



TM

**BRAND**GUIDELINES



The Big Sky Conference offers an honest and authentic collegiate athletic experience highlighted by loyal fans, tight knit communities, excelling students, heated rivalries and a fearless passion for competition in The Heart of the American West.



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# BIG SKY BRAND

## INTRODUCTION

The Big Sky Conference has undergone a rebranding effort, in order to build and grow a powerful, united Big Sky Conference brand.

The goal was to position the conference as the embodiment of an honest and authentic collegiate athletic experience highlighted by loyal fans, tight knit communities, excelling students, heated rivalries and a fearless passion for competition in The Heart of the American West.

## OUR APPROACH

In September 2011, SME began a comprehensive quantitative and qualitative brand research project on behalf of the Big Sky Conference. The purpose of this research project was to:

1. Determine how the organization is perceived among key stakeholders.
2. Uncover how key brand stakeholders believe the mission and vision of the Big Sky Conference are currently actualized.
3. Understand what internal stakeholders believe differentiates the Big Sky Conference from its competitors within the NCAA landscape.
4. Explore which attributes/features can be used to improve the conference's image among key audiences through the articulation of a powerful new brand identity.

Key stakeholders included presidents, athletic directors, senior woman administrators, faculty athletic representatives, current students, student athletes, alumni, and media. From their following testimonials, feelings regarding the brand and its core tenants emerged:

- It is crucial to develop a cohesive Big Sky brand in both visual and written expression to enforce strength and unity within the conference.
- The positioning of the Big Sky brand must be both genuine and “real,” in order to represent the sports, communities, fans, and athletes found within the conference.
- The Big Sky's diverse landscapes, the vastness of the conference, its FCS Strength and Division I prowess must all be displayed with prominence.

# BIG SKY BRAND

## FINDINGS

The Big Sky Conference brand essence centers around 4 key principles:

**AUTHENTIC** - The Big Sky Conference is “Real,” real sports, real academics, real people, real fans, and a true authentic experience.

**FEARLESS** - We rise to our competition and take pride in being both the dominant FCS Conference and a force to be reckoned with on the Division I Stage.

**HONEST** - We value honest hard work and the rewards which may come of it.

**LOYAL** - We hold a core belief that Big Sky Conference sports play an essential role in both developing school pride and building community.

## NEW DIRECTIONS

The Big Sky Conference is now empowered by a new brand identity that capitalizes on the four key principles described above. In addition, a new logo will represent the reinvigoration of the Big Sky Conference brand through several points of uniqueness:

- The emphasis and prominence of the word “Sky” as a universal uniting force across the conference. “The Sky” is the powerful uniqueness that only the Big Sky Conference holds.
- The representation of the vastness of landscape that spans the entirety of the American West. This is represented as a progression within the logo from the ocean up into the mountains, then down to the plains and finally encompassing the overarching sky.
- The usage of contrasting primary blue colors and powerful fonts to embody the strength of the conference. Influence for this contrast comes directly from the blues found in the open sky. The Big Sky font fills the sky to evoke the feeling of prominence and managing responsibility.

# **LEGAL NOTICE**

## **LICENSING AND AWARENESS**

The Big Sky Conference retains all rights to the use and reproduction of the Conference logo and name.

## **CONSENT**

Institutions or private entities wishing to use the Conference logo and/or name for reproduction, promotion or other use shall do so only with the expressed consent of the Big Sky Conference.



**THE IDENTITY**

# INSPIRATION

## SKY

The emphasis and prominence of the word "Sky" is a universal uniting force across the conference. "The Sky" is the powerful uniqueness that only the Big Sky Conference holds.

## REGION

The new mark represents the vastness of landscape that spans the entirety of the American West. This vastness is represented as a progression within the logo from the ocean up into the mountains, then down to the plains and finally encompassing the overarching sky.



## COLOR

The usage of contrasting primary blue colors embodies the strength of the conference. Influence for this contrast comes directly from the blues found in the open sky.

## TYPOGRAPHY

A contemporary, handcrafted font was chosen for the words 'Big Sky' to bring the brand into a fresh and inspiring new place. This modern look is balanced by the serif used in the word 'Conference' which is also carried throughout the brand.

# PRIMARY MARK

## FULL COLOR

The preferred presentation of the Big Sky Conference primary mark in full color on white and dark backgrounds.



