



STYLE GUIDE

INTRODUCTION	3
ABOUT THE NCAA	4
ACTIVATING THE VISUAL IDENTITY	5
THE LOGO	6
Color Information	7
Full-Color Logo	8
Five-Color Logo	9
Grayscale Logo	10
One-Color Logo	11
Common Misuse	12
Clear Space	13
THE VISUAL IDENTITY	14
Color Information	15
Fonts	16
Illustrations	17
Patterns and Icons	18
Textures	19
Typography Lock-ups	20
Building Compositions	22
Vertical Compositions	23
Horizontal Compositions	26
Team-Specific Compositions	29
NCAA TRADEMARKS	31

Welcome to the 2021 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 2021 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 2021 NCAA Women's Final Four Style Guide is a key component of the NCAA brand management strategy. Building the equity of the NCAA Women's Final Four mark can only be accomplished by adhering to these guidelines. Through the consistent application and usage of NCAA logos in all graphic applications, the NCAA will continue to build a strong and identifiable brand. The NCAA may revise these terms and conditions at any time. Users are bound by these revisions and should periodically visit the NCAA website (ncaa.org) to review the current terms and conditions. Information on the NCAA website is subject to change without notice.

This document contains the guidelines for usage of the 2021 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 a 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 resources tab, then under corporate relationships.

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

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

*Décor elements must be designed by the NCAA's preferred graphics provider. Printing and installation of décor projects can be produced locally by a provider identified by the NCAA and Local Organizing Committee (LOC).

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

CITYWIDE

The citywide décor plan shall include, but not be limited to, banners in high traffic areas, the NCAA headquarters hotel, participating team hotels, interior and exterior of the competition venue, NCAA special event locations and the airport, pending ability of the budget to cover such costs. All décor elements must be free of commercial marks unless approved by NCAA championship engagement staff.

The NCAA shall not enter into any joint-indemnification agreements with the LOC in connection with the display of citywide decorations. Co-branding is prohibited unless pre-approved by the NCAA.

CLEAN ZONE

The LOC and the NCAA shall establish areas (within at least a multi-block radius around the primary NCAA and WBCA hotels, team hotels, Tourney Town™ venue and competition facility) that — on public property, on the exterior of private property, and on private properties without permanent structures — shall be free of temporary promotional and commercial activities that are not authorized by the NCAA. Every effort should be made to assure that the host city's airport shall be included as part of the clean zone or the restrictions and guidelines thereof.

The purposes of the clean zone are to: (1) minimize commercialization; (2) create a clean, safe and vibrant environment; and (3) allow the NCAA to offer activities and official events that provide limited and tasteful recognition to selected commercial entities associated with those activities and events. Except where specifically noted, restrictions apply to public- and privately owned exterior spaces, and temporarily enclosed spaces.



THE LOGO

ACCESSING NCAA® LOGOS

To access NCAA championship logos, log on to the NCAA's Digital Library located at ncaa.widencollective.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 David Lovell at dlovell@ncaa.org.

COLOR INFORMATION

PMS 289 CP

C:100 M:66 Y:0 K:76 | R:0 G:171 B:220
Madeira: 1043 | Robinson-Anton: 2387

PMS 300 CP

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

PMS 299 CP

C:79 M:7 Y:0 K:0 | R:23 G:171 B:221
Madeira: 1294 | Robinson-Anton: 2435

PMS 297 CP

C:52 M:0 Y:0 K:0 | R:126 G:203 B:232
Madeira: 1092 | Robinson-Anton: 2308

PMS 3588 CP

C:0 M:45 Y:97 K:0 | R:231 G:141 B:45
Madeira: 1137 | Robinson-Anton: 2558

PMS 2034 CP

C:0 M:89 Y:76 K:0 | R:219 G:69 B:57
Madeira: 1037 | Robinson-Anton: 2420

WHITE

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

FULL-COLOR LOGO

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

COLOR INFORMATION

PMS 289 CP

PMS 300 CP

PMS 299 CP

PMS 297 CP

PMS 3588 CP

PMS 2034 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 289 CP

PMS 300 CP

PMS 2034 CP

PMS 3588 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

40% 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.

