



BRAND STYLE GUIDE

UPDATED MAY 2020



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SECTION ONE //

BRAND IDENTITY



PURPOSE OF THIS GUIDE

Use of The Summit League mark is restricted to its member institutions and the other organizations authorized by The Summit League. Any other usage is strictly prohibited without the express written consent of The Summit League. Any use of The Summit League logo outside of the approved full-color and one-color versions in this guide must be approved by The Summit League prior to use. The League encourages member institutions to utilize The Summit League logo in school colors.

SUMMIT LEAGUE GRAY

PMS 430

C:54% M:41% Y:38% K:4%

R:126 G 134 B 140

DIGITAL #7e868c

MADEIRA THREAD 1118

RA THREAD

2733 PRO COOL GRAY (SUPER STRENGTH RAYON)

9117 GRAY FLANNEL (SUPER BRITE POLYESTER)



SUMMIT LEAGUE BLUE

PMS 661

C:100% M:86% Y:14% K:4%

R 0 G 52 B 148

DIGITAL #003494

MADEIRA THREAD 1166

RA THREAD

2220 BLUE (SUPER STRENGTH RAYON)

5738 BLUE SUEDE (SUPER BRITE POLYESTER)





INSTITUTIONAL RESPONSIBILITIES

Institutional Responsibilities from the Branding Program (Adopted by the President's Council June 2007):

- #1 Institutions may use The Summit League logo in the following color schemes listed within this guide. Any colors schemes not listed in The Summit League Brand Style Guide must be approved prior to use.
- #2 Member institutions should notify The Summit League prior to June 1st of any logo, color or name changes they would like made for the following school year. It will not be mandatory for the league or member institutions to update logo, color or name changes if notification occurs after June 1st. In this case, best efforts will be made until the following year. (Adopted August 2018)
- #3 The league logo shall appear on all institutions' uniforms, see sport specific pages in section 3. If an institution logo appears on travel gear, (sweats, pull-overs, all-weather gear, travel bags, etc.) a league logo must appear. It may be placed where the institution deems appropriate within NCAA standards. The logo can be screened printed, embroidered or a patch can be applied. Logo must be 2.25 inches wide including any additional material (e.g., patch) surrounding the normal logo.
 - A. Any uniform violations during post-season competition (Summit League, NCAA, etc.) will receive an automatic fine.
- #4 Institutions shall display, in an appropriate manner and location, the league logo at all athletic facilities.
- #5 Institutions shall display the league logo along with banners containing the name and/or logo of all league institutions in their men's and women's basketball venues (see game requirements below).
 - A. Institutions have a two-year grace period to update any logo, name or color changes in their basketball facility from the time the league notifies membership of changes. (Adopted August 2018)
 - B. Game Requirements - If five (5), or more, home games (may not combine men's and women's home games) are played in a facility, institutions must follow the guidelines in the branding guide and provide static signage. If less than five (5) home games are played in a facility, the institution may choose to utilize digital video boards, if applicable, and rotate the Summit League logo and institution logos as if they were in the normal advertising rotation. For example, if the men's team is scheduled to play three games on-campus and seven off-campus, the off-campus facility must follow the static display guidelines and the on-campus may choose to utilize the digital video boards, if applicable, or follow the static display guidelines listed in the branding guide.
- #6 Institutions shall place the league logo 18" from each of the foul lines on the basketball court. The logo shall face the half court direction. (See page 35)
- #7 Institutions shall make a reasonable effort to include the league logo on social media graphics and tag the league on all social media platforms. (Adopted August 2018)



INSTITUTIONAL RESPONSIBILITIES

Institutional Responsibilities (cont.)

- #8 Institutions shall display the league logo in a reasonable and visible manner (approximately 1.5" in diameter) on the front cover of all sport media guides (Lower left-hand corner).
- #9 Institutions shall display the league logo in a reasonable and visible manner on all athletic promotional materials to include poster, flyers, and schedule cards (Lower left-hand corner).
- #10 Institutions shall include the league logo on the bottom of all athletic department letterhead (Lower left-hand corner).
- #11 Institutions shall include the league logo on the front of game programs and game notes (Lower left-hand corner).
- #12 Institutions shall include a page in its media guide that includes the league history, the league logo, and the institutional athletic logo of each member.
- #13 The league logo, in conjunction with the institutional logo and any sponsors, will be displayed on the press backdrop.
- #14 All institutional radio broadcasts shall include one league PSA per game during halftime.
- #15 All institutional television broadcasts shall include one league PSA per game during halftime.
- #16 Institutions shall adhere a league logo decal to the basketball hoop stanchion.
- #17 Institutions must post a link, using the league logo, to the league website on the front page of its athletics website. Institutions must also post a link, using a graphic provided by the league's communication staff, to the championship page on the league website. (Adopted Oct. 2016)
- #18 Institutions with video boards shall display the league logo at the beginning of each half in the men's and women's basketball games for at least 30 seconds.
- #19 Institutions will announce Summit League basketball scores twice during home basketball games.
- #20 Institutions shall identify a designee to monitor the institutional compliance with the branding/logo regulations.



