



THE **BIG WEST**™

BRAND BOOK VERSION V 1.1

TABLE OF CONTENTS

PART 1	
Letter From Commissioner Butterly	05
Our Brand	06
Our Positioning	11
Brand Conversions	13
Our Pillars	14
Our Purpose	21
Our Expression	23
PART 2	
Graphic Standards & Guidelines	26
Approvals / Contact Information / Trademark Ownership	28
New Primary Logo, The “Flying BW Icon” and Word Marks	29
Full Color	30
Single Color	31
The “Flying BW Icon”	32
Word Mark	33
Typography	36
Primary Logo - Clear Space / Aspect Ratio	37
Primary Logo - Unacceptable Use	38
Primary Logo - Applying to Imagery	39
Applying the “Flying BW Icon” to Visually Challenging Backgrounds	40
Merchandise Samples	41
Look Tools Kit	42
The “Flying BW Icon” with Internal Imagery	43
The “Flying BW Icon” Pattern Samples	44
The Big West Primary Logo Pattern Samples	45
“Cut Stripe” Pattern Samples	46
The “Flying BW Icon” Super Graphics Samples	47
Member Logos	48

TABLE OF CONTENTS

General Uniform Application	61
Baseball	62
Men’s Basketball	63
Women’s Basketball	64
Cross Country	65
Men’s Golf	66
Women’s Golf	67
Men’s and Women’s Soccer	68
Softball	69
Men’s Tennis	70
Women’s Tennis	71
Track and Field	72
Beach Volleyball	73
Men’s Volleyball	74
Women’s Volleyball	75
Women’s Water Polo	76
In Venue / Facility Branding	77
Basketball Court	78
Baseball Field	79
Softball Field	80
Soccer Field	81
Volleyball Court	82
Olympic Sports	83
Vendors	84
File Guide	85





DAN BUTTERLY



Dear Big West Members, Alumni, Fans and Friends,

Welcome to the new Big West.

In the past year The Big West has grown stronger through the addition of new membership and a host of exciting new opportunities. The Big West's new, audience-directed brand identity is but one of those opportunities. Through an extensive research process, which included input from more than 2,200 Big West stakeholders, we've adopted a bold new attitude which is reflected in our logo and identity.

In redefining The Big West brand, we're making a strong statement about who we are and where we're heading - but it's just the beginning. It's up to us to come together to truly embody this bolder vision. Expressing this vision begins with implementing our new identity - the outward symbol of our strong belief in our purpose. This begins on basketball courts and uniforms in 2021-22 and expands to our entire conference over time. The following pages provide guidelines on how to use our new icon and word mark appropriately.

This is an exciting time to be a part of The Big West and we thank you for your assistance and support in redefining our identity. This is a working document and there will be periodic updates sent to you all as needed. If you have any questions surrounding the brand or how to apply it, please feel free to reach out. We are happy to work with you to find solutions.

Sincerely,

Dan Butterly
Commisioner
The Big West

Only The Bold!



OUR BRAND

PART 01

OUR BRAND

This is a new era for The Big West.

With new leadership and new competitive opportunities in the wake of the COVID-19 pandemic, The Big West is poised for an era of unprecedented growth.

In January of 2021, The Big West Brand Task Force, a group that included representatives from all Big West institutions at all levels of responsibility, set out to guide the process of redefining and properly positioning The Big West brand to meet the unique challenges and opportunities that lie ahead.

The guiding objectives in the process were:

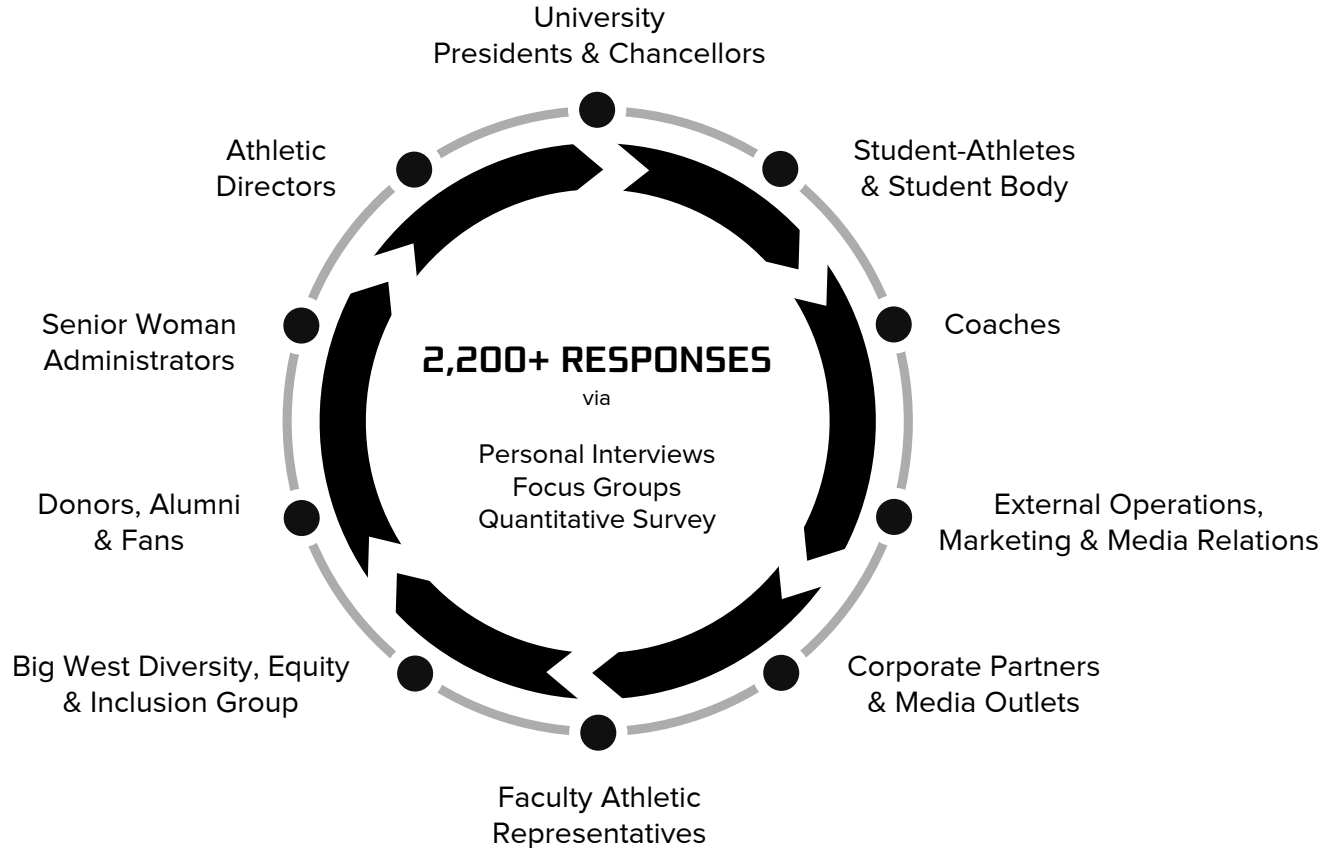
1. With new leadership and a new vision in place, prepare the brand for unprecedented growth.
2. Create an emotional and intellectual connection to the brand.
3. Stand apart within the collegiate marketplace.
4. Have high appeal to our main audience(s) – Gen Z.
5. Be powerful, resonant and genuine.

In the months that followed, over 2,200 of the individuals most invested in the success of The Big West were asked to provide input on the future direction of the brand.



OUR BRAND

Many times a brand is focused on logos and taglines, but a brand is much, much more. The Big West name and the “Flying BW Icon” logo are important symbols, but they are not the brand. The Big West brand is the feeling or emotion the conference strives to own and consistently replicate in order to build a greater connection to those who are invested in its success. The Big West brand then is not one single thing but a reflection of an experience.

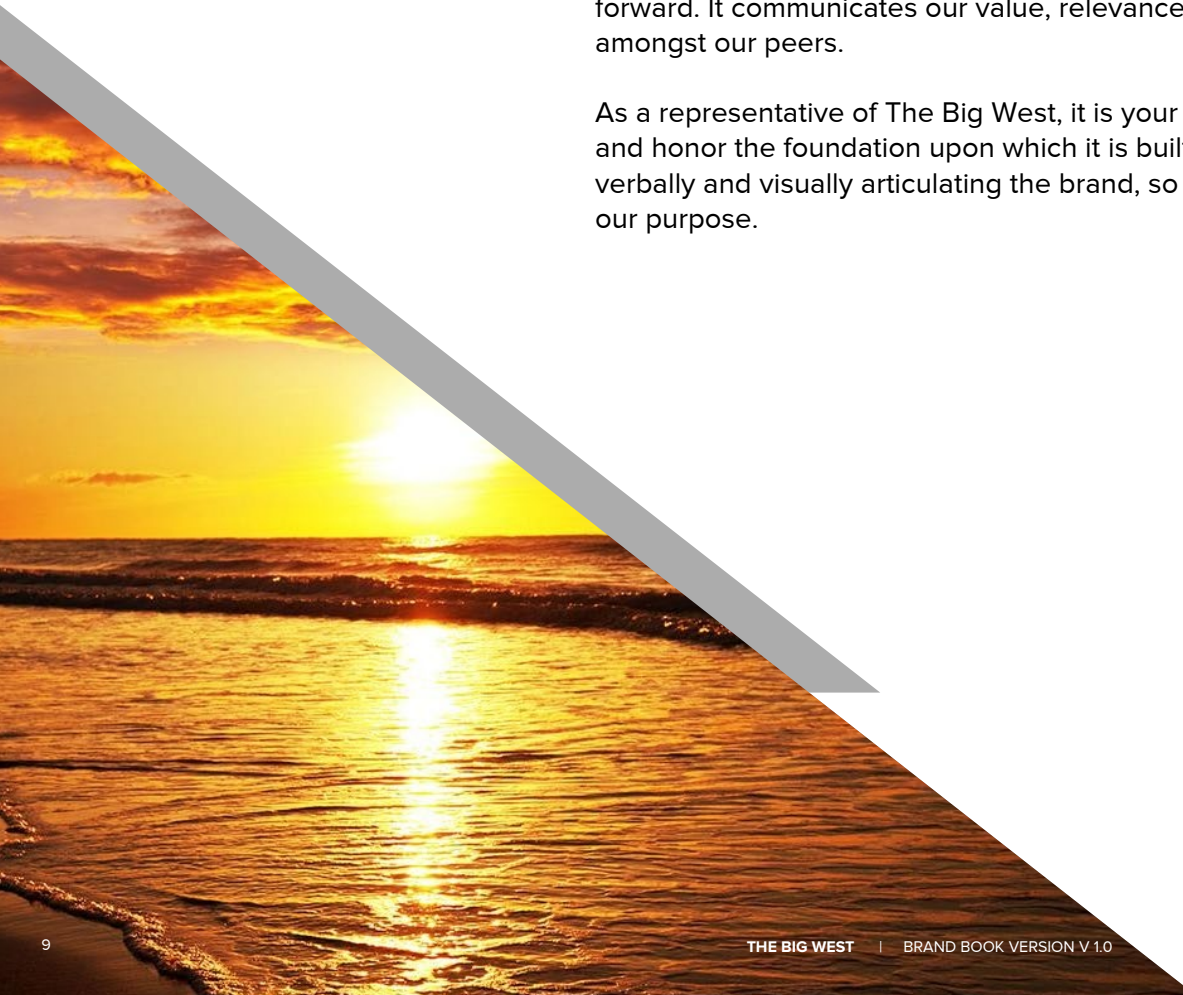


OUR BRAND

The strength of The Big West brand also transfers directly to our membership and vice versa. The public perception of any athletic program is strongly informed by conference association, which influences such concrete assets as media revenue, national team rankings, non-conference scheduling leverage, recruiting practices, alumni relations and student enrollment, to name a few.

The new Big West brand creates a compelling vision of who we are and what we will become. It is the foundation of how everyone associated with The Big West will think, speak and act moving forward. It communicates our value, relevance and aspirations and creates a point of differentiation amongst our peers.

As a representative of The Big West, it is your responsibility to protect the value of the brand and honor the foundation upon which it is built. This guide exists to lead the process of verbally and visually articulating the brand, so The Big West can fulfill the promise inherent in our purpose.





OUR POSITIONING



**OUR
POSITIONING**

**MORE THAN AN ATHLETIC
CONFERENCE.
WE ARE THE PREMIER
ALLIANCE OF LEADERS,
ACTIVISTS AND
POWERFUL
STUDENT-ATHLETES.**



BRAND CONVERSIONS

Re-branding The Big West requires a cultural shift in the way we think, act and refer to ourselves. Our brand conversions illustrate the evolution of thought and our progression from where we've been to where we're headed.

WHERE WE WERE

WORTHY COMPETITORS

A WEST COAST CONFERENCE

COMMUNITY SERVICE

COMPETITIVE SPORTS PROGRAMS

CALIFORNIA BUS LEAGUE

EXPECTED AND OLD FASHIONED

LOCAL VIEWERSHIP

QUIET AND UNCERTAIN



CHAMPIONSHIP CHALLENGERS



THE PACIFIC COAST'S STRONGEST MID-MAJOR



ACTIVISTS FOR THE GREATER GOOD



POWERFUL SPORTS CULTURE



STRONG PACIFIC COAST RIVALRIES



INNOVATIVE AND CREATIVE



NATIONAL AWARENESS



EXPRESSIVE AND CONFIDENT

OUR PILLARS





**FEARLESS
INNOVATION**



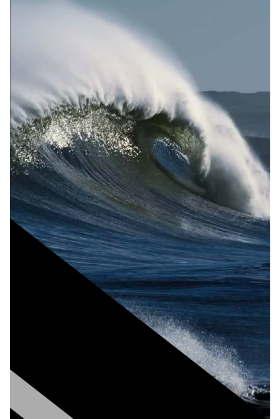
**BOLD
ACTIVISM**



**ENDURING
INTEGRITY**



**BOUNDLESS
OPPORTUNITY**



**PACIFIC
SPIRIT**

OUR PILLARS

WHY?

