



# STYLE GUIDE



## WELCOME

Welcome to the 2025 NCAA Men's Final Four Style Guide. This guide provides guidelines, reference material and information on the components comprising the 2025 NCAA Men's Final Four visual identity.

This guide will be essential as you activate the 2025 NCAA Men's Final Four visual identity. The NCAA Men's Final Four name and logo are trademarks of the NCAA. NCAA corporate champions/partners, licensees and the NCAA's television partners have exclusive rights to the use of NCAA logos and marks for promotional purposes. The use of NCAA logos or marks by entities other than the aforementioned, including host institutions or conferences, must be approved by the NCAA Championships® branding staff.

Every effort has been made to provide a comprehensive and accurate summary of the 2025 NCAA Men's Final Four style. As such, the information in this guide is not intended to supersede, override or affect the interpretation of any of the rights and obligations of the NCAA.

While this style guide provides guidelines for the correct usage of marks and graphics, final designs of all applications must be reviewed and approved by the NCAA championship engagement staff before production. In the event this guide requires clarification, the NCAA will provide such interpretations at its sole discretion.

The 2025 NCAA Men's Final Four Style Guide is a key component of the NCAA brand management strategy. Building the equity of the 2025 NCAA Men's Final Four visual identity can only be accomplished by adhering to these guidelines. Through the consistent application and usage of NCAA logos and visual elements in all graphic applications, the NCAA will continue to build a strong and identifiable brand. The NCAA may revise these terms and conditions at any time. Users are bound by these revisions and should periodically visit the NCAA website ([ncaa.org](https://ncaa.org)) to review the current terms and conditions. Information on the NCAA website is subject to change without notice. This document contains the guidelines for usage of the 2025 NCAA Men's Final Four logo and visual identity. It is the responsibility of those who execute and activate materials to observe these guidelines.

The reproduction art is available for use in approved activities related to the 2025 NCAA Men's Final Four. The logo is a trademark of the NCAA and must be reproduced in the configurations and colors as shown in this document. No variations in its design other than those provided will be approved. Please note that all uses of NCAA graphics and marks must be preapproved by the NCAA Championships branding staff.

For your convenience, all marks, design elements and production templates seen in this document are available via your NCAA representative. Whenever possible, please use the art files provided. DO NOT distort, add to or change any of the files. Again, all uses of NCAA graphics and marks must be preapproved by the NCAA Championships branding staff.



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SECTION 1  
***CHAMPIONSHIP***

# SECTION 1: CHAMPIONSHIP LOGOS

## 2025 NCAA® MEN'S FINAL FOUR® LOGOS AND COLOR INFORMATION

For the 2025 NCAA Men's Final Four games and surrounding events, the below logo should be used.



**PANTONE BLACK 7**

CMYK . . . . . 63, 60, 64, 65  
RGB . . . . . 61, 57, 53  
HEX . . . . . 33302B  
MADEIRA. . . ESPRESSO BROWN 1131  
ROBISON-ANTON . . . CHARCOAL 2265



**COOL GRAY 8**

CMYK . . . . . 44, 34, 29, 10  
RGB . . . . . 136, 139, 141  
HEX . . . . . 89888B  
MADEIRA. . . . BATTLESHIP GRAY 1415  
ROBISON-ANTON . . . . . GULL 2731



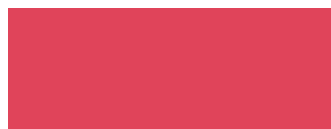
**COOL GRAY 3**

CMYK . . . . . 18, 13, 100, 0  
RGB . . . . . 200, 201, 199  
HEX . . . . . C8C8C3  
MADEIRA. . . . . SILVER 1411  
ROBISON-ANTON . . . . . STEEL 2537



**PANTONE 2925 (NCAA DISK ONLY)**

CMYK . . . . . 75, 18, 0, 0  
RGB . . . . . 0, 156, 222  
HEX . . . . . 009CDE  
MADEIRA. . . . . NAVAJO BLUE 1176  
ROBISON-ANTON . . . . . BLUE HORIZON 2435



**PANTONE 198**

CMYK . . . . . 0, 85, 41, 0  
RGB . . . . . 223, 70, 97  
HEX . . . . . E1435A  
MADEIRA. . . HONEYSUCKLE PINK 1707  
ROBISON-ANTON . . . ROSEWOOD 2508