PRIMARY IDENTITY *FULL-COLOR*



This is the acceptable presentation of The Summit League full-color primary logo on white or light backgrounds (WBG).



This is the acceptable presentation of The Summit League full-color primary logo on any dark backgrounds (DBG). Do not make your own outline.

Full-color version of The Summit League logo printed in the primary colors of a member institution are also acceptable.



PRIMARY IDENTITY ONE-COLOR



These are the acceptable presentations of The Summit League one-color primary logo on white or light backgrounds (WBG).



These are the acceptable presentations of The Summit League one-color primary logo on dark backgrounds (DBG).

One-color version of The Summit League logo printed in the primary color of a member institution are also acceptable.



IDENTITY MISUSAGE



The Summit League logo should **NEVER** appear angled within a composition.



The Summit League logo should be free of other elements.



The Summit League logo should **NEVER** appear without the peak.



The Summit League logo should **NEVER** be stretched or squished.



The fill color of the three words in logo should **ALWAYS** be the same color with the fill of the peak the opposite color.





The Summit League logo should **NEVER** be skewed.

SECTION TWO //

SCHOOL SPECIFIC



QUICK REFERENCE GUIDE

OFFICIAL NAME	FIRST REFERENCE	NICKNAME	ATHLETIC MARK	PANTONE COLORS	
THE SUMMIT LEAGUE				PMS 661	PMS 430
UNIVERSITY OF DENVER	DENVER	PIONEERS		PMS 202	PMS 874
UNIVERSITY OF MISSOURI-KANSAS CITY	KANSAS CITY	ROOS		PMS 123C	PMS 301
UNIVERSITY OF NORTH DAKOTA	NORTH DAKOTA	FIGHTING HAWKS		PMS 347C	BLACK
NORTH DAKOTA STATE UNIVERSITY	NORTH DAKOTA STATE	BISON		PMS 343	PMS 123
UNIVERSITY OF NEBRASKA OMAHA	OMAHA	MAVERICKS		BLACK	PMS 186
ORAL ROBERTS UNIVERSITY	ORAL ROBERTS	GOLDEN EAGLES		PMS 282	PMS 452S
UNIVERSITY OF SOUTH DAKOTA	SOUTH DAKOTA	COYOTES		PMS 186	WHITE
SOUTH DAKOTA STATE UNIVERSITY	SOUTH DAKOTA STATE	JACKRABBITS		PMS 286	PMS 109
WESTERN ILLINOIS UNIVERSITY	WESTERN ILLINOIS	FIGHTING LEATHERNECKS		PMS 2607	PMS 116
AFFILIATE MEMBERS					
DRAKE UNIVERSITY	DRAKE	BULLDOGS		PMS 294	COOL GRAY 5
EASTERN ILLINOIS UNIVERSITY	EASTERN ILLINOIS	PANTHERS		PMS 294S	PMS 422
ILLINOIS STATE UNIVERSITY	ILLINOIS STATE	REDBIRDS		PMS 186	WHITE
VALPARAISO UNIVERSITY	VALPO	CRUSADERS		PMS 116	PMS 469



This is the acceptable presentation of the University of Denver Summit League full-color logo on white or light backgrounds (WBG).



This is the acceptable presentation of the University of Denver Summit League full-color logo on dark backgrounds (DBG). Do not make your own outline.



This is the acceptable presentation of the University of Denver Summit League one-color logo. Secondary color may also be used.

PRIMARY FULL-COLOR LOGO



PRIMARY FULL-COLOR LOGO ON DARK BACKGROUNDS



ACCEPTABLE USE OF NAME

University of Denver
Pioneers

Denver
DU



PMS 202

C:29% M:96% Y:76% K:29%



PMS 874

C:40% M:51% Y:75% K:19%



UNIVERSITY OF MISSOURI KANSAS CITY



This is the acceptable presentation of the Kansas City Athletics Summit League full-color logo on white backgrounds (WBG).



This is the acceptable presentation of the Kansas City Athletics Summit League full-color logo on dark backgrounds (DBG). Do not make your own outline.



This is the acceptable presentation of the Kansas City Athletics Summit League one-color logo. Secondary color may also be used.

PRIMARY FULL-COLOR LOGO



PRIMARY FULL-COLOR LOGO ON DARK BACKGROUNDS



ACCEPTABLE USE OF NAME

Kansas City Athletics
Roos

Kansas City



PMS 123c

C: 0% M:19% Y:89% K:0%



PMS 301

C: 100% M:53% Y:4% K:19%

*Please contact Curt Jacey (jaceyc@umkc.edu) for more information regarding the Kansas City Athletics brand style guide.



