



NCAA[®] MARCH MADNESS[®]
DI MEN'S & WOMEN'S BASKETBALL CHAMPIONSHIPS
PRELIMINARY ROUNDS STYLE GUIDE

THE FOLLOWING PAGES WILL GUIDE YOU THROUGH HOW
BEST TO USE THE NCAA® MARCH MADNESS® LOGOS
AND PRELIMINARY ROUNDS VISUAL IDENTITIES.

These brand elements and supporting documentation will be reviewed after the 2022 Men's and Women's DI Basketball Tournaments to identify and address outstanding critical items. Additional information and clarifications will be added where necessary.

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INTRODUCTION

Welcome to the NCAA® March Madness® and Preliminary Rounds Style Guide. This guide provides guidelines, reference material and information on the components comprising the NCAA March Madness visual identity.

This guide will be essential as you activate the NCAA March Madness preliminary rounds visual identity. The NCAA March Madness names and logos 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 championship engagement staff.

Every effort has been made to provide a comprehensive and accurate summary of the NCAA March Madness preliminary round 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 NCAA March Madness Preliminary Rounds Style Guide is a key component of the NCAA brand management strategy. Building the equity of the NCAA March Madness marks 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 NCAA March Madness logos 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 NCAA March Madness. The logos are trademarks 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 championship engagement 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 championship engagement staff.

Any individual, organization or company wishing to use the name or identifying marks of the NCAA and/or any of the NCAA's Championship Events must obtain a license and should work with the NCAA championship engagement staff to do so.

NCAA® CORE MESSAGES

- The NCAA is a membership-led association of conferences, affiliated organizations and collegiate institutions with athletics programs.
- We are committed to protecting the best interests of student-athletes.
- We champion quality educational experiences for student-athletes.
- We are committed to supporting athletics participation opportunities for student-athletes.

CORE PURPOSE

The core purpose of the NCAA is to govern competition in a fair, safe, equitable and sportsmanlike manner, and to integrate intercollegiate athletics into higher education so the educational experience of the student-athlete is paramount.

The National Collegiate Athletic Association (NCAA) is a voluntary, membership-led organization of almost 1,300 colleges and universities, conferences and other groups. Together, our members make rules and regulations to serve the student-athlete and preserve the integrity of intercollegiate athletics. There are approximately 125 committees of presidents, athletics directors, conference commissioners, coaches, faculty members and student-athletes from NCAA schools and conferences working to create these guidelines.

Each year, nearly half a million student-athletes compete in three divisions (Division I, Division II and Division III) in 24 sports. Annually, approximately 54,000 student-athletes compete in 90 NCAA Championships®. Three of these championships — rifle, fencing and skiing — are co-ed championships.

NCAA championship events are held at more than 700 sites each year.



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® MARCH MADNESS® DÉCOR PLAN

- March Madness 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 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 public- and privately owned exterior spaces, and temporarily enclosed spaces.

BRAND USAGE

The information below outlines the gender distinctions and inclusion as they apply to March Madness® and the NCAA® DI Men's and Women's Basketball Championships. When used in verbiage and logos, these distinctions recognize and define the championships as individual events. For more information, refer to the next page for rules as they apply to each championship.

DI MEN'S BASKETBALL CHAMPIONSHIP



MARCH MADNESS

- DI Men's Basketball Championship
- DI Men's First Four
- DI Men's First/Second Round / Regionals
- DI Men's Sweet 16 & Elite 8
- DI Men's Final Four
 - DI Men's Semifinals
 - DI Men's Championship

DI WOMEN'S BASKETBALL CHAMPIONSHIP



MARCH MADNESS

- DI Women's Basketball Championship
- DI Women's First Four
- DI Women's First/Second Round / Regionals
- DI Women's Sweet 16 & Elite 8
- DI Women's Final Four
 - DI Women's Semifinals
 - DI Women's Championship

BRAND USAGE

The rules below outline the gender distinctions and inclusion as they apply to March Madness® for the NCAA® DI Men's and Women's Basketball Championships. When used in verbiage and logos, these distinctions recognize and define the championships as individual events.

RULE 1

Do not add Men's or Women's label before March Madness.

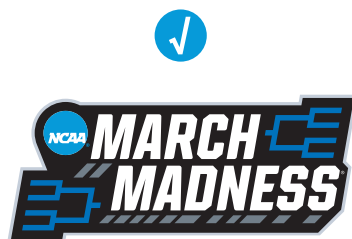


"It's time for Women's March Madness on ESPN."

We position March Madness as a time of year that is inclusive of players of both genders.

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.

BRAND USAGE - IN-VENUE

In-venue, there are no gender distinctions in signage for preliminary-round décor as it applies to March Madness for the NCAA DI Men's and Women's Basketball Championships. The use of gray in the men's décor/signage and the use of orange in the women's décor/signage serves to differentiate the two championships. For more detailed information, see the DI Men's and Women's Basketball Championships compositions on pages 27-28.

