



BIG 12 CONFERENCE

BIG 12
CONFERENCE
IDENTITY
STANDARDS

CONFERENCE STYLE GUIDE

THE BIG 12 CONFERENCE

MAXIMIZED IMPACT OF OUR BRAND AND OUR INSTITUTIONS

requires strict consistency as we present the new Big 12 Conference mark to the sports world. Accordingly, we have created this style guide which answers the most common questions regarding style and usage. Utilization of these guidelines in a conference wide consistent manner is critical to our brand image and allows each member institution to better leverage the power of the Big 12 brand.

In order to maintain consistency in messaging and high brand value throughout graphic and written standards each institution should refer to the conference in writing initially as **Big 12 Conference** and thereafter **Big 12**.

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THE IDENTITY



THE IDENTITY

LOGO OPTIONS AND VARIATIONS

THE LOGO

A consistent identity system has been created to present the Big 12 Conference. The identity can be broken down into three different primary options. The stacked representation of the conference logo can be seen to the right along with a simplified icon and a horizontal option.



BIG 12 CONFERENCE

STACKED



SIMPLIFIED
Full color



SIMPLIFIED
One-Color Option A



SIMPLIFIED
One-Color Option B



HORIZONTAL FULL COLOR



THE IDENTITY

LOGO OPTIONS AND VARIATIONS

ONE-COLOR OPTIONS

To maintain brand consistency, single color options must be set in the following colors. Seen here are one-color logos for the conference primary mark.

*An alternate "outlined" icon has been provided.

PRIMARY



BIG 12 CONFERENCE

STACKED



SIMPLIFIED



BIG 12 CONFERENCE

HORIZONTAL

BLACK & WHITE



BIG 12 CONFERENCE

STACKED



BIG 12 CONFERENCE

HORIZONTAL



SIMPLIFIED



ALTERNATE*

SECONDARY



BIG 12 CONFERENCE

STACKED



BIG 12 CONFERENCE

HORIZONTAL



SIMPLIFIED

* Should the alternate logo be used for any applications, do not use the outlined icon with dark colors on a dark background. Please use the one-color black option for placement on a light background



THE IDENTITY


LOGO OPTIONS AND VARIATIONS

REVERSE OPTIONS

To maintain brand consistency, the logo must be reversed in the following options. Seen here are reverse logos for the conference primary mark.


*An alternate "outlined" icon has been provided.

PRIMARY



BIG 12 CONFERENCE







STACKED



SIMPLIFIED



HORIZONTAL

<p>BLACK & WHITE</p>  <p>BIG 12 CONFERENCE</p> <p>STACKED</p>	<p>REVERSE</p>  <p>BIG 12 CONFERENCE</p> <p>STACKED</p>
 <p>HORIZONTAL</p>	 <p>HORIZONTAL</p>
 <p>SIMPLIFIED</p>	 <p>SIMPLIFIED</p>
 <p>ALTERNATE*</p>	<p>* Should the alternate logo be used for any applications, do not use the outlined icon with dark colors on a dark background. Please use the all white reverse option for placement on a dark background</p>



THE IDENTITY

PLACEMENT

COLOR DESIGNATION

The grid to the right is intended to provide guidance on when it is appropriate to use the conference or institutional color formats. A good rule of thumb to follow is any item, digital or print that is part of the “institutional game day experience” will use the institutional color version of the logo, and all other applications will use the Conference color version.

The usage recommendations on this page are recommended guidelines for color use only. Conference office and institutions can choose the logo format (stacked, horizontal, simplified) and color combination as they see fit.



Conference Format



BIG 12 CONFERENCE

(RECOMMENDED)
use on white/light backgrounds



USES

- I. **All general marketing elements outside of the game day experience including:**
 - Media Guides*
 - Team Posters*
 - Television & Media Graphics*
 - Venue Signage*
 - Video Boards*
 - Press Credentials*
 - Media Backdrops*

*Logo format and color combination are recommendations, not required. Any format and color combination can be used.

Black & White



BIG 12 CONFERENCE

(RECOMMENDED)
use on white/light backgrounds



USES

Limited to black and white printed materials

Institutional Format



BIG 12 CONFERENCE

(RECOMMENDED)
use on white/light backgrounds



USES

- I. **All elements of the game day experience including:**
 - **Uniforms****
 - **Playing Surface****
 - **Venue Signage****
 - **Video Boards****
 - Press Credentials
 - **Media Backdrops****
 - Tickets
 - Game Programs
 - Promotional Game Day Materials
 - Replica Retail Merchandise

**Use of the simplified logo is required for Institutional Materials

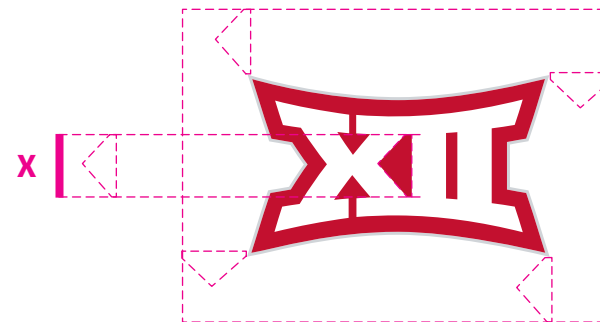
THE IDENTITY

SIZE RECOMMENDATIONS

MINIMUM CLEAR SPACE AND MINIMUM MARK SIZE

The minimum amount of clear space that must surround the various logo options is shown at the right. No other element should intrude, and the clear space ratio is to always remain as designed. When possible, provide more open space.

The absolute minimum sizes for the marks are shown below. The stacked logo can be no less than .5" wide. The simplified "icon" can be no less than .25" wide. The horizontal option can be no less than .75" wide. This applies to digital as well as print applications.





THE IDENTITY

CHAMPIONSHIPS

CHAMPIONSHIP MARKS

Two formats of the Big 12 championship marks are shown here, one with and without sponsorship inclusion. These two marks apply to all sports (football, basketball, baseball and all Olympic sports).

Championship city locations and sports should never be included inside the logo.

For lockups combining championship city locations and sports with the championship logo, please follow the clear space guidelines seen below.

The championship sponsor logo must be used at Championship events that have a title sponsor.



CHAMPIONSHIP LOGO
Full Color



CHAMPIONSHIP LOGO WITH SPONSORSHIP
Full Color



Black and White



Sponsorship Black and White



Reverse



Sponsorship Reverse



THE IDENTITY

CHAMPIONSHIPS

DIGITAL MARK

The Big 12 Digital mark is shown here in its various formats. The format is up to user discretion, however should the size get smaller than 1" or 72 pixels, the small-use format (one color black/white option) is required.

Clear space guide for the mark is below.



DIGITAL LOGO
Full Color



DIGITAL LOGO WITH SPONSORSHIP
Full Color



Black and White



Sponsorship Black and White



Reverse



Sponsorship Reverse



THE IDENTITY

CHAMPIONSHIPS

ONE TRUE CHAMPION MARK

The One True Champion mark is shown here in its various formats and orientations. The use of this mark on any print or digital assets must be approved by the Associate Commissioner of Communications.

Clear space guides for the mark orientations are below.

— ONE TRUE —
C H A M P I O N

ONE TRUE CHAMPION



BIG 12 CONFERENCE

ONE TRUE CHAMPION



— ONE TRUE —
C H A M P I O N



BIG 12 CONFERENCE

ONE TRUE CHAMPION

COLOR





THE IDENTITY

COLOR

CONFERENCE PALETTE


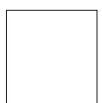


A limited color palette has been developed to effectively communicate the Big 12 identity. To maintain consistency, the Big 12 Conference marks must be set within the featured colors. Additional marketing materials must also featured hues from this palette.









A diagram depicting the preferred color ratio can be seen on the right. The stacked primary conference logo seen below has been provided for reference.



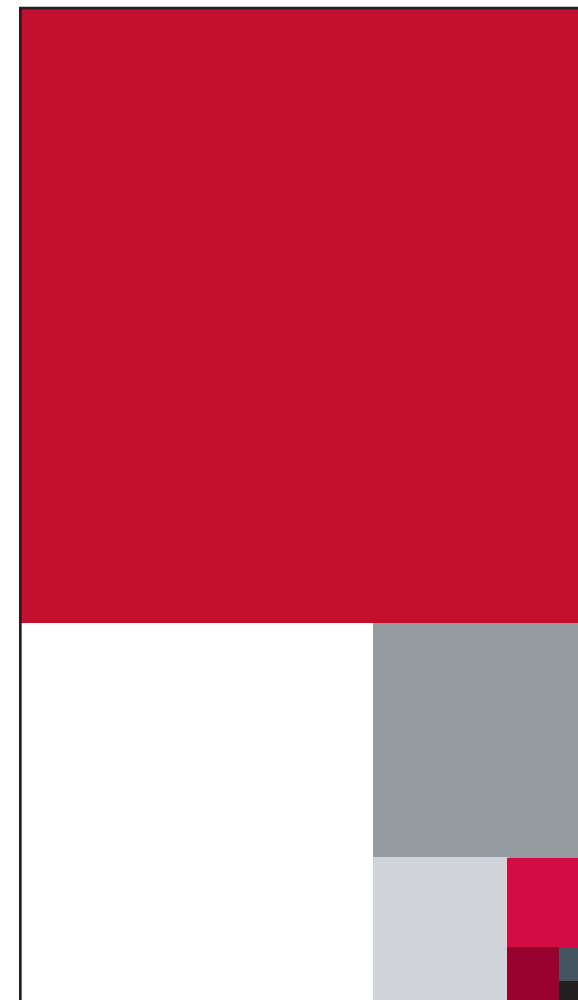
BIG 12 CONFERENCE

Primary Palette

			
PMS 187	PMS -	PMS 428	PMS 430

	PMS 187 CMYK 0-100-79-20 RGB 196-18-48 HEX C41230
	PMS - CMYK 0-0-0-0 RGB 255-255-255 HEX FFFFFFFF
	PMS 428 CMYK 2-0-0-18 RGB 207-212-216 HEX CFD4D8
	PMS 430 CMYK 5-0-0-45 RGB 148-156-161 HEX 949CA1
	PMS 200 CMYK 0-100-63-12 RGB 211-18-69 HEX D31245
	PMS 202 CMYK 0-100-61-43 RGB 152-0-46 HEX 98002E
	PMS 432 CMYK 23-2-0-77 RGB 69-85-96 HEX 455560
	PMS Process Black CMYK 0-0-0-100 RGB 0-0-0 HEX 231F20

The diagram below depicts the ratio of brand colors suggested for all Big 12 materials, print or digital, containing or featuring any option of the Big 12 logo.



THE IDENTITY

LOGO RESTRICTIONS



DO NOT use old Big 12 Conference Logos



DO NOT use old Big 12 Conference Logos



Do not enclose within a shape



Do not outline



Do not recolor



Do not rotate



Do not run text or graphics over logo



Do not use on top of a distracting background



Do not use special effects



Do not screen



Do not substitute typography



Do not omit or add graphic elements

TYPOGRAPHY

STRENGTH AND SUCCESS

The Big 12 enters its 18th year as it continues to promote the strength and success of one of the nation's premier athletic conferences under the direction of second-year commissioner Bob Bowlsby.

UNIVERSITY OF WEST VIRGINIA KANSAS STATE UNIVERSITY UNIVERSITY OF OKLAHOMA UNIVERSITY OF TEXAS CHRISTIAN UNIVERSITY UNIVERSITY OF TEXAS BAYLOR UNIVERSITY IOWA STATE UNIVERSITY UNIVERSITY OF KANSAS TEXAS TECH UNIVERSITY OKLAHOMA STATE UNIVERSITY UNIVERSITY OF

DIGITAL NETWORK WATCH BIG 12 MINUTE BASKETBALL FOOTBALL BASEBALL GOLF CHAMPIONSHIPS



THE IDENTITY

TYPOGRAPHY

CONFERENCE TYPOGRAPHY

Below is a grid of the typeface package for the Big 12 Conference. The chart lists out the font as well as appropriate applications of when to use each.

DESIGNATION

HEADLINE/LABEL

United is the Big 12 brand approved type family. It should be used for headlines and significant labels. It may be used for brand positioning statements and URL addresses.

BODY COPY/SUB-HEADS

Knockout is the brand approved type family for general body copy. It may be used for sub-heads and additional marketing lines or emphasis. It can be used in conjunction with United for special marketing messaging but sparingly and with constraint.

WEB/PC SUBSTITUTION/ALTERNATE

News Gothic MT is the approved alternate font for pc substitution. It must be used for electronic communications including web sites, word documents, powerpoints, and email.

TYPEFACE

United

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdedghijklmno**op**qrstuvwxyz
 1234567890

Knockout

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdedghijklmno**op**qrstuvwxyz
 1234567890

News Gothic MT

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdedghijklmno**op**qrstuvwxyz
 1234567890

EXAMPLE USE

HEADLINE

Duis aliquet egestas purus in blandit. Curabitur vulputate, ligula lacinia scelerisque tempor, lacus lacus ornare ante, ac egestas est urna sit amet arcu.

HEADLINE

Duis aliquet egestas purus in blandit. Curabitur vulputate, ligula lacinia scelerisque tempor, lacus lacus ornare ante, ac egestas est urna sit amet arcu.

First Name Last Name

Title

firstlast@big12sports.com
 (214) 555-1212

big12sports.com



THE IDENTITY

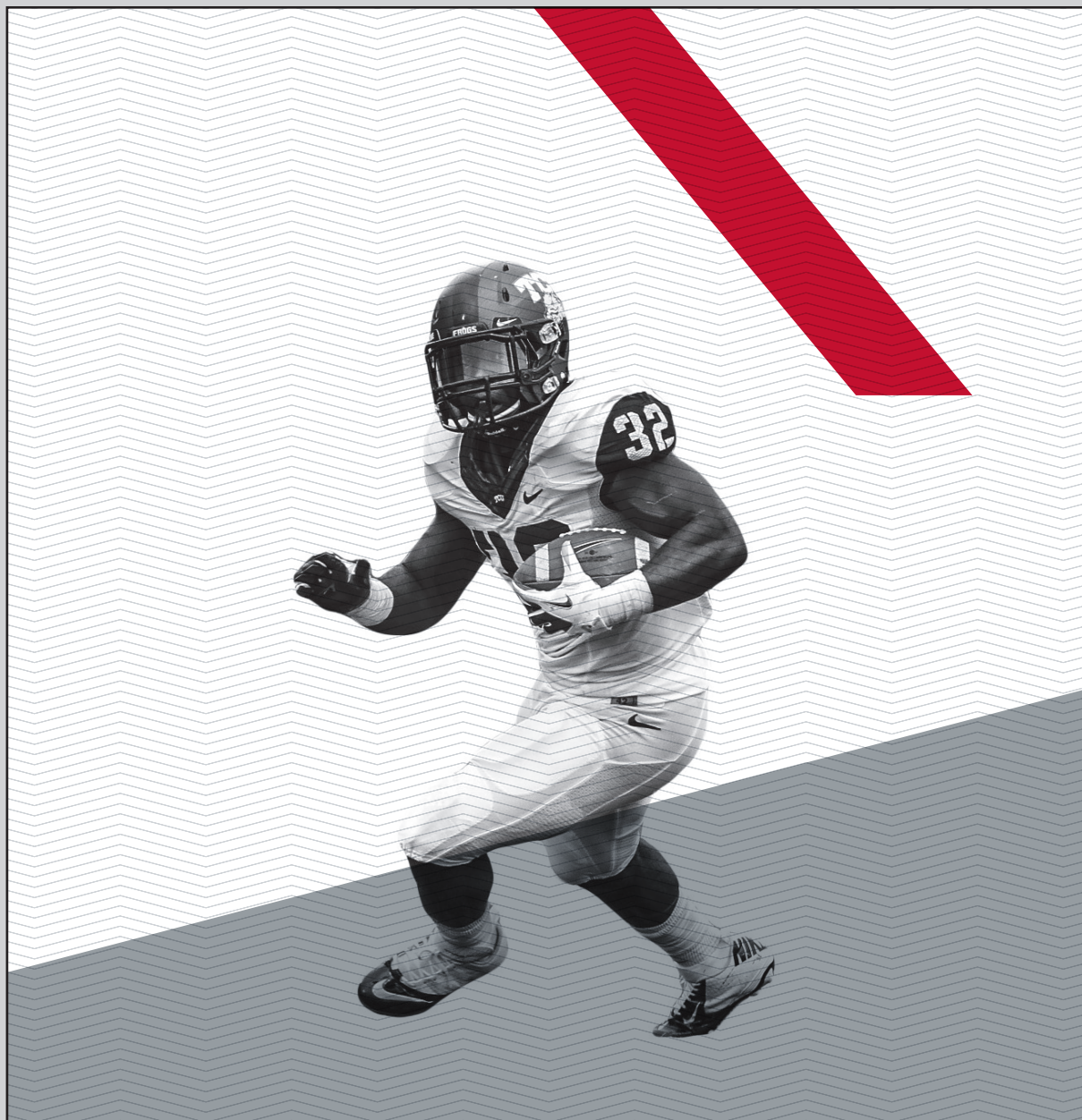
TYPOGRAPHY

WEIGHTS AND WIDTHS

Below is a grid of the approved typeface weights associated with each font in the Big 12 Conference typeface package.

