

# BRAND STANDARDS GUIDE

NATIONAL JUNIOR COLLEGE ATHLETIC ASSOCIATION



# THE IMPORTANCE OF GRAPHIC STANDARDS

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The NJCAA Branding Guide is designed to provide clear information on the proper use of approved graphics, colors and fonts for the NJCAA brand. Our purpose is to guarantee, as best as possible, a clear and consistent brand image wherever and whenever the NJCAA is represented in any print, digital or apparel format. Any attempt to utilize NJCAA graphics or wordmarks outside the standards represented in this guide are strictly prohibited. Requests for exceptions or interpretations should be submitted directly to the NJCAA Offices.



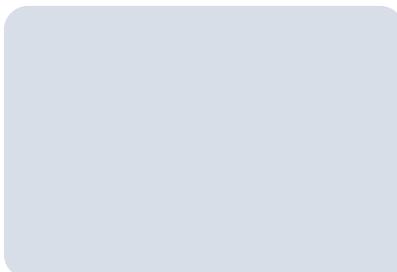
# OFFICIAL COLORS OF THE NJCAA

## PRIMARY COLORS



**NJCAA BLUE**

(in lieu of use \*Pantone® 2945c)  
Process Equivalent: 100c 64m 0y 16k  
RGB Equivalent: 0r 76g 151b  
Madeira Thread: 1842  
Hex Code: 004C97



**NJCAA GRAY**

(in lieu of use \*Pantone® 427c)  
Process Equivalent: 14c 8m 4y 0k  
RGB Equivalent: 208r 211g 212b  
Madeira Thread: 1810  
Hex Code: D0D3D4

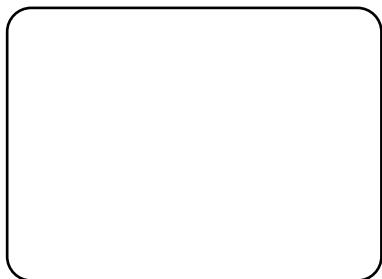
## PRIMARY COLORS

NJCAA Blue and NJCAA Gray are the official colors for the National Junior College Athletic Association brand, and are shown on the left. It is very important to match these colors faithfully when reproducing the NJCAA brand marks.

## SECONDARY COLORS

In addition to the primary palette, the NJCAA brand marks utilize white, NJCAA Navy and NJCAA Gray 2 as secondary colors.

## SECONDARY COLORS



**WHITE**



**NJCAA NAVY**

(in lieu of use \*Pantone® 533c)  
Process Equivalent: 94c 73m 5y 69k  
RGB Equivalent: 32r 42g 68b  
Madeira Thread: 1764  
Hex Code: 202A44



**NJCAA GRAY 2**

(in lieu of use \*Pantone® 429c)  
Process Equivalent: 35c 23m 19y 2k  
RGB Equivalent: 162r 170g 173b  
Madeira Thread: 1611  
Hex Code: A2AAAD

# NJCAA PRIMARY MARKS

## PRIMARY MARK



FULL COLOR



BLUE & WHITE



BLACK & WHITE



ALL WHITE

The NJCAA primary marks was designed to create a consistent visual identity for the NJCAA. These marks should not be changed or altered in any way, and their use must adhere to the standards in this guide.

The NJCAA primary mark is shown in full color, NJCAA blue & white, black & white and all white on the left.

These logos are intended for use only by the NJCAA. Permission is required for use by any other entity.

# NJCAA SECONDARY MARKS

## SECONDARY MARK



FULL COLOR



BLUE & WHITE



BLACK & WHITE



ALL WHITE

The NJCAA secondary mark was designed to create a consistent visual identity for the NJCAA. These marks should not be changed or altered in any way, and their use must adhere to the standards in this guide.

The NJCAA secondary mark is shown in full color, NJCAA blue & white, black & white and all white on the left.