UNIVERSITY OF NORTH DAKOTA



This is the acceptable presentation of the University of North Dakota Summit League full-color logo on white or light backgrounds (WBG).



This is the acceptable presentation of the University of North Dakota Summit League full-color logo on dark backgrounds (DBG). Do not make your own outline.



This is the acceptable presentation of the University of North Dakota Summit League one-color logo. Secondary color may also be used.

PRIMARY FULL-COLOR LOGO



PRIMARY FULL-COLOR LOGO ON DARK BACKGROUNDS



ACCEPTABLE USE OF NAME

University of North Dakota
Fighting Hawks

North Dakota
UND



PMS 347c

C:93% M:0% Y:100% K:0%



BLACK

C:0% M:0% Y:0% K:100%



NORTH DAKOTA STATE UNIVERSITY



This is the acceptable presentation of the North Dakota State University Summit League full-color logo on white backgrounds (WBG).



This is the acceptable presentation of the North Dakota State University Summit League full-color logo on dark backgrounds (DBG). Do not make your own outline.



This is the acceptable presentation of the North Dakota State University Summit League one-color logo. Secondary color may also be used.

PRIMARY FULL-COLOR LOGO



PRIMARY ONE-COLOR LOGO ON DARK BACKGROUNDS



ACCEPTABLE USE OF NAME

North Dakota State University

North Dakota State

NDSU

Bison (Bl-zon)

NDState



PMS 343

C: 91% M:41% Y:75% K:37%



PMS 123

C: 0% M:22% Y:91% K:0%

THE SUMMIT LEAGUE

*Please contact Alyson Vander Steen (alyson.vandersteen@ndsu.edu) or Troy Goergen (troy.m.goergen@ndsu.edu) for more information regarding the North Dakota State University brand style guide.



UNIVERSITY OF NEBRASKA OMAHA

PRIMARY FULL-COLOR LOGO ON WHITE/LIGHT BACKGROUNDS



This is the acceptable presentation of the University of Nebraska Omaha Summit League full-color logo on white or light backgrounds (WBG).

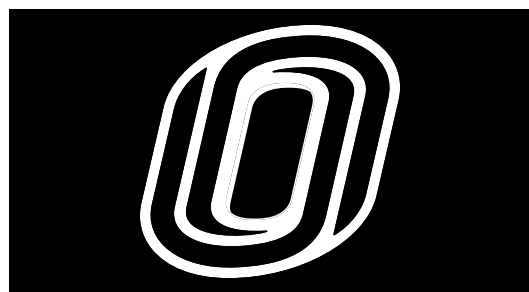


*USE THE NON GRAY-STROKED LOGO ON ALL DARK BACKGROUNDS

PRIMARY ONE-COLOR LOGO ON DARK BACKGROUNDS



This is the acceptable presentation of the University of Nebraska Omaha Summit League full-color logo on dark backgrounds (DBG). Do not make your own outline.



ACCEPTABLE USE OF NAME

University of Nebraska Omaha
Mavericks
UNO

Omaha
UNO Mavericks



This is the acceptable presentation of the University of Nebraska Omaha Summit League one-color logo. Secondary color may also be used.



PROCESS BLACK

C:66% M:64% Y:67% K:67%



PMS 186

C:12% M:100% Y:92% K:3%

THE SUMMIT LEAGUE

*Please contact Beau Brown (btbrown@omavs.com) for more information regarding the University of Nebraska Omaha brand style guide.





ORAL ROBERTS UNIVERSITY



This is the acceptable presentation of the Oral Roberts University Summit League full-color logo on white or light backgrounds (WBG).



This is the acceptable presentation of the Oral Roberts University Summit League full-color logo on dark backgrounds (DBG). Do not make your own outline.



This is the acceptable presentation of the Oral Roberts University Summit League one-color logo. Secondary color may also be used.

PRIMARY FULL-COLOR LOGO



PRIMARY FULL-COLOR LOGO ON DARK BACKGROUNDS



ACCEPTABLE USE OF NAME

Oral Roberts University
Golden Eagles

Oral Roberts
ORU



PMS 282



PMS 4525



PMS 456

C:100% M:87% Y:42% K:52% C:23% M:23% Y:56% K:0% C:36% M:37% Y:100% K:7%



UNIVERSITY OF SOUTH DAKOTA



This is the acceptable presentation of the University of South Dakota Summit League full-color logo and one-color logo on white or light backgrounds (WBG).



This is the acceptable presentation of the University of South Dakota Summit League full-color logo on dark backgrounds (DBG). Do not make your own outline.