Primary Mark  
Full Color  
White Background



Primary Mark  
Full Color  
Dark Background

# PRIMARY MARK

## SINGLE COLOR

The preferred presentation of the Big Sky Conference primary mark in single color on white and black backgrounds.



Primary Mark  
Single Color  
White Background



Primary Mark  
Single Color  
Dark Background

# PRIMARY MARK

## GRAYSCALE

The preferred presentation of the Big Sky Conference primary mark when grayscale values are necessary.



Primary Mark  
Grayscale  
White Background

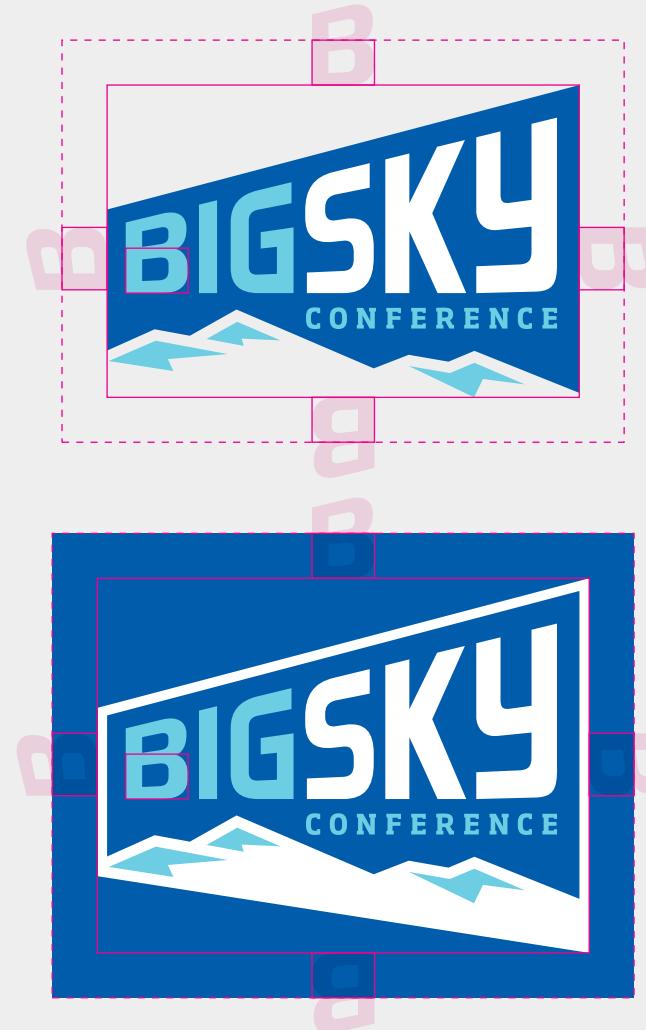


Primary Mark  
Grayscale  
Dark Background

# CLEARSPACE

Adherence to the Clear Space standards provides for a consistent look to the mark, protects the proprietary nature of the mark, and is used to defend against unauthorized use. To determine the minimum distance between the Big Sky Conference primary mark and all other graphic elements:

- Draw parallel lines across the top, bottom and both sides of the Big Sky Conference primary mark, as shown by the magenta lines to the right.
- Use half the X-Height of the letter 'B' in 'Big Sky' to determine the correct distance of clear space.
- Create a rectangular border around the entire primary mark for the complete area of the Clear Space.



# REDUCTION

The minimum size recommended for the Big Sky Conference Marks is shown to the right.

The Big Sky Conference primary mark should not be reduced smaller than 1" (252 pixels) in width.

Please note: All marks must remain legible regardless of size, usage or production.



# UNACCEPTABLE USAGE

Here are some examples of unacceptable usage of the Big Sky Conference identity. While only the full color primary mark is shown here, the rules apply to all of the Big Sky Conference Marks.



do not remove elements



do not alter colors



do not rotate



do not warp



do not stretch or skew



do not use gradients



do not use drop shadows



do not invert colors



do not rearrange elements

# SCHOOLMARKS

## CAL POLY

The Big Sky Conference Mark in the institution's colors only applies to uniform branding, playing surface & facilities, promotional signage and media guide design. In all other instances, the Big Sky Marks referenced on pages 9-11 should be used accordingly.