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 complimentary colors to support the visual identity in signage, décor and communication applications.

PMS 289 CP	C:100 M:66 Y:0 K:76 R:0 G:171 B:220
PMS 300 CP	C:99 M:50 Y:0 K:0 R:0 G:94 B:184
PMS 299 CP	C:79 M:7 Y:0 K:0 R:23 G:171 B:221
PMS 297 CP	C:52 M:0 Y:0 K:0 R:126 G:203 B:232
PMS 7580 CP	C:0 M:77 Y:97 K:15 R:209 G:84 B:32
PMS 717 CP	C:0 M:68 Y:100 K:0 R:243 G:115 B:33
PMS 3588 CP	C:0 M:45 Y:97 K:0 R:231 G:141 B:45
PMS 704 CP	C:8 M:97 Y:76 K:31 R:164 G:26 B:45
PMS 186 CP	C:2 M:100 Y:85 K:6 R:218 G:26 B:50
PMS 2034 CP	C:0 M:89 Y:76 K:0 R:219 G:69 B:57
WHITE	C:0 M:0 Y:0 K:0 R:255 G:255 B:255

FONTS

The fonts used within the context of the 2021 NCAA® Women's Final Four® visual identity are shown here and should be used as follows:

Augustus Black — The primary font used for headlines, large applications and signage. Augustus Black should be used in all-caps for headlines. Augustus Black should not be used in body copy in any circumstance.

Joschmi — The secondary font to be used as a design element in backgrounds or small applications in lock-ups alongside Augustus Black.

Helvetica Neue — The other secondary font to be used alongside Augustus Black in headlines, as well as in smaller, more copy-heavy communications and paragraphs. Helvetica 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 pages 20-21.

Augustus Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Joschmi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ILLUSTRATIONS

Below are the basic elements of the visual identity. These elements may be used in any application and can be cropped to give the visual identity flexibility and variety. The building illustrations can vary in size and number in a composition. The illustrations can be rotated or cropped in any way to create interesting compositions.

The illustrations can be recolored to any color in the visual identity palette. The negative space inside and outside the illustrations can be recolored to add variety and interest. In cases when team-specific color palettes are needed, these elements can be made team-specific if the design is unique to one team.

Illustrations ALWAYS must have the texture on top of them.

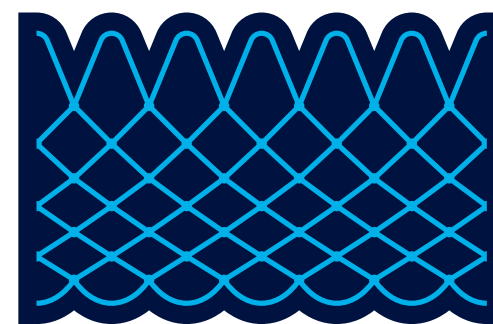
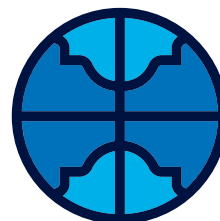
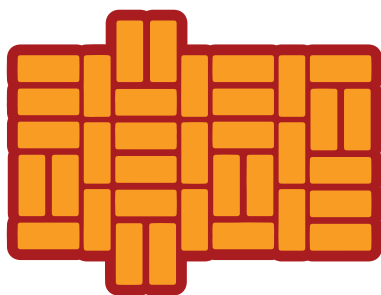
See pages 23-30 for examples of how to use the design elements in compositions.



PATTERNS AND ICONS

These elements are designed to work together in composition, color and balance to create a visual experience that represents the brand of the 2021 Women's Final Four® and grabs the attention of the audience. These patterns and elements can be used to fill a space but should not be used overlapped or behind the building illustrations. These patterns are primarily used as toned backgrounds to give some visual interest while keeping the composition simple for content. These may be used in any colors from the palette; see the compositions starting on page 23 for examples.