TYPEFACE	WEIGHT	WIDTH
<p>United ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdeedghjklmnoopqrstuvwxyz 1234567890</p>	<p>Thin Light Medium Bold</p> <p>Heavy Black STENCIL</p>	<p><i>Italic Condensed</i> <i>Italic Extended</i> <i>Italic Regular</i> <i>Italic Semi Condensed</i> <i>Italic Semi Extended</i> Sans Condensed Sans Extended Sans Regular</p> <p>Sans Semi Condensed Sans Semi Extended Serif Condensed Serif Extended Serif Regular Serif Semi Condensed Serif Semi Extended</p>
<p>Knockout ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdeedghjklmnoopqrstuvwxyz 1234567890</p>	<p>Regular</p>	<p>26-Junior Flyweight 46-Flyweight 66-Full Flyweight 27-Junior Bantamweight 47-Bantamweight 67-Full Bantamweight 28-Junior Featherweight 48-Featherweight 68-Full Featherweight 29-Junior Lightweight 49-Lightweight 69-Full Lightweight 30-Junior Welterweight 50-Welterweight 70-Full Welterweight 31-Junior Middleweight 51-Middleweight 71-Full Middleweight 32-Jr. Cruiserweight 52-Cruiserweight 72-Full Cruiserweight 33-Jr. Heavyweight 53-Heavyweight 73-Full Heavyweight 34-Junior Sumo 54-Sumo 74-Full Sumo</p>
<p>News Gothic MT ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdeedghjklmnoopqrstuvwxyz 1234567890</p>	<p>Regular <i>Italic</i> Bold</p>	

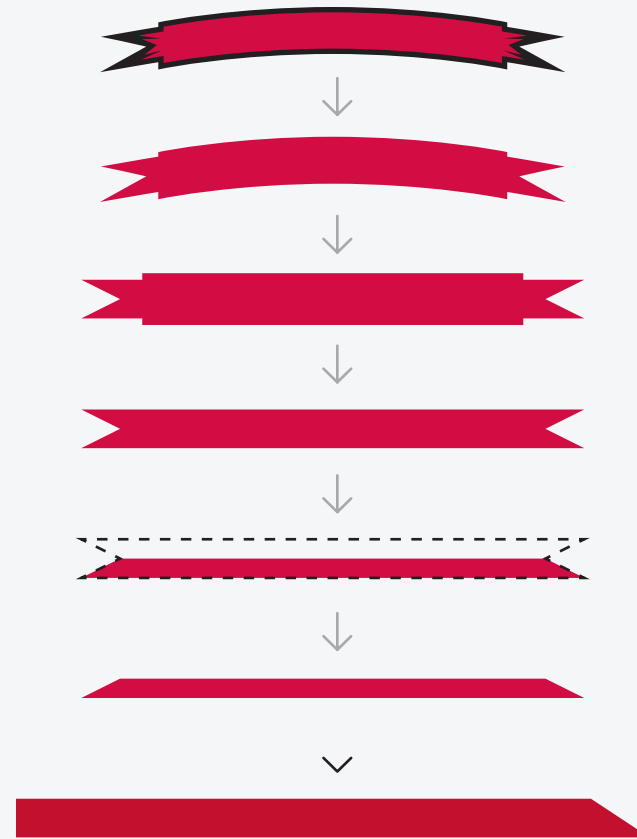
IDENTITY ASSETS



IDENTITY ASSETS

THE BIG 12 RIBBON

To reintroduce the Big 12 Ribbon, a new representation has been developed from simplified shapes. As additional brand elements, the shapes will provide dynamic use on all Big 12 marketing materials.





THE IDENTITY

IDENTITY ASSETS

RIBBON GRAPHIC

A set of angled shapes have been added to the identity to introduce the new Big 12 “ribbon.” These shapes may be used as accents to emphasize, separate, or ground elements on Big 12 marketing materials.

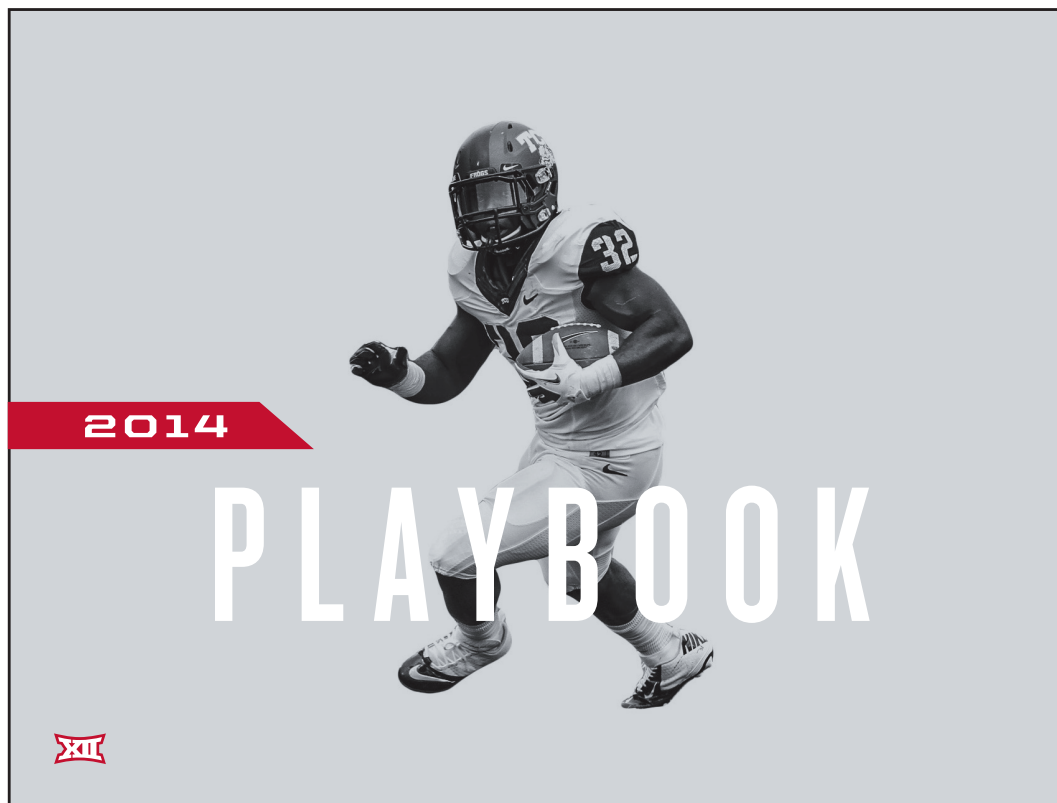
Only headline/label text may be placed in the ribbon graphics. Do not place graphics or logos inside the shapes.

The ribbons may be set in the Big 12 brand colors seen below.



PMS	PMS	PMS	PMS
187	-	200	202

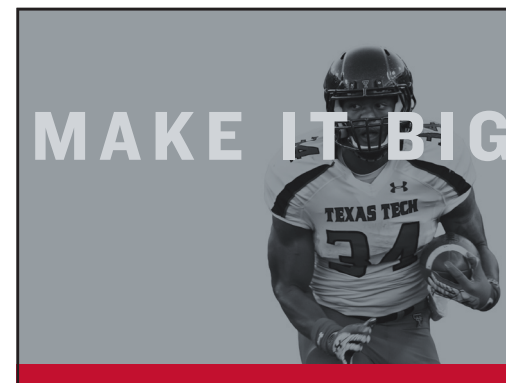
A.



B.



C.





THE IDENTITY

IDENTITY ASSETS

RIBBON BLOCK

An extension of the “ribbon graphic” has been applied to color blocks, seen here as “ribbon blocks.” They may be used to house text and create interesting compositions on Big 12 marketing materials.

The blocks must be angled shapes to coincide with the ribbon graphic and used as full-bleed graphics on marketing pieces. The blocks may be set in the Big 12 brand colors seen below and used as image overlays.

PMS 187	PMS -	PMS 200	PMS 202	PMS 428	PMS 430	PMS 432





THE IDENTITY

IDENTITY ASSETS

LINE AND PATTERN

In addition to the Big 12 "ribbon" graphic assets, line and pattern have been introduced to provide further text holders and backgrounds.

The patterns mirror the ribbon graphics and may be used to add texture to Big 12 marketing materials. They may be set in any color from the Big 12 brand palette.

The use of line is drawn from game day collateral pieces like tickets and schedule cards to organize text and graphics, such as contact information or institutional logos.

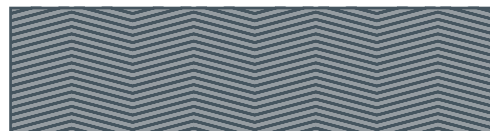
PATTERN Detail - (White and PMS 428)



LINE USE Detail

JOHN SMITH Associate Commissioner, Communications john@big12sports.com	
400 E John Carpenter Fwy Irving, TX 75062	T 469-524-1000 F 469-524-2000
BIG12SPORTS.COM	

Pattern (PMS 432 and PMS 430)



Pattern (PMS 432 and PMS 430)



LINE Block



LINE Sections

JOHN SMITH Associate Commissioner, Communications john@big12sports.com	400 E John Carpenter Fwy Irving, TX 75062	T 469-524-1000 F 469-524-2000
	BIG12SPORTS.COM	

PATTERN & LINE application in presentation cover





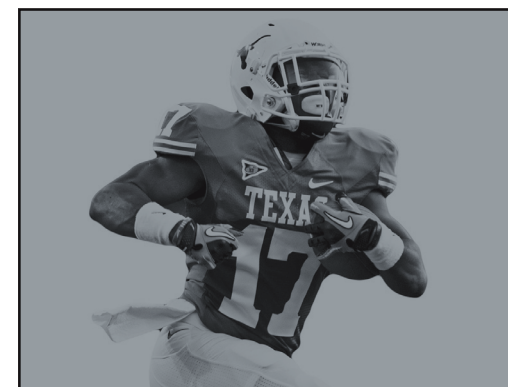
THE IDENTITY

IDENTITY ASSETS

PHOTO MANIPULATION

For Big 12 marketing materials, photos can be used as full color images or processed as seen here.

Subjects of interest featured in Big 12 photos may be cropped out and placed on solid color backgrounds using the Big 12 brand color palette.



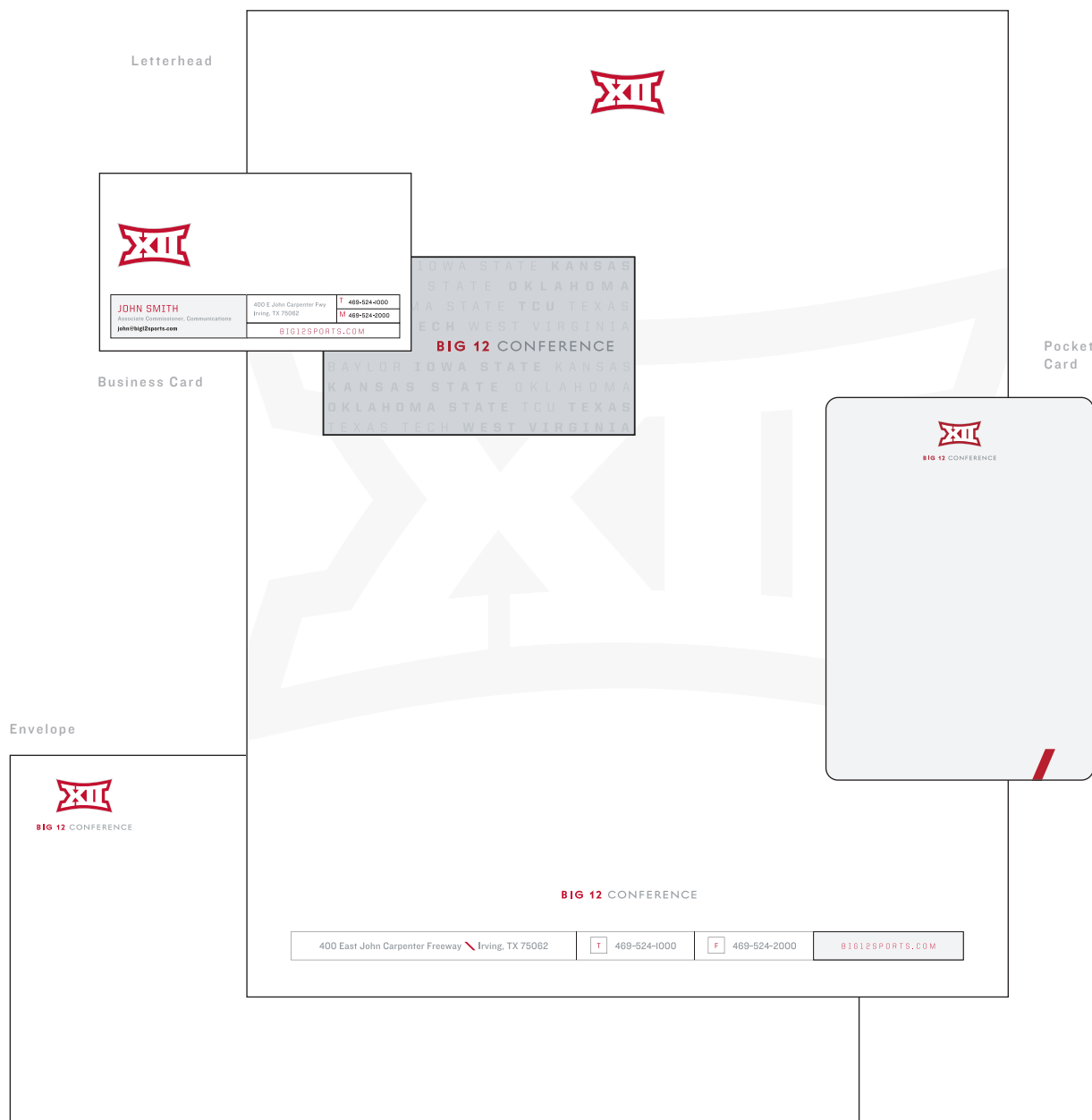


THE IDENTITY

IDENTITY ASSETS

EXAMPLES (PRINT)

Samples of the Big 12 stationery system are seen here. Included examples are the letterhead, business card (front & back), the pocket card, and the envelope.





THE IDENTITY

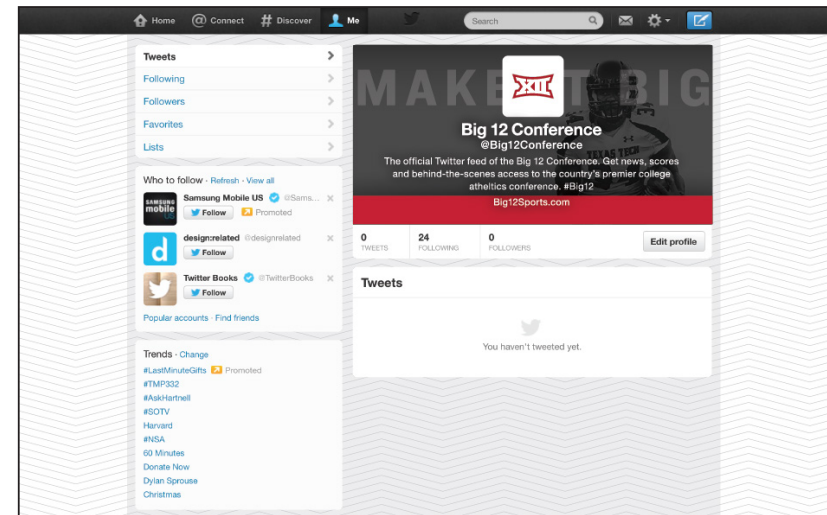
IDENTITY ASSETS

EXAMPLES (DIGITAL)

Samples of the Big 12 digital materials are seen here utilizing the brand "ribbon" graphic assets. Included examples are the Twitter and Facebook page designs.

An example of the Big 12 office email signature is seen below.

TWITTER



EMAIL SIGNATURE

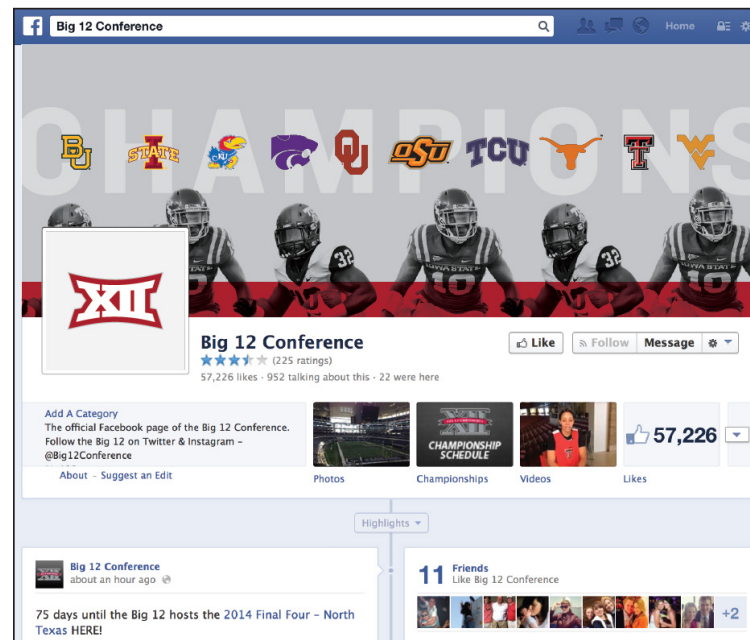
John Smith 10 pt Bold
Associate Commissioner - Communications 8 pt Regular

Big 12 Conference 8 pt Bold
400 East John Carpenter Fwy 8 pt Regular
Irving, TX 75062 8 pt Regular
T: 469-524-1000 8 pt Bold; 8pt Regular (Link)
E: john@big12sports.com 8 pt Bold; 8pt Regular (Link)

BIG12SPORTS.COM 8 pt Bold
Twitter: @Big12Conference 8 pt Bold; 8pt Regular (Link)
Facebook: /Big12 8 pt Bold; 8pt Regular (Link)
Youtube: /Big12Conference 8 pt Bold; 8pt Regular (Link)
Instagram: @Big12Conference 8 pt Bold; 8pt Regular (Link)

Font is set in News Gothic MT

FACEBOOK



INSTITUTIONAL ASSETS



INSTITUTIONAL ASSETS

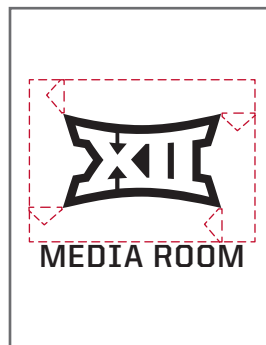
APPLICATIONS

EVENT SIGNAGE

A consistent template system has been created (shown at right) that should be utilized for all Big 12 Conference event easel and table signage.