These logos are intended for use only by the NJCAA. Permission is required for use by any other entity.

NOTE: The NJCAA secondary mark is permitted to change color to match any NJCAA member school's respective primary color(s). See example below.



# NJCAA PRIMARY MARKS ON BACKGROUNDS

## FULL COLOR PRIMARY MARKS



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

Frequently it may be desirable to place the NJCAA primary mark on alternate backgrounds. This page shows the full color, NJCAA blue & white, black & white and all white primary marks on NJCAA blue, NJCAA gray, white and on dark backgrounds. Also shown is the technique for using the mark on a complex background.

All artwork and variations are available in Macintosh and PC digital file formats.

## NJCAA BLUE & WHITE PRIMARY MARKS



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

## BLACK & WHITE PRIMARY MARKS



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

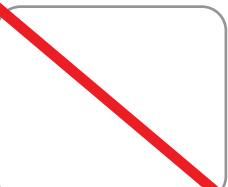
## ALL WHITE PRIMARY MARKS



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

# NJCAA SECONDARY MARKS ON BACKGROUNDS

## FULL COLOR SECONDARY MARKS



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

Frequently it may be desirable to place the NJCAA secondary mark on alternate backgrounds. This page shows the full color, NJCAA blue & white, black & white and all white secondary marks on NJCAA blue, NJCAA gray, white and on dark backgrounds. Also shown is the technique for using the mark on a complex background.

All artwork and variations are available in Macintosh and PC digital file formats.

## NJCAA BLUE & WHITE SECONDARY MARKS



ON NJCAA BLUE



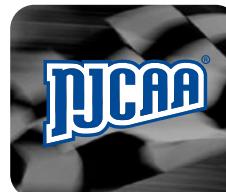
ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

## BLACK & WHITE SECONDARY MARKS



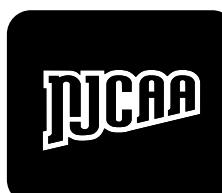
ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

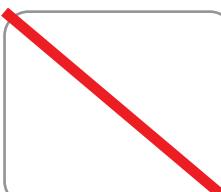
## ALL WHITE SECONDARY MARKS



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

# SAFE ZONES

EQUALS ONE SIXTH THE OVERALL HEIGHT OF THE MARK

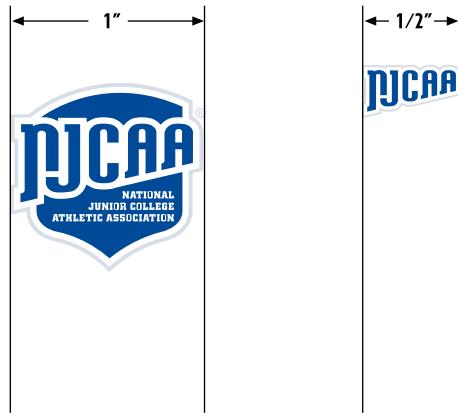


EQUALS ONE FOURTH THE OVERALL HEIGHT OF THE MARK



Both the NJCAA primary and secondary marks have an established "safe zone". This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the Primary NJCAA mark is equal to one sixth the height of the mark (shown on the left at the top). The safe zone for the NJCAA secondary mark is equal to one fourth the height of the mark (shown on the left at the bottom). The safe zone spacing is uniform on all sides of the marks.

# MINIMUM SIZE



## MINIMUM LOGO SIZES

Both the NJCAA primary and secondary marks have a minimum allowable size for printing or other reproduction. To ensure clarity and legibility, the logos must NOT be used any smaller than the sizes shown on this page. It is preferred that, when possible, the logos be used larger than their minimum size.

## EMBROIDERY

Contact the NJCAA's offices for information about embroidering athletics marks. Minimum sizes are considerably larger for embroidery.

