



STYLE GUIDE

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INTRODUCTION

Welcome to the 2023 NCAA® Men's Final Four® Style Guide. This guide provides guidelines, reference material and information on the components comprising the NCAA Men's Final Four visual identity.

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

Every effort has been made to provide a comprehensive and accurate summary of the 2023 NCAA Men's Final Four style. As such, the information in this guide is not intended to supersede, override or affect the interpretation of any of the rights and obligations of the NCAA.

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

The 2023 NCAA Men's Final Four Style Guide is a key component of the NCAA brand management strategy. Building the equity of the NCAA Men'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 2023 NCAA Men's Final Four logo and visual identity. It is the responsibility of those who execute and activate materials to observe these guidelines.

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

The 2023 NCAA Men's Final Four Style Guide is intended to provide our local organizing committee and collaborators with trademark reference information, signage and décor creative guidelines, and marketing communications creative guidelines.

This style guide is a key component of the NCAA brand management strategy. Every effort should be made to adhere to the guidelines included herein. Through the consistent use of NCAA logos in all graphic applications, the NCAA will continue to build its brand equity.

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.

The National Collegiate Athletic Association (NCAA) is a voluntary, membership-led organization of almost 1,300 colleges and universities, conferences and associated groups. Its core purpose is to govern athletics competition and integrate athletics into higher education so the educational experience of student-athletes is paramount. The NCAA is committed to the collegiate model of athletics, in which student-athletes are just that – students who are athletes.

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® that include competition at more than 800 sites each year.



ADVERTISING

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

TURNER/CBS

The NCAA will review pertinent decor plans with Turner/CBS to determine the effect of decoration placements on television broadcast quality.

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 Media Center, then NCAA Licensing.

COMPONENTS OF THE NCAA MEN'S FINAL FOUR DECOR PLAN

- Men's Final Four Citywide Plan [to include, but not be limited to: playing facility, convention center(s), airport(s), NCAA headquarters hotel, downtown proper, etc.]*
- NCAA fan and community events.
- Local Organizing Committee (LOC) projects.*
- 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 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, interior and exterior of the competition venue, convention center(s), NCAA special event locations and airport(s). All décor elements must be free of commercial marks.

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.

SPECIAL EVENT ZONE

The LOC and NCAA shall establish areas (within at least a multi-block radius around the primary NCAA and NABC hotels, team hotels, convention center, Men's Final Four Fan Fest and Tip-Off Tailgate venues, NCAA March Madness® Music Festival location 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 to the fullest extent possible under the city's special event zone.

Every effort should be made to assure that the host city's airport(s) shall be included as part of the special event zone or the restrictions and guidelines thereof.

The purposes of the special event 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 an account. Once the digital librarian has granted access, championship logos may be downloaded and used.

COLOR INFORMATION**PMS 5395 C**

C:100 M:44 Y:10 K:91 | R:9 G:31 B:44
 Madeira: 1043 | Robinson-Anton: 2303

PMS 2925 C

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

PMS 185 C

C:0 M:100 Y:89 K:0 | R:228 G:0 B:43
 Madeira: 1146 | Robinson-Anton: 2508

PMS 1505 C

C:0 M:64 Y:100 K:0 | R:255 G:105 B:0
 Madeira: 1278 | Robinson-Anton: 2330

PMS 429 C

C:1 M:19 Y:43 K:0 | R:252 G:209 B:153
 Madeira: 1012 | Robinson-Anton: 2483

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 - CMYK

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 5395 C

PMS 2925 C

PMS 185 C

PMS 1505 C

PMS 429 C

WHITE



THE LOGO

FIVE-COLOR LOGO - PMS

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 5395 C

PMS 2925 C

PMS 185 C

PMS 429 C

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

60% BLACK

35% BLACK

15% BLACK

WHITE



THE LOGO

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



COMMON MISUSE



Do not alter the proportions of the mark.



Do not skew or distort the mark.



Do not alter the logo colors or use the former NCAA logo.



Do not crop the logo in any way.



Do not rotate the logo.



Do not place the logo over distracting backgrounds.



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 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 letter F in "Final."

[**F**]
X





THE VISUAL IDENTITY

COLOR INFORMATION

The foundation colors for the visual identity derive from the logo color palette. However, additional colors associated with the visual identity have been selected for the 2023 NCAA® Men's Final Four® that are not used in the logo. These additional colors have been added to enhance the overall color palette for signage and décor applications.

