



STYLE GUIDE



WELCOME

Welcome to the 2026 NCAA Men's Final Four Style Guide. This guide provides guidelines, reference material and information on the components for the 2026 NCAA Men's Final Four visual identity.

This guide will be essential as you activate the 2026 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 Intellectual Property (IP), such as logos and trademarks, 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 staff.

Every effort has been made to provide a comprehensive and accurate summary of the 2026 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 staff before production. In the event this guide requires clarification, the NCAA will provide such interpretations at its sole discretion.

The 2026 NCAA Men's Final Four Style Guide is a key component of the NCAA brand management strategy. Building the equity of the 2026 NCAA Men's Final Four visual identity can only be accomplished by adhering to these guidelines. Through the consistent application and usage of NCAA logos and visual elements 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. 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 2026 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 preapproved by the NCAA Branding 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 preapproved by the NCAA Championships branding staff.



TABLE OF CONTENTS

SECTION 1: CHAMPIONSHIP 4

- Logos 5
- Composite Lockup 8
- Accessing Logos 9
- Fonts 10
- Visual Identity Colors 11
- Design Elements 12
- Icons 13
- Type Treatments 14
- Photo Use and Treatment 15
- Design Breakdown 16
- Motion Principles 17
- Championship Compositions 18
- Team-Specific Compositions 21
- Ticket Marketing Compositions 24
- Event Marketing Compositions 25
- Social Media Compositions 26

SECTION 2: TRADEMARKS AND LEGAL 27

- Registered Mark and Trademark Sizing 28
- Legal Line Requirements 29
- Trademarks and Legal 30
- Trademarks 31

SECTION 3: ADDITIONAL INFORMATION 32

- Commercially Named Venue Information 33
- Additional Information and Licensed Products 34

SECTION 1
CHAMPIONSHIP





2026 NCAA® MEN'S FINAL FOUR® LOGOS AND COLOR INFORMATION

For the 2026 NCAA Men's Final Four games and surrounding events, the below logo should be used.



K-KO and REV-KO versions of the logo are for licensee use only.



PANTONE 5395

CMYK 100, 44, 10, 91
 RGB 9, 31, 44
 HEX 091F2C
 MADEIRA 1244
 ROBISON-ANTON 2387



PANTONE 165

CMYK 0, 68, 96, 0
 RGB 255, 103, 32
 HEX FF6720
 MADEIRA 1678
 ROBISON-ANTON 2469



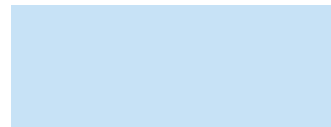
PANTONE 2035

CMYK 0, 100, 100, 0
 RGB 214, 0, 28
 HEX D6001C
 MADEIRA 1146
 ROBISON-ANTON 2420



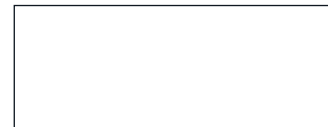
PANTONE 1235

CMYK 0, 25, 94, 0
 RGB 255, 184, 28
 HEX FF881C
 MADEIRA 1024
 ROBISON-ANTON 2408



PANTONE 545

CMYK 20, 3, 0, 0
 RGB 1989, 218, 231
 HEX C6DAE7
 MADEIRA 1027
 ROBISON-ANTON 2540



WHITE

CMYK 0, 0, 0, 0
 RGB 255, 255, 255
 HEX FFFFFFFF
 MADEIRA 1001
 ROBISON-ANTON 2297



PANTONE 2925 (NCAA DISK ONLY)

CMYK 75, 18, 0, 0
 RGB 0, 156, 222
 HEX 009CDE
 MADEIRA 1176
 ROBISON-ANTON 2435



COMMON MISUSE

Variations of the 2026 NCAA® Men's Final Four® logos are not permitted (examples of incorrect uses are shown here). These variations in the design will compromise the integrity and unifying function of the NCAA identity. Elements and parts of the logo should never be separated.



DO NOT distort the logo.



DO NOT rotate the logo.



DO NOT change the content of the logo.



DO NOT alter the logo's colors.



DO NOT place the logo on overly complex backgrounds.



DO NOT remove elements of the logo.



DO NOT outline the logo.