DI MEN'S BASKETBALL PRELIMINARY DÉCOR EXAMPLE



DI WOMEN'S BASKETBALL PRELIMINARY DÉCOR EXAMPLE



BRAND USAGE - VISUAL BROADCAST & PROMOS

Taglines that identify and are incorporated with the championship logos are permissible as long as they follow the clear space guidelines laid out in this document. Imagery of players or other context can also provide clarity on the specific championship as well. This could be through visual addendums to the logo or through associated context, e.g., *showing women playing basketball while using the women's basketball logo.*



Men's visual addendum example.



Women's visual addendum example.

VERBAL

Broadcasts should always specify if it is the DI Men's Basketball Championship or the DI Women's Basketball Championship, but will keep 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 addendums. This will further assist in limiting consumer confusion and is flexible to be accomplished with photos, video, or oral 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.



"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."

BRAND USAGE - TICKETING CLEAR MESSAGING DESCRIPTORS

March Madness represents a time of the year but not an event that tickets can be purchased to specifically, *e.g., the specific round of the tournament.*



Women's e-blast example.

CORPORATE PARTNERSHIPS

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



OFFICIAL FAN REFRESHMENT OF MARCH MADNESS



**BUFFALO
WILD
WINGS®**



OFFICIAL HANGOUT OF MARCH MADNESS



OFFICIAL FAN REFRESHMENT OF MARCH MADNESS



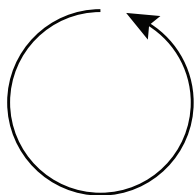
**BUFFALO
WILD
WINGS**



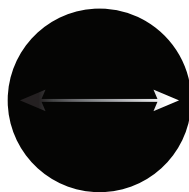
OFFICIAL HANGOUT OF MARCH MADNESS

ANIMATION PRINCIPLES

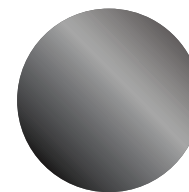
The animation principles on this page should be followed when creating movement within the visual identity. Animations are not limited to the principles below and they do not all have to be used at the same time. Follow these basic principles as much as possible to create brand consistency.



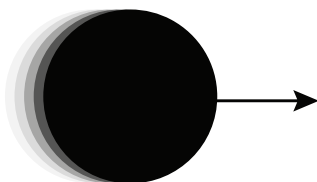
Rotate



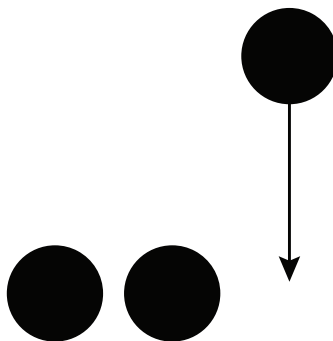
Fade



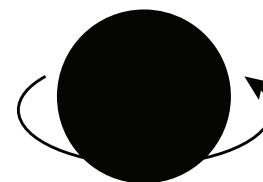
Shine



Slide



Drop-in



Flip

PLAN TO RENAME OFFICIAL NCAA SOCIAL MEDIA ACCOUNTS

Target Date: *Early January 2022*

MEN'S BASKETBALL

- **Existing Handle:** @MarchMadness
- **Future Handle:** @MarchMadnessMBB
Account name: NCAA March Madness

Description:

The official NCAA March Madness destination for all things NCAA Division I Men's Basketball. [#MarchMadness](#)

WOMEN'S BASKETBALL

- **Existing Handle:** @NCAAWBB
- **Future Handle:** @MarchMadnessWBB
Account name: NCAA March Madness

Description:

The official NCAA March Madness destination for all things NCAA Division I Women's Basketball. [#MarchMadness](#)

NCAA® MARCH MADNESS®
DI MEN'S BASKETBALL CHAMPIONSHIP PRIMARY MARK - FULL-COLOR



NCAA® MARCH MADNESS®
DI WOMEN'S BASKETBALL CHAMPIONSHIP PRIMARY MARK - FULL-COLOR



Font: Legacy

ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890!@

ABOUT THE LOGO

NCAA March Madness captures all the intense excitement and anticipation of what is to come and represents the high level of competition from all of the preliminary rounds and the Men's Final Four®.

A dimensional styling has been added to the foundational typeset of March Madness, conveying a sense of motion and excitement.

The addition of brackets continues to build the look and feel of the mark. This offsets the original centered balance, which creates a sense of tension and anticipation that will be felt when watching the tournament.

Pantone 2925	
CMYK	75, 18, 0, 0
RGB	0, 156, 222
HTML	009CDE

Pantone 300	
CMYK	99, 50, 0, 0
RGB	0, 94, 184
HTML	005EB8

Pantone 428	
CMYK	21, 13, 8, 0
RGB	192, 198, 214
HTML	C7CFDA

Pantone 430	
CMYK	50, 34, 27, 11
RGB	124, 135, 149
HTML	72808AE

Pantone 716	
CMYK	0, 59, 100, 0
RGB	234, 118, 0
HTML	EA7600

BLACK	
CMYK	0, 0, 0, 100
RGB	0, 0, 0
HTML	000000

NCAA® MARCH MADNESS®
DI MEN'S & WOMEN'S BASKETBALL CHAMPIONSHIP PRIMARY MARK - ONE-COLOR



ABOUT THE LOGO

NCAA March Madness captures all the intense excitement and anticipation of what is to come and represents the high level of competition from all of the preliminary rounds and the Men's Final Four®.