PMS 5395 C

C:100 M:44 Y:10 K:91
R:9 G:31 B:44

PMS 2925 C

C:75 M:18 Y:0 K:0
R:0 G:156 B:222

PMS 185 C

C:0 M:100 Y:89 K:0
R:228 G:0 B:43

PMS 1505 C

C:0 M:64 Y:100 K:0
R:255 G:105 B:0

PMS 429 C

C:1 M:19 Y:43 K:0
R:252 G:209 B:153

WHITE

C:0 M:0 Y:0 K:0
R:255 G:255 B:255

FONTS

The fonts used within the context of the 2023 NCAA® Men's Final Four® visual identity are shown here and should be used as follows:

Nasalization – A primary font used for headlines, large applications, display type and signage. Nasalization should not be scaled down too small due to legibility and should not be used in body copy in any circumstance. This font is given a 10-degree shear when used with Legacy.

Legacy – Legacy is also a primary font used for headlines, display type lockups and signage. It can be used both at large sizes and scaled down to small sizes.

United Sans Regular Light – The secondary font only to be used in body copy applications such as editorial content, wayfinding and when small type applications are needed. United Sans should only be used in sentence case and never used for headlines. The United typeface can be purchased at https://houseind.com/hi/united_sans.

For examples of these fonts being used together, see the typography examples on pages 17 and 20-23.

NASALIZATION
ABCDEFGHIJKLMNOPQRSTUVWXYZ

LEGACY
ABCDEFGHIJKLMNOPQRSTUVWXYZ

United Sans Regular Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY LOCKUPS

These type treatments have been designed to integrate with the visual identity and boldly communicate information about the event throughout the décor “brand.” The type treatments consist of a combination of two fonts: Nasalization and Legacy.

These type lockups should be used as designed, but 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.



DESIGN ELEMENTS

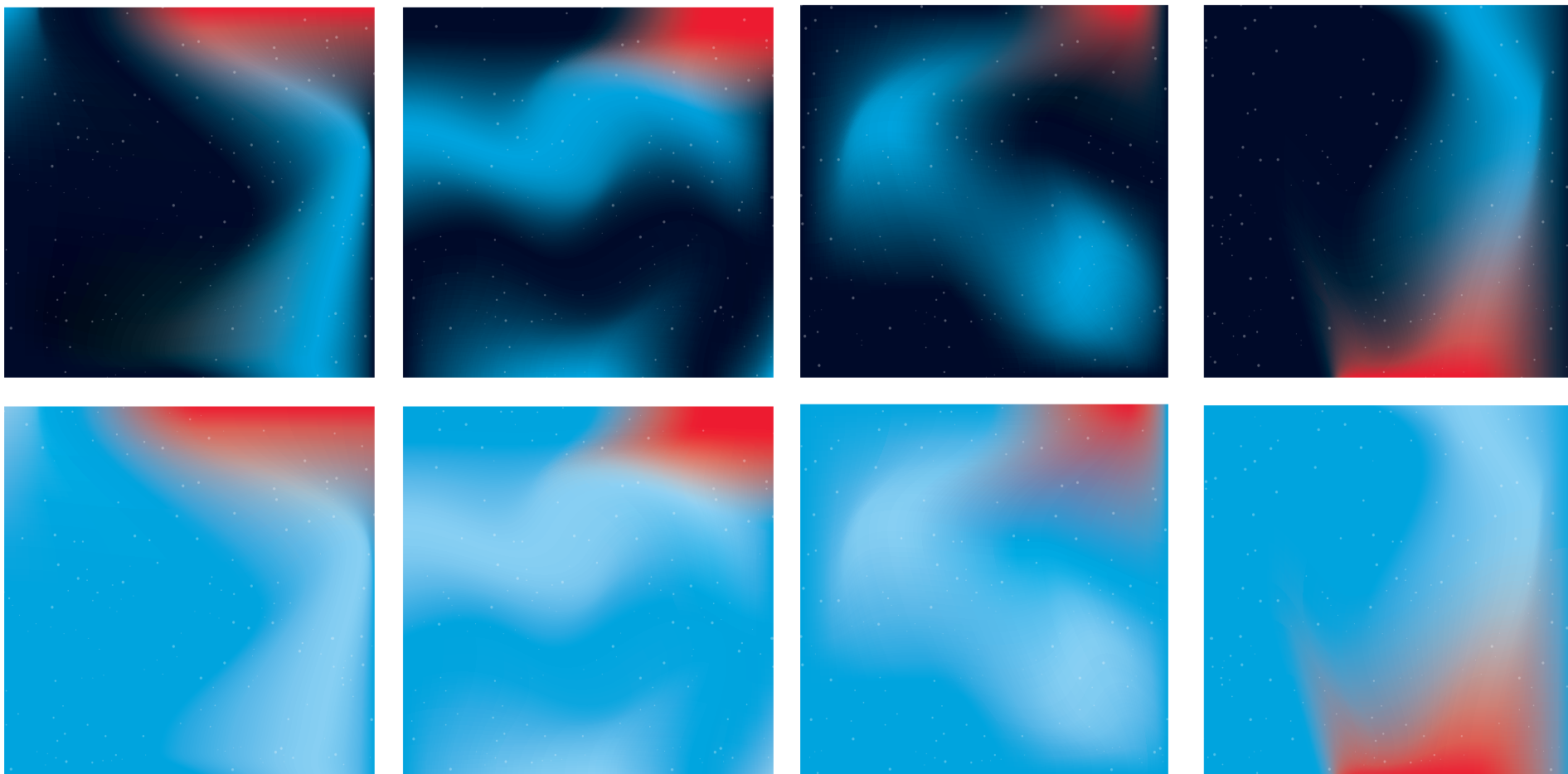
The following patterns can be used in a variety of ways and combined to create compelling compositions. Any of the below can be recolored to fit the composition.