Primary Mark  
Full Color  
White Background



Primary Mark  
Full Color  
Dark Background

# SCHOOLMARKS

## EASTERN WASHINGTON UNIVERSITY

The Big Sky Conference Mark in the institution's colors only applies to uniform branding, playing surface & facilities, promotional signage and media guide design. In all other instances, the Big Sky Marks referenced on pages 9-11 should be used accordingly.



Primary Mark  
Full Color  
White Background



Primary Mark  
Full Color  
Dark Background

# SCHOOLMARKS

## UNIVERSITY OF IDAHO

The Big Sky Conference Mark in the institution's colors only applies to uniform branding, playing surface & facilities, promotional signage and media guide design. In all other instances, the Big Sky Marks referenced on pages 9-11 should be used accordingly.



Primary Mark  
Full Color  
White Background



Primary Mark  
Full Color  
Dark Background

# SCHOOLMARKS

## IDAHO STATE UNIVERSITY

The Big Sky Conference Mark in the institution's colors only applies to uniform branding, playing surface & facilities, promotional signage and media guide design. In all other instances, the Big Sky Marks referenced on pages 9-11 should be used accordingly.



Primary Mark  
Full Color  
White Background



Primary Mark  
Full Color  
Dark Background

# SCHOOLMARKS

## UNIVERSITY OF MONTANA

The Big Sky Conference Mark in the institution's colors only applies to uniform branding, playing surface & facilities, promotional signage and media guide design. In all other instances, the Big Sky Marks referenced on pages 9-11 should be used accordingly.



Primary Mark  
Full Color  
White Background



Primary Mark  
Full Color  
Dark Background

# SCHOOLMARKS

## MONTANA STATE UNIVERSITY

The Big Sky Conference Mark in the institution's colors only applies to uniform branding, playing surface & facilities, promotional signage and media guide design. In all other instances, the Big Sky Marks referenced on pages 9-11 should be used accordingly.



Primary Mark  
Full Color  
White Background



Primary Mark  
Full Color  
Dark Background

# SCHOOLMARKS

## UNIVERSITY OF NORTH DAKOTA

The Big Sky Conference Mark in the institution's colors only applies to uniform branding, playing surface & facilities, promotional signage and media guide design. In all other instances, the Big Sky Marks referenced on pages 9-11 should be used accordingly.



Primary Mark  
Full Color  
White Background



Primary Mark  
Full Color  
Dark Background

# SCHOOLMARKS

## NORTHERN ARIZONA UNIVERSITY

The Big Sky Conference Mark in the institution's colors only applies to uniform branding, playing surface & facilities, promotional signage and media guide design. In all other instances, the Big Sky Marks referenced on pages 9-11 should be used accordingly.



Primary Mark  
Full Color  
White Background



Primary Mark  
Full Color  
Dark Background

# SCHOOLMARKS

## UNIVERSITY OF NORTHERN COLORADO

The Big Sky Conference Mark in the institution's colors only applies to uniform branding, playing surface & facilities, promotional signage and media guide design. In all other instances, the Big Sky Marks referenced on pages 9-11 should be used accordingly.



Primary Mark  
Full Color  
White Background



Primary Mark  
Full Color  
Dark Background

# SCHOOLMARKS

## PORLAND STATE UNIVERSITY

The Big Sky Conference Mark in the institution's colors only applies to uniform branding, playing surface & facilities, promotional signage and media guide design. In all other instances, the Big Sky Marks referenced on pages 9-11 should be used accordingly.



Primary Mark  
Full Color  
White Background



Primary Mark  
Full Color  
Dark Background

# SCHOOLMARKS

## SACRAMENTO STATE

The Big Sky Conference Mark in the institution's colors only applies to uniform branding, playing surface & facilities, promotional signage and media guide design. In all other instances, the Big Sky Marks referenced on pages 9-11 should be used accordingly.



Primary Mark  
Full Color  
White Background



Primary Mark  
Full Color  
Dark Background

# SCHOOLMARKS

## SOUTHERN UTAH UNIVERSITY

The Big Sky Conference Mark in the institution's colors only applies to uniform branding, playing surface & facilities, promotional signage and media guide design. In all other instances, the Big Sky Marks referenced on pages 9-11 should be used accordingly.



