AMERICAN
ATHLETIC CONFERENCE

BRAND STANDARDS GUIDE
**AMERICAN ATHLETIC CONFERENCE**

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**PRIMARY COLORS**

THE AMERICAN BLUE
(in lieu of use *Pantone® 282C*)
Process Equivalent: 100c 68m 0y 54k
RGB Equivalent: 0r 45g 98b
Madeira Thread: #910-1044 Classic Rayon
Hex Code: #002654

THE AMERICAN RED
(in lieu of use *Pantone® 485C*)
Process Equivalent: 0c 95m 100y 0k
RGB Equivalent: 238r 49g 36b
Madeira Thread: #910-1037 Classic Rayon
Hex Code: #D81E05

**SUPPORT COLORS**

THE AMERICAN GRAY
(in lieu of use *Pantone® 430C*)
Process Equivalent: 0c 0m 0y 40k
RGB Equivalent: 167r 169g 172b
Madeira Thread: #910-1011 Classic Rayon
Hex Code: #919693

WHITE

**PRIMARY PALETTE**
The Conference encourages institutions to utilize the American Athletic Conference logo in institutional colors for these applications. Additional color options must be approved by the Conference office. It is very important to match these colors faithfully when reproducing the conference marks. It is preferred that all American Athletic Conference marks be used in the full color or two color versions whenever possible.

**SUPPORT COLORS**
In addition to the primary palette, the American Athletic Conference marks utilize The American Gray and white as important support colors.

*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards refer to the current edition of the PANTONE Color Formula Guide.
The primary and official American Athletic Conference logo uses a “varsity” or block letter A that incorporates a stylized red star element, with stacked lettering below the graphic A icon. While we’ve applied contemporary upgrades to the typeface – making it proprietary and unique – the classic, varsity style A has been in existence for decades and was chosen purposefully to give our rebuilt conference immediate credibility, familiarity and a sense of being stable, strong and well established.

The star element has a white stroke around it and a prescribed tilt, giving the iconic logo a dynamic and energetic personality. The elongation of one of the star’s points, and its relationship to the A, adds a quality of aspiration, reach and expansiveness. This star element and the A are in a fixed relationship, and should never be altered, modified or repositioned in any way.

The typeface for the word “AMERICAN” stacked under the graphic A is not a standard typeface and must be reproduced using the official production artwork. The typeface for the stacked words “ATHLETIC CONFERENCE” is Univers (see page 11 of this style guide for the approved ancillary typeface).

Other key elements of the primary mark include a gray drop shadow as a perimeter design element around the A, as well as a radial gradient or “flare” within the blue letter field. Both are added to give the mark a three-dimensional, contemporary look with added vibrancy. Note that this primary mark with stacked lettering has a vertical orientation and is best used when vertical space is readily available.

NOTE:
Use of the American Athletic Conference identity is restricted to its member institutions and organizations authorized by The American and the Licensing Resource Group (LRG). For more information on officially licensed products, including exempt royalty free items, please contact branding@theamerican.org.
Official wordmark logos have been developed for the American Athletic Conference and are presented here as the word “American.” They can also be depicted with the baseline phrase “Athletic Conference” if preferred.

In developing the wordmarks, the iconic red star of the primary mark has been excised for use as the “dot” on the letter “i” in American. Note that the relationship of this star element over the letter “i” is fixed and should never be altered, modified, enlarged or repositioned in any way. The radial gradient has also been incorporated into some of these wordmarks inside the blue lettering.

The wordmark typography is not a standard typeface and was uniquely modified and spaced for the American Athletic Conference. Therefore it should be reproduced using the official production artwork and must never be recreated or changed.

Like the primary and secondary graphic marks, the wordmarks are available in electronic formats, including jpeg and eps.

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While we always prefer the use of the primary vertical conference logos, all the wordmarks, horizontal in orientation, offer additional flexibility when vertical space is limited.

Also note that since we introduced the conference name in the spring of 2013, the term “The American” has been adopted rapidly in conversation, especially with media outlets looking for a memorable and “catchy” shorthand for this new conference.

Several member schools have also expressed a strong favorable reaction to this “nickname.” We approve of “The American” as a nickname and we invite member schools to use the wordmark versions presented on these pages as situations dictate.