PRIMARY FULL-COLOR LOGO



PRIMARY FULL-COLOR LOGO ON A BLACK BACKGROUND



ACCEPTABLE USE OF NAME

University of South Dakota
Coyotes (KI-yotes)
Yotes

South Dakota
USD



PMS 186

C: 0% M: 100% Y: 80% K: 13%



WHITE

C: 0% M: 0% Y: 0% K: 0%



SOUTH DAKOTA STATE UNIVERSITY



This is the acceptable presentation of the South Dakota State University Summit League full-color logo on white or light backgrounds (WBG).



This is the acceptable presentation of the South Dakota State University Summit League full-color logo on dark backgrounds (DBG). Do not make your own outline.



This is the acceptable presentation of the South Dakota State University Summit League one-color logo. Secondary color may also be used.

PRIMARY FULL-COLOR LOGO



PRIMARY FULL-COLOR LOGO ON DARK BACKGROUNDS



ACCEPTABLE USE OF NAME

South Dakota State University
Jackrabbits
Jacks

South Dakota State
SDSU



PMS 286C

C:100% M:75% Y:0% K:0%



PMS 109

C:0% M:9% Y:100% K:0%

THE SUMMIT LEAGUE

*Please contact Maggan Froseth (maggan.froseth@sdstate.edu) for more information regarding the South Dakota State University brand style guide.



WESTERN ILLINOIS UNIVERSITY



This is the acceptable presentation of the Western Illinois University Summit League full-color logo on white or light backgrounds (WBG).



This is the acceptable presentation of the Western Illinois University Summit League full-color logo on dark backgrounds (DBG). Do not make your own outline.



This is the acceptable presentation of the Western Illinois University Summit League one-color logo. Secondary color may also be used.

PRIMARY FULL-COLOR LOGO



PRIMARY FULL-COLOR LOGO ON DARK BACKGROUNDS



ACCEPTABLE USE OF NAME

Western Illinois University
Fighting Leathernecks

Western Illinois
WIU



PMS 343

C: 82% M:100% Y:18% K:12%



PMS 116

C: 0% M:15% Y:94% K:0%



This is the acceptable presentation of the Drake University Summit League full-color logo on white or light backgrounds (WBG).



This is the acceptable presentation of the Drake University Summit League full-color logo on dark backgrounds (DBG). Do not make your own outline.



This is the acceptable presentation of the Drake University Summit League one-color logo. Secondary color may also be used.

THE SUMMIT LEAGUE

PRIMARY FULL-COLOR LOGO



PRIMARY FULL-COLOR LOGO ON DARK BACKGROUNDS



ACCEPTABLE USE OF NAME

Drake University
Bulldogs

Drake



PMS 294

C: 100% M:69% Y:7% K:30%



PMS Cool Gray 5

C: 13% M:9% Y:10% K:27%

*Please contact Aimee Lane (aimee.lane@drake.edu) for more information regarding the Drake University brand style guide.





EASTERN ILLINOIS UNIVERSITY



This is the acceptable presentation of the Eastern Illinois University Summit League full-color logo on white or light backgrounds (WBG).



This is the acceptable presentation of the Eastern Illinois University Summit League full-color logo on dark backgrounds (DBG). Do not make your own outline.



This is the acceptable presentation of the Eastern Illinois University Summit League one-color logo. Secondary color may also be used.

PRIMARY FULL-COLOR LOGO



PRIMARY ONE-COLOR LOGO



ACCEPTABLE USE OF NAME

Eastern Illinois University
Panthers

Eastern Illinois
EIU



PMS 2945

C: 100% M:74% Y:20% K:5%



PMS 422

C: 40% M:32% Y:32% K:0%



ILLINOIS STATE UNIVERSITY



This is the acceptable presentation of the Illinois State University Summit League full-color logo on white or light backgrounds (WBG).



This is the acceptable presentation of the Illinois State University Summit League full-color logo on dark backgrounds (DBG). Do not make your own outline.



This is the acceptable presentation of the Illinois State University Summit League one-color logo. Secondary color may also be used.

PRIMARY FULL-COLOR LOGO



*The white stroke around the logo should be included in all applications on a colored (non-white) background.

PRIMARY ONE-COLOR LOGO



ACCEPTABLE USE OF NAME

Illinois State University
Redbirds

Illinois State
ISU



PMS 186

C: 12% M:100% Y:92% K:3%



WHITE

C: 0% M:0% Y:0% K:0%



BLACK

C: 0% M:0% Y:0% K:100%



This is the acceptable presentation of the Valparaiso University Summit League full-color logo on white or light backgrounds (WBG).



This is the acceptable presentation of the Valparaiso University Summit League full-color logo on dark backgrounds (DBG). Do not make your own outline.



This is the acceptable presentation of the Valparaiso University Summit League one-color logo. Secondary color may also be used.

