



**SUN BELT CONFERENCE**

**2020 BRAND STANDARDS**

APPALACHIAN STATE | ARKANSAS STATE | COASTAL CAROLINA | GEORGIA SOUTHERN | GEORGIA STATE | LITTLE ROCK  
LOUISIANA | ULM | SOUTH ALABAMA | UT ARLINGTON | TEXAS STATE | TROY



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# CONTENTS

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<b>THE BRAND</b>	Brand Ecosystem.....	5
	SBC Logo.....	6
	Wordmark.....	7
	SBC Logo & Conference Name.....	8
	Stacked Logo.....	9
	Alternate Wordmark.....	10

<b>GUIDELINES</b>	Logo Safe Zones.....	12
	Minimum Sizing.....	13
	Discontinued Logos.....	14
	Proper Logo Coloring.....	15
	Improper Logo Usage.....	16
	Color Palette.....	17
	Typography.....	18

<b>APPLICATION</b>	School-Specific Pages.....	20-31
	School-Specific – Affiliate Member Pages.....	32-33
	Conference Logo Placement.....	34
	Optional Graduation Logo Placement.....	35
	Sport-Specific Uniform Patch Placement.....	36-44
	Playing Surface-Specific Logo Placement.....	45-50
	Venue Collateral.....	51
	Campus Game Operations.....	52
	Mandatory Officials' Logo Placement.....	53
	Non-Mandatory Logo Placement.....	54





**THE BRAND**

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## BRAND ECOSYSTEM

The Sun Belt Conference family of logos are the cornerstones of our identity system. They distinguish the conference and present a cohesive, recognized image of our brand.

Therefore, they must be used consistently and never be manipulated, changed, disassembled, used as part of other logos or otherwise modified.

All publications, web applications, advertising and on-campus depictions of the marks must be consistent with the branding guidelines outlined in the official conference brand standards guide, or otherwise approved by the conference office.

The use of any conference logo for retail or resale purposes must be approved by the conference office and must comply with the conference's licensing program policies.

To access downloads of the official conference logos and those of its members, please visit our Logo Downloads Page on our website at [SunBeltSports.org/branding](http://SunBeltSports.org/branding)

**NOTE:**

Use of the Sun Belt Conference identity is restricted to its member institutions and organizations authorized by the Sun Belt Conference.

For more information on officially licensed products, including exempt royalty free items, please contact Keith Nunez at [nunez@sunbeltsports.org](mailto:nunez@sunbeltsports.org)





*Full Color Logo  
Color Background 1*



*Full Color Logo  
Color Background 2*



*One Color Logo  
Light Background*



*One Color Logo  
Dark Background*

# SUN BELT SUN BELT CONFERENCE



Full Color Logo  
Color Background 1



Full Color Logo  
Color Background 2



One Color Logo  
Light Background



One Color Logo  
Dark Background



SUN BELT CONFERENCE



Full Color Logo  
Color Background 1



Full Color Logo  
Color Background 2



One Color Logo  
Light Background



One Color Logo  
Dark Background



## STACKED LOGO



Full Color Logo  
Color Background 1



Full Color Logo  
Color Background 2



One Color Logo  
Light Background



One Color Logo  
Dark Background

# SUN BELT

## C O N F E R E N C E



Full Color Logo  
Color Background 1



Full Color Logo  
Color Background 2



One Color Logo  
Light Background



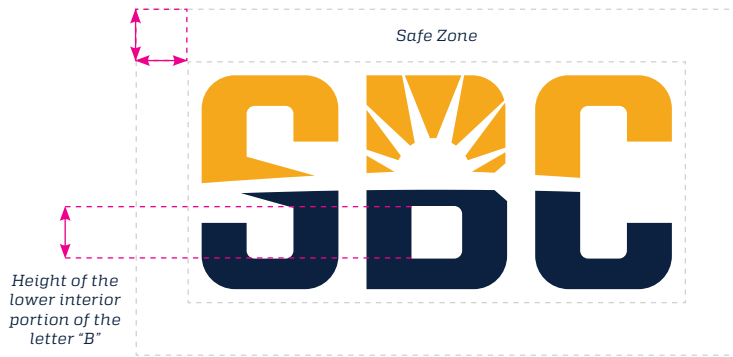
One Color Logo  
Dark Background



# GUIDELINES

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## LOGO & WORDMARK SAFE ZONES



For the Sun Belt Conference logo, the height of the lower interior portion of the "B" should be used to calculate the clearance area.

On all Sun Belt Conference wordmarks, the overall height of the word "Conference" should be used to calculate the clearance area.



Careful attention to the safe zone around the conference marks assures that they will always be easily read and never be combined or overlapped with any other logos, text, images or graphics.

## MINIMUM SIZING



While there are no restrictions on the maximum size of the Sun Belt Conference logos and wordmarks, there are guidelines for the minimum size. Each logo and wordmark in the Sun Belt Conference ecosystem has its own minimum size requirements (as shown above) to prevent print and readability issues.

When calculating minimum sizing, always be sure to include the outline around the exterior of logos (for those that have them), even when used on a white background.

The logos should always appear as large as possible for clarity and readability, while accounting for logo safe zones outlined on the “Logo Safe Zones” page.

Discretion may be used for sizing web content in the event that a logo is too large. The logos must be scaled proportionately to accommodate applications as diverse as website and social media graphics, campus banners, field markers and promotional materials.

## DISCONTINUED LOGOS



Dates Unknown



Dates Unknown



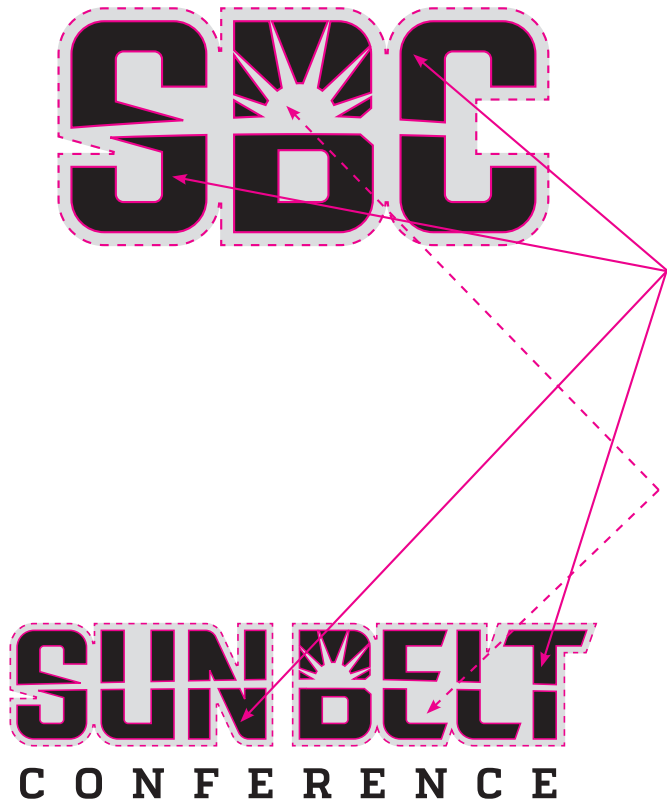
2001-2012



2013-2020

Any of the above logos—or their variations—should no longer be utilized in any manner. Further questions about discontinued logo usage should be directed to: Keith Nunez at [nunez@sunbeltsports.org](mailto:nunez@sunbeltsports.org)

## PROPER LOGO COLORING



Interior letters  
(both top and  
bottom sections)  
should be darker  
than outline

Outline  
surrounding letters  
should be lighter  
than letters

The Sun Belt SBC Logo and Wordmark is designed to appear with a sun burst shining through the lettering, while divided on the horizontal axis as a visual representation of the Conference's name. To create the effect of the sun rays shining "light" through the letters, the background, or outline, of the logo should always be a lighter color than the letters.

This page demonstrates the correct composition and usage of the SBC logo and wordmark in relation to color. These rules apply to all logos in the brand ecosystem. Additional examples of proper and improper logo usage are on the following page.

### CORRECT



### INCORRECT



## IMPROPER LOGO USAGE



Do not stretch the logo



Do not skew the logo



Do not add a stroke to the logo



Do not rotate the logo



Do not add to, delete, or distort any elements of the logo



Do not change any of the colors of the logo outside of approved variations



Do not crop the logo



Do not add special effects, such as shadows, bevels, etc. to the logo in a non-digital environment



Do not place the logo on a busy or confusing background



Do not place a dark one-color logo on a dark background



Do not place a light one-color logo on a light background



Do not combine logos from the brand ecosystem beyond the approved lockups

Incorrect usage of the Sun Belt Conference marks compromise the integrity of the brand and impedes our goal of achieving a unified branding effort. Therefore, variations of the marks are not permitted. These rules apply to any logo in the brand ecosystem.

This page outlines some incorrect usages of the conference logo that violate the established guidelines outlined by the Sun Belt Conference. Please avoid any treatment, application or usage of the marks that alters branding elements, affects legibility or otherwise modifies the logos and/or wordmarks in any way.

