



Brand Identity Standards Conference Styleguide



[updated August 2021]

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This manual presents guidelines for the approved representation of the BIG EAST Conference, a critical component of the overall brand and identity program. It introduces key elements—official colors, typography, and more—for marks such as the BIG EAST Conference primary, secondary sport-specific and Championship Logos.

These guidelines protect the integrity of the BIG EAST Conference marks and ensure that commercial vendors and others are working closely with our licensing team to obtain necessary permission to reproduce and distribute them.

All artwork shown in this brand identity conference styleguide is property of the BIG EAST Conference. Artwork may not be used in any way without prior written permission.

BIG EAST IDENTITY

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The BIG EAST Conference is a **Collegiate Licensing Company** property. To become a licensed vendor, please contact CLC:

Morgan Rogers

Senior Manager, Partnerships
morgan.rogers@clc.com | (609) 947-5240 (m)

Contact Information

For additional information regarding the use of BIG EAST Conference logos or member institution marks please contact:

Nicole Early

Senior Associate Commissioner,
Marketing and External Affairs
nearly@bigeast.com | (646) 663-3433

Kristin Quinn

Assistant Commissioner,
Olympic Sports Marketing and Communications
kquinn@bigeast.com | (646) 663-3456

General Licensing Information:

For general licensing questions please contact:

Hanna Wilson

Office and Conference Services Assistant
hwilson@bigeast.com | (646) 663-3451

Partnership Opportunities

For additional information regarding sponsorship opportunities and partner brands contact:

Jim Prendergast

Vice President/General Manager
BIG EAST Conference Sports Properties,
Playfly Sports
jim.prendergast@foxsports.net
(646) 663-3457

BIG EAST Identity | Primary and Secondary Logos, Colors, Font

The primary and secondary logos for the BIG EAST Conference marks are preferred in two options: full color or white.

The full color logo is used on a white or light background. For dark or “busy” backgrounds the white version of the logo is used.

In print, the BIG EAST Conference is to be typed in all CAP letters for BIG EAST.

For additional logo color usage, see page 4.

When printing in grayscale, use of the full black logo is preferred. Please see page 4.

BIG EAST Typography

BIG EAST is always written/typed in ALL CAPS. BIG EAST Conference on first reference is preferred.

Incorrect use:
BEC, BE, big east, Big East

PRIMARY LOGO



SECONDARY LOGO



PRIMARY COLORS

**BIG EAST
RED**



**BIG EAST
BLUE**



**PANTONE
186**

**PANTONE
281**

Processed Color:

Red: C: 0% M: 100% Y:81% K:4%
Blue: C: 100% M: 72% Y:0% K: 32%

RGB/Indexed Color:

Red: 228r 28g 57b
Blue: 26r 66g 125b

Approved Promotional Fonts:

Helvetica Neue LT STd
57 Condensed

97 Black Condensed

Gills Sans MT Regular

Gills Sans MT Italic

Gills Sans MT Bold

Gills Sans MT Bold Italic

BIG EAST Identity | Sizing, Area of Isolation and Alternative Color

SIZING AND AREA OF ISOLATION

There are restrictions to both the minimum size and rules regarding the isolation of the marks to ensure the BIG EAST conference marks can be read and don't get combined or overlapped with any other mark.

Minimum dimensions are noted.

SIZING:

PRIMARY LOGO

SECONDARY LOGO



AREA OF ISOLATION:



ALTERNATIVE COLOR

For instances on uniforms or design elements where the full color or white logo may not work, there are options to use the BIG EAST blue, BIG EAST red or black logos.

For all design elements where alternative logos may be used, please send to BIG EAST office for approval.

ALTERNATIVE COLOR



Please use the black logo when printing in grayscale with a white/light background.

BIG EAST Identity | Restrictions

INCORRECT USAGE

The following are examples of misuse of the logos and marks and are prohibited. Always use the artwork files as provided by the BIG EAST Conference.

Do not recreate the logos or word marks.

Colors should not be substituted, screened or converted to a gradient.

