

CLUB SPORTS AND ADAPTIVE ATHLETICS

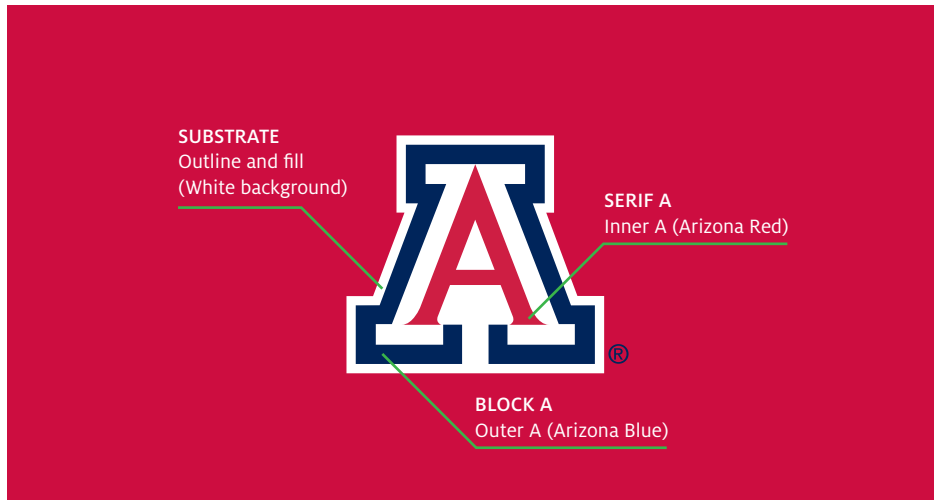
STYLE GUIDE

THE UNIVERSITY OF ARIZONA

BLOCK A USAGE BASICS

Uniforms, apparel, signage, social media, web & emails

1.A: Quick Guide to the construction of the “A” logo:



1. The “A” can be any size above the minimum, but must not be otherwise altered in any way. This logo is a federally registered trademark.
2. Block and Serif “A” must always be the darkest element.
3. Marks may not be reversed out on dark backgrounds.
4. See Arizona Red and Arizona Blue definitions on the right.
5. The “A” should not be printed at less than 100% opacity.
6. The “A” may never be overlapped by other marks or images.
7. Variations of the “A” will not be accepted.
8. When appearing on a color / dark / clear (glass) background, the “A” must include the solid white substrate. Clear background (glass) is equivalent to a color / dark background.
9. The substrate of the “A” should be opaque. No other color, pattern or background image should be visible.
10. “A” may never be used as part of a word to represent the letter.
11. The only two color combination use of the “A” is Arizona Red and Arizona Blue, and must always include the white outline and fill (as the third color). A one color “A” must still always include the white outline and fill (as the second color).
12. The Block “A” may never be added to another graphic, it must always stand-alone unless seen as part of a University of Arizona Trademarks & Licensing approved lockup.

1.B: Block A colors

Arizona red

C 18	R 171
M 100	G 5
Y 83	B 32
K 8	
PANTONE 200	

Arizona Blue

C 100	R 171	Pantone
M 71	G 5	closest match
Y 0	B 32	281/282
K 58		
PANTONE ARIZONA BLUE*		



Note: All versions of the Block “A” have an embedded white border and background. Be sure to keep the white border intact.

1.C: Minimum size

The Block A should never be smaller than designated in order to keep serifs intact.



1.D: Trademark symbol

- The trademarks symbol must be visible as an integral part of the logo on all items.
- ® is required in all instances and special exceptions are granted on a case by case basis. Contact the Trademarks & Licensing Office for approval.
- ® On social accounts should match proportions of the official university accounts.