FEARLESS INNOVATION

Courage and creativity live at the core of everything we do.

We aren't timid about being in front and taking chances - in sport, in leadership and in the classroom.

Innovation is the force through which we build stronger and incredibly successful programs.



OUR PILLARS

WHY? **BOLD ACTIVISM**

We are activists for a safe, inclusive and diverse community - a community that embraces and celebrates all differences and honors self-expression.

We take action to cultivate a culture of progress and make a positive impact within our own community and the world around us.



OUR PILLARS

WHY? ENDURING INTEGRITY

We exist to empower.

It's our aim to do the right thing, the right way with no excuses.

It's through active listening and mindful action that we're able to remain true to our purpose.



OUR PILLARS

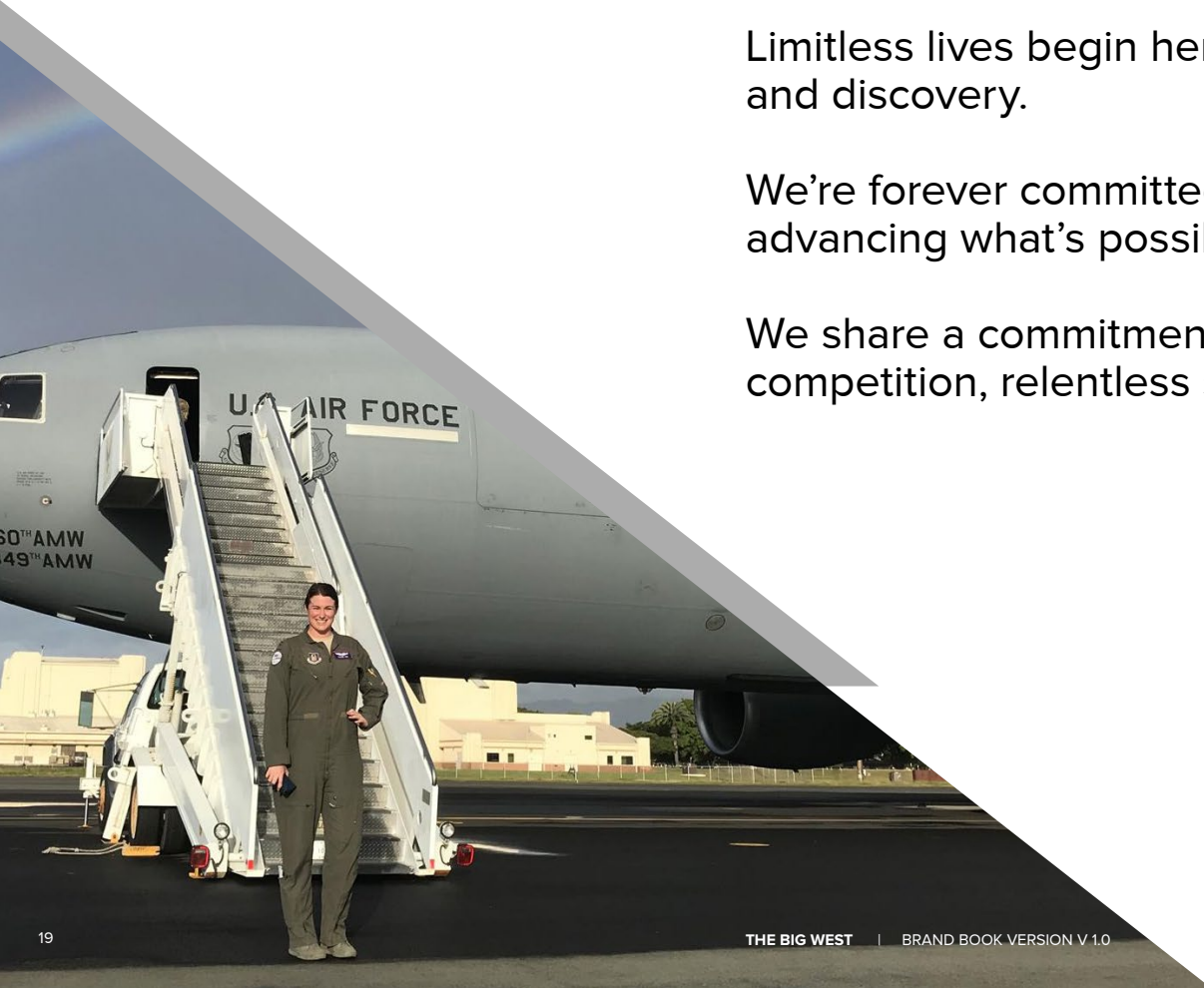
WHY?

BOUNDLESS OPPORTUNITIES

Limitless lives begin here. Every moment is full of opportunity and discovery.

We're forever committed to strengthening alliances and advancing what's possible.

We share a commitment to reach for excellence through fierce competition, relentless study and leadership in our communities.



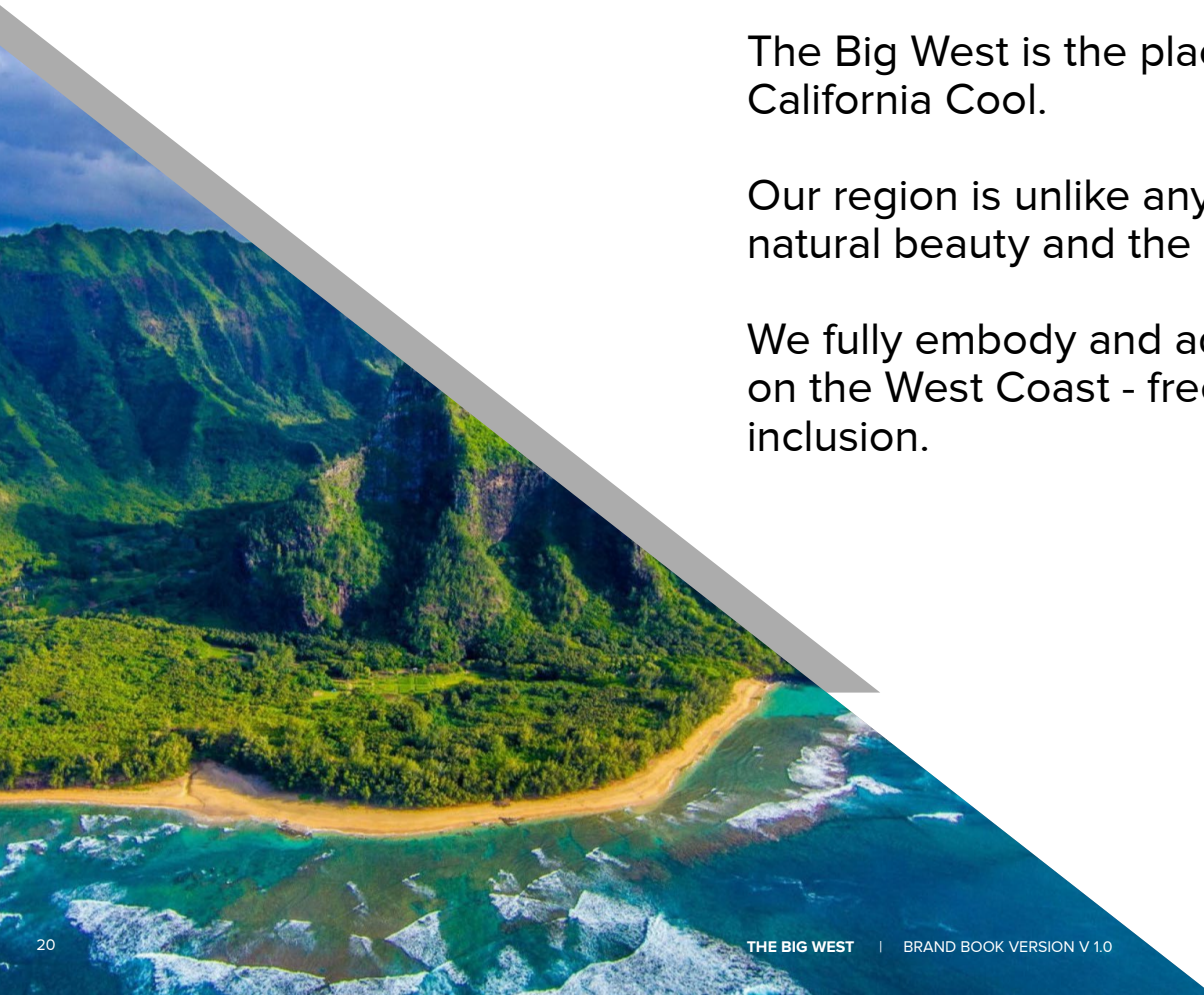
OUR PILLARS

WHY? PACIFIC SPIRIT

The Big West is the place where the Aloha Spirit meets California Cool.

Our region is unlike any other - known for an active lifestyle, natural beauty and the promise of a better tomorrow.

We fully embody and advocate the universal ideals found on the West Coast - freedom, exploration, progress and inclusion.



OUR PURPOSE



**OUR
PURPOSE**

**EMPOWER EVERY
STUDENT-ATHLETE
IN COMPETITION,
IN LIFE AND
UNITE OUR COMMUNITY
THROUGH
CHAMPIONSHIP
EXPERIENCES.**



OUR EXPRESSION



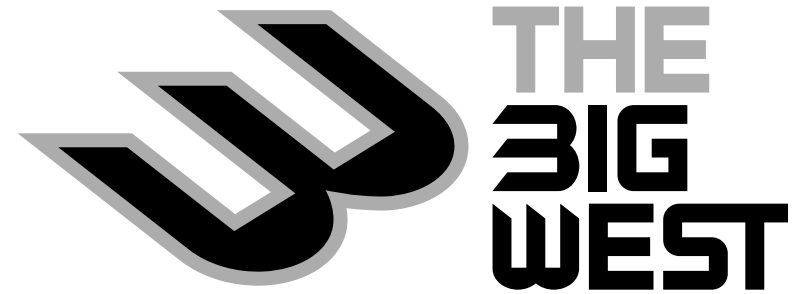
OUR EXPRESSION

It's easy to play it safe, but that's not the brand we're building. We think big. We boldly go for the win and we choose innovation over stagnation.

Our expression defies convention and speaks to the creative, visionary spirit of The Big West. It's unafraid to spell out the difference between us and every other conference. It's an announcement of who we are and an invitation to those who seek bold lives and bold experiences on and off the field.

Only The Bold builds a sense of pride and belonging among stakeholders, helping further our sense of community. Beyond all of this, it's an incredibly powerful platform for telling our unique stories with confidence and conviction, helping to build The Big West brand.

"You must play boldly to win." - Arnold Palmer



ONLY THE BOLD™



MEMORIAL UNION

Students Today-Matadors Forever



CALIFORNIA STATE UNIVERSITY FULLERTON

GRANT & BROWN ENGINEERING BUILDING

CALIFORNIA POLYTECHNIC STATE UNIVERSITY

GRAPHIC STANDARDS & GUIDELINES

PART 02

GRAPHIC STANDARDS & GUIDELINES

The Big West brand is one of our most valuable assets. It defines who we are, what we do and what we represent as an alliance.

The following pages help ensure all members and partners of the conference are working together to communicate The Big West brand with a consistent image and voice. The Big West logos, visuals and voice used to represent our brand must be replicated and produced according to the associated guidelines contained herein.

As representatives of The Big West it is our role to follow these guidelines and protect the foundational elements upon which our brand is built. Adhering to these guidelines will allow us to communicate our brand in a consistent, compelling and unified manner. Correct application is crucial in helping the conference carve out a unique and relevant position throughout the competitive landscape of intercollegiate athletics.



APPROVALS / CONTACT INFORMATION

The Big West office must approve all applications of the marks on uniforms and playing surfaces.

For approval, please contact:

Tom Davis

Chief Marketing Officer
The Big West
100 Spectrum Center Drive – Suite 420
Irvine, CA 92618
tdavis@bigwest.org

For licensing, please contact:

Olin Arnold

Sr. Director – NCAA Bowl Properties | International
CLC (Collegiate Licensing Company)
olin.arnold@clc.com
770.799.3234

If you have any questions about The Big West brand or proper placement of The Big West logo on uniforms and/or playing surfaces, we're happy to help.

TRADEMARK OWNERSHIP

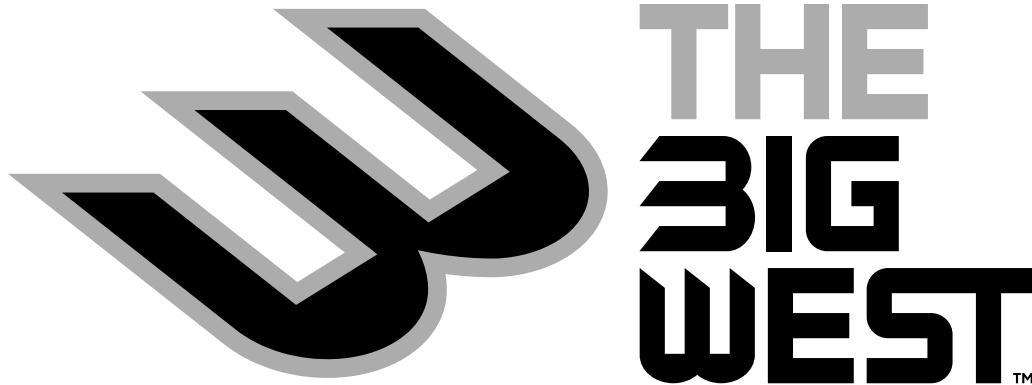
All intellectual property materials contained within this document are the property of The Big West. They include, but are not limited to, print and/or electronic text and images. Written permission from a duly appointed representative of The Big West is required for any use in any publication, public or private, of any material contained herein. There is no implied consent for any use, publication, republication or transmission of intellectual owned by The Big West.



