



BRAND STYLE GUIDE

UPDATED MAY 2021



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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.
 - A. Any uniform violations during post-season competition (Summit League, NCAA, etc.) will receive an automatic fine.
- #4 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 and must be a minimum of 2.25 inches wide.
- #5 Institutions shall display, in an appropriate manner and location, the league logo at all athletic facilities.
- #6 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.
- #7 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)
- #8 Institutions shall make a concerted effort to include the league logo on social media graphics and tag the league on all social media platforms. (Adopted August 2018, Amended May 2021)



INSTITUTIONAL RESPONSIBILITIES

Institutional Responsibilities (cont.)

- #9 Institutions shall display the league logo in a visible manner (approximately 1.5" in diameter) on the front cover of all sport media guides (Lower left-hand corner). (Amended May 2021)
- #10 Institutions shall display the league logo in a visible manner on all athletic promotional materials to include poster, flyers, and schedule cards (Lower left-hand corner). (Amended May 2021)
- #11 Institutions shall include the league logo on the bottom of all athletic department letterhead (Lower left-hand corner).
- #12 Institutions shall include the league logo on the front of game programs and game notes (Lower left-hand corner).
- #13 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.
- #14 The league logo, in conjunction with the institutional logo and any sponsors, will be displayed on the press backdrop.
- #15 Institutions shall use the title and logos of any official League partnerships (i.e., players of the week, presenting sponsors of championships, etc.) in all forms of communication where applicable (i.e., press releases, social media posts, game notes, etc.). (Adopted May 2021)
- #16 All institutional radio broadcasts shall include one league PSA per game during halftime.
- #17 All institutional television broadcasts shall include one league PSA per game during halftime.
- #18 Institutions shall adhere a league logo decal to the basketball hoop stanchion.
- #19 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)
- #20 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.
- #21 Institutions will announce Summit League basketball scores twice during home basketball games.
- #22 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

2021-22

| 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 ST. THOMAS | ST. THOMAS | TOMMIES | | PMS 2607C PMS COOL GRAY 7C |
| 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 |
| UNIVERSITY OF NORTHERN COLORADO | NORTHERN COLORADO | BEARS | | PMS 295 PMS 1235C 122U |



UNIVERSITY OF DENVER



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 873

C:40% M:50% Y:75% K:18%



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%



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
NDSU
NDState

North Dakota State
Bison (BI-zon)



PMS 343

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



PMS 123

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



UNIVERSITY OF NEBRASKA OMAHA



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



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.



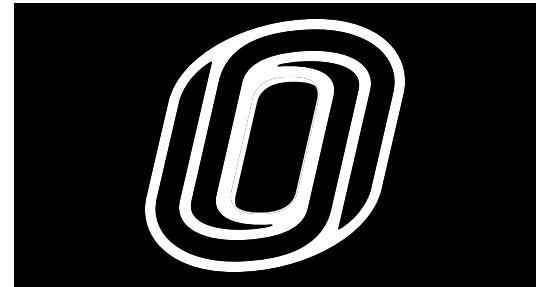
This is the acceptable presentation of the University of Nebraska Omaha Summit League one-color logo. Secondary color may also be used.

PRIMARY FULL-COLOR LOGO ON WHITE/LIGHT BACKGROUNDS



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

PRIMARY ONE-COLOR LOGO ON DARK BACKGROUNDS



ACCEPTABLE USE OF NAME

University of Nebraska Omaha
Mavericks
UNO

Omaha
UNO Mavericks



PROCESS BLACK

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



PMS 186

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



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 ST. THOMAS



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



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



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

PRIMARY FULL-COLOR LOGO



PRIMARY FULL-COLOR LOGO ON PURPLE BACKGROUNDS



*UST_Primary_Purple_Background

ACCEPTABLE USE OF NAME

University of St. Thomas
St. Thomas

Tommies
UST



PMS 2607c

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



PMS Cool Gray 7c

C:43% M:35% Y:34% K:1%



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

PRIMARY FULL-COLOR LOGO



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



PRIMARY FULL-COLOR LOGO ON DARK BACKGROUNDS



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.



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%



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





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.

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%





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%



UNIVERSITY OF NORTHERN COLORADO

PRIMARY FULL-COLOR LOGO



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



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



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

THE SUMMIT LEAGUE

*Please contact Hope McConkey (Hope.Jordan-McConkey@unco.edu) more information regarding the University of Northern Colorado brand style guide.