PRIMARY FULL-COLOR LOGO



PRIMARY FULL-COLOR LOGO ON DARK BACKGROUNDS



ACCEPTABLE USE OF NAME

Valparaiso University
Valpo

Valparaiso



PMS 116

C: 0% M:18% Y:100% K:0%



PMS 469

C: 39% M:70% Y:89% K:43%

THE SUMMIT LEAGUE

*Please contact brand.manager@valpo.edu for more information regarding the Valparaiso University brand style guide.



SECTION THREE //

UNIFORMS & APPAREL



UNIFORMS AND APPAREL *CROSS COUNTRY/TRACK & FIELD*

The league logo is **REQUIRED** to appear on all institutions' uniform tops.

Placement options are as follows:

- Front Chest Left
- Front Chest Right
- Front Chest Middle
- Back Middle (back tag area)

In addition, it is encouraged to include the league logo on uniform shorts.

- Right Front Short (Lower)
- Left Front Short (Lower)

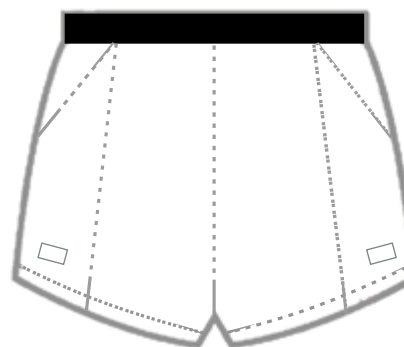
The uniform logo must be 2.25 inches wide including any additional material (e.g., patch) surrounding the normal logo. Marks can be done in the approved institutional colors, or using the official one-color logo, in an approved institutional color. All logos must contrast from the uniform color.

In addition, the league logo is **REQUIRED** to appear on all designated official warm-up apparel.

Placement options are as follows:

- Jacket: Right or Left Front Chest
OR Right or Left Upper Sleeve
OR Back Middle (back tag area)
- Pants: Right or Left Front Pants

If an institution logo appears on institutional issued travel gear (e.g., sweats, pull-over, travel bags, etc.) a league logo must appear. The logo can be screened printed, embroidered, or a patch can be applied. Bag tags are also acceptable for bags.





UNIFORMS AND APPAREL *SOCCER*

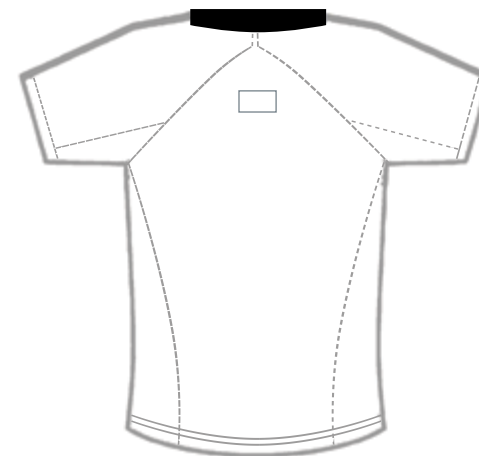
The league logo is **REQUIRED** to appear on all institutions' uniform tops.

Placement options are as follows:

- Front Chest Left
- Front Chest Right
- Front Chest Middle
- Back Middle
- Upper Left Sleeve
- Upper Right Sleeve

The uniform logo must be 2.25 inches wide including any additional material (e.g., patch) surrounding the normal logo. Marks can be done in the approved institutional colors, or using the official one-color logo, in an approved institutional color. All logos must contrast from the uniform color.

If an institution logo appears on institutional issued travel gear (e.g., sweats, pull-over, travel bags, etc.) a league logo must appear. The logo can be screened printed, embroidered, or a patch can be applied. Bag tags are also acceptable for bags.





UNIFORMS AND APPAREL VOLLEYBALL

The league logo is **REQUIRED** to appear on all institutions' uniform tops.

Placement options are as follows:

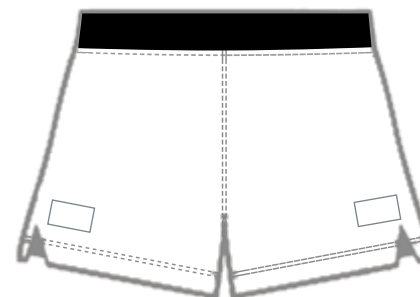
- Front Chest Right
- Front Chest Left
- Front Chest Middle
- Back Middle
- Upper Left Sleeve
- Upper Right Sleeve

In addition, it is encouraged to include the league logo on uniform shorts.

- Right Front (Lower)
- Left Front (Lower)

The uniform logo must be 2.25 inches wide including any additional material (e.g., patch) surrounding the normal logo. Marks can be done in the approved institutional colors, or using the official one-color logo, in an approved institutional color. All logos must contrast from the uniform color.

If an institution logo appears on institutional issued travel gear (e.g., sweats, pull-over, travel bags, etc.) a league logo must appear. The logo can be screened printed, embroidered, or a patch can be applied. Bag tags are also acceptable for bags.





