



STYLE GUIDE

Conference USA
Brand Identity



STYLE GUIDE

Conference USA Brand Identity

CONFERENCE USA LAUNCH MARK

This is the mark for use in all branding materials or communications from or about Conference USA beginning July 1, 2013 (or as indicated below). The mark has been enhanced in conjunction with the launch of new membership in the league. Guidelines for how to use this mark have been established to maintain consistency and are detailed in the C-USA Style Guide.



Flat - universal use



Digital - multimedia use



One Color Application



Institutional Only Color Palette

CONFERENCE USA MARK

This is the current mark for Conference USA. It remains part of the C-USA brand family, but its usage will be phased out as the Launch Mark becomes the primary brand identity beginning July 1, 2013. Every effort should be made to replace the current mark with the Launch Mark at the earliest opportunity.



WHAT'S THE DIFFERENCE?

The Launch Mark is inherently the same as the current mark with a few enhancements that give it an updated modern flair and create a more user- and web-friendly identification, while maintaining the league's brand identity and renewing a sense of pride in our membership. The Launch Mark becomes the primary brand identity beginning July 1, 2013.

WHICH MARK DO I USE?

	LAUNCH MARK	CURRENT MARK
All usage beginning July 1, 2013	X	
New C-USA members - all applications	X	
Any projects in production now that will circulate around or after July 1, 2013	X	
ANY project involving reprinting, replacement, repainting, reinstalling, re-posting or refurbishing of the C-USA logo	X	
C-USA Championship events (remaining 2012-13 season)		X
C-USA Winter/Spring sports - marketing/media (2012-13 season)		X
Current C-USA members (if above does not apply)		X

C-USA COLOR PALETTE

The mark should be reproduced only in the official C-USA color palette or member institutional colors as detailed in the C-USA Style Guide.

Pantone 2955	C99 M72 Y22 K6	R0 G82 B136
Pantone 187	C16 M100 Y87 K6	R196 G18 B48
Process Black 60%	C52 M42 Y41 K6	R128 G130 B133
Process Black 30%	C26 M21 Y19 K0	R188 G189 B192



STYLE GUIDE

Conference USA Brand Identity

ONE COLOR APPLICATION

When the application does not support full four color, the one color mark should be used in all black, all white or the primary color of a member institution.



INSTITUTIONAL COLOR APPLICATION

It is permissible to reproduce the C-USA mark in the official color palette of a member institution as shown below. Other color applications are not allowed.

Charlotte



Old Dominion



FIU



Rice



Florida Atlantic



Southern Miss



LA Tech



Tulsa



Marshall



UAB



Middle Tennessee



UTEP



North Texas



UTSA



East Carolina



Tulane



CROSS BRANDING MARKS - LOGO VERSION

The Cross Branding Mark represents a distinctive system to highlight the relationship between the conference and its members. Merchandising and print publication are the primary uses for this mark. Each institution has its own version of this mark. Any deviation from the marks as shown below is not permitted.



CROSS BRANDING MARKS - WORD VERSION

The Cross Branding Mark represents a distinctive system to highlight the relationship between the conference and its members. Merchandising and print publication are the primary uses for this mark. Each institution has its own version of this mark. Any deviation from the marks as shown below is not permitted.





STYLE GUIDE

Conference USA Brand Identity

CHAMPIONSHIP MARKS

Official marks for C-USA Championships are developed and distributed by the conference office each season. These marks are also available for download from the league's official website, conferenceusa.com.

GENERAL APPLICATION

The purpose of this guide is to outline the brand usage guidelines as clearly as possible. The guidelines established herein are meant to be followed strictly as stated. Any questions regarding the application of the marks or interpretation of these guidelines should be directed to the conference office.

Usage of the marks that is not in compliance with the guidelines stated in this brochure is contrary to conference policy. Consequently, the conference office will issue written notification and request that the institution and/or appropriate party conform to the brand requirements.

USAGE RESPONSIBILITY

The Conference USA branding system visually upholds the integrity that is indicative of its member institutions. The usage guidelines provide a platform for its member institutions to enjoy a meaningful and relevant association with the conference through consistent use. This continuity is vital in establishing awareness and recognition for C-USA, which ultimately strengthens each member institution's association with the league.