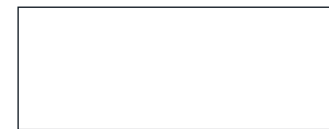
**PANTONE 151**

CMYK . . . . . 0, 54, 100, 0  
RGB . . . . . 255, 130, 0  
HEX . . . . . F78D1E  
MADEIRA. . . . . COPPER 1065  
ROBISON-ANTON . . . . . PUMPKIN 2328



**PANTONE 6137**

CMYK . . . . . 73, 8, 33, 7  
RGB . . . . . 54, 157, 160  
HEX . . . . . 109A9D  
MADEIRA. . . . . DEEP SKY BLUE 1090  
ROBINSON-ANTON . . . OCEANIC GREEN 2446



**WHITE**

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



## COMMON MISUSE

Variations of the 2025 NCAA® Men's Final Four® 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.



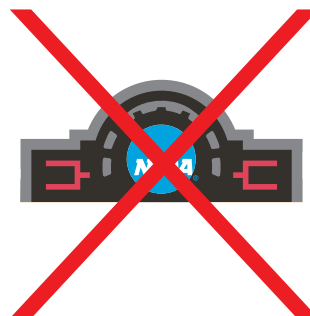
**DO NOT** change the content of the logo.



**DO NOT** alter the logo's colors.



**DO NOT** place the logo on overly complex backgrounds.



**DO NOT** remove elements of the logo.



**DO NOT** outline the logo.



**DO NOT** place the logo in proximity to any other corporate mark.



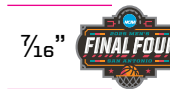
### LOGO SAFE SPACE AND MINIMUM SIZE

The letter F in the 2025 NCAA® Men's Final Four® logo defines the safe space around the logo. No other logos or text should fall within this safe area. The minimum size allowed for the 2025 NCAA Men's Final Four 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



Minimum digital size  
is 50 pixels tall.



ACCESSING NCAA® LOGOS

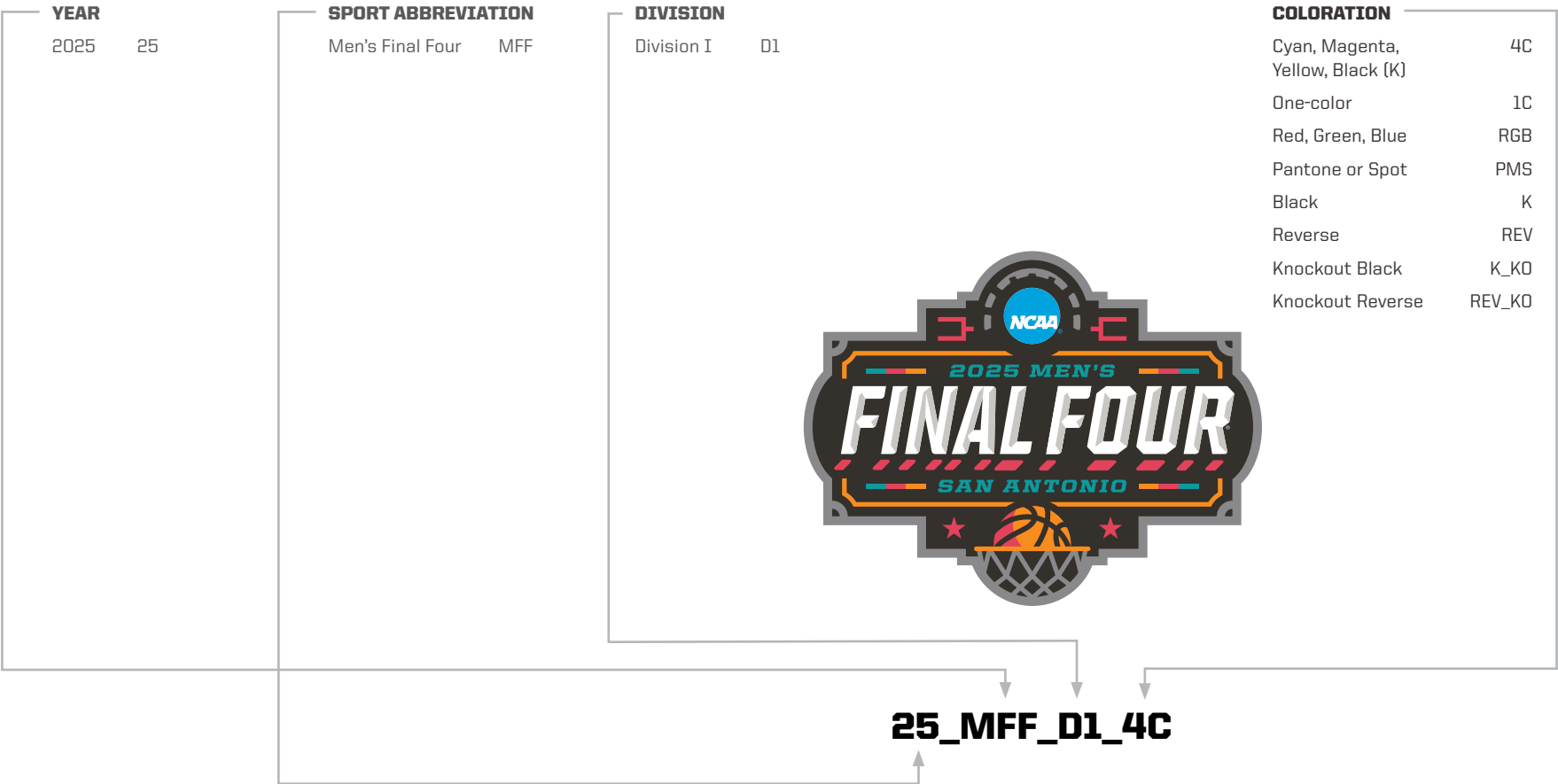
To access NCAA championship logos, log into the NCAA Digital Library. New users, please email Nathan Arkins ([narkins@ncaa.org](mailto:narkins@ncaa.org)), and he will add you into the system before you can register. Once the digital librarian has granted access, you can create a new username and password. 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. Below is an example of a logo and its file naming convention.