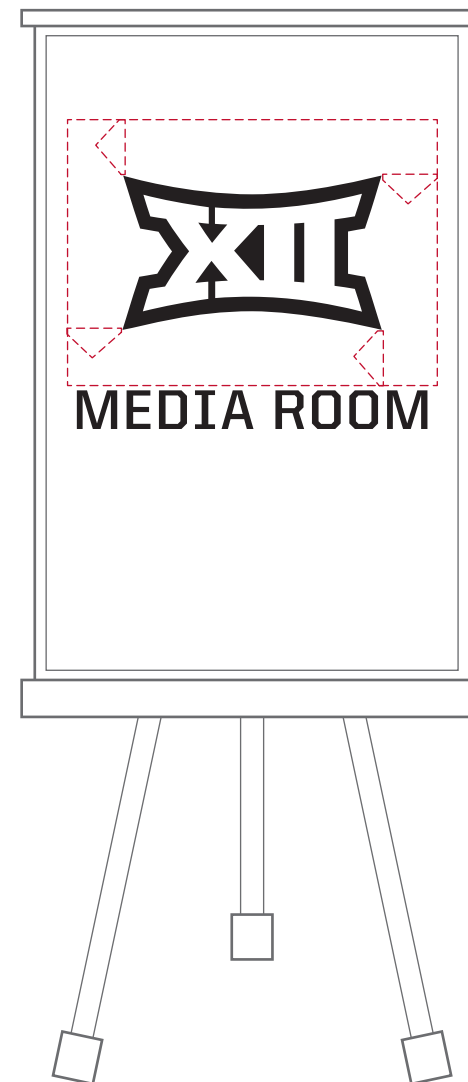
8.5" x 11" TABLE SIGN

Any location on the front of the page



2' x 3' EASEL SIGN

Any location on the front of the page



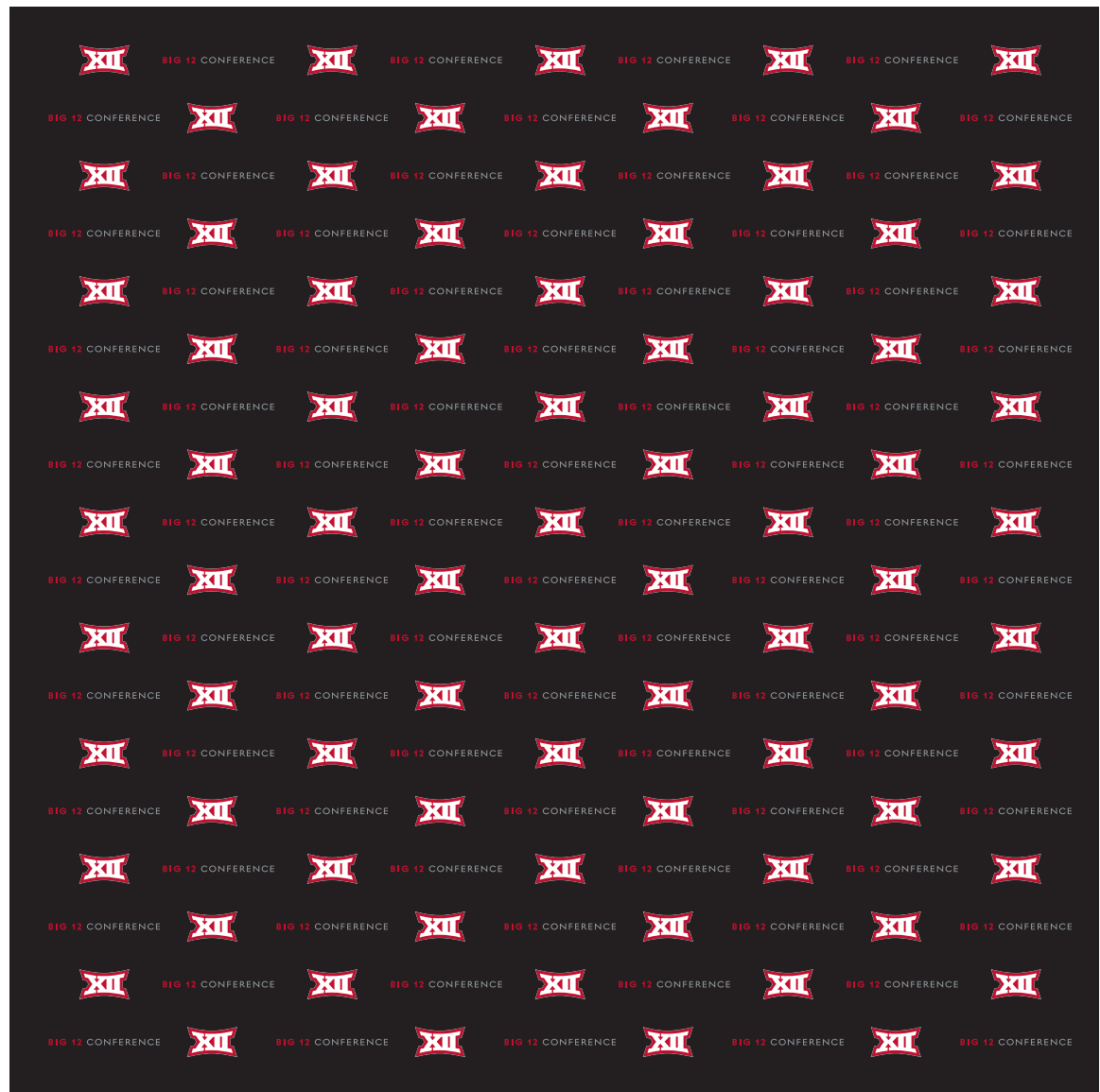
INSTITUTIONAL ASSETS

APPLICATIONS

MEDIA BACKDROPS

The media backdrop example to the right is a step-and-repeat design using the Big 12 Conference horizontal logo lockup.

This media banner layout is required for use during post-game interviews for visiting Big 12 teams. If the interview area is shared, home team designed backdrop can be used.



INSTITUTIONAL ASSETS

APPLICATIONS

MEDIA BACKDROPS

The media backdrop example to the right is a step-and-repeat design using the Big 12 Conference primary logo lockup.





INSTITUTIONAL ASSETS

APPLICATIONS

MEDIA BACKDROPS

The media backdrop example to the right is a step-and-repeat design using the Big 12 Conference URL logo lockup.





INSTITUTIONAL ASSETS

APPLICATIONS

MEDIA BACKDROPS

The media backdrop example to the right is a step-and-repeat design using the Big 12 Conference primary logo lockup and the Big 12 Championship mark.





INSTITUTIONAL ASSETS

APPLICATIONS

MEDIA BACKDROPS

The media backdrop example to the right is a step-and-repeat design using the Big 12 Conference primary logo lockup and the Big 12 Championship mark with sponsorship logo.





INSTITUTIONAL ASSETS

REQUIRED PLACEMENT

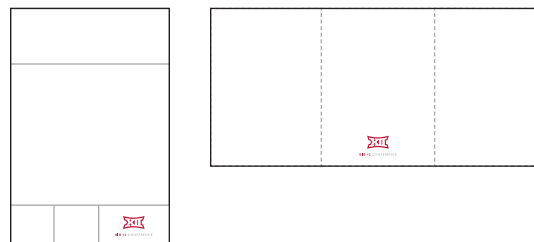
PRINT MATERIALS

Per the placement guidelines included on this page, the Big 12 Conference logo must appear on all general marketing elements listed to the right. The stacked conference logo is preferred, however, the simplified or horizontal options can be used. Logo can also appear in institutional colors.

These required guidelines are to serve as placement recommendations for any additional collateral materials not listed here.

SCHEDULE CARDS

Front or back of card



TICKETS

Any location on the front or back of the ticket



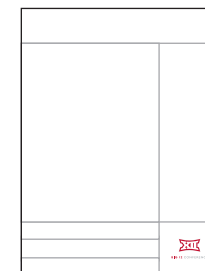
MEDIA GUIDES

Front Cover Corner or Back Cover Center



PRINT ADVERTISEMENTS

Any location on the advertisement



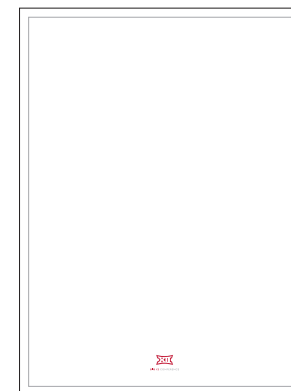
PRESS CREDENTIALS

Any location on the front of the credential



TEAM POSTERS

Any location on the poster





INSTITUTIONAL ASSETS

REQUIRED PLACEMENT

DIGITAL MATERIALS

Per the placement guidelines included on this page, the Big 12 Conference logo must appear on all general digital marketing elements listed to the right. The stacked conference logo is preferred, however, the simplified or horizontal options can be used. Logo can also appear in institutional colors.

These required guidelines are to serve as placement recommendations for any additional digital materials not listed here.

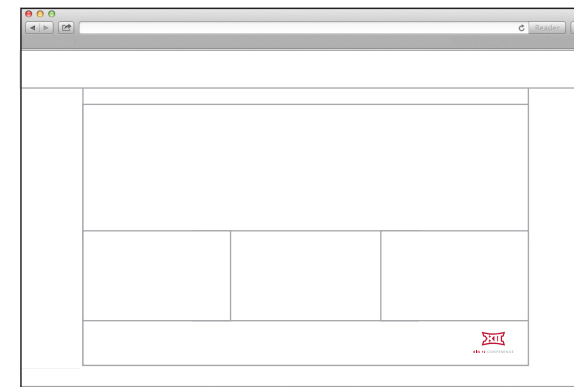
HTML EMAILS

Any location on the message



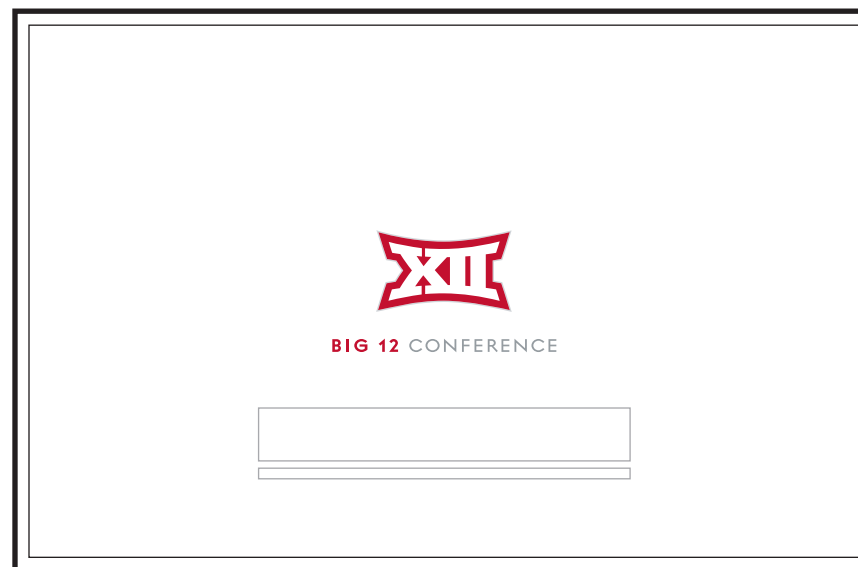
WEBSITE

Any location on the homepage



TELEVISION SPOTS / PSAs

Any location on closing title card/frame.





INSTITUTIONAL ASSETS

REQUIRED PLACEMENT

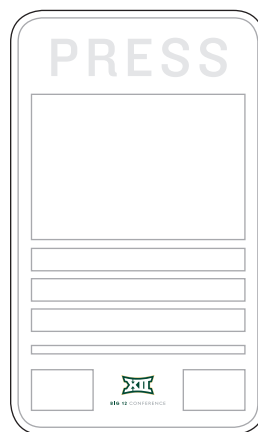
GAME DAY MATERIALS

Per the placement guidelines included on this page, the Big 12 Conference logo must appear on all game day elements listed to the right. The stacked conference logo is preferred, however, the simplified or horizontal options can be used. Logo can also appear in institutional colors.

These required guidelines are to serve as placement recommendations for any additional game day materials not listed here.

PRESS CREDENTIALS

Any location on the front of the credential



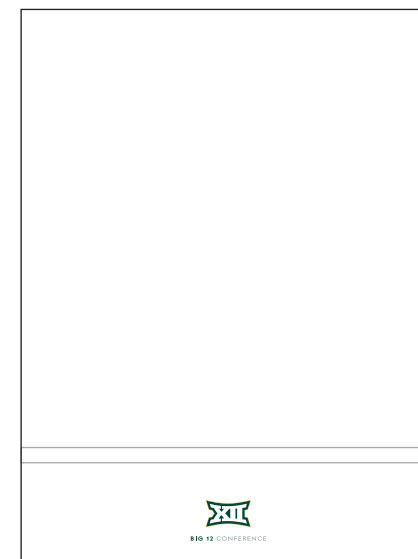
TICKETS

Any location on the front or back of the ticket



GAME PROGRAMS

Front Cover Corner or Back Cover Center



UNIFORMS & APPAREL



UNIFORMS & APPAREL

REQUIRED PLACEMENT

BASEBALL

Per the placement guidelines included on this page, the simplified institutional logo must appear on the left sleeve of the uniform. For sleeveless jerseys, the logo must be screened on the sleeve of the undershirt worn underneath the jersey top.

The helmet decal must appear on the backside of the helmet. Preferred placement for the helmet decal is on the left of the player number (logo may be placed on right if the left is contractually committed).

All patches and decals are to be provided every year by the Big 12 Conference office, with the Emblem Source as the official manufacturer and provider. Institutions are responsible for any logos that are screen printed or embroidered directly onto the fabric.



3"

UNIFORM LOGO SIZE



2.25"

HELMET DECAL SIZE (Minimum Width)





UNIFORMS & APPAREL

REQUIRED PLACEMENT

MEN'S BASKETBALL

Per the placement guidelines included on this page, the simplified institutional logo must appear on the left chest of the uniform.

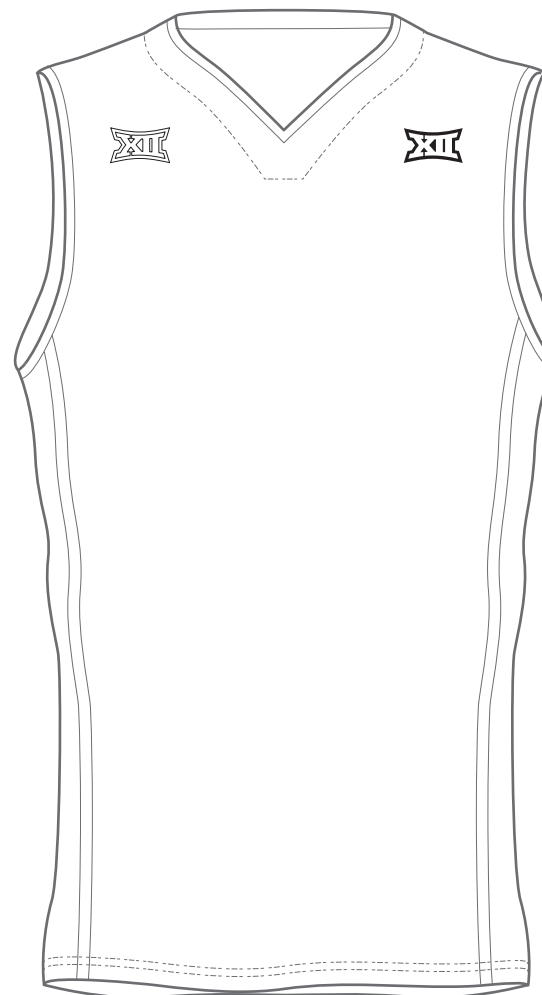
Logo may be placed on right if the left is contractually committed.

All patches and decals are to be provided every year by the Big 12 Conference office, with the Emblem Source as the official manufacturer and provider. Institutions are responsible for any logos that are screen printed or embroidered directly onto the fabric.



2.5"

UNIFORM LOGO SIZE





UNIFORMS & APPAREL

REQUIRED PLACEMENT

WOMEN'S BASKETBALL

Per the placement guidelines included on this page, the simplified institutional logo must appear on the left chest of the uniform.

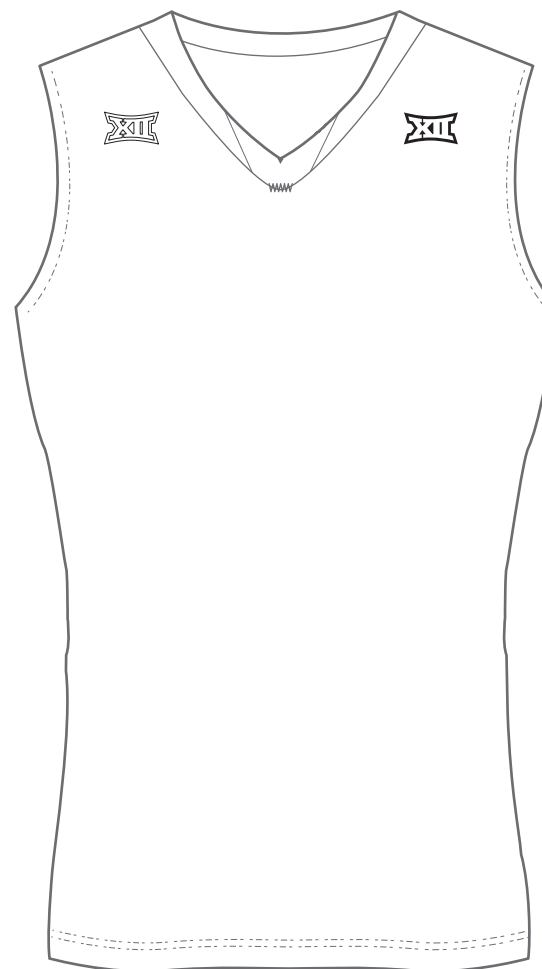
Logo may be placed on right if the left is contractually committed.

All patches and decals are to be provided every year by the Big 12 Conference office, with the Emblem Source as the official manufacturer and provider. Institutions are responsible for any logos that are screen printed or embroidered directly onto the fabric.