UNIFORMS AND APPAREL BASKETBALL

The league logo is **REQUIRED** to appear on all institutions' uniform tops

Placement options are as follows:

- Front Chest Right
- Front Chest Middle
- Front Chest Left
- Back Middle

In addition, it is encouraged to include the league logo on uniform shorts.

- Right Front Short (Lower)
- Left Front Short (Lower)

The uniform logo must be 2.25 inches wide including any additional material (e.g., patch) surrounding the normal logo. Marks can be done in the approved institutional colors, or using the official one-color logo, in an approved institutional color. All logos must contrast from the uniform color.

If an institution logo appears on institutional issued travel gear (e.g., sweats, pull-over, travel bags, etc.) a league logo must appear. The logo can be screened printed, embroidered, or a patch can be applied. Bag tags are also acceptable for bags.





UNIFORMS AND APPAREL *SWIMMING & DIVING*

The league logo is **REQUIRED** to appear on all institutions' swim caps.

Placement options are as follows:

- Front Swim Cap
- Side(s) Swim Cap
- Back Swim Cap

In addition, the league logo is **REQUIRED** to appear on all designated official warm-up apparel, including parka.

Placement options are as follows:

- Left or Right Sleeve
- Left or Right Front Chest
- Upper Back Middle

The swim cap and official warm-up logo must be 2.25 inches wide including any additional material (e.g., patch) surrounding the normal logo. Marks can be done in the approved institutional colors, or using the official one-color logo, in an approved institutional color. All logos must contrast from the apparel color.

If an institution logo appears on institutional issued travel gear (e.g., sweats, pull-over, travel bags, etc.) a league logo must appear. The logo can be screened printed, embroidered, or a patch can be applied. Bag tags are also acceptable for bags.





UNIFORMS AND APPAREL TENNIS

The league logo is **REQUIRED** to appear on all institutions' uniform tops.

Placement options are as follows:

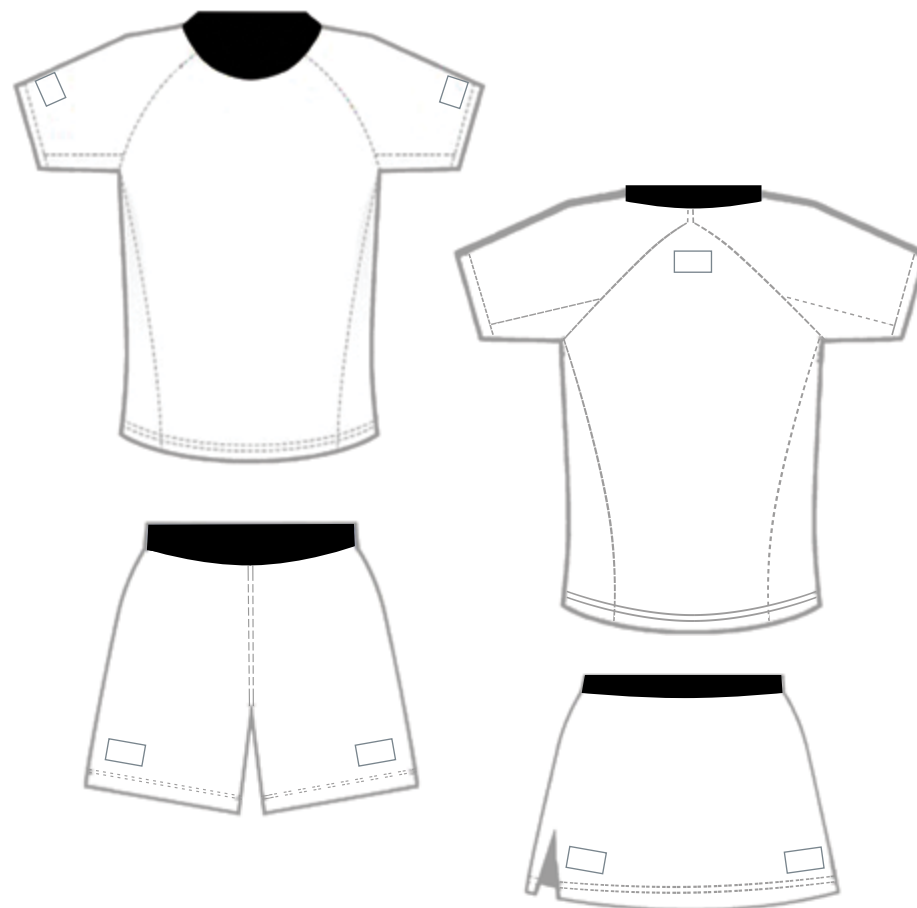
- Left Sleeve
- Right Sleeve
- Back Middle

In addition, it is encouraged to include the league logo on uniform shorts/skirts.