**NOTE:**
Artwork for the conference URL address is available as a 4-color, 2-color, 1-color, or an all white wordmark.
Frequently it may be desirable to place the American Athletic Conference logos on a field of color. As shown in the examples on the left, some of the primary logo artwork has been created with a built-in outline shape allowing it to work clearly on many backgrounds. For this reason, it is not usually necessary to alter the marks before placing them on a color, photograph or complex background.

**EXCEPTIONS:**
The all white versions of the American Athletic Conference logos should never be used on an all white, a light, or a complex background since none of these backgrounds offers sufficient contrast.
It may be desirable to place the American Athletic Conference wordmark logos on a field of color. As shown in the examples on the left, these wordmarks should only be used on a white or light background.
It may be desirable to place the American Athletic Conference wordmark logos on a field of color. As shown in the examples on the left, these wordmarks should only be used on a dark background.
Careful attention to the safe zone around the conference marks assures that they will always be easily read and never be combined or overlapped with any other logos, text, images or graphics.

**NOTE:**
The safe zone for the vertical marks is a space equal to the overall height of the star graphic (or “A”) within the mark. The safe zone for the horizontal marks is a space equal to the overall height of the word “AMERICAN” (or “B”) within the mark. See the examples on the left.
While there are no restrictions on how large the American Athletic Conference logos can be, there are restrictions on the minimum size. In the case of the primary logos, the monogram mark may be reproduced as small as 0.5” high, while the other two primary marks may be reproduced no smaller than 1.5” high. The wordmarks should not be reproduced smaller than 1.5” wide. See the examples on the left.

The logos should always appear as large as possible for clarity and readability, while allowing for our prescribed isolation and clear space specifications.

The logos must be scaled proportionately to accommodate applications as diverse as website graphics, campus banners, field markers and promotional materials. This can be achieved successfully by reproducing the chosen mark using the official production artwork.
COMPATIBLE TYPOGRAPHY

The American Athletic Conference primary, secondary and wordmark logos use type treatments that have been created for the conference, and are unique and exclusive to us.

However, to provide greater flexibility, the conference has selected a sans serif typeface that can be used in conjunction with the conference logos. Our sans serif font is UNIVERS. This is the same font used in the words “ATHLETIC CONFERENCE” in our primary logo. It is a clear, strong, easily readable, contemporary font.

Using this selected type font assures that every communication from the conference and our member schools will adhere to a uniform, cohesive and consistent style and maintain brand integrity.
Incorrect usage of the American Athletic Conference marks compromises the integrity of the brand and impedes our goal of achieving a unified branding effort. Therefore, variations of the marks are not permitted. This page outlines some incorrect usages of the conference logo that violate the established guidelines outlined by the American Athletic Conference. Please avoid any treatment, application or usage of the marks that alters branding elements, affects legibility or otherwise modifies the logos in any way.

### Incorrect Logo Usage

<table>
<thead>
<tr>
<th>Incorrect Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never use the marks with unapproved colors</td>
</tr>
<tr>
<td>Never horizontally expand any mark</td>
</tr>
<tr>
<td>Never vertically alter any mark</td>
</tr>
<tr>
<td>Never re-size any element in any mark</td>
</tr>
<tr>
<td>Never ghost, screen or watermark any mark</td>
</tr>
<tr>
<td>Never add any element to any mark</td>
</tr>
<tr>
<td>Never distort any mark</td>
</tr>
<tr>
<td>Never reconfigure any element in any mark</td>
</tr>
<tr>
<td>Never re-space any elements in any mark</td>
</tr>
<tr>
<td>Never change the outline shape to an unapproved color</td>
</tr>
<tr>
<td>Never allow any pattern or photograph to show through any mark</td>
</tr>
<tr>
<td>Never use any mark on a background that provides insufficient contrast</td>
</tr>
<tr>
<td>Never enclose any mark inside another graphic element</td>
</tr>
<tr>
<td>Never add a drop shadow to any mark</td>
</tr>
<tr>
<td>Never use the words “Athletic Conference” with “The American” wordmark</td>
</tr>
</tbody>
</table>
**SPECIFIC MEMBER LOGOS**

