

HORIZON LEAGUE PARENT BRAND

PRIMARY - H-ICON WITH WORDMARK

HORIZON LEAGUE AND INSTITUTIONS IN- VENUE CO-BRANDING

Horizon League logos for Venues

Horizon League Brand on Institution Uniforms



**UNIFORM LOGO REQUIREMENT**  
Horizon League branding must be displayed on all team and individual sport uniforms. This includes, but is not limited to, official uniforms, practice gear (when feasible), warm-ups, and apparel worn by coaching staff (when feasible) and game management personnel, all in accordance with NCAA rules.

- The conference office will provide size, color and additional logo specifications (see below).
- The conference office will designate uniform location for each sport to maintain consistency (see below).
- The mark should be silkscreened, embroidered or a patch.
- The cost of uniform logos is the institution's expense or provided by the apparel supplier.

**LOGO COLOR USAGE**  
The H-Icon in Shield logo iterations are designed to be two-color (light and dark school colors) and can be used interchangeably. In the case of patches, a border using one of the two colors can be applied. Avoid using more than two colors.



Example of H-Icon in Shield in school's two-color patch with lighter-colored edging

Example of Horizon League Primary logo reversed

LOGO PLACEMENT

Sport	Recommended Location(s)
Baseball	Top of left sleeve (left or right)
Basketball	Top, front shoulder (left or right); or back, between shoulder blades (men only)
Cross Country	Upper left, front chest; back, between shoulder blades; or front left shorts
Golf	Top of left sleeve (left or right); or back, between shoulder blades; AND golf bag
Track & Field	Upper left, front chest; back, between shoulder blades; or front left shoulders
Tennis	Top of left sleeve; left front chest/shoulder; or front left shorts/skirt
Soccer	Top of left sleeve
Softball	Top of left sleeve (left or right)
Swimming & Diving	(Warm-up, not suit) left front chest; or back, between shoulder blades
Volleyball	Left front chest/shoulder; left sleeve; or back, between shoulder blades

LOGO MINIMUM WIDTH SIZES ON APPAREL



# HORIZON LEAGUE PARENT BRAND

## PRIMARY - H-ICON WITH WORDMARK



**MEMBERSHIP:** Business Use: Letterhead, official university communications

**Facility:** Court markings, permanent banners, video boards, non-court visuals, non-permanent banners

**Collateral:** Posters, schedule cards, ticket stock

**Website:** First reference (most prominent), schedule pages

**HORIZON LEAGUE OFFICE:** Business Use: Letterhead, stationery, envelopes, HR documents, official communications

**Website:** Top masthead/banner

**Governance:** NCAA, compliance

**Website:** Loading animation, bottom masthead/footer

**Media/Partners:** Mic flags, WeCOACH, Team IMPACT, OneHL, podcasts, ESPN

**Retail:** Promo items, select apparel

**Awards:** Championship and specialty

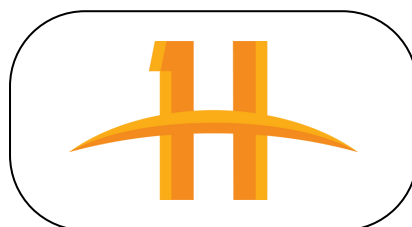
### WORDMARK



**MEMBERSHIP/HORIZON LEAGUE OFFICE:**

Use in situations where other Horizon League logos will not fit, such as in extremely horizontal spaces (e.g., lanyards, page footers).

### H-ICON



**MEMBERSHIP:**

**Awards:** Rings, certificates

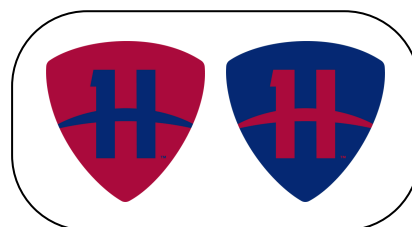
**HORIZON LEAGUE OFFICE:**

**Website:** Secondary pages masthead

**Social Media:** When accompanied by league text (i.e., profile icons, graphics, bugs)

**Note:** H-Icon should always be used in conjunction with or in the presence of the Horizon League wordmark or other Horizon League branding. Using the H-Icon alone should be limited until its brand equity has been firmly established.

### H-ICON IN SHIELD



**MEMBERSHIP:**

**Uniforms:** Jerseys, sideline gear

**Note:** Each member school has two distinct two-color versions of the H-Icon in Shield in their corresponding school colors: one with a light-colored shield and one with a darker-colored shield. A black and white version of the H-Icon in Shield is also available as a one-color option.

