



STYLE GUIDE





WELCOME

The NCAA March Madness Style Guide is intended to provide trademark reference information and creative guidelines. This style guide is a key component of the NCAA brand management strategy.

Every effort should be made to adhere to the guidelines included herein. Through the consistent use of NCAA logos in all graphic applications, the NCAA will continue to build its brand equity.

This guide is not intended to supersede, override or affect the interpretation of any of the rights and obligations of the NCAA. Please note that final designs of all applications must be reviewed and approved by NCAA branding team before production. In the event this guide requires clarification, the NCAA will provide such interpretation at its sole discretion.

The visual identity is created by following specific guidelines for the use of graphic elements in designing and producing NCAA March Madness creative. Through the application of these guidelines, it is critical to the overall NCAA brand and the NCAA March Madness presentation that:

- No logos or elements of any logo are to be altered or rearranged in any way.
- Only NCAA-approved typography (NCAA Legacy and United) is used in the creation of the foundation graphics. NCAA Legacy is a custom font designed exclusively for NCAA Championships[®]. No alternative fonts are allowed.
- The approved color palette and gradation guidelines must be consistently applied and not altered in any way. Any requests for a secondary color palette must be approved by the NCAA branding team.

Also note:

- Final photography choices are at the discretion of the designers and producers, but specific guidelines must be followed.
- The NCAA March Madness Style Guide considers various orientations, sizes and proportions in its applications.
- This version was approved January 2025.



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SECTION 1
**VISUAL
IDENTITY**



FONTS

The below fonts should be used within the context of the March Madness® visual identity. NCAA® Legacy is a custom font designed exclusively for NCAA Championships®. To download the font, log into the NCAA Digital Library. Please email Nathan Arkins (narkins@ncaa.org), and he will add you into the system before you can register. Once the digital librarian has granted access, you can create a new username and password.

Developed by House Industries, United Italic is both bold and recognizable. United is well suited for all types of NCAA signage and marketing applications. To use the United fonts shown here, you must purchase a license from the copyright holder. To purchase this typeface, visit houseind.com/fonts/unitedcollection. All efforts should be made to use the United font, but in cases where it is unavailable to those who don't have Adobe software, [Chakra Petch](#), which is a Google font, can be used as a substitute.

The NCAA Legacy font should be used for headline or top-line communications. The United font should be used for subhead applications or for additional communications.

HEADER // NCAA LEGACY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

SUBHEADER // UNITED ITALIC SEMI-CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BODY // UNITED SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