Some applications of an official logo and/or wordmark may require certain effects to be applied — where there is uncertainty please contact Keith Nunez at [nunez@sunbeltsports.org](mailto:nunez@sunbeltsports.org)



## COLOR PALETTE



**SUN BELT NAVY**

**PANTONE® 289c**

C 100	M 66	Y 00	K 76
R 12	G 35	B 64	#0C2340

**SUN BELT GOLD**

**PANTONE® 130c**

C 00	M 32	Y 100	K 00
R 242	G 169	B 00	#F2A900

Shown here are the official colors of the Sun Belt Conference. The Conference encourages its member institutions to utilize the Sun Belt Conference logos in official institutional colors. Additional color options must be approved by the Conference office. It is very important to match these colors faithfully when reproducing the conference marks.

It is preferred that all Sun Belt Conference marks be used in the full color version whenever possible. However, one-color applications are acceptable.



# TYPOGRAPHY

## HEADLINE FONT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

*SUN BELT DISPLAY*

## BODY COPY FONTS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**

*QUADON ULTRA BOLD*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890***

*QUADON ULTRA BOLD ITALIC*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**

*QUADON MEDIUM*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890***

*QUADON MEDIUM ITALIC*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**

*QUADON REGULAR*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890***

*QUADON REGULAR ITALIC*

The Sun Belt Conference logo family uses a custom typeface that has been created for the conference, and is unique and exclusive to us. However, to provide greater flexibility, the Conference has selected typefaces that can be used to complement and enhance the look of the Conference's logos and communications.

Using these fonts assures that every communication from the conference and our member schools will adhere to a uniform, cohesive and consistent style and maintain brand integrity.

Our official custom font family is Sun Belt Display. The secondary slab serif font is Quadon. Because there are so many variations of this typeface, the weight and style of the font in design and layout will be up to the discretion of the designer.

For web-safe fonts or fonts compatible with Microsoft Office products, please contact Keith Nunez for available options and additional information.





**APPLICATION**

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## SCHOOL-SPECIFIC LOGOS



### APPALACHIAN STATE MOUNTAINEERS

OFFICIAL COLORS

PMS BLACK

PMS 116

The color options on this page are appropriate for use on institutional materials. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

The following combinations must only be used with the SBC Monogram or Wordmark.

*\*For special applications that use colors beyond the institutional palette, please defer to the black/white logos.*



Full Color Logo\*  
White Background



Full Color Logo  
Color Background 1



Full Color Logo  
Color Background 2



Two-Color Logo  
White Background



Two-Color Logo\*  
Color Background 1



Two-Color Logo  
Color Background 2



Wordmark\*  
White Background



Wordmark  
Color Background 1



Wordmark  
Color Background 2

## SCHOOL-SPECIFIC LOGOS



**LITTLE ROCK  
TROJANS**

OFFICIAL COLORS

PMS 209

PMS 877

The color options on this page are appropriate for use on institutional materials. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

The following combinations must only be used with the SBC Monogram or Wordmark.

*\*For special applications that use colors beyond the institutional palette, please defer to the black/white logos.*



Full Color Logo\*  
White Background



Full Color Logo  
Color Background 1



Full Color Logo  
Color Background 2



Two-Color Logo  
White Background



Two-Color Logo\*  
Color Background 1



Two-Color Logo  
Color Background 2



Wordmark\*  
White Background



Wordmark  
Color Background 1



Wordmark  
Color Background 2

## SCHOOL-SPECIFIC LOGOS



### ARKANSAS STATE RED WOLVES

OFFICIAL COLORS

PMS BLACK

PMS 186

The color options on this page are appropriate for use on institutional materials. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

The following combinations must only be used with the SBC Monogram or Wordmark.

*\*For special applications that use colors beyond the institutional palette, please defer to the black/white logos.*



Full Color Logo\*  
White Background



Full Color Logo  
Color Background 1



Full Color Logo  
Color Background 2



Two-Color Logo  
White Background



Two-Color Logo\*  
Color Background 1



Two-Color Logo  
Color Background 2



Wordmark\*  
White Background



Wordmark  
Color Background 1



Wordmark  
Color Background 2

## SCHOOL-SPECIFIC LOGOS



### COASTAL CAROLINA CHANTICLEERS

#### OFFICIAL COLORS

PMS BLACK

PMS 322

PMS 875

The color options on this page are appropriate for use on institutional materials. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

The following combinations must only be used with the SBC Monogram or Wordmark.

*\*For special applications that use colors beyond the institutional palette, please defer to the black/white logos.*



Full Color Logo\*  
White Background



Full Color Logo  
Color Background 1



Full Color Logo  
Color Background 2



Two-Color Logo  
White Background



Two-Color Logo\*  
Color Background 1



Two-Color Logo  
Color Background 2



Wordmark\*  
White Background



Wordmark  
Color Background 1



Wordmark  
Color Background 2

## SCHOOL-SPECIFIC LOGOS



### GEORGIA SOUTHERN EAGLES

OFFICIAL COLORS

PMS 282

PMS 872

PMS 429

The color options on this page are appropriate for use on institutional materials. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

The following combinations must only be used with the SBC Monogram or Wordmark.

*\*For special applications that use colors beyond the institutional palette, please defer to the black/white logos.*



Full Color Logo\*  
White Background



Full Color Logo  
Color Background 1



Full Color Logo  
Color Background 2



Two-Color Logo  
White Background



Two-Color Logo\*  
Color Background 1



Two-Color Logo  
Color Background 2



Wordmark\*  
White Background



Wordmark  
Color Background 1



Wordmark  
Color Background 2





## SCHOOL-SPECIFIC LOGOS



**GEORGIA STATE  
PANTHERS**

OFFICIAL COLORS

PMS 286

PMS 186

The color options on this page are appropriate for use on institutional materials. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

The following combinations must only be used with the SBC Monogram or Wordmark.

*\*For special applications that use colors beyond the institutional palette, please defer to the black/white logos.*



Logo  
White Background



Logo\*  
Color Background 1



Logo  
Color Background 2



Wordmark\*  
White Background



Wordmark  
Color Background 1



Wordmark  
Color Background 2

## SCHOOL-SPECIFIC LOGOS



### LOUISIANA RAGIN' CAJUNS

OFFICIAL COLORS

PMS BLACK

PMS 186

The color options on this page are appropriate for use on institutional materials. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

The following combinations must only be used with the SBC Monogram or Wordmark.

*\*For special applications that use colors beyond the institutional palette, please defer to the black/white logos.*



Full Color Logo\*  
White Background



Full Color Logo  
Color Background 1



Full Color Logo  
Color Background 2



Two-Color Logo  
White Background



Two-Color Logo\*  
Color Background 1



Two-Color Logo  
Color Background 2



Wordmark\*  
White Background



Wordmark  
Color Background 1



Wordmark  
Color Background 2

## SCHOOL-SPECIFIC LOGOS



**ULM  
WARHAWKS**

OFFICIAL COLORS

PMS 202

PMS 124

The color options on this page are appropriate for use on institutional materials. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

The following combinations must only be used with the SBC Monogram or Wordmark.

*\*For special applications that use colors beyond the institutional palette, please defer to the black/white logos.*



Full Color Logo\*  
White Background



Full Color Logo  
Color Background 1



Full Color Logo  
Color Background 2



Two-Color Logo  
White Background



Two-Color Logo\*  
Color Background 1



Two-Color Logo  
Color Background 2



Wordmark\*  
White Background



Wordmark  
Color Background 1



Wordmark  
Color Background 2



## SCHOOL-SPECIFIC LOGOS



### SOUTH ALABAMA JAGUARS

OFFICIAL COLORS

PMS 281

PMS 193

The color options on this page are appropriate for use on institutional materials. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

The following combinations must only be used with the SBC Monogram or Wordmark.

*\*For special applications that use colors beyond the institutional palette, please defer to the black/white logos.*



Full Color Logo\*  
White Background



Full Color Logo  
Color Background 1



Full Color Logo  
Color Background 2



Two-Color Logo  
White Background



Two-Color Logo\*  
Color Background 1



Two-Color Logo  
Color Background 2



Wordmark\*  
White Background



Wordmark  
Color Background 1



Wordmark  
Color Background 2

## SCHOOL-SPECIFIC LOGOS



**UT ARLINGTON  
MAVERICKS**

OFFICIAL COLORS

PMS 293

PMS 158

The color options on this page are appropriate for use on institutional materials. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

The following combinations must only be used with the SBC Monogram or Wordmark.

*\*For special applications that use colors beyond the institutional palette, please defer to the black/white logos.*



Full Color Logo\*  
White Background



Full Color Logo  
Color Background 1



Full Color Logo  
Color Background 2



Two-Color Logo  
White Background



Two-Color Logo\*  
Color Background 1



Two-Color Logo  
Color Background 2



Wordmark\*  
White Background



Wordmark  
Color Background 1



Wordmark  
Color Background 2



## SCHOOL-SPECIFIC LOGOS



### TEXAS STATE BOBCATS

OFFICIAL COLORS

PMS BLACK

PMS 504

PMS 872

The color options on this page are appropriate for use on institutional materials. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

The following combinations must only be used with the SBC Monogram or Wordmark.