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







## FONTS

The fonts used within the context of the 2025 NCAA® Men's Final Four® visual identity are shown here and should be used as follows:

**Superclarendon Bold** – The primary font used for headlines, large applications and signage. Superclarendon Bold should not be used in body copy in any circumstance. Superclarendon Bold is an Adobe font and can be downloaded here:

<https://fonts.adobe.com/fonts/superclarendon>

**Desire Pro** – The secondary font to be used as a design element and in lockups alongside Superclarendon Bold. Desire Pro is an Adobe font and can be downloaded here:

<https://fonts.adobe.com/fonts/desire-pro>

**Neue Haas Grotesk** – The body copy font is Neue Haas Grotesk. 65 Medium is the preferred weight but other weights may be used for different body type applications. Neue Haas Grotesk is an Adobe font and can be downloaded here:

<https://fonts.adobe.com/fonts/neue-haas-grotesk>

**Legacy and United Sans Regular** – These fonts should be used in ticket marketing and social media applications only.

### HEADER // Superclarendon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### SUB HEADER // Desire Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### BODY // Neue Haas Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### HEADER // LEGACY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### SUB HEADER OR BODY // UNITED SANS REGULAR OR *ITALIC*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

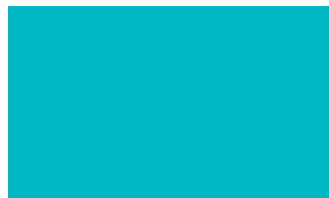


## VISUAL IDENTITY COLOR INFORMATION



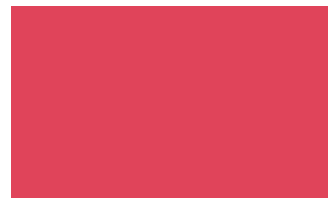
**PANTONE BLACK 7**

CMYK..... 63, 60, 64, 65  
RGB..... 61, 57, 53  
HEX..... 33302B



**PANTONE 2397**

CMYK..... 78, 0, 27, 0  
RGB..... 0, 183, 189  
HEX..... 00B7BD



**PANTONE 198**

CMYK..... 0, 85, 41, 0  
RGB..... 223, 70, 97  
HEX..... E1435A



**PANTONE 151**

CMYK..... 0, 54, 100, 0  
RGB..... 255, 130, 0  
HEX..... F78D1E



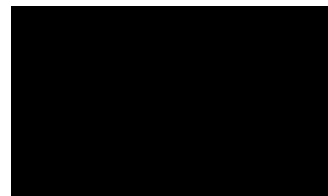
**PANTONE 4008**

CMYK..... 0, 31, 97, 0  
RGB..... 244, 175, 35  
HEX..... F4AF23



**PANTONE 4545**

CMYK..... 12, 11, 36, 0  
RGB..... 213, 203, 159  
HEX..... D5CB9F



**BLACK**

CMYK..... 0, 0, 0, 100  
RGB..... 0, 0, 0  
HEX..... 109A9D



NOTE: BLACK 100K should only be used in tone-on-tone applications (reference example) and NEVER as the primary in compositions.