The illustrations can be recolored to any in the visual identity palette. In cases where team-specific color palettes are needed, these elements can be made team-specific if the design is unique to one team.

See pages 20-23 for examples of how to use the design elements in compositions.



DESIGN ELEMENTS



THE VISUAL IDENTITY

HORIZONTAL COMPOSITIONS

The elements in this visual identity were designed to work cohesively. As elements are applied, the visual identity begins to take shape, creates visual excitement and draws in the viewer. The combination of illustrations, colors and type treatments gives the identity a wide range of design application opportunities. Design opportunities should feature the event logo, taglines and type lockups as much as possible, but a balance of elements should be used across compositions to avoid an overload of certain elements.



VERTICAL COMPOSITIONS

These vertical compositions are an example of how the balance of event branding, typography and illustrations can be used to create unique compositions that work within one visual identity. These compositions will work well applied to facia, fencing, horizontal video boards, email headers and more.



THE VISUAL IDENTITY

ADDITIONAL COMPOSITIONS



TEAM-SPECIFIC COMPOSITIONS

Where appropriate, it is acceptable to utilize team-specific colors and logos with the visual identity. Typography should celebrate the Men's Final Four teams by featuring their team nicknames, slogans and culture. Illustrative elements should be colored to match team color palettes.



TEAM-SPECIFIC COMPOSITIONS



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.

LAYER 4 : LOGO

The 2023 Men's Final Four logo should be placed on the top layer at 100% opacity with no effects. This ensures that no texture overlaps the logo.

