



ELEVEN SCHOOLS. ONE CONFERENCE. ONE BRAND.



METRO ATLANTIC ATHLETIC CONFERENCE UNIFORM GUIDE - STARTING 2020-21 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 11](#) 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 12](#) for MAAC-Institutional Wordmarks).



Wordmark on white/light background



Wordmark on black/dark background



Black & white wordmark on white/light background



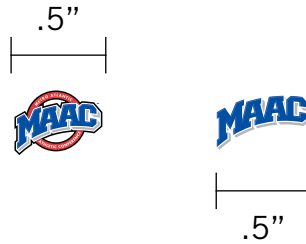
Black & white wordmark on black/dark background



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.





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



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



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 the MAAC SAAC mental health initiative.



The MAAC 40th Anniversary Logo celebrates the MAAC's 40-year history in 2020-21.



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



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 11](#) for MAAC-Institutional logos and [page 12](#) for MAAC-Institutional wordmarks). All logo restrictions stated on [pages 8-9](#) 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	2019-20	2020-21	2021-22
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 UNIFORMS	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

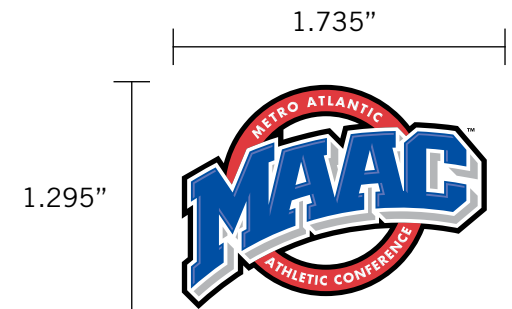
For pants the optional logo should be placed in one of two places:

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 11-12](#) for MAAC institution specific colored logo

- Denotes alternate location of logo



BASEBALL & SOFTBALL UNIFORMS

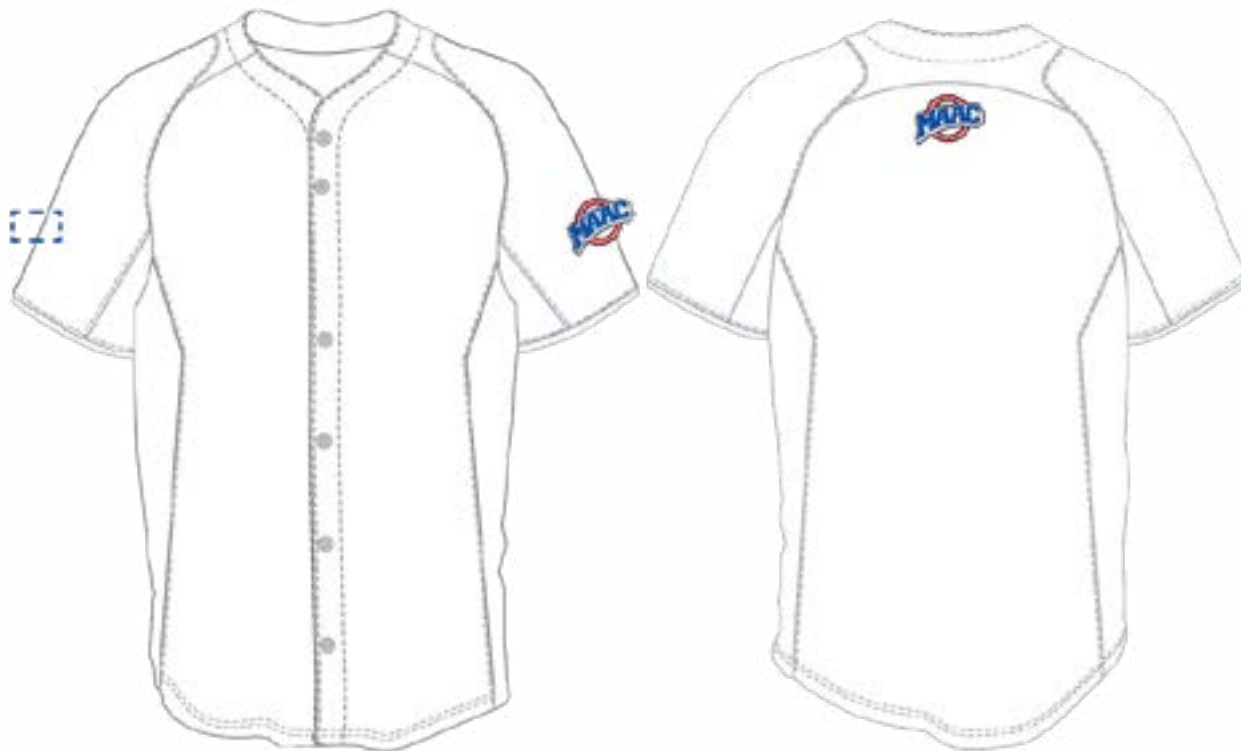
The primary or secondary MAAC logo is required on all baseball and softball uniforms.