2.5"

UNIFORM LOGO SIZE





UNIFORMS & APPAREL

REQUIRED PLACEMENT

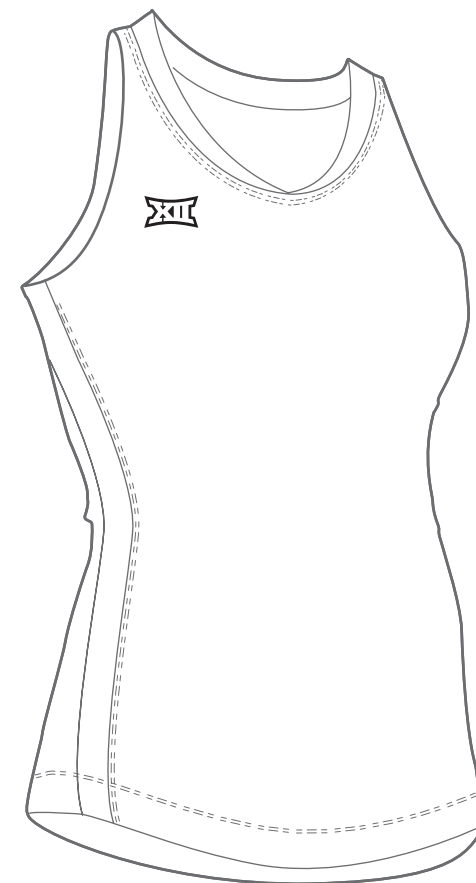
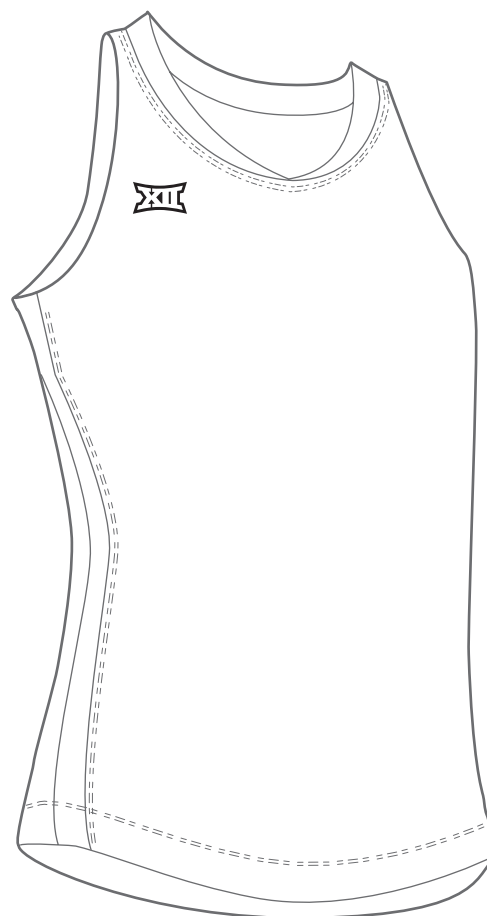
CROSS COUNTRY

Per the placement guidelines included on this page, the simplified institutional logo must appear on the right chest of the uniform.

All patches and decals are to be provided every year by the Big 12 Conference office, with the Emblem Source as the official manufacturer and provider. Institutions are responsible for any logos that are screen printed or embroidered directly onto the fabric.



UNIFORM LOGO SIZE





UNIFORMS & APPAREL

REQUIRED PLACEMENT

FOOTBALL

Per the placement guidelines included on this page, the simplified institutional logo must appear on the right chest of the uniform. Contractually committed, the patch may be placed on the left.

The helmet decal must appear on the backside of the helmet. Preferred placement for the helmet decal is on the left of the player number (logo may be placed on the right if the left is contractually committed).

Bowl patches never cover or replace the Big 12 logo location.

All patches and decals are to be provided every year by the Big 12 Conference office, with the Emblem Source as the official manufacturer and provider. Institutions are responsible for any logos that are screen printed or embroidered directly onto the fabric.



2.5"

UNIFORM LOGO SIZE



2.25"

HELMET DECAL SIZE (Minimum Width)



UNIFORMS & APPAREL

REQUIRED PLACEMENT

GOLF

Per the placement guidelines included on this page, the simplified institutional logo must appear on the right sleeve of the golf shirt.

All patches and decals are to be provided every year by the Big 12 Conference office, with the Emblem Source as the official manufacturer and provider. Institutions are responsible for any logos that are screen printed or embroidered directly onto the fabric.



2.25"

POLO SHIRT LOGO SIZE





UNIFORMS & APPAREL

REQUIRED PLACEMENT

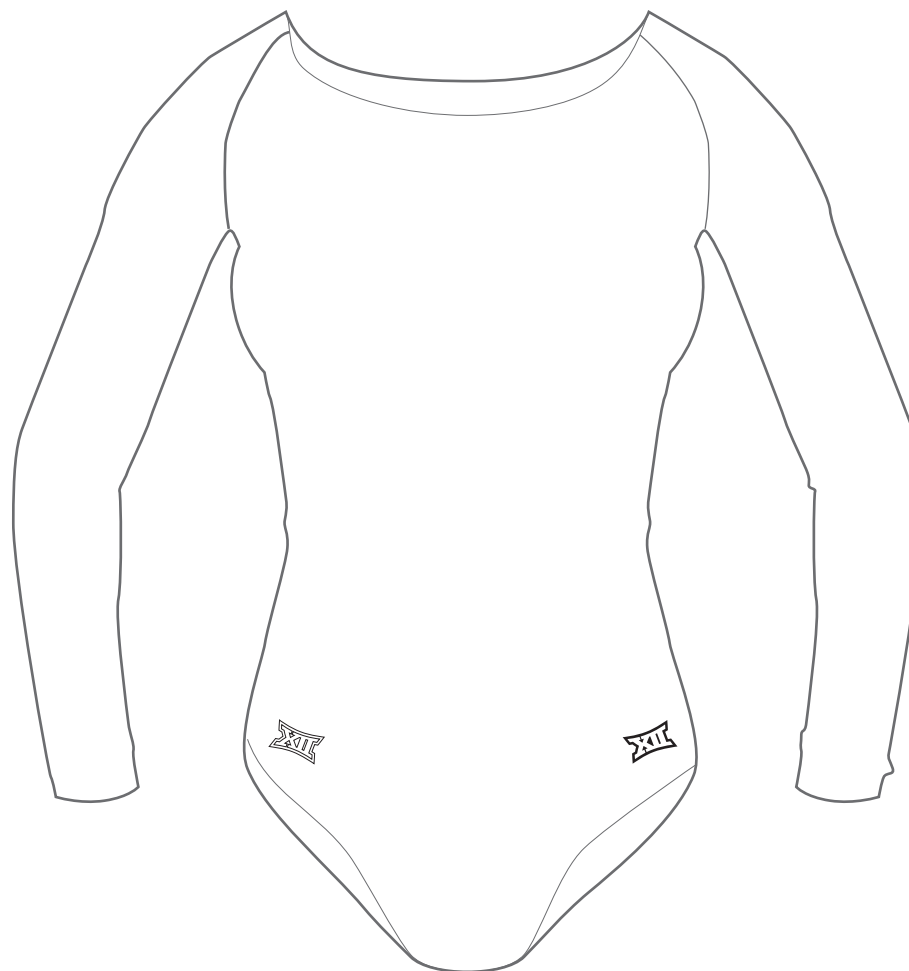
GYMNASTICS

Per the placement guidelines included on this page, the simplified institutional logo must appear on the left hip of the uniform. If space is contractually committed, the logo may be placed on the right. The outlined version of the simplified logo is preferred to allow for special beading/embroidering.

All patches and decals are to be provided every year by the Big 12 Conference office, with the Emblem Source as the official manufacturer and provider. Institutions are responsible for any logos that are screen printed or embroidered directly onto the fabric.



UNIFORM LOGO SIZE





UNIFORMS & APPAREL

REQUIRED PLACEMENT

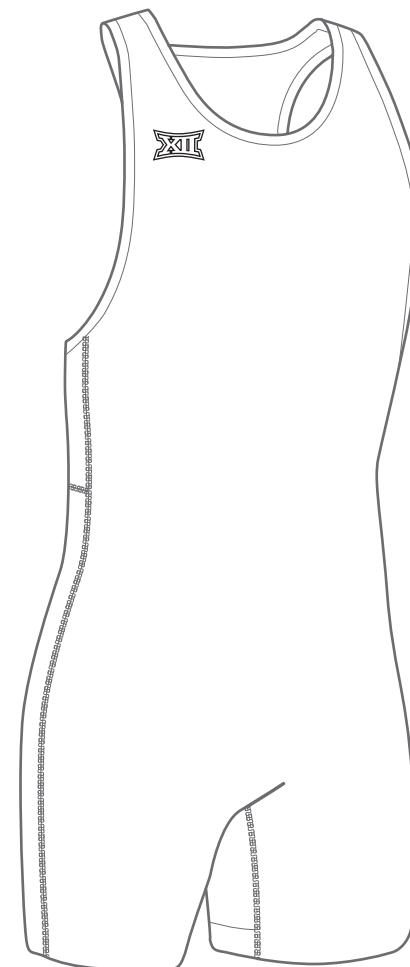
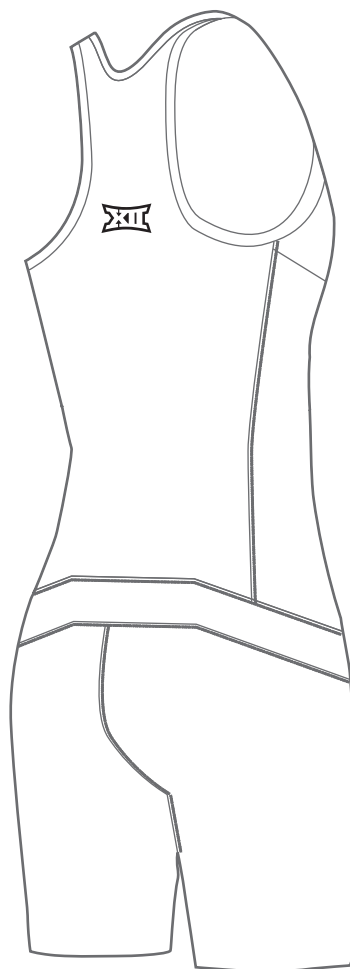
ROWING

Per the placement guidelines included on this page, the simplified institutional logo must appear on the back center of the uniform. The logo may be placed on the right chest should the back not be available.

All patches and decals are to be provided every year by the Big 12 Conference office, with the Emblem Source as the official manufacturer and provider. Institutions are responsible for any logos that are screen printed or embroidered directly onto the fabric.



UNIFORM LOGO SIZE





UNIFORMS & APPAREL

REQUIRED PLACEMENT

SOCCER

Per the placement guidelines included on this page, the simplified institutional logo must appear on the left sleeve of the uniform.

Logo may be placed on right if the left is contractually committed.

All patches and decals are to be provided every year by the Big 12 Conference office, with the Emblem Source as the official manufacturer and provider. Institutions are responsible for any logos that are screen printed or embroidered directly onto the fabric.



2.5"

UNIFORM LOGO SIZE





UNIFORMS & APPAREL

REQUIRED PLACEMENT

SOFTBALL

Per the placement guidelines included on this page, the simplified institutional logo must appear on the left sleeve of the uniform. For sleeveless jerseys, the logo must be screened on the sleeve of the undershirt worn underneath the jersey top.

The helmet decal must appear on the backside of the helmet. Preferred placement for the helmet decal is on the left of the player number (logo may be placed on right if the left is contractually committed).

All patches and decals are to be provided every year by the Big 12 Conference office, with the Emblem Source as the official manufacturer and provider. Institutions are responsible for any logos that are screen printed or embroidered directly onto the fabric.



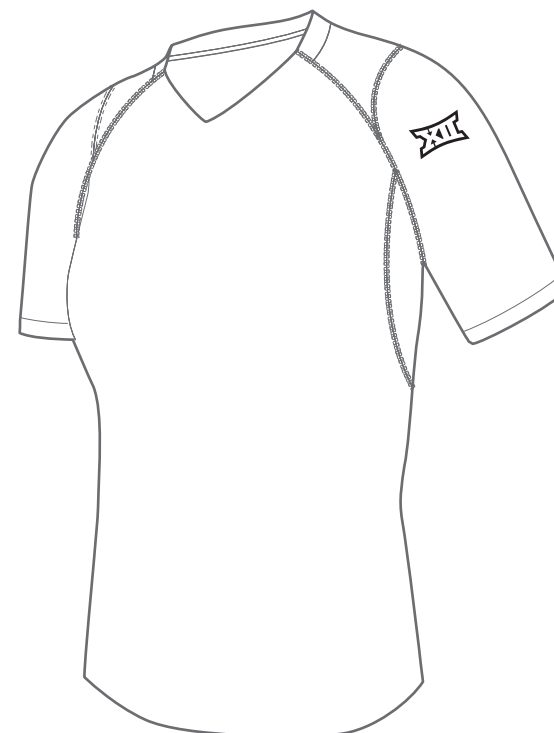
3"

UNIFORM LOGO SIZE



2.25"

HELMET DECAL SIZE (Minimum Width)





UNIFORMS & APPAREL

REQUIRED PLACEMENT

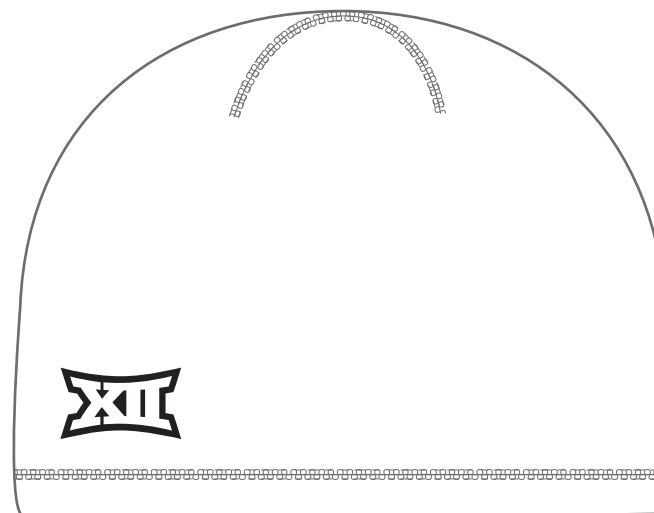
SWIMMING

Per the placement guidelines included on this page, the simplified institutional logo must appear on the side of the swimming cap.

All patches and decals are to be provided every year by the Big 12 Conference office, with the Emblem Source as the official manufacturer and provider. Institutions are responsible for any logos that are screen printed or embroidered directly onto the fabric.



UNIFORM LOGO SIZE





UNIFORMS & APPAREL

REQUIRED PLACEMENT

TENNIS

Per the placement guidelines included on this page, the simplified institutional logo must appear on the back center of the uniform.

All patches and decals are to be provided every year by the Big 12 Conference office, with the Emblem Source as the official manufacturer and provider. Institutions are responsible for any logos that are screen printed or embroidered directly onto the fabric.



UNIFORM LOGO SIZE





UNIFORMS & APPAREL

REQUIRED PLACEMENT

TRACK & FIELD

Per the placement guidelines included on this page, the simplified institutional logo must appear on the right chest of the uniform.

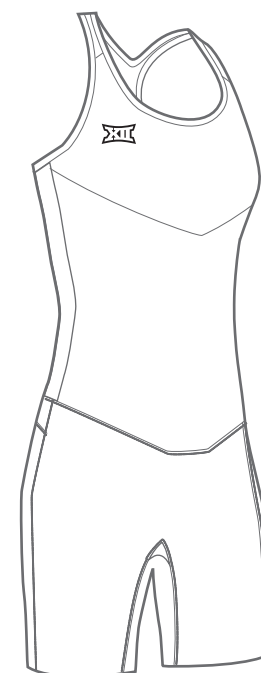
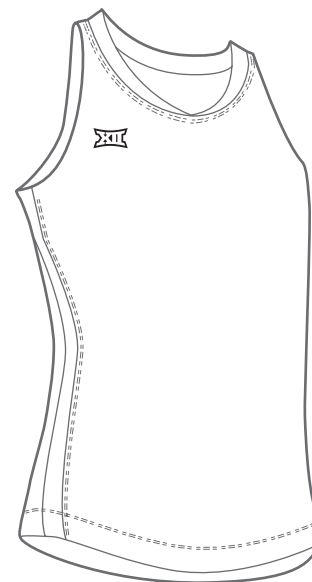
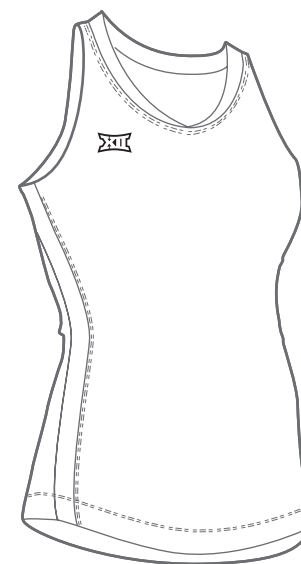
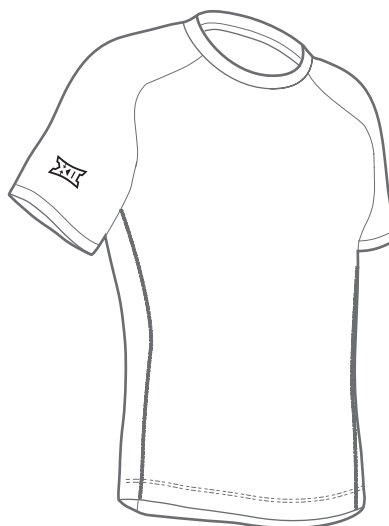
For uniform tops with sleeves, the simplified logo must appear on the right sleeve.

All patches and decals are to be provided every year by the Big 12 Conference office, with the Emblem Source as the official manufacturer and provider. Institutions are responsible for any logos that are screen printed or embroidered directly onto the fabric.



2.25"

UNIFORM LOGO SIZE





UNIFORMS & APPAREL

REQUIRED PLACEMENT

VOLLEYBALL

Per the placement guidelines on this page, the simplified institutional logo must appear on the back center, below the number, of the sleeveless uniform.

For long sleeve uniforms, the simplified logo must appear on the right sleeve, above the elbow, of the uniform.

All patches and decals are to be provided every year by the Big 12 Conference office, with the Emblem Source as the official manufacturer and provider. Institutions are responsible for any logos that are screen printed or embroidered directly onto the fabric.