*\*For special applications that use colors beyond the institutional palette, please defer to the black/white logos.*



Full Color Logo\*  
White Background



Full Color Logo  
Color Background 1



Full Color Logo  
Color Background 2



Two-Color Logo  
White Background



Two-Color Logo\*  
Color Background 1



Two-Color Logo  
Color Background 2



Wordmark\*  
White Background

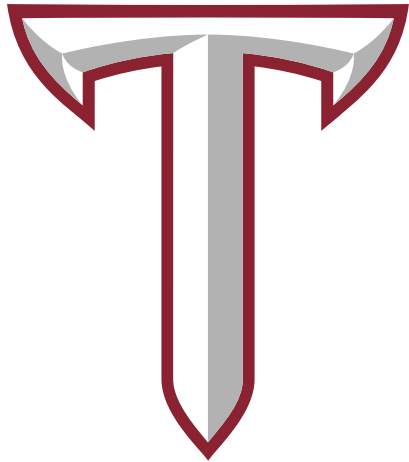


Wordmark  
Color Background 1



Wordmark  
Color Background 2

## SCHOOL-SPECIFIC LOGOS



**TROY  
TROJANS**

OFFICIAL COLORS

PMS BLACK

PMS 202

PMS COOL GRAY 5

The color options on this page are appropriate for use on institutional materials. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

The following combinations must only be used with the SBC Monogram or Wordmark.

*\*For special applications that use colors beyond the institutional palette, please defer to the black/white logos.*



Full Color Logo\*  
White Background



Full Color Logo  
Color Background 1



Full Color Logo  
Color Background 2



Two-Color Logo  
White Background



Two-Color Logo\*  
Color Background 1



Two-Color Logo  
Color Background 2



Wordmark\*  
White Background



Wordmark  
Color Background 1



Wordmark  
Color Background 2

## SCHOOL-SPECIFIC LOGOS – AFFILIATE MEMBERS



### CENTRAL ARKANSAS BEARS

OFFICIAL COLORS

PMS BLACK

PMS 268

PMS 430

The color options on this page are appropriate for use on institutional materials. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

The following combinations must only be used with the SBC Monogram or Wordmark.

*\*For special applications that use colors beyond the institutional palette, please defer to the black/white logos.*



Full Color Logo\*  
White Background



Full Color Logo  
Color Background 1



Full Color Logo  
Color Background 2



Two-Color Logo  
White Background



Two-Color Logo\*  
Color Background 1



Two-Color Logo  
Color Background 2



Wordmark\*  
White Background



Wordmark  
Color Background 1



Wordmark  
Color Background 2



## SCHOOL-SPECIFIC LOGOS – AFFILIATE MEMBERS



**HOWARD  
BISON**

OFFICIAL COLORS

PMS 2965

PMS 186

PMS 2165

The color options on this page are appropriate for use on institutional materials. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

The following combinations must only be used with the SBC Monogram or Wordmark.

*\*For special applications that use colors beyond the institutional palette, please defer to the black/white logos.*



Full Color Logo\*  
White Background



Full Color Logo  
Color Background 1



Full Color Logo  
Color Background 2



Two-Color Logo  
White Background



Two-Color Logo\*  
Color Background 1



Two-Color Logo  
Color Background 2



Wordmark\*  
White Background



Wordmark  
Color Background 1



Wordmark  
Color Background 2



### ***CONFERENCE LOGO PLACEMENT GUIDELINES***

The official logo of the Sun Belt Conference must be displayed on all game-day uniforms.

This is mandatory with no exceptions. Because uniforms and applications standards vary by sport, each sport has a set of specific application rules. In addition to uniforms, it is highly encouraged that institutions apply the Conference's logo on non-mandatory official gear, such as warm-ups and sideline apparel.

All logo applications must be approved by the Conference office in advance of placing final product orders. The Conference office will create a mock-up to ensure the proper application of the logo prior to final orders. Patches will be ordered by the Conference office for the 2020-21 academic year through Emblem Source. Institutions are responsible for any Conference logos that are screen printed, sublimated, or embroidered directly onto the fabric after receiving proper approval from the Conference office.



### **OPTIONAL GRADUATION LOGO PLACEMENT GUIDELINES**

Application of an optional Conference graduation logo in lieu of the standard Conference logo is available for placement on all uniforms. The sport-specific standards set forth in these guidelines will apply for sizing and placement. The Conference logo will utilize the respective team's colors as detailed in this guide.

# UNIFORM LOGO PLACEMENT

## FOOTBALL UNIFORM

Application of the Conference logo is mandatory on all football uniforms. The logo width must measure **3.5" wide** (height of logo will be determined by the width) and must be placed on the right or left chest. The Conference logo will utilize the respective team's colors as detailed in this guide.

*Best efforts must be made to balance the location of the Conference logo with the manufacturer's logo or any other mark on the opposite side.*

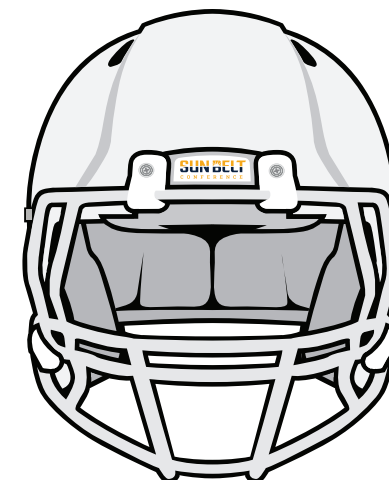
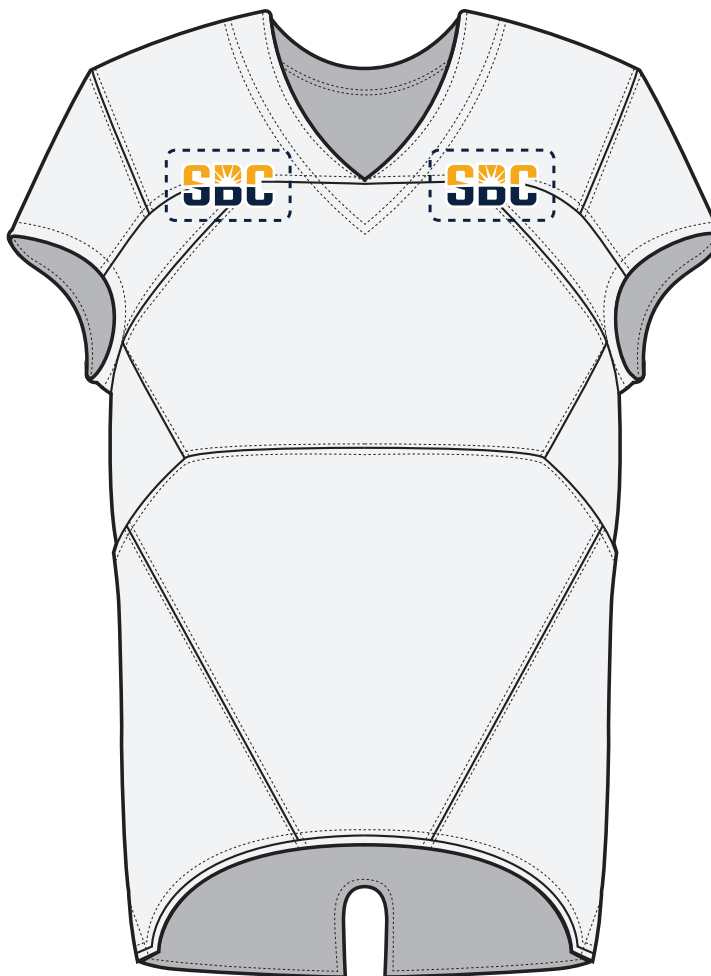
## FOOTBALL HELMET

Application of the Conference logo sticker is mandatory on all football helmets. The logo width must measure **2.0" wide** (height of logo will be determined by the width) and must be placed on the back of the helmet. The Conference logo will utilize the respective team's colors as detailed in this guide.

*Best efforts must be made to balance the location of the Conference logo with any logos or other stickers the opposite side of the helmet.*

## FOOTBALL HELMET SNUBBER

Application of the Conference wordmark sticker on the football helmet "snubber" is optional, but highly encouraged if available. The Conference wordmark will utilize the respective team's colors as detailed in this guide.



## UNIFORM LOGO PLACEMENT



### **BASKETBALL UNIFORM**

Application of the Conference logo is mandatory on all basketball uniforms. The logo width must measure **2.5" wide** (height of logo will be determined by the width) and must be placed on the right or left chest. The logo will utilize the respective team's colors as detailed in this guide.