A dimensional styling has been added to the foundational typeset of March Madness, conveying a sense of motion and excitement.

The addition of brackets continues to build the look and feel of the mark. This offsets the original centered balance, which creates a sense of tension and anticipation that will be felt when watching the tournament.

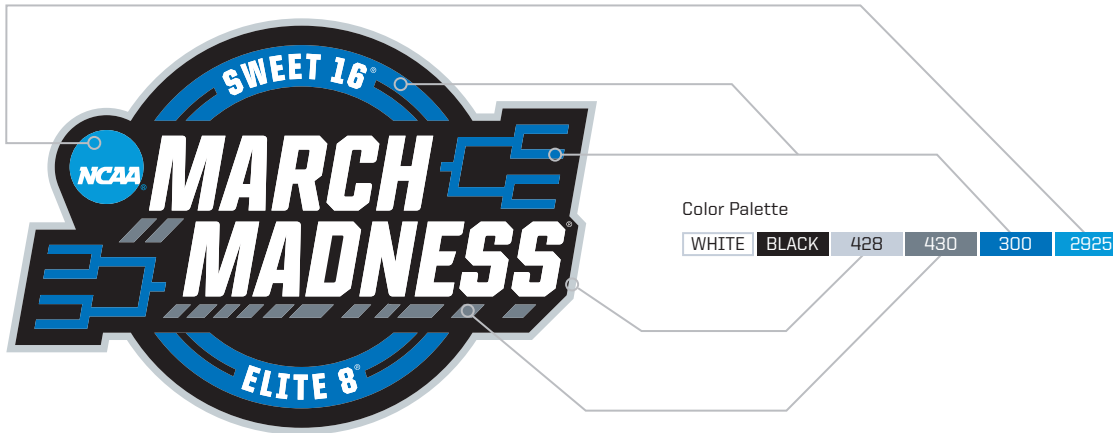
BLACK	
CMYK	0, 0, 0, 100
RGB	0, 0, 0
HTML	000000



Reverse application

NCAA® MARCH MADNESS®

DI MEN'S BASKETBALL CHAMPIONSHIP REGIONAL ROUNDS PRIMARY MARK - FULL-COLOR



NCAA® MARCH MADNESS®

DI WOMEN'S BASKETBALL CHAMPIONSHIP REGIONAL ROUNDS PRIMARY MARK - FULL-COLOR



Font: Legacy

ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890!@

Font: United Sans Condensed - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890!@

ABOUT THE LOGO

NCAA March Madness captures all the intense excitement and anticipation of what is to come and represents the high level of competition from all of the preliminary rounds and the Men's Final Four®.

A dimensional styling has been added to the foundational typeset of March Madness, conveying a sense of motion and excitement.

The addition of brackets continues to build the look and feel of the mark. This offsets the original centered balance, which creates a sense of tension and anticipation that will be felt when watching the tournament.

Pantone 2925	
CMYK	75, 18, 0, 0
RGB	0, 156, 222
HTML	009CDE

Pantone 300	
CMYK	99, 50, 0, 0
RGB	0, 94, 184
HTML	005EB8

Pantone 428	
CMYK	21, 13, 8, 0
RGB	192, 198, 214
HTML	C7CFDA

Pantone 430	
CMYK	50, 34, 27, 11
RGB	124, 135, 149
HTML	7280BAE

Pantone 716	
CMYK	0, 59, 100, 0
RGB	234, 118, 0
HTML	EA7600

BLACK	
CMYK	0, 0, 0, 100
RGB	0, 0, 0
HTML	000000

NCAA® MARCH MADNESS®
DI MEN'S & WOMEN'S BASKETBALL CHAMPIONSHIP REGIONAL ROUNDS PRIMARY MARK - ONE-COLOR



Color Palette

WHITE	BLACK
-------	-------

ABOUT THE LOGO
NCAA March Madness captures all the intense excitement and anticipation of what is to come and represents the high level of competition from all of the preliminary rounds and the Men's Final Four®.

A dimensional styling has been added to the foundational typeset of March Madness, conveying a sense of motion and excitement.

The addition of brackets continues to build the look and feel of the mark. This offsets the original centered balance, which creates a sense of tension and anticipation that will be felt when watching the tournament.

BLACK	
CMYK	0, 0, 0, 100
RGB	0, 0, 0
HTML	000000



Reverse application

NCAA® MARCH MADNESS®
DI MEN'S BASKETBALL CHAMPIONSHIP PRIMARY MARK - CLEAR SPACE



NCAA® MARCH MADNESS®
DI WOMEN'S BASKETBALL CHAMPIONSHIP PRIMARY MARK - CLEAR SPACE



CLEAR SPACE

When the logo appears on its own and in design application, 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 NCAA disk multiplied by two.