UNIFORMS & APPAREL

REQUIRED PLACEMENT

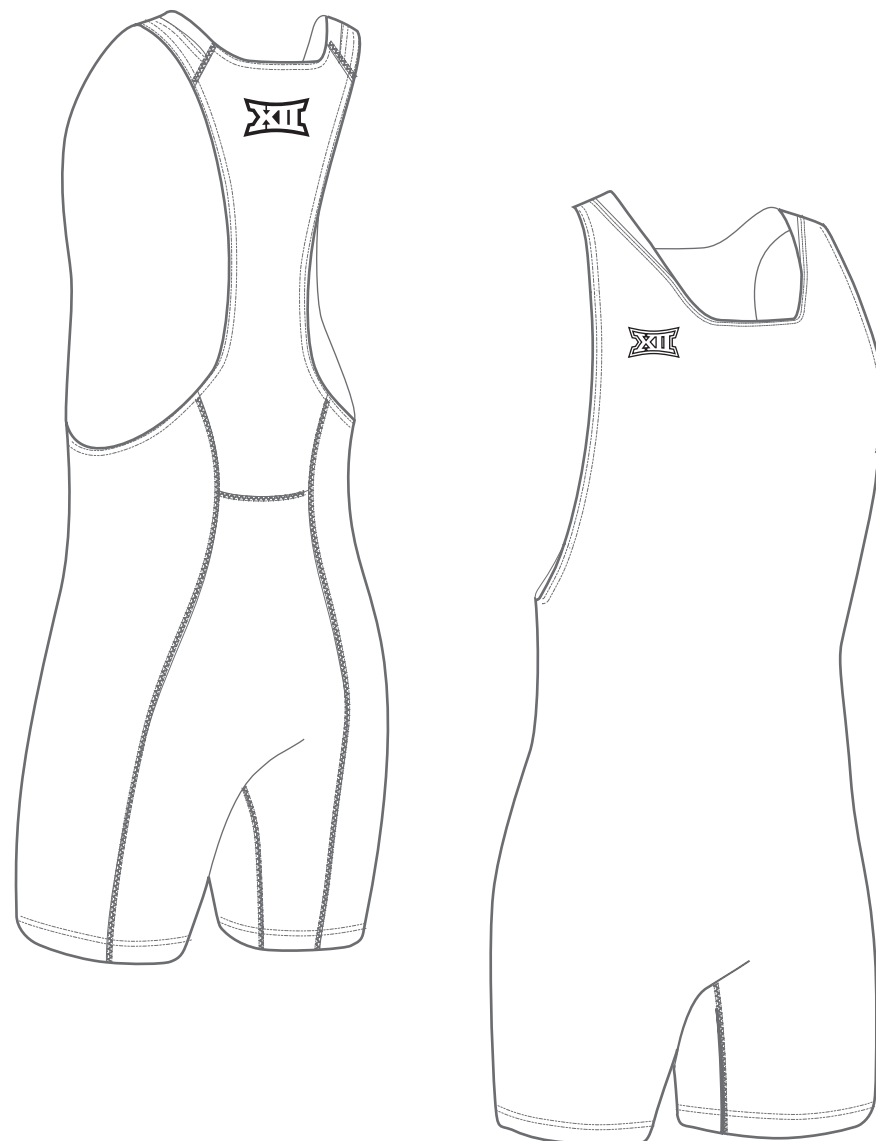
WRESTLING

Per the placement guidelines included on this page, the simplified institutional logo must appear on the back center of the uniform. The logo may be placed on the right chest should the back not be available.

All patches and decals are to be provided every year by the Big 12 Conference office, with the Emblem Source as the official manufacturer and provider. Institutions are responsible for any logos that are screen printed or embroidered directly onto the fabric.



UNIFORM LOGO SIZE





UNIFORMS & APPAREL

REQUIRED PLACEMENT

INSTITUTIONAL GAMEDAY AND SIDELINE ATTIRE

Per the placement guidelines included on this page, the simplified institutional logo must be used on the following apparel: Coach/Staff Polo Shirts, Warm-ups, Coach/Staff Jackets, and Travel Jackets.

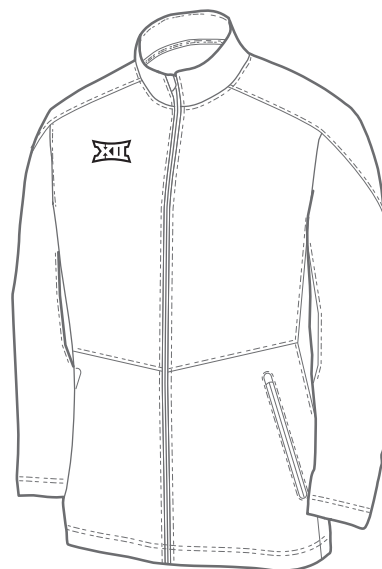
The simplified logo should be featured on the left or right sleeve.

All patches and decals are to be provided every year by the Big 12 Conference office, with the Emblem Source as the official manufacturer and provider. Institutions are responsible for any logos that are screen printed or embroidered directly onto the fabric.



2.25"

UNIFORM LOGO SIZE





UNIFORMS & APPAREL

REQUIRED PLACEMENT

BIG 12 OFFICIALS ATTIRE

Per the placement guidelines included on this page, the simplified logo must be used on the following apparel: football sideline officials' vest, basketball table scorers' polo and baseball umpires' cap and polo.

The simplified logo should be featured on the left chest on polos. For baseball caps, the simplified mark should be placed on the front of the cap, centered horizontally and vertically. Football sideline official vests should screen the simplified mark on the front and back, centered horizontally and vertically.





UNIFORMS & APPAREL

RECOMMENDED PLACEMENT

OPTIONAL APPLICATIONS

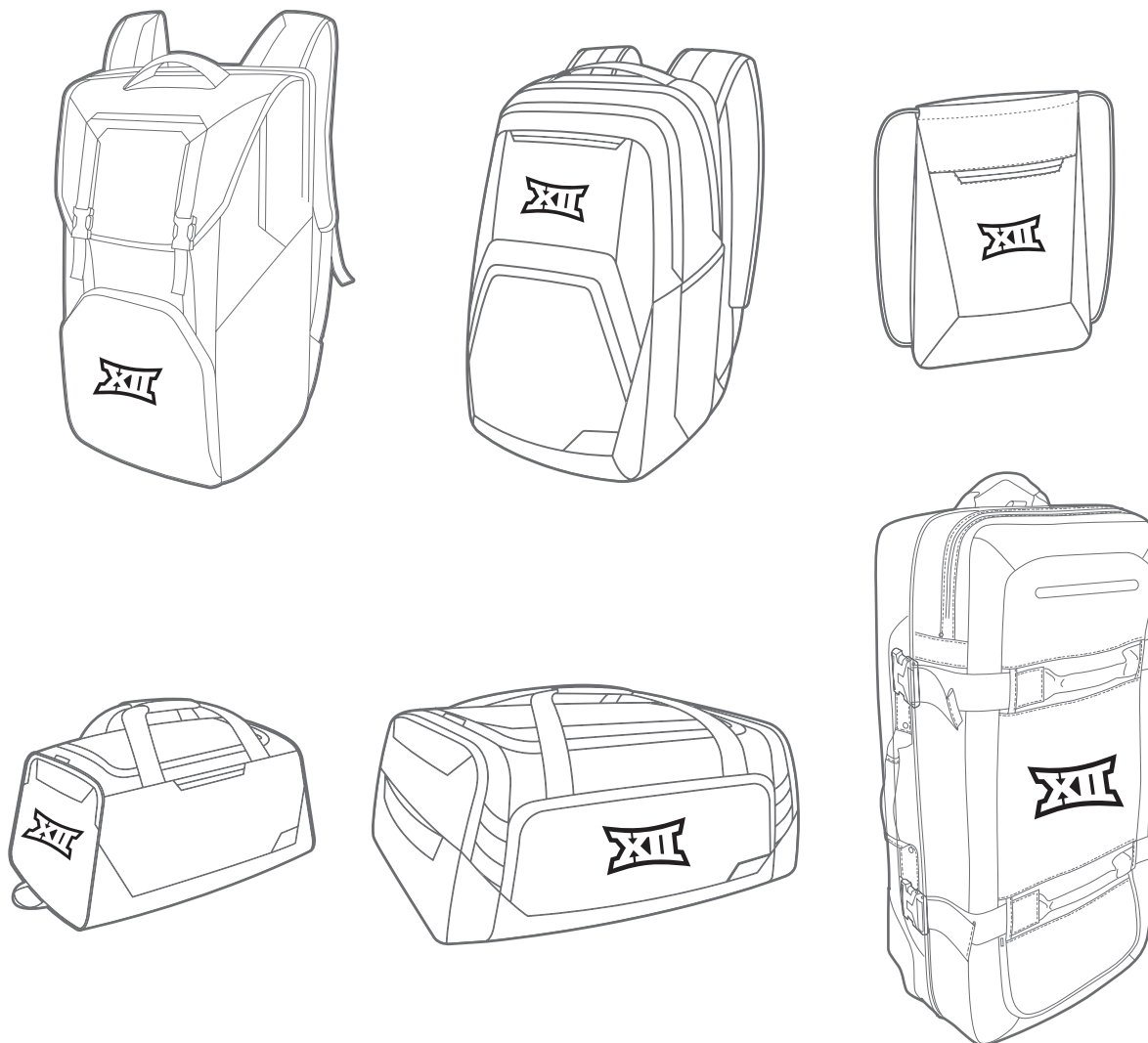
Per the placement guidelines included on this page, the simplified institutional logo can be used on the displayed bags.

For drawstring bags and backpacks, the logo should be placed on the front center. For duffels and large equipment bags, the logo may be placed on the side or front.

All patches and decals are to be provided every year by the Big 12 Conference office, with the Emblem Source as the official manufacturer and provider. Institutions are responsible for any logos that are screen printed or embroidered directly onto the fabric.



UNIFORM LOGO SIZE



FACILITIES & ENVIRONMENT



FACILITIES & ENVIRONMENT

REQUIRED PLACEMENT

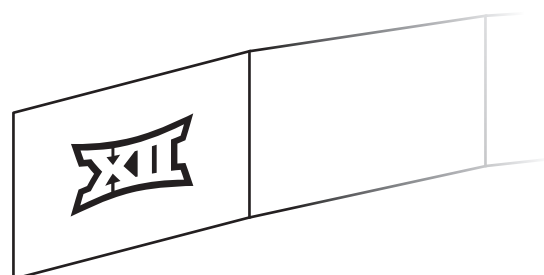
BASEBALL FIELD

The Big 12 Conference logo is required in the field locations per the list and diagrams below.

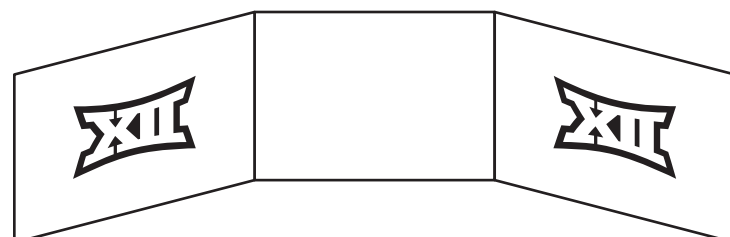
- A. **Inside Foul Pole** – logo must appear twice on the outside wall panels, just inside the foul poles. If space is contractually committed, logo can be placed outside the foul pole.
- B. **Backstop** – logo must be placed on two panels of the backstop with a blank panel in between. For facilities with backstop nets, backstop application does not apply.

For any additional facility placement, reference **SCALING FOR ADDITIONAL APPLICATIONS** (p. 63).

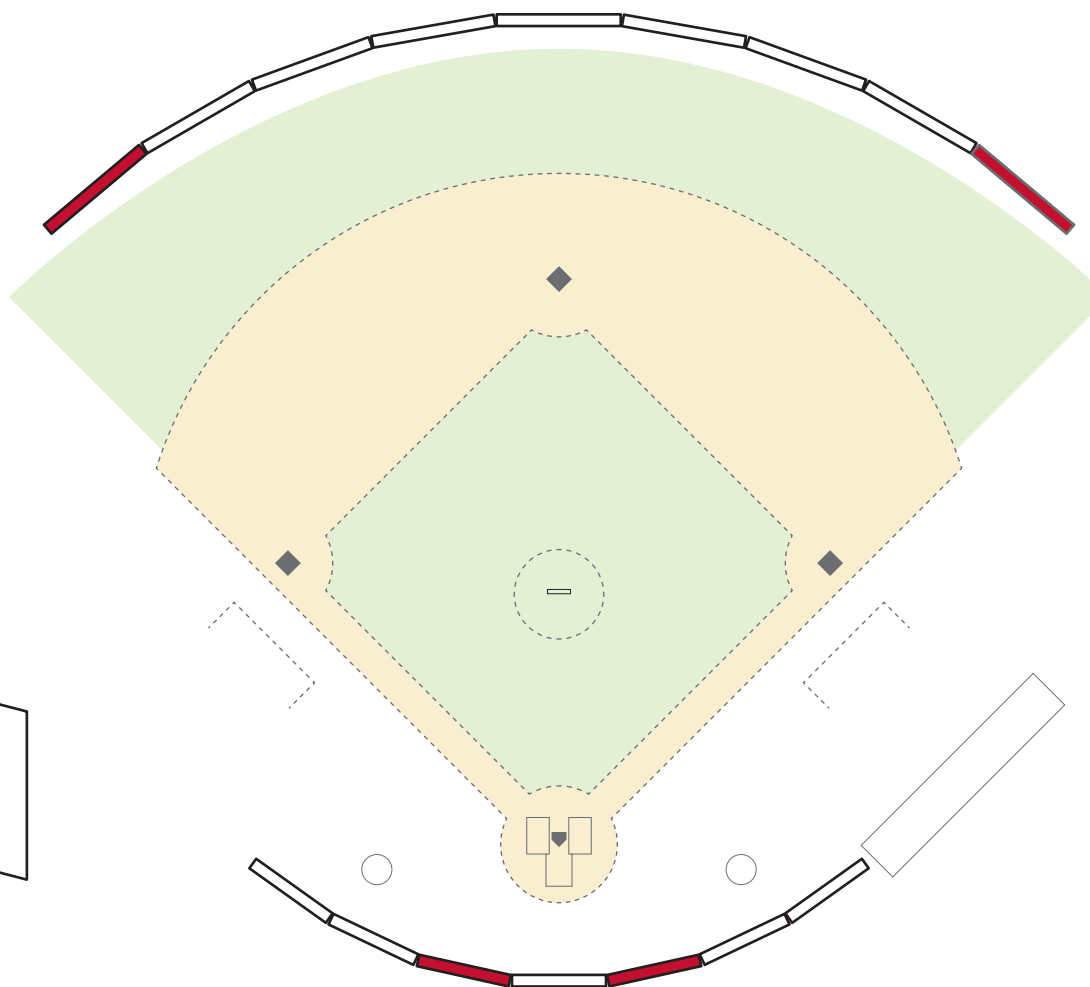
Institution is responsible for decal/vinyl sticker production and installation.



A. INSIDE FOUL POLE



B. BACKSTOP





FACILITIES & ENVIRONMENT

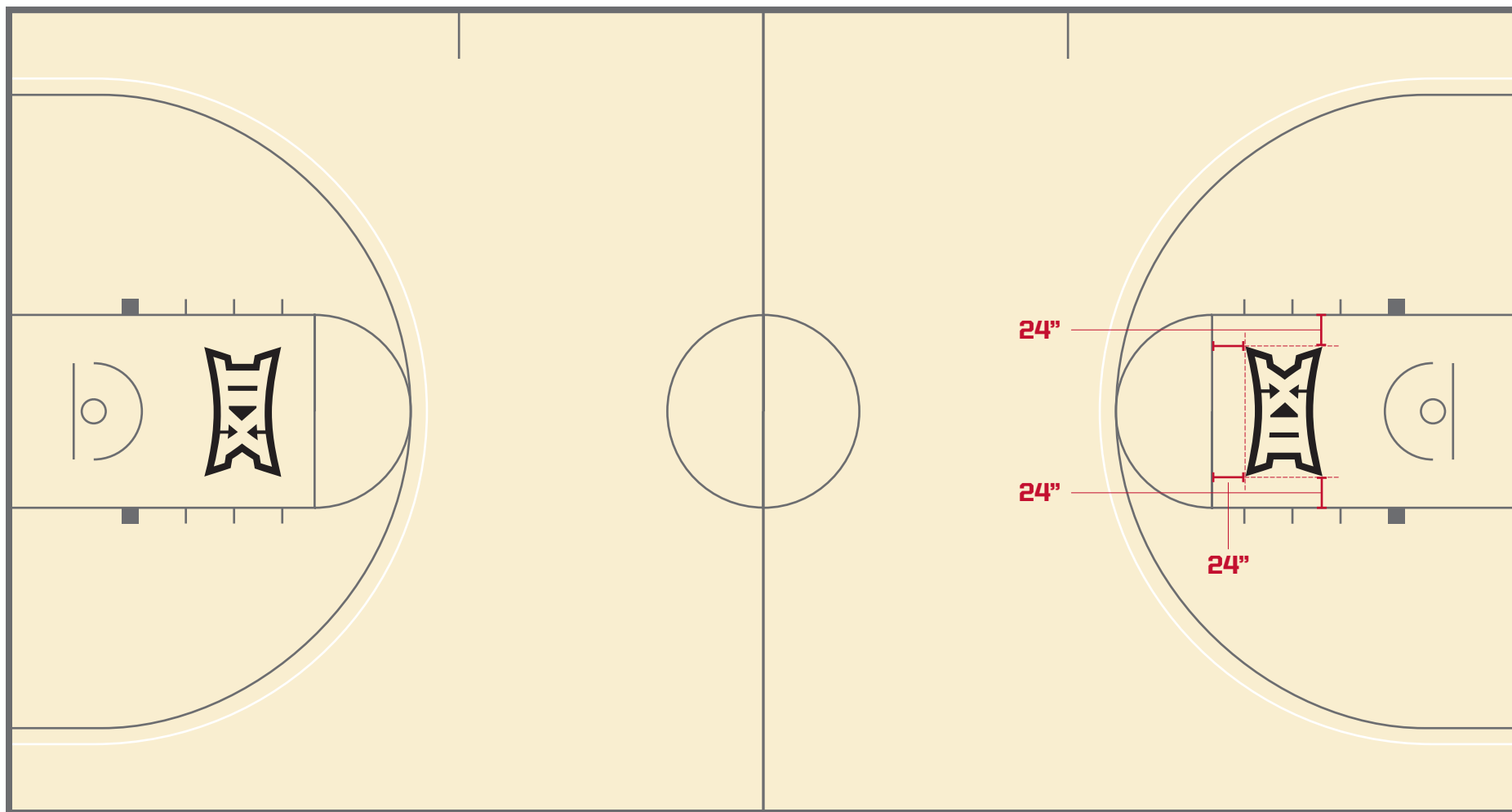
REQUIRED PLACEMENT

BASKETBALL COURT

The required basketball court placement of the Big 12 Conference logo is in each lane, just inside the free throw line. The logo must read from left to right, facing the thrower and equidistant from the bottom and both sides (24"). Decals are not permitted; logo must be painted.

