

STYLE GUIDE

WELCOME

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

This guide will be essential as you activate the 2025 NCAA Women's Final Four visual identity. The NCAA Women'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 Women'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 Women's Final Four Style Guide is a key component of the NCAA brand management strategy. Building the equity of the 2025 NCAA Women'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) 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 Women'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 Women'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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2025 NCAA® WOMEN'S FINAL FOUR® LOGOS AND COLOR INFORMATION

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

















PANTONE 2154

CMYK	100, 65, 0, 2
RGB	0, 70, 125
HEX	
MADEIRA	LAPIS BLUE 1048
ROBISON-ANTON	N SALEM BLU
	2534



PANTONE 2925 (NCAA DISK ONLY)

CMYK
RGB 0, 156, 227
HEX 009CDI
MADEIRA NAVAJO BLUE 1176
ROBISON-ANTON. BLUE HORIZON
STIST

PANTONE 325

CMYK 54, 0, 2	O, C
RGB 100, 204,	203
HEX 64C	CCS
MADEIRA ROBIN'S EGG BLUE 1	088
ROBISON-ANTON SEA M	1IS
2	393

PANTONE 1585

CMYK
RGB 255, 106, 20
HEX FF6A14
MADEIRA ORANGE ICING 1278
ROBISON-ANTON ORANGE
2218



PANTONE 102

CMYK	
RGB 252, 227, 0	
HEX FCE300	
MADEIRA GOLDENROD 1064	
ROBISON-ANTON DAFFODIL	
2326	



WHITE

L'MYK	U, U, U, I
RGB	255, 255, 255
HEX	FFFFF
MADEIRA SUPE	R WHITE 100
ROBISON-ANTON	. SNOW WHIT
	559.



SECTION 1: CHAMPIONSHIP LOGOS

COMMON MISUSE

Variations of the 2025 NCAA® Women'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.



 $\boldsymbol{\mathsf{DO}}\ \boldsymbol{\mathsf{NOT}}$ outline the logo.



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



SECTION 1: CHAMPIONSHIP LOGOS

LOGO SAFE SPACE AND MINIMUM SIZE

The letter F in the 2025 NCAA® Women'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 Women'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.



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SECTION 1: CHAMPIONSHIP LOGOS

ACCESSING NCAA® LOGOS

To access NCAA championship 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. 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® Women's Final Four® visual identity are shown here and should be used as follows:

Legacy - The primary font used for headlines, large applications and signage. Legacy should not be used in body copy in any circumstance.

Altivo Black Italic – The secondary font to be used as a design element in backgrounds or small applications in lockups alongside Legacy. Altivo is an Adobe font and can be downloaded here:

https://fonts.adobe.com/fonts/altivo

Henderson Slab – The other secondary font to be used as a design element in backgrounds or small applications in lockups alongside Legacy. Henderson Slab is an Adobe font and can be downloaded here:

https://fonts.adobe.com/fonts/henderson-slab

Altivo – The body copy font is Altivo. Medium is the preferred weight, but other weights may be used for different body type applications. https://fonts.adobe.com/fonts/altivo

United Sans Regular or Italic - This font should be used in ticket marketing and social media applications only.

HEADER // LEGACY

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ

SUB HEADER // ALTIVO BLACK ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

SUB HEADER // HENDERSON SLAB ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

BODY // ALTIVO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY // UNITED SANS REGULAR MEDIUM OR *ITALIC MEDIUM* ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz





VISUAL IDENTITY COLOR INFORMATION





CMYK 100, 87, 0, 58
RGB 20, 27, 77
HEX 141B4D



PANTONE 1585

CMYK	CMYK
RGB 255, 106, 20	RGB 252, 227, 0
HEX FERA14	HEX ECESON



PANTONE 2154

CMYK	100, 65, 0, 27
RGB	0, 70, 125
HEX	004680



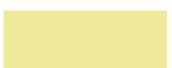
PANTONE 102

CIMIYK	U, U, 1UU, U
RGB	. 252, 227, 0
HEX	FCE300



PANTONE 3272

CMYK	100, 0, 51, 0
RGB	. 0, 164, 153
HEX	00A499



PANTONE 600

CMYK1, 0, 44, 0
RGB 241, 235, 156
HEX F1EB90



PANTONE 325

CMYK 54, 0, 20, 0
RGB 100, 204, 201
HEX 64CCC9



WHITE

CMYK	0
RGB 255, 255, 25	55
HEX FFFF	FF



ILLUSTRATIONS

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





ILLUSTRATIONS

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





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 Altivo and Henderson Slab.