It is the responsibility of those using the Conference USA brand to adhere to the guidelines established herewithin. In order to establish and maintain the integrity of the brand, it is essential to abide by the usage guidelines. All personnel at conference member institutions, members of the media, affiliate organizations, licensees, retailers and any other persons or organizations having the right to use the Conference USA name or marks are instructed to follow these guidelines.

Deviating from the standards stated in this brochure or developing variations of these marks without the written permission of the conference office is strictly prohibited.

TRADEMARK

The name Conference USA and its graphic representation are valuable assets to the conference, representing the athletic and academic traditions of its member institutions. These elements also distinguish Conference USA from its fellow athletic conferences.

Because the Conference USA marks are more than just words, an obligation exists with anyone reproducing them to preserve their distinctiveness. The elements of the branding system should always be reproduced with the "TM" as included in the original artwork until they have been designated registered service marks by the U.S. Patent Office.

REQUIRED APPLICATIONS

Conference USA has mandated requirements for usage of the branding system through its Marketing and Brand Building Program (attached). Please contact the conference office for additional information regarding required applications.

Contact

For questions regarding the C-USA Brand Identity or additional information, please contact the conference office at 214.774.1300.

2012-13 CHAMPIONSHIP MARKS

Note: 2013-14 Marks will be released before August 1



October 29 → Hosted by **SOUTHERN MISS**



November 7-11 → Hosted by **UAB**



October 31-November 4 → Hosted by **UTEP**



February 23-24 → Hosted by **UAB**



February 20-23 → Hosted by **HOUSTON**



April 18-21 → Hosted by **HOUSTON**



April 18-21 → Hosted by **MEMPHIS**



April 22-24 → **Gulf Shores, AL**



April 21-23 → **Texarkana, AR**



May 9-11 → Hosted by **Tulsa**



May 18 → **Oak Ridge, TN**



May 9-12 → Hosted by **Rice**

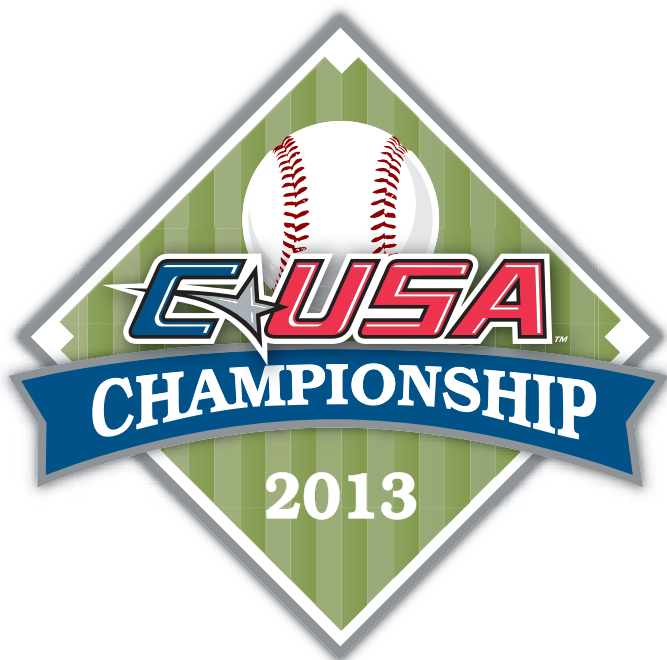


STYLE GUIDE

Conference USA Brand Identity

2012-13 CHAMPIONSHIP MARKS

Note: 2013-14 Marks will be released before August 1



November 16-18 ★ Hosted by *Tulsa*



MARKETING AND BRAND BUILDING AT C-USA INSTITUTIONS

Listed below are the current regulations regarding required usage of the Conference USA mark by C-USA member institutions.

