



STYLE GUIDE

INTRODUCTION..... 2

ABOUT THE NCAA 3

ACTIVATING THE LOOK 4

THE LOGO..... 5

Color Information 6

Full-color Logo 7

Five-color Logo 8

Grayscale Logo 9

One-color Logo..... 10

Common Misuse 11

Clear Space..... 12

THE “LOOK” 13

Color Information/Gradients..... 14

Fonts 15

Illustrations - Court 16

Illustrations - Basketball 17

Illustrations - Additional..... 18

Typography Lock-ups..... 19

Composition 20

Vertical Examples 21

Horizontal Examples..... 22

Team-Specific Examples..... 23

Photography Treatment 24

NCAA TRADEMARKS..... 25-28

INTRODUCTION

Welcome to the 2020 NCAA® Final Four® Style Guide. This guide provides guidelines, reference material and information on the visual components of the 2020 NCAA Final Four. This guide is a tool to manage the NCAA Final Four "look."

This guide will be essential as you activate the NCAA Final Four "look." The NCAA Final Four name and logo are registered marks 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.

While every effort has been made to provide a comprehensive and accurate summary of the 2020 NCAA Final Four style, 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 2020 NCAA Final Four Style Guide is a key component of the NCAA brand management strategy. Building the equity of the NCAA 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 2020 NCAA Final Four logo, and it is the responsibility of those who execute/activate materials to observe these guidelines.

The reproduction art is available for use in approved activities related to the NCAA 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 2020 NCAA® 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 Championships, then marketing to Licensee list.

COMPONENTS OF THE NCAA® FINAL FOUR® DECOR PLAN

- 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 the NCAA shall establish areas (within at least a multi-block radius around the primary NCAA and NABC hotels, team hotels, convention center, Final Four Fan Fest and Tip-Off Tailgate venues, NCAA March Madness® Music Series 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 [NCAAlogos.com](https://ncaalogos.com). New users will be required to create a login. Once the digital librarian has granted access, championship logos may be downloaded and used.

COLOR INFORMATION

Black 6 C

C:100 M:79 Y:44 K:93 | R:16 G:24 B:32
Madeira: 1009 | Robinson-Anton: 2632

PMS 300 C

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

PMS 199 C

C:0 M:100 Y:72 K:0 | R:213 G:0 B:50
Madeira: 1147 | Robinson-Anton: 2263

PMS 151 C

C:0 M:60 Y:100 K:0 | R:255 G:130 B:0
Madeira: 1278 | Robinson-Anton: 2328

PMS 7500 C

C:3 M:5 Y:26 K:2 | R:223 G:209 B:167
Madeira: 1084 | Robinson-Anton: 2476

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

Black 6 C

PMS 300 C

PMS 199 C

PMS 151 C

PMS 7500 C

WHITE



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

Black 6 C

PMS 300 C

PMS 199 C

PMS 151 C

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

100% BLACK

60% BLACK

45% 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



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 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.

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

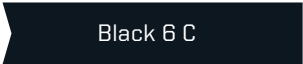




THE “LOOK”

COLOR INFORMATION

The foundation colors for the “look” derive from the logo color palette.

Black 6 C

C:100 M:79 Y:44 K:93 | R:16 G:24 B:32

PMS 300 C

C:99 M:50 Y:0 K:0 | R:0 G:94 B:184

PMS 199 C

C:0 M:100 Y:72 K:0 | R:213 G:0 B:50

PMS 151 C

C:0 M:60 Y:100 K:0 | R:255 G:130 B:0

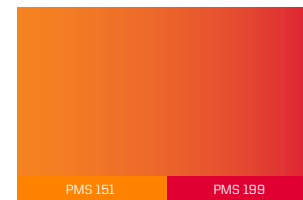
WHITE

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

GRADIENTS

Color gradients are used throughout the 2020 NCAA® Final Four® “look.” The gradient combines colors from the primary palette to create dynamic compositions. This primary gradient should be used in most instances, but if it is not appropriate for the design, a solid color from the palette can be chosen.