*Best efforts must be made to balance the location of the Conference logo with the manufacturer's logo or any other mark on the opposite side.*

# UNIFORM LOGO PLACEMENT

## BASEBALL & SOFTBALL UNIFORM

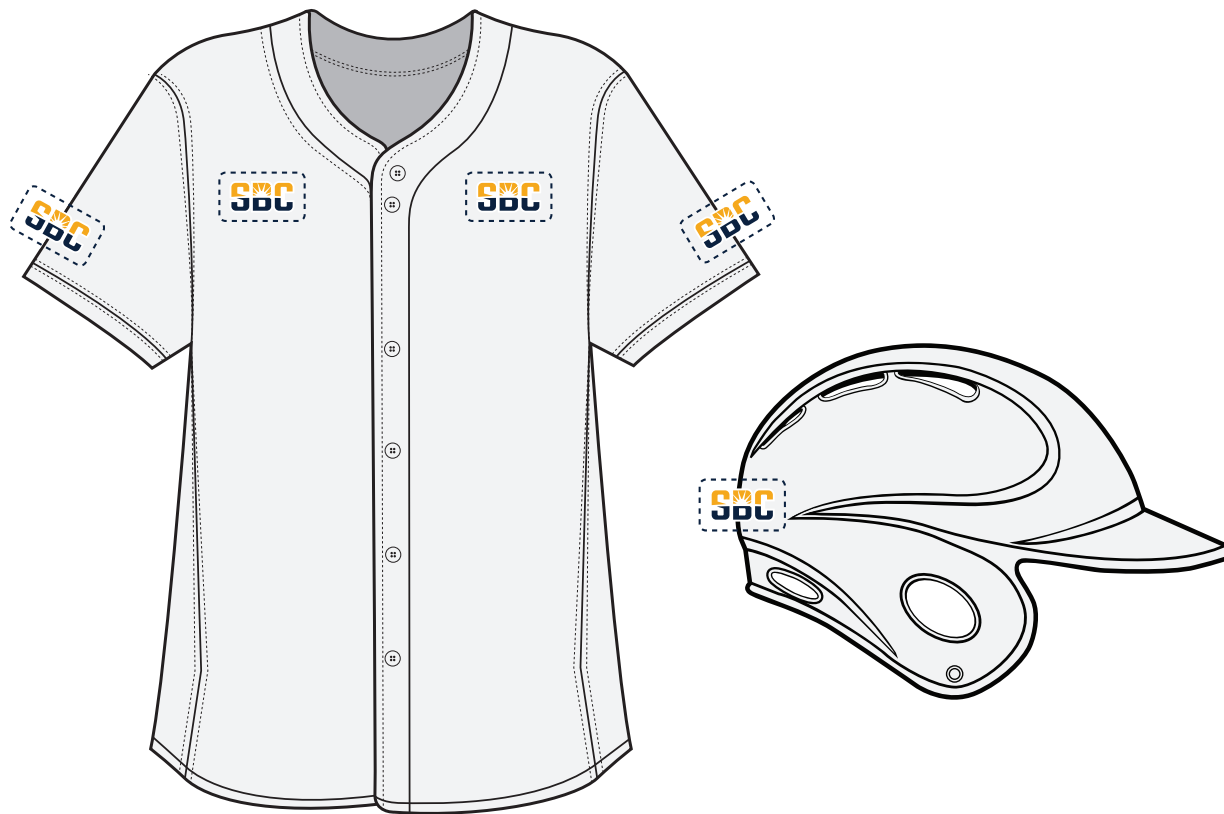
Application of the Conference logo is mandatory on all baseball and softball uniforms. The logo width must measure **2.5" wide** (height of logo will be determined by the width) and must be placed on the right or left chest. In the event the mandatory chest placement is not available, placement on the right or left sleeve is acceptable with Conference approval. The Conference logo will utilize the respective team's colors as detailed in this guide.

*Best efforts must be made to balance the location of the Conference logo with the manufacturer's logo or any other mark on the opposite side.*

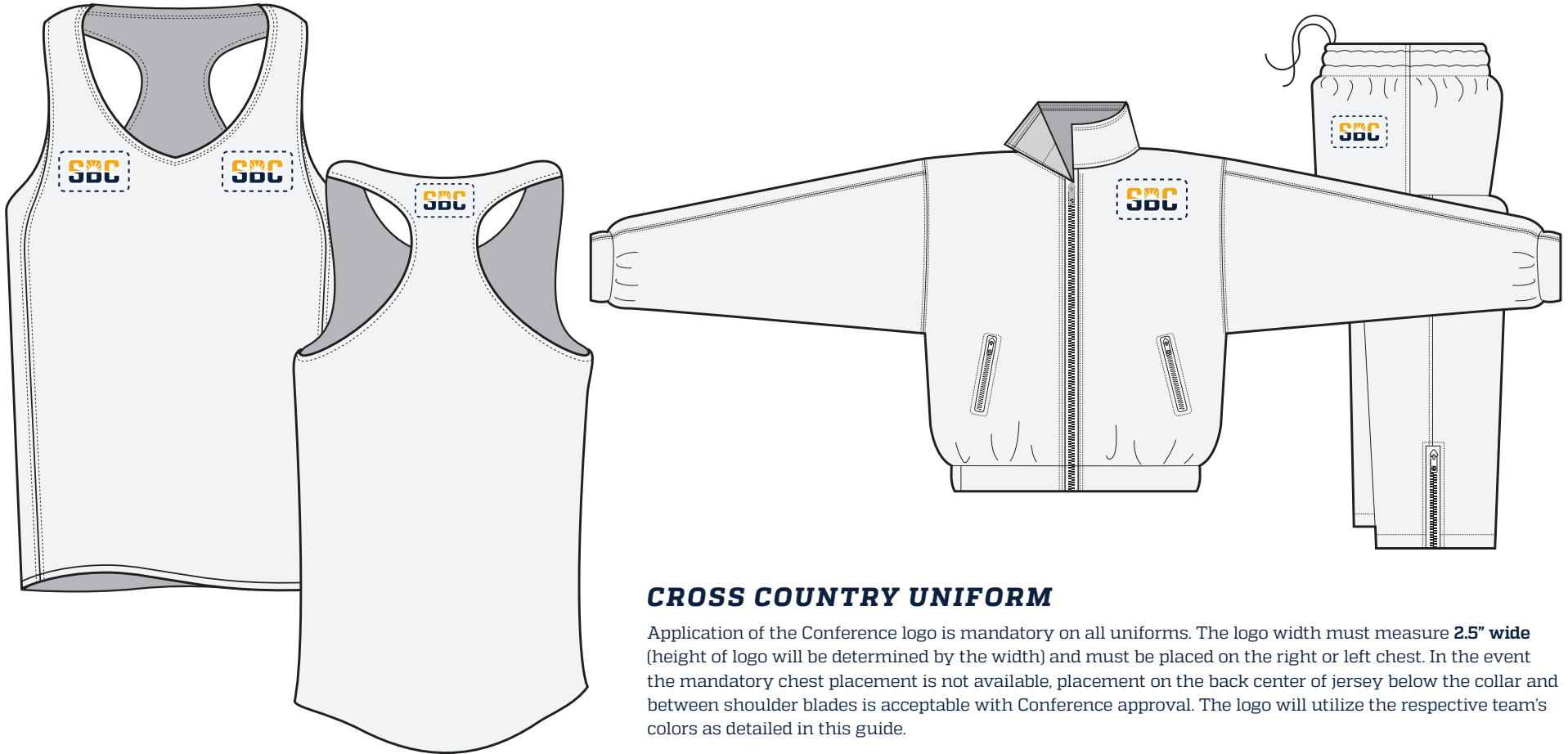
## BASEBALL & SOFTBALL HELMETS

Application of the Conference logo sticker is mandatory on all baseball and softball helmets. The logo width must measure **2.0" wide** (height of logo will be determined by the width) and must be placed on the back of the helmet. The Conference logo will utilize the respective team's colors as detailed in this guide.

*Best efforts must be made to balance the location of the Conference logo with any logos or other stickers the opposite side of the helmet.*



## UNIFORM LOGO PLACEMENT



### CROSS COUNTRY UNIFORM

Application of the Conference logo is mandatory on all uniforms. The logo width must measure **2.5" wide** (height of logo will be determined by the width) and must be placed on the right or left chest. In the event the mandatory chest placement is not available, placement on the back center of jersey below the collar and between shoulder blades is acceptable with Conference approval. The logo will utilize the respective team's colors as detailed in this guide.

*Best efforts must be made to balance the location of the Conference logo with the manufacturer's logo or any other mark on the opposite side.*

### DESIGNATED WARM-UP APPAREL

Application of the Conference logo on non-mandatory official gear, such as warm-ups, is optional, but highly encouraged if available. The logo size would appropriately fit the area it is being placed and would be located on either side of the chest for tops or on either hip for bottoms. The Conference logo will utilize the respective team's colors as detailed in this guide.

# UNIFORM LOGO PLACEMENT

## MEN'S & WOMEN'S GOLF SHIRTS AND OUTERWEAR

Application of the Conference logo is mandatory on all golf shirts and upper body outerwear worn during competition. The logo width must measure **2.5" wide** (height of logo will be determined by the width) and must be placed on the right or left chest. In the event the mandatory chest placement is not available, placement on the right or left sleeve is acceptable with Conference approval. The logo will utilize the respective team's colors as detailed in this guide.