Primary Mark  
Full Color  
White Background



Primary Mark  
Full Color  
Dark Background

# SCHOOLMARKS

## UC DAVIS

The Big Sky Conference Mark in the institution's colors only applies to uniform branding, playing surface & facilities, promotional signage and media guide design. In all other instances, the Big Sky Marks referenced on pages 9-11 should be used accordingly.



Primary Mark  
Full Color  
White Background



Primary Mark  
Full Color  
Dark Background

# SCHOOLMARKS

## WEBER STATE UNIVERSITY

The Big Sky Conference Mark in the institution's colors only applies to uniform branding, playing surface & facilities, promotional signage and media guide design. In all other instances, the Big Sky Marks referenced on pages 9-11 should be used accordingly.



Primary Mark  
Full Color  
White Background



Primary Mark  
Full Color  
Dark Background



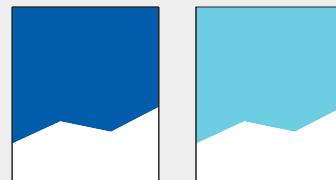
**BRANDPALETTE**

# COLOR PALETTE

Primary colors used with the Big Sky Conference applications are presented in the chart to the right. Color chips are presented in Pantone, CMYK, RGB and Hexadecimal. Regardless of color, it is important that all marks and text remain legible.

Please note: The CMYK and RGB percentages as well as the Pantone and Hexadecimal values should not be altered or modified from the specifications below.

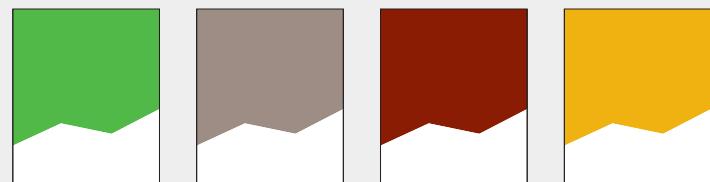
PRIMARY PALETTE



BIG SKY  
BLUE

POWDER SKY  
BLUE

SECONDARY PALETTE



TALL GRASS  
GREEN

BIG STONE  
CHARCOAL

BURNT ROCK  
BURGUNDY

SUNRISE  
AMBER

PMS 286 C

PMS 305 C

C=	100	C=	51
M=	66	M=	0
Y=	0	Y=	9
K=	2	K=	0
 R=	 0	 R=	 112
 G=	 93	 G=	 205
 B=	 170	 B=	 227

# 005DAA # 70CDE3

PMS 361 C

PMS 409 C

PMS 1815 C

PMS 124

C=	69	C=	0	C=	0	C=	0
M=	0	M=	13	M=	90	M=	28
Y=	100	Y=	15	Y=	100	Y=	100
K=	0	K=	45	K=	51	K=	6
 R=	 84	 R=	 157	 R=	 138	 R=	 238
 G=	 185	 G=	 141	 G=	 31	 G=	 177
 B=	 72	 B=	 133	 B=	 3	 B=	 17

# 54B948 # 9D8D85 # 8A1F03 # EEB111

# TYPOGRAPHY

The primary fonts for the Big Sky Conference are as follows:

Soho Std Bold  
(Headlines)

**ABCDEFGHIJKLM NOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Soho Std Medium  
(Sub-Heads & Callouts)

**ABCDEFGHIJKLM NOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Gotham Bold  
(Sub-Heads & Callouts)

**ABCDEFGHIJKLM NOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Gotham Book  
(Body Copy)

**ABCDEFGHIJKLM NOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

# **HEADLINE TREATMENT**

The custom Big Sky Conference Headline treatment to the right creates a further uniqueness to the brand. Soho Std Bold is used with large initial caps in order to create impact headlines. The underline further accentuates the importance and hierarchy of the phrase being called out.

This treatment must always incorporate one or both of the primary blues. White may also be used on dark backgrounds.

For all materials introducing the Big Sky Conference for the first time, the color treatment in Fig. I should be used. Once the viewer has been introduced to the brand, the secondary palette may be integrated to the underlines as in Fig. II and Fig. III.

Please note: The headline treatment should never be made up of only secondary palette colors as in Fig. IV. Always incorporate either of the primary blues (or white on dark backgrounds) at all times.