The logo should be placed in one of three places:

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

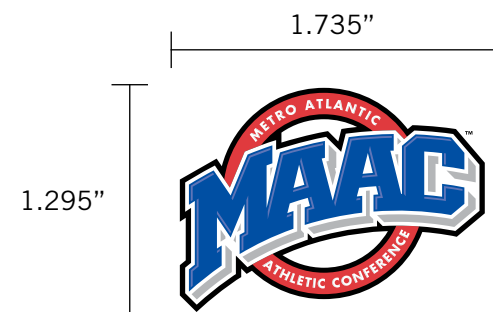
The MAAC logo is not required on the pants, hats, or helmet.

Per NCAA regulations logos may not exceed 2.25 square inches.



- Denotes alternate location of logo

MAXIMUM LOGO SIZE



NOTE: Logos are not to scale on diagrams

* For color options please refer to [pages 11-12](#) for MAAC institution specific colored 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 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.

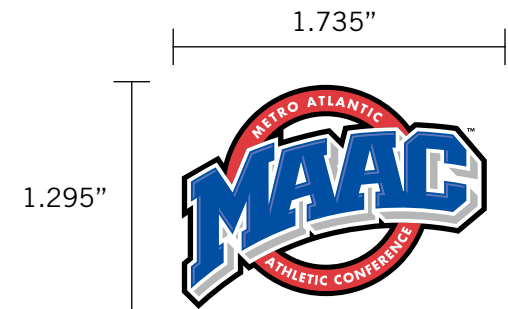
Additional NCAA uniform requirements can be found in the rule books.

- 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 11-12 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.

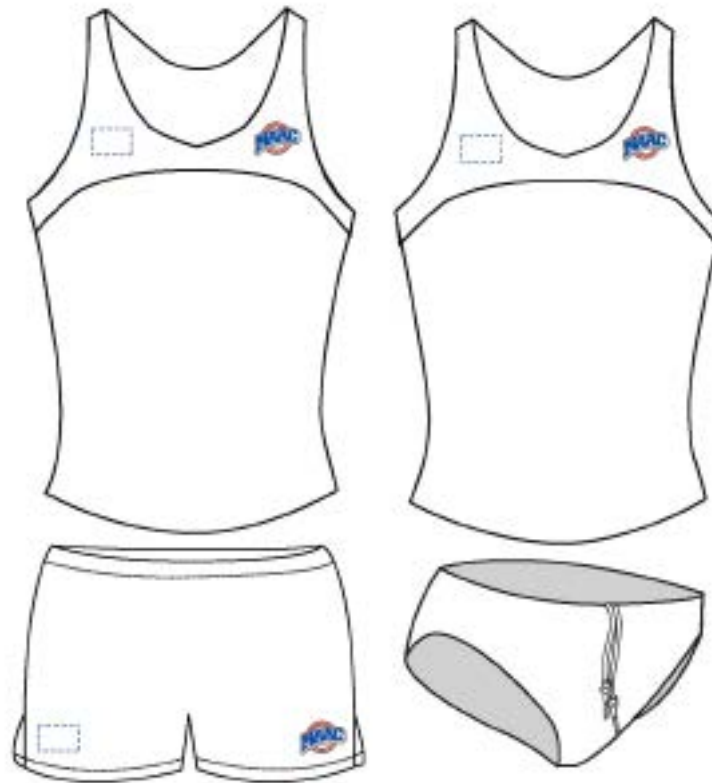
For uniform tops the logo should be placed in one of two places:

1. Left shoulder panel
2. Right shoulder panel

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

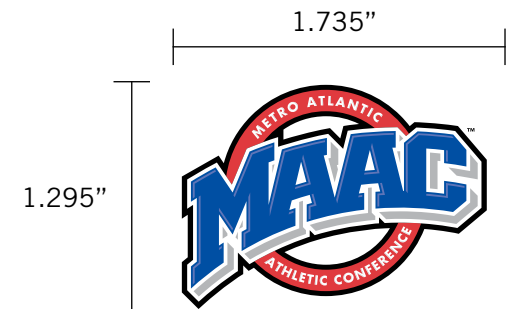
1. Lower left leg
2. Lower right leg

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 11-12](#) for MAAC institution specific colored logo



