

ATLANTIC
A110
CONFERENCE

THERE'S NO MID IN OUR MAJOR.

WE KNOW HOW IT FEELS TO GO TO THE BIG DANCE AS A ONE SEED.

WE KNOW WHAT IT'S LIKE TO MAKE THAT RUN FROM FIRST FOUR TO FINAL FOUR.

WE KNOW HOW EXCITING IT IS TO PLAY PAST MIDNIGHT.

ONCE YOU'VE PLAYED UNDER THESE LIGHTS, ALL YOU WANT IS TO KEEP PLAYING.

ANYONE WHO THINKS THIS IS MAKE BELIEVE, WE MAKE BELIEVE.

CINDERELLA IS A FAIRY TALE





WORK BOOTS



THEY'RE NOT GLASS SLIPPERS

THEY'RE WORK BOOTS



JUST KEEP ADVANCING

THEY'RE NOT GLASS SLIPPERS

GLASS SLIPPERS

THEY'RE NOT







A billboard advertisement for Atlantic 10 and CBS. The billboard features a background image of the Barclays Center arena in Brooklyn. The text on the billboard reads: "NO SLEEP TILL BROOKLYN". The word "SLEEP" is enclosed in a red rectangular box. The Atlantic 10 logo is visible in the bottom left corner of the billboard. Below the billboard, the number "218" is displayed on the left, and the CBS logo is centered.

NO
SLEEP
TILL
BROOKLYN

Atlantic 10

218

CBS



ST. JOE'S vs. RICHMOND

BARCLAYS CENTER - THURSDAY MARCH 6TH



DAYTON vs. UMASS

BARCLAYS CENTER - FRIDAY MARCH 7TH



VCU vs. DUQUESNE

BARCLAYS CENTER - SATURDAY MARCH 8TH











WHO WANTS NEXT?

"Who Wants Next" is a versatile phrase the brand uses in a number of ways. It is a sign-off on commercials, a hashtag for social media, a microsite URL, and an end line in print and other media, but while it is all of those things, it is not necessarily a mandatory conference tagline.

The phrase has a lot of meaning packed into it. It is a declaration that the Atlantic 10 is part of the national conversation. A call to all would-be challengers, in conference and out. And a self-identifier that the conference identity is the persona of "Next."

WHO WANTS NEXT?

GRAPHIC ELEMENTS



SHAPES

The brand uses deconstructed shapes from the respective sports being represented in the work. The elements of the line, the system of shapes that can be used to articulate when, where, and a training device that collages, and team branding materials, an added layer of depth.

Similar to how parts of the Court can be used to develop the visual language when we're representing sports, it can be true for the other A-10 sponsored sports. For example, elements of tennis courts, soccer fields, swimming pools, and field hockey, lacrosse, baseball, and softball can all be used as well.



These shapes that we use in our branding are included in the toolkit.

QUESTIONS

This Brand Toolkit is intended to help anyone who is involved in the Atlantic 10 Conference to use and create A-10 materials that adhere to the guidelines outlined in this manual.

The intent of this Brand Toolkit is to create a consistent visual language for the A-10 brand is used in a variety of media. The guidelines outlined in this manual will be provided with the appropriate A-10 materials clearer and more consistent.

If you have any questions:
Jerrri Mirandi
Associate Commissioner
Atlantic 10 Conference
jmirandi@atlantio.org
(752) 607-2161

WHO WANTS NEXT?

LOCKUPS FOR SPONSORS

Similar to examples where the conference logo is locked up with the respective team's logo, when used with a sponsor's logo, the sponsor's logo should appear on the left. Both logos should be scaled to impact visually.



TO VISIT



IC NTS

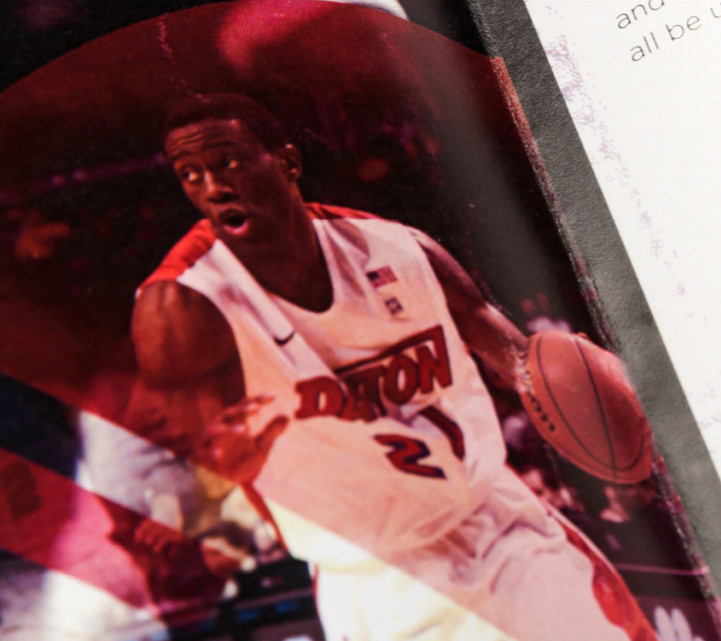
SHAPES

The brand uses deconstructed shapes from the respective sports being represented in the work. So elements of the lane, the key, and the three-point arc in basketball are used to make a visual system of shapes that can be used to accentuate action, serve as a framing device for collages, and give branded materials an added layer of depth.

Similar to how parts of the court can be used to develop this visual language when we're representing basketball, the same elements of tennis courts, soccer fields, swimming pools, track and field, field hockey, lacrosse, baseball, and softball fields can all be used as well.



Various shapes that are deconstructed from the sports are included in the digital toolkit.





LOGO & LOCKUPS

WHO WANTS NEXT LO

There are three standard acceptable lockups of the "Who Wants Next" phrase. The first is the dominant usage that should be applied whenever space allows. The second two (the boxed stacked and the single-line boxed version) should be used only as alternates if space dictates.



BOXED STACKED



CREA