For any additional facility placement, reference **SCALING FOR ADDITIONAL APPLICATIONS** (p. 63).

Institution is responsible for logo application.





FACILITIES & ENVIRONMENT

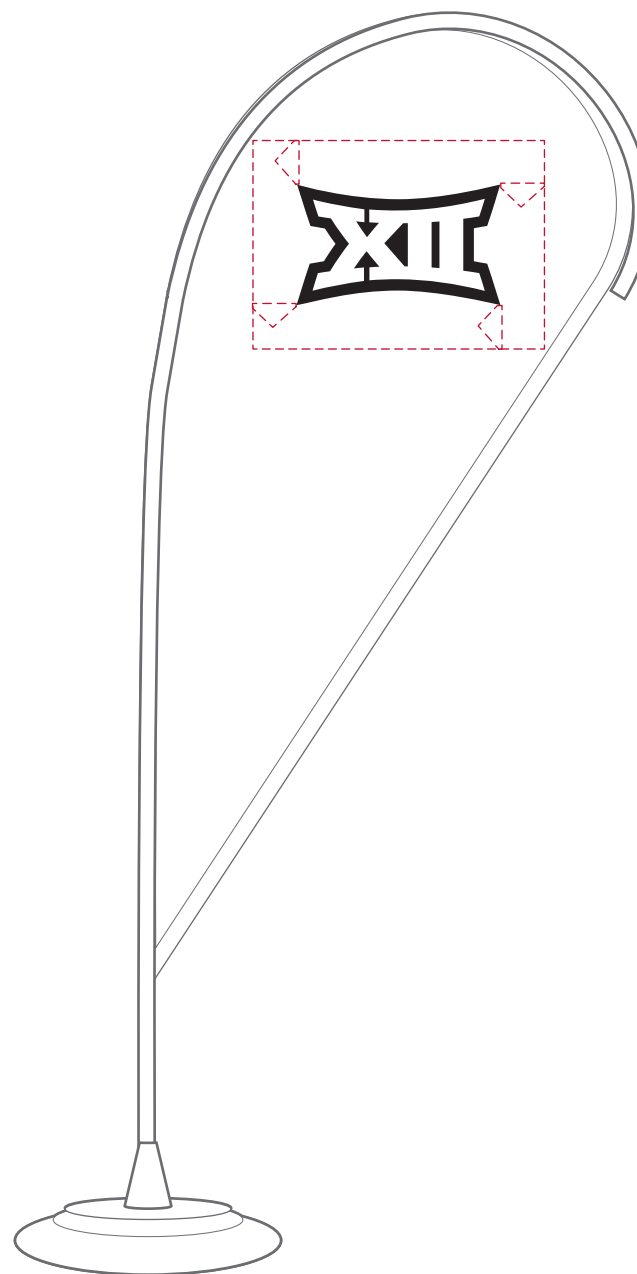
REQUIRED PLACEMENT

CROSS COUNTRY

During cross country competitions, Big 12 Conference logo placement is required on banners/signage at the start and finish lines. Additional placement along the course is encouraged but not required.

For any additional placement opportunities and sizing assistance (banners/signs), reference **SCALING FOR ADDITIONAL APPLICATIONS** (p. 63).

The conference office will provide banners.



FACILITIES & ENVIRONMENT

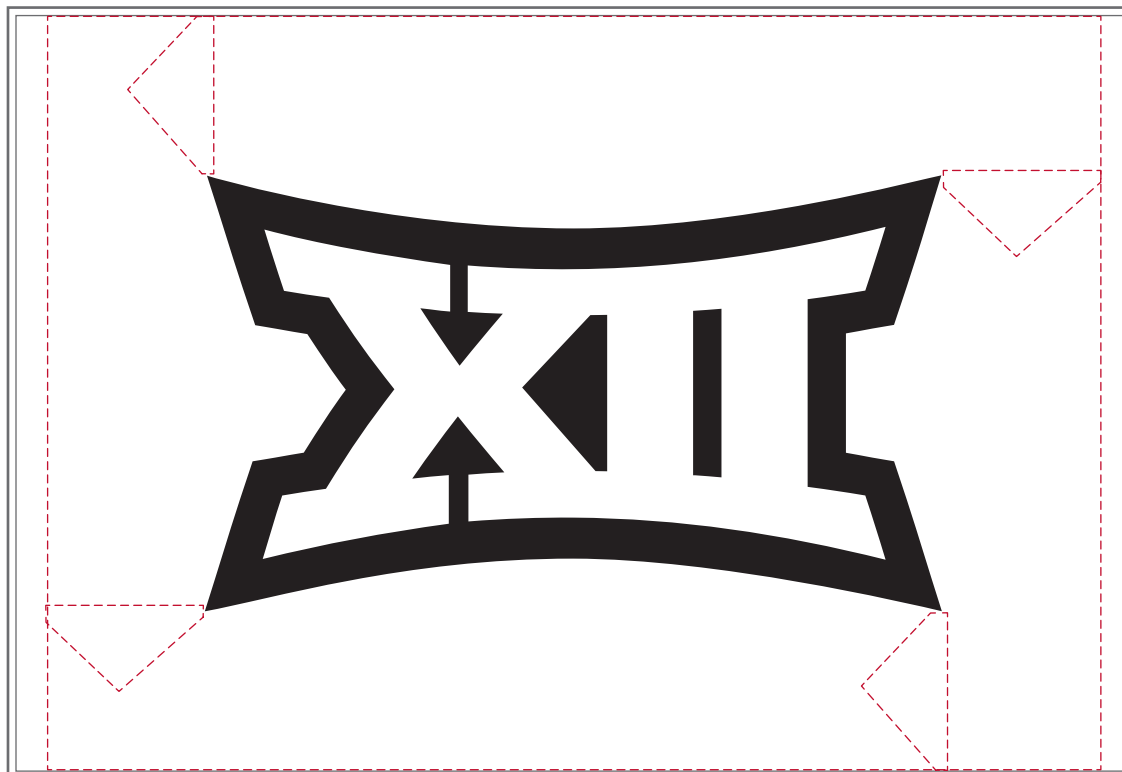
REQUIRED PLACEMENT

EQUESTRIAN

During competitions, Big 12 Conference logo placement is required on banners/signage in the performance facility at 4' wide by 3.5' high.

For any additional placement opportunities and sizing assistance (banners/signs), reference **SCALING FOR ADDITIONAL APPLICATIONS** (p. 63).

The conference office will provide banners.





FACILITIES & ENVIRONMENT

REQUIRED PLACEMENT

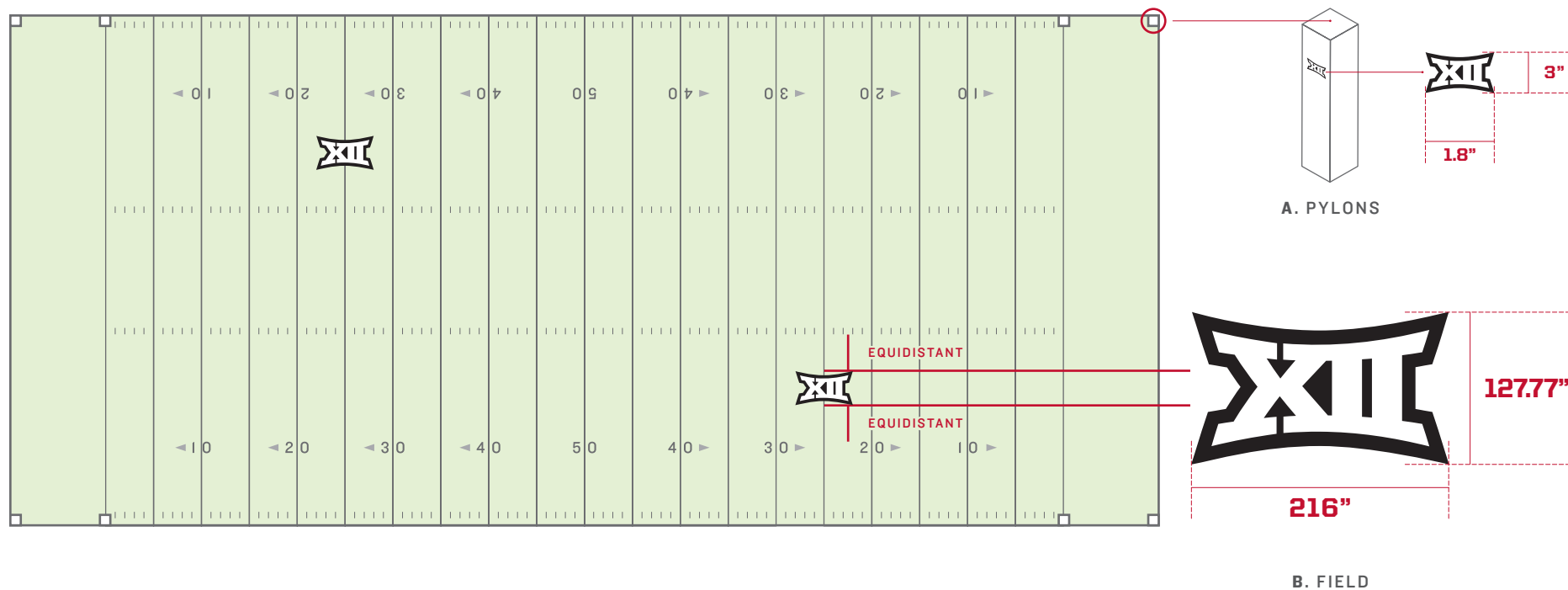
FOOTBALL FIELD

The Big 12 Conference logo is required in the field locations per the list and diagrams below:

- A. **Pylons** – logo must be placed on two (2) sides opposite from one another, centered horizontally and towards the top quarter of the pylon.
- B. **Field** – logo must be centered on the 25-yard line on each side of the field, facing the press box (reading left to right). The top and bottom of the logo should be equidistant from the bottom of the yard marks and the top of the 20 and 30-yard numbers respectively.

For any additional placement opportunities and sizing assistance (banners/signs), reference **SCALING FOR ADDITIONAL APPLICATIONS** (p. 63).

The conference office will provide field stencils, and pylon decals are the responsibility of the institution.





FACILITIES & ENVIRONMENT

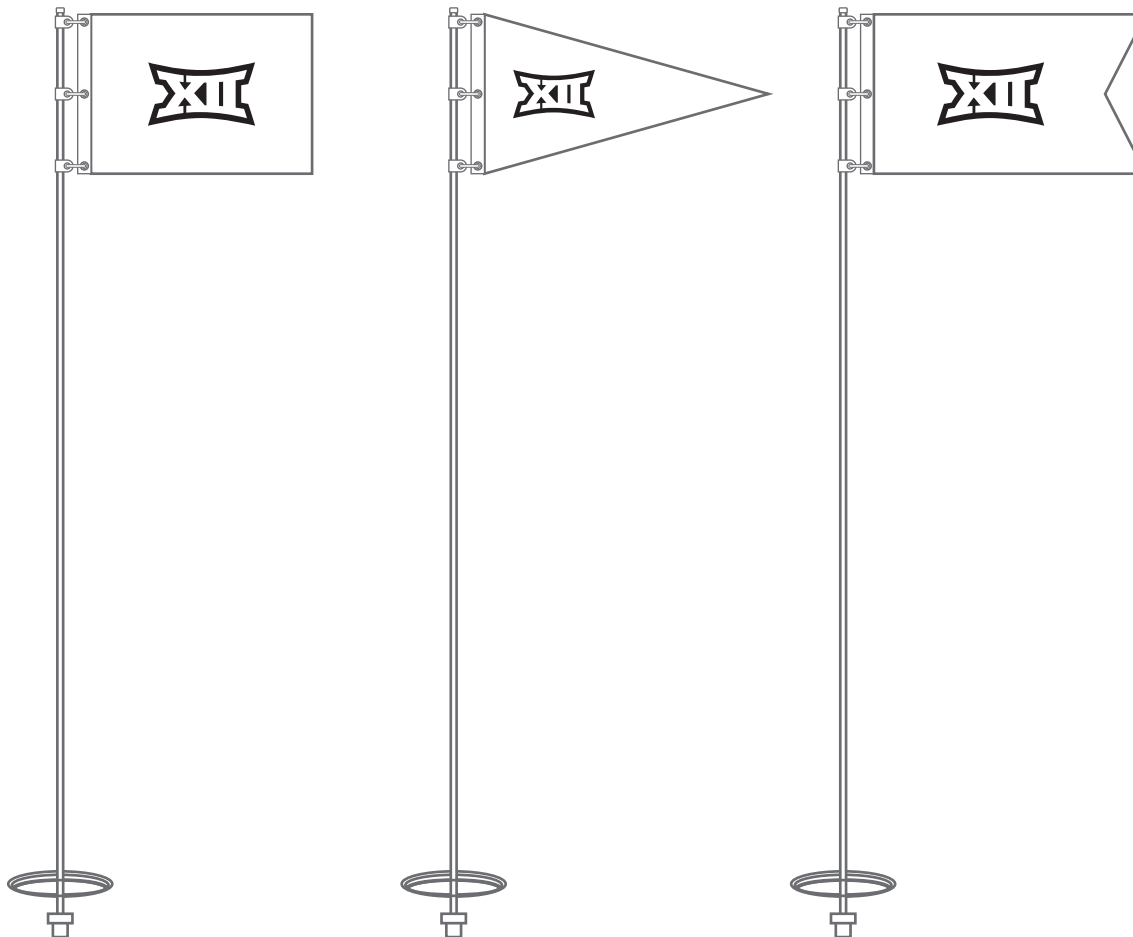
REQUIRED PLACEMENT

GOLF

The required golf course placement of the Big 12 Conference logo is on at least six (6) of the eighteen (18) holes, specifically hole numbers 3, 6, 9, 12, 15, 18.

For any additional placement opportunities and sizing assistance (banners/signs), reference **SCALING FOR ADDITIONAL APPLICATIONS** (p. 63).

The conference office will provide six course flags.





FACILITIES & ENVIRONMENT

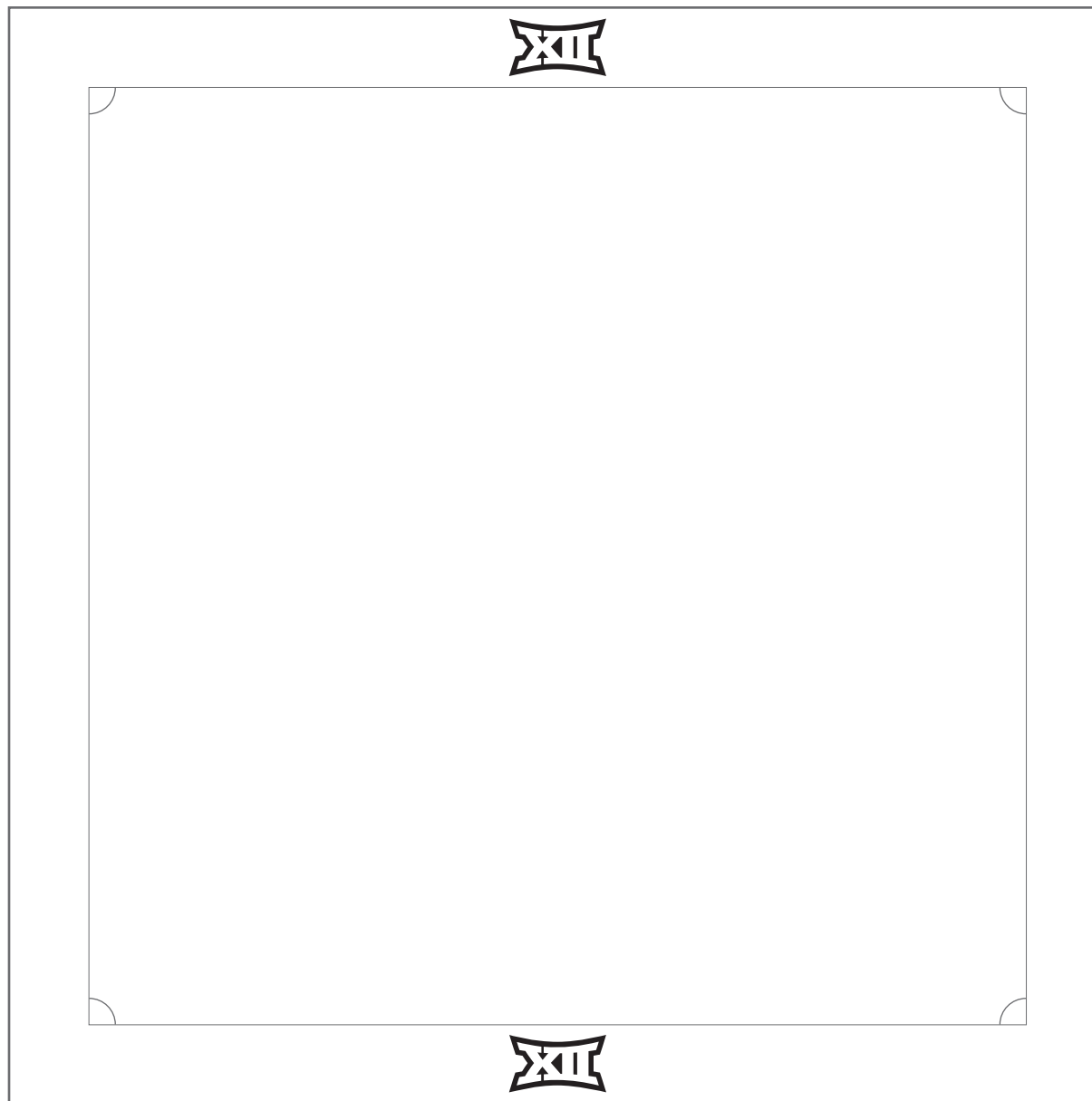
REQUIRED PLACEMENT

GYMNASTICS

The required floor carpet placement of the Big 12 Conference logo is on at least two sides, opposite from one another. Both logos should be centered both horizontally and vertically along their side, on the carpet outside the performance area. Logos must be facing the camera/media area, reading left to right.