LAYER 3 : TYPE

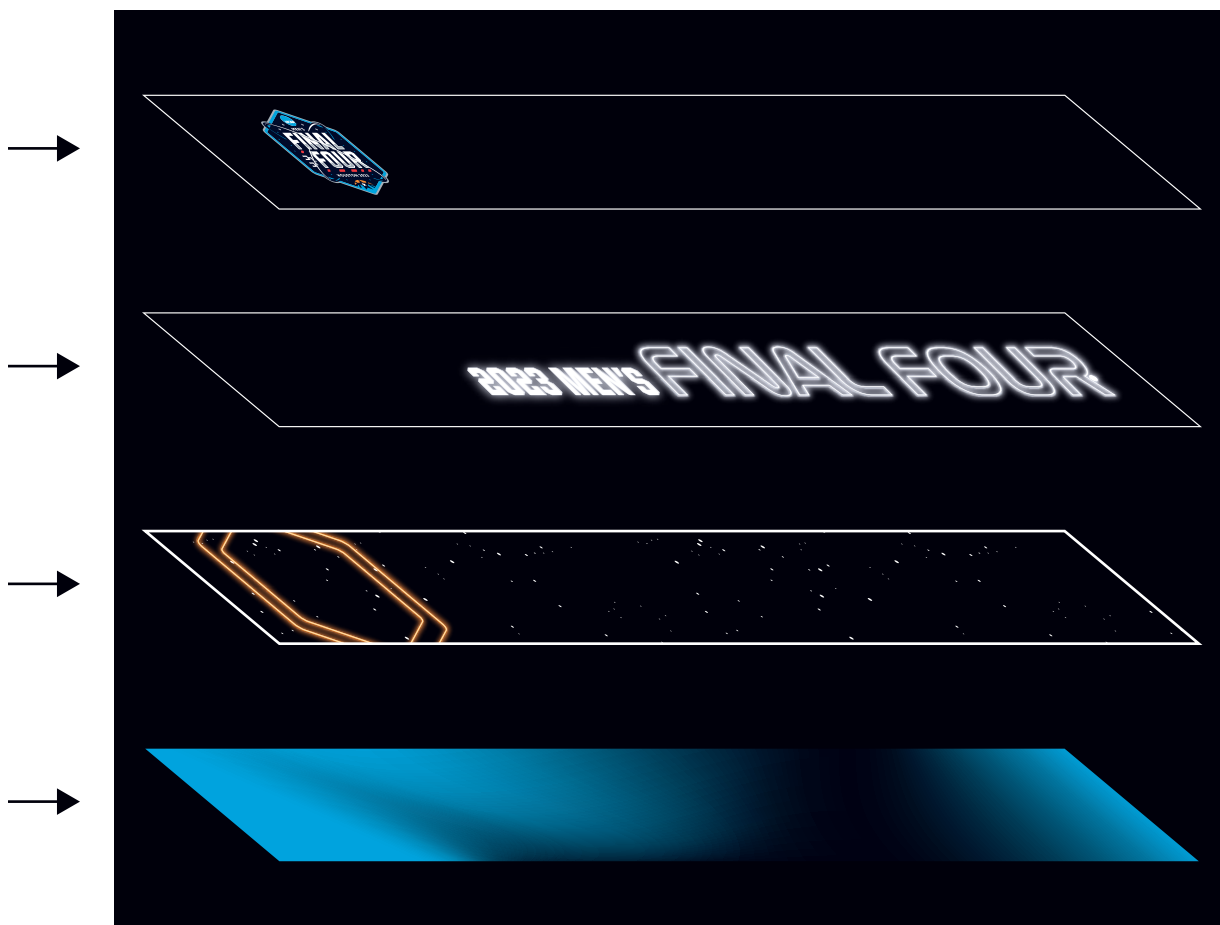
Typography should be placed next. These elements can fill the composition space as long as type is still legible.

LAYER 2 : ILLUSTRATIONS / PATTERNS

Neon lines and star patterns should be placed on the next layer. These can be recolored as needed to keep legibility for the logo and type.

LAYER 1 : BACKGROUND

The background gradients should be on the bottom layer.





NCAA TRADEMARKS

USING NCAA TRADEMARKS AND SYMBOLS

These general guidelines do not include merchandise designs. All product designs must be submitted through the NCAA licensing program administered by IMG College Licensing. Inquiries should be directed to the NCAA licensing staff (see page 30).

ALL uses of NCAA trademarks must be submitted to the NCAA branding and fan experience staff or its designees for approval.

Accurate reproductions of NCAA logos may be downloaded through the NCAA Logo Library at NCAA.widencollective.com. To access the digital system, all users must create an account. Once registered as a "new user," a notification will be sent permitting access to the site. This process takes approximately 24-48 hours to receive permission to access the site.

The NCAA's position on inclusion of ® or ™ marks is first and most prominent use. 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 is the primary focus on the page or product design, an ® or ™ in the text is not necessary. However, if the logo location is placed lower on the page or is secondary to the message being delivered, an ® or ™ in the text or header (first use only) should be inserted.

Official names cannot be changed or abbreviated unless specifically trademarked (e.g., Final 4). 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. In the case of NCAA® Final Four®, an ® is required after NCAA and after Final Four. The NCAA owns "NCAA" and "Final Four" but "NCAA Men's Final Four" is not a registered mark in itself: NCAA® Final Four®.

NCAA TRADEMARK 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 your NCAA contact for assistance and clarification.

For Blue Disk and/or Wordmark, please use:

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

For Blue Disk and/or Wordmark plus another NCAA trademark, please use (for example):

- NCAA and Final Four are trademarks of the National Collegiate Athletic Association.
- NCAA and Road to the Final Four are trademarks of the National Collegiate Athletic Association.