Below are illustrations to be used in various ways for compositions.





### GOLD ASSETS

Below are gold assets to be used in various ways for compositions.

20 SATX 25

FINAL  
FOUR<sup>®</sup>



25



### FRAMES

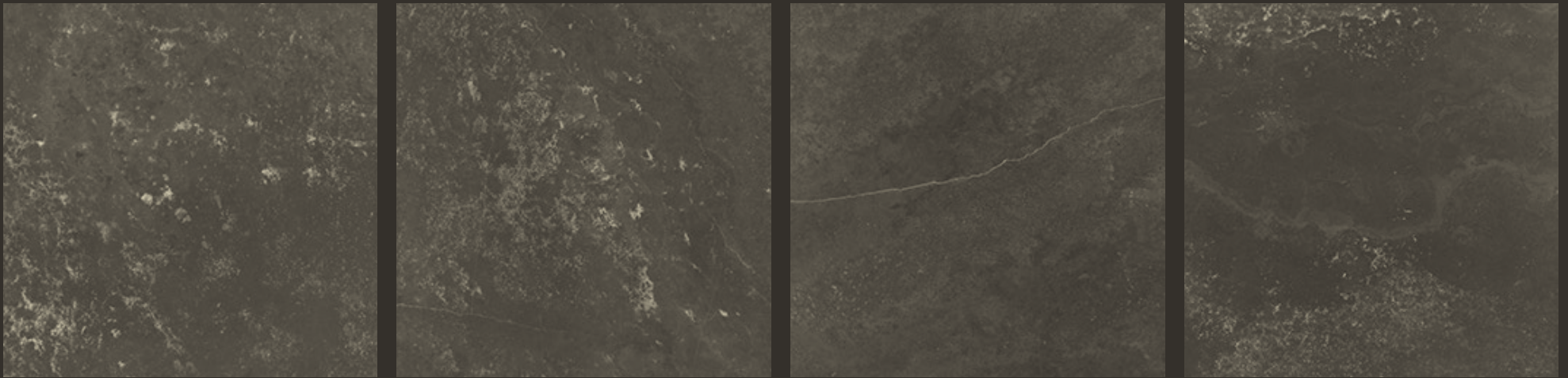
Below are some examples of frames to be used in compositions. One of the main components of the 2025 NCAA® Men's Final Four® visual identity is using decorative framing in the compositions. These can be adjusted and expanded upon as needed.





### TEXTURE

Below is an example of the textures used in the visual identity. (Note: the examples below have been cropped and sized down in the document. Please pull textures from the approved assets folder.) These should not be recolored and should be used at 50% opacity. Do not use these textures for team-specific applications; team-specific texture example can be seen on the next page.