ESPORTS UNIFORMS

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

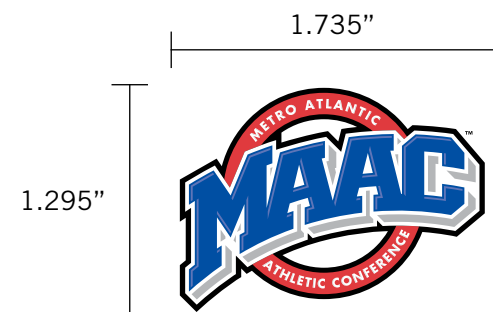
For uniform tops the logo should be placed in one of four places:

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

- Denotes alternate location of logo

* For color options please refer to [pages 11-12](#) for MAAC institution specific colored 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:

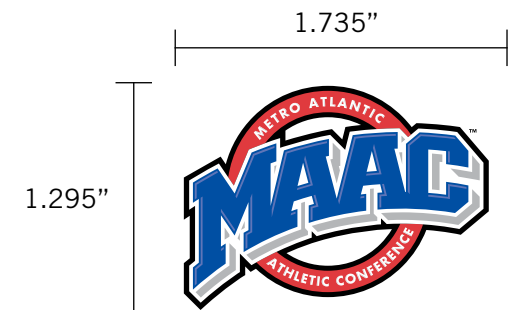
1. Left sleeve
2. Right sleeve

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 11-12](#) 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:

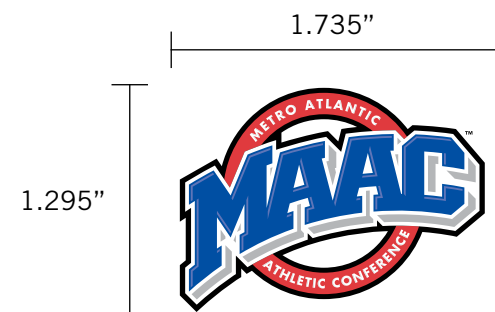
1. Lower left leg
2. Lower right leg
3. Upper left leg
4. Upper right leg

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 11-12](#) for MAAC institution specific colored logo

