



NATIONAL WHEELCHAIR BASKETBALL ASSOCIATION

STYLE GUIDE



OVERVIEW



Organization, Premise for License

The National Wheelchair Basketball Association (NWBA) is the recognized National Organization for Wheelchair Basketball by the International Wheelchair Basketball Federation and the High Performance Management Organization by the United States Olympic Committee. The NWBA trains and selects teams for participation in the Paralympic Games, World Championships, and other international competitions. The National Wheelchair Basketball Association (NWBA) is comprised of over 200 wheelchair basketball teams across 22 conferences and seven divisions. The NWBA was founded in 1949, and today consists of seven divisions including: Championship Division, Division III, Women's Division, Intercollegiate Men's Division and Intercollegiate Women's Division, as well as a Junior 10' and Junior Prep Divisions.

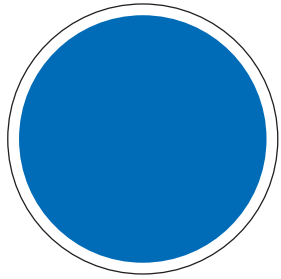
Trademarks, Registrations and Licensed Use

All marks and logos within this manual are trademarked or registered by the licensed organization and can only be used through the provided approval process outlined herein. All marks and logos are the property of National Wheelchair Basketball Association (NWBA). If any entity uses the trademarked or registered marks and logos of the event commercially, it must first obtain a license, before obtaining further written approval. All other organizations or individuals using the marks for NWBA must first be granted written approval by a member or agent for the event (see contact enclosed.)

Graphic Design Standards

This manual is provided to guide National Wheelchair Basketball Association partners, licensees, and affiliate organizations through the proper use of its marks and designations. NWBA endeavors to assure that all groups using these marks and symbols fall under the guidelines provided herein. All authorizations must be, therefore, provided by NWBA for both legal and practical purposes to protect the rights holders. This manual outlines the most basic uses of NWBA symbols; and the expectations are that any entity doing business with the NWBA, uphold the standards displayed in this manual.

NWBA COLOR PALETTE AND FONTS



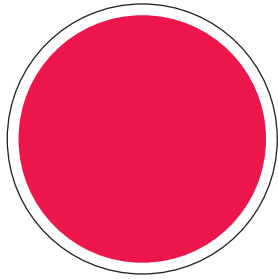
NWBA Blue

PMS: 293 C

CMYK: 100C/50M

RGB: R0/G114/B188

HEX: #0072bc



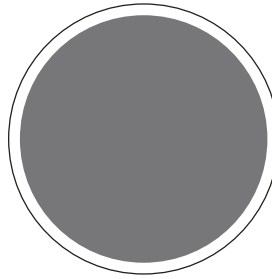
NWBA Red

PMS: 199 C

CMYK: 7C/100M/85Y

RGB: R220/G30/B53

HEX: #dc1e35



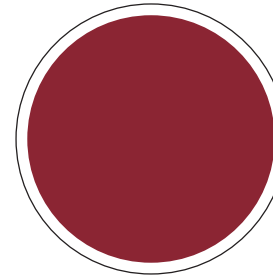
NWBA Gray

PMS: COOL GRAY 9

CMYK: 56C/46M/44Y/10K

RGB: R118/G119/B123

HEX: #76777b



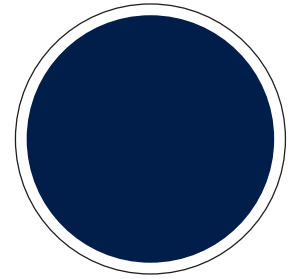
NWBA Maroon

PMS: 202 C

CMYK: 30C/95M/75Y/29K

RGB: R138/G36/B50

HEX: #8a2432



NWBA Navy

PMS: 2768 C

CMYK: 100C/91M/38Y/45K

RGB: R19/G32/B72

HEX: #132048

Primary Palette

Secondary Palette

NWBA FONTS

National Wheelchair Basketball Association

Headline Font: Gotham Light C/lc

ROLL MODELS

Subhead Font: Gotham Bold CAPS

Wheelchair basketball has come a long way since its origins in the United States in 1946. The NWBA has since grown to over 225 teams and boasts over 3,200 members. The NWBA has helped develop hundreds of teams throughout the world: North and South America; Africa; Asia; and Europe. The United States now competes against teams from these continents at the Paralympic Games, World Championships, Parapan American Games, and IWBF Zone Qualifiers.

The National Wheelchair Basketball Association is the longest standing and largest Disabled Sports Organization in the world. Its mission is to provide individuals with physical disabilities the opportunity to play and learn wheelchair basketball. The NWBA is responsible for growing and developing wheelchair basketball in the United States, and the selection and training of the Paralympic and Parapan Am Games Teams, as well as major international competitions.