PRIMARY LOGO

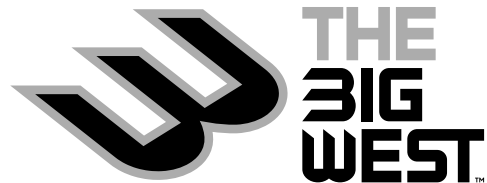
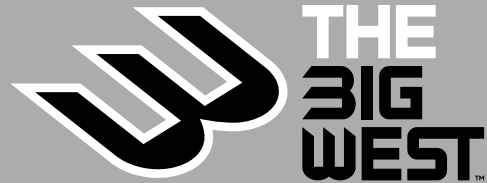
ABOUT OUR NEW PRIMARY LOGO, THE “FLYING BW ICON” AND WORD MARKS

The Big West Primary Logo is the physical representation of all that we believe in and stand for and must be carefully presented according to the guidelines set forth in this document. In addition to color and composition, our new primary logo consists of key elements outlined in the ensuing pages – the “Flying BW Icon” and “The Big West” Word Mark.



PRIMARY LOGO

FULL COLOR



BLACK C | PRIMARY COLOR

#010101
R1 G1 B1
C0 M0 Y0 K100



PANTONE 429 C | SECONDARY 1

#A2AAAD
R162 G170 B173
C21 M11 Y9 K23

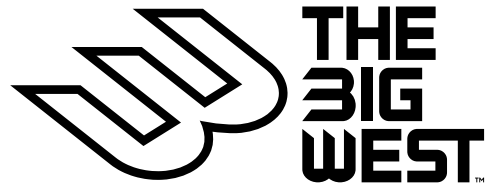
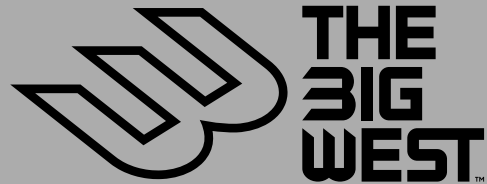
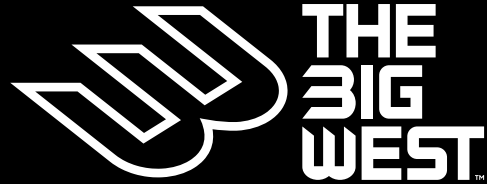


WHITE | SECONDARY 2

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

PRIMARY LOGO

SINGLE COLOR



BLACK C | PRIMARY COLOR

#010101
R1 G1 B1
C0 M0 Y0 K100



PANTONE 429 C | SECONDARY 1

#A2AAAD
R162 G170 B173
C21 M11 Y9 K23



WHITE | SECONDARY 2

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

PRIMARY LOGO

THE “FLYING BW ICON”

This icon is a creative fusion of the “B” of Big and the “W” of West, the key initial letters of our alliance. The design of this icon is contemporary and moving forward, like our conference.

In the immediate future and unless otherwise articulated in this document, the “Flying BW Icon” **MUST ONLY** be used in conjunction with the Word Mark, which together comprise the Primary Logo. However, there are certain permissions outlined within the General Uniforms Application section which require that the “Flying BW Icon” be used independently from the Word Mark. This is due to the limited space allowed by the NCAA for marks on uniforms. The exception has been made for uniform marks to maximize the visibility of our brand (via the “Flying BW Icon”) on television and within the competitive environment.



PRIMARY LOGO

WORD MARK

Based upon the typographic type font named Bunken Tech Sans Pro, our “The Big West” Word Mark is bold and fresh. We capitalized the “T” of the definitive “The”. This is to express and support our uniqueness. It’s also a part of our culture to use “The” in daily conversation...“I took The 405 to The 605”, etc. The B and the W are inspired by our “Flying BW Icon” and the left-aligning composition recalls the West Coast of the USA. While the full primary mark is the preferred use, there may be situations where only use of the Word Mark makes sense.

THE
BIG
WEST™

PRIMARY LOGO

OPTIONAL WORD MARK COMPOSITIONS, HORIZONTAL

While use of The Big West “Flying BW Icon” is preferred across all possible applications, the optional The Big West “Flying BW Icon” and Word Mark compositions presented here are permissible for use on elongated horizontal orientations in order to maximize brand readability and legibility.

THE
BIG WEST™



THE BIG WEST™



PRIMARY LOGO

OPTIONAL WORD MARK COMPOSITIONS, VERTICAL

While use of The Big West “Flying BW Icon” is preferred across all possible applications, the optional The Big West “Flying BW Icon” and Word Mark compositions presented here are permissible for use on elongated vertical orientations in order to maximize brand readability and legibility.



THE
BIG WEST™



THE
BIG WEST™



TYPOGRAPHY

The Big West has provided the following approved typography for use in all brand related communications.

Bunken Tech Sans Pro / Extra Bold
– For headline and subheadline purposes.

Proxima Nova Bold and Regular
– For sub headline and body text purposes.

Bunken Tech Sans Pro | EXTRA BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

Proxima Nova | BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

Proxima Nova | REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

PRIMARY LOGO

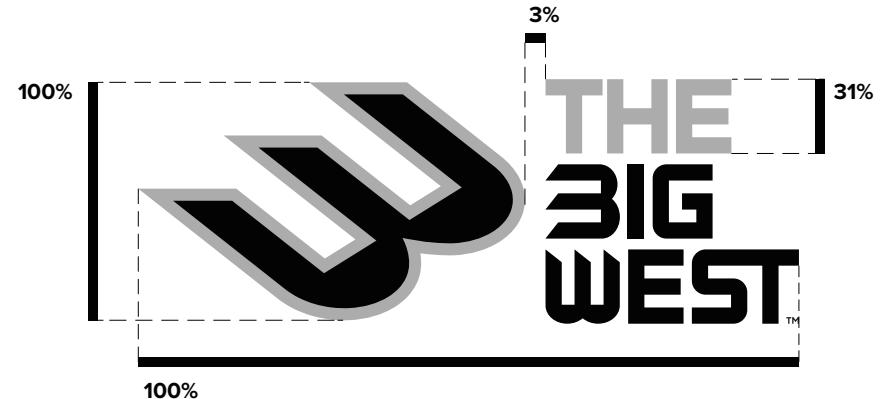
CLEAR SPACE

On this page are specifications to determine the minimum distance between The Big West Primary Logo and other visual elements. Adherence to these clear space standards ensures the easy readability of The Big West Primary Logo. The clear space around the Primary Logo can be determined by measuring the width of the letter 'T' in the wordmark.



ASPECT RATIO

The Big West requires that the Aspect Ratio is always maintained. The Aspect Ratio regulates the size and compositional relationships between the Primary Logo elements (Word Mark Typography and the "Flying BW Icon") according to the percentages outlined here.



PRIMARY LOGO

UNACCEPTABLE USE



The Big West logo should NEVER be altered in any way.



NEVER outline any element within The Big West logo.



The Big West logo should NEVER incorporate a drop shadow.



The aspect ratio of The Big West logo should NEVER be altered.



The Big West logo should NEVER be stretched or squished.



The Big West logo should NEVER be skewed.



The colors of The Big West primary logo should NEVER be inverted.



Elements should NEVER invade the approved Big West logo clear space.

PRIMARY LOGO

APPLYING TO IMAGERY

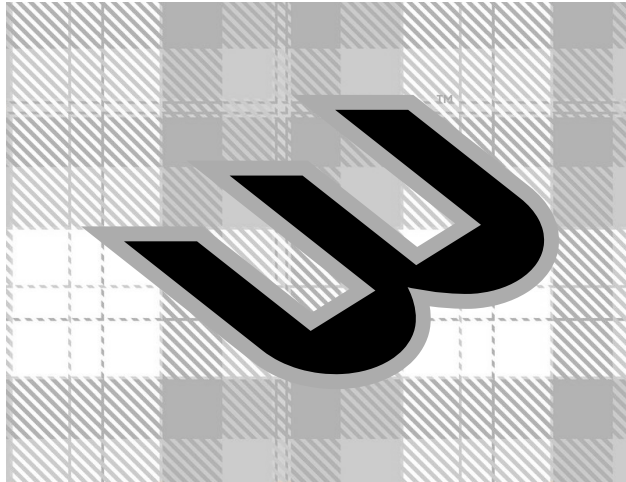
When applying The Big West logo over imagery, it is important to find locations within the imagery that is clear of visual elements that can impede the readability of The Big West logo. Logos over imagery can be expressed in school colors, the official colors of The Big West or black and white as in the examples.



PRIMARY LOGO

APPLYING THE “FLYING BW ICON” TO VISUALLY CHALLENGING BACKGROUNDS

When applying The Big West logo over and onto visually challenging backgrounds, such as the examples shown, it is permissible, even suggested that the “Flying BW Icon” be used exclusively by itself. This is because use of the full primary logo (which includes The Big West Word Mark) will be difficult, if not impossible, to read.



PRIMARY LOGO

MERCHANDISE SAMPLES

The Big West has provided a sampling of logoed merchandise samples. As shown here, it is permissible for the “Flying BW Icon” and the Word Mark to be separated as long as both elements of the logo are located on the merchandise.



LOOK TOOLS KIT



LOOK TOOLS KIT

THE “FLYING BW ICON” WITH INTERNAL IMAGERY

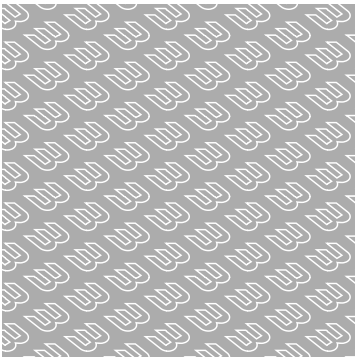
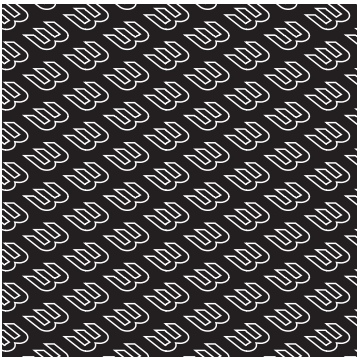
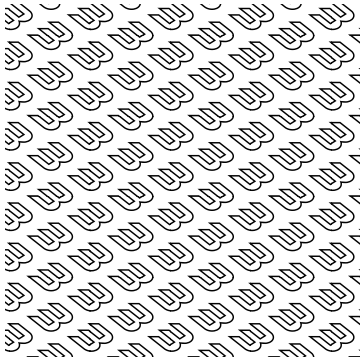
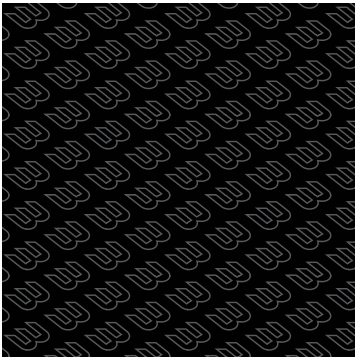
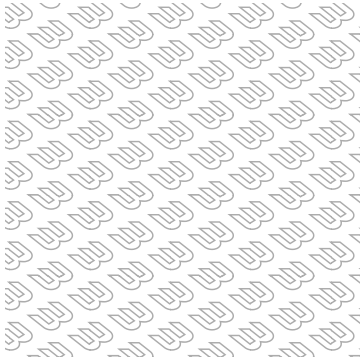
The Big West Look Tools Kit provides a suite of graphic elements for use in extending The Big West brand across digital, social, advertising, public relations, marketing, communications and merchandise. The Big West encourages the use of imagery within the “Flying BW Icon” as applied to marketing and communications collateral. Doing so will aid in telling the many compelling stories in motivating ways which tie The Big West and the event together. It is permissible to move imagery outside of the bounds of the “Flying BW Icon” as long as the logo is still recognizable as in the examples below.



LOOK TOOLS KIT

THE “FLYING BW ICON” PATTERN SAMPLES

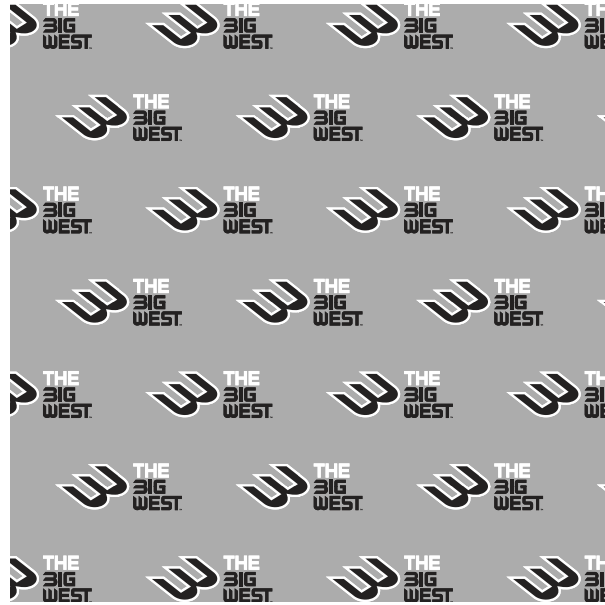
The Big West has provided a series of “Flying BW Icon” patterns for use on backgrounds, press conference backdrops, etc.



LOOK TOOLS KIT

THE BIG WEST PRIMARY LOGO PATTERN SAMPLES

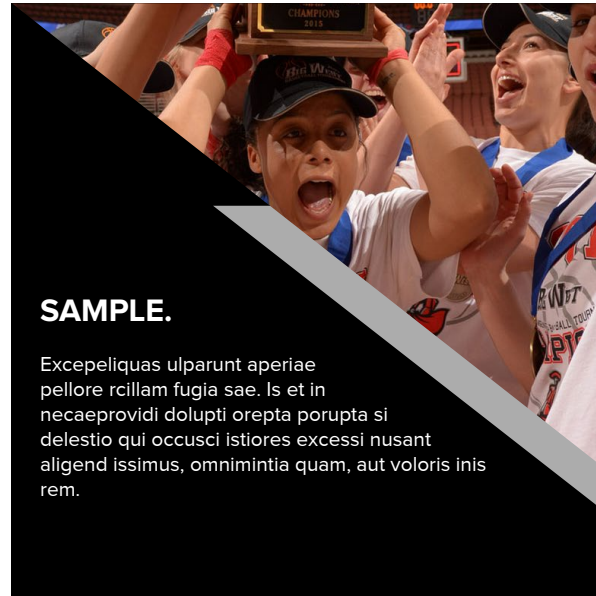
The Big West has provided a series of The Big West Primary Logo patterns for use on backgrounds, press conference backdrops, etc.