# COMPATIBLE TYPOGRAPHY

## BERTHOLD CITY BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 - = ! @ # \$ % & ™**  
**¢ \* ( ) \_ © ® { } [ ] ? ; : , . " " ' ' /**

## ADELLE BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 - = ! @ # \$ % & ™**  
**¢ \* ( ) \_ © ® { } [ ] ? ; : , . " " ' ' /**

## ANTONIO BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 - = ! @ # \$ % & ™**  
**¢ \* ( ) \_ © ® { } [ ] ? ; : , . " " ' ' /**

## MONTserrat BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 - = ! @ # \$ % & ™**  
**¢ \* ( ) \_ © ® { } [ ] ? ; : , . " " ' ' /**

Compatible fonts for the NJCAA marks are Berthold City, Adelle, Antonio and Montserrat. Berthold City is the font used in the words "NATIONAL JUNIOR COLLEGE ATHLETIC ASSOCIATION" in our primary mark. It is a bold, readable font with multiple weights available. Adelle, Antonio and Montserrat are also available in multiple weights.

# ARTWORK USE VIOLATIONS



Never use the mark in other colors



Never change the typeface in any part of the mark



Never use unapproved wording in any mark



Never re-size any element in any mark



Never re-proportion any mark



Never add any element to any mark



Never distort any mark



Never reposition or realign in any mark



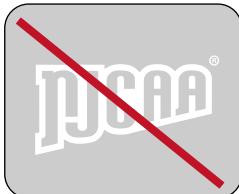
Never re-space any elements in any mark



Never change the outline shape to an unapproved color



Never allow any color, pattern or photograph to show through any mark



Never use any mark on a background that provides insufficient contrast



Never use the inverse of any mark

So that the NJCAA can maintain the design integrity of its brand, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way. Shown on this page are unacceptable uses of the NJCAA primary and secondary marks.

# SPORT SPECIFIC MARKS

## SPORT SPECIFIC MARK



FULL COLOR



BLACK & WHITE



ALL WHITE

Sport specific marks have been created for each respective sport represented by the NJCAA. Those sports are as follows, baseball, basketball, bowling, cross country, football, golf, half marathon, lacrosse, soccer, softball, swimming & diving, tennis, track & field, volleyball and wrestling. These marks should not be changed or altered in any way, and their use must adhere to the standards in this guide.

The NJCAA sport specific mark is shown in full color, black & white and all white on the left.

These logos are intended for use only by the NJCAA. Permission is required for use by any other entity.

# SPORT SPECIFIC MARKS ON BACKGROUNDS

## FULL COLOR SPORT SPECIFIC MARKS



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR

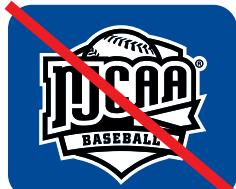


ON COMPLEX  
BACKGROUND

Frequently it may be desirable to place the NJCAA sport specific marks on alternate backgrounds. This page shows the full color, black & white and all white sport specific marks on NJCAA blue, NJCAA gray, white and on dark backgrounds. Also shown is the technique for using the marks on a complex background.

All artwork and variations are available in Macintosh and PC digital file formats.

## BLACK & WHITE SPORT SPECIFIC MARKS



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

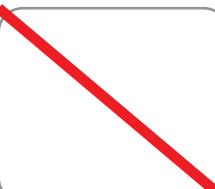
## ALL WHITE SPORT SPECIFIC MARKS



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

# REGION MARKS

REGION MARK



FULL COLOR



BLACK & WHITE



ALL WHITE

The NJCAA represents 24 regions, and each respective geographic region has its own designated mark. These marks should not be changed or altered in any way, and their use must adhere to the standards in this guide.

The NJCAA sport specific mark is shown in full color, black & white and all white on the left.

These logos are intended for use only by the NJCAA. Permission is required for use by any other entity.

# REGION MARKS ON BACKGROUNDS

## FULL COLOR REGION MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

Frequently it may be desirable to place the NJCAA region marks on alternate backgrounds. This page shows the full color, black & white and all white region marks on NJCAA blue, NJCAA gray, white and on dark backgrounds. Also shown is the technique for using the marks on a complex background.