The angle of the gradient being used can vary and be adjusted as needed to fit the desired design solution.



Fonts

The fonts used within the context of the 2020 NCAA® Final Four® “look” are shown here and should be used as follows:

Upright Legacy - The primary font used for headlines, large, bold applications, and signage, which should always appear in capital letters in headline font usage.

United Sans Regular - Medium - The primary font used for smaller, more copy-intensive communications and paragraphs.

United Sans Condensed - Heavy - A secondary headline font that can be used in contrast to other fonts in typography lock-ups and other text applications.

United Sans Condensed - Bold - A secondary headline font that can be used in contrast to other fonts in typography lock-ups and other text applications.

For examples of these fonts being used together, see the typography examples on page 19.

Headline and Paragraph Examples

Headline

The 2020 NCAA Final Four will be played in Atlanta with the semifinals April 4 and the championship tipping off April 6.

Headline

The 2020 NCAA Final Four will be played in Atlanta with the semifinals April 4 and the championship tipping off April 6.

Headline

The 2020 NCAA Final Four will be played in Atlanta with the semifinals April 4 and the championship tipping off April 6.

Upright Legacy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
1234567890**

United Sans Regular - Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

United Sans Condensed - Heavy

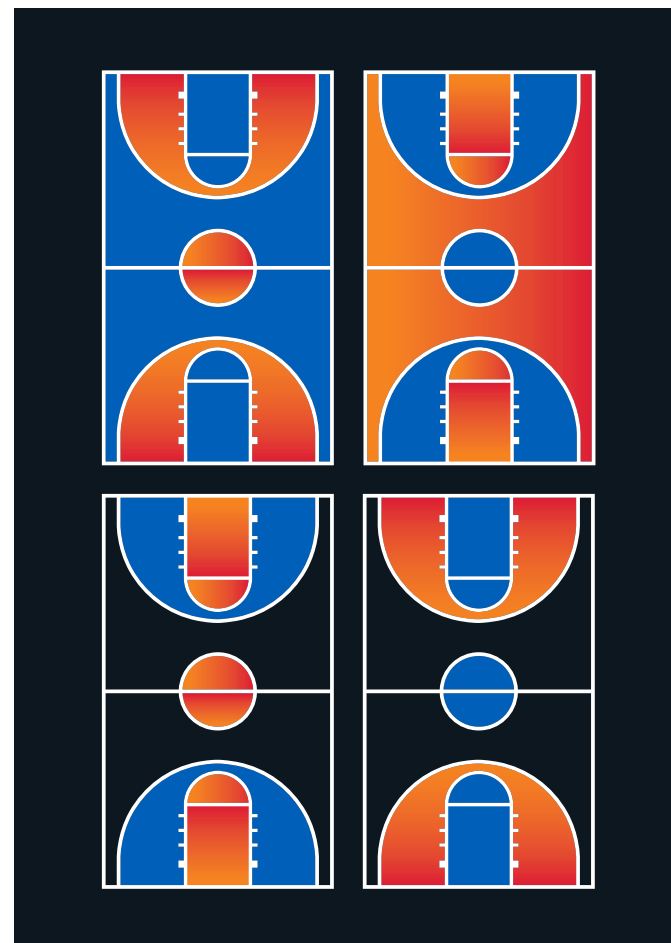
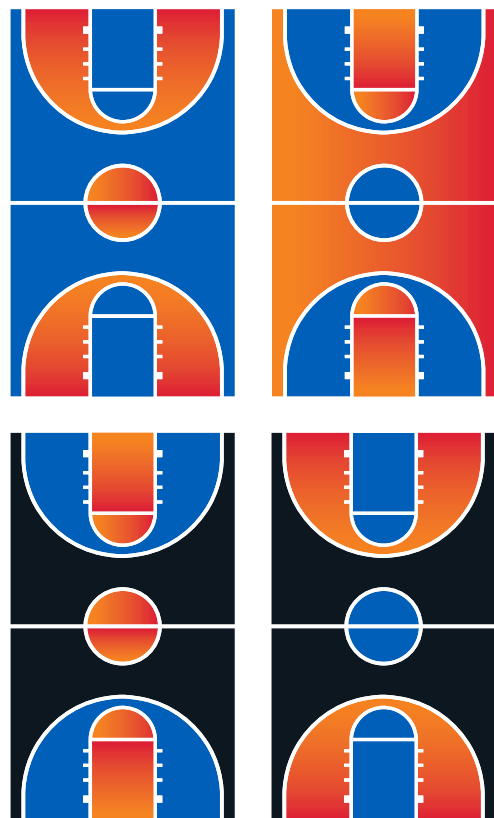
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