DO NOT place the logo in proximity to any other corporate mark.



LOGO SAFE SPACE AND MINIMUM SIZE

The letter F in the 2026 NCAA® Men's Final Four® logo defines the safe space around the logo. No other logos or text should fall within this safe area. The minimum size allowed for the 2026 NCAA Men's Final Four logo is seven-sixteenths of an inch tall for print or 50 pixels tall for digital.

All elements should be outside this area.



Minimum
print size



Minimum digital size
is 50 pixels tall.



ANATOMY OF A COMPOSITE LOCKUP

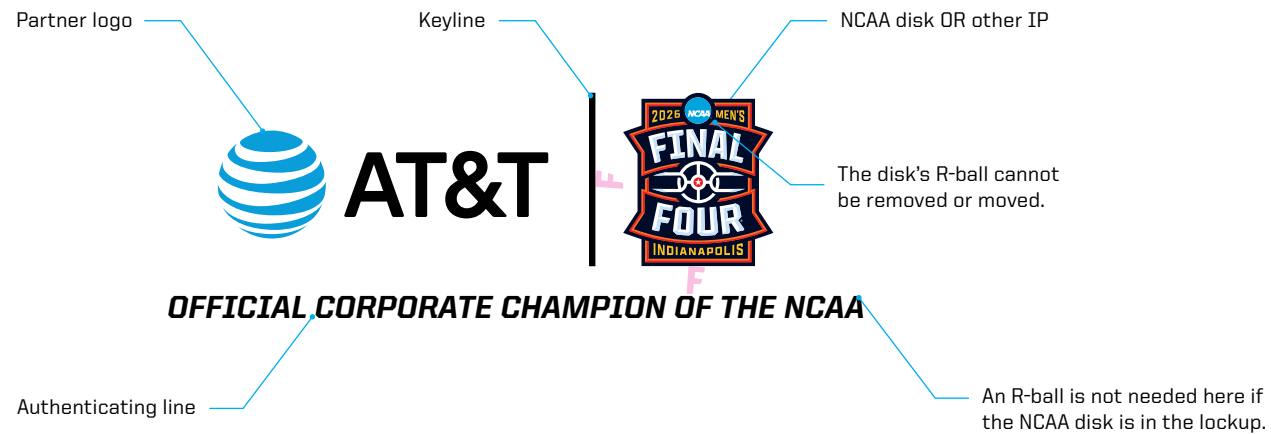
A composite lockup combines the use of a Corporate Champion or Partner (CCP) logo with the NCAA disk or other NCAA logo or mark. Other essential elements of a composite lockup include an authenticating line and keyline.

AUTHENTICATING LINE

An authenticating line validates the authenticity of the relationship or status being claimed. It reinforces that a word, phrase or logo is an officially recognized trademark, preventing unauthorized use and potential legal disputes.

The required placement for an authenticating line in a composite or noncomposite lockup is immediately following clear space requirements.

For additional information on composite lockups, please see the NCAA Corporate Champions and Partners Co-Branding Guidelines.





ACCESSING NCAA® LOGOS

To access NCAA championship logos, log into the NCAA Digital Library. New users, please email Nathan Arkins (narkins@ncaa.org), and he will add you into the system before you can register. Once the digital librarian has granted access, you can create a new username and password. To aid in locating specific files, a file management system has been developed. All file names begin with the year of the championship, followed by the sport code, division and coloration. Sport codes indicate the abbreviated name of the sport, including the prefix M for men's, W for women's and X for mixed or shared championships. NOTE: Sport wordmarks and icons do not incorporate a year, as they are perpetual logos. Below is an example of a logo and its file naming convention.

The following file types are available for download in full color and one-color variations:

EPS – Vector, can be scaled to any size, available in spot or CMYK color spaces

JPG – Raster, solid background, RGB color space

PNG – Raster, transparent background, RGB color space





FONTS

The fonts used within the context of the 2026 NCAA® Men's Final Four® visual identity are shown here and should be used as follows:

Obviously Variable – A versatile font selected for use on all Men's Final Four signage, print and digital pieces. It has a variety of weights outlined below for use as Display, Header, Subhead and Body copy. Obviously Variable is an Adobe font and can be downloaded here:

<https://fonts.adobe.com/fonts/obviously-variable#details-section+obviously-variable>

Obviously Variable Custom should be adjusted to Width: 120, Weight: 800, Italic: 1, and Shear: 10°.