Prohibited Variations include:

- Stretching/Condensing
- Outline
- Enclosing the logo within a shape
- Watermarks/discoloration
- Screening of the logo
- Use of any colors but the PMS BIG EAST Red and Blue
- Use of visually distracting backgrounds
- Added stroke or glow
- Reverse color



DO NOT stretch or condense the logo in any way.



DO NOT use a stroke or glow around the logo.



DO NOT Outline the logo



DO NOT enclose the logo within a shape



DO NOT reverse the colors of the logo..



DO NOT use screens of the approved colors unless noted.



DO NOT use screens of the approved colors unless noted



DO NOT use any colors than those approved



DO NOT use visually distracting backgrounds

BIG EAST Identity | Additional Assets and Branding

BIG EAST DIGITAL NETWORK

The BIG EAST Digital Network (BEDN) and feature shows such as BIG EAST Shootaround, Fastbreak and The Outlet share the same branding principles as the primary and secondary BIG EAST logos. There are colored and knockout versions of all.

For assets associated with the BIG EAST Digital Network Presented by SoFi on FloSports, contact:

Bobby Mullen
bmullen@bigeast.com

BIG EAST ESPORTS

The BIG EAST Esports logo also follows the same branding principles as the primary and secondary BIG EAST logos. It can be combined with logos associated with the primary gaming platform as approved by Esports contact:

Chris Schneider
cschneider@bigeast.com

SPECIALIZED EVENTS

In specific cases when specialized tournament or event logos are used, please contact BIG EAST for logo usage. There are grayscale and white available following BIG EAST primary branding:

John Paquette
jpaquette@bigeast.com

BIG EAST DIGITAL NETWORK ASSETS



BIG EAST Digital Network Presented by SoFi on FloSports on first reference, BEDN can be used subsequently after.

BIG EAST ESPORTS



SPECIALIZED TOURNAMENTS & EVENTS



BIG EAST Identity | Sport Specific and Championship Logos

SPORT SPECIFIC LOGOS

There are sport specific logos for all 22 BIG EAST sports and championships. Usage of these logos follow the same rules for the primary BIG EAST logo. Each logo has a full color and a knockout version).

In first reference, the championships should be referred to as: the **BIG EAST Baseball Championship Presented by Jeep.**

























Sports Include:

- Baseball
- Men's Basketball #
- Women's Basketball #
- Cross Country *
- Field Hockey
- Golf *
- Lacrosse *
- Soccer *
- Swimming & Diving *
- Tennis *
- Track & Field **
- Volleyball

* includes men's and women's

** includes men's and women's as well as indoor and outdoor

the men's and women's basketball tournament logos have additional color options for print, digital and licensing.

SPORT SPECIFIC	BRANDED CHAMPIONSHIP	SPORT SPECIFIC	BRANDED CHAMPIONSHIP
			
			
			
			
			
			

SPORT SPECIFIC
BRANDED CHAMPIONSHIP



Logo Use:

Black logos are also acceptable.



BIG EAST Identity | Playing Surface and Outdoor Signage

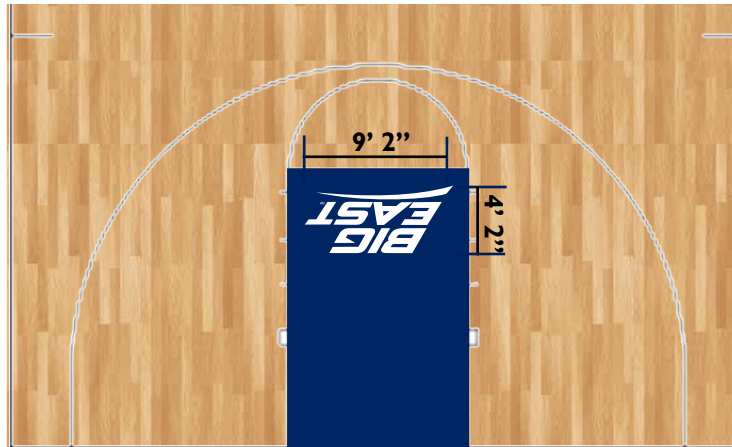
BASKETBALL COURT

The BIG EAST logo is placed in the key on both sides of the court sized at 9' 2" wide, 4' 2" high. (see chart)