*Best efforts must be made to balance the location of the Conference logo with the manufacturer's logo or any other mark on the opposite side.*

## BAG & VISOR/HAT

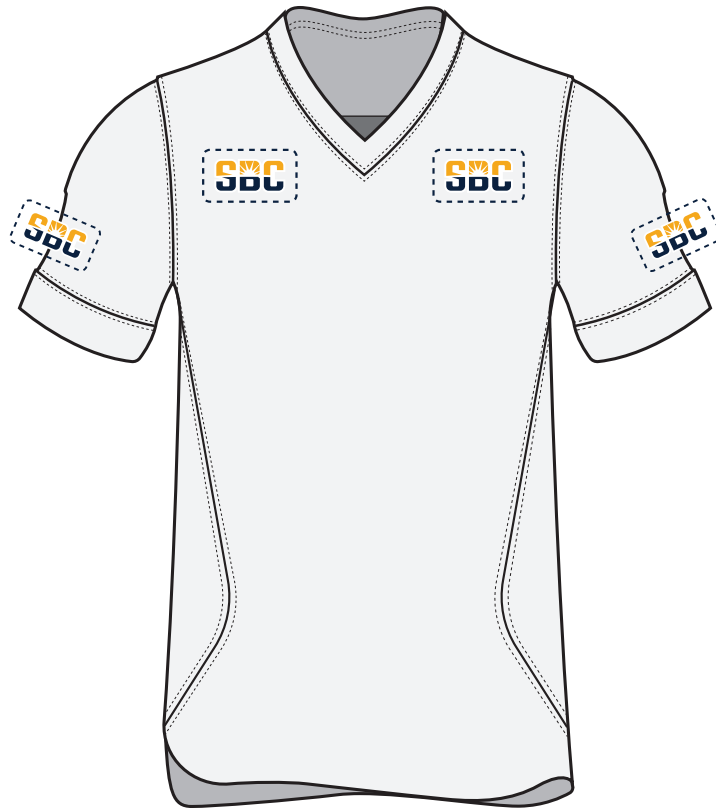
Application of the Conference logo on all golf bags is optional, but highly encouraged if available. The logo width must measure **4.5" wide** (height of logo will be determined by the width) and would be placed on the front of the bag. If placement on the front of the bag were not available, the Conference logo would be placed either side of the bag. The Conference logo will utilize the respective team's colors as detailed in this guide.

Application of the Conference logo on visors/hats is optional, but highly encouraged if available. The logo width must measure **2.0" wide** (height of logo will be determined by the width) and would be placed on either side of the visor/hat. The Conference logo will utilize the respective team's colors as detailed in this guide.





## UNIFORM LOGO PLACEMENT



### ***SOCCER UNIFORM***

Application of a Conference logo is mandatory on all uniforms. The logo width must measure **2.5" wide** (height of logo will be determined by the width) and must be placed on the right or left chest. In the event the mandatory chest placement is not available, placement on the right or left sleeve is acceptable with Conference approval. The Conference logo will utilize the respective team's colors as detailed in this guide.

*Best efforts must be made to balance the location of the Conference logo with the manufacturer's logo or any other mark on the opposite side.*

# UNIFORM LOGO PLACEMENT

## MEN'S TENNIS UNIFORM

Application of a Conference logo is mandatory on all uniforms. The logo width must measure **2.5" wide** (height of logo will be determined by the width) and must be placed on the right or left chest. In the event the mandatory chest placement is not available, placement on the right or left sleeve is acceptable with Conference approval. The Conference logo will utilize the respective team's colors as detailed in this guide.

*Best efforts must be made to balance the location of the Conference logo with the manufacturer's logo or any other mark on the opposite side.*

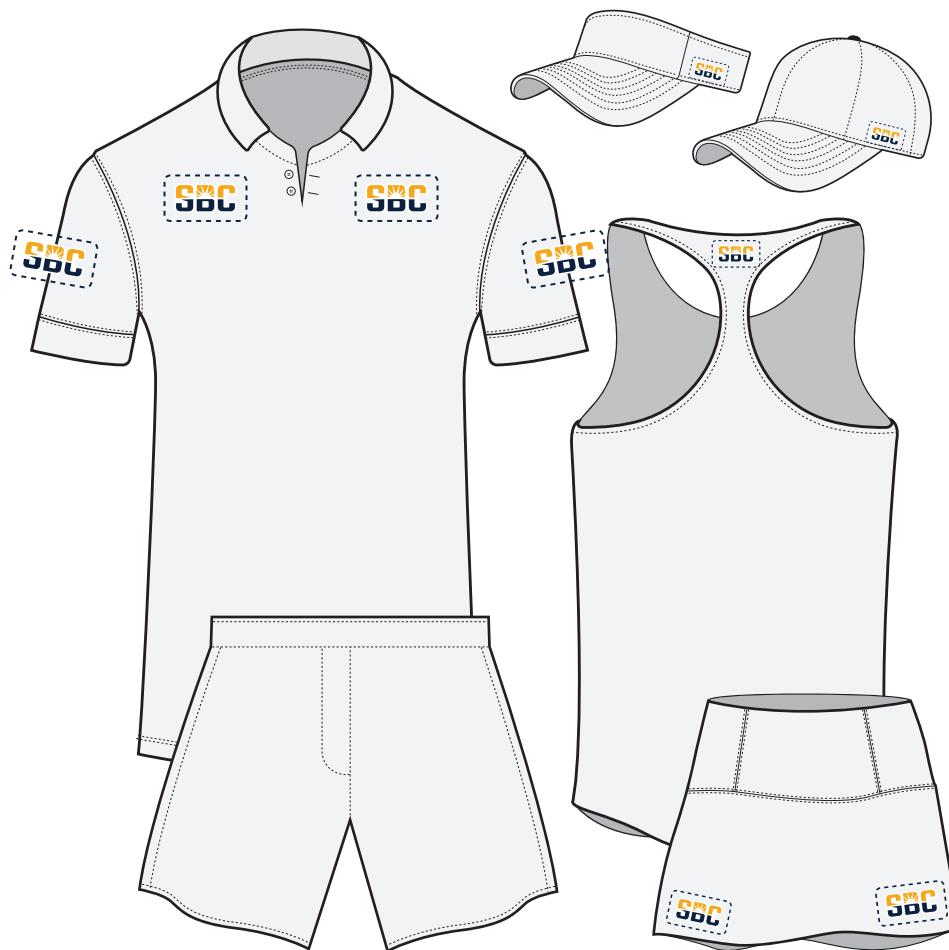
## WOMEN'S TENNIS UNIFORM

Application of a Conference logo is mandatory on all uniforms. The logo width must measure **2.5" wide** (height of logo will be determined by the width) and must be placed on the right or left chest. In the event the mandatory chest placement is not available, placement on either side of the front of skirts and shorts is acceptable with Conference approval. Placement of Conference logo on the back center of jersey below the collar and between shoulder blades is only acceptable with Conference approval if both sides of the chest and both sides of fronts of skirts and shorts are not available. The Conference logo will utilize the respective team's colors as detailed in this guide.

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## VISOR/HAT

Application of the Conference logo on visors/hats is optional, but highly encouraged if available. The logo width must measure **2.0" wide** (height of logo will be determined by the width) and would be placed on either side of the visor/hat. The Conference logo will utilize the respective team's colors as detailed in this guide.



## UNIFORM LOGO PLACEMENT



### TRACK & FIELD UNIFORM

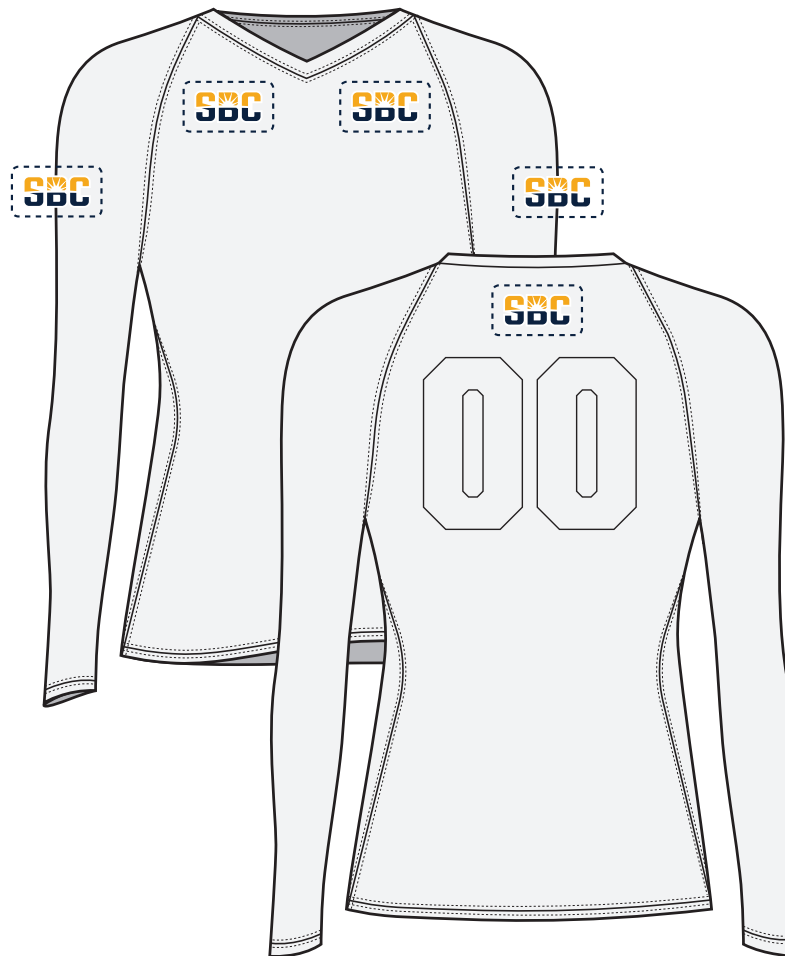
Application of the Conference logo is mandatory on all uniforms. The logo width must measure **2.5" wide** (height of logo will be determined by the width) and must be placed on the right or left chest. In the event the mandatory chest placement is not available, placement on the back center of jersey below the collar and between shoulder blades is acceptable with Conference approval. The Conference logo will utilize the respective team's colors as detailed in this guide.

