



STYLE GUIDE



WELCOME

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

This guide will be essential as you activate the 2026 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 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 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 Branding staff before production. In the event this guide requires clarification, the NCAA will provide such interpretations at its sole discretion.

The 2026 NCAA Women's Final Four Style Guide is a key component of the NCAA brand management strategy. Building the equity of the 2026 NCAA Women'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 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 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
- Patterns 12
- Graphic Elements 13
- Type Treatments 14
- Photo Use and Treatment 15
- Design Breakdown 16
- Motion Principles 17
- Championship Compositions 18
- Team-Specific Compositions 22
- 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® WOMEN'S FINAL FOUR® LOGOS AND COLOR INFORMATION

For the 2026 NCAA Women'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 6077

CMYK 61, 83, 37, 74
 RGB 57, 39, 51
 HEX 392733
 MADEIRA 1362
 ROBISON-ANTON 2600



PANTONE 1505

CMYK 0, 64, 100, 0
 RGB 255, 105, 0
 HEX FF6900
 MADEIRA 1078
 ROBISON-ANTON 2330



PANTONE 3546

CMYK 0, 100, 100, 0
 RGB 205, 0, 26
 HEX CD001A
 MADEIRA 1037
 ROBISON-ANTON 2267



PANTONE 143

CMYK 0, 27, 85, 0
 RGB 241, 180, 52
 HEX F1B434
 MADEIRA 1437
 ROBISON-ANTON 2396



PANTONE 6137

CMYK 73, 8, 33, 6
 RGB 53, 157, 155
 HEX 359D9B
 MADEIRA 1298
 ROBISON-ANTON 2492



WARM GRAY 3

CMYK 21, 20, 21, 1
 RGB 191, 184, 175
 HEX BFB8AF
 MADEIRA 1012
 ROBISON-ANTON 2741



PANTONE 2925 (NCAA DISK ONLY)

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



WHITE

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

COMMON MISUSE

Variations of the 2026 NCAA® Women'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.

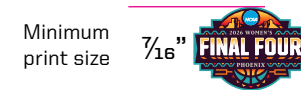


DO NOT place the logo in proximity to any other corporate mark.

LOGO SAFE SPACE AND MINIMUM SIZE

The letter F in the 2026 NCAA® Women'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 Women'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 digital size
is 50 pixels tall.

SECTION 1: COMPOSITE LOCKUP

ANATOMY OF A COMPOSITE LOCKUP

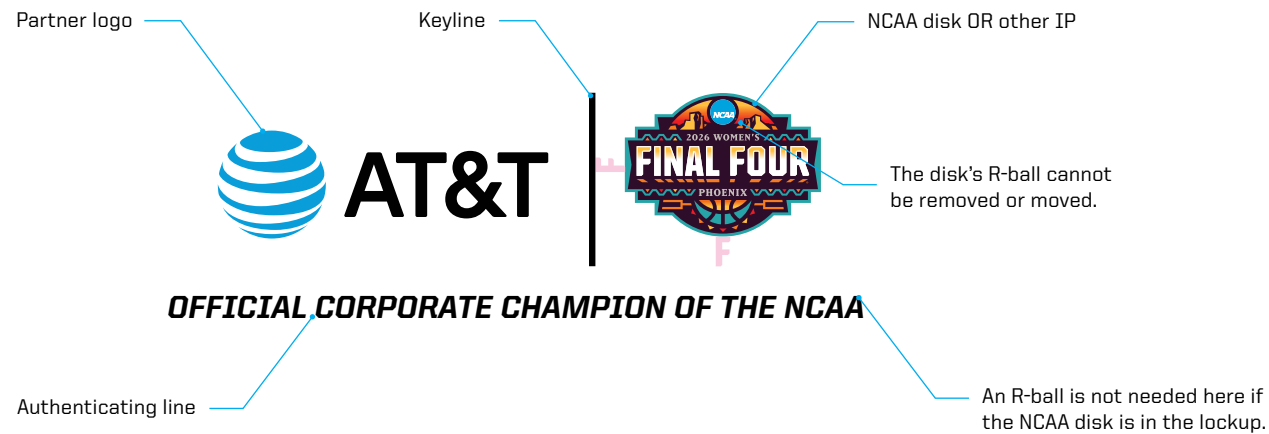
A composite lockup combines the use of a Corporate Champion or Partner (CCP) logo with the NCAA disk or other NCAA logo or mark. Other essential elements of a composite lockup include an authenticating line and keyline.