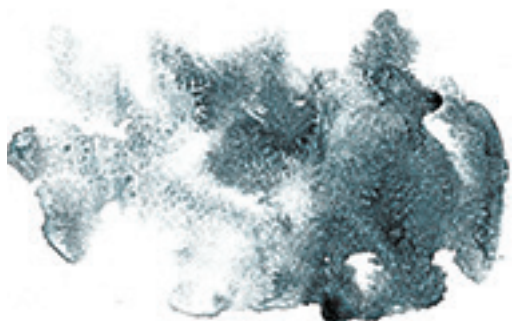
Patterns and Icons ALWAYS must have the texture on top of them.



TEXTURES

The watercolor texture should be placed over illustrations and set to 100% Soft Light. Type lockups can be placed under the texture as desired but no logos should be placed under the texture. The solid watercolor texture below can be used as a solid color with texture over the top of it to create areas for content. The all-black watercolor shown below should be used at 100% normal with the watercolor texture over top, and is to be used as an element to create organic edges to certain shapes or create space for content. The silhouette watercolor on the bottom right should be used only as a break of color to add copy or a logo.

Illustrations ALWAYS must have the texture on top of them.



TYPOGRAPHY LOCK-UPS

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

The lock-ups should be recolored as needed to create visual contrast in the composition for legibility. Additional lock-ups may be designed as needed, but should follow the principles set here. Lock-ups 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 23 for examples.

SATX[®] 21

**ST[®]
AX[®] 21**

**SA
TX[®]
★
21**

FOUR IT[®] ALL[™]

**20
21**

**SEE IT
ALL[®]
DO IT
ALL[®]
GO FOUR IT
ALL[™]**

**SA
TX[®]
★
21**

**NCAA WOMEN'S
FINAL FOUR[®]**

TYPOGRAPHY LOCK-UPS

Team-specific type treatments have been designed to represent the teams participating in the event. The team-specific type treatments also consist of Regina Black and Joschmi, but have been recolored in the approved team color palettes.

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

BAYLOR **LADY BEARS**

NOTRE DAME
FIGHTING IRISH

UConn
HUSKIES

APRIL
2 & 4

OREGON
DUCKS

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

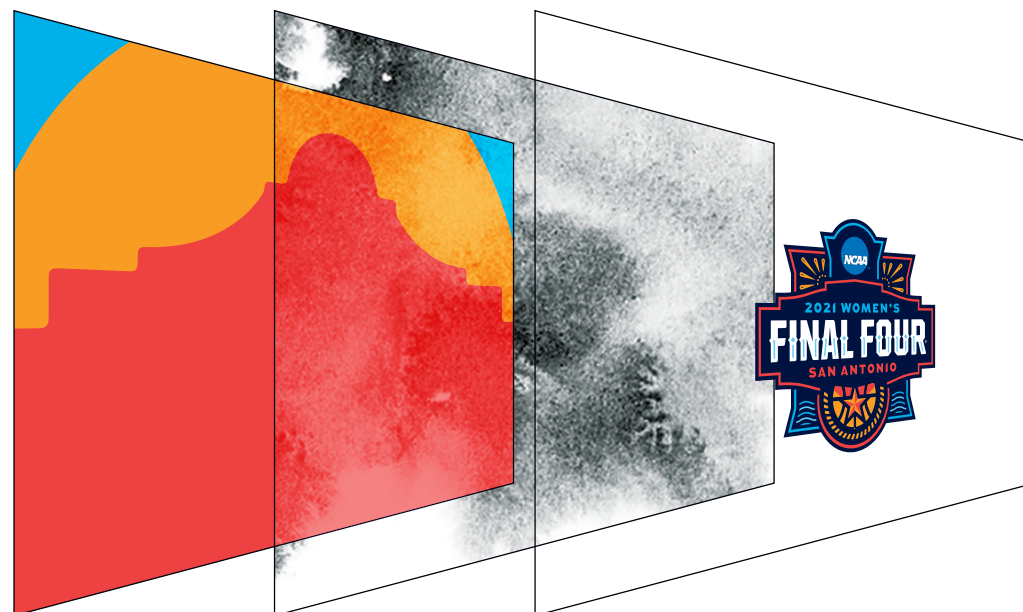
The 2021 Women's Final Four® logo and typographic content should be placed on the top layer at 100% opacity with no effects.

LAYER 2 : TEXTURE

The watercolor texture should be placed over illustrations and set to 100% Soft Light. Type lock-ups can be placed under the texture as desired but no logos should be placed under the texture.