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### DESIGNATED OFFICIAL WARM-UP GEAR

Application of the Conference logo on non-mandatory official gear, such as warm-ups, is optional, but highly encouraged if available. The logo size would appropriately fit the area it is being placed and would be located on either side of the chest for tops or on either hip for bottoms. The Conference logo will utilize the respective team's colors as detailed in this guide.

## UNIFORM LOGO PLACEMENT

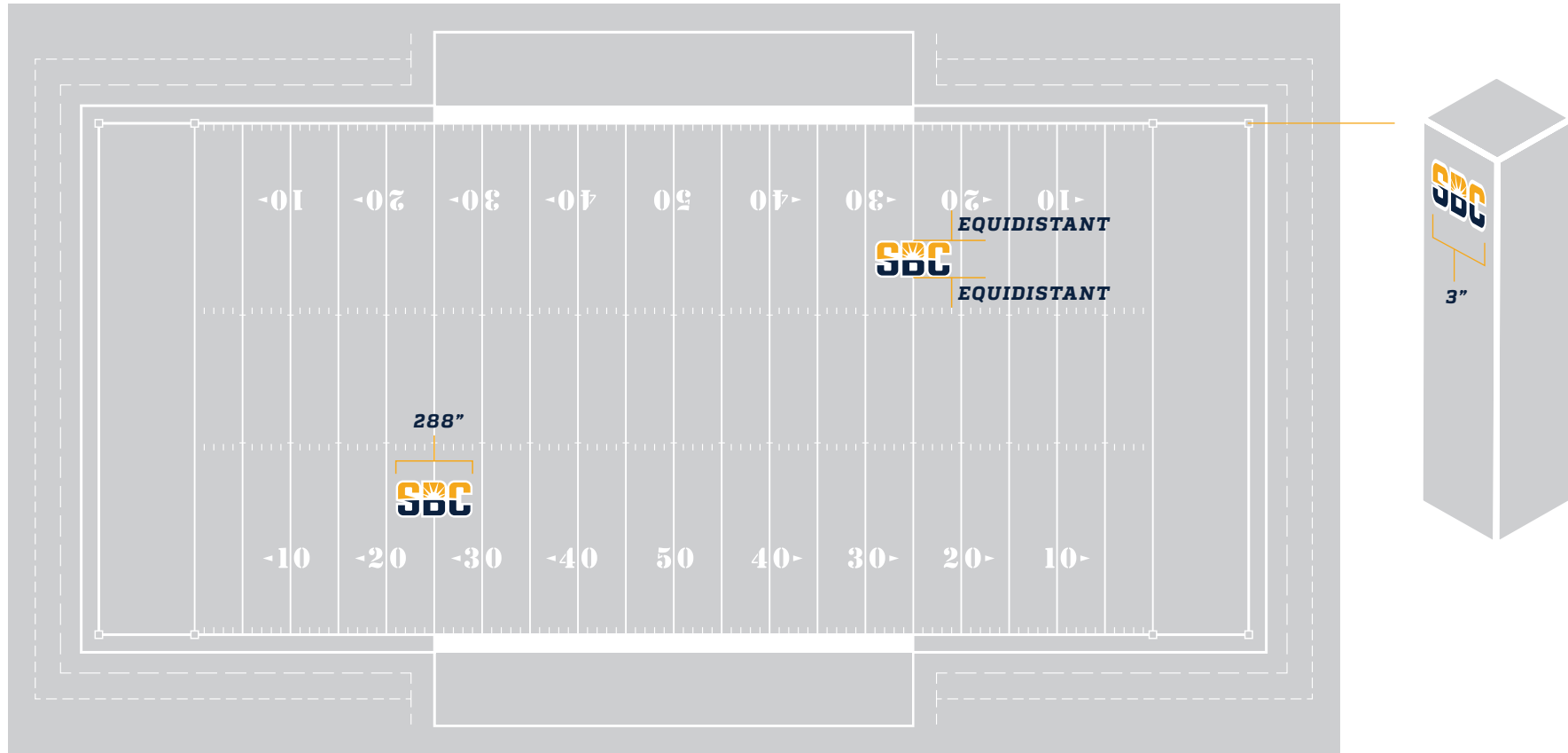


### VOLLEYBALL UNIFORM

Application of the Conference logo is mandatory on all uniforms. The logo width must measure **2.5" wide** (height of logo will be determined by the width) and must be placed on the right or left chest. In the event the mandatory chest placement is not available, placement on the right or left sleeve is acceptable with Conference approval. Placement of Conference logo on the back center of jersey below the collar and between shoulder blades is only acceptable with Conference approval if the both sides of the chest and both sleeves are not available. The Conference logo will utilize the respective team's colors as detailed in this guide.

*Best efforts must be made to balance the location of the Conference logo with the manufacturer's logo or any other mark on the opposite side.*

# PLAYING SURFACE LOGO PLACEMENT



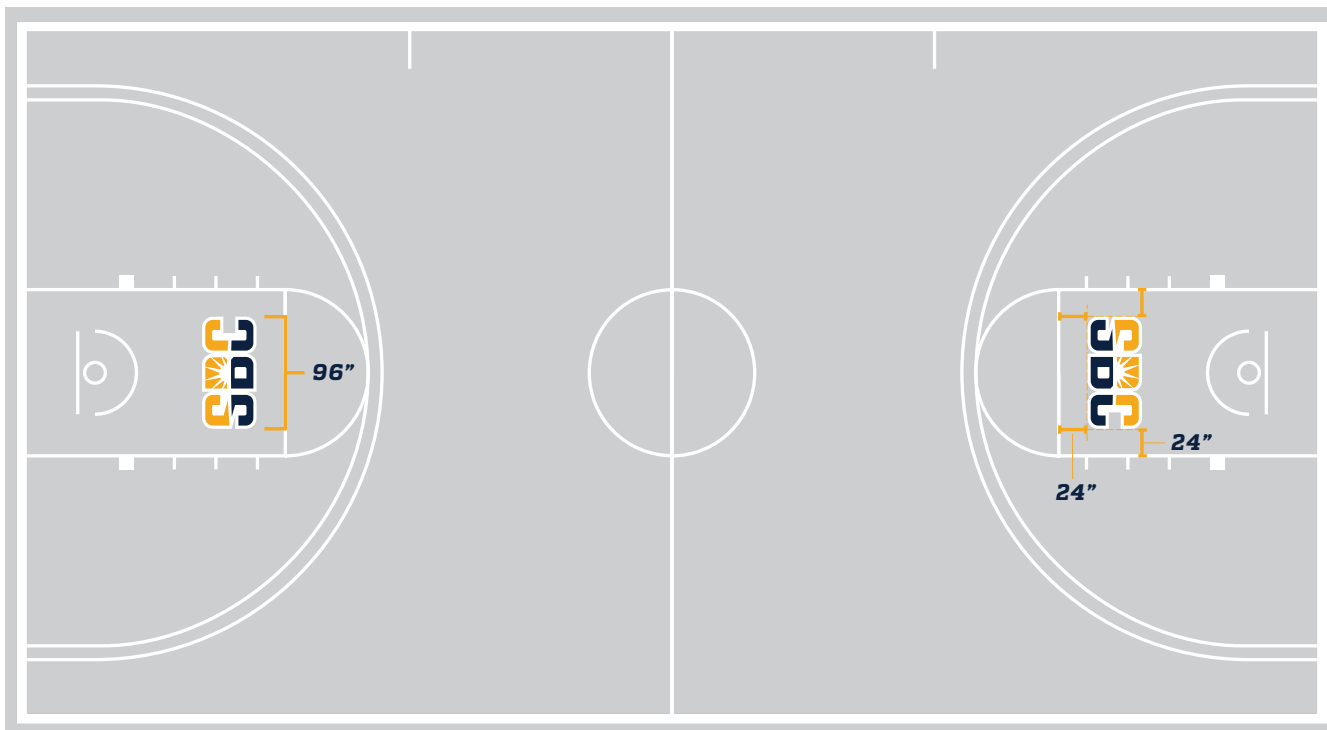
## FOOTBALL FIELD

The Sun Belt Conference logos are to be placed on the field, centered vertically between the top of the yard numbers and hash marks. The logos should be placed diagonally from each other facing the appropriate TV angle, and centered horizontally on the 25-yard lines. The width of the logo should stretch a total of **8 yards** (24ft or 288") **wide**, with the center of the logo on the 25-yard line. In addition to logo placement on the field, the Conference will supply each institution with bulls-eye caps for chains and goalpost donut pads to be used during each home contest.