COMMON MISUSE



Do not change orientation of elements in the mark or add any additional elements.



Do not remove text from the shape holder.



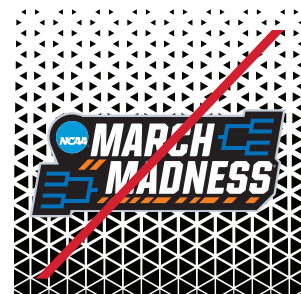
Do not modify placement of design elements such as the brackets.



Do not alter the logo's colors.



Do not alter the typography.



Do not place the logo over a distracting background.



Do not distort the logo in any way.



Do not rotate the logo.



Do not use women's logo for men's events, and vice versa.



Do not alter the architecture of the logo in any way.



Do not change the March Madness text.

FONTS

The fonts used within the context of the NCAA® March Madness® DI Men's & Women's Basketball Championship preliminary rounds visual identity are shown here and should be used as follows:

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

United Sans Semi-Condensed - Heavy — A secondary font to be used as another option for headlines and large applications, signage, or small applications in lockups alongside Legacy.

United Italic Semi-Condensed - Black — A secondary font to be used as another option for headlines and large applications, signage, or small applications in lockups alongside Legacy.

United Sans Regular - Medium — A secondary font to be used for body copy when branding can be applied to the deliverable.

Helvetica Neue — The other secondary font to be used when the United Sans family of fonts cannot be used in copy-heavy communications and paragraphs. Helvetica Neue should be used in all-caps for headlines, but should be used in sentence case for body copy.

For examples of these fonts being used together, see the typography examples on page 23.

LEGACY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

United Sans Semi-Condensed - Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

United Italic Semi-Condensed - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

United Sans Regular - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NCAA® MARCH MADNESS® - DI MEN'S & WOMEN'S BASKETBALL CHAMPIONSHIP PRELIMINARY ROUNDS VISUAL IDENTITY COLORS

The foundational colors for the NCAA® March Madness® DI Men's & Women's Basketball Championship preliminary rounds visual identity are derived from the logo's color palette.

The Men's March Madness visual identity includes the use of Pantone 428 and Pantone 430 in heavier amounts in the design application. The Women's March Madness visual identity includes heavier amounts of Pantone 716 in the design application.

For examples of these colors being used in design application, see the design build examples on pages 27-28.

✓ - Pantone 3005

SHOULD be used in creation of the visual identity, print, signage and digital design applications.

X - Pantone 2925

SHOULD NOT be used in creation of the visual identity, print, signage and digital design applications with the exception of its use in the NCAA disk and March Madness logo.

X - Pantone 300

SHOULD NOT be used in creation of the visual identity, print, signage or digital design applications. It should only be used in the NCAA Men's March Madness logo. PMS 300 is a darker shade of blue and when using other colors in the color palette with PMS 300, content and other elements can become difficult to read.

✓ - Regional Round Usage of Black

Compared to the First Four® and the first/second rounds, the regional rounds of the tournament **SHOULD HAVE** a heavier use of black in design applications. This creates a visual difference between preliminary and regional round tournament play.

For examples, see the design build examples on pages 28.

