



STYLE GUIDE

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INTRODUCTION

Welcome to the 2024 NCAA® Women's Final Four® Style Guide. This guide provides guidelines, reference material and information on the components comprising the NCAA Women's Final Four visual identity.

This guide will be essential as you activate the 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 2024 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 Championships branding staff before production. In the event this guide requires clarification, the NCAA will provide such interpretations at its sole discretion.

The 2024 NCAA Women's Final Four Style Guide is a key component of the NCAA brand management strategy. Building the equity of the NCAA Women's Final Four mark can only be accomplished by adhering to these guidelines. Through the consistent application and usage of NCAA logos 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 2024 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 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 pre-approved 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 pre-approved by the NCAA Championships branding staff.

OVERVIEW

The National Collegiate Athletic Association is a member-led organization dedicated to the well-being and lifelong success of college athletes. NCAA schools award nearly \$3.5 billion in athletics scholarships every year and provide vast support to help student-athletes graduate at a rate higher than their general student peers.

More than 500,000 college athletes across all three divisions compete for about 1,100 member schools in all 50 states, the District of Columbia, Puerto Rico and even Canada. Regardless of where they start, student-athletes strive to end each season at one of the NCAA's 90 championships in 24 sports.

The employees at the NCAA's national office oversee all championships, manage programs that benefit student-athletes and support member committees that make rules and policies for college sports. Member schools and conferences ultimately decide which rules to adopt for their division — everything from recruiting and compliance to academics and championships.

The NCAA's diverse members include schools ranging in size from those with hundreds of students to those with tens of thousands. The NCAA's current three-division structure was adopted in 1973 to create a fair playing field for teams from similar schools and provide college athletes more opportunities to participate in national championships.

Among the three NCAA divisions, Division I schools generally have the biggest student bodies, manage the largest athletics budgets and offer the highest number of athletics scholarships. Division II provides growth opportunities through academic achievement, learning in high-level athletics competition and a focus on service to the community. The Division III experience offers participation in a competitive athletics environment that pushes college athletes to excel on the field and build upon their potential by tackling new challenges across campus.



ADVERTISING

All decorations shall comply with the facility signage policy and be approved by the NCAA®.

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.

COMPONENTS OF THE NCAA® WOMEN'S FINAL FOUR® DÉCOR PLAN

- Women's Final Four citywide plan [to include, but not be limited to, competition venue, airport, NCAA headquarters hotel, participating team hotels, downtown proper, etc.].*
- NCAA fan and community events.
- NCAA sponsors/vendors.
- NCAA projects.*

* 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).

Please contact your primary LOC décor liaison to obtain a décor project request form.

CITYWIDE

The citywide décor plan shall include, but not be limited to, banners in high traffic areas, the NCAA headquarters hotel, participating team hotels, interior and exterior of the competition venue, NCAA special event locations and the airport, pending ability of the budget to cover such costs. 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 pre-approved by the NCAA.

CLEAN ZONE

The LOC and the NCAA shall establish areas (within at least a multi-block radius around the primary NCAA and WBCA hotels, team hotels, Tourney Town™ venue 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 city's 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 public and privately owned exterior spaces, and temporarily enclosed spaces.



THE LOGO

ACCESSING NCAA® LOGOS

To access NCAA championship logos, log on to the NCAA's Digital Library located at ncaa-logo.pd.dmh.veritone.com/. New users will be required to create a login. Once the digital librarian has granted access, championship logos may be downloaded and used.

For access to the Digital Library, please contact Ali Narracci at anarracci@ncaa.org.