Football Field

The Conference USA mark must appear on the football field between the 20 and 40-yard lines facing the press box/TV cameras on both sides of the 50-yard line. The mark should appear in a league-approved color palette. The marks should be a minimum of 10 yards wide and be positioned between the hash mark and the yard-line number on the press box side of the field. The logo cannot obliterate any yard lines per NCAA rules. The conference office will provide each institution with field stencils as needed.

Basketball Court

The Conference USA mark must appear on both sides of the basketball court in the free throw lane (logo reads left to right as you are standing on the free throw line). The conference office will provide artwork or the proper-sized stencil to the institution and a diagram with color recommendations.

Facility Signage

The Conference USA mark must appear as signage in each athletic facility at each institution where a conference-sponsored sport is played. The conference mark may appear in C-USA official colors or the official institutional color palette.

- It is the institution's responsibility to produce and install C-USA signage
- The conference office will provide general guidelines, minimum size specifications and artwork
- The guidelines will be designed to provide each institution flexibility due to different types of venues/constraints. Temporary signage should be used when permanent signage is not allowed (ex. off-campus facility, etc.).

Football Jerseys

The Conference USA custom football patch must appear on the left front shoulder of the jersey. Patches will be provided by the conference office in partnership with The Emblem Source. The C-USA football patch program will be coordinated with the football equipment managers to determine color and quantity for each team.

Other Uniforms

The Conference USA mark must appear on all team and individual sport uniforms, including but not limited to, the official uniform, practice gear (where feasible), warm-ups and apparel worn by coaching staffs and game management personnel, within the guidelines of NCAA rules.

- The conference office will provide size, color and additional logo specifications
- The conference office will designate uniform location for each sport to maintain consistency
- The conference office will provide guidelines for additional apparel and equipment applications
- The logo will be silkscreened, embroidered or a patch
- Please refer to the Brand Requirements - Uniforms document for additional details

Print, Digital and Multimedia

- The Conference USA mark must appear on the front cover of all institutional athletic department team and individual sport guides.
- The Conference USA mark or the Cross Branding mark must also appear on all institutional athletic department items including, but not limited to, letterhead, ticket brochures, press releases and schedule cards/posters, effective at the next scheduled printing date. The conference office will provide guidelines, specifications and other necessary information.
- The conference will develop a video animation of the conference logo that can be used in any institutional TV production or scoreboard.
- The Conference USA mark must appear on the front page of each member institution's official website with a link back to conferenceusa.com.



BRAND IDENTITY REQUIREMENTS FOR UNIFORMS

The Conference USA mark must appear on all team and individual sport uniforms, including but not limited to, the official uniform, practice gear (where feasible), warm-ups and apparel worn by coaching staffs and game management personnel, within the guidelines of NCAA rules.

- ★ The conference office will provide size, color and additional logo specifications (see below)
- ★ The conference office will designate uniform location for each sport to maintain consistency
- ★ The conference office will provide guidelines for additional apparel and equipment applications
- ★ The mark should be silkscreened, embroidered or a patch
- ★ Institutions may order patches through the conference office
- ★ The cost of uniform logos is the institution's expense or provided by the apparel supplier

COLOR USAGE GUIDELINES

The Conference USA mark may be reproduced entirely in ONE color - black, white or an institutional color OR may be reproduced in the official color palette of a member institution (see page 2 for examples).

One Color File Name = C-USA-PMS 1C
Multicolor File Name = C-USA-PMS Flat



One Color File Name = C-USA-PMS 1C



Multicolor File Name = C-USA-PMS Flat-SchoolName

RECOMMENDED UNIFORM PLACEMENT/SIZE

SPORT	RECOMMENDED LOCATION	SIZE
Football	Left or Right Front Shoulder	C-USA Patch Program
Volleyball	Left Front Shoulder Left Front Chest Back between shoulder blades	Minimum size 3.5" width
Soccer	Top of Left Sleeve	Minimum size 3.5" width
Cross Country	Left Front Chest Back between shoulder blades Left Front Shorts	Minimum size 3.5" width
Basketball	Top Right/Top Left Front Shoulder (see page 2 for details)	2.25" width per NCAA
Softball	Top of Left Sleeve	Minimum size 3.5" width
Baseball	Top of Left Sleeve	Minimum size 3.5" width
Swim/Dive	Left Front Chest Back between shoulder blades Note: Logo on warmup, not suit	Minimum size 3.5" width
Golf	Bag Only	Minimum size 4" width
Tennis	Top of Left Sleeve Left Front Chest/Shoulder Front Left Shorts	Minimum size 3.5" width
Track/Field	Upper Left Front Chest Back between shoulder blades Front Left Shorts	Minimum size 3.5" width
Rowing	Back between shoulder blades	Minimum size 3.5" width