# **HEADLINE TREATMENT**

Fig. I

# **HEADLINE TREATMENT**

Fig. II

# **HEADLINE TREATMENT**

Fig. III

# **HEADLINE TREATMENT**

Fig. IV

# PHOTOGRAPHY

The Big Sky Conference photography should always be vast and inspiring. When selecting images keep in mind the hard work, dedication, and passion that embodies the students and athletes that make up the Big Sky Conference. All photography should look genuine and authentic and always use full bleed imagery where possible.



## LANDSCAPE

Regional photography should highlight the breathtaking and diverse landscapes of the American West. Imagery should incorporate both rural and urban scenery. These shots are also meant to spark a sense of pride and aspiration, qualities synonymous with the Big Sky Conference.



## STUDENT ATHLETES

The Big Sky Conference is made up of student athletes who are genuine, passionate, and highly motivated. These young adults will always be portrayed in action shots, but when possible, it is important to also highlight the preparation that leads up to these moments. Things like eye contact and upward motion/angles are ways to achieve this look.

# PHOTOGRAPHY

The Big Sky Conference Mark may be used on photographs ONLY if there is a clear area of negative space that provides a clear space for the mark. To the right are examples of correct and incorrect applications of the mark on photography.



Correct Application



Incorrect Application

# VISUAL ELEMENTS

The negative cutout in the Big Sky Conference identity is used as a graphical treatment throughout the brand. This 'mountain graphic' provides energy and depth, highlighting the vastness of the land it represents. Keeping the mountain graphic negative allows the content within the given composition to remain the focal point (in the 'sky').

Please note: The mountain treatment should always appear at the footer of the composition.



Big Sky Conference Identity



Mountain Graphic



The mountain treatment should always appear at the footer of the composition. It should also never take up more than a third of the page.



The mountain treatment may be cropped to the left and/or right to work within the composition.



The mountain treatment may never appear in the header of the composition.



The mountain treatment may never appear darker than the rest of the layout.



# APPLICATION

# COLLATERAL

The following are examples of Big Sky Conference collateral application.



Business Cards



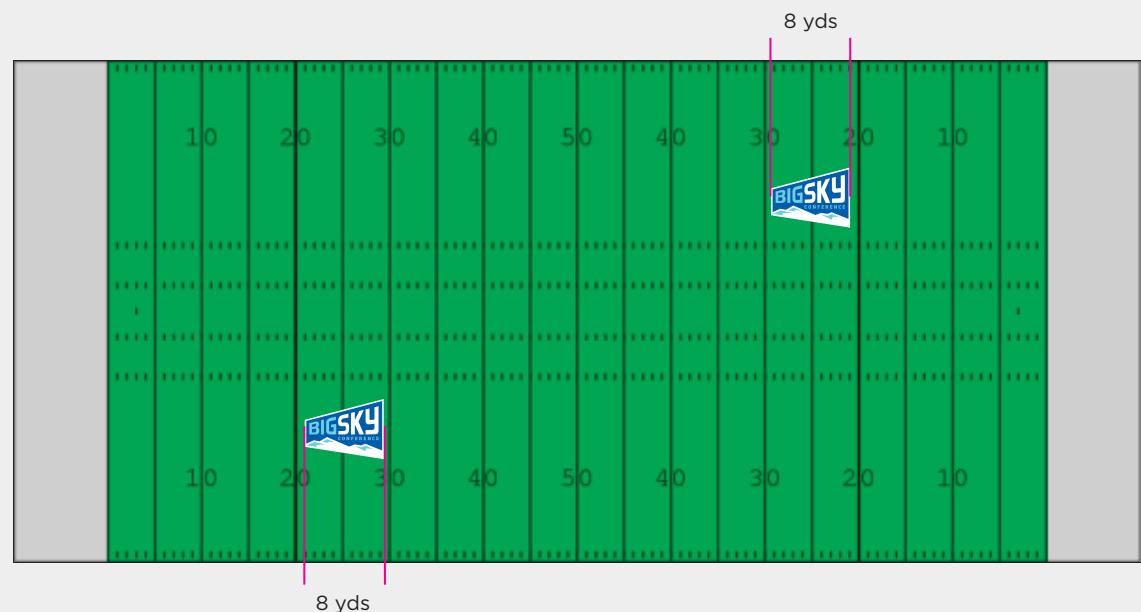
Big Sky Conference Headquarters | 2491 Washington Blvd # 201, Ogden, UT 84401 | (801) 392-1978 | [bigskyconf.com](http://bigskyconf.com)

