



## ***STYLE GUIDE***

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## INTRODUCTION

Welcome to the 2023 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 championship engagement staff.

Every effort has been made to provide a comprehensive and accurate summary of the 2023 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 2023 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 (<http://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 2023 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 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.

### **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 <http://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 <https://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 Nathan Arkins at [narkins@ncaa.org](mailto:narkins@ncaa.org).

## COLOR INFORMATION

**PMS 426 CP**

C:75 M:68 Y:67 K:90 | R:36 G:39 B:44  
Madeira: 1318 | Robinson-Anton: 2564

**PMS 2925 CP**

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

**PMS 1375 CP**

C:0 M:45 Y:94 K:0 | R:255 G:158 B:37  
Madeira: 1137 | Robinson-Anton: 2409

**PMS 200 CP**

C:13 M:100 Y:76 K:3 | R:187 G:15 B:51  
Madeira: 1039 | Robinson-Anton: 2219

**PMS COOL GREY 2 CP**

C:15 M:10 Y:12 K:0 | R:208 G:209 B:219  
Madeira: 1085 | Robinson-Anton: 2403

**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 426 CP**

**PMS 2925 CP**

**PMS 1375 CP**

**PMS 200 CP**

**PMS COOL GREY 2 CP**

**WHITE**



### FIVE-COLOR LOGO

The five-color logo is for use on light or white backgrounds and dark backgrounds. Five-color logos have been created as an alternative to the full-color versions and are acceptable for use when the full-color logo is not achievable or cost prohibitive (e.g., embroidery).

### COLOR INFORMATION

**PMS 426 CP**

**PMS 2925 CP**

**PMS 1375 CP**

**PMS COOL GREY 2 CP**

**WHITE**



### 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**

**60% BLACK**

**35% BLACK**

**15% BLACK**

**WHITE**



**ONE-COLOR LOGO**

One-color logos are available for when a one-color logo is required and the grayscale version is not achievable.

**COLOR INFORMATION****BLACK****WHITE**



## EMBROIDERY

An embroidery logo is available for embroidery applications where the full-color logo's features would become too distorted or illegible when embroidered. This logo is only to be used for embroidery purposes.

## COLOR INFORMATION

**PMS 426 CP**

**PMS 2925 CP**

**PMS 1375 CP**

**PMS 200 CP**

**PMS COOL GREY 2 CP**

**WHITE**



### **FULL-COLOR JOINT LOGO**

The joint DI/DII/DIII logo's use is limited and only available to select groups. To request access for this mark, please contact Amy Reis at [areis@ncaa.org](mailto:areis@ncaa.org).

### **COLOR INFORMATION**

**PMS 426 CP**

**PMS 297 CP**

**PMS 1375 CP**

**PMS 2034 CP**

**WHITE**

**2023 DALLAS**  
**DI ♦ DII ♦ DIII**  
**WOMEN'S BASKETBALL**

**2023 DALLAS**  
**DI ♦ DII ♦ DIII**  
**WOMEN'S BASKETBALL**

**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.

## **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:75 M:68 Y:67 K:90 | R:36 G:39 B:44  
Madeira: 1318 | Robinson-Anton: 2564

**PMS 2925 CP**

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

**PMS 1375 CP**

C:0 M:45 Y:94 K:0 | R:255 G:158 B:37  
Madeira: 1137 | Robinson-Anton: 2409

**PMS 200 CP**

C:13 M:100 Y:76 K:3 | R:187 G:15 B:51  
Madeira: 1039 | Robinson-Anton: 2219

**PMS 297 CP**

C:52 M:0 Y:0 K:0 | R:114 G:199 B:246  
Madeira: 1432 | Robinson-Anton: 2239

**PMS 2034 CP**

C:0 M:89 Y:76 K:0 | R:232 G:60 B:69  
Madeira: 1477 | Robinson-Anton: 2509

**PMS COOL GREY 2 CP**

C:15 M:10 Y:12 K:0 | R:208 G:209 B:219  
Madeira: 1085 | Robinson-Anton: 2403

**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 2023 NCAA® Women's Final Four® visual identity are shown here and should be used as follows:

**Arpona Black and Black Italic** — The primary font used for headlines, large applications and signage. Neither Arpona Black nor Black Italic should be used in body copy in any circumstance.

**Legacy** — The secondary font to be used as a design element in backgrounds or small applications in lockups alongside Arpona Black and Black Italic. Any text using legacy should have a shear applied at -10° so it does not appear italicized.

**Arpona Sans Light and SemiBold** — The other secondary font to be used alongside Arpona Black for smaller, more copy-heavy communications and paragraphs. Arpona Sans Light and SemiBold should be used in sentence case. Other weights and italics are available if needed for body copy.

