

Atlantic Union Bank Center Reference Guide

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PURPOSE: This document, upon mutual agreement between James Madison University Athletics, Learfield IMG College (JMU Sports Properties) and facility naming partner Atlantic Union Bank, outlines all acceptable name and identity references for the Atlantic Union Bank Center, located on JMU's campus. All references to the facility and events held at the facility, including all internal and external events and promotional efforts by all entities, must follow these guidelines. These guidelines apply to both official organizational communication as well as individual communication by employees of organizations (i.e. social media post).

DISTRIBUTION: This document will be distributed to current and future staff representing:

- JMU Athletics administration
- JMU Athletics external operations
- JMU Athletics content creators
- JMU basketball coaches, student-athletes and relevant support staff
- JMU Athletics event management staff
- JMU university units (communications & marketing, advancement, Alumni Association, admissions, event management, etc.)
- Colonial Athletic Association
- external partners hosting major events in the facility
- additionally published on JMUSports.com with abbreviated references in other distributed media materials
- Creative teams and agencies.

GUIDELINES

Overall

With few exceptions (as outlined below), when referring to the facility, the title of Atlantic Union Bank Center should be written out in full and never abbreviated (ex. AUBC) or replaced with a nickname.

Written Text

All messaging formats of longer text could include press releases, website articles, game recaps, email marketing, direct fan messaging, news articles, etc. and could appear in digital or print format. Such messages must comply with the following:

- If referencing the facility, a headline must use full title – Atlantic Union Bank Center
- First facility reference within text must use same full title
- A second or additional facility reference later in the same written piece may use the AUBC acronym if (AUBC) is added immediately at the end of the first reference.
 - *Sample: James Madison will debut the Atlantic Union Bank Center (AUBC) in November, 2020.*

- If an article contains many references to AUBC (i.e. 5+), it is recommended to mix additional references to the full title later in the piece, rather than continuing to use only the acronym.

Graphic Design

Any visual graphic created for digital (social media, website, email) or print (game program, advertisement) formats desiring to reference the facility should use the full title of Atlantic Union Bank Center or the approved facility logo, or both. AUBC is not approved for this use.

Social Media Post

Any graphic as part of a social media post should follow the “Graphic Design” guidance. If referencing the facility, accompanying text for the post must also include the full title of Atlantic Union Bank Center. It is preferable for posts on Twitter, Facebook and/or Instagram to tag the bank as part of the facility title. For example, a tweet could say “Welcome to the @Atlantic_Union Bank Center.”

Video

Any edited/produced video element for the website, social media, email, television or a similar platform should use the full title of Atlantic Union Bank Center if there is to be a reference in text to the facility within the piece. Using the approved facility logo would be another acceptable alternative.

Recorded Speech

Any recorded audible element, to include interviews, radio advertisements, video voiceovers or similar must use the full title of Atlantic Union Bank Center when referencing the facility.

Live Broadcasts, Interviews and Press Conferences

While a live platform can present opportunities to slip, every effort should be made for any live broadcast or similar live presentation to refer to the full title of Atlantic Union Bank Center.

With James Madison University



Without James Madison University



Atlantic Union Bank Center - Logo Guidelines

- The full, formal name of the facility is the Atlantic Union Bank Center at James Madison University.
- Upon official acceptance of the logos within this guide, these marks are the preferred visual identify of the new Atlantic Union Bank Center and it is preferred that the logo replace all advertising that previously incorporated both the JMU Athletics and Atlantic Union Bank marks.
- Endorsement of this logo package implies approval for both JMU Athletics and Atlantic Union Bank to use these marks for general promotion, marketing and operation of the facility.
- The Atlantic Union Bank Center logo incorporates the official mark of Atlantic Union Bank. At no time can the sponsor's logo be altered from the approved implementation within this logo.
- The full-color logo is preferred for most uses, while the one-color mark is provided for implementation requiring one color. The full-color logo should not be modified for use in a one-color application or printed as a "grayscale" option as available on some printers.
- The Atlantic Union Bank Center logo includes a white "control" border (as seen on purple background in this guide). This border must show when applied to any non-white background. Additional borders should not be added beyond the one white control border.
- The square (1:1) left column is the preferred primary mark for the Atlantic Union Bank Center. The non-square (right column) is the secondary mark.
- Any square (1:1) logo need, and most other applications, should use the version in the left column of this page.
- Any non-square need can use the wider, horizontal version (secondary) in the right column of this page.
- The logo incorporating the words "James Madison University" is preferred for any usage outside of the venue. For example, on literature sent to visiting teams or performing acts, advertising, etc.
- The logo that does not include the words "James Madison University" is preferred for any in-venue or on-campus usage.
- Outside entities (local high schools, performing acts, visiting teams) are encouraged (but not required) to use these marks to advertise their events occurring in the facility.
- The logo is preferred to be applied to a solid colored background. When applied to a background with multiple colors (such as a photo), the appearance of the logo should not be compromised.
- The logo should not be stretched or skewed out of ratio from its original proportions as seen in this document.
- At no time can the colors within the logo be modified.
- The white color in the one-color logo must remain with the logo. There is no transparency for a background color to show through the logo. In this way, it acts more like a two-color logo with white and purple.