<table>
<thead>
<tr>
<th>University</th>
<th>Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCF</td>
<td>PMS 872 METALLIC GOLD, PMS 7562 (matte surface) BLACK</td>
</tr>
<tr>
<td>CINCINNATI</td>
<td>PMS 186 RED BLACK</td>
</tr>
<tr>
<td>UCONN</td>
<td>PMS 289 NAVY BLUE, PMS 185 RED, PMS 429 GRAY WHITE</td>
</tr>
<tr>
<td>ECU</td>
<td>PMS 268 PURPLE, PMS 109 GOLD BLACK</td>
</tr>
<tr>
<td>HOUSTON</td>
<td>PMS 186 RED, PMS 421 GRAY, PMS 289 BLUE WHITE</td>
</tr>
<tr>
<td>MEMPHIS</td>
<td>PMS 280 BLUE, PMS 423 GRAY</td>
</tr>
<tr>
<td>NAVY</td>
<td>PMS 281 NAVY BLUE, PMS 4525 GOLD</td>
</tr>
<tr>
<td>USF</td>
<td>PMS 342 GREEN, PMS 4535 GOLD</td>
</tr>
<tr>
<td>SMU</td>
<td>PMS 286 BLUE, PMS 186 RED</td>
</tr>
<tr>
<td>TEMPLE</td>
<td>PMS 201 RED WHITE</td>
</tr>
<tr>
<td>TULANE</td>
<td>PMS 3435 GREEN, PMS 640 BLUE, PMS 368 LIME GREEN, PMS 877 SILVER</td>
</tr>
<tr>
<td>TULSA</td>
<td>PMS 294 BLUE, PMS 186 RED, PMS 871 GOLD</td>
</tr>
</tbody>
</table>
The Conference has approved the use of the Conference’s primary vertical logo in member institution colors. Pages 15-17 outline the approved primary, secondary, and knockout marks for Conference members. Member specific color combinations not listed must be approved by the Conference office.

**PRIMARY/SECONDARY**
The Conference’s “A,” accompanying “AMERICAN” word mark and horizontal bars should both be represented in institutional colors. The preferred version of the mark in institutional colors has the word “AMERICAN” displayed in the darkest institutional color with the horizontal bars in the lighter institutional color (LOGO 1). A version of the mark in institutional colors with the word “AMERICAN” displayed in the lighter institutional color with the horizontal bars and the “TM” in the darker institutional color (LOGO 2) is also available for use on a white background. On a light backgrounds, it is also permissible to use the logo in the institutional colors as shown in LOGO 3 and LOGO 4.

**KNOCKOUT WHITE**
Artwork for a knockout/white conference logo option is provided (LOGO 5). The knockout/white logos should be applied only on dark surfaces.

**AMERICAN WORD MARK**
The Conference has approved the use of the “AMERICAN” or “THE AMERICAN” word mark, in knockout/white on the institution’s darkest primary color (WORD MARK 1). It may also be used in one color using the institution’s darkest primary color on a light background (WORD MARK 2).
INSTITUTIONAL SPECIFIC PRIMARY & ONE COLOR EXAMPLES

UCF
PMS 872 METALLIC GOLD
PMS 7562 (matte surface)
BLACK
WHITE

CINCINNATI
PMS 186 RED
BLACK
WHITE

UCONN
PMS 289 NAVY BLUE
PMS 185 RED
WHITE

ECU
PMS 268 PURPLE
PMS 109 GOLD
WHITE

HOUSTON
PMS 186 RED
PMS 421 GRAY
WHITE
INSTITUTIONAL SPECIFIC PRIMARY & ONE COLOR EXAMPLES (CONT.)

**MEMPHIS**
PMS 280 BLUE  
PMS 877 GRAY  
WHITE

**NAVY**
PMS 281 NAVY BLUE  
PMS 4525 GOLD  
WHITE

**USF**
PMS 342 GREEN  
PMS 4535 GOLD  
WHITE

**SMU**
PMS 286 BLUE  
PMS 186 RED  
WHITE

**TEMPLE**
PMS 201 RED  
BLACK  
WHITE
INSTITUTIONAL SPECIFIC PRIMARY & EXAMPLES (CONT.)

TULANE
PMS 3425 GREEN
PMS 640 WHITE

TULSA
PMS 294 BLUE
PMS 671 GOLD WHITE
The following section outlines specific information related to the placement of the American Athletic Conference logo on member institutions’ uniforms.