**Arpona Bold and Bold Italic** — For LED screens or other applications where Arpona Black and Black Italic may not be legible because of lighting or scale, Arpona Bold and Bold Italic may be used as a display font.

For examples of these fonts being used together, see the typography examples on pages 22-23.

### Arpona Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Arpona Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### LEGACY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Arpona Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Arpona Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Arpona Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Arpona Bold

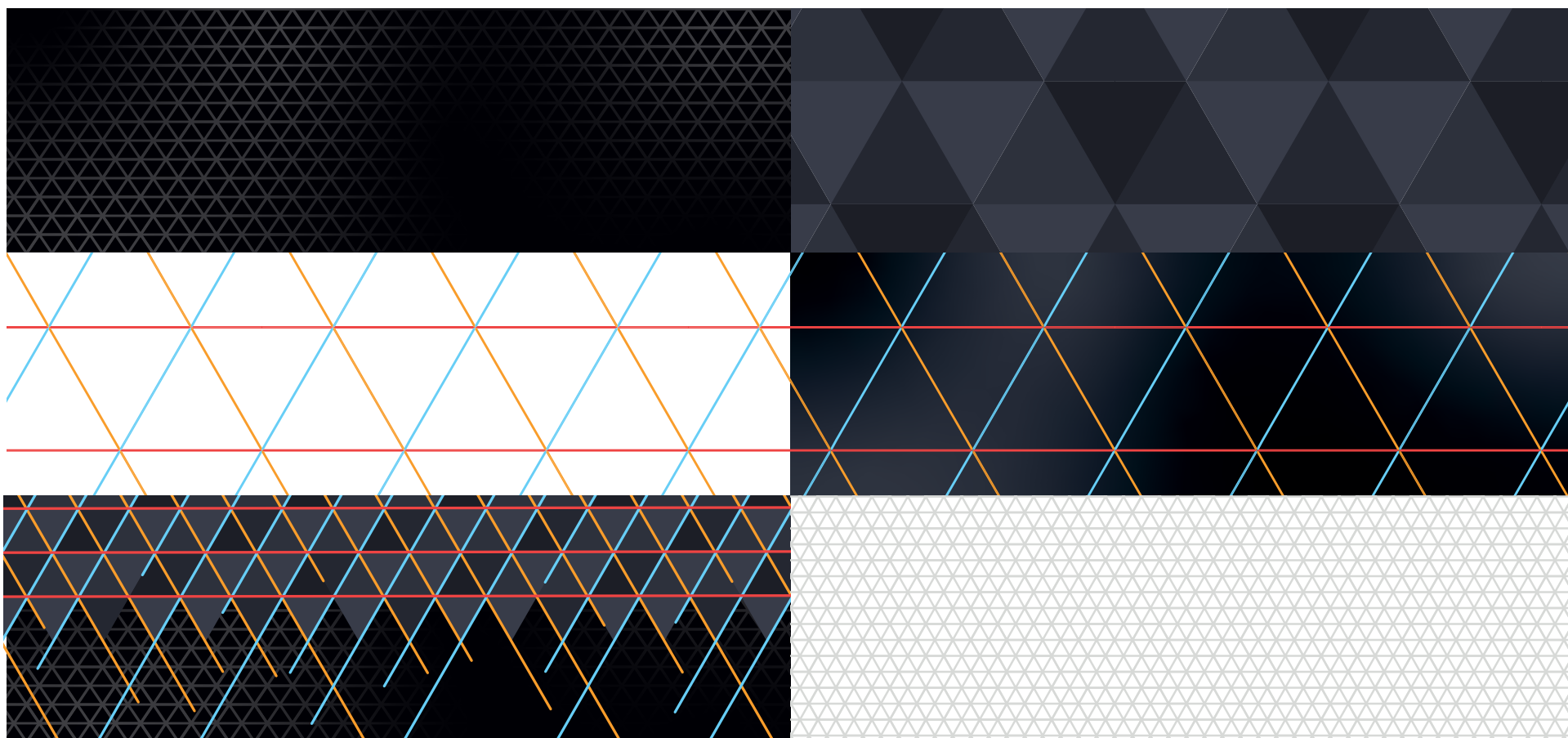
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



### PATTERNS

Below are the patterns of the visual identity. These patterns may be used in any application and can be cropped to give the visual identity flexibility and variety. The patterns can also be stacked to create different visuals, however legibility should be considered.