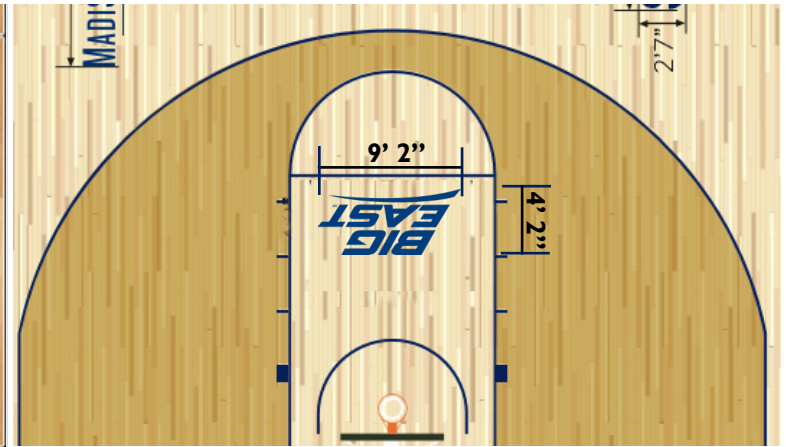
Use should be the stacked logo without the word "conference" underneath. The white logo is used on a dark key, a one-color logo should be used on a lighter or woodgrained key. Colors used can be PMS 281 (BIG EAST Blue), black or one of the school colors.

BASKETBALL COURTS - EXAMPLES

WHITE LOGO ON DARK KEY



ONE-COLOR LOGO ON WOODGRAIN / LIGHT KEY

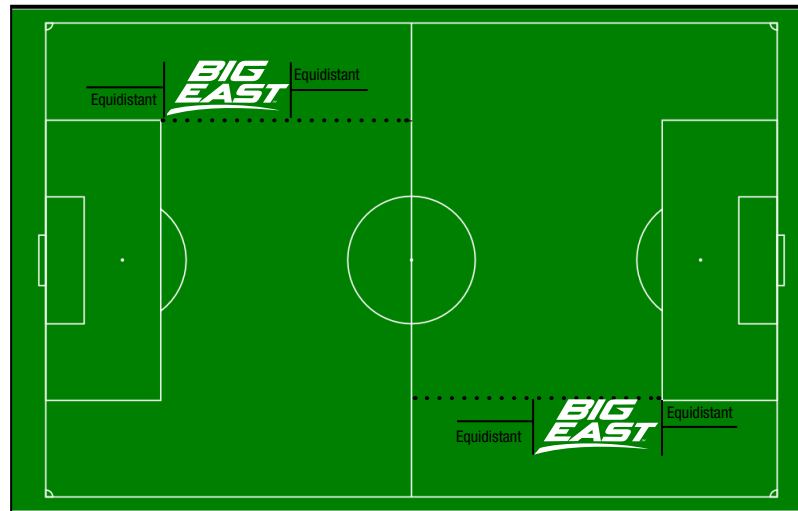


OLYMPIC SPORT SURFACES

Similarly to basketball courts, the stacked BIG EAST logo without the word "conference" should be placed on a visible area on all Olympic sport surfaces.

On grass, turf, or all other surfaces that are not white, the white BIG EAST logo should be used. On lighter surfaced, a solid one-color logo should be used (PMS 281, black, or one of the school colors).

SOCCER FIELD - EXAMPLE & SPECIFIC SIZING



The required soccer field placement of the BIG EAST Conference logo is equidistant from the midline and goal lines. The top of the logo (left side of field) should align with top edge of the 18-yard box. The top of the logo (right side of the field) should align with the bottom edge of the 18-yard box.

BIG EAST Identity | Uniforms

LOGO USAGE AND SIZE

Similarly to courts and surfaces, the stacked BIG EAST logo without the word “conference” is used. The logo should be directly embroidered on the uniform.