COLOR INFORMATION



**PANTONE 2925
(NCAA DISK ONLY)**

CMYK 75, 18, 0, 0
 RGB 0, 156, 222
 HEX 009CDE
 MADEIRA 1176
 ROBISON-ANTON . . CERULEAN
 5801



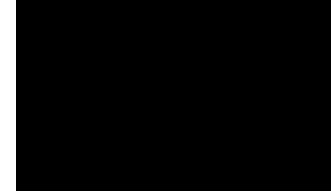
PANTONE 3005

CMYK 100, 35, 0, 2
 RGB 0, 119, 200
 HEX 0077C8
 MADEIRA 1297
 ROBISON-ANTON . BRIGHT BLUE
 2526



PANTONE 300

CMYK 99, 50, 0, 0
 RGB 0, 94, 184
 HEX 005EB8
 MADEIRA 1434
 ROBISON-ANTON . . . DOLPHIN
 BLUE 2529



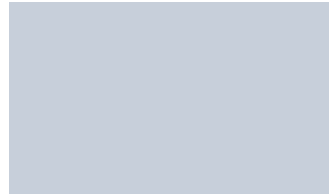
BLACK

CMYK 0, 0, 0, 1000
 RGB 0, 0, 0
 HEX 000000
 MADEIRA 1000
 ROBISON-ANTON . . . JET BLACK
 2632



WHITE

CMYK 0, 0, 0, 0
 RGB 255, 255, 255
 HEX FFFFFFFF
 MADEIRA 1001
 ROBISON-ANTON . SNOW WHITE
 2297



PANTONE 428

CMYK 21, 13, 8, 0
 RGB 193, 198, 200
 HEX C1C6C8
 MADEIRA 1811
 ROBISON-ANTON . BANNER GRAY
 2585



**PANTONE 430
(MEN'S ONLY)**

CMYK 50, 34, 27, 11
 RGB 124, 135, 142
 HEX 7C878E
 MADEIRA 1415
 ROBISON-ANTON . . . TWILIGHT
 5517



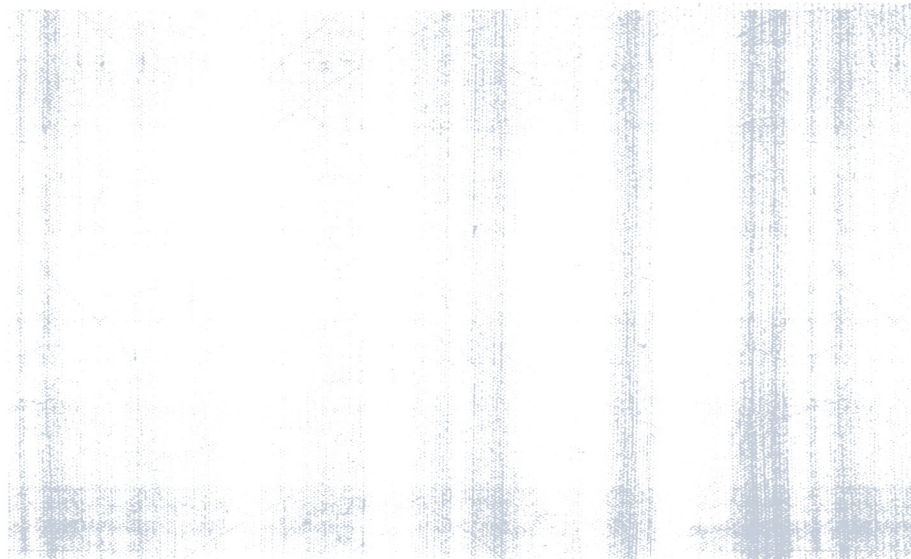
**PANTONE 716
(WOMEN'S ONLY)**

CMYK 0, 59, 100, 0
 RGB 234, 118, 0
 HEX EA7600
 MADEIRA 1278
 ROBISON-ANTON . . . PUMPKIN
 2328

TEXTURES

This texture element has been designed to integrate with the background colors and elements of the visual identity. This is meant to add interest and texture to otherwise flat color in design executions.

Texture is applied differently depending on what color it is sitting on. When applying texture on top of color, it is best to follow the unique settings that apply to each texture color as described below.



TEXTURES ON TOP OF COLOR BACKGROUNDS

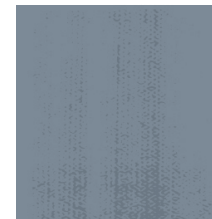
The following settings should be used when applying texture on top of color backgrounds.



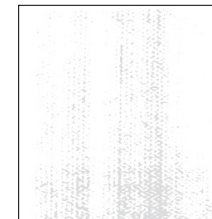
BLACK
CMYK 0, 0, 0, 100
OPACITY = 90%



PANTONE 3005
CMYK 100, 35, 0, 2
OPACITY = 75%



PANTONE 430
CMYK 50, 34, 27, 11
LAYER EFFECT = MULTIPLY
OPACITY = 90%



WHITE
CMYK 0, 0, 0, 15



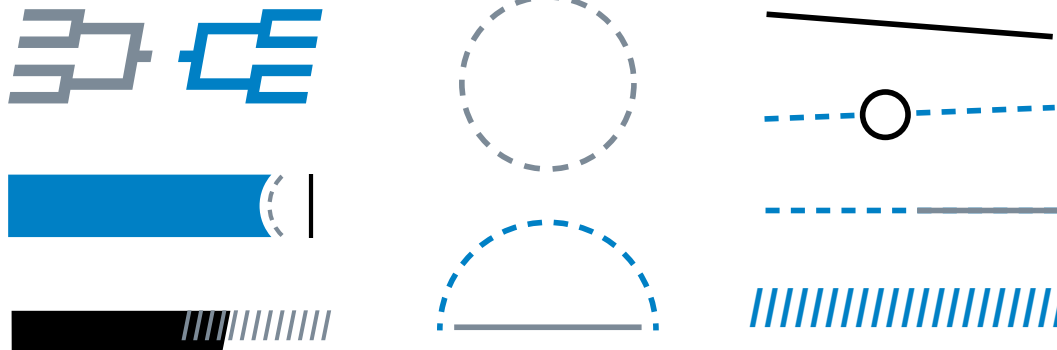
PANTONE 716
CMYK 0, 59, 100, 0
PMS 716 **DOES NOT USE**
A TOP TEXTURE

ILLUSTRATIONS

These illustrations have been designed to integrate with the visual identity. They derive from elements associated with March Madness®. Brackets, basketball court lines and other graphic elements are to be used to help tell the story of the tournament.

The illustrations can be recolored as needed to create visual contrast in the composition for legibility. Additional illustrations, crops and/or extensions of the examples below may be designed as needed, but should follow the basic principles set here.* See the compositions on pages 24-25 for examples.

MEN'S

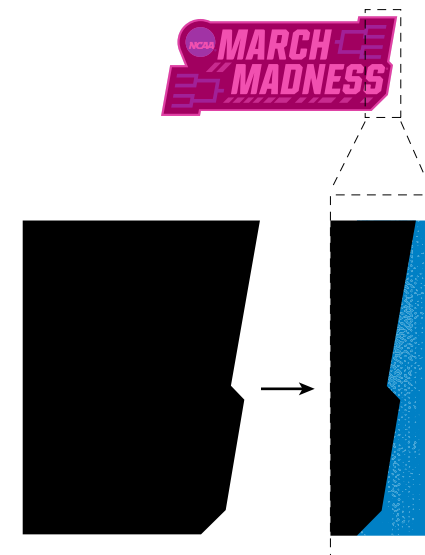


WOMEN'S



LOGO CROP ELEMENTS

This illustration element is derived from the March Madness logo itself. This can be used to separate color, text or other elements in design execution.



*Any variation of the logo usage MUST be approved by the NCAA branding team PRIOR to production.

SECTION 1: VISUAL IDENTITY

TYPE TREATMENTS

These type treatments have been designed to integrate with the visual identity and to boldly communicate information about the event throughout the décor in a way that creates excitement. The type treatments consist of a combination of two fonts – Legacy and United Italic Semi-Condensed - Black.