LAYER 3 : ILLUSTRATIONS

Backgrounds should be 100% opacity vectors in the color scheme of the visual identity. These illustrations can be cropped in any way to best fit the composition.



VERTICAL COMPOSITIONS

The elements in this décor package were designed to work cohesively. As elements are applied, the visual identity begins to take shape, creates visual excitement, and draws the viewer in. The combination of 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. The light blue focused color schemes should be primarily used throughout the application of the look with the yellows, dark blues and reds working as accent colors.



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. The light blue focused color schemes should be primarily used throughout the application of the look with the yellows, dark blues and reds working as accent colors.



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. The light blue focused color schemes should be primarily used throughout the application of the look with the yellows, dark blues and reds working as accent colors.



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. The negative spaces around and within illustrations can be recolored to add excitement and variety. These compositions will work well applied to facia, fencing, horizontal video boards, email headers and more. The light blue focused color schemes should be primarily used throughout the application of the look with the yellows, dark blues and reds working as accent colors.



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. The negative spaces around and within illustrations can be recolored to add excitement and variety. These compositions will work well applied to facia, fencing, horizontal video boards, email headers and more. The light blue focused color schemes should be primarily used throughout the application of the look with the yellows, dark blues and reds working as accent colors.



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. The negative spaces around and within illustrations can be recolored to add excitement and variety. These compositions will work well applied to facia, fencing, horizontal video boards, email headers and more. The light blue focused color schemes should be primarily used throughout the application of the look with the yellows, dark blues and reds working as accent colors.



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 David Lovell at dlovell@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 Women's Final Four, an ® is required after NCAA and after Women's Final Four. The NCAA owns "NCAA" and "Women's Final Four," but "NCAA Women's Final Four" is not a registered mark in itself: NCAA® Women's Final Four®.

NCAA TRADEMARKED PROTECTION LANGUAGE

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

The examples below are written only to represent the most typical examples. If you are unsure of exact wording for a specific example, please work with David Lovell 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 Women's Basketball Championship.

All day. Every day. Our game.®
 And Then There Were Four®
 Elite Eight®
 Elite 8®
 Elite 90™
 Experience It Live™
 F4®
 Final 4®
 Final Four®
 Four It All™
 It's More Than Three Games®
 March Madness®
 National Collegiate Athletic Association®
 NCAA®
 NCAA Basketball®
 NCAA Championships®
 NCAA Sweet 16®
 NCAA Sweet Sixteen®
 NCAA Ticket Exchange™
 Pinnacle of Fitness®
 The Final Four®
 The Pinnacle Awaits®
 See It All. Do It All. Go Four It All.™
 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 David Lovell, Associate Director, Championships and Alliances, at 317-917-6835 or dlovell@ncaa.org.

APPROVAL PROCESS**NCAA CONTACT**

David Lovell

Associate Director, Championships and Alliances

317-917-6835

dlovell@ncaa.org

SECTION 127 CONTACT

Tyler Rump

Senior Account Executive

317-396-7358

trump@section127.com

LICENSED PRODUCTS

Any items with NCAA trademarks, logos or references must be produced by an official NCAA licensee and/or official equipment supplier. The LOC or facility must assume financial responsibility for royalties and related costs associated with any premiums produced. To source a product or premium item, the partner should contact The Collegiate Licensing Company (CLC). If CLC is unable to identify a current NCAA licensee to provide the specific premium item or product, CLC will sublicense on a short-term basis a company that can provide the specific item or product. Please note that this policy applies for all uses of NCAA-branded products and/or premium items, including internal and external promotional programs, internal incentive programs or any other use. For more information regarding NCAA licensees and premium item royalties, contact CLC at 770-956-0520.

THE COLLEGIATE LICENSING COMPANY (CLC) — AN IMG COMPANY

Olin Arnold

Senior Director – NCAA & Bowl Properties | International

IMG College Licensing

1075 Peachtree St., Suite 3300

Atlanta, GA 30309

770-799-3234

olin.arnold@img.com

NCAA LICENSING

David Clendenin

Associate Director, Championships & Alliances

317-917-6496

dclendenin@ncaa.org