All artwork and variations are available in Macintosh and PC digital file formats.

## BLACK & WHITE REGION MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

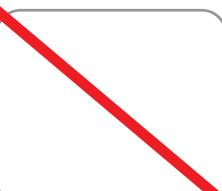
## ALL WHITE REGION MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

# NJCAA NETWORK

## NJCAA NETWORK MARK



FULL COLOR



BLUE & WHITE



NAVY & WHITE



BLACK & WHITE



ALL WHITE

A special NJCAA Network mark was designed to create a consistent visual identity for the NJCAA. These marks should not be changed or altered in any way, and their use must adhere to the standards in this guide.

The NJCAA Network mark is shown in full color, NJCAA blue & white, NJCAA navy & white, black & white and all white on the left.

These logos are intended for use only by the NJCAA. Permission is required for use by any other entity.

# NJCAA NETWORK MARKS ON BACKGROUNDS

## FULL COLOR NETWORK MARK



ON NJCAA BLUE

ON NJCAA GRAY/LIGHT COLOR

ON WHITE

ON DARK COLOR

ON COMPLEX BACKGROUND

## NJCAA BLUE & WHITE NETWORK MARK



ON NJCAA BLUE

ON NJCAA GRAY/LIGHT COLOR

ON WHITE

ON DARK COLOR

ON COMPLEX BACKGROUND

## NAVY & WHITE NETWORK MARK



ON NJCAA BLUE

ON NJCAA GRAY/LIGHT COLOR

ON WHITE

ON DARK COLOR

ON COMPLEX BACKGROUND

## BLACK & WHITE NETWORK MARK



ON NJCAA BLUE

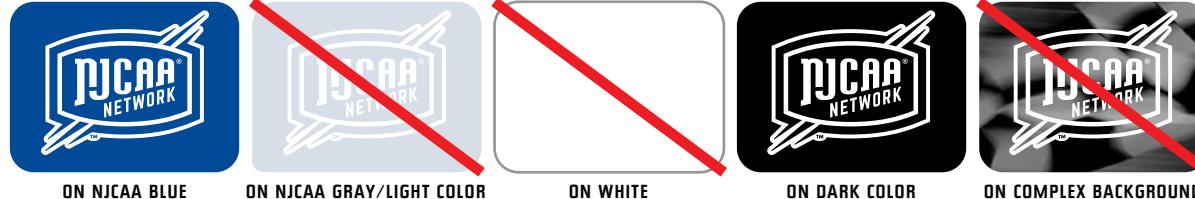
ON NJCAA GRAY/LIGHT COLOR

ON WHITE

ON DARK COLOR

ON COMPLEX BACKGROUND

## ALL WHITE NETWORK MARK



ON NJCAA BLUE

ON NJCAA GRAY/LIGHT COLOR

ON WHITE

ON DARK COLOR

ON COMPLEX BACKGROUND

Frequently it may be desirable to place the NJCAA Network marks on alternate backgrounds. This page shows the full color, NJCAA blue & white, NJCAA navy & white, black & white and all white network marks on NJCAA blue, NJCAA gray, white and on dark backgrounds. Also shown is the technique for using the marks on a complex background.

All artwork and variations are available in Macintosh and PC digital file formats.

# NJCAA FOUNDATION AWARDS

## NJCAA FOUNDATION AWARDS MARK



FULL COLOR



BLACK & WHITE



ALL WHITE

The NJCAA Foundation Awards mark was designed to create a consistent visual identity for the NJCAA. These marks should not be changed or altered in any way, and their use must adhere to the standards in this guide.

The NJCAA Foundation Awards mark is shown in full color, black & white and all white on the left.

These logos are intended for use only by the NJCAA. Permission is required for use by any other entity.