- Denotes alternate location of logo



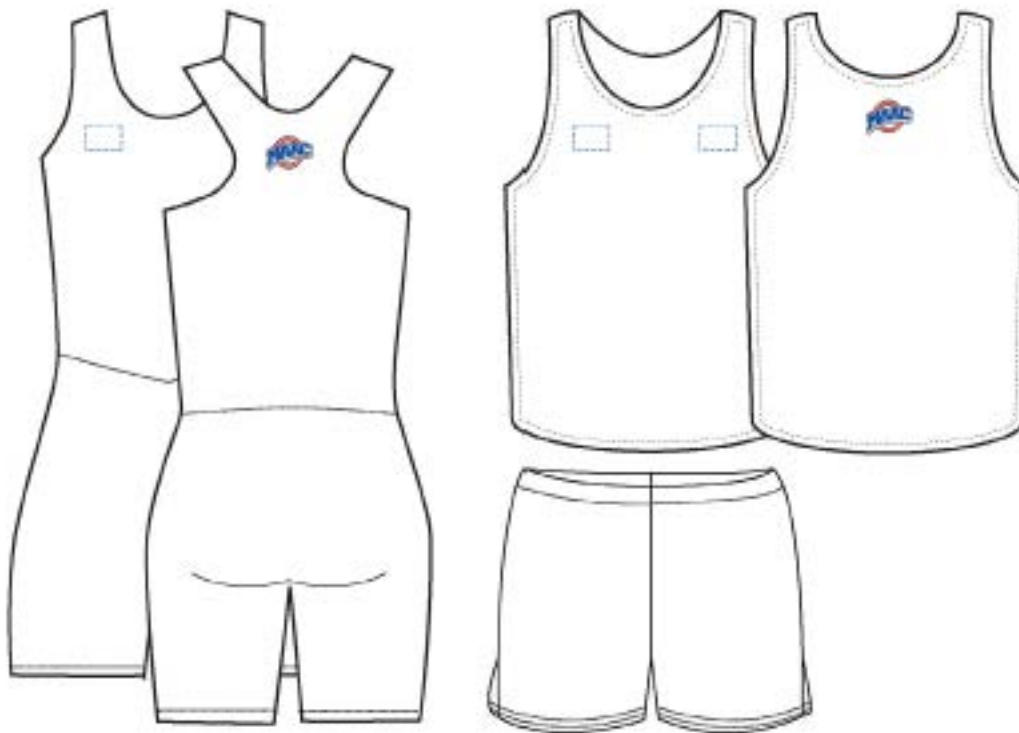
WOMEN'S ROWING UNIFORMS

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

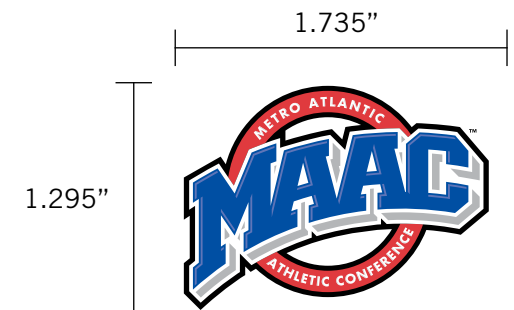
The logo should be placed in one of three places:

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 11-12](#) 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

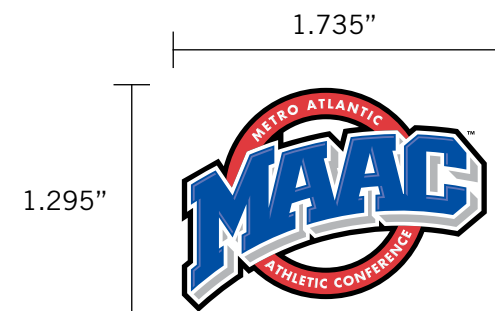
For uniform bottoms the required logo should be placed in one of two places:

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 11-12](#) for MAAC institution specific colored logo

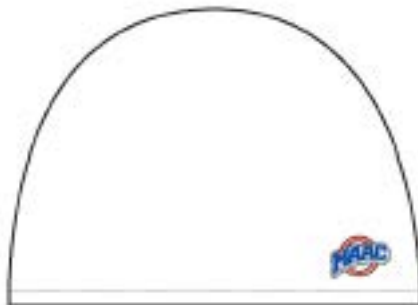
- Denotes alternate location of logo



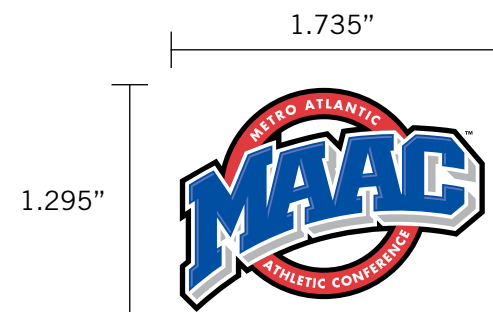
MEN'S & WOMEN'S SWIMMING & DIVING UNIFORMS

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 11-12](#) 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

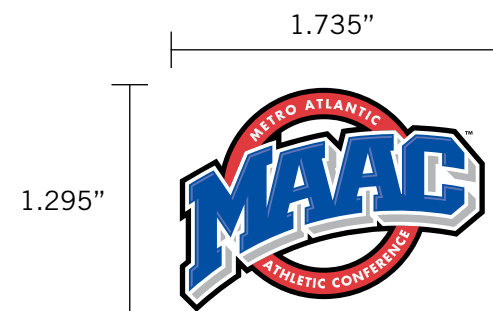
For women's uniforms the logo should be placed in the apex/center of the neckline on the back of the uniform.

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 11-12](#) 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.