Legacy – An NCAA font that can be used as an alternate option for a Header.

DISPLAY // OBVIOUSLY VARIABLE CUSTOM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

HEADER // OBVIOUSLY WIDE BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Subheader // Obviously Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Body // Obviously Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

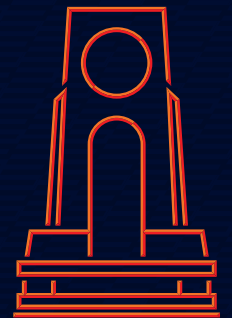
abcdefghijklmnopqrstuvwxyz

HEADER // LEGACY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

WELCOME FANS **2026 NCAA® MEN'S FINAL FOUR®**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet





VISUAL IDENTITY COLOR INFORMATION



PANTONE 5395

CMYK..... 100, 44, 10, 91
RGB..... 9, 31, 44
HEX..... 091F2C



PANTONE 165

CMYK..... 0, 68, 96, 0
RGB..... 255, 103, 32
HEX..... FF6720



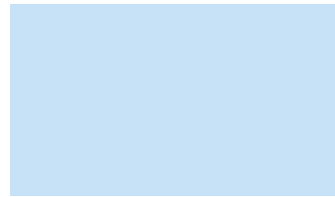
PANTONE 2035

CMYK..... 0, 100, 100, 0
RGB..... 214, 0, 28
HEX..... D6001C



PANTONE 1235

CMYK..... 0, 25, 94, 0
RGB..... 255, 184, 28
HEX..... FFB81C



PANTONE 545

CMYK..... 20, 3, 0, 0
RGB..... 198, 218, 231
HEX..... C6DAE7



PANTONE 285

CMYK..... 90, 47, 0, 0
RGB..... 0, 114, 206
HEX..... 0072CE



PANTONE 137

CMYK..... 0, 36, 100, 0
RGB..... 255, 164, 0
HEX..... FFA400



BLUE GRADIENT



ORANGE GRADIENT



PATTERNS AND GRAPHIC ELEMENTS

Below are examples of the patterns and graphic elements used in the visual identity. Gradients may be stretched, rotated or cropped to provide contrast and legibility to the elements on top of it. The patterns shown on the top row should not be recolored and instead use the following blend mode and opacities:

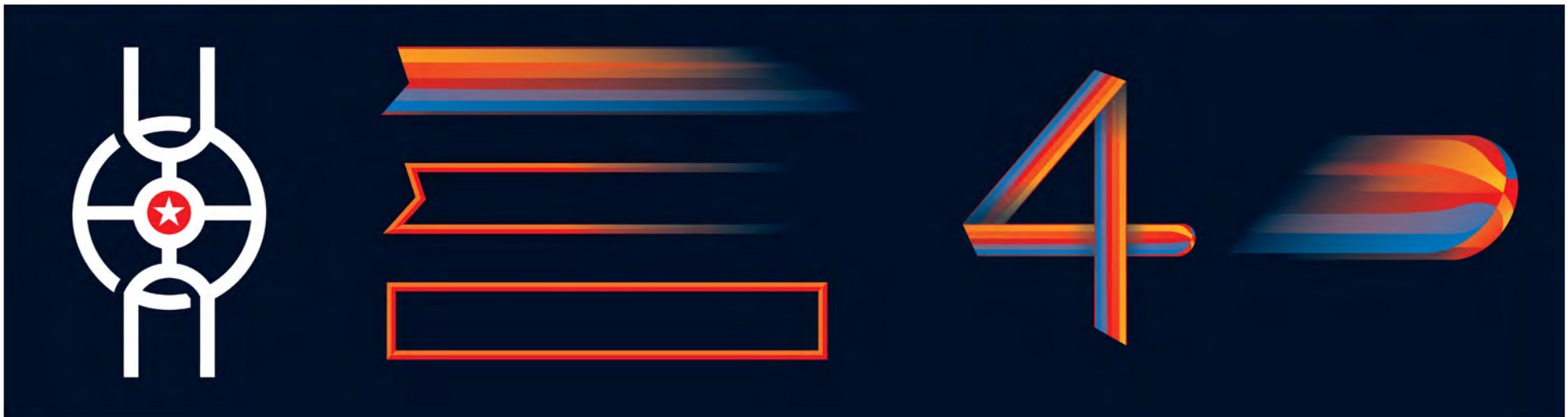
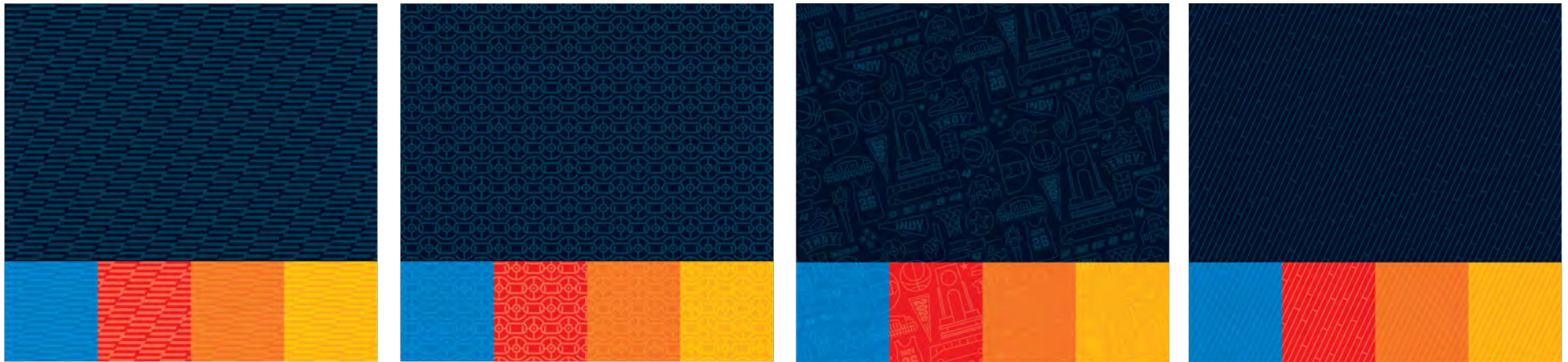
Navy: Overlay Mode, 100%

Light Blue: Overlay Mode, 30%

Red: Hard Light Mode, 25%

Orange: Overlay Mode, 30%

Yellow: Overlay Mode 35%





ICONS

Below are icons that may be used in various ways for compositions.





TYPE TREATMENTS

These type treatments have been designed to integrate within the visual identity and boldly communicate information about the event. The type treatments consist of a combination of weights of Obviously Variable.

The lockups should be recolored as needed to create visual contrast in the composition for legibility. Lockups should always contain the registered trademark symbol (®) and/or trademark symbol (™) where necessary.

**2026 NCAA[®] MEN'S
FINAL FOUR[®]
INDIANAPOLIS**

**THE ROAD TO
INDIANAPOLIS[®]**

INDIANAPOLIS

2026 MFF2026

**MFF INDY
2026**

NCAA[®] INDY

CHAMPIONS

**THE ROAD
ENDS HERE[®]**

BASKETBALL

CIRCLE CITY

68 32 16 8 4

**FLORIDA
GATORS**

**FLORIDA
GATORS**

**FLORIDA
GATORS**

**2026 NCAA[®] MEN'S
FINAL FOUR[®]
INDIANAPOLIS**

**AND
THEN
THERE
WERE 4[®]**

**THE
ROAD
ENDS
HERE[®]**



PHOTO USE AND TREATMENT

NCAA staff and partners may use photos they have rights to. Please reach out to the NCAA branding staff if assistance is needed.

Photo Treatments

If a photo requires treatment, apply the appropriate settings below to achieve the desired effect.

Full Color

- Under the Filter Menu go to Camera Raw Filter.
- Under Profile Select Browse and Toggle down Artistic.
- Select Artistic 03.

Black and White

- Next to Edit, select B&W.
- Under Profile Select Browse and Toggle down B&W.
- Select B&W 06.