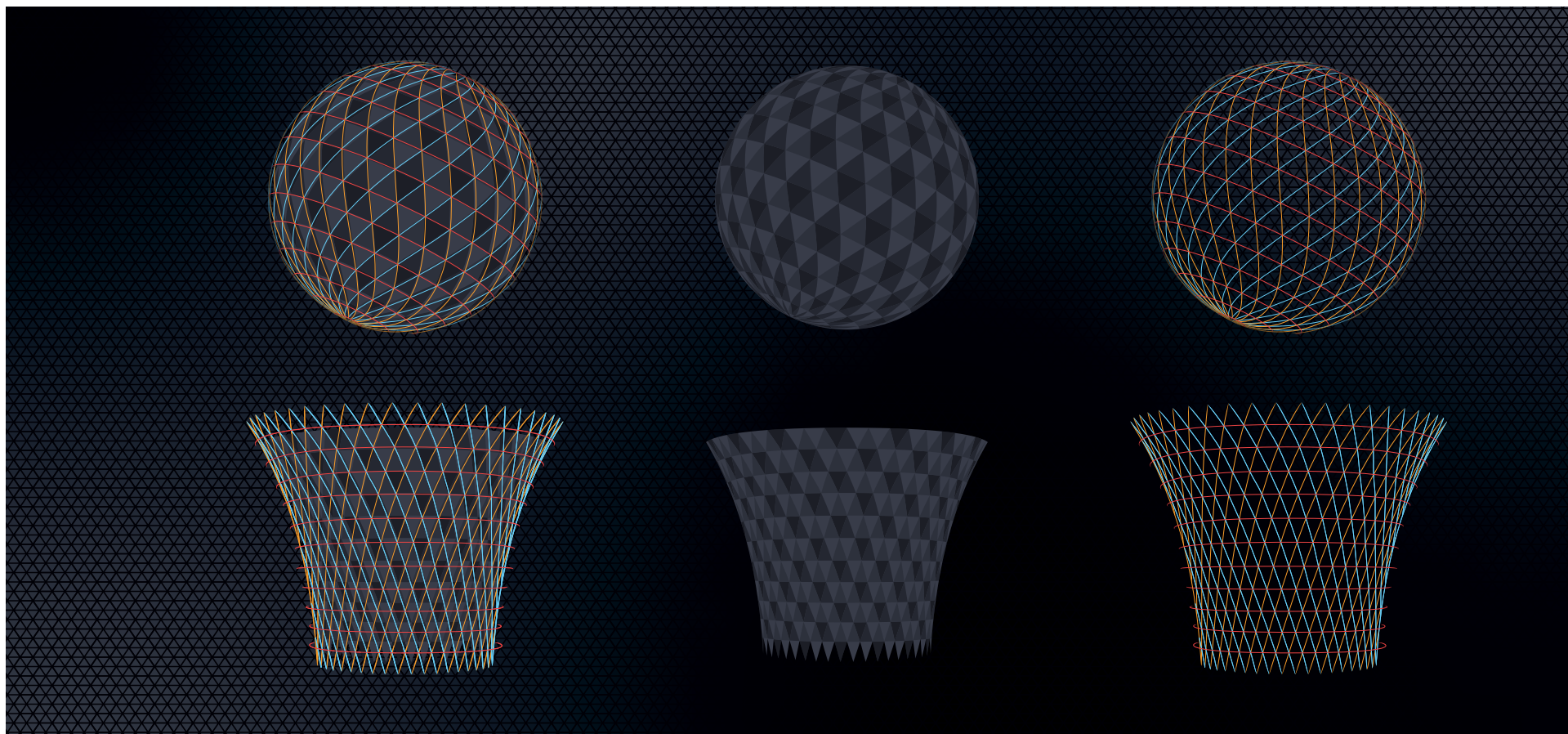
In cases when team-specific color palettes are needed, these elements can be made team-specific if the design is unique to one team.



### BALL AND NET ELEMENTS

These elements are designed to work together in composition, color and balance to create a visual experience that represents the brand of the 2023 Women's Final Four® and grabs the attention of the audience. These elements should always be cropped and not appear in their entirety. The mask used for the colored portion of the ball may be removed if desired.