The Conference’s vertical primary logo (without the “AMERICAN” lettering) is REQUIRED on all uniforms. The Conference will supply uniform patches (2.0” for football, 1.5” all other sports). In some sports, uniform materials may dictate that a screen print version of the American mark may be needed. Acceptable screen print instances are outlined in the following section. Under no circumstances should direct embroidery be used.

Member specific options are outlined on pages 14-17. Primary and secondary marks can be used on light or dark uniforms as long as the “A” is a contrasting color to the uniform color (see the examples on the left).

Specific questions related to color options and/or logo placement should be directed to the Conference office.
FOOTBALL

An American Athletic Conference patch is required on both home and away uniforms. The patch will measure 2.0” high and 1.75” wide. It shall be placed opposite of the manufacturer’s logo on the left or right chest.

HELMET

The Conference’s mark is mandatory on all helmets. It can appear in two places: on the “snubber” located just above the eyes or on the back of the helmet.

Stickers placed on the back of the helmet will utilize the Conferences primary vertical logo (without the word “AMERICAN”) in member institution’s colors. The sticker will measure 1.5” high and 1.25” wide.

The American word mark (without the words “Athletic Conference”) will be used on the “snuber” in blue lettering with a red star.
An American Athletic Conference logo is required on both home and away basketball uniforms. The logo (either a patch or directly embellished by the manufacturer) must measure 1.5" high and 1.25" wide. It shall be placed opposite of the manufacturer’s logo on the left or right front chest.

FLAG and/or memorial patches are still allowed and may appear opposite the conference logo or any other permissible NCAA location per rule 3, article 5d.
SOCCER

UNIFORM & APPAREL LOGO PLACEMENT

**UNIFORM**

Due to varying uniform types and materials, either an American patch or full color screen print mark is acceptable. The logo should measure 1.5” high and 1.25” wide.

Placement options are as follows:
- Front Chest Left
- Front Chest Right
- Front Chest Middle
- Right/Left Sleeve (with Conference approval)
VOLLEYBALL

UNIFORM & APPAREL LOGO PLACEMENT

VOLLEYBALL

Due to varying uniform types and materials, either an American patch or full color screen print mark is acceptable. The logo should measure 1.5” high and 1.25” wide.

Placement options are as follows:
- Front Chest Left
- Front Chest Right
- Front Chest Middle
- Right/Left Sleeve
BASEBALL/SOFTBALL

UNIFORM & APPAREL LOGO PLACEMENT

Due to varying uniform types and materials, either an American patch or full color screen print mark is acceptable. The logo should measure 1.5” high and 1.25” wide.

Placement options are as follows:
- Front Chest Left
- Front Chest Right
- Left Sleeve
- Right Sleeve

HELMET

The Conference mark is mandatory on all batting helmets. Stickers must utilize the Conference's primary vertical logo (without the word “AMERICAN”) in official or member institution’s colors. The sticker will measure 1.5” high and 1.25” wide.
ADDITIONAL SPORTS

**UNIFORM**
An American Athletic Conference patch or full color screen print is required for the following sports:

**CROSS-COUNTRY**
- Positioning is at the discretion of the institution on team warm-ups or competition uniforms.

**MEN’S & WOMEN’S GOLF**
- Positioning is at the discretion of the institution on competition shirts.
- Logos should be affixed to player’s golf bag.

**WOMEN’S ROWING**
- Positioning is at the discretion of the institution on team warm-ups or competition uniforms.

**SWIMMING & DIVING**
- Positioning is at the discretion of the institution on team warm-ups and/or screen printed on competition swim caps.

**MEN’S & WOMEN’S INDOOR/OUTDOOR TRACK & FIELD**
- Positioning is at the discretion of the institution on team warm-ups or competition uniforms.

**MEN’S & WOMEN’S TENNIS**
- Positioning is at the discretion of the institution on competition uniforms.
American Athletic Conference members are required to place the Conference logo on all competition surfaces.

**FOOTBALL/BASKETBALL**
A stand-alone primary logo with the word “AMERICAN” is mandatory on football and basketball playing surfaces. Institutions may choose the Conference’s official 2-color logo, a knockout/white option, or a member specific color option. Detailed information regarding acceptable member institutions’ conference marks can be found on pages 14-18. Additional color options must be approved prior to their use by the Conference office.