The lockups can be recolored as needed to create visual contrast in the composition for legibility as long as the changes align with the visual identity and the guidelines provided in this document. Additional lockups may be designed as needed, but should follow the principles set here.* Lockups should always contain the registered trademark symbol (®) and trademark symbol (™) where necessary. These may be used in any colors from the palette; see the compositions on pages 24-25 for examples. There are no gender-neutral/one-color type treatment lockups.

DI MEN'S BASKETBALL CHAMPIONSHIP



DI WOMEN'S BASKETBALL CHAMPIONSHIP



*Any variation of the logo usage MUST be approved by the NCAA branding team PRIOR to production.

PLACEMENT OF ELEMENTS

The following guidelines explain how the visual identity is applied when building compositions. Following these guidelines will ensure consistency throughout applications.



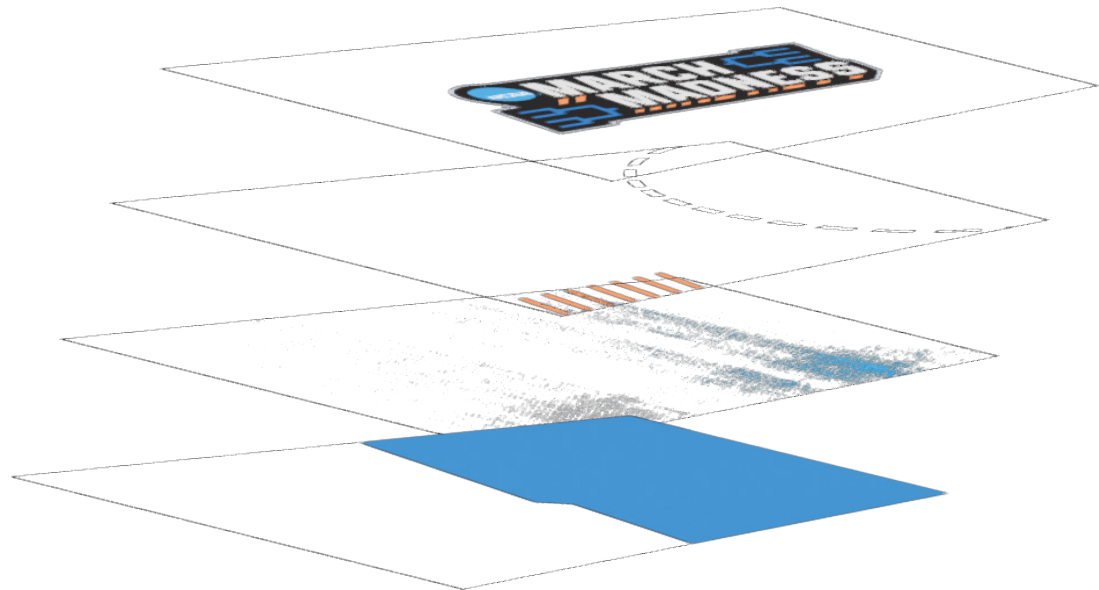
Women's preliminary round example shown

LAYER 1 - LOGOS AND TEXT

LAYER 2 - ILLUSTRATIONS AND DESIGN ELEMENTS

LAYER 3 - TEXTURE

LAYER 4 - BACKGROUND



ACCESSING NCAA® LOGOS

To access logos, log into the NCAA Digital Library. New users, please email Nathan Arkins [narkins@ncaa.org], and he will add you into the system before you can register. Once the digital librarian has granted access, you can create a new username and password.