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.



SECTION 1: ACCESSING LOGOS

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® Women's Final Four® visual identity are shown here and should be used as follows:

Legacy – The NCAA font can be used for headlines, large applications and signage. Legacy should not be used in body copy in any circumstance.

Mestiza – The primary font for headlines, large applications, signage and body copy.

HEADER // LEGACY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Header // Mestiza Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Body // Mestiza Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



SECTION 1: VISUAL IDENTITY COLORS



VISUAL IDENTITY COLOR INFORMATION



PANTONE 143

CMYK..... 0, 27, 85, 0
 RGB..... 241, 180, 52
 HEX..... F1B434



PANTONE 1205

CMYK..... 0, 4, 48, 0
 RGB..... 248, 224, 142
 HEX..... F8E08E



PANTONE 5473

CMYK..... 86, 24, 33, 43
 RGB..... 17, 94, 103
 HEX..... 115E67



PANTONE 6137

CMYK..... 73, 8, 33, 7
 RGB..... 53, 157, 155
 HEX..... 359D9B



PANTONE 2758

CMYK..... 100, 83, 0, 47
 RGB..... 0, 30, 98
 HEX..... 001E62



PANTONE 2370

CMYK..... 99, 94, 0, 2
 RGB..... 47, 42, 149
 HEX..... 2F2A95



PANTONE 6097

CMYK..... 80, 73, 0, 0
 RGB..... 79, 82, 151
 HEX..... 4F5297



PMS 3546
 (ONLY USED IN
 GRADIENT)

CMYK... 0, 100, 100, 0
 RGB.....205, 0, 26



PMS 1505
 (ONLY USED IN
 GRADIENT)

CMYK.....0, 64, 100, 0
 RGB.....255, 105, 0



PMS 143
 CMYK.....0, 27, 85, 0
 RGB..... 241, 180, 52



PMS 1205
 CMYK.....0, 4, 48, 0
 RGB..... 248, 224, 142



PMS 5473
 CMYK...86, 24, 33, 43
 RGB.....17, 94, 103



PMS 305
 (ONLY USED IN
 GRADIENT)

CMYK.....55, 0, 1, 0
 RGB.....89, 203, 232



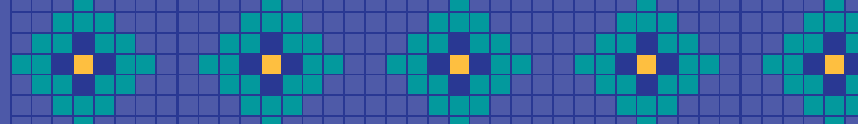
PMS 6137
 CMYK..... 73, 8, 33, 7
 RGB..... 53, 157, 155