*A white outline must always be used with the Bear Head logo

PRIMARY FULL-COLOR LOGO ON DARK BACKGROUNDS



ACCEPTABLE USE OF NAME

University of Northern Colorado
UNC

Northern Colorado
Bears

UNACCEPTABLE USE OF NAME

NoCo

NoCo Bears



PMS 295

C: 100% M:69% Y:8% K:54%



PMS 1235C 122U

C: 0% M:28% Y:89% K:0%



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 a minimum of 2.25 inches wide and can be up to a maximum of 2.75 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.

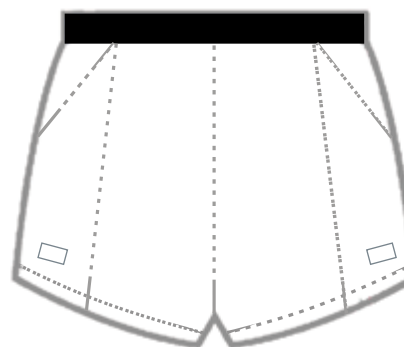
In addition, the league logo is **REQUIRED** to appear on all designated official warm-up apparel.

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. The league logo must be a minimum of 2.25 inches wide. Bag tags are also acceptable for bags.



UNIFORMS AND APPAREL SOCCER

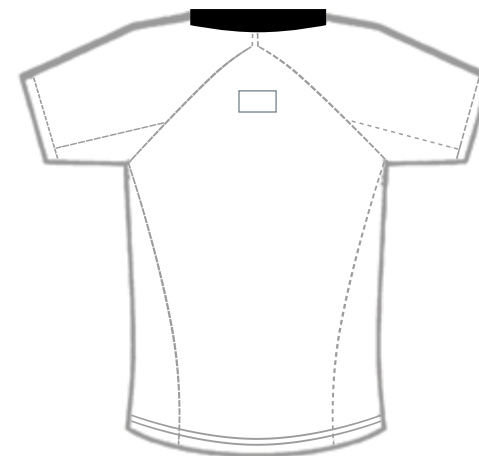
The league logo is **REQUIRED** to appear on all institutions' uniform tops.

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 a minimum of 2.25 inches wide and can be up to a maximum of 2.75 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. The league logo must be a minimum of 2.25 inches wide. 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:

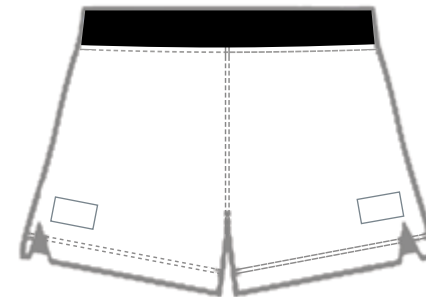
- Front Chest Right
- Front Chest Left
- Front Chest Middle
- Back Middle
- Upper Left Sleeve
- Upper Right Sleeve

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

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

The uniform logo must be a minimum of 2.25 inches wide and can be up to a maximum of 2.75 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. The league logo must be a minimum of 2.25 inches wide. 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 a minimum of 2.25 inches wide and can be up to a maximum of 2.75 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. The league logo must be a minimum of 2.25 inches wide. 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 logo must be a minimum of 2.25 inches wide and can be up to a maximum of 2.75 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. The league logo must be a minimum of 2.25 inches wide. 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:

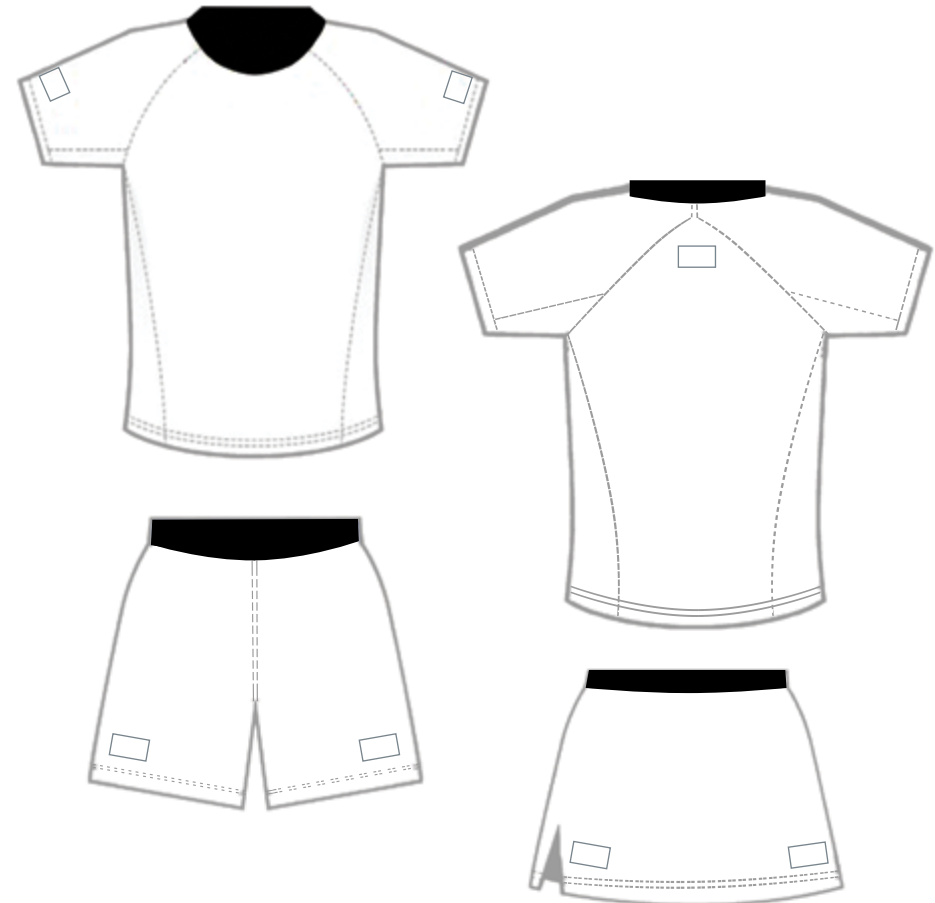
- Left Sleeve
- Right Sleeve
- Back Middle

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 a minimum of 2.25 inches wide and can be up to a maximum of 2.75 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. The league logo must be a minimum of 2.25 inches wide. Bag tags are also acceptable for bags.



UNIFORMS AND APPAREL GOLF

The league logo is **REQUIRED** to appear on all institutions' uniform tops (e.g., polos, quarter zips, vests) **AND** any outer layer worn on the golf course that includes the institutional logo (i.e., if an institutional logo appears on a rain jacket, the League logo must appear).

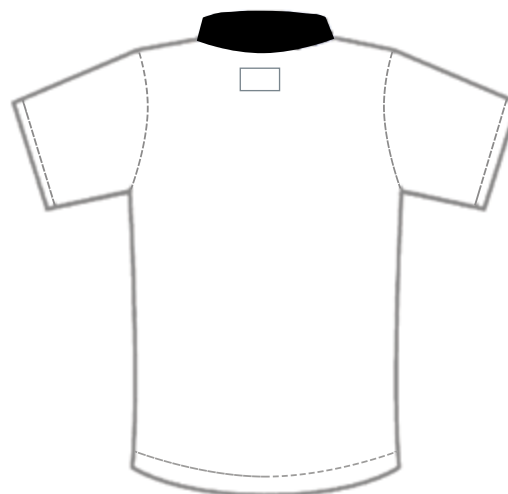
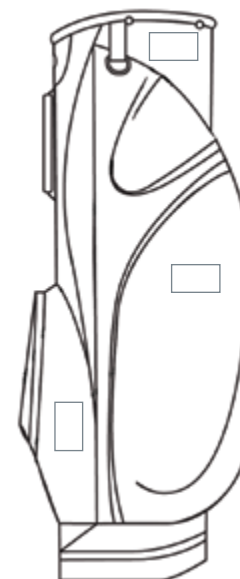
Placement options for uniform tops are as follows:

- 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 a minimum of 2.25 inches wide and can be up to a maximum of 2.75 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. The league logo must be a minimum of 2.25 inches wide. 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 a minimum of 2.25 inches wide and can be up to a maximum of 2.75 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. The league logo must be a minimum of 2.25 inches wide. Bag tags are also acceptable for bags.





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 four (4) 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. (Amended July 2021)
- 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).



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)