NAMING CONVENTION

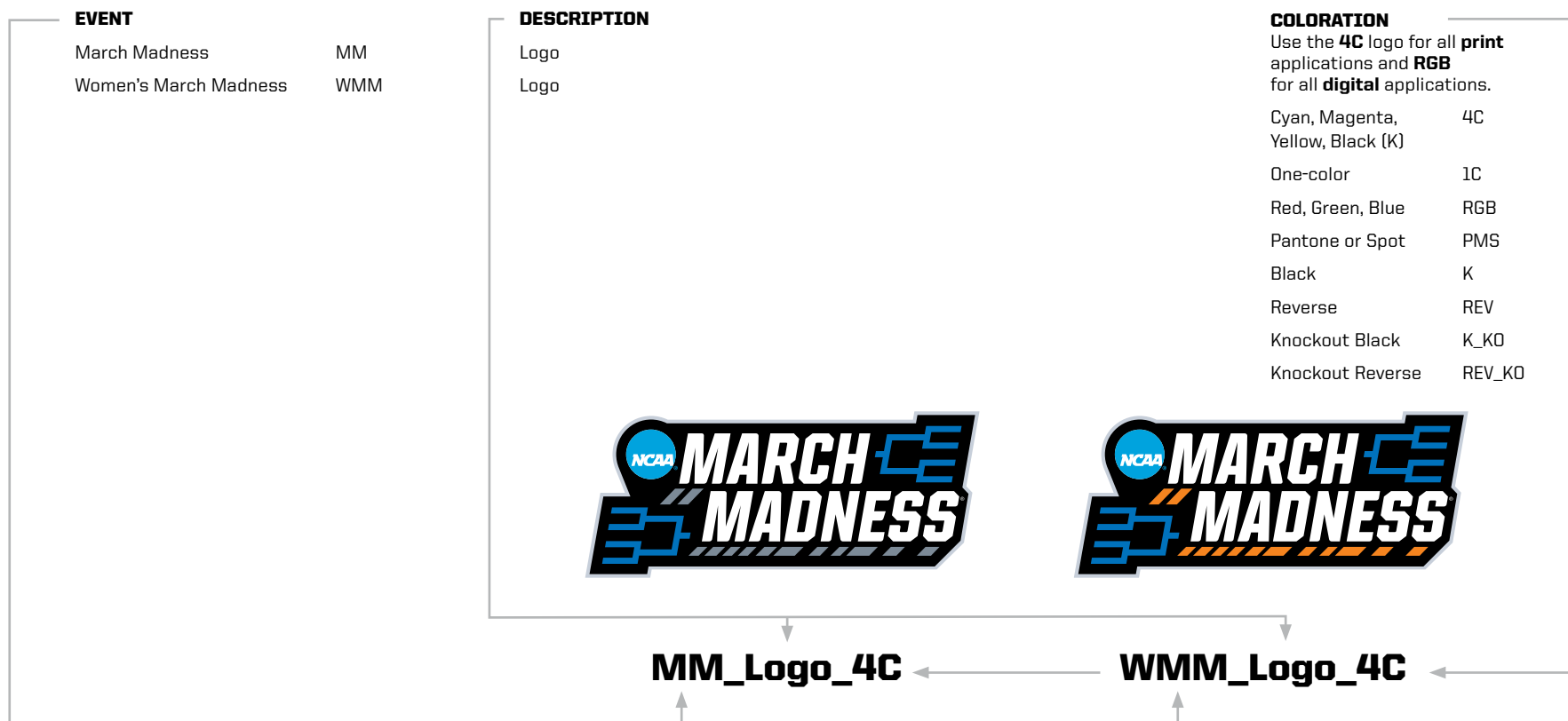
To aid in locating specific files, a file management system has been developed. All file names begin with the year of the championship, followed by the sport code, division and coloration. Sport codes indicate the abbreviated name of the sport, including the prefix M for men's, W for women's and X for mixed or shared championships. NOTE: Sport wordmarks and icons do not incorporate a year, as they are perpetual logos.

The following file types are available for download in full -color and one-color variations:

EPS – Vector, can be scaled to any size, available in spot or CMYK color spaces

JPG – Raster, solid background, RGB color space

PNG – Raster, transparent background, RGB color space



SECTION 2

TRADEMARKS



NCAA® Trademark Protection Language

The general guidelines outlined here are meant to clearly explain how to use the NCAA's trademarks. All uses of NCAA trademarks or logos must be submitted to the NCAA for approval. The most current list of NCAA licensed or owned trademarks is available by emailing Nathan Arkins (narkins@ncaa.org).

NCAA logos are available for download in print and digital formats through the NCAA Digital Library.

Please note these general guidelines do not include merchandise designs. All product designs must be submitted through the NCAA's licensing program. Inquiries should be directed to David Clendenin, director of corporate licensing, by emailing dclendenin@ncaa.org.

Using the NCAA Trademark and Symbols:

1. When working with the NCAA's marks, use the ® and ™ mark with the first and most prominent use of the marks or symbols.
The location of the trademark and how it is used is the primary factor in determining if a trademark symbol should be included in text. If the protected logo location is prominent and the primary focus on the page, an ® or ™ in the text is not necessary. However, if the logo location is placed lower on the page or is secondary to the message being delivered, an ® or ™ in the text or header (first use only) should be inserted.
2. Official trademarked names cannot be changed or abbreviated unless specifically indicated or trademarked.
3. There may be no registration of or use of NCAA marks within internet domain names unless advance approval from the NCAA is secured and ownership of the URL is maintained by the NCAA. Such use of NCAA marks in internet directories is prohibited; however, members may use an NCAA mark within a member URL, provided such NCAA mark does not appear in the domain name portion of the URL. For example, members may use the following URL: www.memberx.edu/ncaa.
4. The trademark protection language doesn't have to be prominently displayed and should be included in the form of mouseprint. For any print or digital piece that contains the blue disk, use the following language:
NCAA is a trademark of the National Collegiate Athletic Association.

Note: Signage does not require mouseprint.

NCAA Basic Legal Language

NCAA trademarks benefit from consistent source identification to the public through basic legal language attributing ownership. The legal statement should be used on printed materials of all types for all NCAA trademarks, except where there is agreement by key staff stakeholders that aesthetic or space limitations prevent legal language. The legal statement is not required when the NCAA blue disk logo or the word "NCAA" is used alone and as part of NCAA-produced materials without any of the conditions below:

1. Printed items that display logos of other business entities/organizations (i.e., Corporate Champions/Corporate Partners, network partners, official suppliers, official licensees, local organizing committees and NCAA members).
2. Printed items that are produced to be used by other business entities/organizations, including NCAA members and host institutions.
3. Printed items produced for advertisement/promotional purposes (i.e., magazine and newspaper ads, NCAA souvenir publication ads, posters, newsletters).

NCAA Basic Legal Language, Examples

The examples shown here represent the most common examples of trademark and symbol use. If you are unsure of exact wording for a specific example, please contact Nathan Arkins at narkins@ncaa.org or call 317-917-6790.