Color Gradient

- Apply a Gradient Map adjustment layer.
- Use the following colors for the gradient:



CMYK...89, 75, 64, 66
RGB.....14, 31, 46



CMYK8, 100, 100, 1
RGB.....218, 15, 28



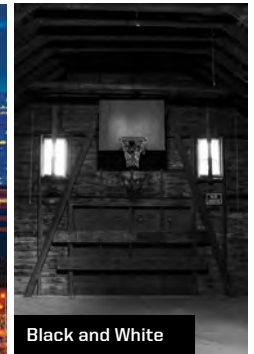
CMYK0, 73, 99, 0
RGB.....250, 105, 29



CMYK0, 31, 98, 0
RGB.....255, 183, 27



Full Color



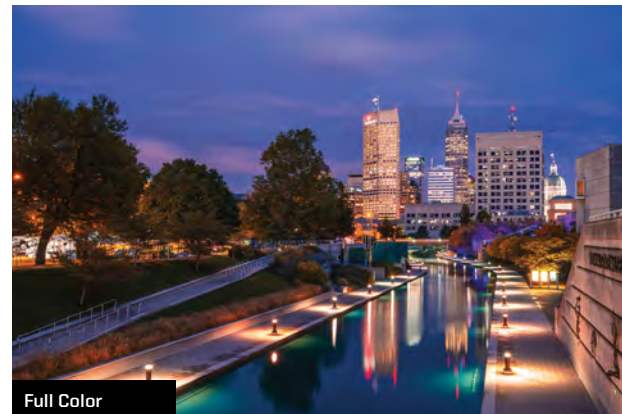
Black and White



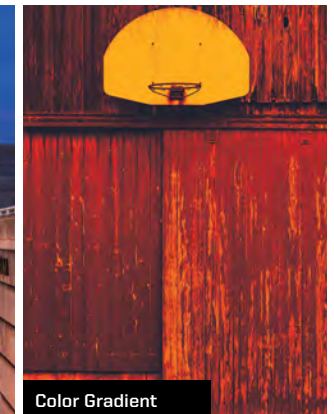
Color Gradient



Black and White



Full Color



Color Gradient



DESIGN BREAKDOWN

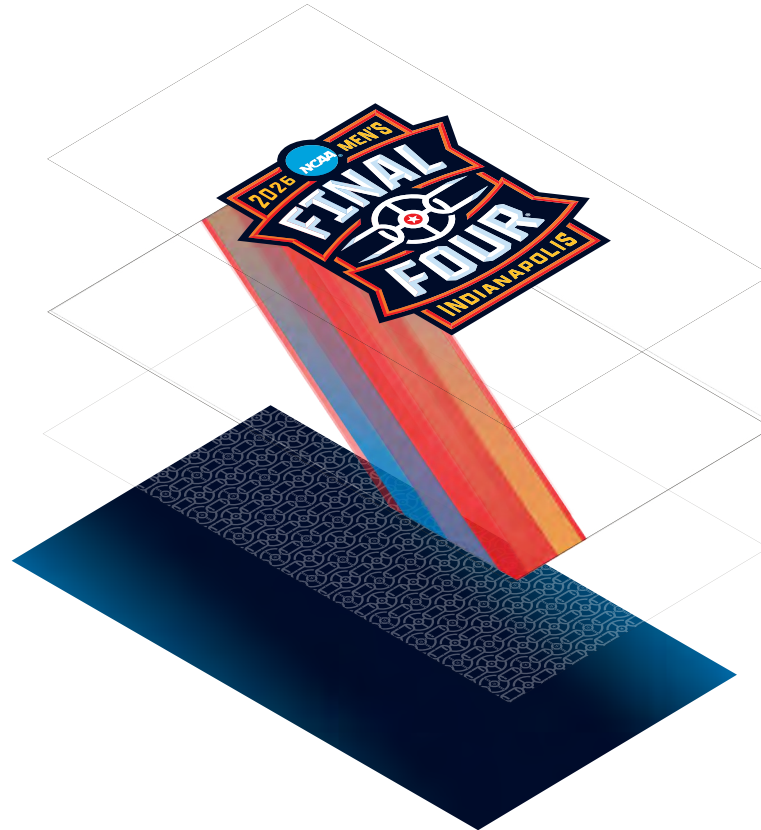
The following guidelines explain how the visual identity is applied while building compositions. Following these guidelines will ensure consistency throughout applications. Compositions are built with varying layers of elements, so designers should use the below as general guidelines.