ARTWORK/QUESTIONS

For more information regarding the uniform requirements or artwork for reproduction, please contact Erika Amstadt Hirschfield (Voice: 219.322.7071 or E-mail: erikaah@sbcglobal.net). Logos are also available for download at conferenceusa.com.



BRAND IDENTITY REQUIREMENTS FOR UNIFORMS

COLOR APPLICATION

The Conference USA mark may be reproduced entirely in ONE color - black, white or an institutional color OR may be reproduced in the official color palette of a member institution. Unless specified by the league office, other color applications are not allowed. The logo should be reproduced in coordinating contrasting color for best visibility. It is recommended to use the one color application for most uniform applications. See samples below. Please contact C-USA with any questions regarding usage.

ONE COLOR APPLICATION (EXAMPLES) - Use One Color File Name = C-USA-PMS 1C



White (one color application) on color/dark uniform



Blue (one color application) on white/light uniform

MULTI-COLOR APPLICATION (EXAMPLES) - Use Multicolor File Name = C-USA-PMS Flat



C-USA official color palette on white/light background



C-USA official color palette on color/dark background



Institutional color palette on white/light background



Institutional color palette on color/dark background



White/gray color palette on institutional primary color background



Institutional color palette on secondary institutional color background



Institutional color palette on secondary institutional color background



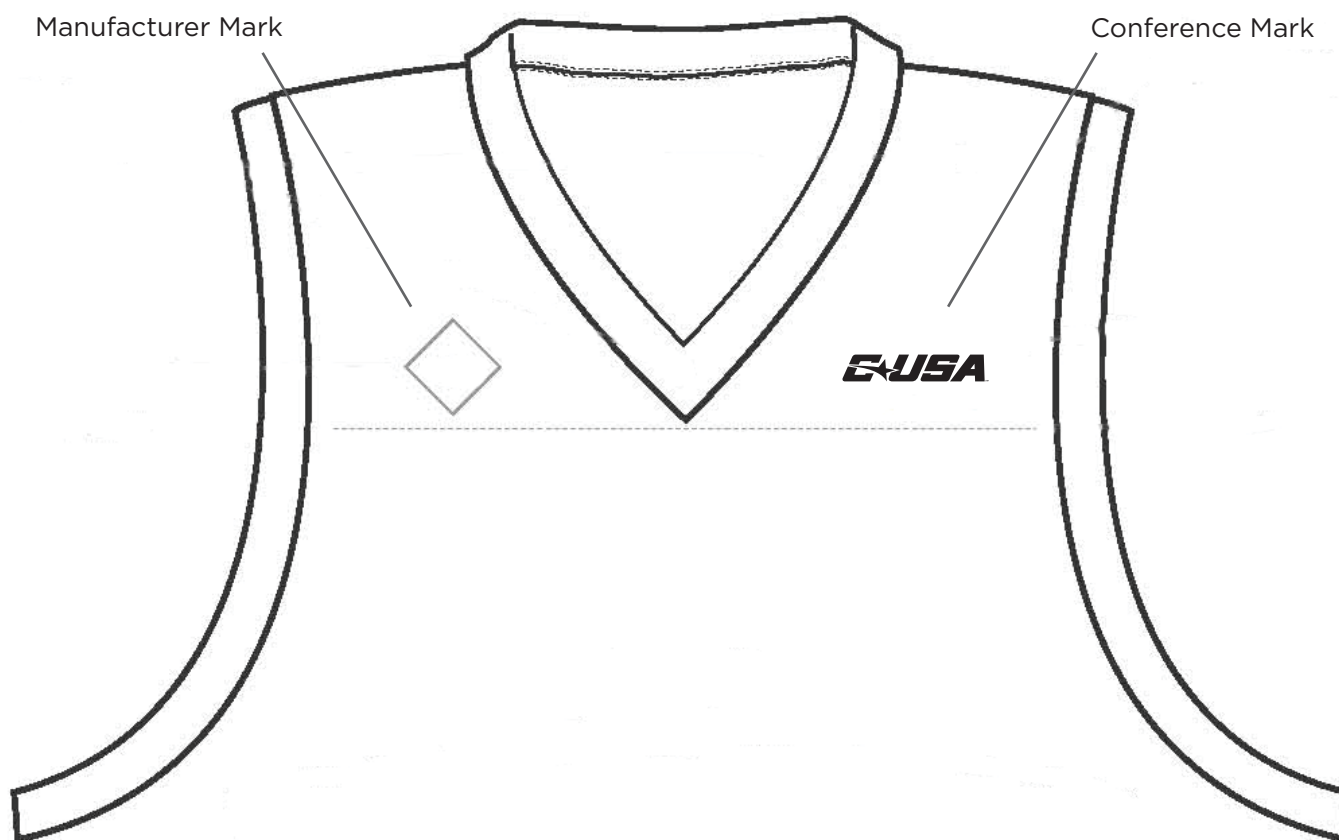
BRAND IDENTITY REQUIREMENTS FOR UNIFORMS

BASKETBALL UNIFORMS

Conference USA logo requirements for the basketball uniform are in accordance with the NCAA Basketball Uniform Authenticating Mark program and specifications as diagramed below. The Conference USA mark should be placed on the front left shoulder of the jersey as indicated below (A). For consistency across the league, C-USA has designated this location ONLY for