Pantone 3005	
CMYK	100, 31, 0, 0
RGB	0, 136, 206
HTML	0088CE

NCAA disk use only

Pantone 2925	
CMYK	75, 18, 0, 0
RGB	0, 156, 222
HTML	009CDE

Pantone 300	
CMYK	99, 50, 0, 0
RGB	0, 94, 184
HTML	005EB8

Pantone 428	
CMYK	21, 13, 8, 0
RGB	192, 198, 214
HTML	C7CFDA

Men's events only

Pantone 430	
CMYK	50, 34, 27, 11
RGB	124, 135, 149
HTML	72808A

Women's events only

Pantone 716	
CMYK	0, 59, 100, 0
RGB	234, 118, 0
HTML	EA7600

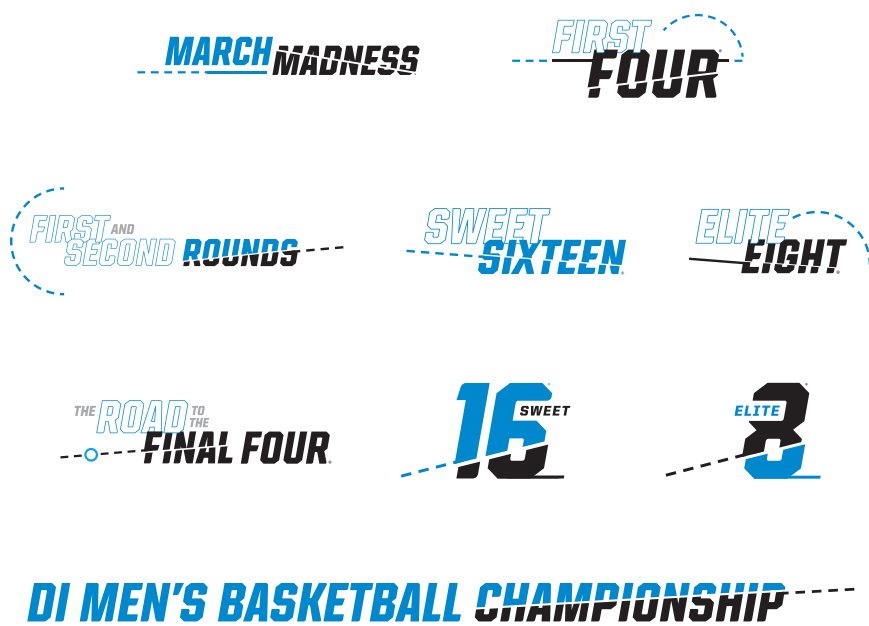
Black	
CMYK	0, 0, 0, 100
RGB	0, 0, 0
HTML	000000

TYPOGRAPHIC LOCKUPS

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 27-28 for examples.

DI MEN'S BASKETBALL CHAMPIONSHIP



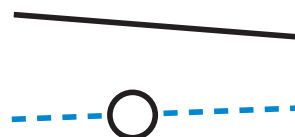
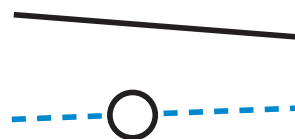
DI WOMEN'S BASKETBALL CHAMPIONSHIP



ILLUSTRATIONS

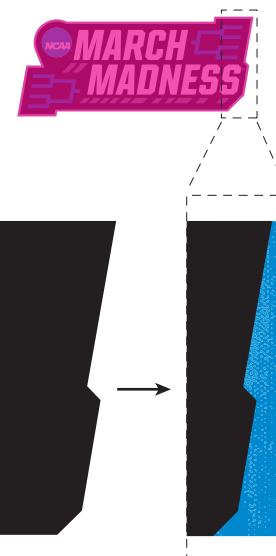
These illustrations have been designed to integrate with the visual identity. They derive from elements associated with the NCAA® March Madness® DI Men's & Women's Basketball Championship. Brackets, basketball court lines and other graphic elements are to be used to help tell the story of the tournament.

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 27-28 for examples.



LOGO CROP ELEMENTS

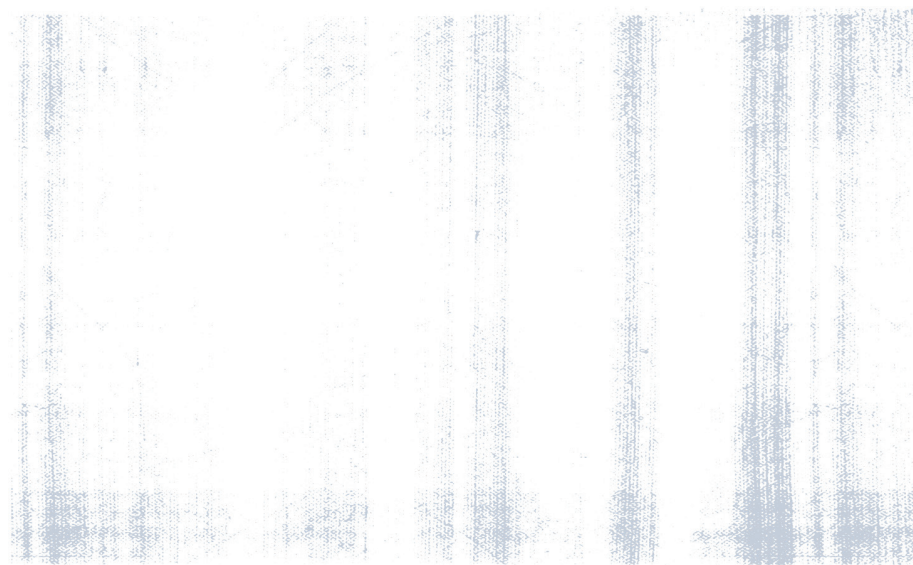
This illustration element is derived from the March Madness logo itself. This can be used to separate color, text or other elements in design execution.



TEXTURE

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.



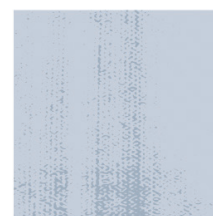
BLACK

C-0, M-0, Y-0, K-100
Opacity = 90%



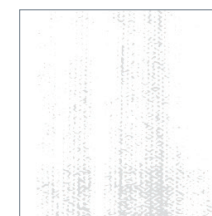
3005

C-100, M-31, Y-0, K-0
Opacity = 75%



428

C-21, M-13, Y-8, K-0
Layer Effect = Multiply
Opacity = 100%



WHITE

C-0, M-0, Y-0, K-15



716

C-0, M-59, Y-100, K-0
PMS 716 does NOT use a top texture.