LAYER 1 - LOGOS & TEXT

LAYER 2 - DESIGN ELEMENTS

LAYER 3 - PATTERN OVERLAY
OPACITY VARIES ON COLOR

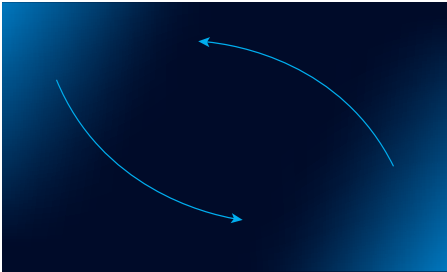
LAYER 4 - BACKGROUND





MOTION PRINCIPLES

Supporting animation, be it in-stadium or on social media, should complement the visual brand identity. Some key principles have been called out below.



The background gradients should shift slowly over the course of an animation. The motion of these should be subtle, consistent with other animations within a package, and not noticeable to the viewer.



If any of the pattern overlays are being used, they can be put in motion. This motion should be subtle and consistent. It can move fast enough that a viewer can see it. Animation of the individual elements is allowed if desired.



Smears are preferred over motion blur.



The stripe elements can be “drawn” onto the screen and be used as if they are in motion. They can also form objects.



Illustrated elements and frames are integral to the visual system and can be drawn in and out of compositions dynamically.



Objects should overshoot and bounce back when in motion. Exaggeration is also encouraged.



2026 NCAA® MEN'S FINAL FOUR®





2026 NCAA® MEN'S FINAL FOUR®





2026 NCAA® MEN'S FINAL FOUR®





TEAM-SPECIFIC STRIPES

Team-specific stripes have been designed to represent the teams participating in the event. *These items will be provided and should not be created.*





TEAM-SPECIFIC COMPOSITIONS





TEAM-SPECIFIC COMPOSITIONS





TICKET MARKETING COMPOSITIONS

Photography usage is restricted to ticket marketing, event marketing and social applications.

Top UI Zone



IS SET!



BUY NOW

THE ROAD ENDS HERE

Bottom UI Zone

TICKETS ON SALE
NOW!

APRIL 4 & 6, 2026
LUCAS OIL STADIUM
INDIANAPOLIS



THE ROAD ENDS HERE



WELCOMES



THE ROAD ENDS HERE



EVENT MARKETING COMPOSITIONS

Photography usage is restricted to ticket marketing, event marketing and social applications.



**NCAA MEN'S FINAL FOUR
DRIBBLE**

DRIBBLE YOUR WAY THROUGH
DOWNTOWN INDIANAPOLIS!

NCAA.COM/MFF/EVENTS



**NCAA MEN'S FINAL FOUR
TIP-OFF
TAILGATE**

MUSIC | INTERACTIVE GAMES
FOOD & BEVERAGE | SWAG

NCAA.COM/MFF/EVENTS



SOCIAL MEDIA 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. Photography usage is restricted to ticket marketing, event marketing and social applications.



SECTION 2
**TRADEMARKS
AND LEGAL**





REGISTERED MARK AND TRADEMARK SIZING

To comply with legal requirements, a registered mark or trademark should be used on all NCAA IP on first reference, as shown in the example below. The “first reference” refers to the first time a specific word, term or phrase appears. This includes, but isn’t limited to logos, authenticating lines and composite logos.

In any case, it is appropriate to reduce the size of the registered mark or trademark if it is egregious compared to other elements. The requirement is that the designation is legible.

ROAD TO THE FINAL FOUR

Which teams will vie for the right to be crowned national champion when the road to the 2025 Men's Final Four ends in San Antonio April 5 and 7, 2025? Thirteen of America's finest cities will become basketball hotbeds in March, as 68 teams journey toward a berth in the Men's Final Four. Nothing could be more exciting than attending! The ticket application for the 2025 Men's Final Four is now available.

Apply today at ncaa.com/mensfinalfour.