The University of Arizona Block A logo cannot be altered in any way, and must follow University Brand Standards, as outlined in this document and at brand.arizona.edu/logo-usage

*Arizona Blue Pantone Coated and Uncoated formulas can be found at: brand.arizona.edu/ua-color-palette

CLEAR SPACE

Uniforms, apparel, signage, social media

2.A: Minimum clear space

The **Block A** must be separated from all other elements at a distance equal to or greater than five times the height of the logo. As a result, the Block A must be used as a stand-alone element on the front, back, or sleeve of apparel items.



2.B: Wordmark minimum clear space

Minimum clear space must surround the wordmark to ensure legibility and prominence. The size of clear space around the **Arizona wordmark** must be equal to or greater than the height of the "A" in ARIZONA.

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ARIZONA AND TEAM LOCKUP

Uniforms, apparel, signage, social media, web & emails

3. Wordmark and team lockup

The team name is centered under the **Arizona wordmark**. Cap height is equal to 1/3 the height of the **Arizona wordmark**, and is separated from the wordmark equal to the cap height. The **Arizona wordmark** can be used alone without the team name.

For club teams officially designated as men's and women's (e.g., Arizona Men's Soccer/ Arizona Women's Soccer), a non-gendered version of the Arizona wordmark and team name may be approved (e.g., Arizona Soccer) on a case-by-case basis for use with retail merchandise only (at online team store, etc.). Contact the Sports Office for complete details and conditions.



WILDCAT AND TEAM LOCKUP

Uniforms, apparel, signage, social media, web & emails

4. Wildcat Face and team lockup

The team name is centered under the **Wildcat Face**. Cap height is equal to 1/10 the height of the **Wildcat Face**, and is separated from the **Wildcat Face** equal to the cap height.



The outline (shown here as a dotted line for demonstration only) is always there, even when the background is white



**WOMEN'S WHEELCHAIR
BASKETBALL**



WILDCAT AND ARIZONA TEAM LOCKUP

Uniforms, apparel, signage, social media, web & emails

5. Wildcat Face and Arizona club text lockup

The **Wildcat Face** is 2.5 times the height of the letters in Arizona. The baseline of the letters align with the bottom of the middle cheek art as indicated below.



SPONSOR LOGO USE

Uniforms, apparel, signage, social media, web & emails

The **Block A** cannot be used in conjunction with sponsors.



Sponsorship Notes

- Club Sports and Adaptive Athletics teams cannot put the University in violation of any existing contracts. E.g. Pepsi cannot sponsor a team because the University's beverage contract is with Coca-Cola.
- Official sponsor language must accompany the sponsor logo: "Official Sponsor of (insert team name)."

Both the **Arizona wordmark** and the **Wildcat Face** with team name can be used so long as the sponsor logo is on a different part of the item (i.e. front, back, sleeve).

The **Arizona wordmark** can be used with or without the team name, but the **Wildcat Face** can only be used with the team name.



T-SHIRT AND JERSEY LOGO USE

Uniforms, apparel

The **Block A** should be a stand-alone element on all apparel, including uniforms. The Block A can appear alone on the front, sleeve or back of uniforms and apparel. If required for uniforms, numbers can be used on the same side of the item as the Block A, but must still be as far away as reasonably possible.