BUILDING COMPOSITIONS

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

LAYER 1 : LOGOS AND TEXT

The NCAA® March Madness® logo and typographic content should be placed on the top layer at 100% opacity with no effects.*

**Textures masked within the type itself have the option to sit on top of typographic lockups in design executions, but never on top of logos or to the point where the text is not legible.*

LAYER 2 : ILLUSTRATIONS AND DESIGN ELEMENTS

The basketball-related illustrations can be used individually or combined in different colors to create the desired effect.

LAYER 3 : TEXTURES

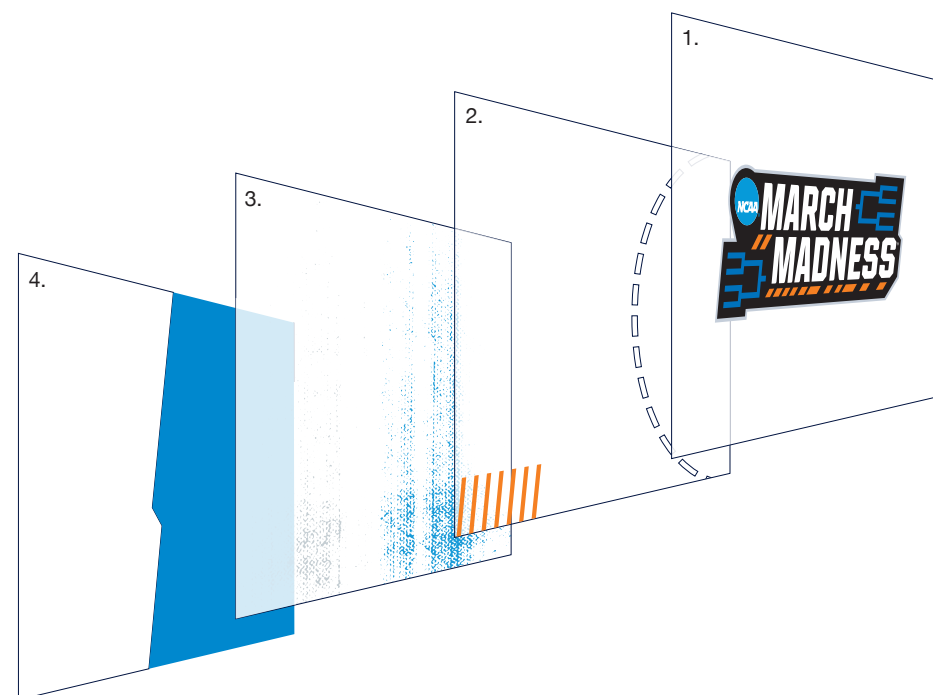
Textures are applied differently depending on what color they are sitting on.

LAYER 4 : BACKGROUNDS

Backgrounds should be 100% opacity in the color scheme of the visual identity.

The women's version of the March Madness logo is provided as an example, however, both the men's and women's marks adhere to the same principles.