# NJCAA FOUNDATION AWARDS MARKS ON BACKGROUNDS

## FULL COLOR FOUNDATION AWARDS MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

Frequently it may be desirable to place the NJCAA Foundation Awards marks on alternate backgrounds. This page shows the full color, black & white and all white Foundation Awards marks on NJCAA blue, NJCAA gray, white and on dark backgrounds. Also shown is the technique for using the marks on a complex background.

## BLACK & WHITE FOUNDATION AWARDS MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

All artwork and variations are available in Macintosh and PC digital file formats.

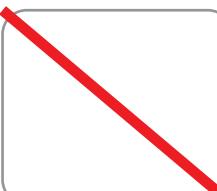
## ALL WHITE FOUNDATION AWARDS MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

# NJCAA ESPORTS MARKS

## NJCAA ESPORTS MARKS



FULL COLOR



BLACK & WHITE



ALL WHITE

A special mark has been created for the NJCAA Esports program. These marks should not be changed or altered in any way, and their use must adhere to the standards in this guide.

The NJCAA Esports marks are shown in full color, black & white and all white on the left.

These logos are intended for use only by the NJCAA. Permission is required for use by any other entity.

# NJCAA ESPORTS MARKS ON BACKGROUNDS

## FULL COLOR ESPORTS MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

Frequently it may be desirable to place the NJCAA Esports marks on alternate backgrounds. This page shows the full color, black & white and all white Esports marks on NJCAA blue, NJCAA gray, white and on dark backgrounds. Also shown is the technique for using the marks on a complex background.

All artwork and variations are available in Macintosh and PC digital file formats.

## BLACK & WHITE ESPORTS MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

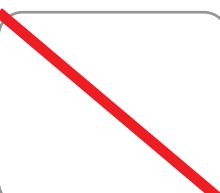
## ALL WHITE ESPORTS MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

# NJCAA CHAMPIONSHIPS MARKS

## NJCAA CHAMPIONSHIP MARK



FULL COLOR



BLACK & WHITE



ALL WHITE

Championship marks have been created for each respective sport represented by the NJCAA. Those sports are as follows, baseball, basketball, bowling, cross country, football, golf, half marathon, lacrosse, soccer, softball, swimming & diving, tennis, track & field, volleyball and wrestling. These marks should not be changed or altered in any way, and their use must adhere to the standards in this guide.

The NJCAA championship mark is shown in full color, black & white and all white on the left.

These logos are intended for use only by the NJCAA. Permission is required for use by any other entity.

# NJCAA CHAMPIONSHIPS MARKS ON BACKGROUNDS

## FULL COLOR CHAMPIONSHIP MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

Frequently it may be desirable to place the NJCAA championships marks on alternate backgrounds. This page shows the full color, black & white and all white championships marks on NJCAA blue, NJCAA gray, white and on dark backgrounds. Also shown is the technique for using the marks on a complex background.

## BLACK & WHITE CHAMPIONSHIP MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

All artwork and variations are available in Macintosh and PC digital file formats.

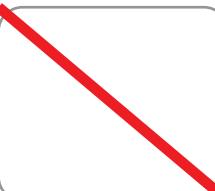
## ALL WHITE CHAMPIONSHIP MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

# NJCAA CHAMPIONS MARKS

## NJCAA CHAMPIONS MARK



FULL COLOR



BLACK & WHITE



ALL WHITE

Champions marks have been created for each respective sport represented by the NJCAA. Those sports are as follows, baseball, basketball, bowling, cross country, football, golf, half marathon, lacrosse, soccer, softball, swimming & diving, tennis, track & field, volleyball and wrestling. These marks should not be changed or altered in any way, and their use must adhere to the standards in this guide.

The NJCAA champions mark is shown in full color, black & white and all white on the left.

These logos are intended for use only by the NJCAA. Permission is required for use by any other entity.