United Sans Condensed - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

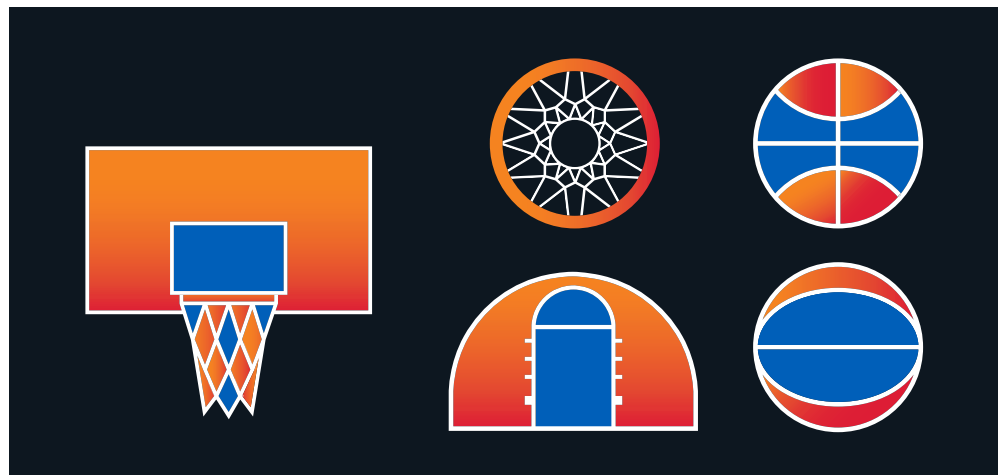
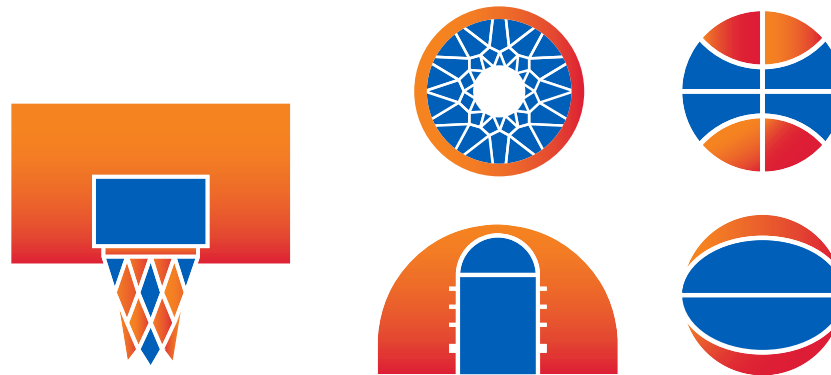
ILLUSTRATIONS - COURT

The following illustrations are meant to be cropped into various shapes to create varied compositions. The gradients and colors within the illustrations can be customized to fit the needs of the design as long as they stay within the approved color palette of the “look.” The stroke around the shapes must always remain white. See pages 20-22 for examples of how to build compositions with the illustrations. In cases where team-specific color palettes are needed, the colors within the shapes can be made team-specific if the design is unique to one team. See page 23 for examples of how to use team-specific colors and illustrations in design compositions.