COLOR INFORMATION

PMS 289 CP

C:100 M:66 Y:0 K:76 | R:19 G:46 B:83
Madeira: 1043 | Robinson-Anton: 2603

PMS 300 CP

C:99 M:50 Y:0 K:0 | R:0 G:94 B:184
Madeira: 1177 | Robinson-Anton: 2529

PMS 2925 CP

C:75 M:18 Y:0 K:0 | R:0 G:156 B:222
Madeira: 1176 | Robinson-Anton: 2435

PMS 7627 CP

C:0 M:95 Y:85 K:26 | R:167 G:53 B:57
Madeira: 1037 | Robinson-Anton: 2623

PMS 2035 CP

C:0 M:100 Y:100 K:0 | R:221 G:50 B:36
Madeira: 1485 | Robinson-Anton: 2277

PMS 716 CP

C:0 M:59 Y:100 K:0 | R:234 G:118 B:0
Madeira: 1021 | Robinson-Anton: 2328

PMS 428 CP

C:21 M:13 Y:8 K:0 | R:193 G:198 B:200
Madeira: 1286 | Robinson-Anton: 2537

WHITE

C:0 M:0 Y:0 K:0 | R:255 G:255 B:255
Madeira: 1001 | Robinson-Anton: 2297

THE LOGO

FULL-COLOR LOGO

The full-color logo is for use on light or white backgrounds and dark backgrounds. The full-color version of the championship logo represents the full essence of the brand identity and should be used wherever possible, including signage and décor, in multimedia applications, etc.

COLOR INFORMATION

PMS 289 CP

PMS 300 CP

PMS 2925 CP

PMS 7627 CP

PMS 2035 CP

PMS 716 CP

PMS 428 CP

WHITE



THE LOGO

GRAYSCALE LOGO

The grayscale logo is for use on light or white backgrounds and dark backgrounds. Grayscale versions have been created for use when a one-color logo is required and gradients are achievable (e.g., newspaper advertisements).

COLOR INFORMATION

BLACK

90% BLACK

70% BLACK

30% BLACK

WHITE



THE LOGO

TWO-COLOR LOGO

Two-color logos are available for when a two-color logo is required and the grayscale version is not achievable. Be sure to use the proper two-color logo, the NCAA disk should always be lighter than the background. When designing with frosted vinyl or etched glass, the white areas of the two-color logo should be the frosted color.

COLOR INFORMATION

BLACK

WHITE



THE LOGO

COMMON MISUSE



Do not alter the proportions of the mark.



Do not skew or distort the mark.



Do not alter the logo's colors.



Do not crop the logo in any way.



Do not rotate the logo.



Do not place the logo over backgrounds not in the brand guidelines.



Do not add strokes or other graphical elements.



Do not place the logo in proximity to any other corporate mark.



Do not reverse the colors of the two-color logo.

THE LOGO

CLEAR SPACE

When the logo appears on its own and in design applications, it requires a fixed amount of minimum clear space around it. Text, photos or other graphic elements should never encroach on this space. Designers should use discretion and follow clear space guidelines.

The logo's clear space is determined by the height of the letter F in "Final."





THE VISUAL IDENTITY

COLOR INFORMATION

The foundational colors for the visual identity are derived from the logo's color palette and additional complementary colors to support the visual identity in signage, décor and communication applications.

PMS 426 CP

C:81 M:67 Y:55 K:83 | R:43 G:51 B:51
Madeira: 1007 | Robinson-Anton: 2632

PMS 289 CP

C:100 M:66 Y:0 K:76 | R:19 G:46 B:83
Madeira: 1043 | Robinson-Anton: 2603

PMS 300 CP

C:99 M:50 Y:0 K:0 | R:0 G:94 B:184
Madeira: 1177 | Robinson-Anton: 2529

PMS 2925 CP

C:75 M:18 Y:0 K:0 | R:0 G:156 B:222
Madeira: 1176 | Robinson-Anton: 2435

PMS 7627 CP

C:0 M:95 Y:85 K:2 6 | R:167 G:53 B:57
Madeira: 1037 | Robinson-Anton: 2623

PMS 2035 CP

C:0 M:100 Y:100 K:0 | R:221 G:50 B:36
Madeira: 1485 | Robinson-Anton: 2277

PMS 716 CP

C:0 M:59 Y:100 K:0 | R:234 G:118 B:0
Madeira: 1021 | Robinson-Anton: 2328

PMS 428 CP

C:21 M:13 Y:8 K:0 | R:193 G:198 B:200
Madeira: 1286 | Robinson-Anton: 2537

WHITE

C:0 M:0 Y:0 K:0 | R:255 G:255 B:255
Madeira: 1001 | Robinson-Anton: 2297

FONTS

The fonts used within the context of the 2024 NCAA® Women's Final Four® visual identity are shown here and should be used as follows:

Eurostile Ext Black and Eurostile Medium — The primary font used for headlines, large applications and signage. Eurostile Ext Black should not be used in body copy in any circumstance. These are Adobe fonts and can be downloaded here: <https://fonts.adobe.com/fonts/eurostile#fonts-section>

Bee Four — The secondary font to be used as a design element in backgrounds or small applications in lockups alongside Eurostile Ext Black. Bee Four is an Adobe font and can be downloaded here: <https://fonts.adobe.com/fonts/bee>

For examples of these fonts being used together, see the typography examples on pages 21-22.

Eurostile Ext Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Eurostile Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BEE FOUR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TEXTURES

Below are the textures of the visual identity. These textures may be used in any application and can be cropped to give the visual identity flexibility and variety. These should be set to "Multiply" at 50% opacity.



PHOTO COLLAGE

These photo collages make up the base of the look, including a variety of photography from basketball imagery to landmarks found around Cleveland. There are pre-built collages as well as editable templates for a full collage or individual pieces to edit as desired.



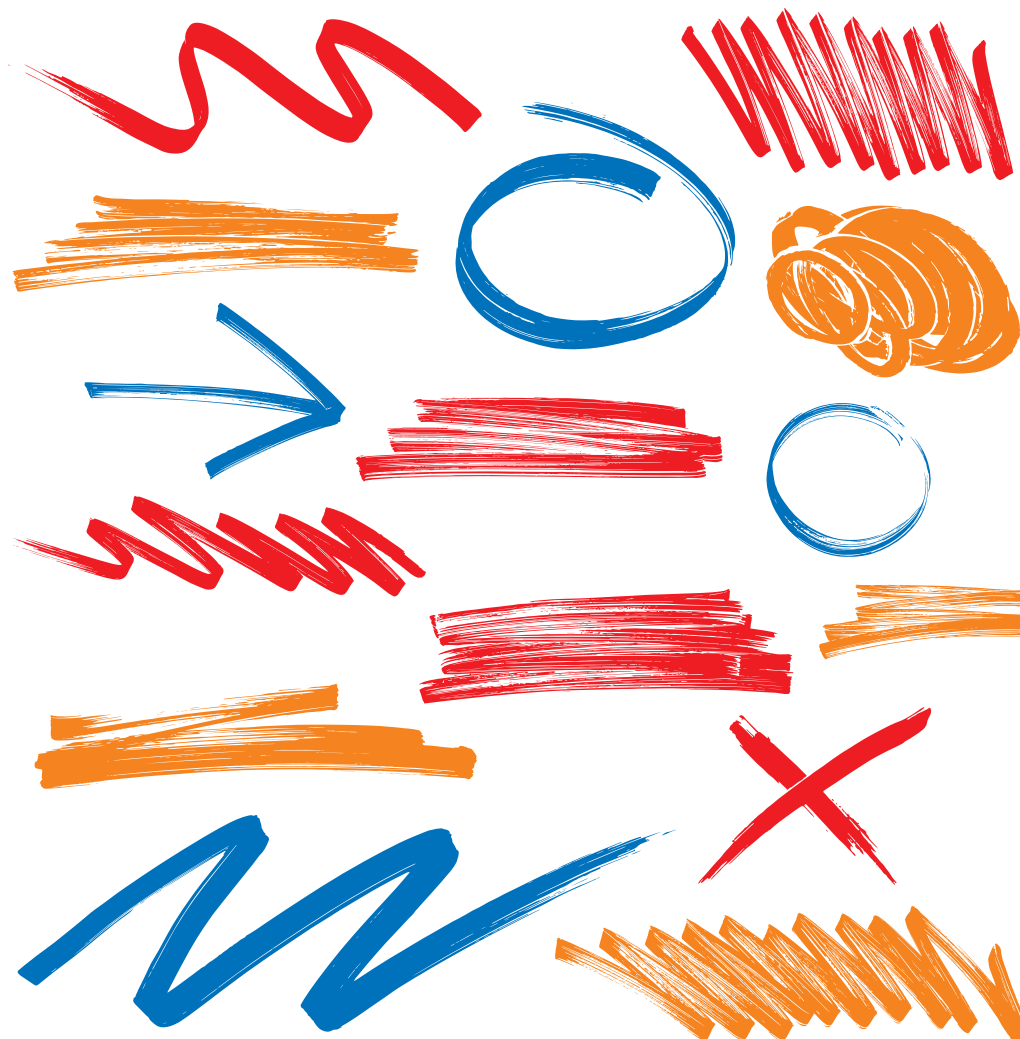
STICKER ICONS

These icons are designed to work with the entire visual identity. The icons have been created depicting various aspects of the sport of basketball, as well as Cleveland-specific themes. These can be recolored using the brand palette to fit the composition.



MARKER/COLOR HIGHLIGHT ELEMENTS