# NJCAA CHAMPIONS MARKS ON BACKGROUNDS

## FULL COLOR CHAMPIONS MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

Frequently it may be desirable to place the NJCAA champions marks on alternate backgrounds. This page shows the full color, black & white and all white champions marks on NJCAA blue, NJCAA gray, white and on dark backgrounds. Also shown is the technique for using the marks on a complex background.

All artwork and variations are available in Macintosh and PC digital file formats.

## BLACK & WHITE CHAMPIONS MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

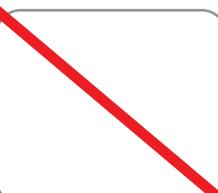
## ALL WHITE CHAMPIONS MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

# NJCAA NATIONAL CHAMPIONS MARKS

## NJCAA NATIONAL CHAMPIONS MARK



FULL COLOR



BLACK & WHITE



ALL WHITE

A special NJCAA National Champions mark was designed to create a consistent visual identity for the NJCAA. These marks should not be changed or altered in any way, and their use must adhere to the standards in this guide.

The NJCAA National Champions mark is shown in full color, black & white and all white on the left.

These logos are intended for use only by the NJCAA. Permission is required for use by any other entity.

# NJCAA NATIONAL CHAMPIONS MARKS ON BACKGROUNDS

## FULL COLOR NATIONAL CHAMPIONS MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

Frequently it may be desirable to place the NJCAA National Champions marks on alternate backgrounds. This page shows the full color, black & white and all white National Champions marks on NJCAA blue, NJCAA gray, white and on dark backgrounds. Also shown is the technique for using the marks on a complex background.

All artwork and variations are available in Macintosh and PC digital file formats.

## BLACK & WHITE NATIONAL CHAMPIONS MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

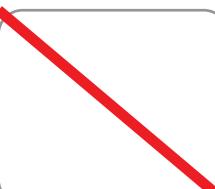
## ALL WHITE NATIONAL CHAMPIONS MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

# JUCO HERITAGE COLLECTION MARKS

## JUCO HERITAGE COLLECTION MARKS



FULL COLOR



BLACK & WHITE

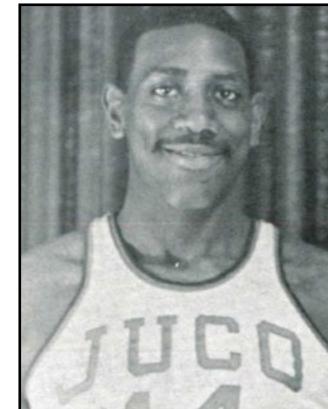


ALL WHITE

A special JUCO Heritage Collection mark was designed specifically for the apparel/retail environment. These marks should not be changed or altered in any way, and their use must adhere to the standards in this guide.

The JUCO Heritage Collection mark is shown in full color, black & white and all white on the left.

These logos are intended for use only by the NJCAA. Permission is required for use by any other entity.



The JUCO typography was inspired by the lettering on the jersey worn by junior college and NBA star, Spencer Haywood.

# JUCO HERITAGE COLLECTION MARKS ON BACKGROUNDS

## FULL COLOR JUCO HERITAGE COLLECTION MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

## BLACK & WHITE JUCO HERITAGE COLLECTION MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

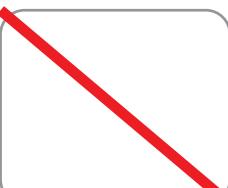
## ALL WHITE JUCO HERITAGE COLLECTION MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

Frequently it may be desirable to place the JUCO Heritage Collection marks on alternate backgrounds. This page shows the full color, black & white and all white JUCO Heritage Collection marks on NJCAA blue, NJCAA gray, white and on dark backgrounds. Also shown is the technique for using the marks on a complex background.