PMS 2758
 CMYK... 100, 83, 0, 47
 RGB.....0, 30, 98

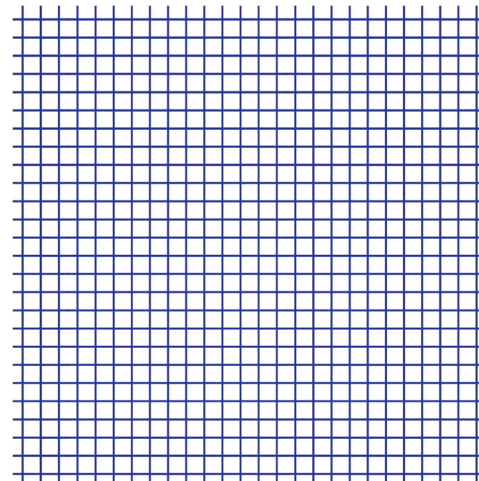
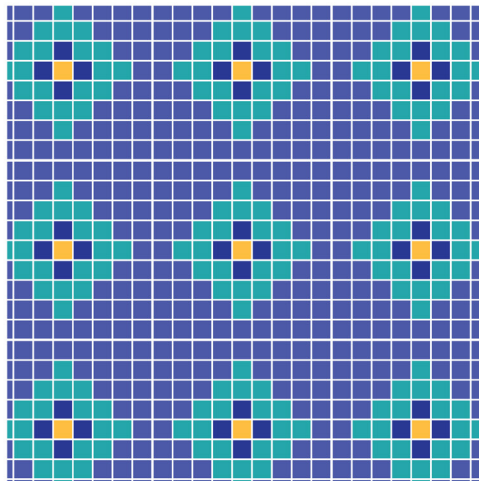
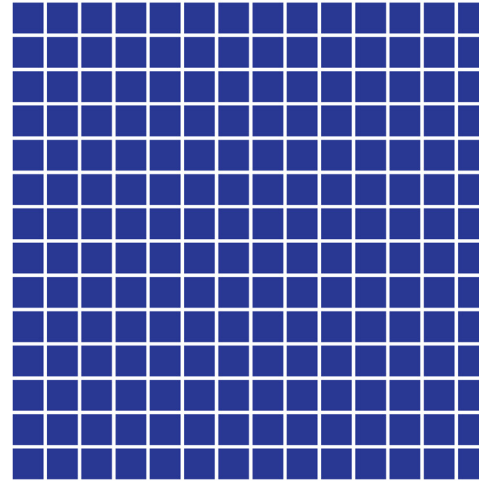
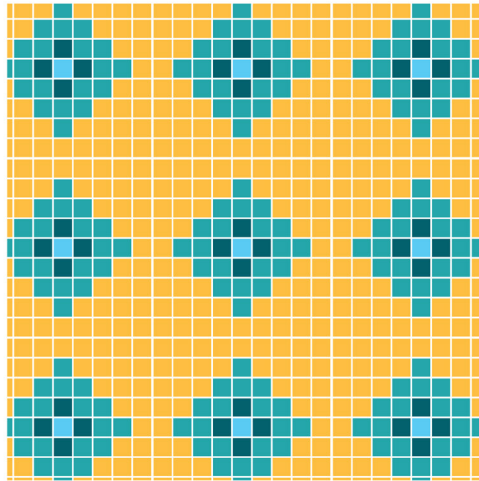


PMS 6097
 CMYK..... 80, 73, 0, 0
 RGB.....79, 82, 151



PATTERNS

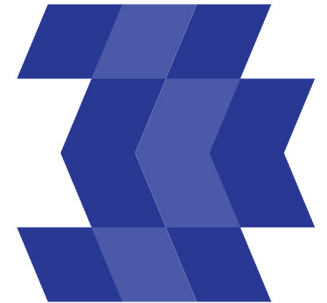
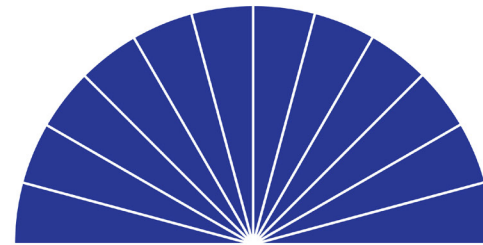
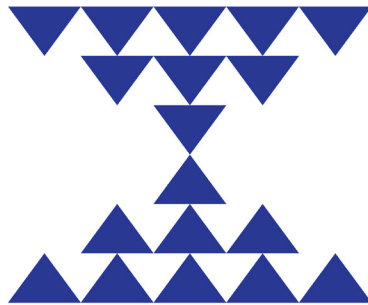
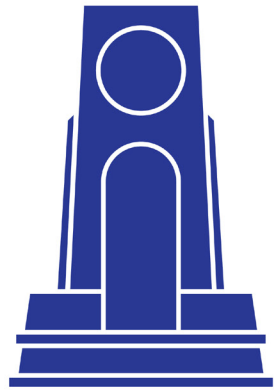
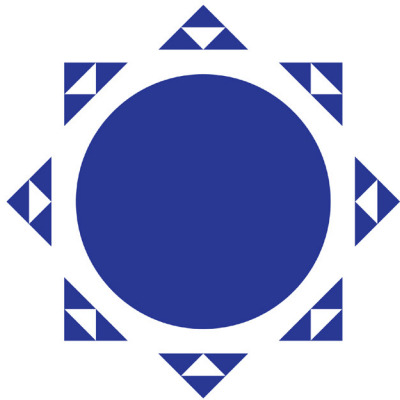
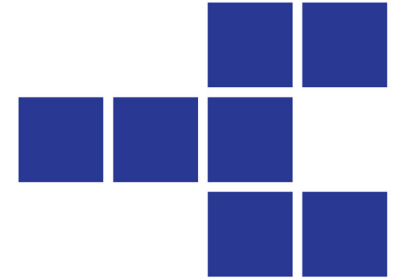
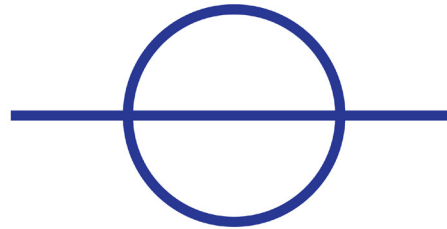
Below are patterns that can be found in the swatches panel to be used in various ways for compositions.