Marker elements were designed to add as hints of color to compositions. Should be set to “Multiply” at 100%. Custom shape overlays can also be created based on images in the compositions. These can be recolored using the brand palette to fit the composition.



TYPOGRAPHY LOCKUPS

These type treatments have been designed to integrate with the visual identity and boldly communicate information about the event throughout the décor. The type treatments consist of a combination of two fonts: Eurostile EXT Black and Bee Four.

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 trademark symbol (™) where necessary. These may be used in colors from the palette; see the compositions starting on page 25 for examples.



TYPOGRAPHY LOCKUPS

Team-specific type treatments have been designed to represent the teams participating in the event. The team-specific type treatments also consist of Eurostile EXT Black and Bee Four, 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.

IOWA HAWKEYES	LSU TIGERS	SOUTH CAROLINA GAMECOCKS	VIRGINIA TECH HOKIES
IOWA HAWKEYES	LSU TIGERS	SOUTH CAROLINA GAMECOCKS	VIRGINIA TECH HOKIES
IOWA HAWKEYES	LSU TIGERS	SOUTH CAROLINA GAMECOCKS	VIRGINIA TECH HOKIES
IOWA HAWKEYES	LSU TIGERS	SOUTH CAROLINA GAMECOCKS	VIRGINIA TECH HOKIES

THE VISUAL IDENTITY

BUILDING COMPOSITIONS

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 and photos so designers should use the below as general guidelines.

LAYER 1 : LOGOS

The 2024 Women's Final Four® logo should be placed on the top layer at 100% opacity

LAYER 2 : TEXTURE

The texture should be on top of the photo collages and additional graphic elements. This should be set to "Multiply" at 50%.

LAYER 3 : STICKER ELEMENTS/TYPOGRAPHY

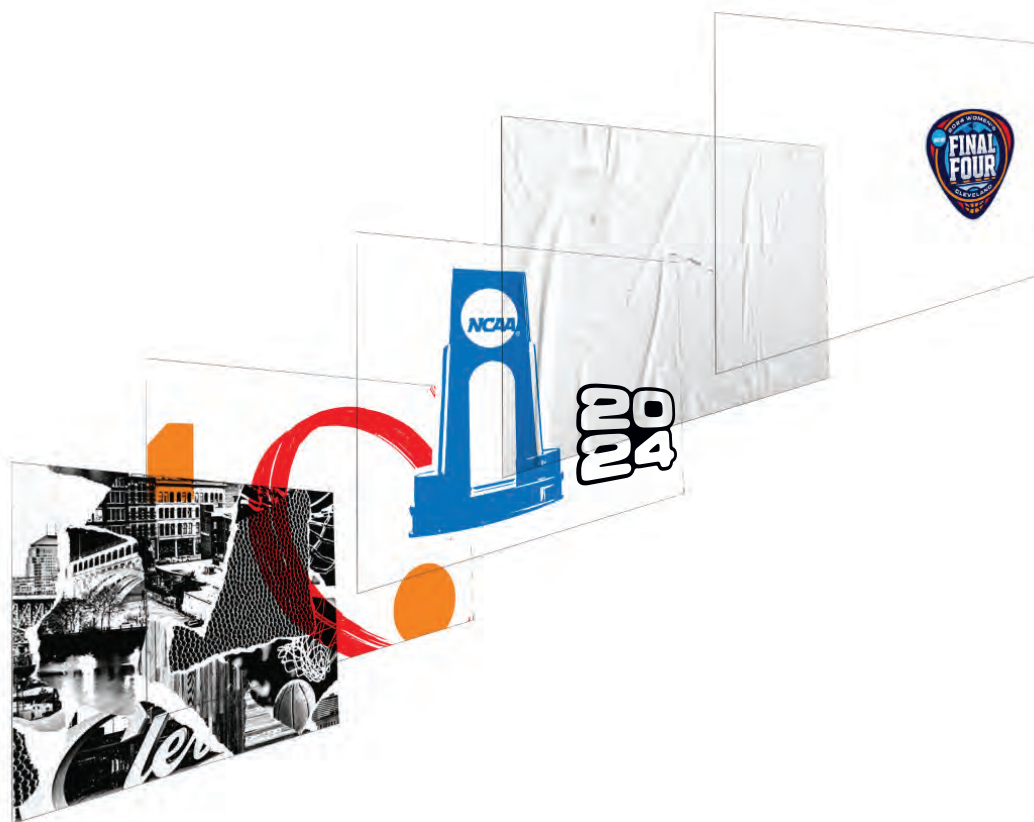
Sticker elements and type lock-ups should be placed under the texture but on top of the marker elements. These should be set to 100% opacity.