For any additional placement opportunities, reference **SCALING FOR ADDITIONAL APPLICATIONS** (p. 63).

Institution is responsible for decal production and application.





FACILITIES & ENVIRONMENT

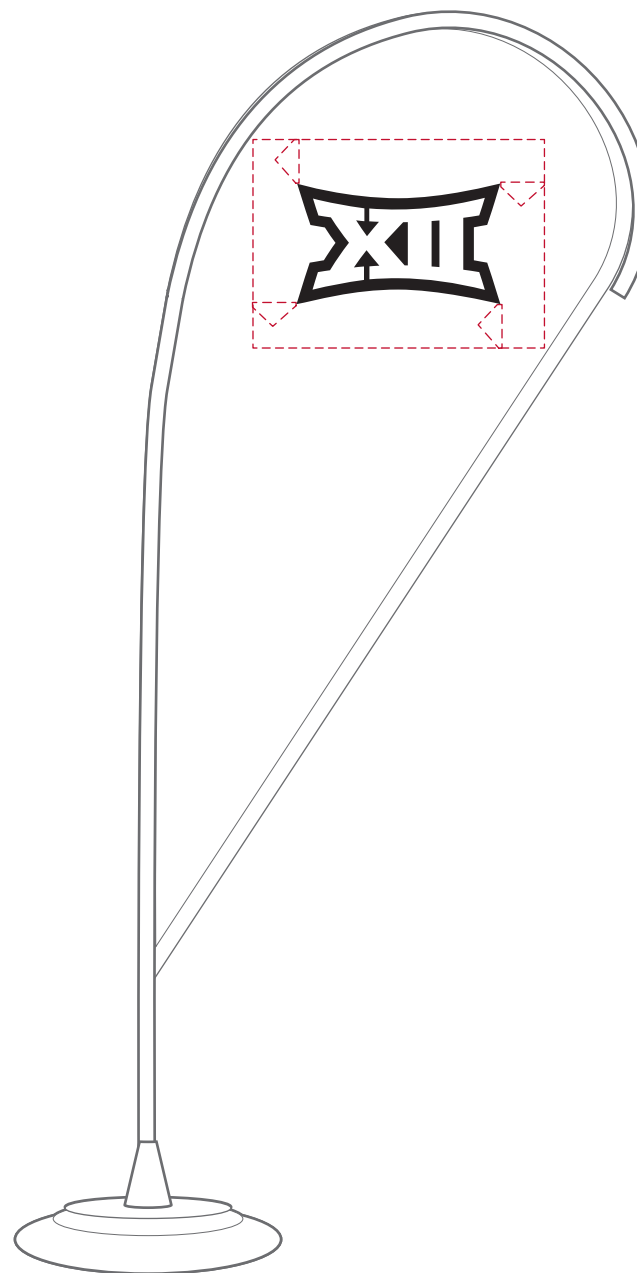
REQUIRED PLACEMENT

ROWING

During rowing competitions, Big 12 Conference logo placement is required on start and finish lines flags and/or signs.

For any additional placement opportunities, reference **SCALING FOR ADDITIONAL APPLICATIONS** (p. 63).

The conference office will provide banners.





FACILITIES & ENVIRONMENT

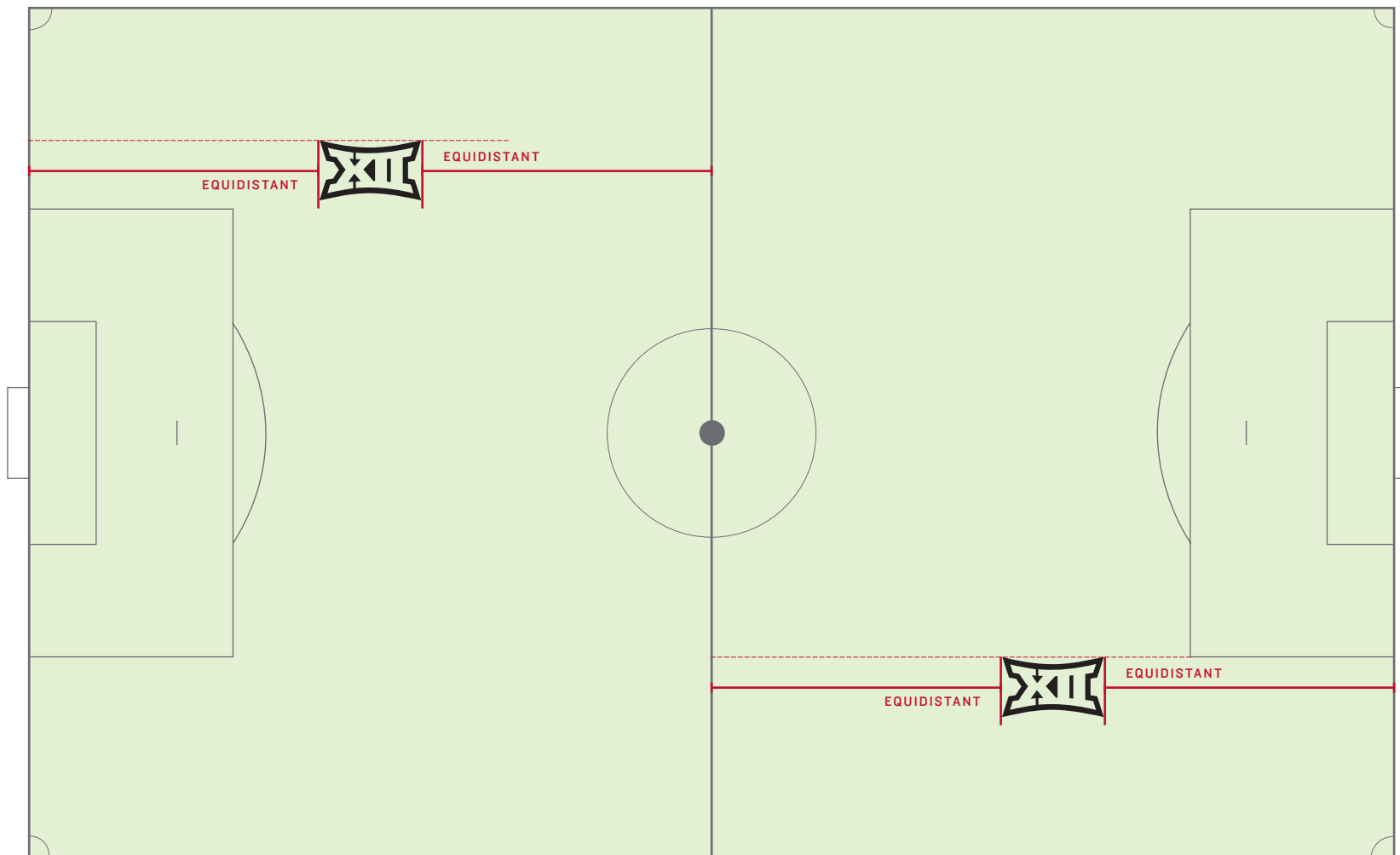
REQUIRED PLACEMENT

SOCCER

The required soccer field placement of the Big 12 Conference logo is equidistant from the midfield 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 field) should align with the bottom edge of the 18-yard box.

For any additional facility placement, reference **SCALING FOR ADDITIONAL APPLICATIONS** (p. 63).

The conference office will provide field stencil if playing surface is grass.





FACILITIES & ENVIRONMENT

REQUIRED PLACEMENT

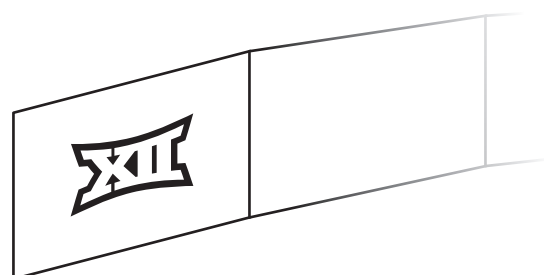
SOFTBALL FIELD

The Big 12 Conference logo is required in the field locations per the list and diagrams below.

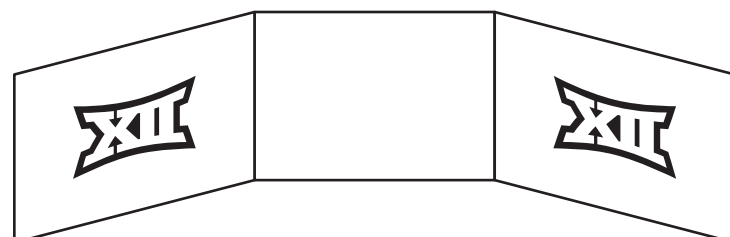
- A. **Inside Foul Pole** – logo must appear twice on the outside wall panels, just inside the foul poles. If space is contractually committed, logo can be placed outside the foul pole.
- B. **Backstop** – logo must be placed on two panels of the backstop with a blank panel in between. For facilities with backstop nets, backstop application does not apply.

For any additional facility placement, reference **SCALING FOR ADDITIONAL APPLICATIONS** (p. 63).

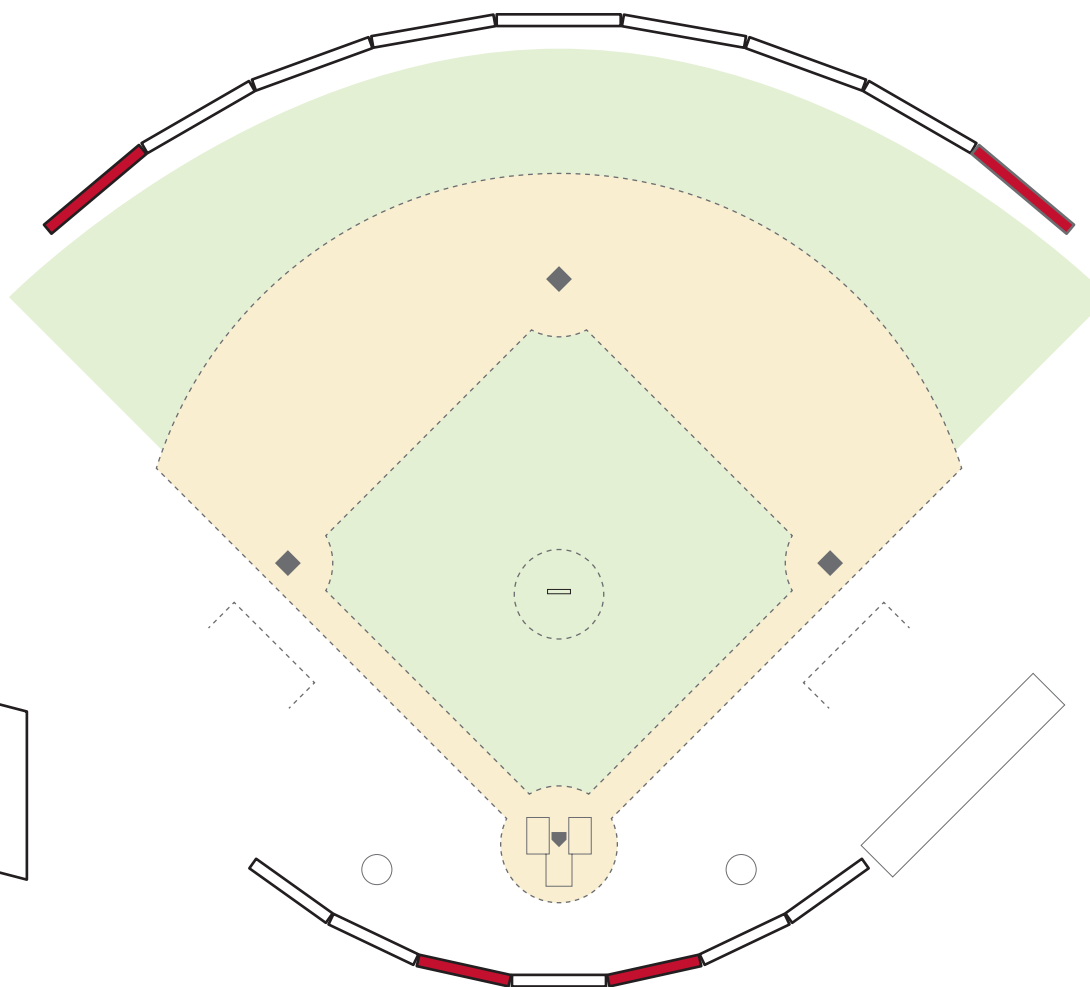
Institution is responsible for decal/vinyl sticker production and installation.



A. INSIDE FOUL POLE



B. BACKSTOP





FACILITIES & ENVIRONMENT

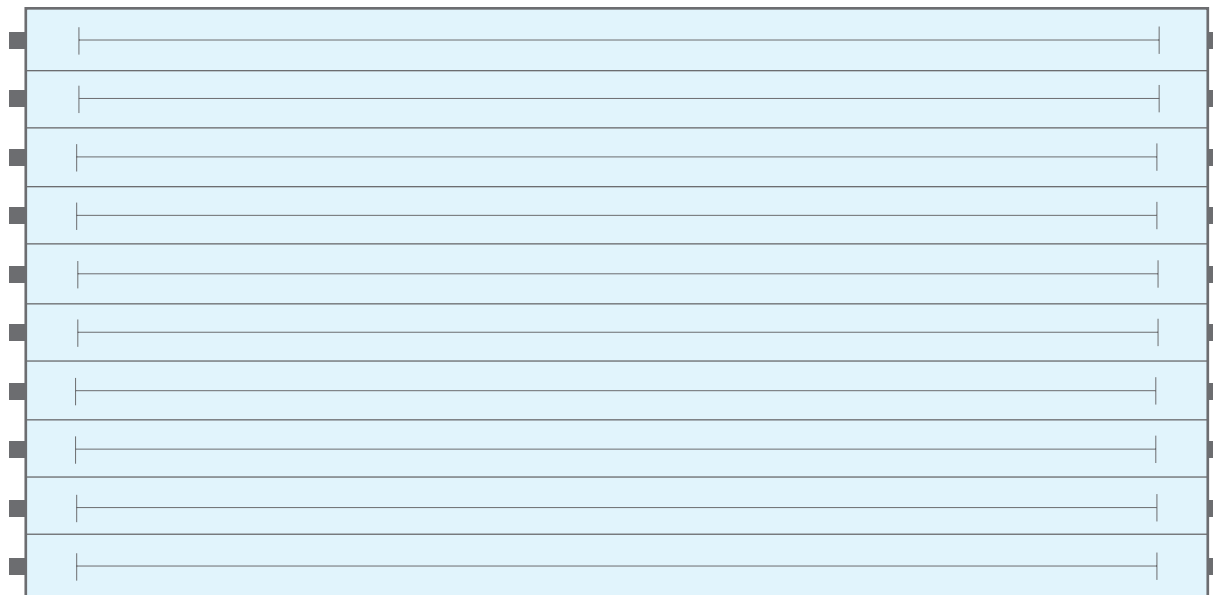
REQUIRED PLACEMENT

SWIMMING & DIVING (POOL)

The required swimming pool placement of the Big 12 Conference logo is on signage near and around the scorer's table.

For any additional placement opportunities and sizing assistance (banners/signs), reference **SCALING FOR ADDITIONAL APPLICATIONS** (p. 63).

The conference office will provide signage.



FACILITIES & ENVIRONMENT

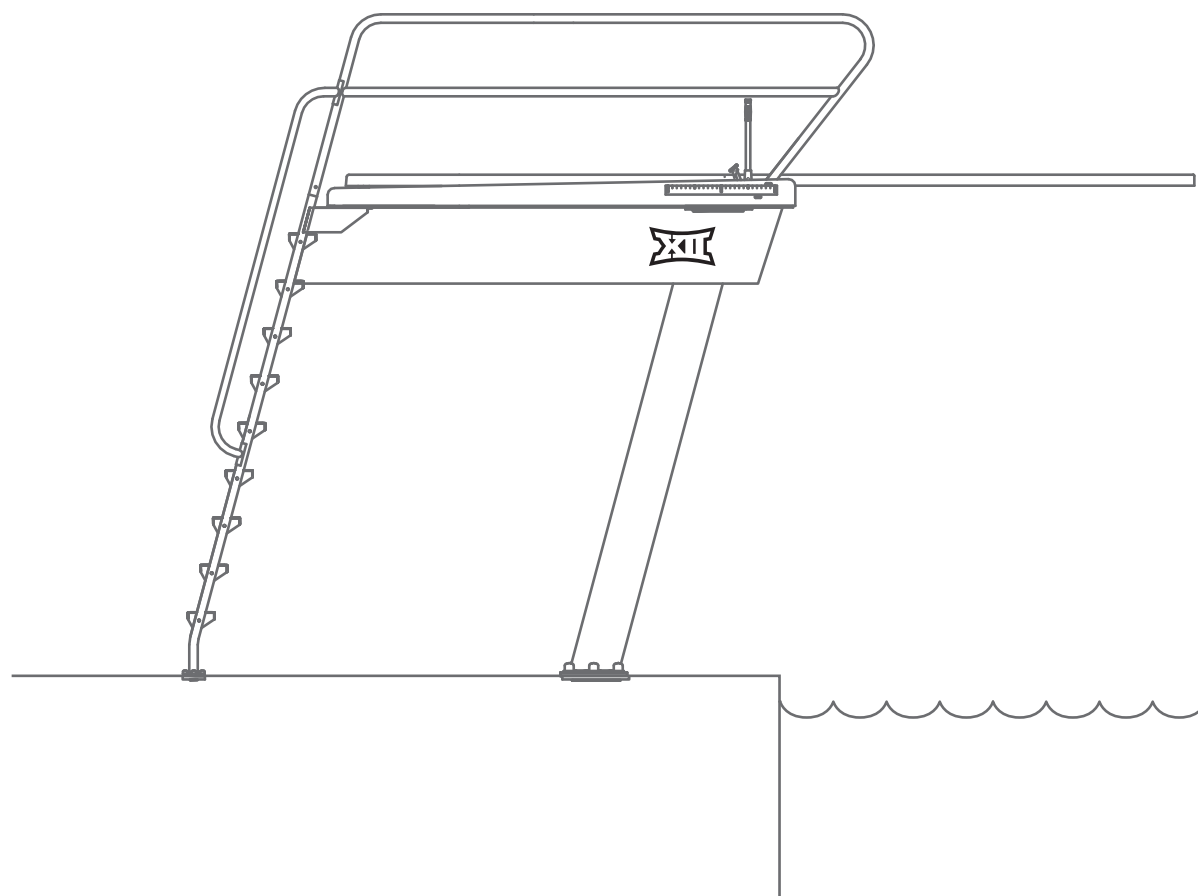
REQUIRED PLACEMENT

SWIMMING & DIVING (PLATFORM)

The required diving platform placement of the Big 12 Conference logo is on the base, three quarters from the bottom.