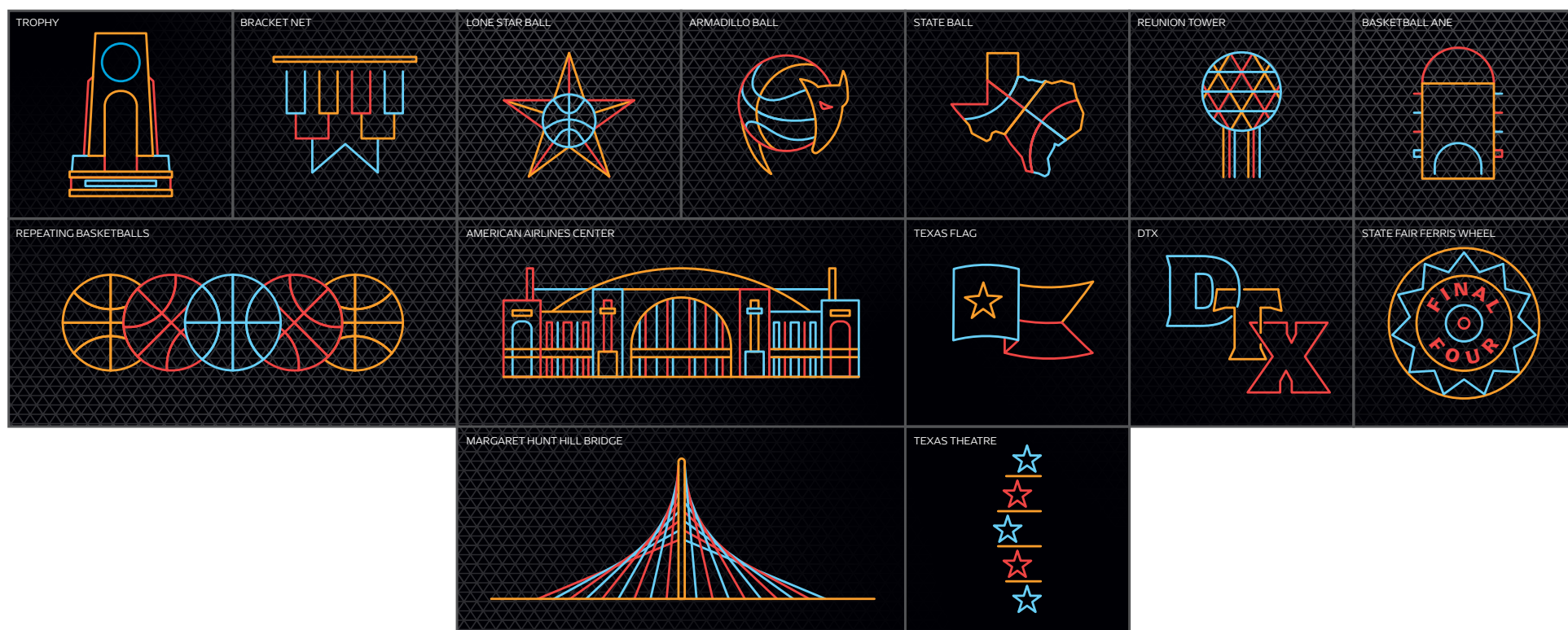
When using on opposite sides of a composition, the elements should mirror each other. The ball's "poles" should not be visible if at all possible.



## 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 Dallas and Texas specific themes.

The thickness of the stroke should align with other strokes within compositions but should not vary visually from the examples shown below.