## PYLONS

The Sun Belt Conference logos are to be placed on the four pylons in each end zone and should measure **3" wide**. The logo must be placed on two sides opposite from one another, centered horizontally and centered vertically in the top quarter of the pylon.

## PLAYING SURFACE LOGO PLACEMENT



### **BASKETBALL COURT**

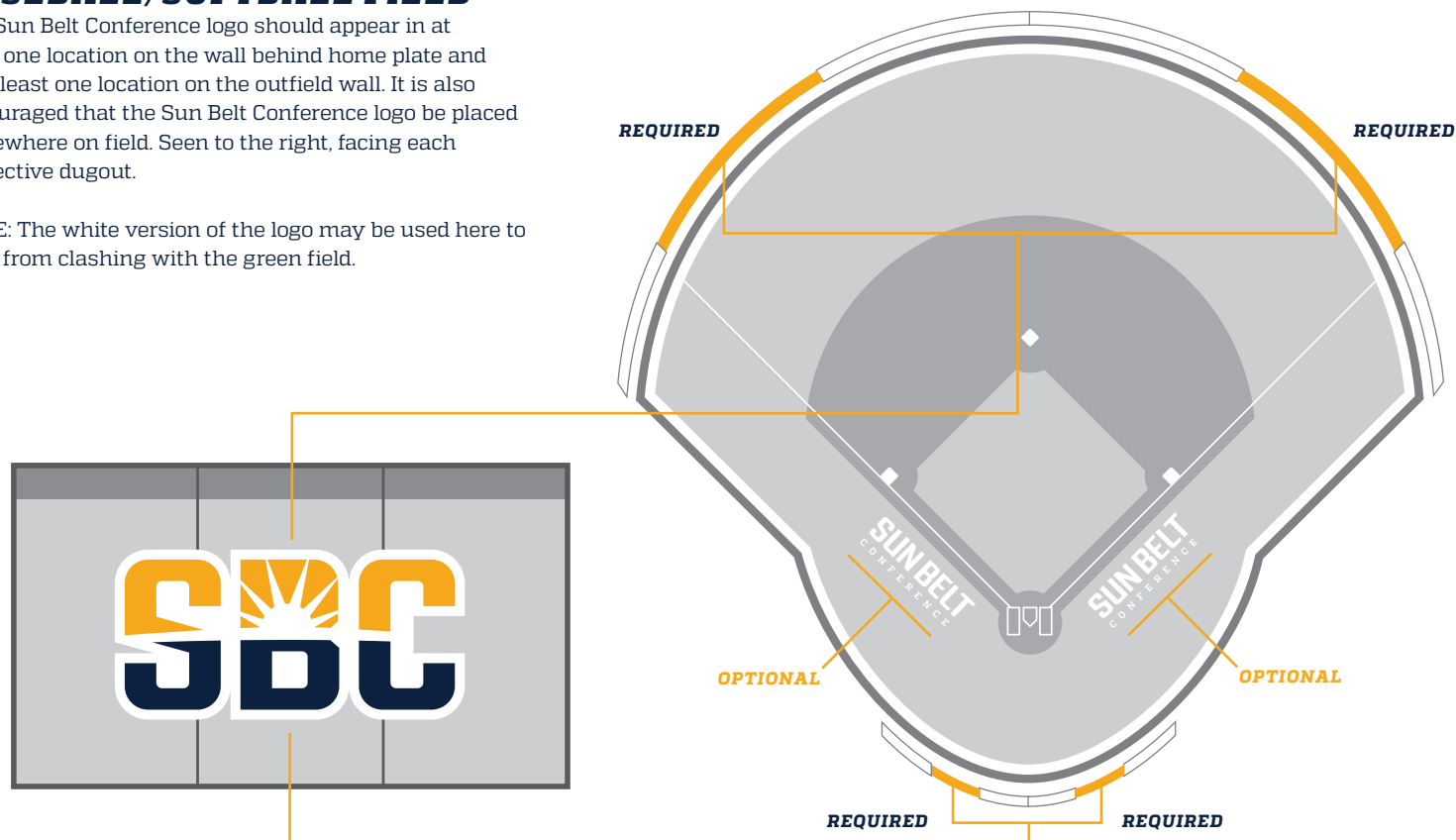
The Sun Belt Conference logos are to be applied within the designated area on both sides of the court. The logo should be centered in the free throw lane (below the free throw line), in the precise orientations shown above and should measure approximately **8ft (96") wide**. The logo must read from left-to-right, facing the shooter and equidistant from the bottom and both sides of the free throw line (24"). Decals are not permitted — the logo must be painted.

## PLAYING SURFACE LOGO PLACEMENT

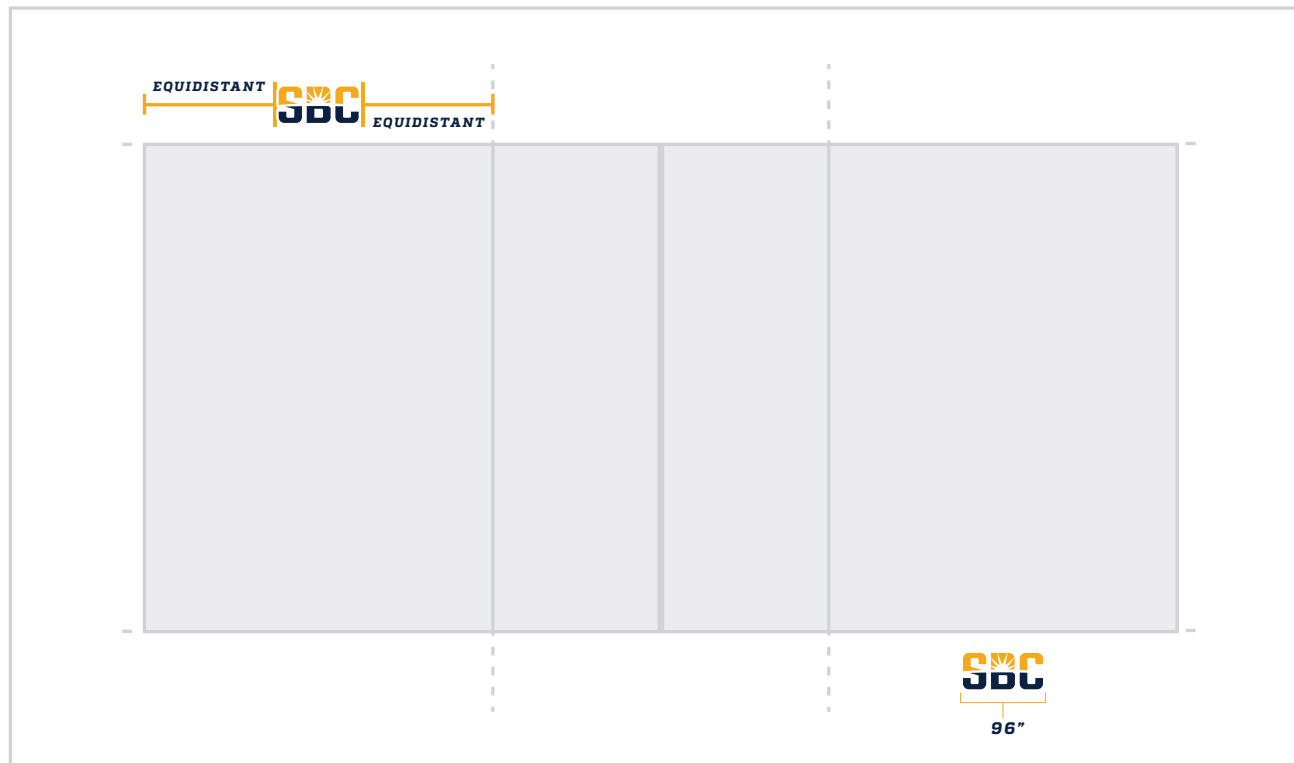
### BASEBALL/SOFTBALL FIELD

The Sun Belt Conference logo should appear in at least one location on the wall behind home plate and in at least one location on the outfield wall. It is also encouraged that the Sun Belt Conference logo be placed somewhere on field. Seen to the right, facing each respective dugout.

NOTE: The white version of the logo may be used here to keep from clashing with the green field.