the conference mark. If there is a conflict with that location on your jersey, please contact the league office to discuss placement. The mark can be embroidered by the manufacturer or ordered thru the conference office via the Emblem Source at the institution's expense.


































Note: Prior C-USA logo requirements designated a location on the shorts. If existing uniforms have the conference mark on the shorts you can leave it or remove it (if feasible). ALL new and existing jerseys must have the conference mark on the jersey as per C-USA Branding Requirements and detailed here.

FRONT



Actual reproduction size = 2.25"

CONFERENCE USA NAME REFERENCES AND PREFERRED MARKS

Official Name/Mascot	Preferred Reference (Stat Abbreviation)	DO NOT USE!	Primary Mark	Icon Mark
Conference USA C-USA	Conference USA C-USA (C-USA)	CUSA (unless hashtag)		
University of North Carolina at Charlotte 49ers	Charlotte (CHA)	UNCC UNC Charlotte (campus only)		
East Carolina University Pirates	East Carolina (ECU)			
Florida International University FIU Panthers	FIU (FIU)	Florida International Fla. International		
Florida Atlantic University FAU Owls	Florida Atlantic (FAU)	Fla. Atlantic		
Louisiana Tech University Bulldogs	LA Tech (TECH)	La. Tech LTU		
Marshall University Thundering Herd	Marshall (MAR)			
Middle Tennessee State University Blue Raiders	Middle Tennessee (MT)	MTSU		
University of North Texas Mean Green	North Texas (NT)	UNT		
Old Dominion University Monarchs	Old Dominion (ODU)			
Rice University Owls	Rice (RICE)			
University of Southern Mississippi Golden Eagles	Southern Miss (USM)	So. Miss So. Mississippi		
Tulane University Green Wave	Tulane (TLN)			
University of Tulsa Golden Hurricane	Tulsa, TU (TLS)	UT Hurricanes		
University of Alabama at Birmingham Blazers	UAB (UAB)	Alabama-Birmingham Ala.-Birmingham		
University of Texas at El Paso Miners	UTEP (UTEP)	Texas-El Paso		
University of Texas at San Antonio Roadrunners	UTSA (UTSA)	Texas-San Antonio UT-San Antonio		