## HORIZON LEAGUE CHAMPIONSHIP LOGO SYSTEM

### BASKETBALL CHAMPIONSHIPS



### SPORT-SPECIFIC CHAMPIONSHIPS (EXAMPLE: BASEBALL)



# HORIZON LEAGUE AND INSTITUTIONS IN-VENUE CO-BRANDING

Horizon League logos for Venues



Primary - H-Icon with wordmark

## HORIZON LEAGUE.

Wordmark

Listed below are the current regulations regarding required usage of the former Horizon League Primary logo by Horizon League member institutions.

**BASKETBALL COURTS** The former Horizon League Primary logo shall be placed on all basketball game floors as follows:

- The logo must be positioned in the foul lane so that it is readable when standing at the foul line looking toward the basket.
- The logo dimensions shall be sized according to league policy (see image for dimensions).
- While the preference is for the logo to be in the League's official colors, it may also be used in either the Horizon League's official PMS colors or the member school's official colors.

**HORIZON LEAGUE AND SCHOOL LOGOS IN VENUES** In addition to the basketball court, both the Horizon League Primary logo and the school's logo or wordmark are required to appear in all men's and women's basketball venues. Additionally, the Horizon League Primary logo, Secondary logo or Wordmark is required to appear in the following venues\*:

\*Timelines for phasing out of former primary logo are being produced.

- soccer
- volleyball
- softball
- baseball
- swimming & diving
- indoor track & field
- outdoor track & field

It is at the discretion of the institution to include school logo or wordmark. A best effort should be made to place the banners in areas visible on ESPN. For all other facilities, it is at the discretion of the institution to include the Horizon League Primary logo and/or school logo or name banners. If a school logo is changed, schools have one year to make updates. Although the preference is to use the League colors, the logo may be used in either the Horizon League's official PMS colors or the official colors of the school.

- The institution is responsible for producing and installing Horizon League signage.
- Temporary signage should be used when permanent signage is not allowed, such as off-campus facilities.

### MEDIA BACKDROPS

Media backdrops should include the Horizon League Primary or H-Icon in addition to the institution's logo, if no sponsor logo exists. If the backdrop has a sponsor logo, the Horizon League logo is not mandatory.

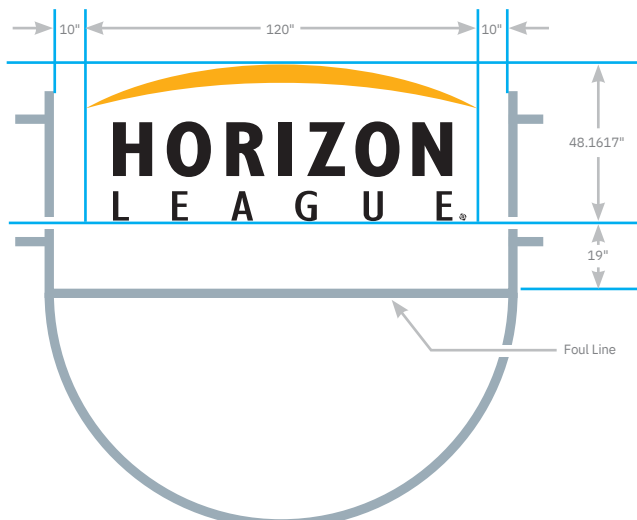
### PRINT, DIGITAL AND MULTIMEDIA

The Horizon League primary logo must appear on the front (preferred) or back cover of all institutional athletic department team and individual sport guides.

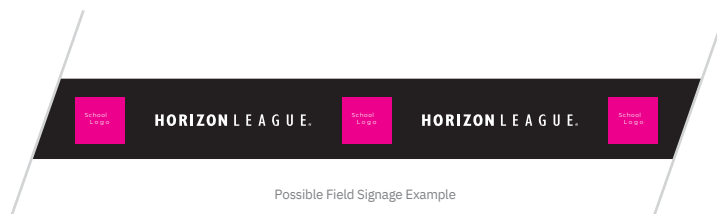
- The Horizon League logo must also appear on all institutional athletic department cards/posters.
- The conference will develop a video animation of the conference logo that can be used in any institutional TV production or scoreboard.
- The Horizon League logo must appear on the front page of each member institution's official website with a link back to HORIZONLEAGUE.com.

### LED DISPLAYS

Institutions who utilize LED displays should submit their specs to the League office at the beginning of each academic year. Horizon League content will be supplied by the League office.



Basketball Court  
Primary Logo Placement



Possible Field Signage Example



Possible Media Backdrop Example

# Horizon League Brand on Institution Uniforms



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