LOOK TOOLS KIT

“CUT STRIPE” PATTERN SAMPLES

Another available graphic element for use in marketing communications is the “Cut Stripe”. The cut stripe may be in school colors. Here are a few examples as to how to deploy this element.



LOOK TOOLS KIT

THE “FLYING BW ICON” SUPER GRAPHICS SAMPLES

Super Graphics are enlarged versions of the “Flying BW Icon”, which can be colorized or cropped in many different ways, with and without imagery within the “Flying BW Icon” and/or outside of it.



MEMBER LOGOS



Cal Poly **MUSTANGS**

PANTONE 3435 C

R21 G71 B52

C86 M45 Y78 K49

#154734

PANTONE 1205 C

R248 G224 B142

C3 M9 Y53 K0

#F8E08E



CSU Bakersfield ROADRUNNERS

PANTONE 661 C

R0 G53 B148

C100 M90 Y10 K2

#003594

PANTONE 123 C

R255 G199 B44

C0 M22 Y92 K0

#FFC72C



Cal State Fullerton **TITANS**

PANTONE 540 C
R0 G48 B87
C100 M80 Y38 K37
#003057

PANTONE 151 C
R255 G130 B0
C0 M60 Y100 K0
#FF8200



CSUN MATADORS

PANTONE
PROCESS BLACK C
R45 G41 B38
C67 M64 Y66 K68
#2D2926

PANTONE 186 C
R200 G16 B46
C15 M100 Y91 K5
#C8102E



Hawai'i

RAINBOW WARRIORS & RAINBOW WAHINE

PANTONE 3435 C

R21 G71 B52

C86 M45 Y78 K49

#154734

PANTONE 877 C

R138 G141 B143

C49 M38 Y38 K3

#8A8D8F



Long Beach State **BEACH**

PANTONE
PROCESS BLACK C
R45 G41 B38
C67 M64 Y66 K68
#2D2926

PANTONE 115 C
R253 G218 B36
C0 M6 Y87 K0
#FDDA24



UC Davis AGGIES

PANTONE 295 C

R0 G40 B85

C100 M88 Y37 K35

#002855

PANTONE 4515 C

R179 G163 B105

C32 M30 Y69 K2

#B3A369



UC Irvine ANTEATERS

PANTONE 289 C

R12 G35 B64

C98 M84 Y46 K51

#0C2340

PANTONE 123 C

R255 G199 B44

C0 M22 Y92 K0

#FFC72C



UC Riverside HIGHLANDERS

PANTONE 293 C

R0 G61 B165

C100 M87 Y0 K0

#003DA5

PANTONE 1235 C

R255 G184 B28

C0 M31 Y98 K0

#FFB81C



UC San Diego **TRITONS**

PANTONE 2767 C

R19 G41 B75

C100 M86 Y42 K41

#13294B

PANTONE 116 C

R255 G205 B0

C0 M14 Y100 K0

#FFCD00



UC Santa Barbara GAUCHOS

PANTONE 286 C
R0 G51 B160
C100 M91 Y2 K1
#0033A0

PANTONE 130 C
R242 G169 B0
C4 M37 Y100 K0
#F2A900



Sacramento State **HORNETS**

ASSOCIATE MEMBER

PANTONE 343 C

R17 G87 B64

C89 M19 Y72 K60

#115740

PANTONE 4515 C

R179 G163 B105

C32 M30 Y69 K2

#B3A369



GENERAL UNIFORM APPLICATION

All sports must display the “Flying BW Icon” on their respective uniforms as outlined in the application standards herein. Standard presentation shall be the left chest, centered between the shoulder and neck seam opposite the manufacturer’s mark. The right chest is also acceptable if a conflict occurs with the manufacturer’s logo. Alternate presentation to the chest shall be the left sleeve when a conflict with the standard presentation. For headwear, please use the full primary logo.

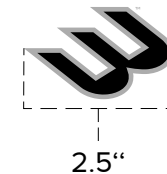
The application of the “Flying BW Icon” on uniform/headwear is required beginning in 2021-22 with men’s and women’s basketball and expanding to all sports in 2022-23. All old Big West marks must be covered. Additional applications on secondary apparel (shorts, shooting shirts, warm-ups, etc.) and equipment (golf bags, racket bags, etc.) are encouraged.



SPORT	2021-22	2022-23	SPORT	2021-22	2022-23
Baseball	Encouraged*	Required	Softball	Encouraged*	Required
Men’s Basketball	Required	Required	Men’s Tennis	Encouraged*	Required
Women’s Basketball	Required	Required	Women’s Tennis	Encouraged*	Required
Cross Country	Encouraged*	Required	Track & Field	Encouraged*	Required
Men’s Golf	Encouraged*	Required	Beach Volleyball	Encouraged*	Required
Women’s Golf	Encouraged*	Required	Men’s Volleyball	Encouraged*	Required
Men’s Soccer	Encouraged*	Required	Women’s Volleyball	Encouraged*	Required
Women’s Soccer	Encouraged*	Required	Women’s Water Polo	Encouraged*	Required

Use of the new Big West mark is optional in 2021-22 for teams that are not purchasing new uniforms.

BASEBALL

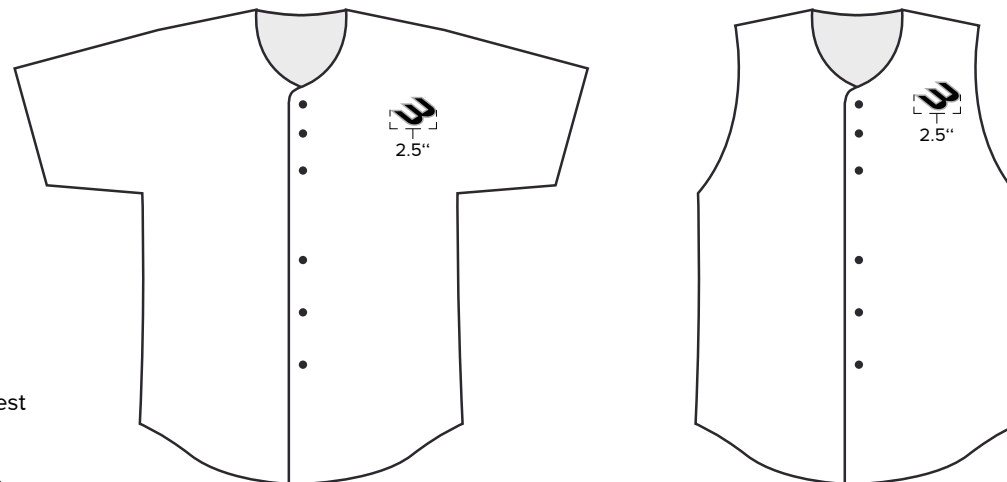


The Big West mark will appear on the front of the jersey opposite the manufacturer's logo. If a secondary location must be used, The Big West mark will be above the manufacturer's logo. The hat logo will appear on the left side. The helmet logo will appear on the right side. Helmet decals will be provided by The Big West. The logo may appear in school colors as a patch, embroidery silkscreen or heat transfer application.



The Big West marks must be on all uniforms for the 2022-23 season. All old Big West marks must be covered.

Please contact The Big West office with any questions you may have and for approval of logo placement.



The Big West Uniform Bylaws

Bylaw 5.28.1 All team members shall wear uniforms that prominently display The Big West logo. A single competition exemption of the rule shall be permitted annually for special occasion uniforms.

Bylaw 5.28.1.1 Failure to adhere to the stipulation in Bylaw 5.28.1 shall result in a \$250 fine. An additional fine shall be levied if conference logos are not displayed at the next available opportunity.

Bylaw 5.28.2 Teams that do not take batting practice in their game uniform are required to have players' game numbers on the back of the batting practice uniform. The number must be a minimum of 8-inches and in a contrasting color from the uniform. An exception shall exist for cold weather when jackets are necessary.

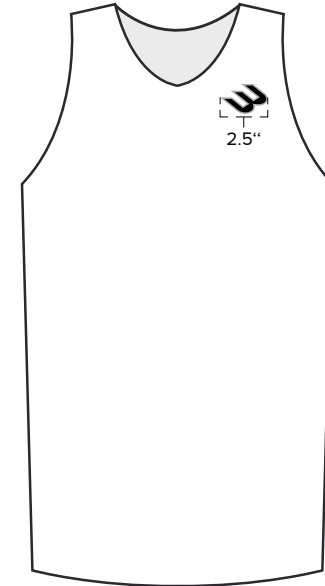
MEN'S BASKETBALL



The Big West mark will appear on the front of the jersey opposite the manufacturer's logo. If a secondary location must be used, The Big West mark will be above the manufacturer's logo. The logo may appear in school colors as a patch, embroidery silkscreen or heat transfer application.

The Big West marks must be on all uniforms for the 2021-22 season. All old Big West marks must be covered.

Please contact The Big West office with any questions you may have and for approval of logo placement.



The Big West Uniform Bylaws

Bylaw 6.26.2 All team members shall wear uniforms that prominently display The Big West logo. A single competition exemption of the rule shall be permitted annually for special occasion uniforms.

Bylaw 6.26.2.1 Failure to adhere to the stipulation in 6.26.2 shall result in a \$250 fine. An additional fine shall be levied if conference logos are not displayed at the next available opportunity.

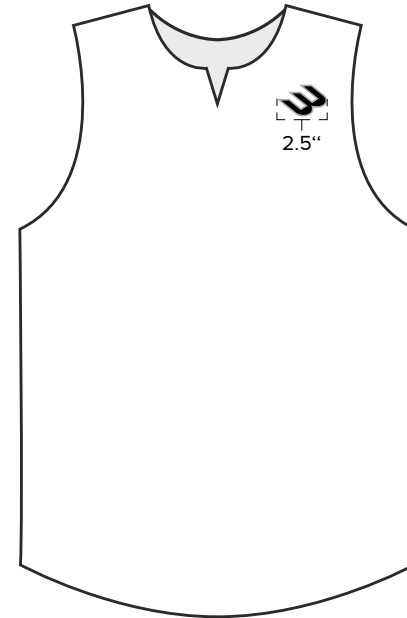
WOMEN'S BASKETBALL



The Big West mark will appear on the front of the jersey opposite the manufacturer's logo. If a secondary location must be used, The Big West mark will be above the manufacturer's logo. The logo may appear in school colors as a patch, embroidery silkscreen or heat transfer application.

The Big West marks must be on all uniforms for the 2021-22 season. All old Big West marks must be covered.

Please contact The Big West office with any questions you may have and for approval of logo placement.

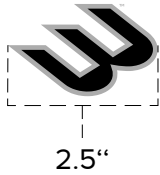


The Big West Uniform Bylaws

Bylaw 7.26.2 All team members shall wear uniforms that prominently display The Big West logo. A single competition exemption of the rule shall be permitted annually for special occasion uniforms.

Bylaw 7.26.2.1 Failure to adhere to the stipulation in 7.26.2 shall result in a \$250 fine. An additional fine shall be levied if conference logos are not display.

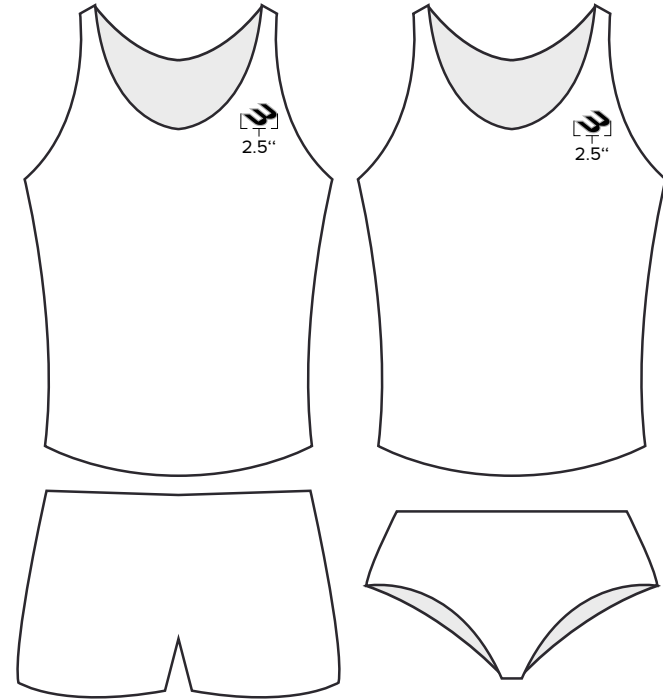
CROSS COUNTRY



The Big West mark will appear on the front of the jersey opposite the manufacturer's logo. The logo may appear in school colors as a patch, embroidery silkscreen or heat transfer application.

The Big West marks must be on all uniforms for the 2022-23 season. All old Big West marks must be covered.

Please contact The Big West office with any questions you may have and for approval of logo placement.

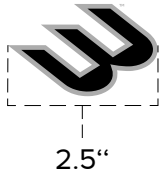


The Big West Uniform Bylaws

Bylaw 10.5 All team members shall wear uniforms that prominently display The Big West logo. A single competition exemption of the rule shall be permitted annually for special occasion uniforms.

Bylaw 10.5.1 Failure to adhere to the stipulation in Section 10.5 shall result in a \$250 fine. An additional fine shall be levied if conference logos are not displayed at the next available opportunity.