The HEART of the American West

Letterhead

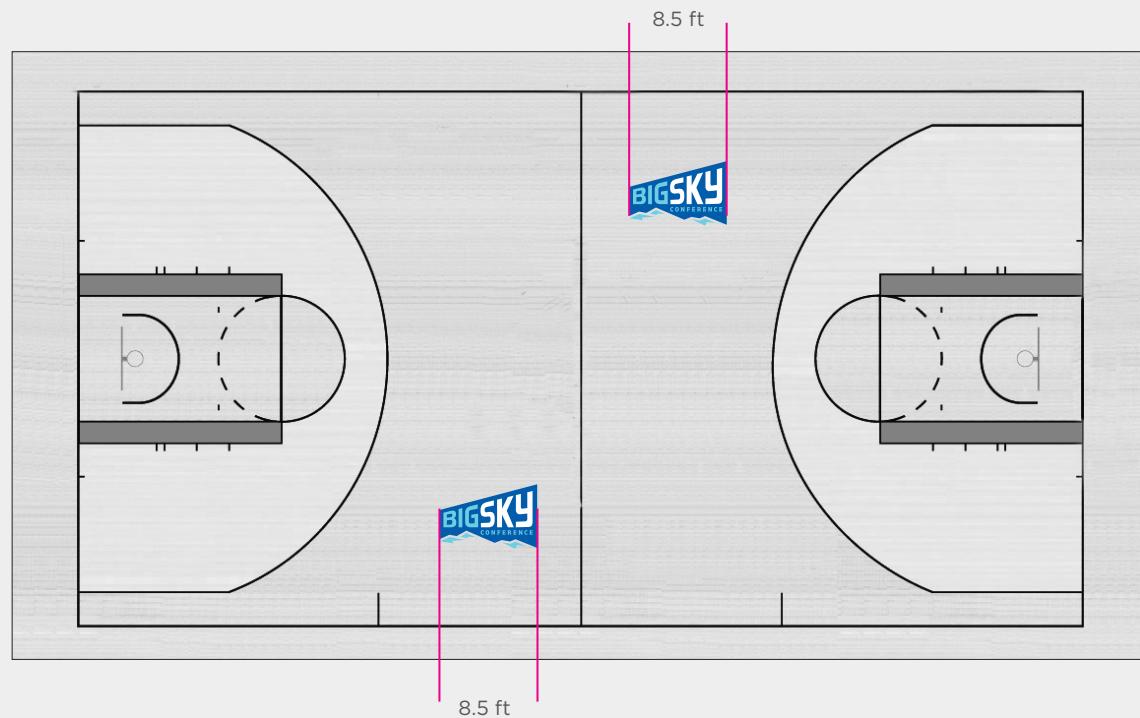
# FIELD

The Big Sky Conference logo shall be painted in two locations on the football field in the institution's colors. The preferred choice for such application is the full color dark background version which features a white trap around the logo. The logo should be placed at the 25 yard line, 8 yards wide between the hash mark and the number, on alternating sides of the field (far side on the right and near side on the left) both facing the TV angle of the respective stadium.



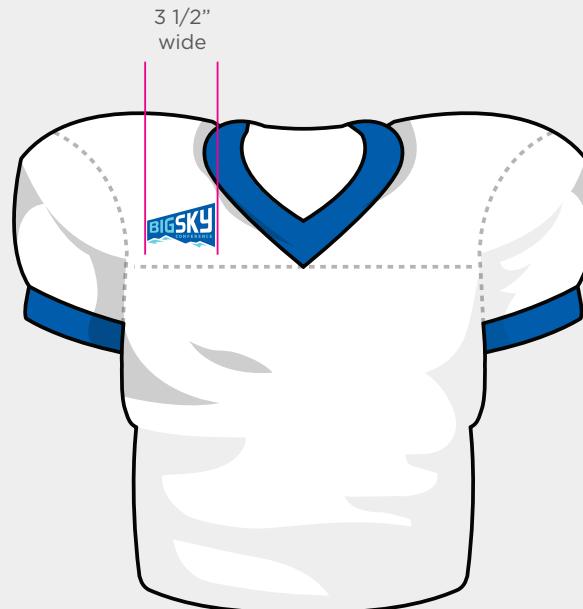
# COURT

The Big Sky Conference logo shall be painted in two locations on the basketball court in the institution's colors. The logo should be placed between the half-court line and the outside arc of the 3-point line. It is preferred that the logos face the mid-court television camera location (presented to the right at the recommended width of 8.5 feet).