## PLAYING SURFACE LOGO PLACEMENT

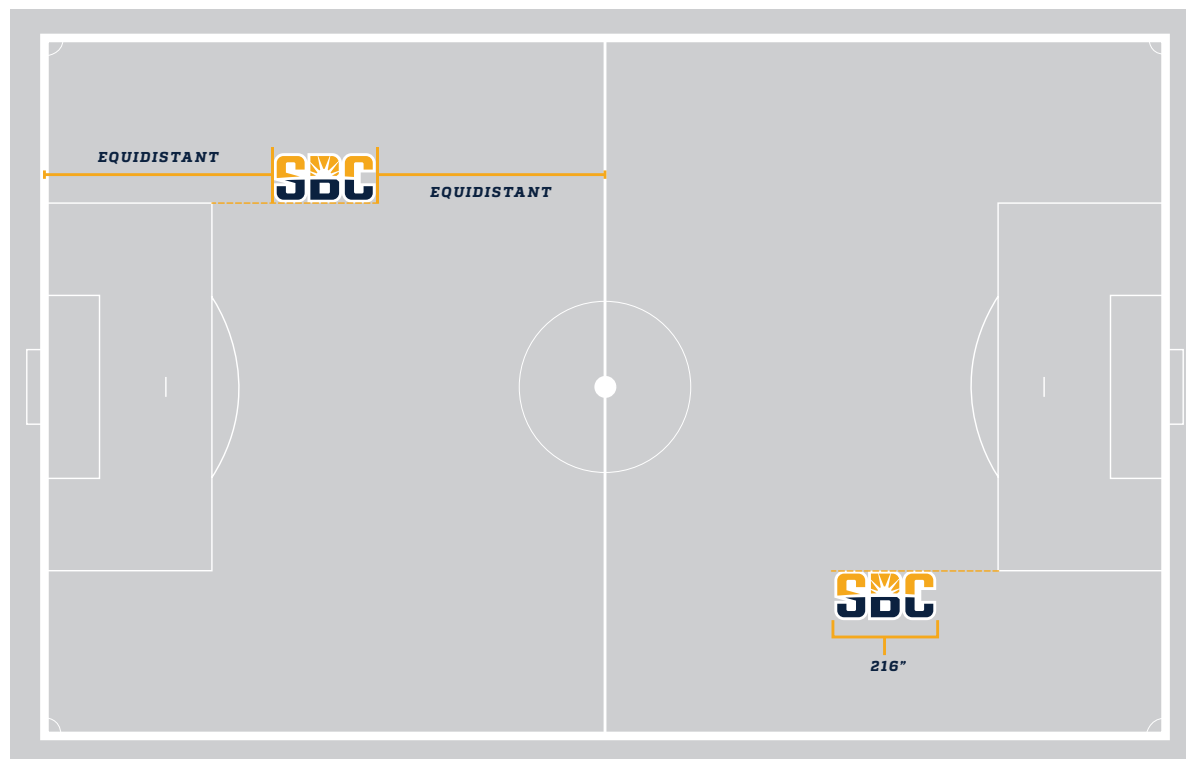


### ***VOLLEYBALL COURT***

The Sun Belt logos should be placed on the apron of the court, centered equidistant between the end line and the attack line. Another logo should be placed on the opposite side of the court (on the bottom right). Both logos should measure **96" wide** and must be facing the appropriate direction of the TV camera placement.



## PLAYING SURFACE LOGO PLACEMENT



### ***SOCCKER FIELD***

The Sun Belt Conference logo should measure **216" wide** and be placed equidistant from the midfield and goal lines. The bottom of the top logo (left side of field) should align with the top edge of the 18-yard box. The top of the bottom logo (right side of field) should align with the bottom edge of the 18-yard box.

## PLAYING SURFACE LOGO PLACEMENT

### **ADDITIONAL SPORTS:**

#### **CROSS-COUNTRY**

Logo painted in appropriate area (near start and/or finish)  
or minimum of two banners

#### **GOLF**

Near first tee, scoreboard area, or practice facility

#### **TENNIS**

Minimum of two banners in venue

#### **TRACK AND FIELD**

Near start/finish





### **BASKETBALL ARENA & FOOTBALL STADIUM**

Conference members are required to prominently hang the banners of each conference members primary mark, as well as the Conference itself. There are no restrictions on the shape or size of each banner.



### **LED SIGNAGE**

The use of the Conference wordmark is mandatory for venue LED and Video Board signage. Conference branded signage should be included into your regular rotation.

LED signage will be provided by the Conference.

## CAMPUS GAME OPERATIONS



### **MANDATORY GAME OPERATIONS APPAREL:**

#### **FOOTBALL**

The Conference office will provide mandatory polos, hats, and vests to the chain crews and time-out coordinators. The Conference will also provide mandatory covers bearing the Conference logo for all chain sets.

#### **BASKETBALL AND VOLLEYBALL**

The Conference will provide mandatory polos and quarter zips for volleyball and basketball table crews.

## MANDATORY OFFICIALS' LOGO PLACEMENT

### **SOCCER, SOFTBALL, & VOLLEYBALL OFFICIALS' UNIFORM**

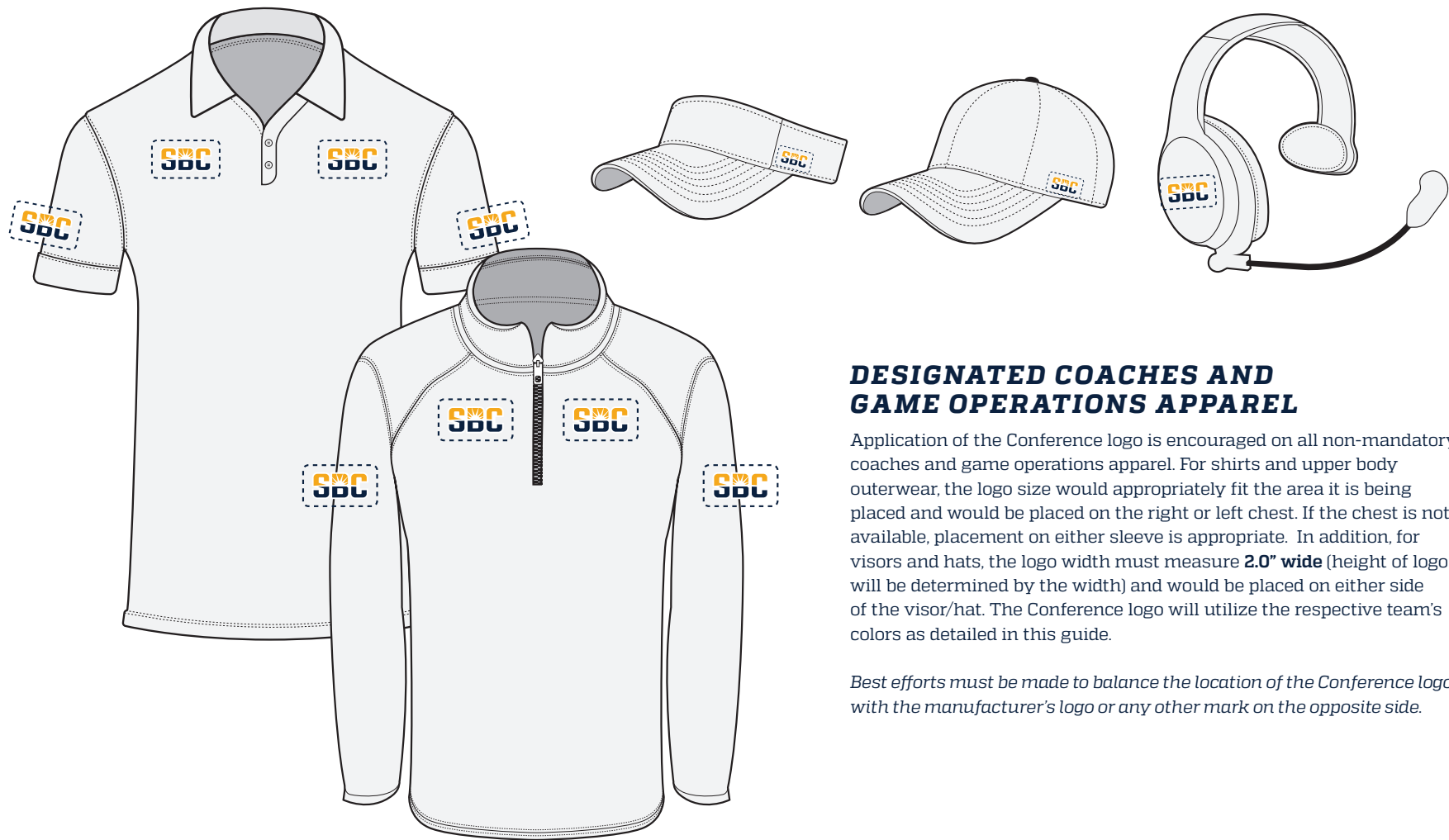
Application of a Conference logo is mandatory on all soccer, softball, and volleyball officials' uniforms. The Conference office will work with each respective coordinator of officials to ensure proper placement.

### **BASEBALL & SOFTBALL UMPIRE'S HAT**

Application of the Conference logo on hats is mandatory. The Conference office will work with each respective coordinator of officials to ensure proper placement.



## NON-MANDATORY LOGO PLACEMENT



### DESIGNATED COACHES AND GAME OPERATIONS APPAREL

Application of the Conference logo is encouraged on all non-mandatory coaches and game operations apparel. For shirts and upper body outerwear, the logo size would appropriately fit the area it is being placed and would be placed on the right or left chest. If the chest is not available, placement on either sleeve is appropriate. In addition, for visors and hats, the logo width must measure **2.0" wide** (height of logo will be determined by the width) and would be placed on either side of the visor/hat. The Conference logo will utilize the respective team's colors as detailed in this guide.

*Best efforts must be made to balance the location of the Conference logo with the manufacturer's logo or any other mark on the opposite side.*



## CONTACTS

For questions or additional information regarding the Sun Belt Conference and its logos, please contact:

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SUN BELT CONFERENCE

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