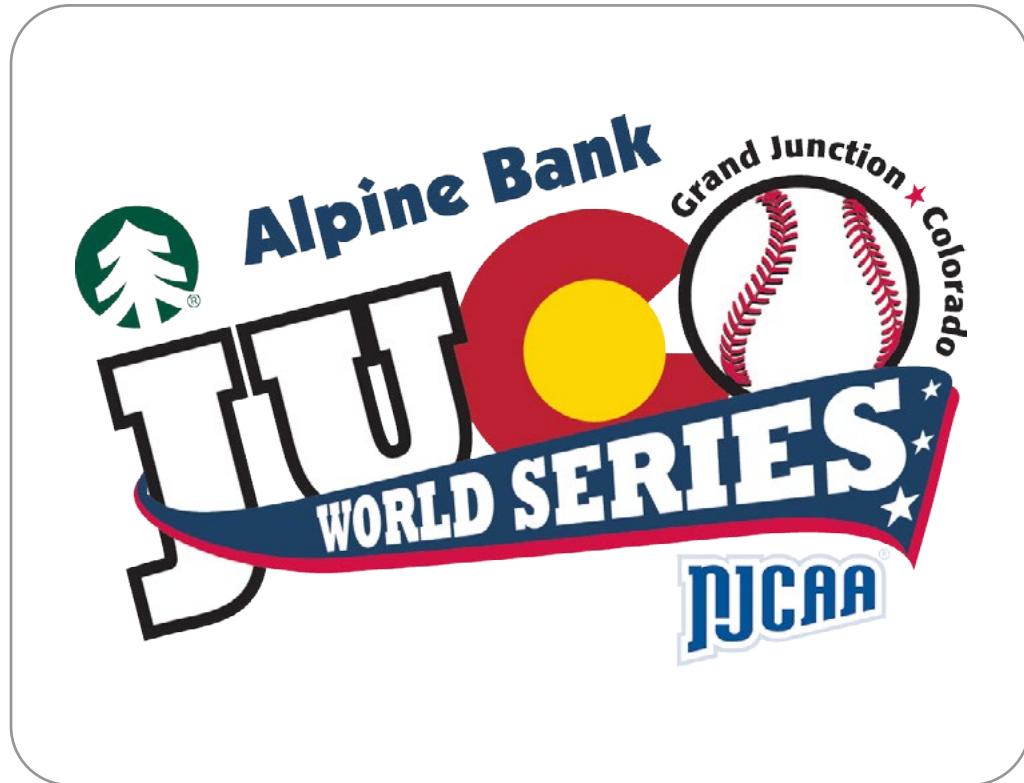
All artwork and variations are available in Macintosh and PC digital file formats.

In order to protect the history, image, and brand of the association, the NJCAA has trademarked the term 'JUCO' in relation to collegiate athletics, including but not limited to the following terms:

JUCO  
JUCO Product  
JUCO Life  
JUCO Route  
JUCO Bandit

# JUCO WORLD SERIES MARK

## JUCO WORLD SERIES MARK



FULL COLOR

A special JUCO World Series mark was designed to create a consistent visual identity for the NJCAA event. This mark should not be changed or altered in any way, and its use must adhere to the standards in this guide.

The JUCO World Series mark is shown in full color on the left.

The logo is intended for use only by the NJCAA. Permission is required for use by any other entity.

# JUCO WORLD SERIES MARK ON BACKGROUNDS

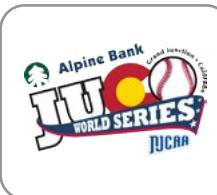
FULL COLOR JUCO WORLD SERIES MARK



ON NJCAA BLUE



ON NJCAA GRAY/  
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX  
BACKGROUND

Frequently it may be desirable to place the JUCO World Series mark on alternate backgrounds. This page shows the full color JUCO World Series mark on NJCAA blue, NJCAA gray, white and on dark backgrounds. Also shown is the technique for using the marks on a complex background.

All artwork and variations are available in Macintosh and PC digital file formats.

# CONTACT INFORMATION

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