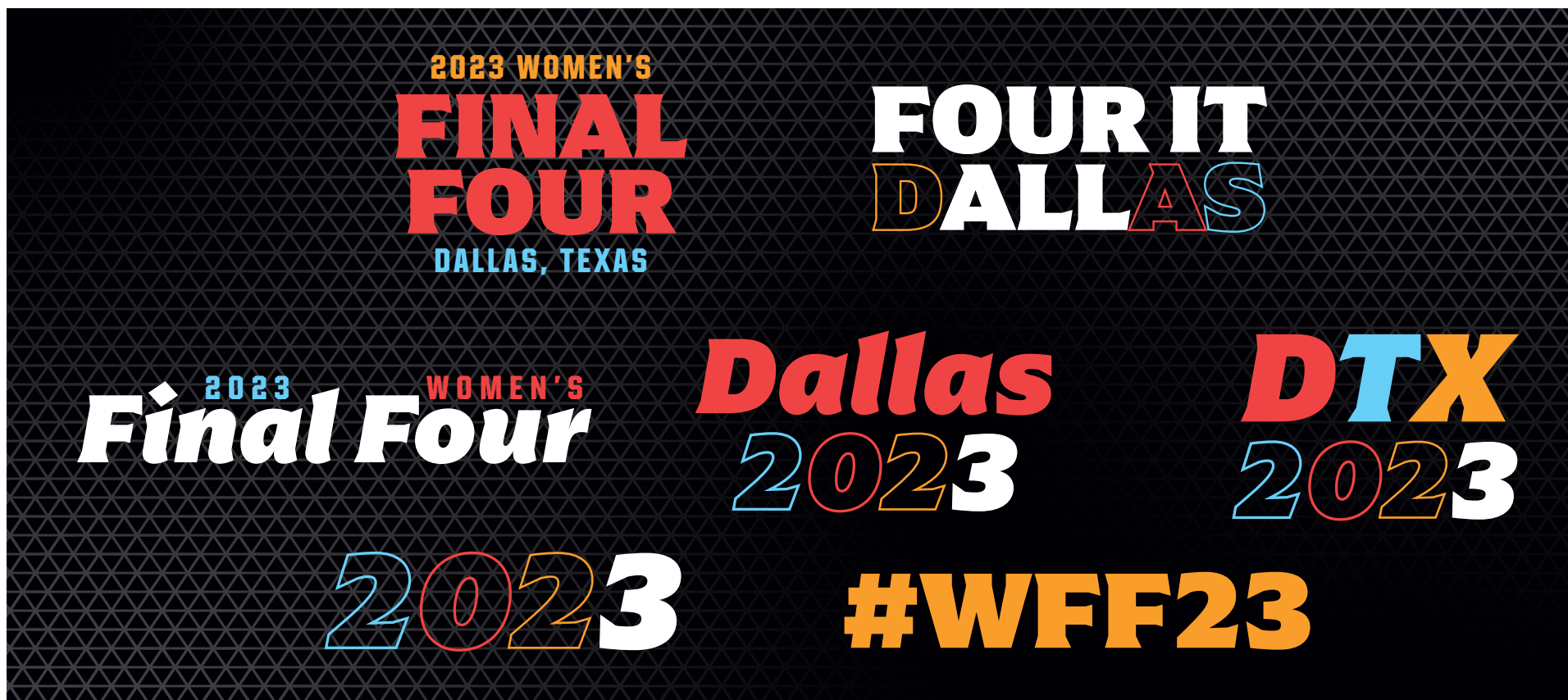




### TYPOGRAPHY LOCKUPS

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 three fonts: Arpona Black, Arpona Black Italic and Legacy.

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 any colors from the palette; see the compositions starting on page 28 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 Arpona Black and introduces Arpona Medium, but have been recolored in the approved team color palettes. The width of the institution name and team name should be similar with exceptions made for extreme differences in the number of characters. The institution name should be in team primary color on a white background. On a team color or dark neutral background, it should be white. The team name should be a secondary team color on white, or a team's primary color on a dark neutral.

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

<b>SOUTH CAROLINA</b> <b>GAMECOCKS</b>	<b>LOUISVILLE</b> <b>CARDINALS</b>	<b>STANFORD</b> <b>CARDINAL</b>	<b>UCONN</b> <b>HUSKIES</b>
<b>SOUTH CAROLINA</b> <b>GAMECOCKS</b>	<b>LOUISVILLE</b> <b>CARDINALS</b>	<b>STANFORD</b> <b>CARDINAL</b>	<b>UCONN</b> <b>HUSKIES</b>
<b>SOUTH CAROLINA</b> <b>GAMECOCKS</b>	<b>LOUISVILLE</b> <b>CARDINALS</b>	<b>STANFORD</b> <b>CARDINAL</b>	<b>UCONN</b> <b>HUSKIES</b>
<b>SOUTH CAROLINA</b> <b>GAMECOCKS</b>	<b>LOUISVILLE</b> <b>CARDINALS</b>	<b>STANFORD</b> <b>CARDINAL</b>	<b>UCONN</b> <b>HUSKIES</b>

### BUILDING COMPOSITIONS

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

#### LAYER 1 : LOGOS AND TEXT

The 2023 Women's Final Four® logo, typographic content, and/or icons should be placed on the top layer at 100% opacity. A black drop shadow should be applied; see notes on page 27 for settings.

#### LAYER 2 : BALL/NET

The ball or net should be applied in this layer. Other elements such as icons or text that use a stroke should visually match the ball/net graphic when scaled. See notes on page 27 for info on stroke weight.