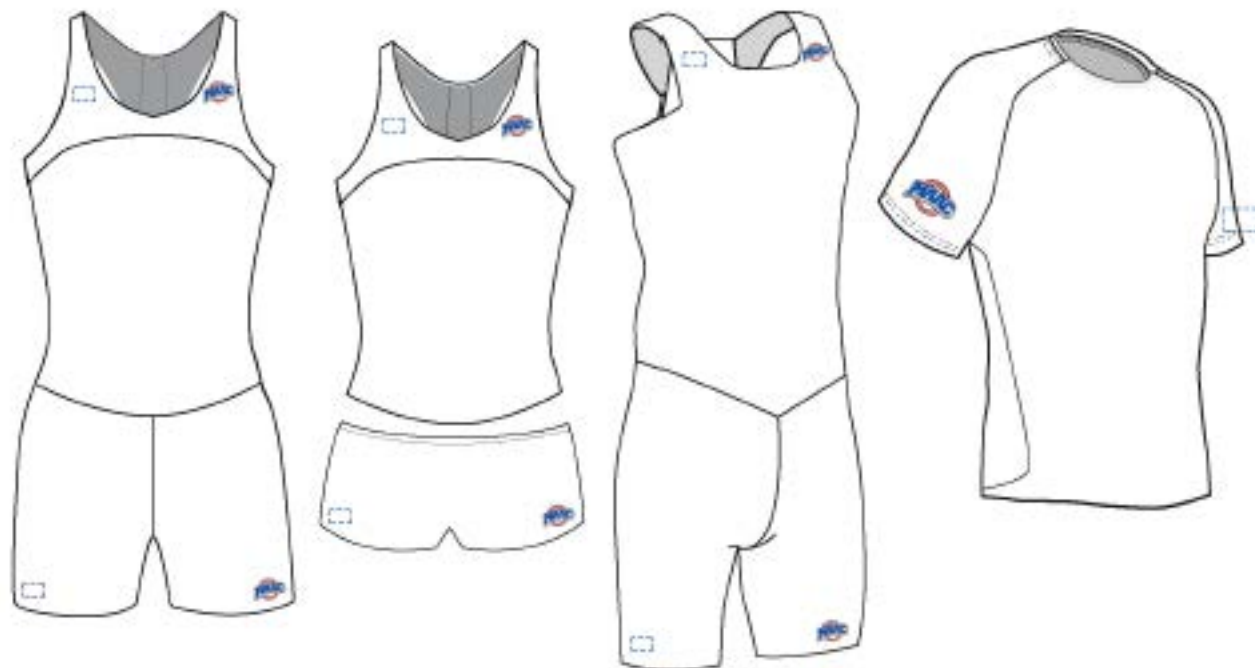
For uniform tops the required logo should be placed in one of two places:

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

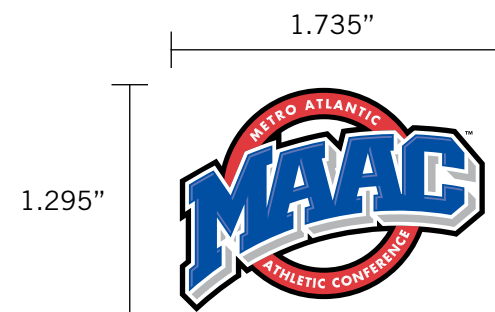
For uniform bottoms the required logo should be placed in one of two places:

1. Lower left leg
2. Lower right leg

Per NCAA regulations logos may not exceed 2.25 square inches.



MAXIMUM LOGO SIZE



NOTE: Logos are not to scale on diagrams

* For color options please refer to [pages 11-12](#) for MAAC institution specific colored logo

- Denotes alternate location of 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:

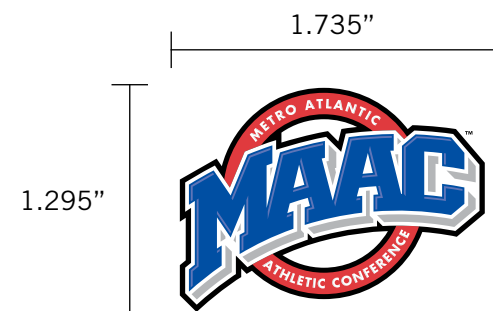
1. Lower left leg
2. Lower right leg

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 11-12](#) for MAAC institution specific colored logo



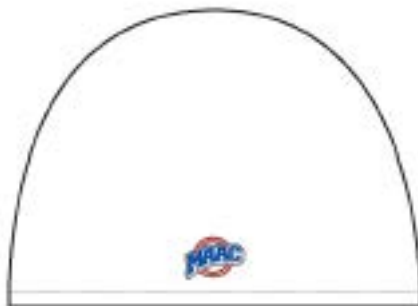
WATER POLO UNIFORMS

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

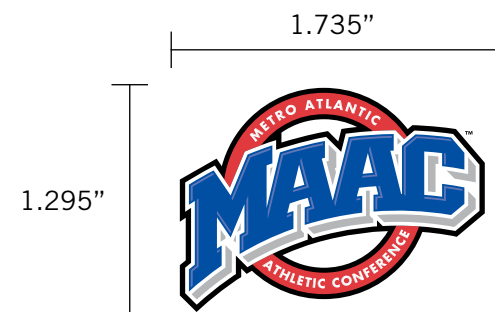
The logo must be placed in the middle area of the cap. The logo cannot be placed on the sides of the cap.

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 11-12](#) for MAAC institution specific colored logo



METRO ATLANTIC ATHLETIC CONFERENCE