GRAPHIC ELEMENTS

Below are illustrations to be used in various ways for compositions.





TYPE TREATMENTS

These type treatments have been designed to integrate with the visual identity and boldly communicate information about the event. The type treatments consist of a combination of the fonts Mestiza and Legacy.

The lockups 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. These may be used in colors from the palette.

Four *IT ALL*®

PHX 

▶ **68** ◀ **32** ▶ **16** ◀ **8** ▶ **4** ◀

Four
IT ALL®

▶ ***NCAA***® ***WOMEN'S*** ◀ **Final Four**®



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, open the image in Photoshop and apply a Gradient Map adjustment layer. Set the blending mode to Soft Light, and adjust the opacity as needed to achieve the desired effect.

Use the following colors for the gradient:



PMS 3546

CMYK.....0, 100, 100, 0
RGB.....205, 0, 26



PMS 1505

CMYK.....0, 64, 100, 0
RGB.....255, 105, 0



PMS 143

CMYK.....0, 27, 85, 0
RGB.....241, 180, 52



Original



Gradient map applied



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 AND TEXT

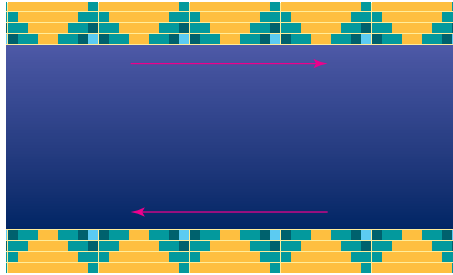
LAYER 2 - GRAPHIC ELEMENTS

LAYER 3 - BACKGROUND

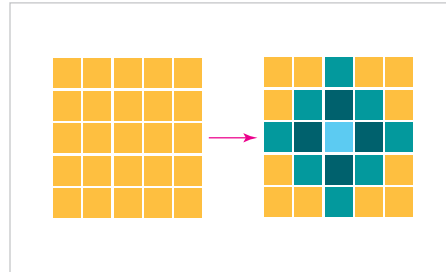


MOTION PRINCIPLES

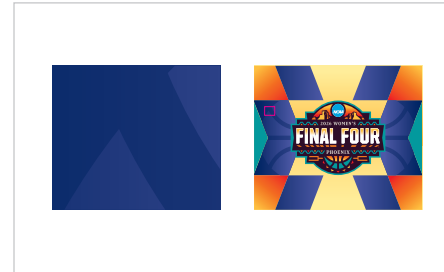
Supporting animation, be it in-stadium or on social media, should complement the visual brand identity. Some key principles have been called out below.



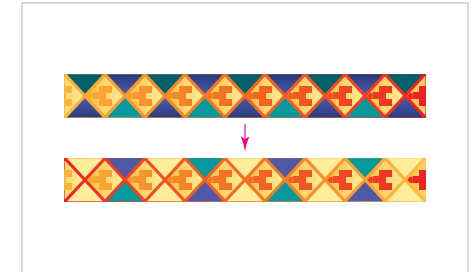
Tiling borders in the composition can slowly move across the composition.



Additionally, the colors of the tiling can animate in. Starting with a solid color and animate in the pattern.



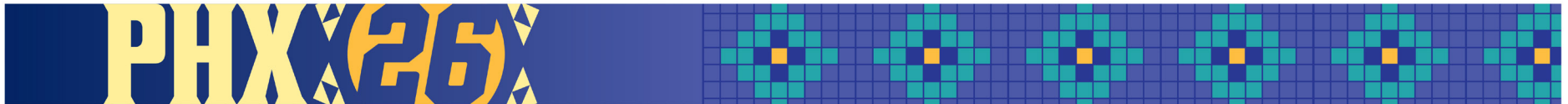
Compositions can start as a tight crop and quickly zoom out or around the composition to reveal a full composition.