#### LAYER 3 : TRANSPARENT GRADIENT

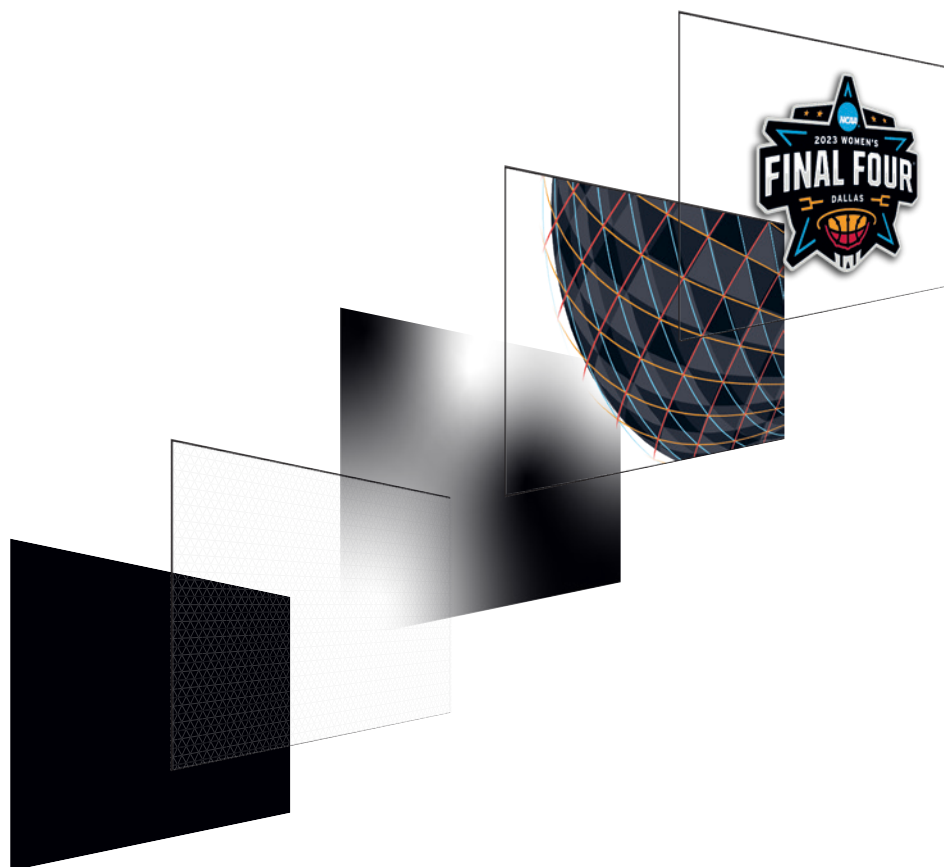
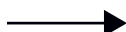
This layer should be made of a spot gradient, each spot matching the background in color, with some spots being 0% opacity. Use supplied elements as a template.

#### LAYER 4 : SMALL HEX PATTERN

A small hex pattern should be applied in an additional layer. The color of the pattern should be white and be 25% opacity. (Other background colors may need to adjust the opacity.)

#### LAYER 5 : BACKGROUND

Backgrounds should be 100% the intended color of the background.



### **MOTION PRINCIPLES**

When translating the visual identity into motion, all visual guidelines should be followed. With the added element of motion, some basic principles should be followed.

All animations:

Motion blur should be used.

All motion should be smooth and fluid.

Motion states should be limited to two.

#### **Background**

Motion in the background should be limited and not distracting. It should be constant, slow and use only linear motion in any direction.

#### **Ball/Net Elements**

These elements should always be in motion using rotation. The outer color portion should rotate in one direction, while the inside portion should rotate the opposite direction. You may add scale motion or linear motion to these elements as well, but not both scale and linear motion at the same time.

The rotation of the ball and net should be at a constant speed, while any scale or linear motion should be applied with easing. These motions should be quick and smooth.

#### **Logos/Text**

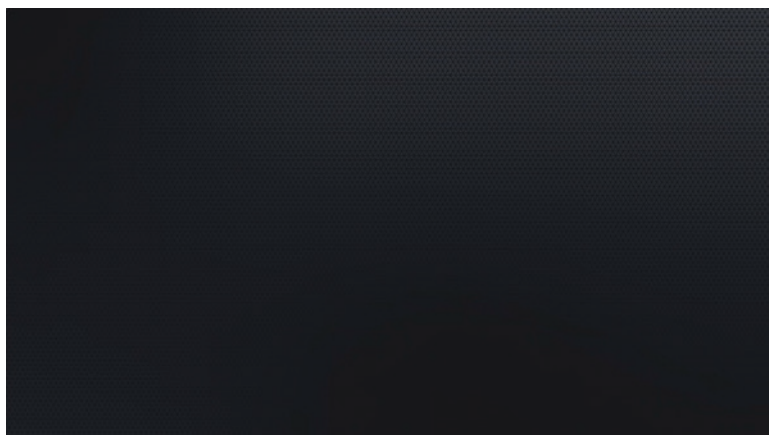
Logos should appear using scale or linear motion from off-screen. If using scale, elements should start at 0%, expand quickly to slightly over 100% and then settle quickly to 100%. When appearing from off-screen, the motion should be fluid and linear in one motion and not using scale.

Text should appear using scale. The elements should start at 0%, expand quickly to slightly over 100% and then settle quickly to 100%. You may also use linear motion and scaling individual letters for emphasis.