- Right Front Short/Skirt (Lower)
- Left Front Short/Skirt (Lower)

The uniform logo must be 2.25 inches wide including any additional material (e.g., patch) surrounding the normal logo. Marks can be done in the approved institutional colors, or using the official one-color logo, in an approved institutional color. All logos must contrast from the uniform color.

If an institution logo appears on institutional issued travel gear (e.g., sweats, pull-over, travel bags, etc.) a league logo must appear. The logo can be screened printed, embroidered, or a patch can be applied. Bag tags are also acceptable for bags.



UNIFORMS AND APPAREL GOLF

The league logo is **REQUIRED** to appear on all institutions' uniform tops or any outer layer worn on golf course.

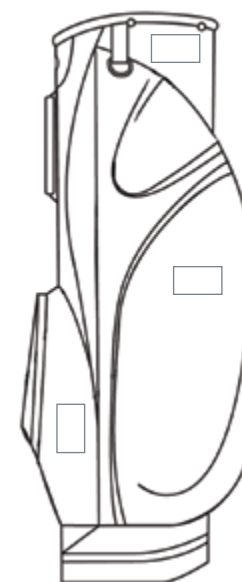
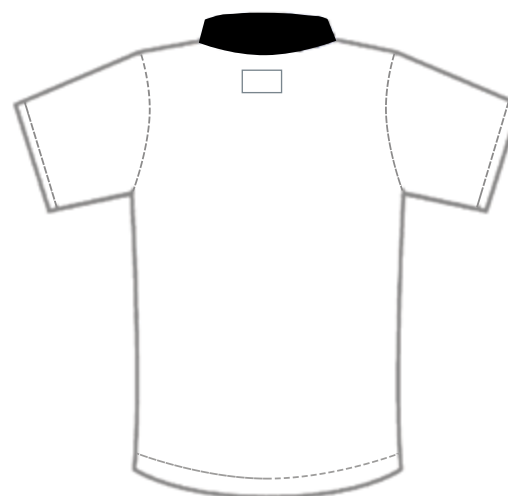
Placement options for uniform tops are as follows:

- Front Chest Right
- Front Chest Left
- Front Chest Middle
- Back Middle
- Left Sleeve
- Right Sleeve

In addition, it is **REQUIRED** that the league logo be on all golf bags. Bag tags are also acceptable for golf bags.

The uniform logo must be 2.25 inches wide including any additional material (e.g., patch) surrounding the normal logo. Marks can be done in the approved institutional colors, or using the official one-color logo, in an approved institutional color. All logos must contrast from the uniform color.

If an institution logo appears on institutional issued travel gear (e.g., sweats, pull-over, travel bags, etc.) a league logo must appear. The logo can be screened printed, embroidered, or a patch can be applied. Bag tags are also acceptable for bags.





UNIFORMS AND APPAREL BASEBALL/SOFTBALL

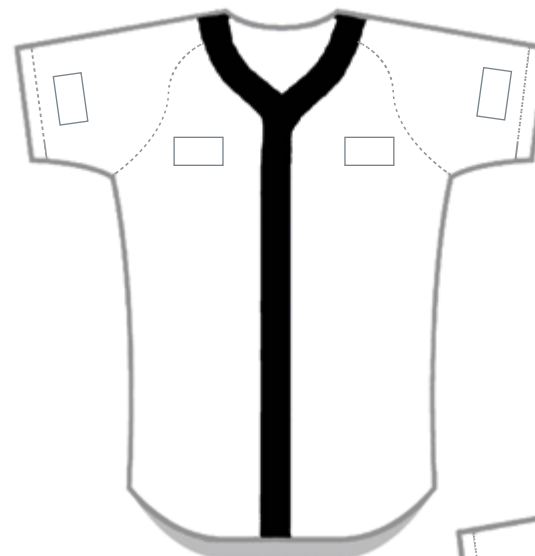
The league logo is **REQUIRED** to appear on all institutions' uniform tops or any apparel items that would be considered uniform tops.

Placement options are as follows:

- Front Chest Right
- Front Chest Left
- Left Sleeve
- Right Sleeve
- Back Middle

The uniform logo must be 2.25 inches wide including any additional material (e.g., patch) surrounding the normal logo. Marks can be done in the approved institutional colors, or using the official one-color logo, in an approved institutional color. All logos must contrast from the uniform color.

If an institution logo appears on institutional issued travel gear (e.g., sweats, pull-over, travel bags, etc.) a league logo must appear. The logo can be screened printed, embroidered, or a patch can be applied. Bag tags are also acceptable for bags.