CONFERENCE USA AND C-USA INSTITUTIONS PMS COLORS

Name	PMS Color 1	PMS Color 2	PMS Color 3	PMS Color 4
CONFERENCE USA	2955 Blue	187 Red	Gray outline (30 percent black) or PMS Cool Gray 4C	Gray star fill (60 percent black) or PMS Cool Gray 9C
CHARLOTTE	349C Green	White	8005C Gold/465 non-metallic	Black
EAST CAROLINA	268 Purple	109 Gold		
FIU	282 Blue	125 Gold		
FLORIDA ATLANTIC	295 Blue	200 Red		
LA TECH	287 Blue	1797 Red		
MARSHALL	356 Green	429 Gray	4645 Lt. Brown	469 Brown
MIDDLE TENNESSEE	301 Blue	429 Gray		
NORTH TEXAS	356 Green	White		
OLD DOMINION	540 Navy Blue	877 Silver or 429 Gray	283 Light Blue	
RICE	281 Blue	428 Gray	115 Yellow	
SOUTHERN MISS	Black	123 Gold		
TULANE	3435 Green	877 Metallic Silver or Cool Gray 7	640 Blue	556 Lt. Green
TULSA	280 Blue	872 Gold	032 Red	
UAB	3425 Green	131 Gold	Black	193 Red
UTEP	282 Blue	151 Orange	877 Metallic Silver or Cool Gray 5	
UTSA	289 Blue	1665 Orange		

Affiliates

Name	PMS Color 1	PMS Color 2	PMS Color 3	PMS Color 4
Kentucky	286 Blue	White		
South Carolina	202 Garnet	Black		
Colorado College	Black	124 Gold		
Alabama	201 Crimson	White		
Kansas	293 Blue	186 Red		
Kansas State	266 Royal Purple			
Sacramento St.				
San Diego St.				
Oklahoma	201 Red			
Texas	159 Orange			
Tennessee	151 Orange	White		



STYLE GUIDE

Conference USA Brand Identity

VIDEO CONTENT

BRANDING

All original C-USA content (live event and feature):

- will have the three-second Digital Network ID clip at the beginning with no text or graphics over it.
- will feature the C-USA Network logo bug in the top left hand corner (use art file created by C-USA)
- will incorporate a C-USA graphics package created by the C-USA multimedia dept., including branded lower third name IDs

Any modifications to the above must be approved by the conference office.

Graphics used during championship streaming events or created by a third party for C-USA content must be approved by C-USA.



FRAMING

C-USA interview shots should be framed according to the following guidelines and samples:

- Medium close-up
- Allow enough head room for the editor to work with

MISC.

When interviewing a subject, please allow for a few seconds between the interviewer's question and the subject's response for editing purposes.

Wait 1-2 seconds at the end of filming, then stop recording - this allows for smoother transitions in editing.





STYLE GUIDE

Conference USA Brand Identity

SOCIAL NETWORKING

BRANDING

The following are the official social networking sites for Conference USA as managed by the C-USA multi-media team:

Facebook - www.facebook.com/ConferenceUSA

Twitter - www.twitter.com/ConferenceUSA1

Pinterest - www.pinterest.com/conferenceusa/

Tumblr - www.conferenceusa.tumblr.com/

Instagram - conferenceusa

YouTube -

<http://www.youtube.com/user/conferenceusa?feature=mhee> or search Conference USA

The abbreviated form of Conference USA is C-USA.
The only allowable use of CUSA (no hyphen) is in social media applications where a hyphen isn't recognized.

Official Conference USA hashtags:

Twitter hashtags:

#CUSA - general reference

#CUSACHAMP - championship events

#CUSASHORTS - digital network features

#CUSAFB - football

#CUSABASE - baseball

#CUSAMBK - men's basketball

#CUSAXC - cross country

#CUSAMGOLF - men's golf

#CUSAGOLF - men's/women's golf

#CUSAMSOC - men's soccer

#CUSAWSOC - women's soccer

#CUSATEN - men's/women's tennis

#CUSAROW - rowing

#CUSASB - softball

#CUSASWIM - swimming/diving

#CUSATF - track and field

#CUSAVB - volleyball

#TeamCUSA - Olympics, general