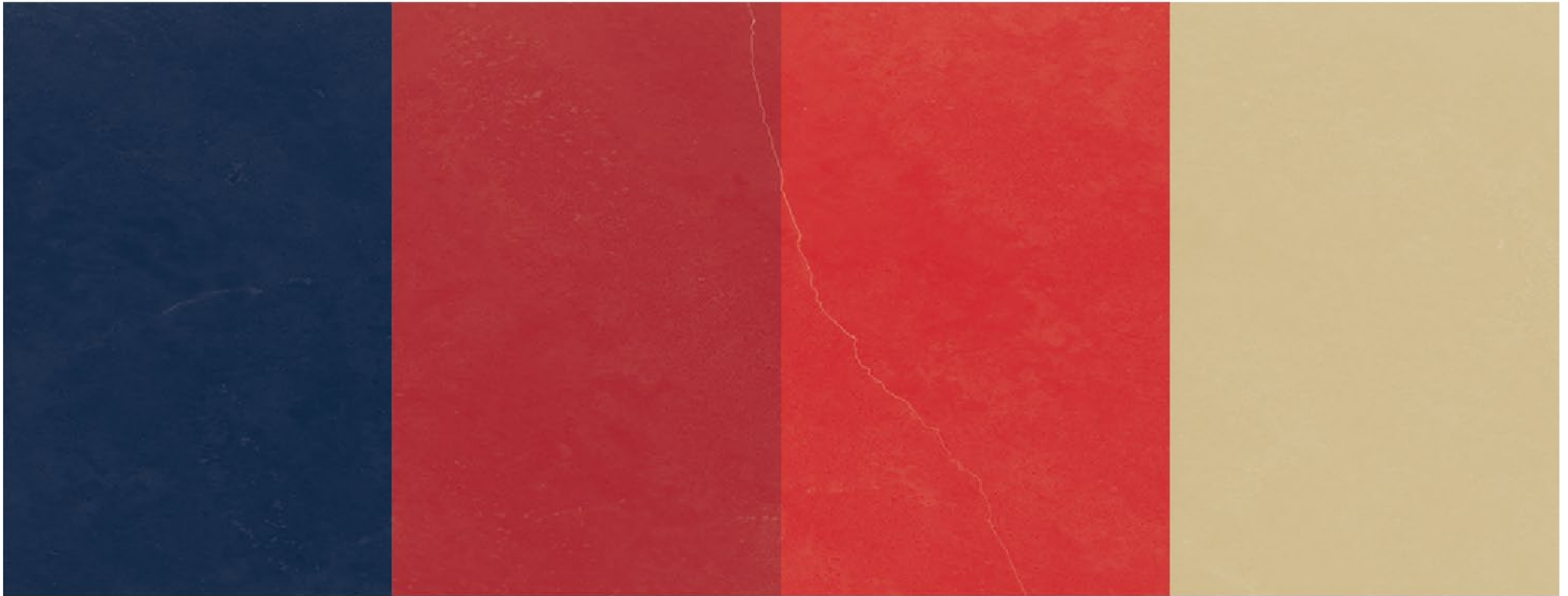






### **TEAM-SPECIFIC TEXTURE**

Below is an example of the team-specific textures used in the visual identity. (Note: the examples below have been cropped and sized down in the document. Please pull textures from the approved assets folder.) These should not be recolored and should be used at 50% opacity.





### TYPE TREATMENTS

These type treatments have been designed to integrate with the visual identity and boldly communicate information about the event. The type treatments consist of a combination of the fonts Superclarendon and Desire Pro.

The lockups should be recolored as needed to create visual contrast in the composition for legibility. Additional lockups may be designed as needed but should follow the principles set here. Lockups should always contain the registered trademark symbol (®) and/or trademark symbol (™) where necessary.





## TEAM-SPECIFIC TYPE TREATMENTS

Team-specific type treatments have been designed to represent the teams participating in the event. These treatments also use Superclarendon and Desire Pro, but have been recolored in the approved team color palettes.

These type lockups are for placement only and should be recreated once the four teams have been determined.





### PLACEMENT OF ELEMENTS

The following guidelines explain how the visual identity is applied while building compositions. Following these guidelines will ensure consistency throughout applications. Compositions are built with varying layers of elements, so designers should use the below as general guidelines.

