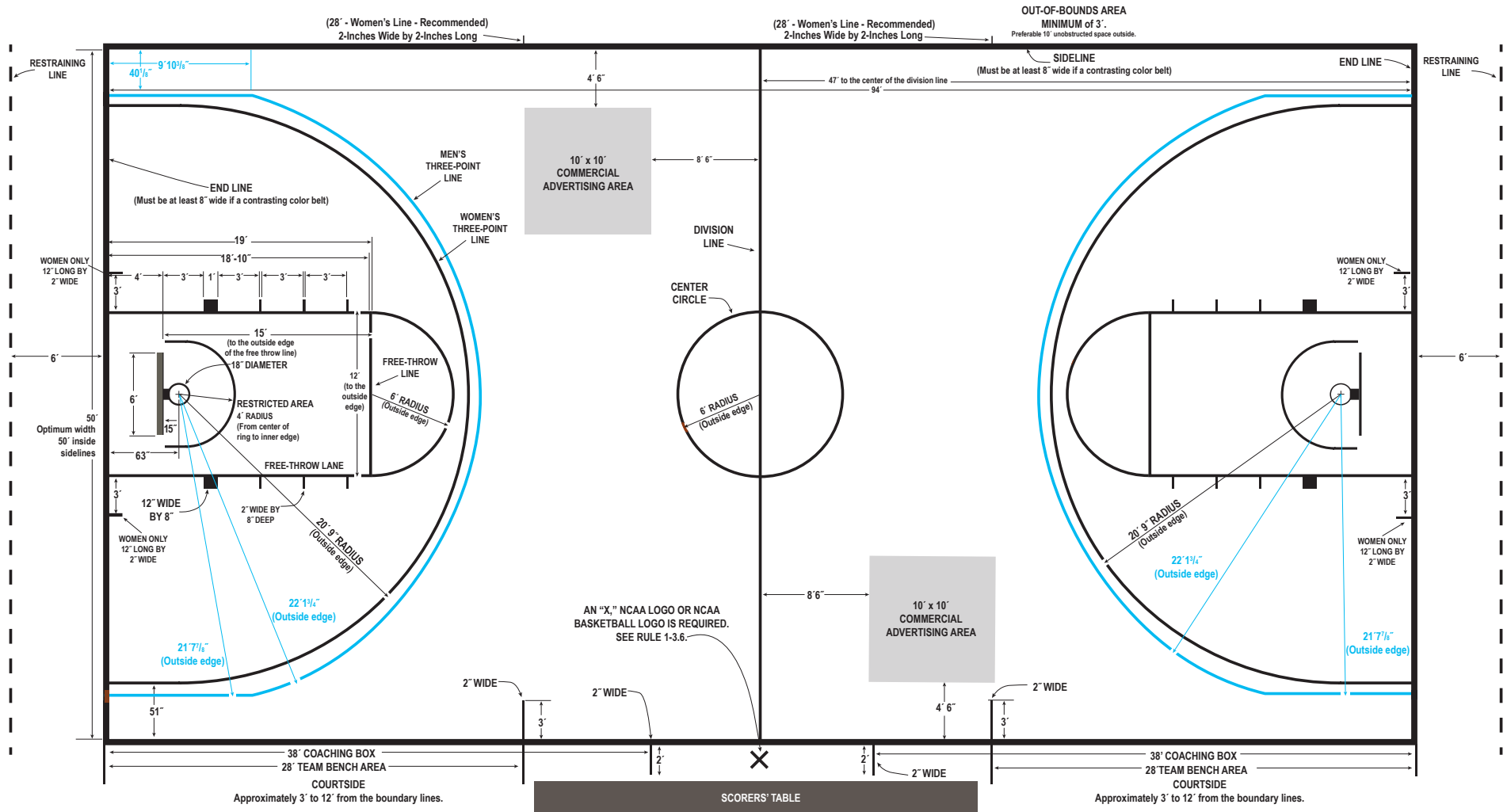




NCAA Men's and Women's Basketball Court (June 2019)

NCAA Men's and Women's Basketball Court (June 2019)

NOTE: This diagram is not drawn to scale.



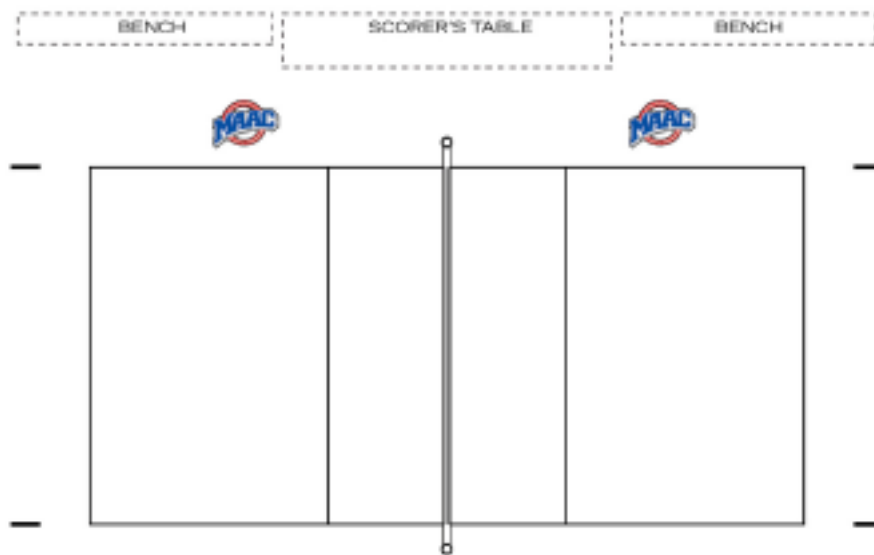


VOLLEYBALL COURT LAYOUT

The MAAC logo is optional, but strongly recommended for all designated volleyball courts within the Conference.

Below are the guidelines:

1. The MAAC primary or secondary logo must be visible within the playing surface.
2. It is acceptable to change the color of the primary or secondary logos to match school colors with the approval of the MAAC office (please refer to [pages 19- 20](#) for MAAC institution colored marks).
3. The letters 'M' 'A' 'C' may NOT be used to satisfy the MAAC brand on the playing surface.



*SUGGESTED PLACEMENT



METRO ATLANTIC ATHLETIC CONFERENCE