**OLYMPIC SPORTS**
A knockout/white American word mark (without the words “Athletic Conference”) is mandatory on all Olympic sport playing surfaces. In the case where a member cannot meet the mandatory guidelines, please contact the Conference to identify alternate applications such as sidelines, end zones, stadium wraps and other areas of the field.
BANNER EXAMPLE:
APPROVED MEMBER INSTITUTIONS PRIMARY MARKS & COLORS

*The approved institutional marks & colors can be found on pages 14-18.

BASKETBALL ARENA & FOOTBALL STADIUM:
Conference members ARE REQUIRED to prominently hang the banners of each conference members primary mark, as well as the Conference itself. There are no restrictions on the shape or size of each banner. The approved institutional marks and colors can be located on pages 14-18.

OLYMPIC SPORT VENUES
Conference members ARE REQUIRED to display the American Athletic Conference logo on the playing surface and member institution flags, banners or signs wherever logistically possible.
**SCORER’S TABLE SIGNAGE**

**LED SIGNAGE - OPTION #1:**

![LED Signage Option 1](image1)

**LED SIGNAGE - OPTION #2:**

![LED Signage Option 2](image2)

**ROTATING SIGNAGE:**

![Rotating Signage](image3)

**BASKETBALL ARENA SCORER’S TABLE:**
The use of the Conference wordmark IS MANDATORY for the scorer’s table signage. The signage background color is acceptable in either white or light gray.

On the left are Conference approved options for both LED and rotating scorer’s table signage. Conference branded signage should be included into your regular rotation. Schools using rotating signage must have the Conference logo displayed on as many panels as there are across your scorer’s table and must be displayed at the same time.
FOOTBALL

Logos are to be painted on the field between the numbers and hash marks. The logos should be painted diagonally from each other facing the press box on the 25-yard lines. The base of the logo should stretch a total of at least 6 yards, or three on either side of the 25-yard line.

In addition to logo placement on the field, the Conference will supply each institution with bulls-eye caps for chains and goalpost donut pads to be used during each home contest.

APPROVED LOGO OPTIONS

2 COLOR LOGO

SCHOOL COLOR EXAMPLE
Logos are to be applied within the designated area on both sides of the court between the lane line and the 3-point line, in the precise orientations shown on the left.

Measurement orientations are described as follows: (1) draw an imaginary line starting from the midpoint on the baseline (midpoint between lane line and 3-point line) extending to the 3-point line (this line is parallel to lane line); (2) draw imaginary line starting from lane line (between block and first hash mark) extending to 3-point line (this line is parallel to baseline); (3) center of logo should be located at intersection of both imaginary lines. Logo should be 9 feet in height (4 1/2 feet above and 4 1/2 feet below intersection). Both logos should face primary midcourt television cameras.

APPROVED LOGO OPTIONS

2 COLOR LOGO

SCHOOL COLOR EXAMPLE
SOCCER

The knockout/white “AMERICAN” word mark should be painted on the field either diagonally from each other in the playing boundary or on the side opposite the television camera outside the playing boundary. For placement diagonally inside the playing boundary, an imaginary straight line should be drawn halfway between the end of the penalty box and midfield. For placement outside the playing boundary, an imaginary straight line should extend from the top of the penalty box. The center of the logo should be located at the intersection of these imaginary lines. The logo should be 6 yards in length (3 yards to the left and 3 yards to the right).
SOCCER
The knockout/white “AMERICAN” word mark should be painted at the net in camera view (in or out of the playing boundary). An imaginary line should extend above and below midcourt. The center of the logo should be located at the intersection of the imaginary line. The logo should be 12 feet in length (6 feet to the left and 6 feet to the right).
SOCCER
The knockout/white "AMERICAN" word mark should be painted at the net in camera view (in or out of the playing boundary). An imaginary line should be drawn halfway between each baseline. The center of the logo should be located at the intersection of the imaginary line. The logo should be 18 feet in length (9 feet to the left and 9 feet to the right).

Additionally, a standalone primary logo, with the word "AMERICAN" (institutional colors or knockout) should be placed on the backstop padding and on interior or outfield walls.
ADDITIONAL SPORTS

SWIMMING & DIVING
- Minimum of two banners in venue

TENNIS
- Minimum of two banners in venue

TRACK & FIELD
- Minimum of four banners in venue
For questions or additional information regarding The American Athletic Conference and its marks, please contact:

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