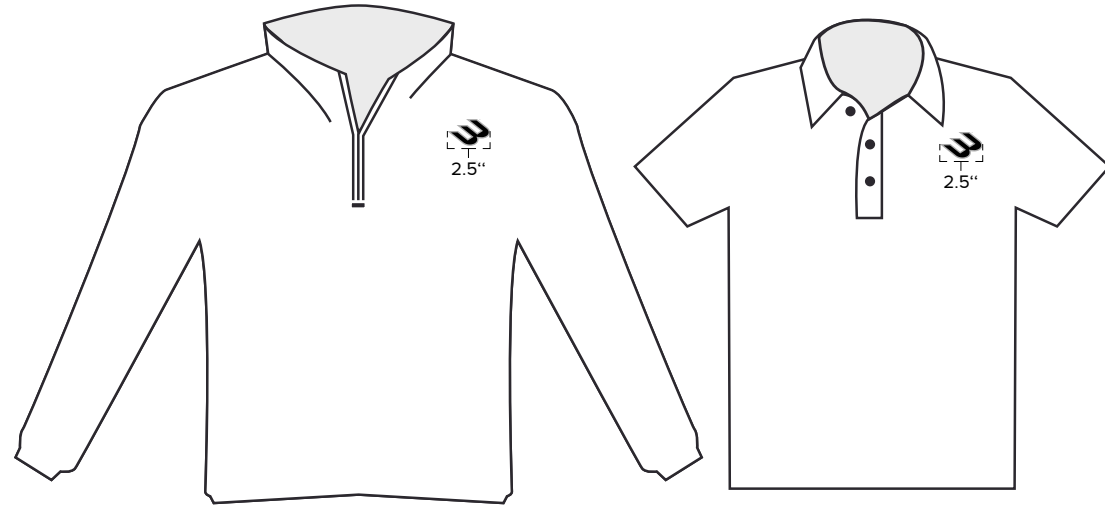
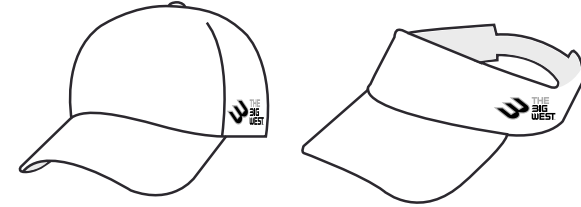
MEN'S GOLF



The Big West mark will appear on the front of the shirt opposite the manufacturer's logo. The headwear logo will appear on the left side. Bag logos are optional. The logo may appear in school colors as a patch, embroidery silkscreen or heat transfer application.

The Big West marks must be on all uniforms for the 2022-23 season. All old Big West marks must be covered.

Please contact The Big West office with any questions you may have and for approval of logo placement.

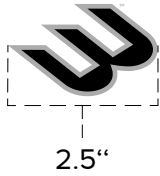


The Big West Uniform Bylaws

Bylaw 11.6 All team members shall wear uniforms that prominently display The Big West logo. (Adopted 5/19/94, Revised 7/14/08)

Bylaw 11.6.1 Failure to adhere to the stipulation in 11.6 shall result in a \$250 fine. An additional fine shall be levied if conference logos are not displayed at the next available opportunity.

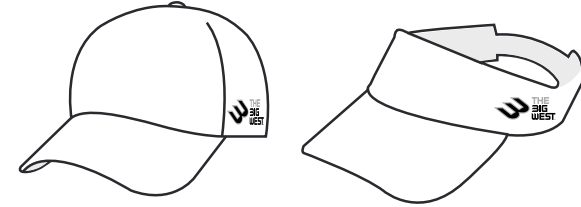
WOMEN'S GOLF



The Big West mark will appear on the front of the shirt opposite the manufacturer's logo. The headwear logo will appear on the left side. Bag logos are optional. The logo may appear in school colors as a patch, embroidery silkscreen or heat transfer application.

The Big West marks must be on all uniforms for the 2022-23 season. All old Big West marks must be covered.

Please contact The Big West office with any questions you may have and for approval of logo placement.



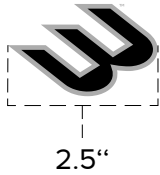
The Big West Uniform Bylaws

Bylaw 12.6 All team members shall wear uniforms that prominently display The Big West logo.

Bylaw 12.6.1 Failure to adhere to the stipulation in 12.6 shall result in a \$250 fine.

An additional fine shall be levied if conference logos are not displayed at the next available opportunity.

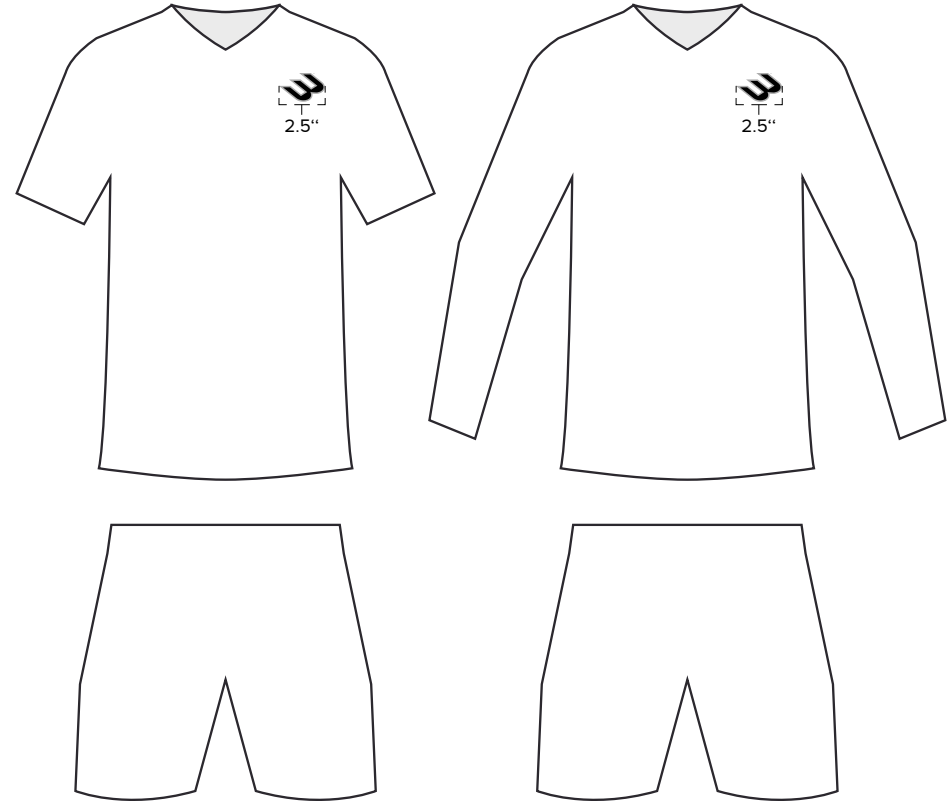
MEN'S AND WOMEN'S SOCCER



The Big West mark will appear on the front of the jersey opposite the manufacturer's logo. The logo may appear in school colors as a patch, embroidery silkscreen or heat transfer application.

The Big West marks must be on all uniforms for the 2022-23 season. All old Big West marks must be covered.

Please contact The Big West office with any questions you may have and for approval of logo placement.



The Big West Uniform Bylaws

Bylaw 13.28.1 All team members shall wear uniforms that prominently display The Big West logo. A single competition exemption of the rule shall be permitted annually for special occasion uniforms.

Bylaw 13.28.1.1 Failure to adhere to the stipulation in 13.28.1 shall result in a \$250 fine. An additional fine shall be levied if Conference logos are not displayed at the next available opportunity.

Bylaw 13.28.2 The home team in Conference contests shall wear dark uniforms and the away team shall wear light uniforms.

Bylaw 15.26.1 Uniforms 15.25.1 All team members shall wear uniforms that prominently display The Big West logo. A single competition exemption of the rule shall be permitted annually for special occasion uniforms.

Bylaw 15.26.1.1 Failure to adhere to the stipulation in The Big West Bylaw 15.26.1 shall result in a \$250 fine. An additional fine shall be levied if Conference logos are not displayed at the next available opportunity.

Bylaw 15.26.2 For Conference contests, the home team shall wear dark uniforms on Thursdays/Fridays and light uniforms on Sundays.

GOALIE JERSEY

If applicable, please reference page 40 for applying logo on visually challenging backgrounds.

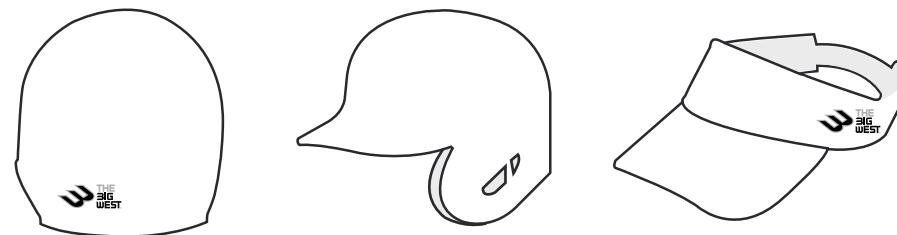
SOFTBALL



The Big West mark will appear on the front of the jersey opposite the manufacturer's logo. If a secondary location must be used, The Big West mark will be above the manufacturer's logo. The hat logo will appear on the left side. The helmet logo will appear on the right side. The logo may appear in school colors as a patch, embroidery silkscreen or heat transfer application.

The Big West marks must be on all uniforms for the 2022-23 season. All old Big West marks must be covered.

Please contact The Big West office with any questions you may have and for approval of logo placement.



The Big West Uniform Bylaws

Bylaw 17.29.1 Exceptions to the NCAA uniform rule (i.e. jackets, sweatshirts) may be made by mutual agreement of the coaches involved in the contest.

Bylaw 17.29.2 All team members shall wear uniforms that prominently display The Big West logo. A single competition exemption of the rule shall be permitted annually for special occasion uniforms.

Bylaw 17.29.3 Failure to adhere to the stipulation in Bylaw 17.29.2 shall result in a \$250 fine. An additional fine shall be levied if conference logos are not displayed at the next available opportunity.

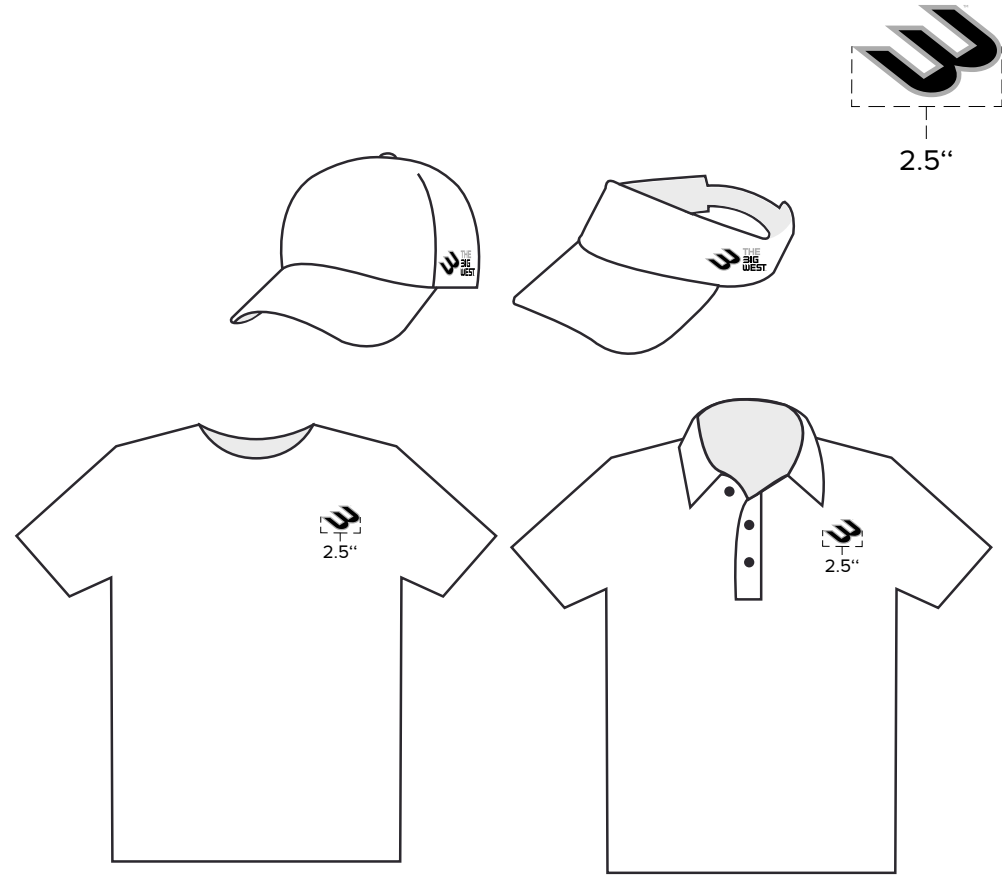
Bylaw 17.29.4 On the first day of a conference series, the home team shall be required to wear light uniforms and on the second day the home team shall wear dark uniforms. If the visiting team has a neutral-colored uniform, the visiting team is required to call the home team prior to the series to determine uniform colors for each team.

MEN'S TENNIS

The Big West mark will appear on the front of the jersey opposite the manufacturer's logo. The logo may appear in school colors as a patch, embroidery silkscreen or heat transfer application.

The Big West marks must be on all uniforms for the 2022-23 season. All old Big West marks must be covered.

Please contact The Big West office with any questions you may have and for approval of logo placement.



The Big West Uniform Bylaws

Bylaw 18.12 All team members shall wear uniforms that prominently display The Big West logo. A single competition exemption of the rule shall be permitted annually for special occasion uniforms.