T-Shirt samples



Jersey samples



SOCIAL MEDIA, WEBSITE USE AND EMAIL SIGNATURE

Social media, web & emails

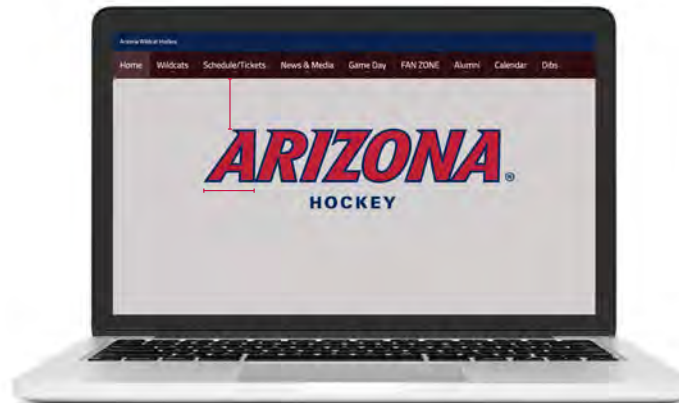
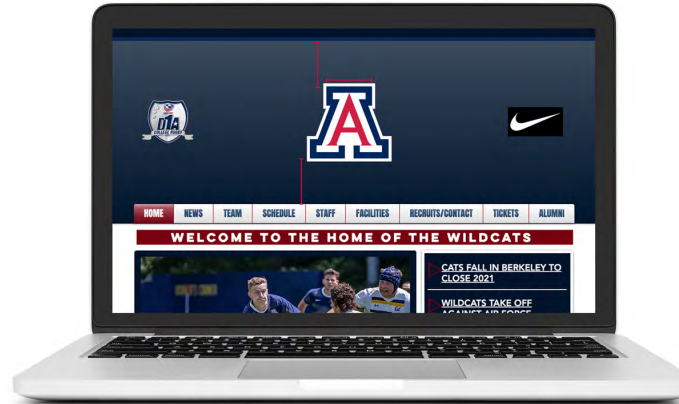
Social Media

- The Block A can be used as a profile picture, but cannot be combined with text (e.g., your club team name).
- All other Adaptive Athletics and Club Sport logos can be used, unaltered, as profile pictures, header pictures, or in posts.



Website

- The Block A clear space guidelines for web and email use are different than apparel and signage. The clear space is equal to the width of the top blue bar of the Block A.



Email Signatures

- The Block A cannot be used in email signatures due to the inability to allow for the appropriate clear space.
- The Arizona wordmark with team name under should appear in official email signatures.



ART SHEET

Uniforms, apparel, signage, social media, web & emails

1		2		3		4					
5	<i>ARIZONA</i> ®		6	<i>ARIZONA</i> ®		7	<i>ARIZONA</i> ®				
8	<i>ARIZONA</i> ® TRICATS		9	<i>ARIZONA</i> ® TRICATS		10	<i>ARIZONA</i> ® TRICATS				
11		<i>ARIZONA</i> ® TRICATS		12		<i>ARIZONA</i> ® TRICATS					
13		<i>ARIZONA</i> ® TRICATS		14		15		16		17	
18	<i>0 1 2 3 4 5 6 7 8 9</i>					19	0 1 2 3 4 5 6 7 8 9				

FONTS AND NOTES

Uniforms, apparel, signage, social media, web & emails

Fonts

These are the two approved fonts for numbers on jerseys. Numbers are excluded from the clear space guidelines, and can appear on the front of the jersey with the Block A if necessary.

0 1 2 3 4 5 6 7 8 9

Tempo Heavy Condensed Italic

0 1 2 3 4 5 6 7 8 9

Univers Bold

Notes

1. All apparel orders for Club Sports and Adaptive Athletics should be placed with BSN, the official supplier for Club Sports and Adaptive Athletics. BSN also offers equipment, and all organizations are encouraged to place these orders with BSN also. Contact Jim Anderson at jim.anderson@bsnsports.com.
2. All performance apparel is required to be Nike. Performance apparel is defined as any moisture-wicking apparel, and includes all official team uniforms and competition apparel. All non-performance apparel is required to be on approved blanks. Approved blank suppliers include companies like Hanesbrands and Gildan. The current complete list of approved blank suppliers can be found at licensing.arizona.edu/licensed-vendors. BSN is responsible for sourcing all blank items, and will not accept any blank items procured by individuals or teams.
3. All items must use official logos as set forth in this document.
4. Official logos for national organizations, conferences, etc. will be evaluated on a case-by-case basis by the Club Sports or Adaptive Athletics Office and the Trademarks & Licensing Office.
5. Questions about approved logos, logo usage, and the ordering process should be directed to licensing@arizona.edu.