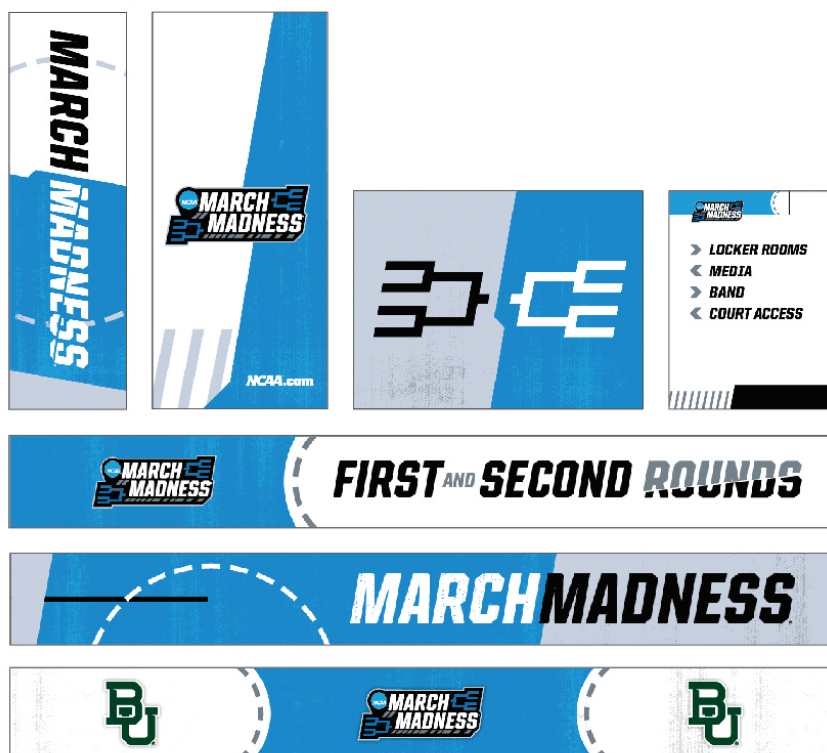
Women's preliminary round example shown



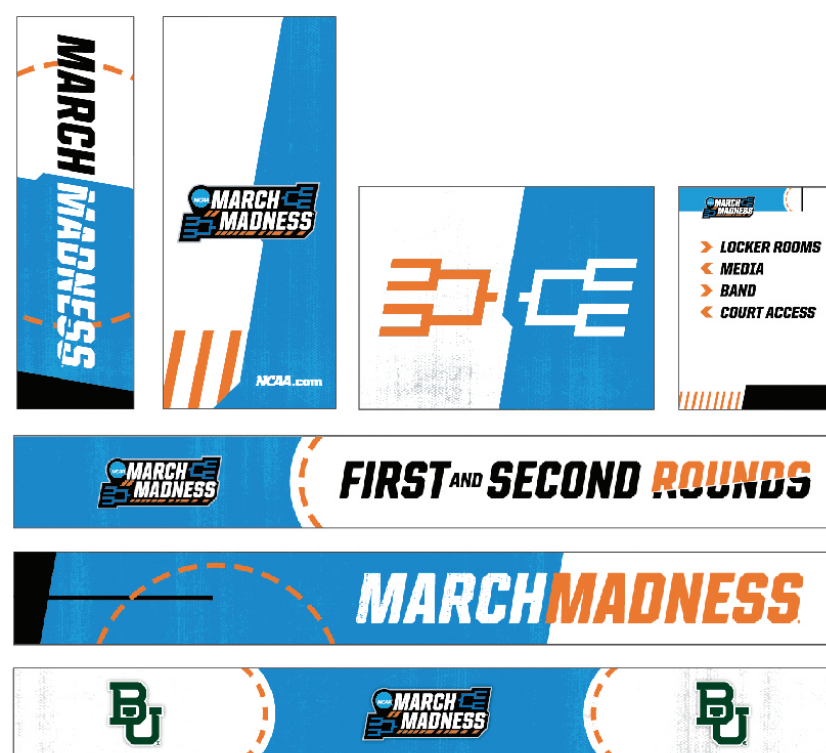
DESIGN COMPOSITIONS - PRELIMINARY ROUNDS

This page shows examples of design executions for the NCAA® March Madness® DI Men's & Women's Basketball Championship preliminary rounds. The men's preliminary rounds use more Pantone 3005, 428 and white in design executions, with less use of black in illustrations and text lockups. The women's preliminary rounds use more Pantone 3005, 716 and white in design executions, with less use of black in illustrations and text lockups.

DI MEN'S BASKETBALL PRELIMINARY DÉCOR EXAMPLE



DI WOMEN'S BASKETBALL PRELIMINARY DÉCOR EXAMPLE



DESIGN COMPOSITIONS - REGIONAL ROUNDS

This page shows examples of design executions for the NCAA® March Madness® DI Men's & Women's Basketball Championship regional rounds. The regional rounds use larger areas of black in design executions than the First Four® and first/second rounds. This creates a visual difference between rounds as teams advance through the tournament.

The men's regional rounds uses more black, Pantone 428 and white in design executions. The women's regional rounds use more black, Pantone 716 and white in design executions.

DI MEN'S BASKETBALL PRELIMINARY DÉCOR EXAMPLE



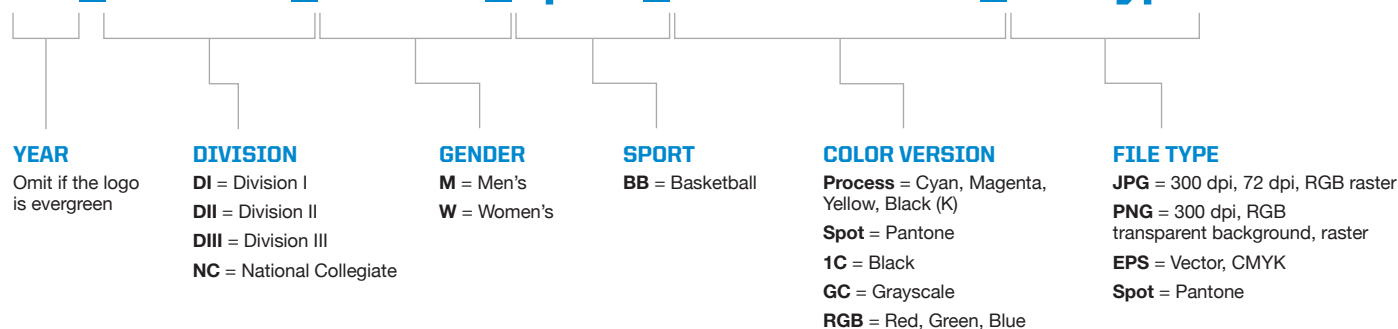
DI WOMEN'S BASKETBALL PRELIMINARY DÉCOR EXAMPLE



Below is the naming convention for NCAA logos. The diagram at the bottom shows the folder structure and what file types are typically included in the logo pack. The final deliverable of the logo pack will include a zipped folder with all variations of the logo and a PDF guideline for the logo.