2025 NCAA DIVISION I MEN'S BASKETBALL CHAMPIONSHIP PRELIMINARY ROUNDS

FIRST FOUR March 18-19 Dayton, OH	FIRST/SECOND ROUNDS March 20 & 22 Denver, CO • Lexington, KY Providence, RI • Wichita, KS	FIRST/SECOND ROUNDS March 21 & 23 Cleveland, OH • Milwaukee, WI Raleigh, NC • Seattle, WA	
EAST REGIONAL March 27 & 29 Newark, NJ	WEST REGIONAL March 27 & 29 San Francisco, CA	SOUTH REGIONAL March 28 & 30 Atlanta, GA	MIDWEST REGIONAL March 28 & 30 Indianapolis, IN

For more information, visit ncaa.com/mbbtickets.

NCAA, Men's Final Four and Road to the Final Four are trademarks of the National Collegiate Athletic Association.



LEGAL LINE REQUIREMENTS

Proper use and citation of IP is critical to maintain legal protection, avoid consumer confusion and protect the integrity of the NCAA brand. The incorporation of legal lines in print, web, broadcast (verbal), social media, video and experiential efforts differs. The trademark or registered designation in copy serves as an acknowledgment to the intended audience that this is a protected word, phrase, logo, etc.



PRINT AND WEB

When NCAA IP is incorporated into copy or creative elements with the appropriate trademark or registered designation, a legal line is not required. BOTH appropriate trademark and the legal line should NOT be present.



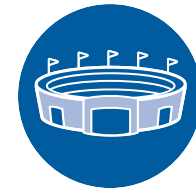
VERBAL BROADCAST

When NCAA IP is mentioned during a broadcast or commercial—on radio, podcasts or television—a legal line is required to acknowledge NCAA trademarks.



VIDEO (INCLUDING SOCIAL)

For video applications (including social) with and without caption options, a legal line is required to ensure acknowledgment for the intended audience.



EXPERIENTIAL

For experiential efforts, use appropriate trademark or registered designation on all creative to remove the need for the legal line. For sizing requirements on trademarks or registered marks, see [page 28](#).



TRADEMARKS AND LEGAL

NCAA Trademark Protection Language

The general guidelines outlined here are meant to clearly explain how to use the NCAA's trademarks. All uses of NCAA trademarks or logos must be submitted to the NCAA for approval. The most current list of trademarks owned or licensed by the NCAA is available by contacting Ashley Murray at amurray@ncaa.org or 317-917-6349, or by [visiting the NCAA website](#).

Using the NCAA Trademark and Symbols:

1. When working with the NCAA's marks, use the ® and ™ mark with the first and most prominent use of the marks or symbols.
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 the primary focus on the page, 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.
2. Official trademarked names cannot be changed or abbreviated.
3. 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. Such use of NCAA marks in internet directories is prohibited; however, members may use an NCAA mark within a member URL, provided such NCAA mark does not appear in the domain name portion of the URL. For example, members may use the following URL: www.stanford.edu/ncaa.
4. For trademark protection language direction, please see examples under NCAA Basic Legal Language on this page.

A complete trademark list and additional information can be found [here](#).

NCAA Basic Legal Language, Examples

The examples shown here represent the legal language for the most common examples of trademark and symbol use. If you are unsure of exact wording for a specific example, please contact Ashley Murray at amurray@ncaa.org or 317-917-6349.

For the blue disk logo and/or secondary (word) mark, please use:
NCAA is a trademark of the National Collegiate Athletic Association.

For blue disk/secondary marks used with another NCAA trademark, please use (for example):
NCAA and NCAA Championships are trademarks of the National Collegiate Athletic Association.

For blue disk/secondary marks and another NCAA trademark used with other authorized business entities, please use (for example):
NCAA, Champions Win Here and NCAA Championships are trademarks of the National Collegiate Athletic Association. All other trademarks are property of their respective owners.

MERCHANDISE

Please note these general guidelines do not include merchandise designs. All product designs must be submitted through the NCAA's licensing program. Inquiries should be directed to David Clendenin at dclendenin@ncaa.org or 317-917-6496.

DERIVATIVE USE

Derivatives of NCAA trademarks will not be permitted. Derivatives exploit NCAA IP in ways that fall outside the scope of their intended use or legal protection. Examples include: March Mayhem, a play on March Madness; Serving up the Madness, also a play on March Madness; The Road to Tulsa, a play on our family of "Road to" trademarks.



WORKING WITH NCAA® TRADEMARKS

This list consists of NCAA-owned or licensed trademarks dedicated to the NCAA Division I Men's Basketball Championship.