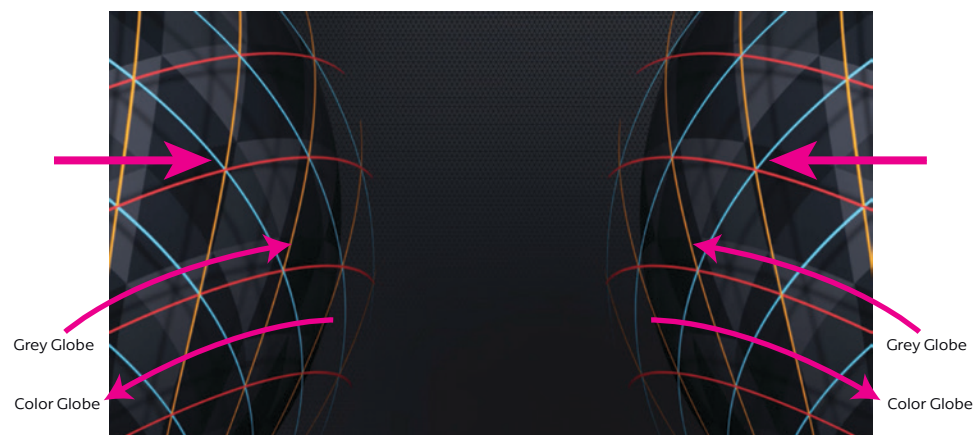


### MOTION PRINCIPLES

The ball and net element should be treated as 3D. Each element should rotate in opposing directions. The motion of these should be smooth and at a consistent speed. Other elements should flow naturally using accelerating and decelerating speed (ease) to create dynamic motion. Sample videos can be found at the following link: [https://file.ac/4hVON\\_EB41A/](https://file.ac/4hVON_EB41A/)



Background gradient and small hex pattern. These can be animated but should be subtle, slow and not distracting.



Ball elements enter from sides, already rotating. The grey globe should rotate one direction, while the other rotates the opposite. If mirroring elements within a design, they should be mirrored.



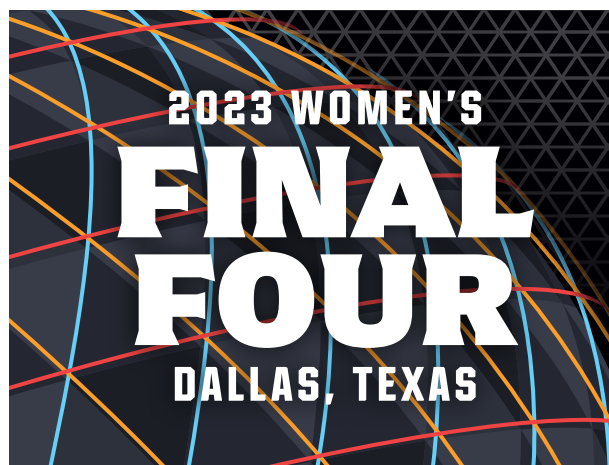
Other elements are overlaid with drop shadows. These elements can be animated depending on application and content.

### DROP SHADOWS

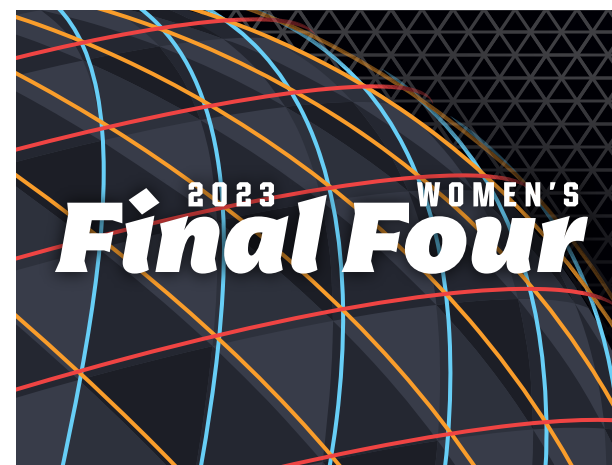
When placed on patterns or other background elements, the 2023 Women's Final Four® logo, typographic elements, and icons should have a drop shadow applied. This drop shadow is only used to provide definition between those elements and the backgrounds. It should be subtle and not overpowering. The opacity of the drop shadow should always be 75% Multiply with zero offset. The color should be black. The blur amount is determined by the largest measurement of the element. It should be 3% of this number. So if an element is 10" wide x 8" tall, the blur should be .3". If the element is extremely wide or tall, the blur setting should be adjusted to best match the intention of the drop shadow.