For any additional placement opportunities and sizing assistance (banners/signs), reference **SCALING FOR ADDITIONAL APPLICATIONS** (p. 63).

Institution is responsible for decal production and application.





FACILITIES & ENVIRONMENT

REQUIRED PLACEMENT

TENNIS - OUTDOOR

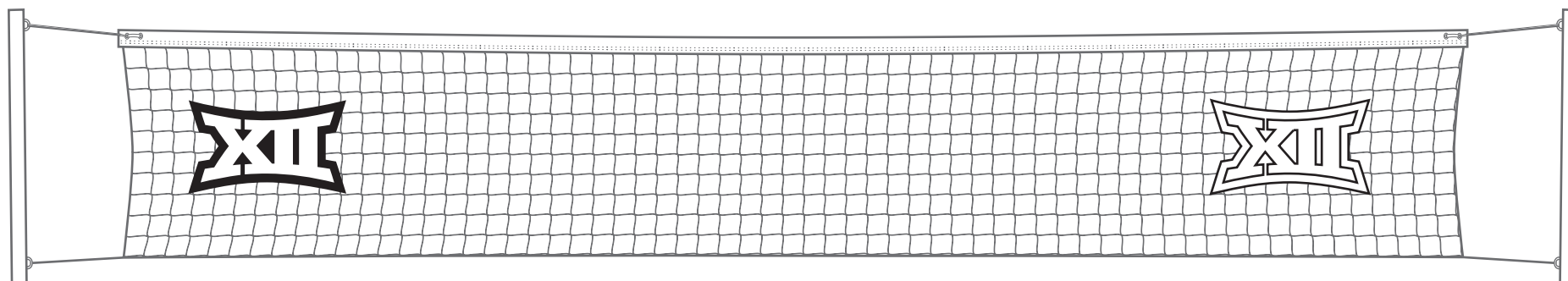
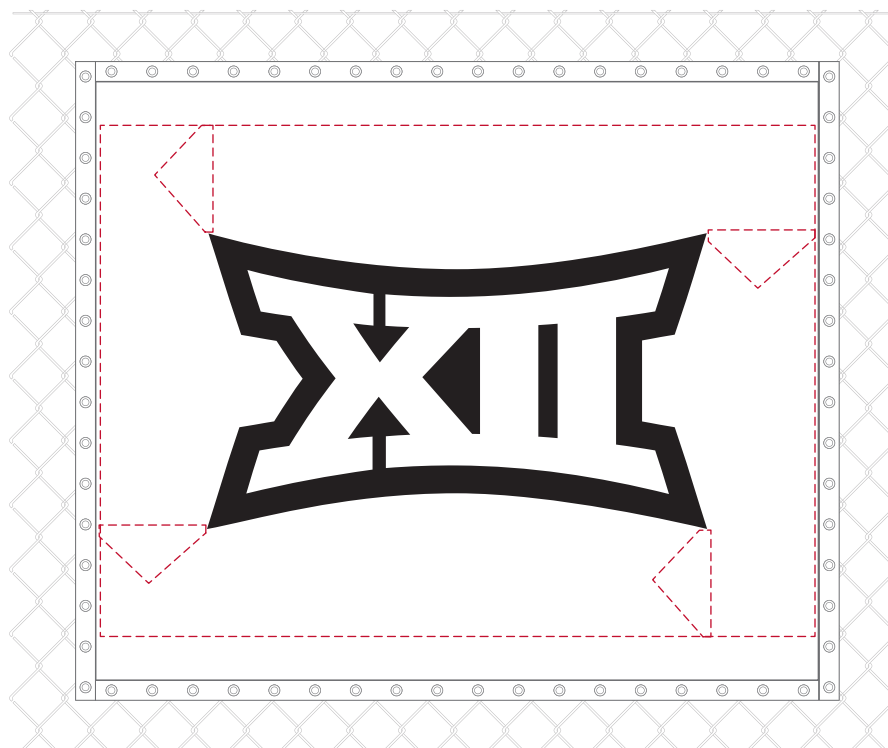
The required tennis court placement of the Big 12 Conference logo is on at least two (2) court windscreens, behind the baseline on each end of the court. Logos should be centered both vertically and horizontally and follow the clear space guide as pictured here and specified in the MINIMUM CLEAR SPACE section (p. 11).

Should windscreens not be installed at facility, the Big 12 logo must adhere to the net.

Windscreen implementation can be phased in, as windscreens need to be replaced. In the interim, net logo placement is required. However, if old Big 12 logo is currently placed on windscreens, it must be replaced beginning July 1, 2014.

For any additional placement opportunities, reference **SCALING FOR ADDITIONAL APPLICATIONS** (p. 63).

The conference office will provide logos for net placement.





FACILITIES & ENVIRONMENT

REQUIRED PLACEMENT

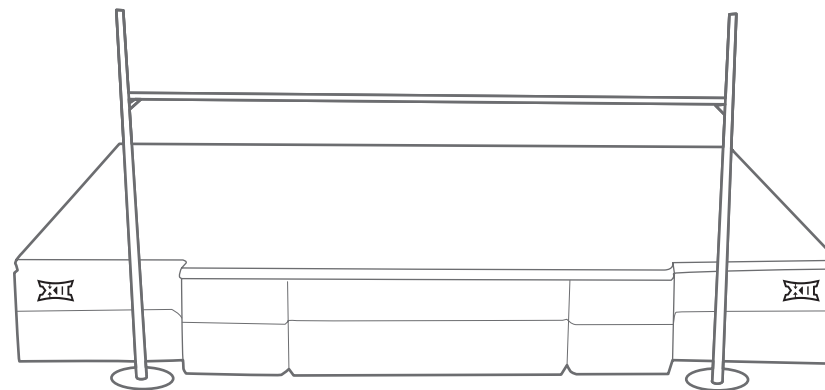
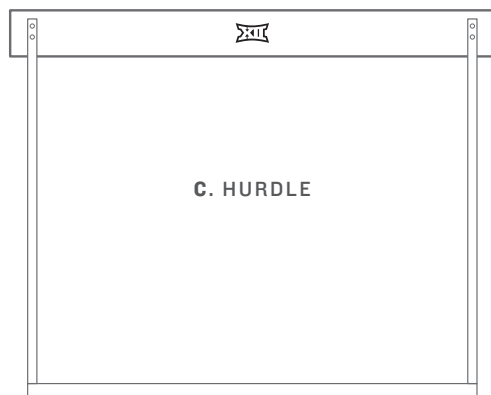
TRACK & FIELD

The Big 12 Conference mark is required in locations per the list and diagrams below.

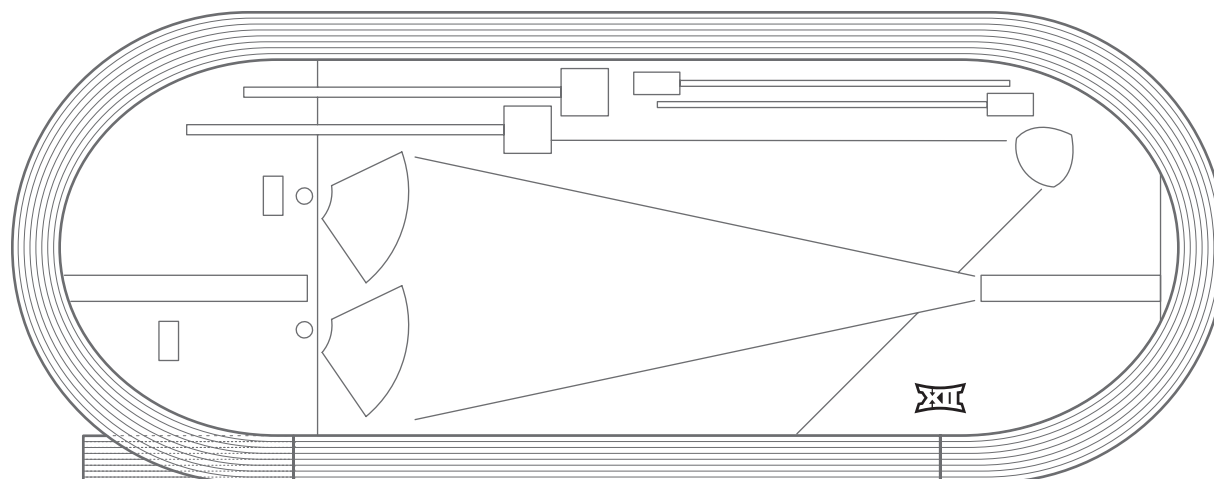
- A. **High Jump Mat** – logo must be placed on both top corner sides of the high jump mat.
- B. **Finish Line** – logo must be placed near and facing (from left to right) the finish line. If logo is placed on the field for another sport (i.e., soccer), that application applies.
- C. **Hurdle** – logo must appear anywhere on the back side of the hurdle.

For any additional placement opportunities and sizing assistance (banners/signs), reference **SCALING FOR ADDITIONAL APPLICATIONS** (p. 63).

The conference office will provide field stencil. Institution is responsible for decal production and application for high jump mat and hurdle.



A. HIGH JUMP MAT



B. FINISH LINE



FACILITIES & ENVIRONMENT

REQUIRED PLACEMENT

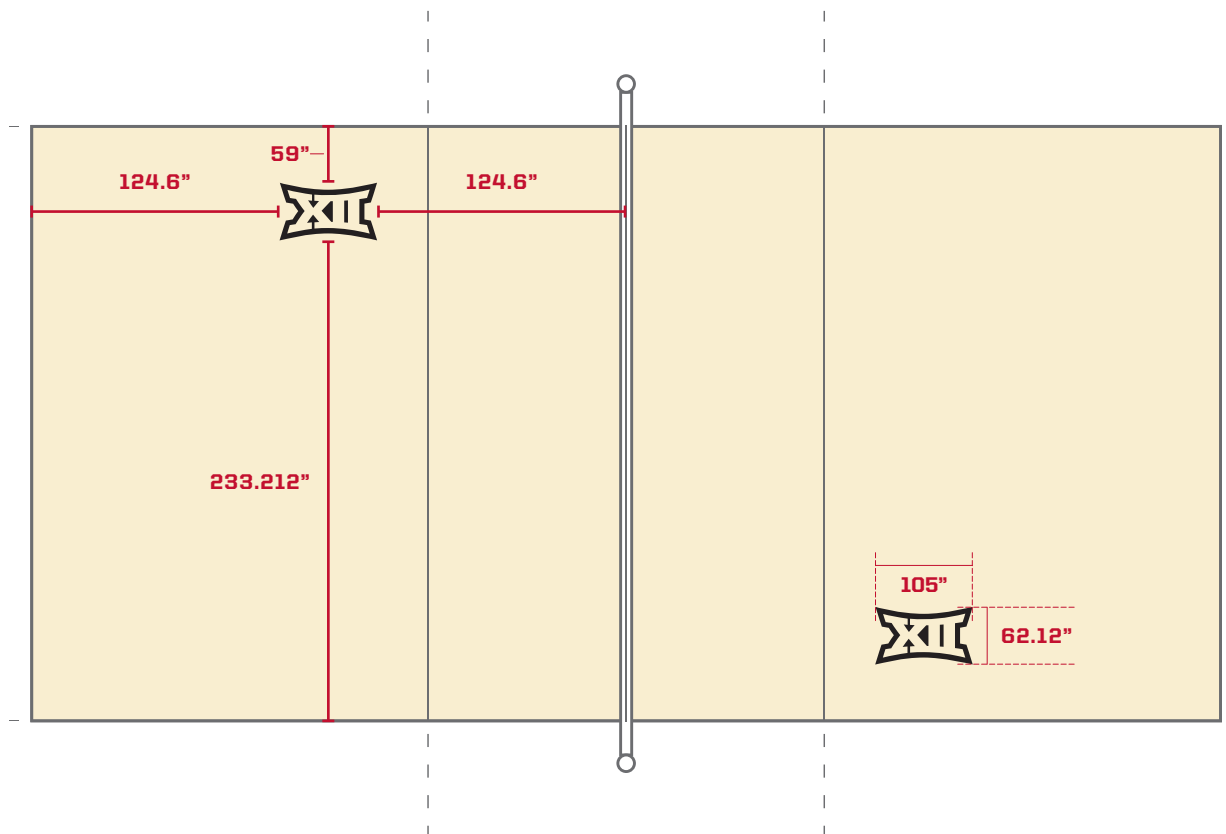
VOLLEYBALL

The required volleyball court placement of the Big 12 Conference logo is facing the camera/media area, centered between the net and service line.

For any additional facility placement, reference **SCALING FOR ADDITIONAL APPLICATIONS** (p. 63).

**If volleyball competes on the same court as basketball, basketball court logo placement (p. 48) applies.*

Institution is responsible for decal production and application.





FACILITIES & ENVIRONMENT

REQUIRED PLACEMENT

WRESTLING

The required wrestling mat placement of the Big 12 Conference logo is in at least one corner. Logo should be equidistant from the corner and the boundary line at a 45-degree angle.

For any additional facility placement, reference **SCALING FOR ADDITIONAL APPLICATIONS** (p. 63).

Institution is responsible for decal production and application.





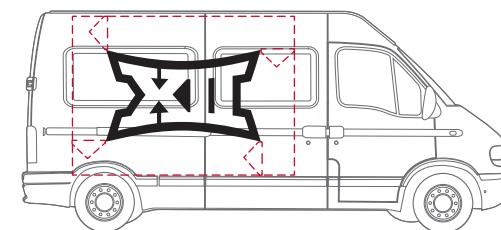
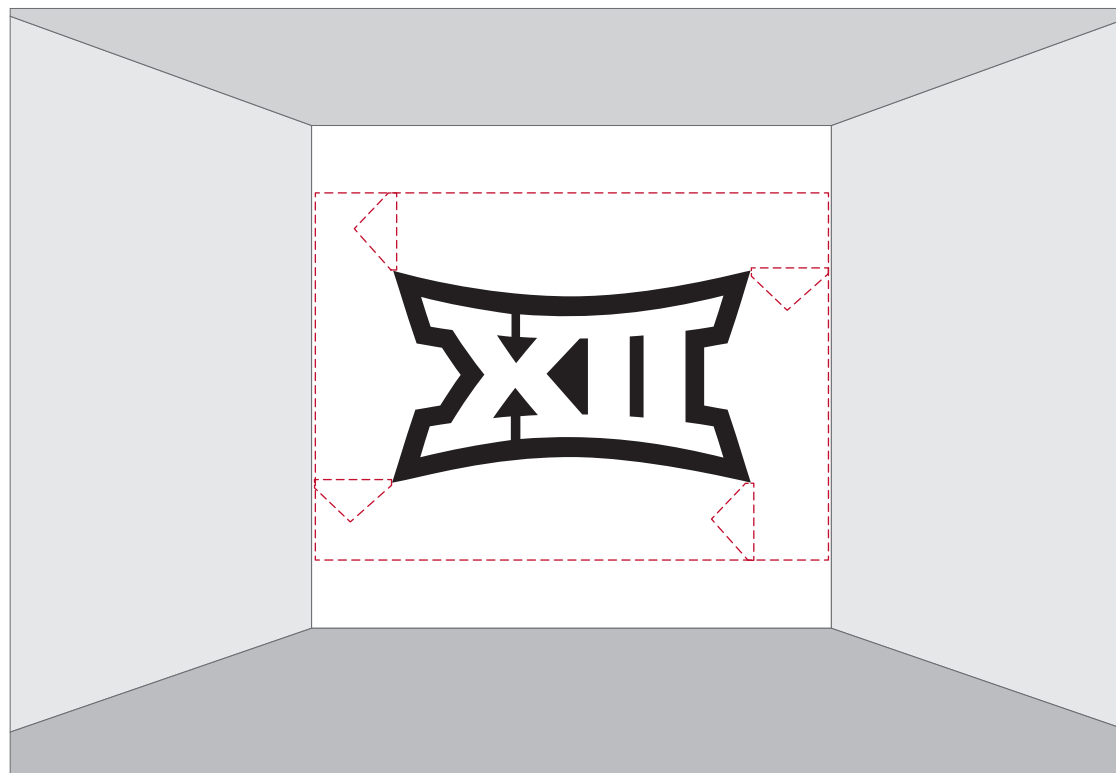
FACILITIES & ENVIRONMENT

REQUIRED PLACEMENT

SCALING FOR ADDITIONAL APPLICATIONS

For any environment and facility placement of the Big 12 Conference logo that isn't specifically outlined in the guide, be sure the logo is centered both horizontally and vertically to the space allowed and follows the clear space guide as pictured here and specified in the **MINIMUM CLEAR SPACE** section (p. 10).

This includes but is not limited to banners, signage, posters, placards, trailers, and trucks.



ADDENDUM

SIGNAGE

CLC FORMS

INSTITUTIONAL COLOR



BAYLOR

LOGO OPTIONS AND VARIATIONS

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

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





IOWA STATE

LOGO OPTIONS AND VARIATIONS

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

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





KANSAS

LOGO OPTIONS AND VARIATIONS

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

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





K-STATE

LOGO OPTIONS AND VARIATIONS

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

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





OKLAHOMA

LOGO OPTIONS AND VARIATIONS

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

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





OKLAHOMA STATE

LOGO OPTIONS AND VARIATIONS

COLOR COMBINATIONS

The color options on this page are appropriate for use on institutional materials. The following combinations must only be used with the simplified logo.

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





TEXAS

LOGO OPTIONS AND VARIATIONS

COLOR COMBINATIONS

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TCU

LOGO OPTIONS AND VARIATIONS

COLOR COMBINATIONS

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TEXAS TECH

LOGO OPTIONS AND VARIATIONS

COLOR COMBINATIONS

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WEST VIRGINIA

LOGO OPTIONS AND VARIATIONS

COLOR COMBINATIONS

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