Elite Eight®

Final 4®

Final Four®

Final Four Friday®

First Four®

Going Dancing™

Madness After Dark™

March Is On®

March Madness®

March Madness Experience®

More than March™

NCAA Sweet 16®

NCAA Sweet Sixteen®

Read to the Final Four®

Road to the Final Four®

Selection Sunday®

The Big Dance®

The Final Four®

The Road Ends Here®

The Road Starts Here®

The Road to Indianapolis®

The Road to the Final Four®

All uses of NCAA trademarks must be submitted to the NCAA Men's basketball staff or its designees for approval.

If you have questions, please contact Ashley Murray at 317-917-6349 or amurray@ncaa.org.

A complete trademark list and additional information can be found [here](#).

SECTION 3
**ADDITIONAL
INFORMATION**





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 all pertinent materials bearing NCAA marks (subject to NCAA approval of the graphics). All uses of NCAA logos must be submitted to the NCAA branding staff for approval.

The logo of a commercially named venue cannot be used on any materials bearing NCAA logos or trademarks, and you may only use the commercially named venue in text.

The venue's name and information (without use of logos) will also be included on the dedicated website that the NCAA will provide to sell tickets.

NCAA LOGO USE BY COMMERCIALY 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) the Championship site-specific logo as recognition of the event being held in its facility. The NCAA logo must be in the form of a link to a dedicated webpage that will be established and/or assigned by the NCAA Championship administrator to sell the NCAA tickets. All uses of NCAA logos must be submitted to the NCAA staff for approval.

The Following Conditions Apply to this NCAA Logo Use:

1. The NCAA Championship site-specific logo can be used by the venue to communicate the NCAA event as one of the variety of upcoming events at the facility. The NCAA logo must be used only once and only as a part of a group of other logos of events being held at the venue.
2. The one-time logo use is limited to the site's home webpage or event-specific webpage.
3. The NCAA logo must be placed in a location on the venue's webpage so that there is clear and defined separation between the NCAA logo and any other commercial logos (including that of the commercially named venue). This is because NCAA Corporate Champions/Corporate Partners and Turner Broadcasting/CBS have graphic exclusivity in the use of NCAA logos and marks.
4. Logos of the venue's or the website's advertisers/sponsors may not be used on the home/event webpage.
5. The venue is not permitted to claim to be "the home," a host or co-host of any session of the NCAA Championship.
6. The logo provided by the NCAA Championship staff cannot be modified in any way.



ADDITIONAL INFORMATION

NCAA® marks are created as Adobe Illustrator (vector) files and are available in EPS format. JPEG (raster) files are also available.

Electronic copies of the marks are available to approved NCAA licensees, NCAA member institutions, approved media contacts and NCAA Corporate Champions/Partners. You can download the marks through the NCAA Digital Library. If you need additional information, please email narkins@ncaa.org.

This is a guide for the use of the NCAA Championship style. The NCAA is aware that questions arise that are not covered in this publication. For further help, you may contact the following individuals at the NCAA.

Shannon Sullivan

Associate Director, Branding
317-437-7054
ssullivan@ncaa.org

Nathan Arkins

Associate Director, Branding
317-917-6790
narkins@ncaa.org

Mailing Address:

NCAA
P.O. Box 6222
Indianapolis, IN 46206-6222
317-917-6222

Shipping Address:

NCAA
1802 Alonzo Watford Sr. Drive
Indianapolis, IN 46202

LICENSED PRODUCTS

Any items with NCAA trademarks, logos or references must be produced by an official NCAA licensee and/or official equipment supplier. NCAA Corporate Champions and Partners, network partners, equipment suppliers and local organizing committees (LOCs) or host facilities must assume financial responsibility for royalties and related costs associated with any premiums produced. To source a product or premium item, the partner inquiring entity should contact The Collegiate Licensing Company (CLC) or visit the current NCAA list of licensees on ncaa.org. 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

The Collegiate Licensing Company:

Dave Kirkpatrick
Senior Vice President, Business Development
1075 Peachtree St., Suite 3300
Atlanta, GA 30309
770-956-0520
dave.kirkpatrick@clc.com

NCAA Licensing:

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