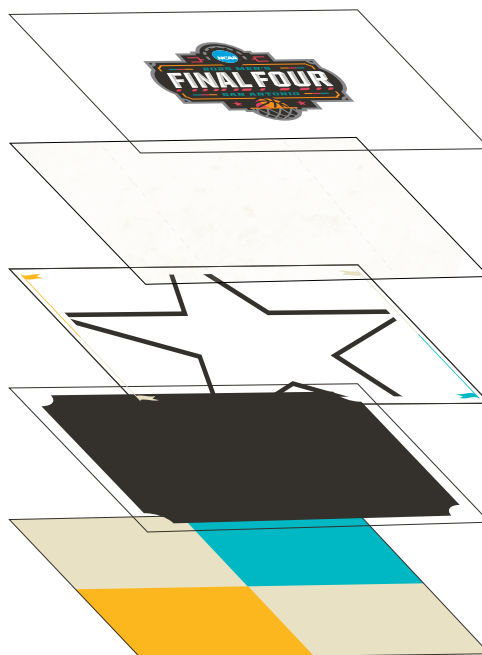
#### LAYER 1 - LOGOS AND TEXT

#### LAYER 2 - TEXTURE OPACITY 50%

#### LAYER 3 - ILLUSTRATIONS

#### LAYER 4 - FRAME

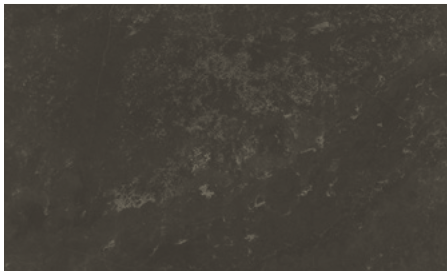
#### LAYER 5 - GRID BACKGROUND



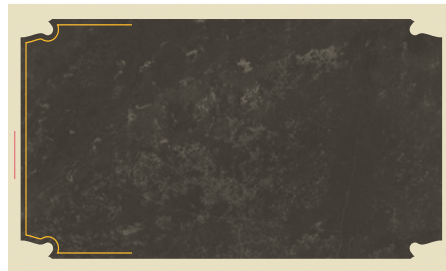


## MOTION PRINCIPLES

Supporting animation, be it in-stadium or on social media, should complement the visual brand identity. Some key principles have been called out below.



Texture is a key element of the aesthetic. It should be applied whenever possible and should remain in subtle, constant motion to add interest.



Illustrated elements and frames are integral to the visual system and can be drawn in and out of compositions dynamically.



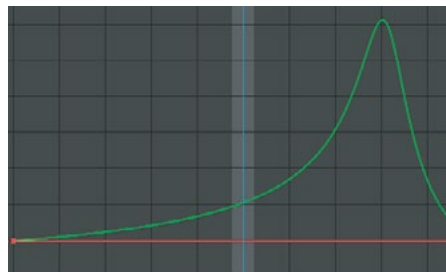
Gold elements are used throughout the visual identity and should appear bright and shiny using lens flares and light wipes.



Text should come in from behind the frame and snap into place in the composition.



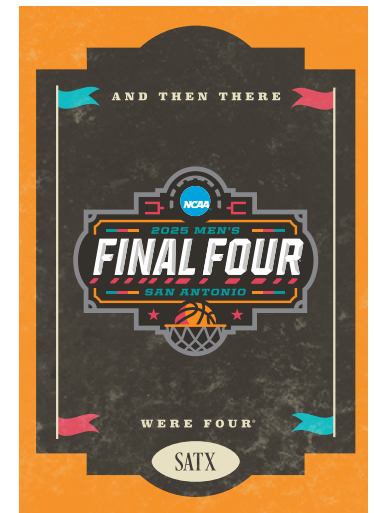
When elements are moving, motion blur should be used.



Easing should be used on all animations. Any animation with an end should start slower and snap into place.