For Blue Disk and/or Wordmark plus another NCAA trademark used with other authorized business entities, please use (for example):

- NCAA, Final Four, March Madness 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

The list below consists of NCAA-owned trademarks dedicated to the NCAA Division I Men's Basketball Championship. For a complete list of NCAA trademarks, please refer to: ncaa.org/championships/marketing/ncaa-trademarks.

4 Miler™
 68 TEAMS, ONE DREAM®
 And Then There Were Four®
 Elite 8®
 Elite Eight®
 Elite 90™
 Experience It Live™
 F4™
 Final 4®
 Final Four®
 Final Four Friday®
 First Four®
 March Madness®
 March to the Madness™
 March Mayhem™
 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®
 Selection Sunday®
 Share The Experience™
 The Big Dance®
 The Final Four®
 The NCAA Experience® (NCAA Hospitality Program)
 The Road Ends Here®
 The Road Starts Here®
 The Road to New Orleans™
 The Road to the Final Four®

IDENTIFICATION OF COMMERCIALY 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 any and all pertinent materials bearing NCAA marks (subject to NCAA approval of the graphics).
- The logo (secondary or primary) of a commercially named venue cannot be used on any material bearing NCAA logos or trademarks by the NCAA, the host, the LOC or the venue. This includes NCAA championship tickets.
- The venue's name and information (without use of logos) also will be included on the dedicated website that the NCAA will provide to sell tickets.
- In cases in which there is a desire to use a "beauty shot" of a commercially named venue on materials bearing NCAA marks, the photo cannot be from an angle that includes the commercial mark/logo itself.

ALL uses of NCAA trademarks must be submitted to the NCAA branding and fan experience staff or its designees for approval.

If you have questions, please contact Victor Hill, Associate Director, at 317-917-6849 or vhill@ncaa.org.

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) ONLY the championship site-specific logo as recognition of the event being held in its facility.

The following conditions apply to NCAA logo use by the venue:

- The NCAA championship site-specific logo can be used by the venue to communicate the NCAA event as one of a variety of upcoming events at the facility. The NCAA logo must be used only once and only as part of a group of logos of events being held at the venue. This can be done through its website, marquee sign, video board and/or ribbon board.
- The venue is not permitted to claim to be “the home,” a host or a co-host of any session of the NCAA championship.
- The logo provided by the NCAA staff cannot be modified in any way.
- All uses of the NCAA logo must be submitted to the NCAA championships staff or its designees for approval before publication.
- The venue’s name and information (without use of logos) will be included on the dedicated website that the NCAA will provide to sell tickets.

ADDITIONAL PARAMETERS FOR USE OF THE NCAA LOGO ON THE INTERNET

- The one-time logo use is limited to the venue’s website’s “home web page” or “event web page.”
- The NCAA logo must be in the form of a link to a dedicated web page that will be established and/or assigned by the NCAA championship administrator to sell tickets to the NCAA championship.
- The NCAA logo must be placed in a location on the venue’s web page so that there is clear and defined separation between the NCAA logo and any other commercial logos (including that of the commercially named venue). Logos of the venue’s or the website’s advertisers/sponsors may be used on the home/event web page, even with the NCAA’s championship site-specific logo on the same page, if those commercial entities are clearly separated from the NCAA logo (e.g., are on a different-colored background and are located at the bottom of the web page).

NCAA CONTACT
NATHAN ARKINS

Assistant Director of Championships and Alliances
317-917-6790
narkins@ncaa.org

SPORT GRAPHICS CONTACT
SIMON LEE

Senior Project Manager
317-899-7000, ext. 165
slee@sportg.com

SECTION 127 CONTACT
TYLER RUMP

Account Director
317-396-7358
trump@section127.com

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.

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 IMG College Licensing (IMGCL). If IMGCL is unable to identify a current NCAA licensee to provide the specific premium item or product, IMGCL will sublicense.

THE COLLEGIATE LICENSING COMPANY
OLIN ARNOLD

Senior Director – NCAA & Bowl Properties | International
1075 Peachtree Street, Suite 3300
Atlanta, Georgia 30309
770-956-0520
olin.arnold@clc.com

NCAA LICENSING
DAVID CLENDENIN

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317-917-6496
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