For the blue disk logo and/or secondary (word) mark, please use:
NCAA is a trademark of the National Collegiate Athletic Association.

For blue disk/secondary marks used with another NCAA trademark, please use (for example):
NCAA and NCAA Championships are trademarks of the National Collegiate Athletic Association.

For blue disk/secondary marks and another NCAA trademark used with other authorized business entities, please use (for example):
NCAA, Champions Win Here and NCAA Championships are trademarks of the National Collegiate Athletic Association. All other licenses or trademarks are property of their respective holders.

Derivative Statement

Any derivative use of trademarks owned by the NCAA will not be permitted to proactively protect the NCAA brand. If a partner has a pre-approved use of a derivative, we will review and provide a recommendation on a case-by-case basis.

COMMERCIALLY NAMED VENUES

Identification of Commercially Named Venues on NCAA Materials

For the purposes of providing information about and promoting the location of an NCAA Championship, the venue/competition site of any round of NCAA Championships® can be printed, in text only, on all pertinent materials bearing NCAA marks (subject to NCAA approval of the graphics). All uses of NCAA logos must be submitted to the NCAA branding team for approval.

The logo of a commercially named venue cannot be used on any materials bearing NCAA logos or trademarks, and you may only use the commercially named venue in text.

The venue's name and information (without use of logos) will also be included on the dedicated website that the NCAA will provide to sell tickets.

NCAA Logo Use by Commercially Named Venues

For the purposes of providing information about and promoting the sale of NCAA tickets, the venue/competition site of any round of NCAA Championships is permitted to display (subject to NCAA approval of the graphics) the Championship site-specific logo as recognition of the event being held in its facility. The NCAA logo must be in the form of a link to a dedicated webpage that will be established and/or assigned by the NCAA Championship administrator to sell the NCAA tickets. All uses of NCAA logos must be submitted to the NCAA staff for approval.

The Following Conditions Apply to this NCAA Logo Use:

1. The NCAA Championship site-specific logo can be used by the venue to communicate the NCAA event as one of the variety of upcoming events at the facility. The NCAA logo must be used only once and only as a part of a group of other logos of events being held at the venue.
2. The one-time logo use is limited to the site's home webpage or event-specific webpage.
3. The NCAA logo must be placed in a location on the venue's webpage so that there is clear and defined separation between the NCAA logo and any other commercial logos (including that of the commercially named venue). This is because NCAA Corporate Champions/Corporate Partners and Turner Broadcasting/CBS have graphic exclusivity in the use of NCAA logos and marks.
4. Logos of the venue's or the website's advertisers/sponsors may not be used on the home/event webpage.
5. The venue is not permitted to claim to be "the home," a host or co-host of any session of the NCAA Championship.
6. The logo provided by the NCAA Championship staff cannot be modified in any way.

SECTION 3

BRAND USAGE



SECTION 3: BRAND USAGE

PRIMARY LOGOS AND COLOR INFORMATION

For the preliminary rounds of March Madness® games and surrounding events, the below logos should be used.

MARCH MADNESS PRIMARY - FULL COLOR (MEN'S VERSION)



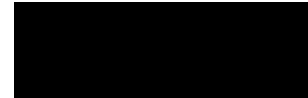
MARCH MADNESS PRIMARY - FULL COLOR (WOMEN'S VERSION)



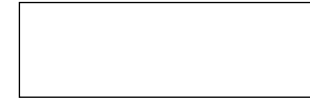
PANTONE 2925 (NCAA DISK ONLY)
 CMYK 75, 18, 0, 0
 RGB 0, 156, 222
 HEX 009CDE
 MADEIRA 1176
 ROBISON-ANTON . . . CERULEAN 5801



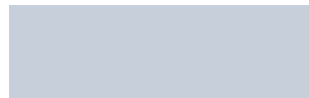
PANTONE 300
 CMYK 99, 50, 0, 0
 RGB 0, 94, 184
 HEX 005E88
 MADEIRA 1434
 ROBISON-ANTON . . . DOLPHIN BLUE 2529



BLACK
 CMYK 0, 0, 0, 1000
 RGB 0, 0, 0
 HEX 000000
 MADEIRA 1000
 ROBISON-ANTON . . . JET BLACK 2632



WHITE
 CMYK 0, 0, 0, 0
 RGB 255, 255, 255
 HEX FFFFFFFF
 MADEIRA 1001
 ROBISON-ANTON . . . SNOW WHITE 2297



PANTONE 428
 CMYK 21, 13, 8, 0
 RGB 193, 198, 200
 HEX C1C6C8
 MADEIRA 1811
 ROBISON-ANTON . . . BANNER GRAY 2585



PANTONE 430 (MEN'S ONLY)
 CMYK 50, 34, 27, 11
 RGB 124, 135, 142
 HEX 7C878E
 MADEIRA 1415
 ROBISON-ANTON . . . TWILIGHT 5517



PANTONE 716 (WOMEN'S ONLY)
 CMYK 0, 59, 100, 0
 RGB 234, 118, 0
 HEX EA7600
 MADEIRA 1278
 ROBISON-ANTON . . . PUMPKIN 2328

SECTION 3: BRAND USAGE

REGIONAL LOGOS AND COLOR INFORMATION

For the regional rounds of March Madness® games and surrounding events, the below logos should be used.