LAYER 4 : MARKER / COLOR ELEMENTS

Marker/Color elements should be placed under the texture and over the collage elements and should be set to "Multiply" at 100%.

LAYER 5 : COLLAGE

Photo collages should be the background layer in compositions.



THE VISUAL IDENTITY

MOTION PRINCIPLES

Torn paper collages being one of the focal points of the look, the motion principles should play off of this. Tearing/ripping paper to reveal and change content. The marker/color elements can be animated in a way to highlight that action as well, drawing onto a composition.



VERTICAL COMPOSITIONS

The elements in this décor package were designed to work cohesively. As elements are applied, the visual identity begins to take shape, creates visual excitement and draws the viewer in. The combination of collages, colors and type treatments gives this event a wide range of design application opportunities.



THE VISUAL IDENTITY

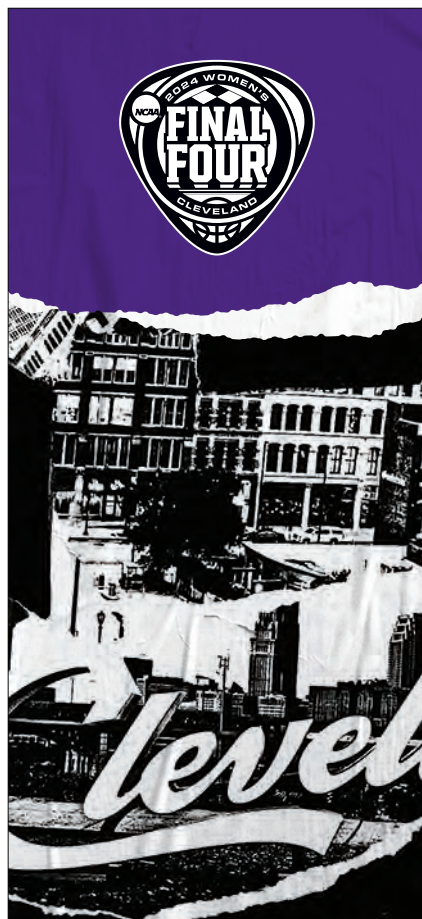
HORIZONTAL COMPOSITIONS

These horizontal compositions are examples of how the elements can be used to create color breaks for placement of logos and messaging. These compositions will work well applied to fascia, fencing, horizontal video boards, email headers and more.



TEAM-SPECIFIC 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.



THE VISUAL IDENTITY

TEAM-SPECIFIC 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.





NCAA® TRADEMARKS



NCAA® TRADEMARK GUIDELINES

Using the trademark, its symbols and NCAA guidelines:

NOTE: These general guidelines do not include merchandise designs. All product designs must be submitted through the NCAA licensing program administered by the Collegiate Licensing Company. Inquiries should be directed to the NCAA licensing staff.