# JERSEYS

The Big Sky Conference logo shall be embroidered on all uniforms in the institution's colors. The preferred size and placement of these marks are listed to the right. If a commemorative or school logo is to be used on the side of the chest designated for the mark, then it is acceptable to place the Big Sky Conference patch on the opposite chest using the same metrics.



## FOOTBALL

The logo should appear 3 1/2" wide, right chest (as worn) on the front of the jersey centered between the collar and sleeve seam. The lowest point of the logo should be 1/2" above the horizontal yoke seam of the jersey.



## BASKETBALL

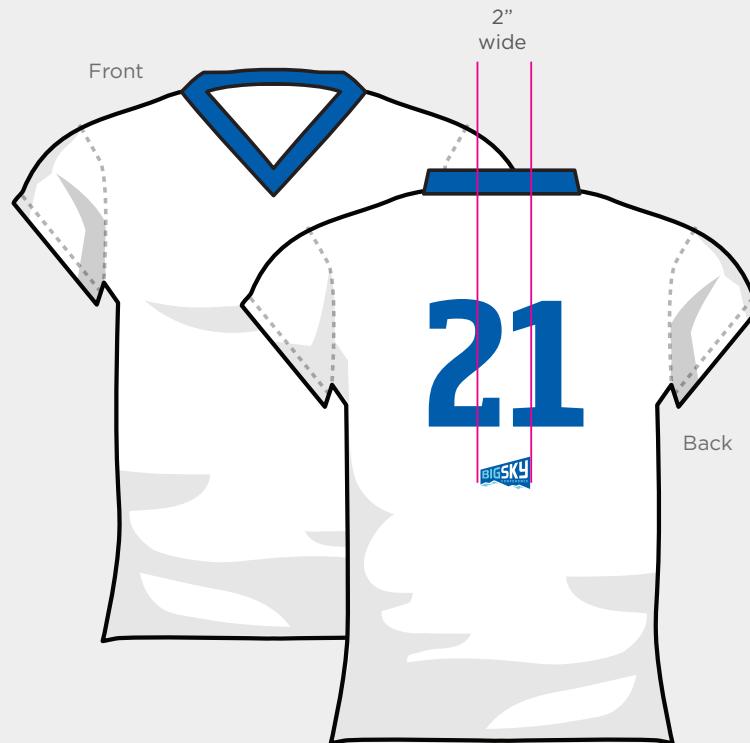
The logo should appear 1 1/2" wide, left chest (as worn) on the front of the jersey centered between the collar and sleeve seam.

# JERSEYS



## VOLLEYBALL (Long-Sleeve)

The logo should appear  $2\frac{1}{4}$ " wide on the right sleeve (as worn) of all long-sleeve jerseys.



## VOLLEYBALL (Short-Sleeve)

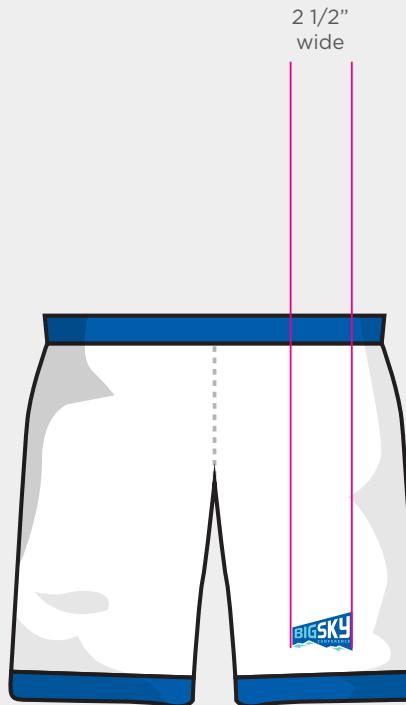
The logo should appear 2" wide below the player's number on the back of all short-sleeve jerseys.

# JERSEYS



## SOFTBALL

The logo should appear 2 1/4" wide on the right sleeve (as worn).