ILLUSTRATIONS - BASKETBALL ELEMENTS

The following illustrations are meant to be cropped into various shapes to create varied compositions. The gradients and colors within the illustrations can be customized to fit the needs of the design as long as they stay within the approved color palette of the “look.” The stroke around the shapes must always remain white. See pages 20-22 for examples of how to build compositions with the illustrations. In cases where team-specific color palettes are needed, the colors within the shapes can be made team-specific if the design is unique to one team. See page 23 for examples of how to use team-specific colors and illustrations in design compositions.



ILLUSTRATIONS - ADDITIONAL

The following illustrations are meant to be cropped into various shapes to create varied compositions. The gradients and colors within the illustrations can be customized to fit the needs of the design as long as they stay within the approved color palette of the “look.” The stroke around the shapes must always remain white. See pages 20-22 for examples of how to build compositions with the illustrations. In cases where team-specific color palettes are needed, the colors within the shapes can be made team-specific if the design is unique to one team. See page 23 for examples of how to use team-specific colors and illustrations in design compositions.



TYPOGRAPHY LOCK-UPS

These type treatments have been designed to integrate with the "look" and help instill the excitement of the event across the décor. The type treatments consist of varying sizes of the font Upright Legacy.

**THE
ROAD
ENDS
HERE**

**2020
NCAA
FINAL
FOUR**

**ATL
20
20**

**ATL 20
20**

**2020 NCAA
FINAL FOUR**

**THE ROAD
ENDS HERE**

**AND
THEN THERE
WERE FOUR**

**AND
THEN THERE
WERE
FOUR**

COMPOSITION

The illustrations and typography are designed to be layered elements within the composition of the décor. The primary background should be PMS Black 6. Use the elements in the décor package to build visual interest, color, texture, depth and excitement.



VERTICAL EXAMPLES

The elements in this décor package were designed to work collectively as a unit. As elements are applied, the “look” begins to take shape, adds natural depth and draws the viewer in. The combination of elements, colors and gradient dimension gives this event a wide range of design application opportunities.



HORIZONTAL EXAMPLES



TEAM-SPECIFIC EXAMPLES

Where appropriate, it is acceptable to utilize team-specific colors and logos with the “look.”



PHOTOGRAPHY TREATMENT

Photography should be selected based on the quality of the image as well as the intent of the composition. Manipulation of the photography should be as follows:

- The photo should be treated in Photoshop by adding a “gradient map” layer to the original image. The “gradient map” should consist of the darkest and lightest color in the composition and white. Images should then be cropped into segments of “the look’s” illustrations and shapes. Always start with the highest resolution photo possible (300dpi or higher) for best results.
- Adjust “Levels” and “Shadow/Highlights” to develop contrast while keeping realistic colors and skintones. Brighten the whites and darken the darks in the photograph for best results. “Midtones” may also need to be adjusted depending on the colors in the original photograph.

TEAM COLORED LOGO

In certain situations, the one-color championship logo can take on team color in team compositions.



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 28).

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 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, 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

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:

<http://www.ncaa.org/championships/marketing/ncaa-trademarks>

4 Miller™
 68 TEAMS, ONE DREAM™
 And Then There Were Four®
 Elite Eight®
 Elite 8®
 Elite 90™
 Experience It Live™
 F4™
 Final 4®
 Final Four®
 Final Four Friday®
 First Four®
 March Madness®
 National Collegiate Athletic Association®
 NCAA®
 NCAA Basketball®
 NCAA Championships®
 NCAA Sweet Sixteen®
 NCAA Sweet 16®
 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 to Atlanta™
 The Road to the Final Four®
 Midnight Madness

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 Durenka Robie, Coordinator, at 317-917-6825 or drobie@ncaa.com.

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 website 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
Senior Account Executive
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.

IMG COLLEGE LICENSING (IMGCL)

OLIN ARNOLD
Director - NCAA & Bowl Properties IMG College Licensing
1075 Peachtree St. | Suite 3300
Atlanta, GA 30309
Phone: 770-956-0520
Fax: 770-955-4491
olin.arnold@img.com

NCAA LICENSING:

David Clendenin
Associate Director, Championships & Alliances
317-917-6496
dclendenin@ncaa.org