MARCH MADNESS REGIONAL - FULL COLOR (MEN'S VERSION)



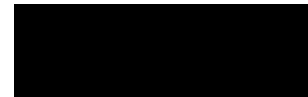
MARCH MADNESS REGIONAL - FULL COLOR (WOMEN'S VERSION)



PANTONE 2925 (NCAA DISK ONLY)
 CMYK 75, 18, 0, 0
 RGB 0, 156, 222
 HEX 009CDE
 MADEIRA 1176
 ROBISON-ANTON . . . CERULEAN 5801



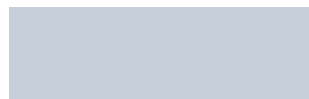
PANTONE 300
 CMYK 99, 50, 0, 0
 RGB 0, 94, 184
 HEX 005E88
 MADEIRA 1434
 ROBISON-ANTON . . . DOLPHIN BLUE 2529



BLACK
 CMYK 0, 0, 0, 100
 RGB 0, 0, 0
 HEX 000000
 MADEIRA 1000
 ROBISON-ANTON . . . JET BLACK 2632



WHITE
 CMYK 0, 0, 0, 0
 RGB 255, 255, 255
 HEX FFFFFFFF
 MADEIRA 1001
 ROBISON-ANTON . . . SNOW WHITE 2297



PANTONE 428
 CMYK 21, 13, 8, 0
 RGB 193, 198, 200
 HEX C1C6C8
 MADEIRA 1811
 ROBISON-ANTON . . . BANNER GRAY 2585



PANTONE 430 (MEN'S ONLY)
 CMYK 50, 34, 27, 11
 RGB 124, 135, 142
 HEX 7C878E
 MADEIRA 1415
 ROBISON-ANTON . . . TWILIGHT 5517



PANTONE 716 (WOMEN'S ONLY)
 CMYK 0, 59, 100, 0
 RGB 234, 118, 0
 HEX EA7600
 MADEIRA 1278
 ROBISON-ANTON . . . PUMPKIN 2328

GENDER-NEUTRAL/ONE-COLOR LOGOS

The one-color versions of the March Madness logos are considered gender-neutral. The full-color primary logo is preferred for most applications. The one-color version should only be used in gender-neutral contexts or when full color is not possible.

KNOCKOUT



ONE COLOR



ABBREVIATIONS AND TAGLINES

The primary Men's and Women's March Madness® logos should be used in association with the specific events listed below, categorized by gender. For more information, refer to the next page for rules as they apply to each championship.

MARCH MADNESS PRIMARY - MEN'S - FULL COLOR



Approved Abbreviations:

NCAA® DI Men's Basketball Championship
The Big Dance®
NCAA® March Madness®

Taglines

The Road Starts Here® (First Four)
The Road to the Final Four® (Prelims)

MARCH MADNESS PRIMARY - WOMEN'S - FULL COLOR



Approved Abbreviations:

NCAA® DI Women's Basketball Championship
NCAA® March Madness®

Tagline

Four It All®

LOGOS

The primary Men's and Women's March Madness® logos should be used in association with the specific events listed below, categorized by gender. For more information, refer to the next page for rules as they apply to each championship.

MEN'S MARCH MADNESS REGIONAL - FULL COLOR



Approved Abbreviations:

- Elite Eight®
- Elite 8®
- NCAA Sweet Sixteen®
- NCAA Sweet 16®

Taglines

- The Road to the Final Four®

WOMEN'S MARCH MADNESS REGIONAL - FULL COLOR



Approved Abbreviations:

- Elite Eight®
- Elite 8®
- NCAA Sweet Sixteen®
- NCAA Sweet 16®

Tagline

- Four It All®

GENDER DISTINCTIONS

The rules below outline the gender distinctions and inclusion as they apply to March Madness®. When used in verbiage and logos, these distinctions recognize and define the men's and women's basketball championships as individual events.

RULE 1

Do not add Men's or Women's label before March Madness. We position March Madness as a time of year that is inclusive of players of both genders.



"It's time for Women's March Madness on ESPN."

RULE 2

Use gray logo for Men's, orange for Women's. This distinction gives a visual context cue to help identify the two championships.



RULE 3

Add Men's or Women's label when referring to products or events that apply to only one gender. Gender distinction should attach to the event or product, not to March Madness itself.



SECTION 3: BRAND USAGE

LOGO SAFE SPACE AND MINIMUM SIZE

The safe space around the March Madness® logo is defined as twice the height of the NCAA® disk within the logo. No other logos or text should fall within this safe area. The minimum size allowed for the March Madness logo is seven-sixteenths of an inch tall for print or 50 pixels tall for digital.

All elements should be outside this area.



Minimum print size

7/16"



Minimum digital size is 50 pixels tall.



Minimum print size

7/16"



Minimum digital size is 50 pixels tall.

COMMON MISUSE

Variations of the logos are not permitted. Examples of incorrect uses are shown here. These variations in the design will compromise the integrity and unifying function of the NCAA® identity. Elements and parts of the logo should never be separated.



DO NOT distort the logo.



DO NOT rotate the logo.



DO NOT change the content of the logo.



DO NOT alter the colors of the logo.



DO NOT place the logo on overly complex backgrounds.



DO NOT remove elements of the logo.



DO NOT outline the logo.