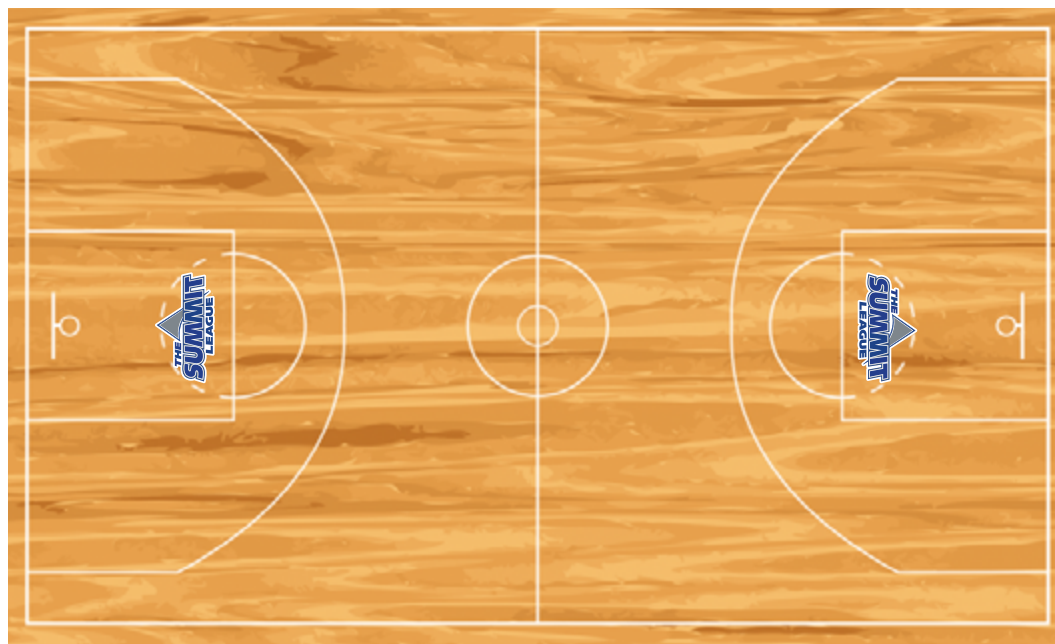


PLAYING SURFACES

In accordance with the League branding program, all Summit League institutions are required to display the league logo at all athletic facilities.

At basketball venues, institutions are **REQUIRED** to place the league logo 18" from each of the foul lines on the basketball court, with the logo facing the half-court direction. Institutions are permitted to utilize The Summit League logo in its approved school colors.

Logo Dimensions on the Basketball Court should be (at minimum): 72 inches (Wide) x Approximately 37.5 inches (High)





TOGETHER WE ARE ONE

- Led specifically by the efforts of The Summit League's Men's Soccer programs, student-athletes requested a way to show solidarity and support for one another across the League as student athletes deal with social justice issues. They developed the phrase, "Together We are One" and The Summit League adapted it into a logo.
- For those sports programs wanting to show support to fellow Summit League student athletes, the Together We Are One (TWAO) logos are available for use on warm-up apparel and uniforms. Logos have been produced in each institutions' school colors and one-color versions.
- Please note that institutions are NOT required to use the TWAO logo. The League is offering it as an option for those programs who want to participate in the League-wide support for student-athletes using the standard logo.
- On July 30th, 2020, the NCAA Playing Rules Oversight Panel approved rules to allow student-athletes in all sports to wear patches on their uniforms for commemorative and memorial purposes, as well as to support social justice issues. This makes these types of logos permissible on both warm-up apparel and uniforms.
- For use on uniforms, the patch must not exceed 2 ¼ square inches and must be placed on the front or sleeve of the uniforms. While not all team members are required to wear the patch, the patches must be identical for those teammates who choose to wear them.
- However, on the back of the uniform where a player's name is traditionally located, as authorized by the conference, names/words intended to celebrate or memorialize people events or other causes ARE permissible and MAY vary by team member.
- Commemorative/Memorial logos used on warm up apparel do not have size restrictions. NCAA Bylaw 12.5.4.2 only restricts the size of commercial logos.
- If teams opt to use the TWAO logo on a uniform where The Summit League logo already exists, the additional league logo may be removed and just the text used. The League also advises that institutions be mindful of contrasting colors before applying to a uniform and/or warm-up apparel.
- As stated previously, institutions are not required to use the TWAO logo. However, if institutions develop their own commemorative/memorial patches they should be submitted for League approval prior to printing. The Joint Council is supportive of the concept of using these types of patches but would like the League to serve as a clearinghouse to ensure that NCAA standards are being met to avoid printing unusable warm-up apparel or uniforms.



This is the acceptable presentation of the TWAO full-color logo on white or light backgrounds (WBG).



This is the acceptable presentation of the TWAO full-color logo on dark backgrounds (DBG).



This is the acceptable presentation of the TWAO one-color logo on white or light backgrounds (WBG).



This is the acceptable presentation of the TWAO one-color logo on dark backgrounds (DBG).