## SOCCER

The logo should appear 2 1/2" wide, on the front panel of the left leg on the shorts.



## GOLF

The logo should appear 2 1/4" wide on the right sleeve (as worn).

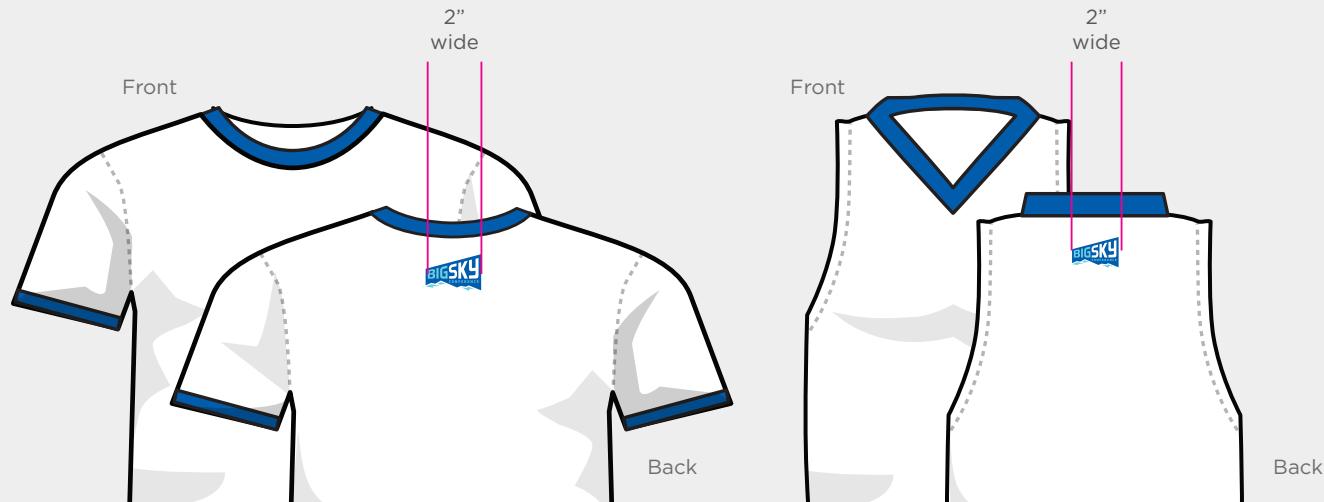
# JERSEYS

## For 2013-14

Volleyball, Football, and Men's & Women's Basketball are required sports, while Soccer, Softball, Golf, and Tennis are optional.

## For 2014-15

Football, Volleyball, Men's & Women's Basketball, Soccer, Softball, Golf, and Tennis are all REQUIRED sports.



### MEN'S TENNIS

The logo should appear 2" wide, centered below the neck on the back of the jersey.

### WOMEN'S TENNIS

The logo should appear 2" wide, centered below the neck on the back of the jersey.

# **MEDIA GUIDES**

Institutions are required to reserve one full-page in each sport media guide (print or electronic) and each basketball game program for a Big Sky Conference advertisement. Institutions are required to include the Conference Mark on the cover of all media guides (print or electronic) of Conference sponsored sports if one is produced.

The logo can be printed in the Conference colors, the school colors, or black and white/grayscale if necessary to fit the guide design.



# PRESS BACKDROP

The following layout is required on media backdrops for Conference championships and other Conference events.



# PRESS BACKDROP

The following layout is required on media backdrops for sponsored Conference events.



# PRESS BACKDROP

The following layout is required on media backdrops for institutional events.



# ARTWORK FILE GUIDE

## NAMING CONVENTIONS

AI / Adobe Illustrator - Vector Source Files

EPS / Scalable Vector File

PDF / Color Reference

PNG / Digital & Web Applications - Includes Transparency

### PRIMARY MARK

BigSky\_Primary

\_BW\_dbg Black & White - for use on Dark Background

\_BW\_wbg Black & White - for use on White Background

\_GS\_dbg Grayscale - for use on Dark Background

\_GS\_wbg Grayscale - for use on White Background

\_PMS\_dbg Spot Color - for use on Dark Background

\_PMS\_wbg Spot Color - for use on White Background



The **HEART** of the American West

[bigskyconf.com](http://bigskyconf.com)

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