PRELIMINARY ROUND COMPOSITIONS

The men's preliminary rounds feature more Pantone 3005, 430 and white in design executions, with less use of black in illustrations and text lockups. The women's preliminary rounds use Pantone 3005, 716 and white similarly, also minimizing black.

DI MEN'S PRELIMINARY EXAMPLE



DI WOMEN'S PRELIMINARY EXAMPLE



SECTION 3: BRAND USAGE

REGIONAL ROUND COMPOSITIONS

The regional rounds of March Madness® feature larger areas of black in design executions compared to the First Four® and first/second rounds. This creates a visual distinction between rounds as teams advance through the tournament.

The men's regional rounds use more black, Pantone 430 and white in design executions. The women's regional rounds use more black, Pantone 716 and white in design executions.

DI MEN'S REGIONAL EXAMPLE



DI WOMEN'S REGIONAL EXAMPLE



SECTION 4

***INTEGRATED
BRANDING
EFFORTS***



SECTION 4: INTEGRATED BRANDING EFFORTS

The strength of the NCAA® brand is amplified by integrated branding efforts, such as the following. Adherence to these activations and the associated rules further enhance the student-athlete's (and others') experience at championship events.

ADVERTISING

Public promotion of related efforts to the championship owned and produced by various partners, including Local Organizing Committee (LOC).

CITYWIDE DECOR

The NCAA branding team will develop a decor plan for the event. Décor elements must be designed by the NCAA's preferred graphics provider. Printing and installation of décor projects can be produced locally by a provider identified by the NCAA and Local Organizing Committee (LOC).

All décor elements must be free of commercial marks unless approved by NCAA championship engagement staff.

The NCAA shall not enter into any joint-indemnification agreements with the LOC in connection with the display of citywide decorations. Co-branding is prohibited unless preapproved by the NCAA.

COMPONENTS OF THE NCAA MARCH MADNESS DECOR PLAN

The citywide décor plan may include, but not be limited to:

- Competition venue
- NCAA headquarters hotel and participating team hotels
- Airport
- NCAA fan and community events
- NCAA sponsors/vendors
- NCAA projects

Please contact the NCAA branding team or LOC decor liaison to discuss decor needs.

CLEAN ZONE

The LOC and the NCAA shall establish areas (within at least a multi-block radius around the primary NCAA hotels, team hotels, and competition facility) that – on public property, on the exterior of private property, and on private properties without permanent structures – shall be free of temporary promotional and commercial activities that are not authorized by the NCAA. Every effort should be made to assure that the host cities' airport shall be included as part of the clean zone or the restrictions and guidelines thereof.

The purposes of the clean zone are to: (1) minimize commercialization; (2) create a clean, safe and vibrant environment; and (3) allow the NCAA to offer activities and official events that provide limited and tasteful recognition to selected commercial entities associated with those activities and events. Except where specifically noted, restrictions apply to both public and privately owned exterior spaces, as well as temporarily enclosed spaces.

VISUAL BROADCAST AND PROMOS

Taglines that identify and are incorporated with the championship logos are permissible, provided they adhere to the clear space guidelines outline in this document. Imagery of players or other context can also provide clarity on the specific championship. This may be achieved through visual addenda to the logo or through associated context, such as displaying images of women playing basketball alongside the women's basketball logo.

VERBAL

Broadcasts should always specify if it is the DI Men's Basketball Championship or the DI Women's Basketball Championship, while keeping March Madness® as a shared asset for both championships, e.g., "It's that time of the year again! Watch March Madness. Coverage of the Division I Men's Basketball Championship starts at noon right here on this network."

Contextual identifications by partners to acknowledge which championship they are covering is required within the first 10 seconds of a broadcast/return from commercial by verbal mention or visual addenda. This will further help to limit consumer confusion and can be achieved through photos, videos or verbal comments.

"March Madness" will be used to refer to both the Men's and Women's Basketball Championships combined. Broadcasters should not use the terms "Men's March Madness" or "Women's March Madness."

When it comes to the Final Four®, however, they should always reference the "Men's Final Four" and/or the "Women's Final Four." They should no longer use "Final Four" by itself with the implication that it refers to the Men's Final Four. Note that "Road to the Final Four®" does not need to include the word Men's, as the tagline is only used for the men's tournament. For women's, "Four It All®" does not need to include the word Women's, as the tagline is only used for the women's tournament.

In speech, use linguistic patterns that we use for other universal times of the year.

- X "It's time for Women's March Madness."
- ✓ "March Madness is here. Women's basketball action starts now."
- ✓ "This year, watch women's hoops for more March Madness action."



Men's visual addendum example.



Women's visual addendum example.

SECTION 4: INTEGRATED BRANDING EFFORTS

CORPORATE PARTNERSHIPS

The examples below demonstrate how NCAA® Corporate Champions and Partners are paired with the March Madness® logos. Only NCAA Corporate Champions and Partners may interchange and use whichever March Madness logo they prefer. All other rules pertaining to the visual identity of the preliminary rounds should be followed.

- Key line color options include black and white (for reverse applications.)
- “Official” copy lives below the logos and includes the spelling out of “March Madness.”
- Any variation of the logo usage **MUST** be approved by the NCAA branding team **PRIOR** to production.