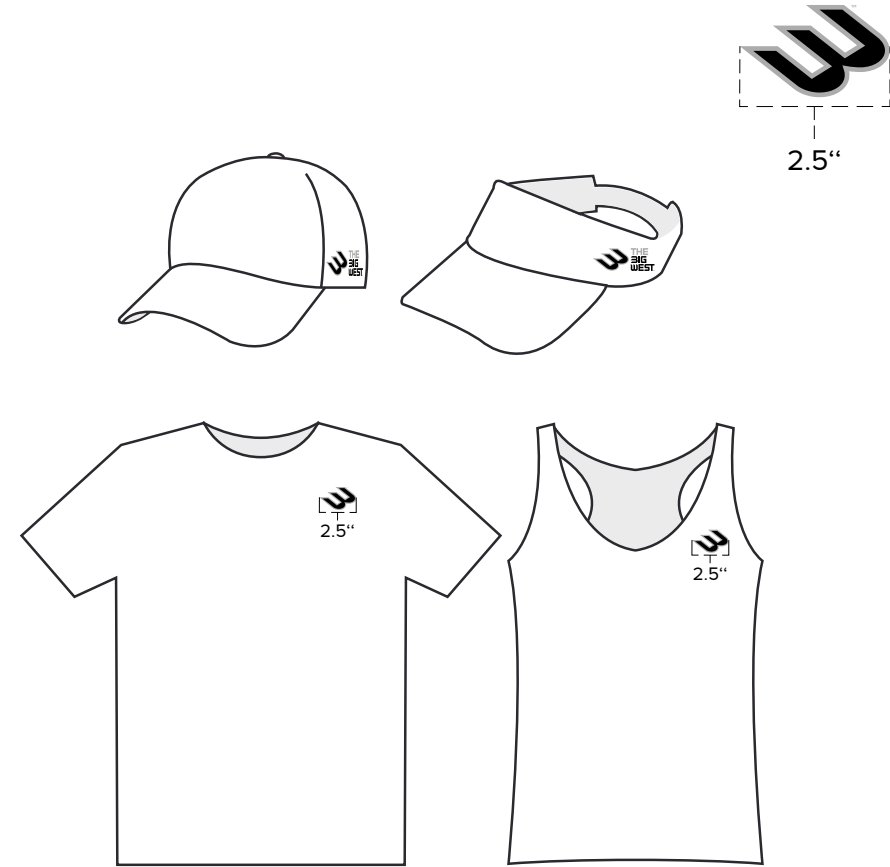
Bylaw 18.12.1 Failure to adhere to the stipulation in Bylaw 18.12 shall result in a \$250 fine. An additional fine shall be levied if conference logos are not displayed at the next available opportunity.

WOMEN'S TENNIS

The Big West mark will appear on the front of the jersey opposite the manufacturer's logo. The logo may appear in school colors as a patch, embroidery silkscreen or heat transfer application.

The Big West marks must be on all uniforms for the 2022-23 season. All old Big West marks must be covered.

Please contact The Big West office with any questions you may have and for approval of logo placement.

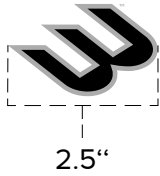


The Big West Uniform Bylaws

Bylaw 19.15 All team members shall wear uniforms that prominently display The Big West logo. A single competition exemption of the rule shall be permitted annually for special occasion uniforms.

Bylaw 19.15.1 Failure to adhere to the stipulation in Bylaw 19.16 shall result in a \$250 fine. An additional fine shall be levied if conference logos are not displayed at the next available opportunity.

TRACK & FIELD



The Big West mark will appear on the front of the jersey opposite the manufacturer's logo. The logo may appear in school colors as a patch, embroidery silkscreen or heat transfer application.

The Big West marks must be on all uniforms for the 2022-23 season. All old Big West marks must be covered.

Please contact The Big West office with any questions you may have and for approval of logo placement.



The Big West Uniform Bylaws

Bylaw 20.5 All team members shall wear uniforms that prominently display The Big West logo. A single competition exemption of the rule shall be permitted annually for special occasion uniforms.

Bylaw 20.5.1 Failure to adhere to the stipulation in Section 20.5 shall result in a \$250 fine. An additional fine shall be levied if conference logos are not displayed at the next available opportunity.

BEACH VOLLEYBALL

The Big West mark will appear on the front of the jersey opposite the manufacturer's logo. If a secondary location must be used, The Big West mark will be above the manufacturer's logo. The logo may appear in school colors as a patch, embroidery silkscreen or heat transfer application.

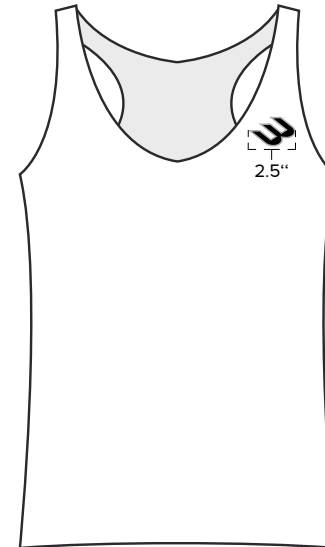
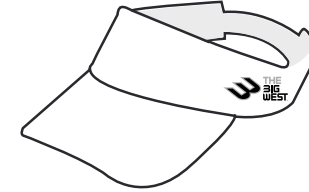
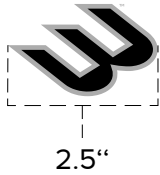
The Big West marks must be on all uniforms for the 2022-23 season. All old Big West marks must be covered.

Please contact The Big West office with any questions you may have and for approval of logo placement.

The Big West Uniform Bylaws

Bylaw 9.7 All team members shall wear uniforms that prominently display The Big West logo. A single competition exemption of the rule shall be permitted annually for special occasion uniforms.

Bylaw 9.7.1 Failure to adhere to the stipulation in Section 9.7 shall result in a \$250 fine. An additional fine shall be levied if conference logos are not displayed at the next available opportunity.



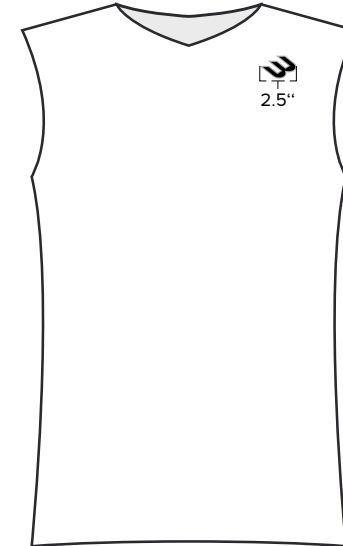
MEN'S VOLLEYBALL



The Big West mark will appear on the front of the jersey opposite the manufacturer's logo. The logo may appear in school colors as a patch, embroidery silkscreen or heat transfer application.

The Big West marks must be on all uniforms for the 2022-23 season. All old Big West marks must be covered.

Please contact The Big West office with any questions you may have and for approval of logo placement.



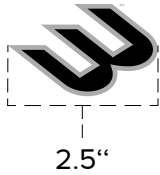
The Big West Uniform Bylaws

Bylaw 21.24.1 All team members shall wear uniforms that prominently display The Big West logo. A single competition exemption of the rule shall be permitted annually for special occasion uniforms.

Bylaw 21.24.2 Failure to adhere to the stipulation in The Big West Bylaw 21.24.1 shall result in a \$250 fine. An additional fine shall be levied if conference logos are not displayed at the next available opportunity.

Bylaw 21.24.2.1 The home team in Conference matches shall wear light-colored jerseys and the visiting team shall wear dark-colored jerseys, except when the visiting team has played a Conference match either one or two days before, in which case the home team shall wear dark-colored jerseys and the visiting team shall wear light-colored jerseys. Any deviation from these requirements must be mutually agreed upon in advance by the two institutions' Directors of Athletics or their designees.

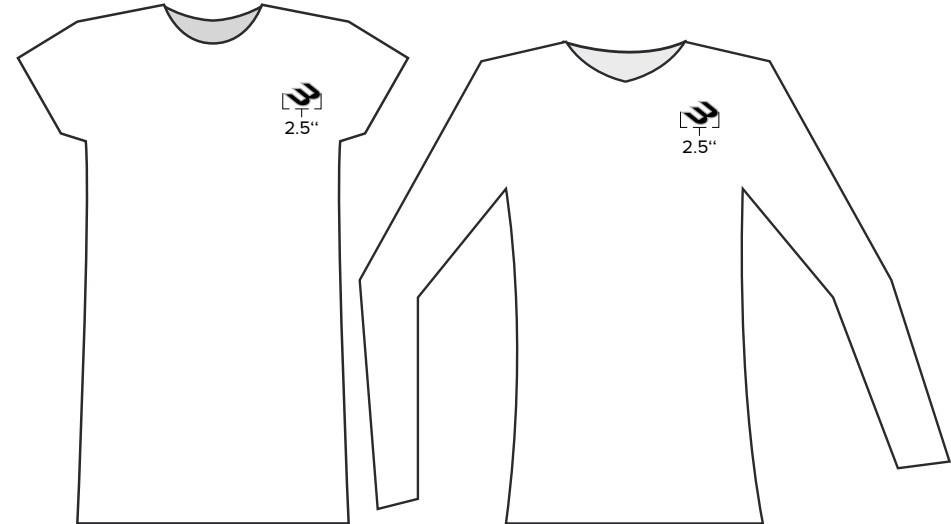
WOMEN'S VOLLEYBALL



The Big West mark will appear on the front of the jersey opposite the manufacturer's logo. The logo may appear in school colors as a patch, embroidery silkscreen or heat transfer application.

The Big West marks must be on all uniforms for the 2022-23 season. All old Big West marks must be covered.

Please contact The Big West office with any questions you may have and for approval of logo placement.



The Big West Uniform Bylaws

Bylaw 23.27.1 All team members shall wear uniforms that prominently display The Big West logo. A single competition exemption of the rule shall be permitted annually for special occasion uniforms.

Bylaw 23.27.1.1 Failure to adhere to the stipulation in The Big West Bylaw 23.27.1 shall result in a \$250 fine. An additional fine shall be levied if conference logos are not displayed at the next available opportunity.

Bylaw 23.27.2 The home team in Conference matches shall wear light-colored jerseys and the visiting team shall wear dark-colored jerseys, except when the visiting team has played a Conference match either one or two days before, in which case the home team shall wear dark-colored jerseys and the visiting team shall wear light-colored jerseys. Any deviation from these requirements must be mutually agreed upon in advance by the two institutions' Directors of Athletics or their designees.

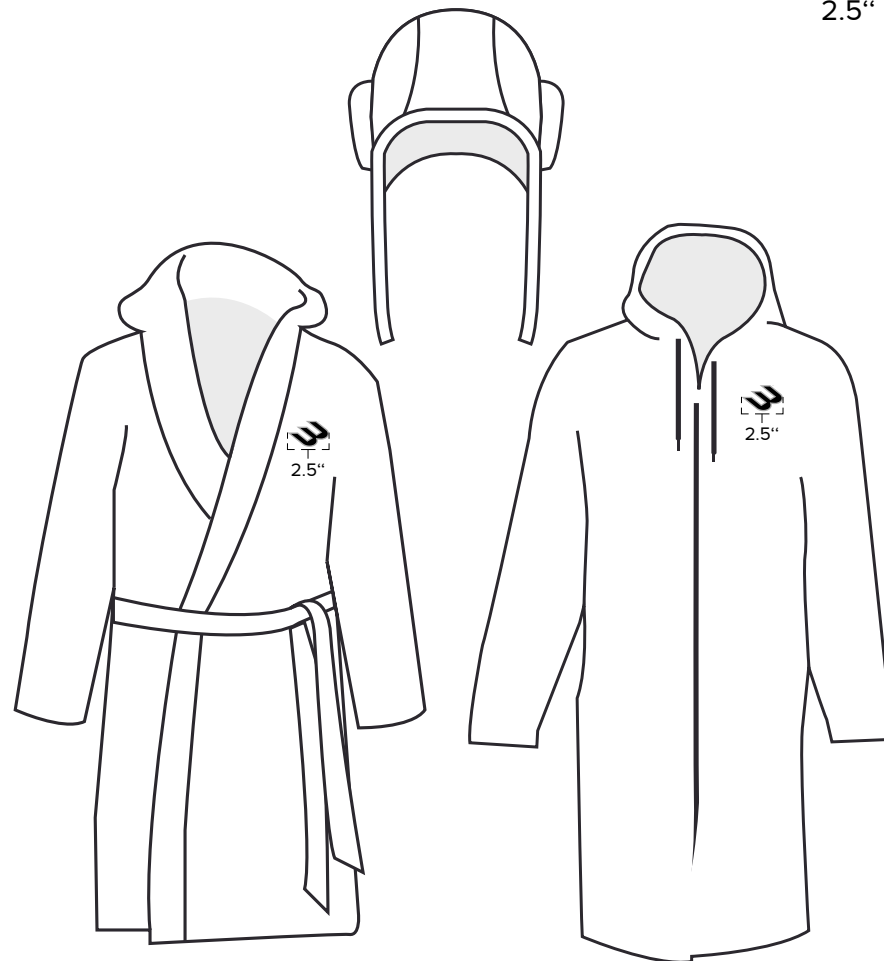
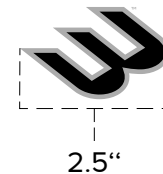
WOMEN'S WATER POLO

The Big West mark will appear on the robe. The logo may appear in school colors as a patch, embroidery silkscreen or heat transfer application.

The Big West marks must be on all uniforms for the 2022-23 season. All old Big West marks must be covered.

Please contact The Big West office with any questions you may have and for approval of logo placement.

After the NCAA rule changes, the cap will be required. Timeline TBD.



The Big West Uniform Bylaws

Bylaw 24.25 Uniforms and Caps For Conference contests, the home team shall wear dark caps and the visiting team shall wear white caps. The field player caps shall be clearly distinguishable from the caps of the goalkeeper.

Bylaw 24.25.1 All team members shall wear warmups that prominently display The Big West logo.

Bylaw 24.25.1.1 Failure to adhere to the stipulation in 24.25.1 shall result in a \$250 fine. An additional fine shall be levied if conference logos are not displayed at the next available opportunity.