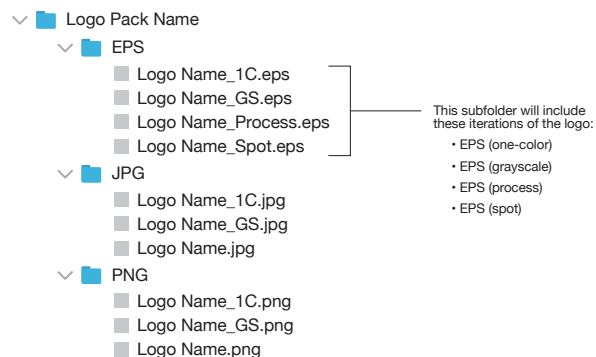
NAMING CONVENTION

00_Division_Gender_Sport_Color_Version_file type



FOLDER STRUCTURE

Folder name is the name of the logo. Subfolders are named for the specific version of the logo.



RGB (SCREEN)

RGB is a system for representing the color to be used on a computer display. Red, green, and blue can be combined in various proportions to obtain any color in the visible spectrum.



CMYK (PRINT)

CMYK is a scheme for combining primary pigments. The C stands for cyan (aqua), M stands for magenta (pink), Y for yellow, and K for Key.



SPOT COLOR

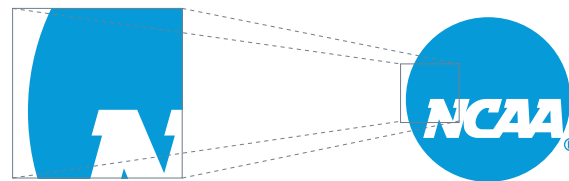
Colors created without screens or dots, such as those found in the Pantone Matching System®, are referred to in the industry as spot or solid colors.

PANTONE MATCHING SYSTEM (PMS)

PMS is a color standardization system that helps in color identification and matching. It uses the Pantone numbering system to identify colors, and through this numbering system, printers and other equipment manufacturers can match colors without having to contact one another.

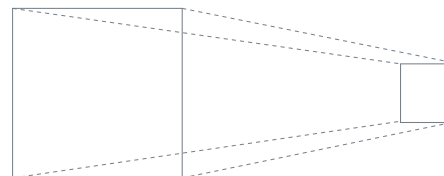
VECTOR

Vector graphics are comprised of paths, which are defined by a start and end point, along with other points, curves, and edges along the way. A path can be a line, a square, a triangle, or a curved shape. Common vector formats include AI, EPS, SVG, and sometimes PDF.



RASTER

Raster graphics are bitmaps. A bitmap is a grid of individual pixels that collectively compose an image. Raster graphics render images as a collection of countless tiny squares. Each square, or pixel, is coded in a specific hue or shade. Common raster formats include JPEG, PNG, TIFF, GIF and BMP files.



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 Nathan Arkins at narkins@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 TM 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 Men's and Women's Final Four, an ® is required after NCAA and after Men's Final Four and after Women's Final Four. The NCAA owns "NCAA," "Men's Final Four" and "Women's Final Four," but "NCAA Men's Final Four" and "NCAA Women's Final Four" are not registered marks in themselves: NCAA® Men's Final Four®, 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 Victor Hill 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, NCAA Sweet Sixteen and The Pinnacle Awaits 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 Men's and Women's Basketball Championships.

68 TEAMS, ONE DREAM™
All day. Every day. Our game.®
And Then There Were Four®
Elite 8®
Elite Eight®
Elite 90™
Experience It Live™
F4®
Final 4®
Final Four®
Final Four Friday®
First Four®
Four It All™
It's More Than Three Games®
March Madness®
March to the Madness™
Men's Final 4®
Men's Final Four®
Midnight Madness®
National Collegiate Athletic Association®
NCAA®
NCAA Basketball®
NCAA Championships®
NCAA Sweet 16®
NCAA Sweet Sixteen®
NCAA Team Works™
NCAA Ticket Exchange™
Next Generation Sunday®
Read to the Final Four®
Road to the Final Four®
The Big Dance®
The Final Four®
The NCAA Experience® (NCAA Hospitality Program)
The Road Ends Here®
The Road Starts Here®
See It All. Do It All. Go Four It All.™
Selection Sunday®
Share The Experience™
What It's All Four™
Women's Final 4®
Women's Final Four®

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 Victor Hill at 317-917-6849 or vhill@ncaa.org.

ACCESSING NCAA LOGOS

To access NCAA championship logos, log on to the NCAA's Digital Library located at ncaa.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:

Nathan Arkins
Assistant Director, Championships and Alliances
317-917-6790
narkins@ncaa.org

APPROVAL PROCESS

NCAA CONTACT

Nathan Arkins
Assistant Director, Championships and Alliances
317-917-6790
narkins@ncaa.org

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.

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