OFFICIAL FAN REFRESHMENT OF MARCH MADNESS



**BUFFALO
WILD
WINGS**



OFFICIAL HANGOUT OF MARCH MADNESS



OFFICIAL FAN REFRESHMENT OF MARCH MADNESS



**BUFFALO
WILD
WINGS**



OFFICIAL HANGOUT OF MARCH MADNESS

SECTION 4: INTEGRATED BRANDING EFFORTS

IN-VENUE

In-venue creative options include all three logos and related decor examples. The use of the gray in the men's decor/signage and the use of orange in the women's decor/signage serves to differentiate the two championships.

DI MEN'S BASKETBALL EXAMPLE



DI WOMEN'S BASKETBALL EXAMPLE



LICENSEES

All items that include NCAA marks must be purchased from NCAA licensees. A current list of NCAA licensees can be found at ncaa.org under the Media Center tab, then under NCAA Licensing.

SECTION 4: INTEGRATED BRANDING EFFORTS

PRELIMINARY ROUND SOCIAL MEDIA COMPOSITIONS

To give the social media assets a unique application, additional elements can be used. In the examples below, the linear banner texture is used. Photography usage is restricted to ticket marketing and social applications.



REGIONAL ROUND SOCIAL MEDIA COMPOSITIONS

To give the social media assets a unique application, additional elements can be used. In the examples below, the linear banner texture is used. Photography usage is restricted to ticket marketing and social applications.



SOCIAL MEDIA PRESENCE

Social presence has expanded to include a variety of platforms.

Social Accounts

Handle: @MarchMadnessMBB

Platforms: Facebook, Instagram, TikTok, X

Account Name: NCAA March Madness

Description: The official NCAA® March Madness® destination for all things NCAA Division I Men's Basketball.

Hashtags

#MarchMadness

#FirstFour

#Elite8


#Sweet16



SECTION 4: INTEGRATED BRANDING EFFORTS

TICKETING CLARITY AND MESSAGING

March Madness® represents a time of the year, not a specific event for which tickets can be purchased, such as a particular round of the tournament.

FW: 🏀 Your NCAA DI Women's Basketball Championship Exclusive Presale Offer 🍷

 **Smith, Tim** <tsmith@email.com> Friday, March 4, 2022 at 9:05 AM
To: Tim Smith



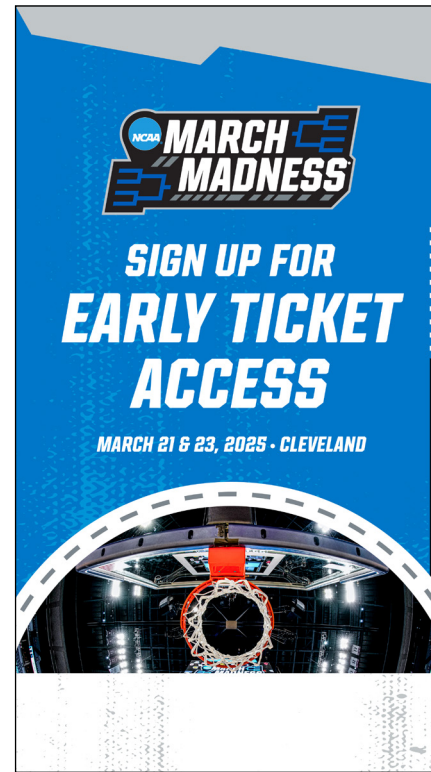
**WOMEN'S FIRST AND SECOND ROUND
TICKETS ON SALE NOW!**

Women's e-blast example.

SECTION 4: INTEGRATED BRANDING EFFORTS

PRELIMINARY ROUND TICKET MARKETING COMPOSITIONS

Photography usage is restricted to ticket marketing and social applications.



SECTION 4: INTEGRATED BRANDING EFFORTS

REGIONAL ROUND TICKET MARKETING COMPOSITIONS

Photography usage is restricted to ticket marketing and social applications.



SECTION 5

ADDITIONAL INFORMATION



ADDITIONAL INFORMATION

NCAA® marks are created as Adobe Illustrator (vector) files and are available in EPS format. JPEG (raster) files are also available.

Electronic copies of the marks are available to approved NCAA licensees, NCAA member institutions, approved media contacts and NCAA Corporate Champions/Partners. You can download the marks through the NCAA Digital Library. If you need additional information, please email narkins@ncaa.org.

This is a guide for the use of the NCAA Championship style. The NCAA is aware that questions arise that are not covered in this publication. For further help, you may contact the following individual at the NCAA.

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317-917-6222

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NCAA
1802 Alonzo Watford Sr. Drive
Indianapolis, IN 46202

LICENSED PRODUCTS

Any items with NCAA trademarks, logos or references must be produced by an official NCAA licensee and/or official equipment supplier. NCAA Corporate Champions and Partners, network partners, equipment suppliers and local organizing committees (LOCs) or host facilities must assume financial responsibility for royalties and related costs associated with any premiums produced. To source a product or premium item, the partner inquiring entity should contact The Collegiate Licensing Company (CLC) or visit the current NCAA list of licensees on ncaa.org. If CLC is unable to identify a current NCAA licensee to provide the specific premium item or product, CLC will sublicense on a short-term basis a company that can provide the specific item or product. Please note that this policy applies for all uses of NCAA-branded products and/or premium items, including internal and external promotional programs, internal incentive programs or any other use. For more information regarding NCAA licensees and premium item royalties, contact CLC at 770-956-0520.

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