IN VENUE / FACILITY BRANDING

Beginning in 2021-22 with men's and women's basketball and expanding to all The Big West sports in 2022-23, institutions are required to present the Big West Primary Logo in facilities for conference and non-conference events and must strictly follow the parameters articulated in this guide. Exceptions to the placement rules will only be considered for outdoor artificial surfaces when a team from another conference uses the same facility. The Big West Championship host institutions are required to place The Big West Primary Logo on the playing surface in a location to be determined by The Big West. If the surface is synthetic turf or a hardwood court, The Big West office will determine where the branding will be located.

For institutions who would like to incorporate The Big West logo in other parts of their facilities (i.e. window clings, flags, banners, etc.), please contact Tom Davis for approval on placement and sizing.

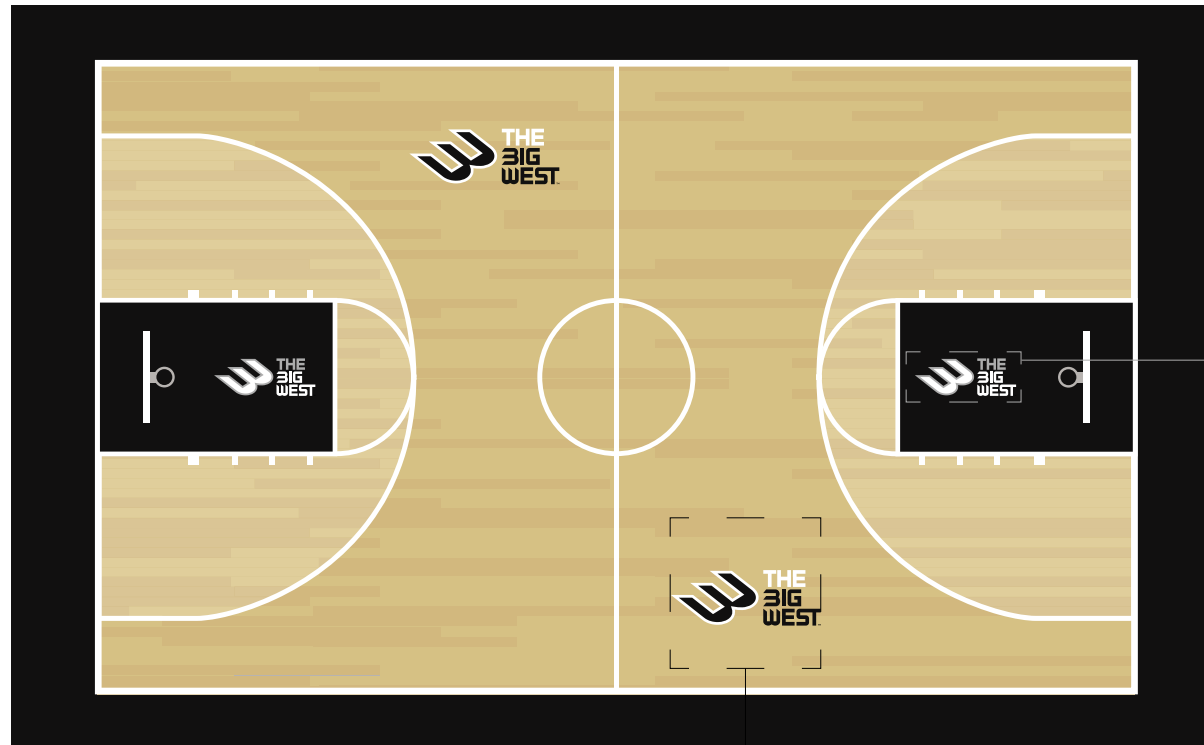


BASKETBALL COURT

The Big West Primary Logo is required on all basketball courts beginning in the 2021-22 season. It is essential that each institution to incorporate The Big West Primary Logo in school colors on both sides of the court inside the lane facing TV cameras. A secondary location is between center court and the three-point line, no more than five feet from the sidelines. Both logos must be oriented towards the television cameras. The Big West Primary Logo should be 8.5' wide and should be placed 6 inches from the foul line. The Big West Primary Logo in the secondary location should be no larger than 10' x 10'.

The Big West Primary Logos must be painted in institutional colors on the playing surface per the MEMBER LOGOS section in this guide (decals may be used if necessary). A color adjustment to The Big West Word Mark is permissible on light backgrounds in order for the maximum legibility.

If placement of logo conflicts with volleyball court lines, please contact Tom Davis for approval on alternative placement or revisions.

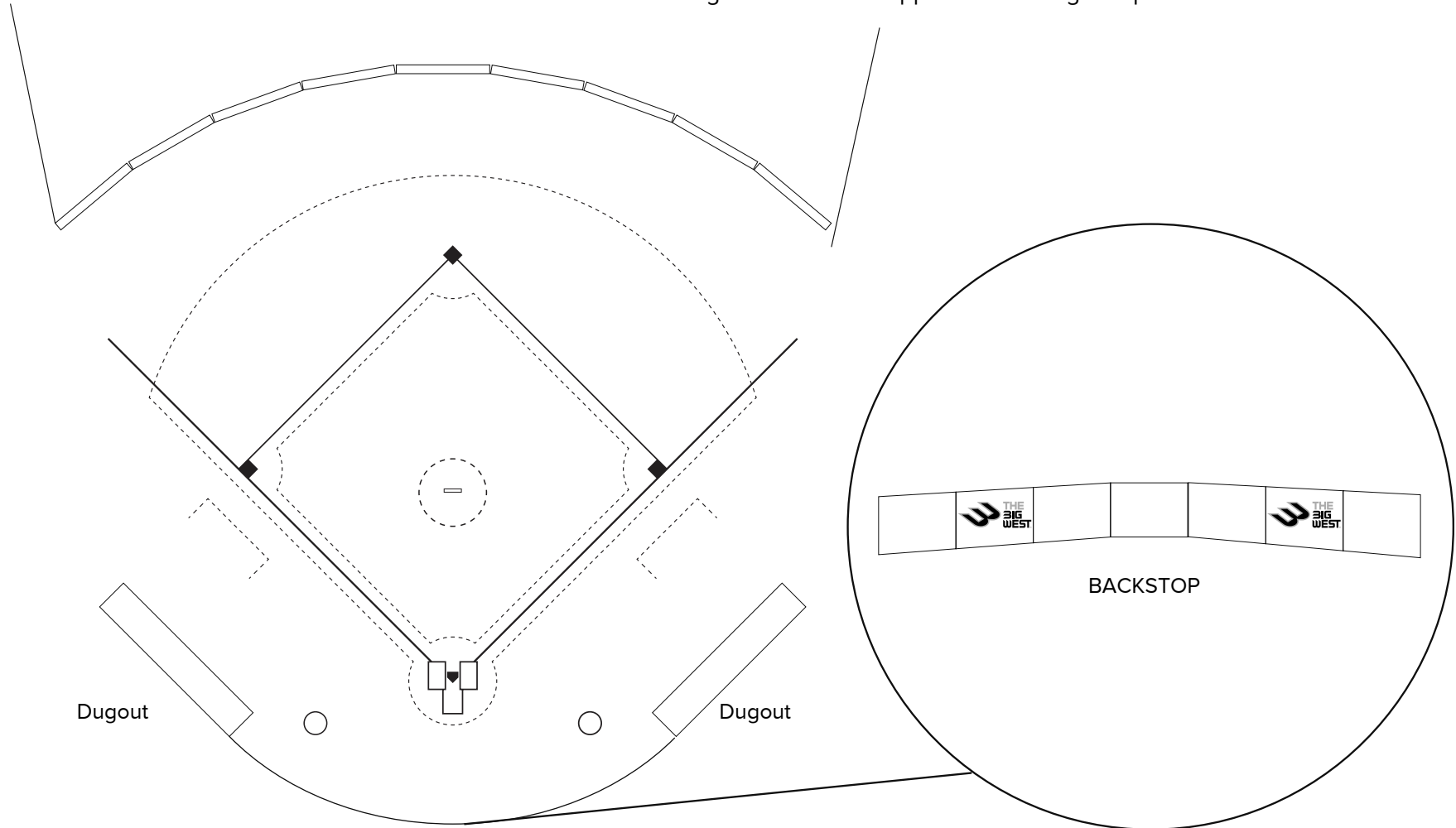


The Big West mark should be 8.5' wide and should be placed 6" from the foul line.

The Big West mark will be no larger than 10' x 10'.

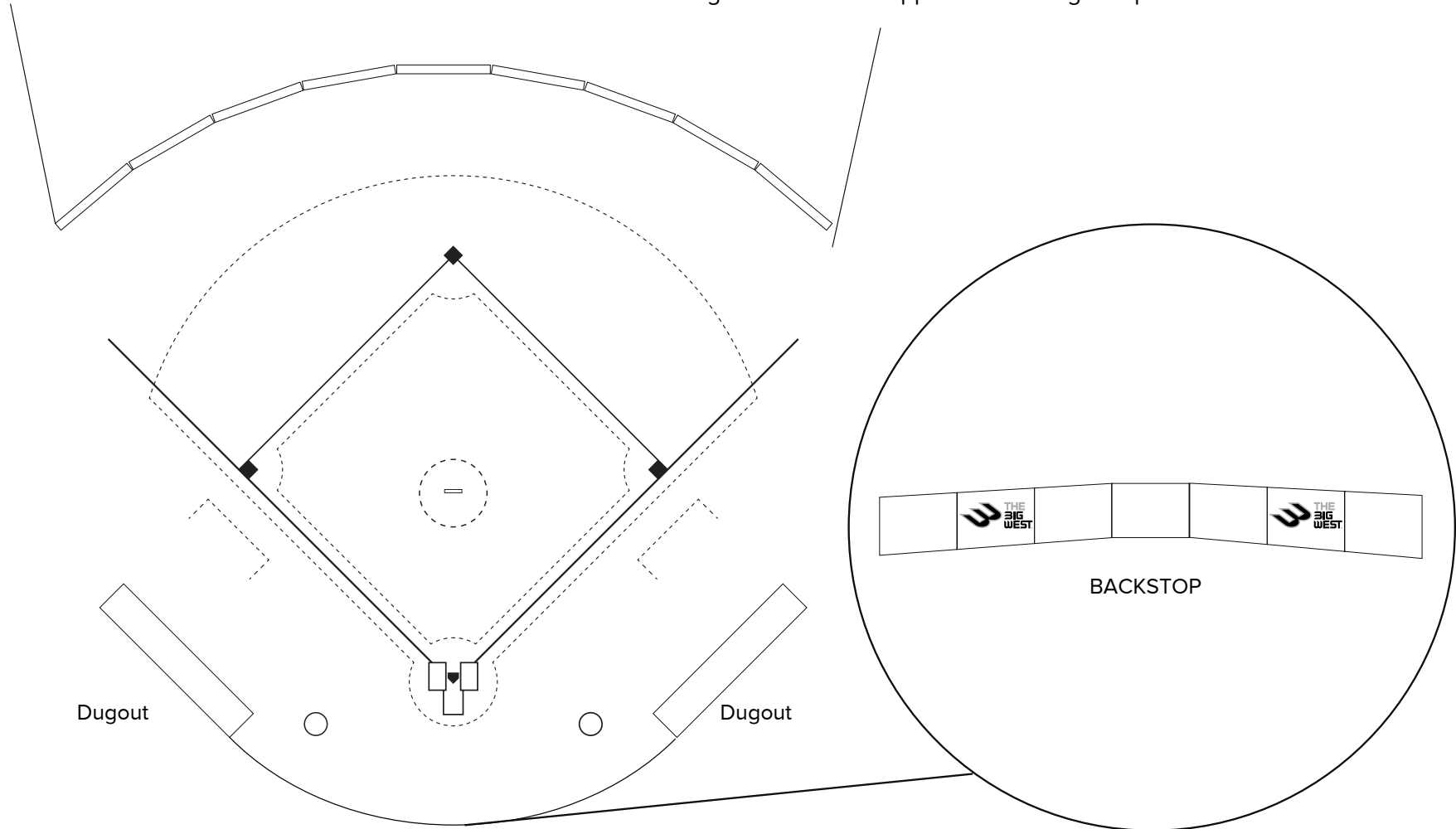
BASEBALL FIELD

The use of The Big West mark is required for the 2022-23 season. Per the diagrams on this page, the marks must appear in institutional colors on **one (1)** side of the backstop for TV visibility. Additional usage within the baseball facility is encouraged but not required. Please contact The Big West office for approval on sizing and placement in venue.