Animating a color shift in elements and background in the composition can also add a sense of movement.

SECTION 1: CHAMPIONSHIP COMPOSITIONS

2026 NCAA® WOMEN'S FINAL FOUR®



2026 NCAA® WOMEN'S FINAL FOUR®



2026 NCAA® WOMEN'S FINAL FOUR®





2026 NCAA® WOMEN'S FINAL FOUR®



SECTION 1: TEAM-SPECIFIC COMPOSITIONS

TEAM-SPECIFIC ELEMENTS AND TYPE TREATMENTS



▷ South Carolina ◁
GAMECOCKS



▷ Texas ◁
LONGHORNS



▷ UCLA ◁
BRUINS

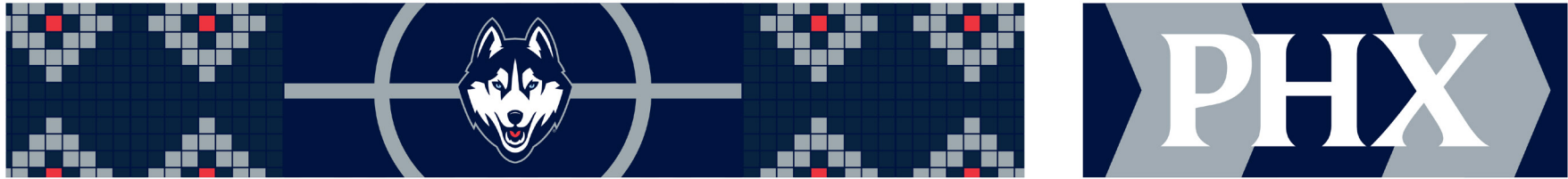


▷ UConn ◁
HUSKIES





TEAM-SPECIFIC COMPOSITIONS



SECTION 1: TICKET MARKETING COMPOSITIONS

TICKET MARKETING COMPOSITIONS

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

TOP UI ZONE



**2026 WOMEN'S
FINAL FOUR
PHOENIX**

IS SET!

 **VS**  *Ucla* **VS** 

BUY NOW

BOTTOM UI ZONE

**Tickets on sale
NOW!**

April 3 & 5
Footprint Center
Phoenix

Four IT ALL



**Secure Your Seats
TODAY!**

Four IT ALL

SECTION 1: EVENT MARKETING COMPOSITIONS

EVENT MARKETING COMPOSITIONS

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



HOP, SKIP AND JUMP THROUGH
THE STREETS OF PHOENIX!

**NCAA WOMEN'S FINAL FOUR
BOUNCE**

YOUTH HOOPS PARADE
FREE GIVEAWAYS

[NCAA.COM/WFF/EVENTS](https://www.ncaa.com/wff/events)



**NCAA WOMEN'S FINAL FOUR
TOURNEY TOWN**
PRESENTED BY
Capital One

INTERACTIVE GAMES | GIVEAWAYS
CELEBRITY APPEARANCES

[NCAA.COM/WFF/EVENTS](https://www.ncaa.com/wff/events)

SECTION 1: SOCIAL MEDIA COMPOSITIONS

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. 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.



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.



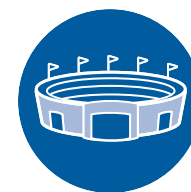
VERBAL BROADCAST

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 Women's Basketball Championship.

Beyond the Baseline®

Elite Eight®

Final 4®

Final Four®

First Four®

Four It All®

Going Dancing™

Madness After Dark™

March Madness®

March Madness Experience®

More than March™

National Collegiate Athletic Association®

NCAA®

NCAA Championships®

NCAA Sweet 16®

NCAA Sweet Sixteen®

NCAA Ticket Exchange®

Read to the Final Four®

Selection Sunday®

The Big Dance®

The Final Four®

Women's Elite Eight®

Women's Final Four®

The Women's Final Four and Women's Basketball should only use "Four It All" as the official trademark.

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 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 individual at the NCAA.

Nathan Arkins

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

Shannon Sullivan

Associate Director, Branding
317-437-7054
ssullivan@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

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