All uses of NCAA trademarks must be submitted to the NCAA championship engagement staff or its designees for approval.

Accurate reproductions of NCAA logos may be obtained through the NCAA Logo Library. For access to the logo library, please contact Ali Narracci at anarracci@ncaa.org. Trademark insignias are fact-sensitive and depend upon the location of the trademark and how it is used. In any advertising, headline or graphic using NCAA marks, the insignia™ or ® as noted in the NCAA trademark list should be used. Trademarks used in text, if not part of a headline or graphic, should include the insignia with the first use.

Location of the insignias is also fact-sensitive. In the case of NCAA Women's Final Four, an ® is required after NCAA and after Women's Final Four. The NCAA owns "NCAA" and "Women's Final Four," but "NCAA Women's Final Four" is not a registered mark in itself: NCAA® Women's Final Four®.

NCAA® TRADEMARKED PROTECTION LANGUAGE

NCAA trademarks should have notice of ownership language in a discreet location proximate to the trademark use. The legal notice often is located at the bottom of a page in smaller font or "mouse print."

The examples below are written only to represent the most typical examples. If you are unsure of exact wording for a specific example, please work with Ali Narracci (anarracci@ncaa.org) for assistance and clarification.

For NCAA blue disk and/or wordmark, please use:

- ♦NCAA is a trademark of the National Collegiate Athletic Association.

For NCAA blue disk and/or wordmark used with another NCAA trademark, please use (for example):

- ♦NCAA and March Madness are trademarks of the National Collegiate Athletic Association.
- ♦NCAA and Final Four are trademarks of the National Collegiate Athletic Association.
- ♦NCAA, Four It All and NCAA Sweet Sixteen are trademarks of the National Collegiate Athletic Association.

For NCAA blue disk and/or wordmark and another NCAA trademark used with other authorized business entities, please use (for example):

- ♦NCAA, March Madness, Men's Final Four and Women's Final Four are trademarks of the National Collegiate Athletic Association. All other licenses or trademarks are property of their respective holders.

WORKING WITH NCAA® TRADEMARKS

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

All day. Every day. Our game.®

And Then There Were Four®

Elite Eight®

Elite 8®

Elite 90™

Experience It Live™

F4®

Final 4®

Final Four®

Four It All®

It's More Than Three Games®

March Madness®

National Collegiate Athletic Association®

NCAA®

NCAA Basketball®

NCAA Championships®

NCAA Sweet 16®

NCAA Sweet Sixteen®

NCAA Ticket Exchange™

Pinnacle of Fitness®

See It All. Do It All. Go Four It All.™

Selection Sunday®

Share The Experience™

The Big Dance®

The Final Four®

The NCAA Experience® (NCAA Hospitality Program)

The Pinnacle Awaits®

What It's All Four™

Women's Final 4®

Women's Final Four®

All uses of NCAA trademarks must be submitted to the NCAA Championships branding team for approval.

If you have questions, please contact Ali Narracci at 317-917-6770 or anarracci@ncaa.org.

APPROVAL PROCESS

NCAA® CONTACT

Nathan Arkins

Associate Director, Championships and Alliances Branding

317-917-6790

narkins@ncaa.org

Ali Narracci

Coordinator of Championships Engagement,

Championships and Alliances Branding

317-917-6770

anarracci@ncaa.org

SECTION 127 CONTACT

Morgan Ross

Sr. Account Executive

317-396-7332

mross@section127.com

LICENSED PRODUCTS

Any items with NCAA trademarks, logos or references must be produced by an official NCAA licensee and/or official equipment supplier. The LOC or facility must assume financial responsibility for royalties and related costs associated with any premiums produced. To source a product or premium item, the partner should contact The Collegiate Licensing Company (CLC). 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

The Collegiate Licensing Company

1075 Peachtree St., Suite 3300

Atlanta, Georgia 30309

770-956-0520

dave.kirkpatrick@clc.com

NCAA® LICENSING

Dave Clendenin

Associate Director, Championships & Alliances

317-917-6496

dclendenin@ncaa.org