Drop shadow blur set to 3% of Width



Drop shadow blur set to 3% of Width



Drop shadow blur set to 1.5% of Width

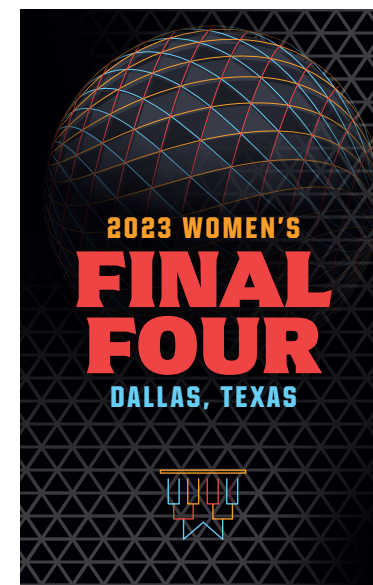
### STROKE WEIGHT

Elements within the brand including the ball, net, and icons have live strokes applied. It is necessary to have flexibility when designing at different scales so these can be adjusted. However, the visual weights contained within this guide should be followed. Typically, scaling the supplied elements will provide the desired results and the weights should not need to be adjusted.

Please ensure that "Scale Strokes & Effects" is turned on in Adobe Illustrator when using these elements. All strokes should be expanded prior to production.

### 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 illustrations, colors and type treatments gives this event a wide range of design application opportunities. Design opportunities can be filled with just illustration elements to break up messaging, but event branding and messaging should be prominent in the décor.



### HORIZONTAL COMPOSITIONS

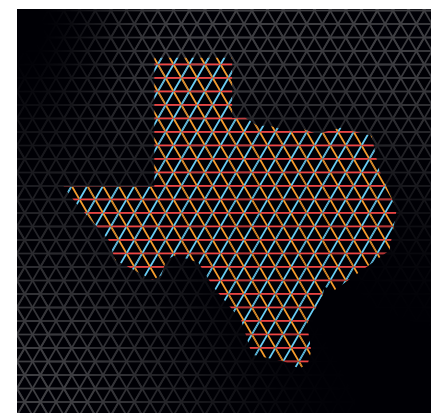
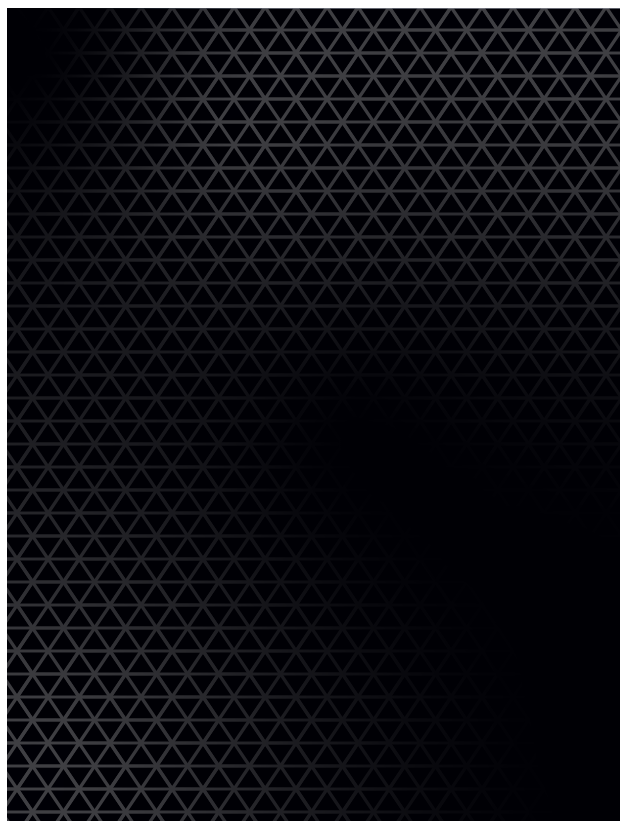
These horizontal compositions are examples of how the illustration elements can be used to create color breaks for placement of logos and messaging. These compositions will work well applied to fascia, fencing, horizontal video boards, email headers and more.





### MORE 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 illustrations, colors and type treatments gives this event a wide range of design application opportunities. Design opportunities can be filled with just illustration elements to break up messaging, but event branding and messaging should be prominent in the décor.



**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.



TEAM-SPECIFIC COMPOSITIONS







**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 Nathan Arkins at [narkins@ncaa.org](mailto: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 ™ 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®.

2023 Women's Final Four Rule Only. With the combined NCAA Division I, II and III women's basketball championships in 2023, primary usage of trademarks should be focused on text usage of the number four (e.g., Women's Final Four, Four It All) and not numerical usage of the number four (e.g., F4, Final 4 and Women's Final 4). The numerical usage of "4" should be eliminated, where possible. The numerical usage focus is on 2023 and three (3) championships in Dallas.

## **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 ([vhill@ncaa.org](mailto:vhill@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, 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.

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