SIZE: 2.25 square inches *

PLACEMENT: The preferred placement for the conference logo is on the chest opposite the manufactured logo. If the chest is not an option, the logo may be placed on the sleeve in a visible location.

COLOR: (See examples at right).

The two-color BIG EAST logo is used for white or light colored uniforms. For dark uniforms, the white BIG EAST logo is used.

For best appearance on lighter blue, gold or yellow uniforms, BIG EAST blue, black or a contrasting school color may be used.

AVOID: Any stroke or outline on the logo. Placing the logo on a pattern.

TWO-COLORED LOGO



WHITE LOGO



ONE-COLOR/SCHOOL COLOR LOGO



BIG EAST Identity | Social Media

BIG EAST ON SOCIAL



BIGEASTConference



BIGEAST



BIGEASTConference



@BIGEAST
@BIGEASTChamps
@BIGEASTdigital

Each of the individual BIG EAST sports and sport championships have specific hashtags.



#BIGEASTbase



#BIGEASTgolf



#BIGEASTsb



@BIGEASTmbb
 #BIGEASThoops



#BIGEASTlax (M)



#BIGEASTswim



@BIGEASTwbb
 #BIGEASTwbb (W)



#BIGEASTwlax (W)



#BIGEASTtennis



#BIGEASTxc



#BEfútbol (M)



#BIGEASTtrack



#BIGEASTfh



#BIGEASTwsoc



#BIGEASTvb

Basketball Tournaments



#MarchToMSG
 #BETourney



#BETourney



#BIGEASTesports

BIG EAST Identity | School Identification

If using all 11 logos in order, preferential use is alphabetical order:

Butler
UConn (Connecticut)
Creighton
DePaul
Georgetown
Marquette
Providence
St. John's
Seton Hall
Villanova
Xavier

If you are using the logos in a pattern, please avoid any similarity to alphabetical order.

The BIG EAST has the following affiliate members (sports):

Denver (MLAX,WLAX)
 Liberty (FH)
 Old Dominion (FH)
 Quinnipiac (FH)
 Temple (FH)

PREFERRED SCHOOL LOGOS ON A LIGHT BACKGROUND



PREFERRED SCHOOL LOGOS ON A DARK BACKGROUND



Approved School Names & Colors:

Butler: Navy (Pantone 2767C/ C100-Y90-M10-K77), Cool Grey (Pantone 9) and White

UConn (Connecticut): Navy (Pantone 289 C), White, Red (Pantone 185 C), Grey (Pantone 429 C), Blue (dogs eyes - Pantone 543 C)

Creighton: Blue (Pantone 286), Navy Blue (Pantone 2767), Light Blue (Pantone 284), Grey (Pantone 424), Light Grey (Pantone 421), Silver Metallic (Pantone 877)

DePaul: Royal Blue (Pantone 293c), Scarlet (Pantone 186c) and Light Blue accent (Pantone 285)

Georgetown: Blue (Pantone 282), Gray (Pantone 401), White

Marquette: Blue (Pantone 281/C100-M72-Y0-K32), Gold (Pantone 123/C0-M24-Y100-K0) and Championship Blue accent (Pantone 278/C43-M18-Y0-K0)

Providence: Black, White, Silver (Pantone 877)

St. John's: Red (Pantone 200C) , White, Navy (Pantone 296), Silver Gray (PM Cool Gray 6)

Seton Hall: Blue (Pantone 286 / C100C- M60 – K6 & White) & Silver (Pantone 877 -there is no process equivalent). Gray (Pantone 429/C6 – K34, or 40% black) can be substituted for the preferred silver

Villanova: Dark Blue (Pantone 281), Light Blue, accent only (Pantone 298), white

Xavier: White, Navy (Pantone 289 / RGB 12, 35, 63), Grey (Pantone 422/RGB 158, 162, 162) and Silver (Pantone 877)

For school specific brand guidelines and use of their marks, please contact each school directly.

BIG EAST™

CONFERENCE