2025 NCAA® MEN'S FINAL FOUR®





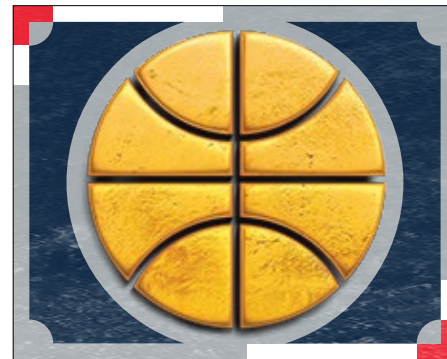


## 2025 NCAA® MEN'S FINAL FOUR®





## TEAM-SPECIFIC COMPOSITIONS

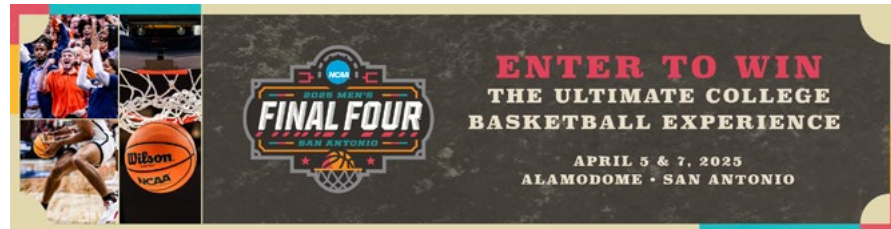






## TICKET MARKETING COMPOSITIONS

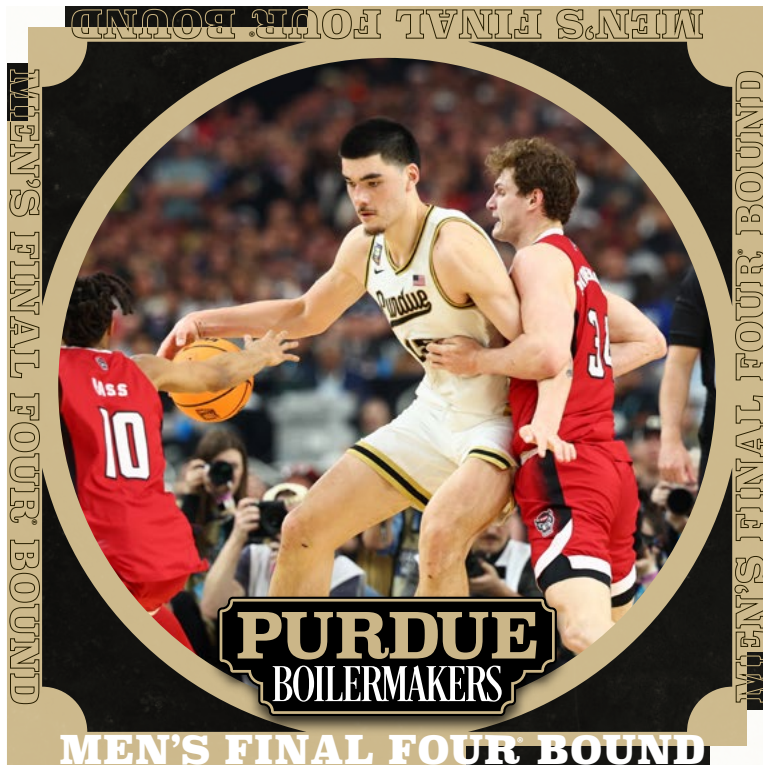
Photography usage is restricted to ticket marketing and social applications.





### SOCIAL MEDIA COMPOSITIONS

Where appropriate, it is acceptable to utilize team-specific colors and logos with the visual identity. Elements should be colored to match team color palettes. Photography usage is restricted to ticket marketing and social applications.





**SECTION 2**  
***TRADEMARKS***



### NCAA® CORE MESSAGE

#### 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](mailto: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](mailto: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](http://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](mailto: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.**

### **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 staff 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 COMMERCIALY 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.



### **WORKING WITH NCAA® TRADEMARKS**

This list consists of NCAA-owned or licensed trademarks dedicated to the NCAA Division I Men's Basketball Championship.

Elite Eight®  
Final 4®  
Final Four®  
Final Four Friday®  
First Four®  
March Is On®  
March Madness®  
March Madness Experience®  
NCAA March Madness & Bracket Design  
NCAA Sweet 16®  
NCAA Sweet Sixteen®  
Read to the Final Four®  
Road to the Final Four®  
Selection Sunday®  
The Big Dance®  
The Final Four®  
The Road Ends Here®  
The Road Starts Here®  
The Road to the Final Four®

All uses of NCAA trademarks must be submitted to the NCAA Men's basketball staff or its designees for approval.

If you have questions, please contact Nathan Arkins at 317-917-6790 or [narkins@ncaa.org](mailto:narkins@ncaa.org).

**SECTION 3**

# ***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](mailto: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.

#### Nathan Arkins

Associate Director, Championships and Alliances  
317-917-6790  
[narkins@ncaa.org](mailto:narkins@ncaa.org)

#### Shannon Sullivan

Assistant Director, Branding and Fan Events  
[ssullivan@ncaa.org](mailto:ssullivan@ncaa.org)

#### Mailing Address:

NCAA  
P.O. Box 6222  
Indianapolis, IN 46206-6222  
317-917-6222

#### Shipping Address:

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](http://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.

#### The Collegiate Licensing Company:

Dave Kirkpatrick  
Senior Vice President, Business Development  
1075 Peachtree St., Suite 3300  
Atlanta, GA 30309  
770-956-0520  
[dave.kirkpatrick@clc.com](mailto:dave.kirkpatrick@clc.com)

#### NCAA Licensing:

David Clendenin  
Director of Licensing  
317-917-6496  
[dclendenin@ncaa.org](mailto:dclendenin@ncaa.org)