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 $(^{\infty})$ and trademark symbol $(^{\infty})$ where necessary. These may be used in colors from the palette.





TEAM-SPECIFIC TYPE TREATMENTS

Team-specific type treatments have been designed to represent the teams participating in the event. These treatments also use Altivo and Henderson Slab, 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.



































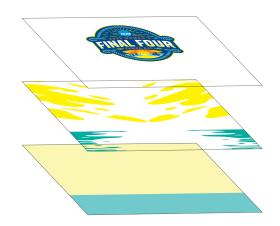
PLACEMENT OF ELEMENTS

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 - ILLUSTRATIONS

LAYER 3 - BACKGROUNDS







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.



There should be slight waves to the water and clouds gently rolling across the composition.



The basketball could rise like the sun behind text lockups.



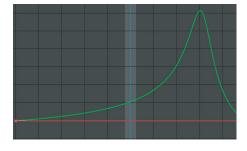
Palm trees could be swaying in the wind.



Text lockups should be revealed using water or cloud elements.



When elements are moving, motion blur should be used.



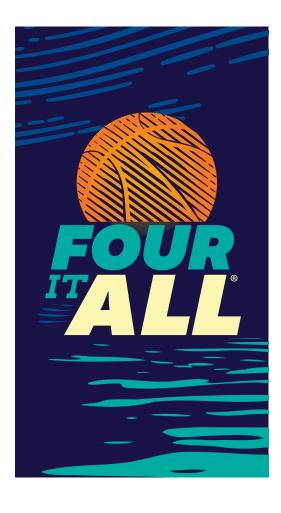
Easing should be used on all animations. Any animation with an end should start slower and snap into place.



SECTION 1: CHAMPIONSHIP COMPOSITIONS

2025 NCAA® WOMEN'S FINAL FOUR®











SECTION 1: CHAMPIONSHIP COMPOSITIONS

2025 NCAA® WOMEN'S FINAL FOUR®







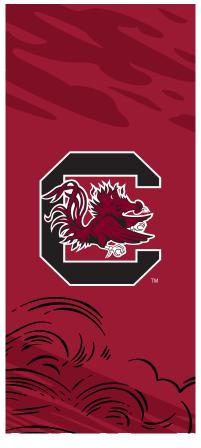






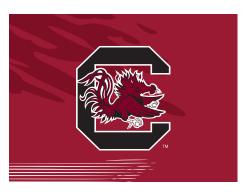
TEAM-SPECIFIC COMPOSITIONS

















FOURTALL



TICKET MARKETING COMPOSITIONS

Photography usage is restricted to ticket marketing and social applications.











SECTION 1: CHAMPIONSHIP COMPOSITIONS

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.









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).

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 delendenin@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 $^{\tiny{\textcircled{\tiny 0}}}$ or $^{\tiny{\textcircled{\tiny M}}}$ 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 $^{\tiny{\textcircled{\tiny 0}}}$ or $^{\tiny{\textcircled{\tiny M}}}$ 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.

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 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:

- 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 Women's Basketball Championship.

Beyond the Baseline®

Elite Eight®

Final 4®

Final Four®

First Four®

Four It All®

March Madness®

March Madness Experience®

National Collegiate Athletic Association®

NCAA®

NCAA Championships®

NCAA Sweet 16®

NCAA Sweet Sixteen®

NCAA Ticket Exchange®

Read to the Final Four®

Selection Sunday®

The Final Four®

Women's Elite Eight®

Women's Final Four®

The Women's Final Four and Women's Basketball should only use "Four It All" as the official trademark.

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

If you have questions, please contact Nathan Arkins at 317-917-6790 or narkins@ncaa.org.





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.

Nathan Arkins

Associate Director, Championships and Alliances 317-917-6790

narkins@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. 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

NCAA Licensing:

David Clendenin
Director of Licensing
317-917-6496
dclendenin@ncaa.org