Text Font: Arno Pro Light Display 8/12 pt C/lc FL/RR



ACCEPTABLE NWBA LOGOS



**NATIONAL
WHEELCHAIR
BASKETBALL
ASSOCIATION**

Standard Logo



**NATIONAL
WHEELCHAIR
BASKETBALL
ASSOCIATION**

Alternate Logos



**NATIONAL WHEELCHAIR
BASKETBALL ASSOCIATION**

Horizontal Logo

ACCEPTABLE NWBA LOGOS WITH TAGLINE



**NATIONAL
WHEELCHAIR
BASKETBALL
ASSOCIATION**

ROLL MODELS



ROLL MODELS

Standard Logo with Tagline



**NATIONAL
WHEELCHAIR
BASKETBALL
ASSOCIATION**

ROLL MODELS

Alternate Logo with Tagline



ROLL MODELS



**ROLL
MODELS**



ROLL MODELS



Symbol



**NATIONAL WHEELCHAIR
BASKETBALL ASSOCIATION**

ROLL MODELS

Horizontal Logo with Tagline



**NATIONAL WHEELCHAIR
BASKETBALL ASSOCIATION**

ACCEPTABLE NWBA LOGOS WITH TAGLINE



**NATIONAL
WHEELCHAIR
BASKETBALL
ASSOCIATION**

ROLL WITH U.S.



ROLL WITH U.S.

Standard Logo with Tagline



**NATIONAL
WHEELCHAIR
BASKETBALL
ASSOCIATION**

ROLL WITH U.S.

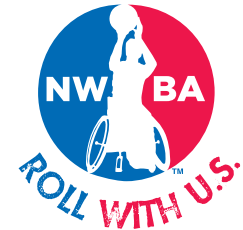
Alternate Logo with Tagline



ROLL WITH U.S.



**ROLL
WITH U.S.**



ROLL MODELS



Symbol



**NATIONAL WHEELCHAIR
BASKETBALL ASSOCIATION**

ROLL WITH U.S.

Horizontal Logo with Tagline



**NATIONAL WHEELCHAIR
BASKETBALL ASSOCIATION**

**ACCEPTABLE NWBA LOGOS –
SINGLE COLOR APPLICATION**



**NATIONAL
WHEELCHAIR
BASKETBALL
ASSOCIATION**



**NATIONAL
WHEELCHAIR
BASKETBALL
ASSOCIATION**

Standard Logo



**NATIONAL
WHEELCHAIR
BASKETBALL
ASSOCIATION**



**NATIONAL
WHEELCHAIR
BASKETBALL
ASSOCIATION**



Alternate Logos



**NATIONAL WHEELCHAIR
BASKETBALL ASSOCIATION**



**NATIONAL WHEELCHAIR
BASKETBALL ASSOCIATION**

Horizontal Logo



**ACCEPTABLE NWBA LOGOS -
USA WHEELCHAIR BASKETBALL**

Dark logo on light background or white logo on dark background
The logo with Nike (center logo) is for NWBA internal use ONLY

**USA
WHEELCHAIR
BASKETBALL**



Plain



With Nike Logo



Without Nike Logo



UNACCEPTABLE NWBA LOGO USAGE



**NATIONAL
WHEELCHAIR
BASKETBALL
ASSOCIATION**



No Logo with Black Type



No Player Image
in Different Color



**NATIONAL
WHEELCHAIR
BASKETBALL
ASSOCIATION**



No Alteration of Type



**NATIONAL WHEELCHAIR
BASKETBALL ASSOCIATION**



No Type to the Left of the Logo



No Switching Logo Colors

**NATIONAL
WHEELCHAIR
BASKETBALL
ASSOCIATION**



NATIONAL WHEELCHAIR
BASKETBALL ASSOCIATION

NWBA LOGO ON SIGNAGE



NATIONAL
WHEELCHAIR
BASKETBALL
ASSOCIATION



ABCmedical
Adapt. Believe. Compete.

Horizontal Signage—
NWBA logo always on left



NATIONAL
WHEELCHAIR
BASKETBALL
ASSOCIATION

molten[®]
For the real game

Vertical Signage—
NWBA logo always on top



NATIONAL WHEELCHAIR
BASKETBALL ASSOCIATION

LOGO AUTHORIZATIONS



Request Steps to Provide

1. Email Name and Organization
2. Provide Phone Number and Email Address
3. Provide Deadline
4. Description and proposed use of design
5. Explain mediums to be used on
6. Provide final digital visual for final approval

Primary Contact

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National Wheelchair Basketball Association

719-266-4082

BrandonMcBeain@nwba.org