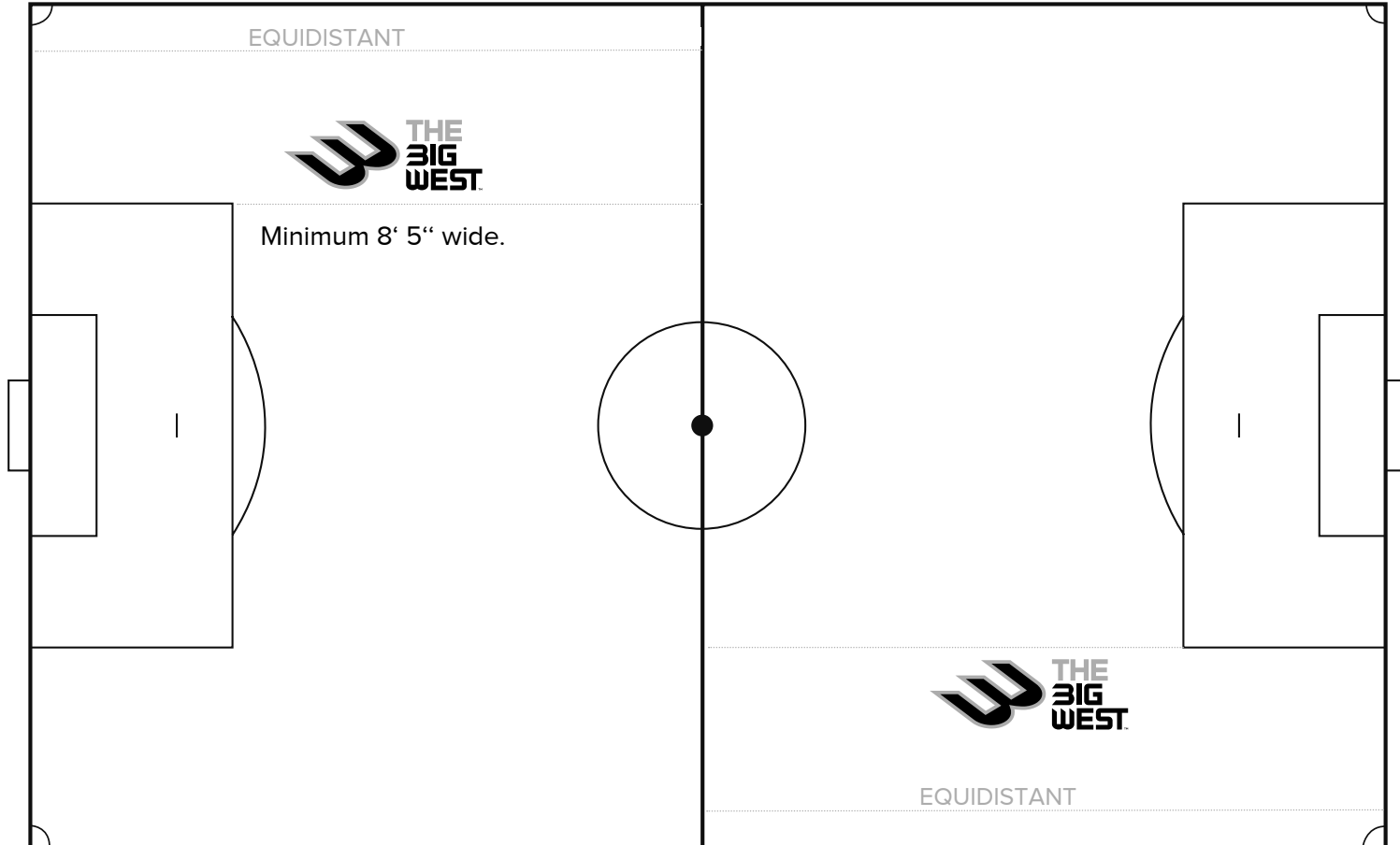
SOFTBALL FIELD

The use of The Big West mark is required for the 2022-23 season. Per the diagrams on this page, the marks must appear in institutional colors on **one (1)** side of the backstop for TV visibility. Additional usage within the softball facility is encouraged but not required. Please contact The Big West office for approval on sizing and placement in venue.



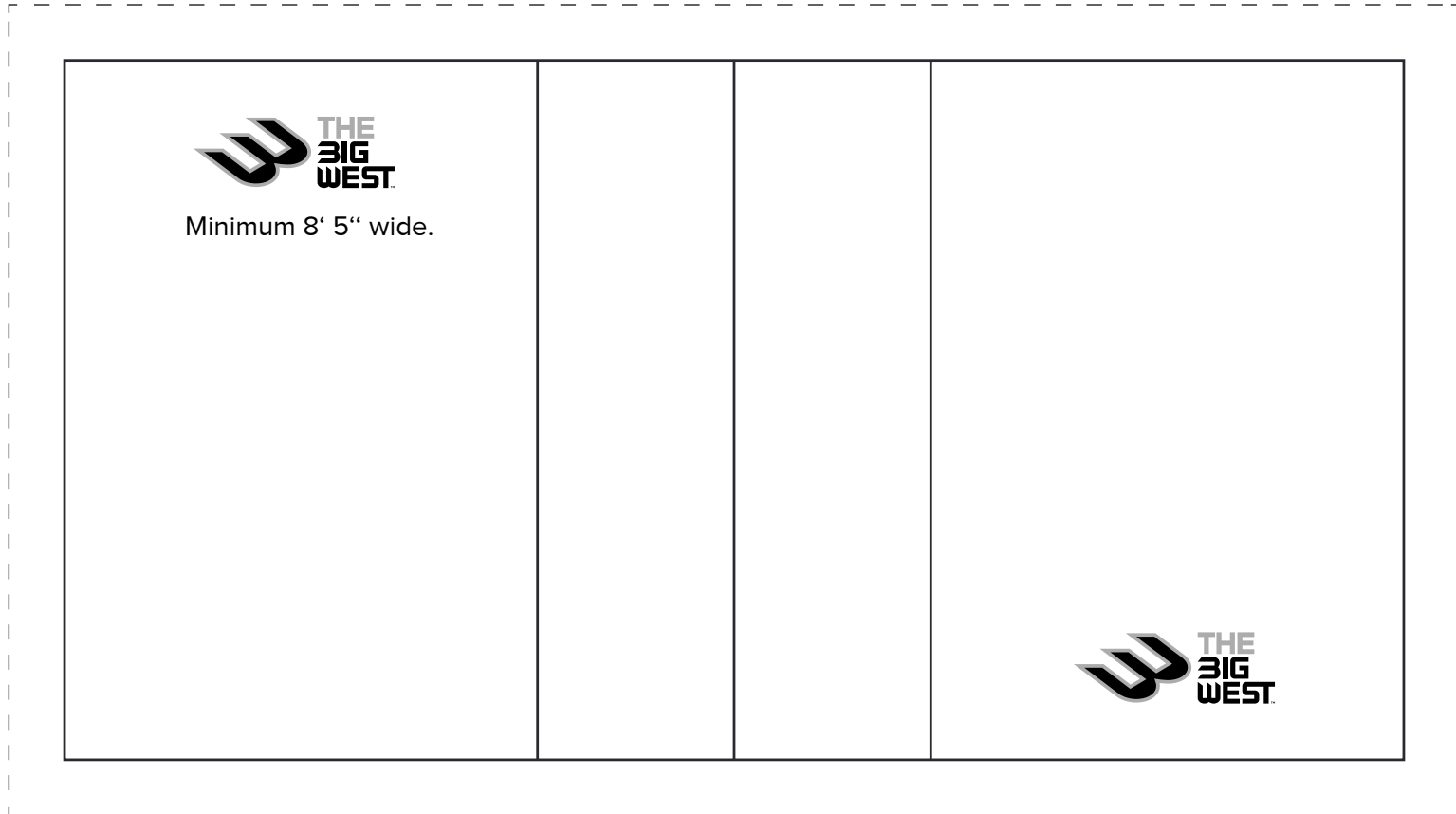
SOCCER FIELD

The use of The Big West mark is required for the 2022-23 season. When viewed from the television camera position, the bottom of the mark on the left side of the field shall align with the top edge of the 18-yard box. The top of the mark on the right side of the field shall align with the bottom edge of the 1-yard box. Each mark shall be equidistant from the midfield line and the goal line. Both marks must be oriented towards the television cameras and appear in institutional colors. Marks may be painted or inlaid into the soccer pitch. Additional usage within the soccer facility is encouraged but not required.



VOLLEYBALL COURT

The use of The Big West mark is required for the 2022-23 season. Per the diagrams on this page, the marks must appear on the playing surface equidistant between the net and the end line in front of the benches and on both net pole pads. The marks must appear in institutional colors and be oriented towards the television cameras in both locations. Additional usage within the volleyball facility is encouraged but not required. If the volleyball team plays on a basketball court, the volleyball court markings are not required. Please contact The Big West office for approval on sizing and placement in venue.



OLYMPIC SPORTS

TRACK & FIELD

The Big West banner signage of a minimum 8' x 3' size will be required in-venue during meet days.

CROSS COUNTRY

Logo painted in appropriate area (near start and/or finish) or minimum of two 8' x 3' banners placed in TV visible locations.

WATER POLO

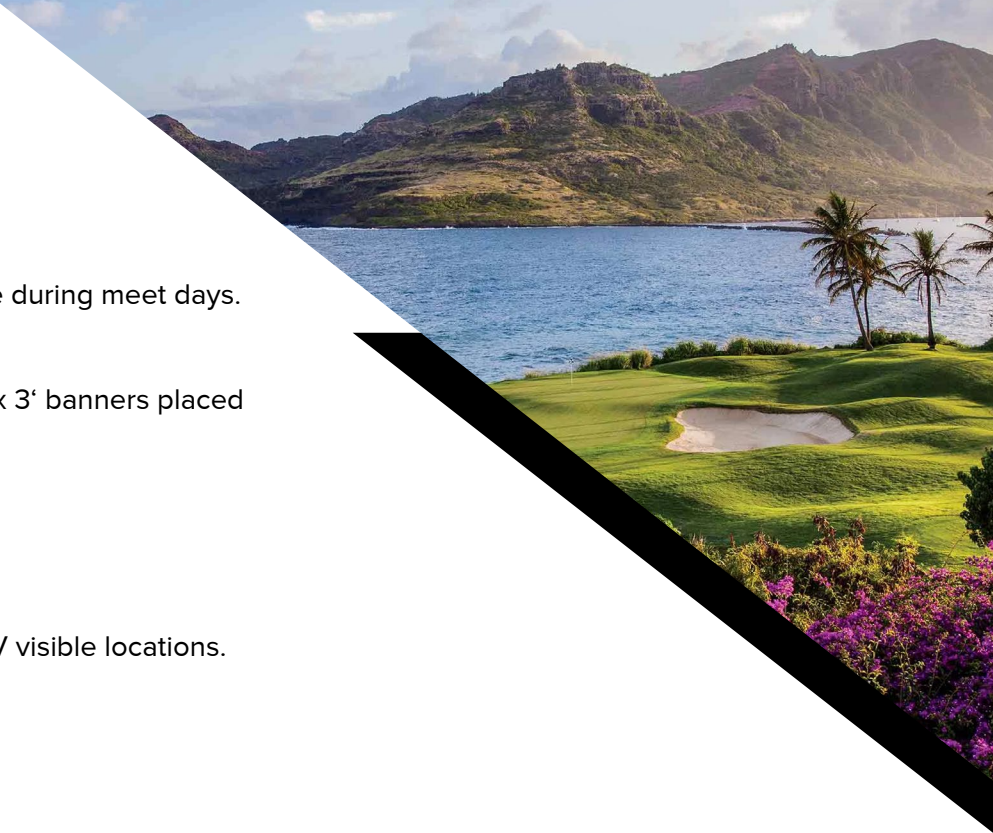
The Big West banner signage will be required in-venue during meet days.

GOLF

Logo painted in appropriate area or minimum of two 8' x 3' banners placed in TV visible locations.

TENNIS

Minimum of two 8' x 3' banners placed in TV visible locations.



VENDORS

The following vendors are well-respected for finding solutions for uniforms and playing surfaces. All have the Big West logo and are ready to assist as needed.

UNIFORMS

The Emblem Source

Larry Rutt

Larry@TheEmblemSource.com

cc:Denise@TheEmblemSource.com

(972) 248-1909

theemblemsource.com

The Emblem Source produces uniform solutions for the NBA, MLB, SEC, Big XII, CFP and the Final Four.

STENCILS/PAINT

Missouri Turf Paint

Chris Abarca

Chris@Missouriturfpaint.com

(816) 333-1272

missouriturfpaint.com

Missouri Turf Paint can create custom stencils as well as providing paint and equipment. MTP has supplied paint and stencils for 33 Super Bowls.

COURTS

Professional Flooring Systems

Shane Matheson

Mathshane@gmail.com

(208) 589-9436

West Coast dealer for Connor Sports. Connor provides courts for the NCAA Basketball Championships. Shane and his team can manage court resurfacing products & questions as well as provide coated PlayOn decals via Praters. PlayOn decals are manufactured with the same friction coefficient as the lacquer court finish.

Praters Flooring

Emily Elwood

Emily@pratersflooring.com

(423) 402-6422

pratersflooring.com

Praters Flooring produces PlayOn decals, a scuff-resistant coated decal that was used at the announcement of the Big West Basketball Championships moving to Dollar Loan Center. Praters has also produced decals for the Big Ten, Atlantic 10 and the NCAA.

Don Shafer Display, Inc.

Kate Jarrell

Katec@shaferdisplay.com

(402) 637- 4451

shaferdisplay.com

Shafer Display produces decals for the 2020 Big West Basketball Championships and Madison Square Garden.

FILE GUIDE

The electronic files are structured into three groups, organized by their usage.

MARKS

A. Primary Marks

This folder contains all the acceptable variations of the primary mark with the official The Big West marks with The Big West colors. “TheBigWest-Logo.Ai” to create new sizes. Do not use the PNG file for resizing as the edges may become blurred.

B. Secondary Marks

This folder contains all the acceptable variations of the primary mark with the official The Big West marks with The Big West colors. “TheBigWest-Logo.Ai” to create new sizes. Do not use the PNG file for resizing as the edges may become blurred.

FOLDER/FILE GUIDE

Primary Marks

BW Primary Logo_OnLight_CMYK.eps
BW Primary Logo_OnDark_CMYK.eps
BW Primary Logo_OnLight_RGB.eps
BW Primary Logo_OnDark_RGB.eps
BW Primary Logo_OnLight_RGB.png
BW Primary Logo_OnDark_RGB.png
BW Primary Logo_OnLight_1 Color.eps
BW Primary Logo_OnDark_1 Color.eps


Primary Marks

BW Secondary Logo_OnLight_CMYK.eps
BW Secondary Logo_OnDark_CMYK.eps
BW Secondary Logo_OnLight_RGB.eps
BW Secondary Logo_OnDark_RGB.eps
BW Secondary Logo_OnLight_RGB.png
BW Secondary Logo_OnDark_RGB.png
BW Secondary Logo_OnLight_1 Color.eps
BW Secondary Logo_OnDark_1 Color.eps

USAGE

Four Color Printing
Four Color Printing
Screen Display for Resizing
Screen Display for Resizing
Screen Display for Web/Powerpoint
Screen Display for Web/Powerpoint
One Color Imprinting
One Color Imprinting

Four Color Printing
Four Color Printing
Screen Display for Resizing
Screen Display for Resizing
Screen Display for Web/Powerpoint
Screen Display for Web/Powerpoint
One Color Imprinting
One Color Imprinting



THE
BIG
WEST™



THANK YOU

