



**ATLANTIC 10
BRAND + IDENTITY GUIDELINES**

Version 1.0



WE'VE GOT NEXT.

College athletics are constantly moving and changing. They're fluid—in their strategies and tactics, their players and coaches, and their conferences and champions. The next chapter is written one game at a time, and anyone who stands still gets passed. We know because we're the ones pushing forward—the right way in every way. Because we're next.

Being next doesn't mean ignoring the past, but taking its hard-won lessons and looking to the future. As such, the new A-10 identity builds upon the foundations we've laid and points boldly forward. It's not simply a logo and a new color scheme, it's the face we present to the public — a reflection of the grit, drive, and history of excellence that the Atlantic 10 has always stood for. With your support, this expression of our shared values can engage everyone from the media to our die-hard fans to potential recruits, telling everyone what scoreboards across the country have always known: there's no mid in our major.



OUR BRAND POSITIONING

IT'S A WORKRIGHT, NOT A BIRTHRIGHT

This is supported
by four pillars:

- We Work Harder
- Steeped in Academic Excellence
- Deeply Committed to Shared Values
- Proven Excellence



OUR PERSONALITY

**HUNGRY / CONFIDENT / FOCUSED / GRITTY
UNAPOLOGETIC / TENACIOUS**



THE RIM OFFERS
BLIND JUSTICE





WINNING DOESN'T MEAN
LOSING

WHAT WE STAND FOR

WE WIN TITLES, ADVANCE TO FINAL FOURS, and watch player after player step up to the pros. But for all our success on the biggest stages in collegiate sports, we never forget the true meaning of "student-athlete."

In fact, our refusal to compromise our principals is our greatest source of strength. Because the truth is that running our programs the right way and winning aren't separate goals, they're one and the same.



THEY'RE

NOT

GLASS SLIPPERS

THEY'RE

WORK
BOOTS





WE
ADVANCE
IN
ANY **FIELD**

WHETHER WE'RE STUDYING TO BECOME A BIOPHYSICIST, A CIVIL ENGINEER, OR THE NEXT NCAA TOURNAMENT CHAMPION—NO MATTER THE FIELDS WE ENTER, WE ALWAYS ADVANCE.

FOR US COLLEGE IS MORE THAN A STEPPING STONE.
WE GO TO MAKE THE MOST OF OUR POTENTIAL.

THAT'S WHY WE RANK 2ND AMONG ALL 31 NCAA
DIVISION 1 CONFERENCES IN GRADUATION SUCCESS RATE.

AND IT'S WHY WE'RE STILL SHOOTING FOR EVEN HIGHER.

A10



SOME **KNOCKOUT
PUNCHES**

ARE LANDED FROM

**21
FEET**

A10



IDENTITY GUIDELINES

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OVERVIEW

These guidelines are intended to help anyone who is authorized in writing by the Atlantic-10 Conference to use the A-10 logo in accordance with the guidelines outlined in this manual.

The intent of these guidelines is to create a clear understanding of how the Atlantic-10 logo is used in a variety of media and applications.

All digital artwork is available from the Atlantic-10 Conference. Please contact:

Drew Dickerson
Director of Media Relations and Communications
Atlantic 10 Conference
ddickerson@atlantic10.com
[757] 706-3058



COLOR AND USAGE

The Atlantic-10 color scheme has been selected to work in print, on digital displays, and for web browsers. All colors used in applications of the A-10 logo should be selected with the intended medium in mind.

The primary red has been selected to stand out from the various team logos associated with the Atlantic-10 Conference, but in some cases, black, white or grey may be used in conjunction with or in place of the specified red.

A wide array of color combinations are specified in the following pages for a diverse handling of applications on colored, textured, or photographic backgrounds. Any color combinations not specified, however, should be avoided.

The A-10 logo must always be accompanied by an appropriate trademark symbol.



Red

For Print Usage
PMS 485
7c 98m 100y 1k

For Digital Display Usage
223r 35g 28b

For Web Usage
#df231c



Black

For Print Usage
PMS Neutral Black
72c 66m 65y 73k

For Digital Display Usage
33r 33g 33b

For Web Usage
#212121



A **'Atlantic 10 Conference'**
For large-scale
applications only



B **'Atlantic 10'**



C **'A10'**





Red and Black on White



White and Black on Red



Greyscale logo on White



Red and White on Black



Red and Black on White



White and Black on Red



Greyscale logo on White



Red and White on Black



Red and Black on White



White and Black on Red



Greyscale logo on White



Red and White on Black





Red on White



White on Red



Black on White



Red on Black





Red and Black on White



White and Black on Red



Greyscale logo on white



White and Red on Black





Red



White on Red



Black on White



Red on Black



The “protected area” is a clear margin surrounding all A-10 logos. It provides a clear graphic buffer zone to separate the logo from all other elements. No graphic element other than the registered trademark symbol may intrude upon the protected area around the logo.

The protected area is based upon the measurement “X”. “X” is defined by the width of the “1” in “10”, not counting the serif.

The “protected area” is a clear margin surrounding all A-10 logos. It provides a clear graphic buffer zone to separate the logo from all other elements. No graphic element other than the registered trademark symbol may intrude upon the protected area around the logo.

The protected area is based upon the measurement “X”. “X” is defined by the width of the “1” in “10”, not counting the serif.



EST 77

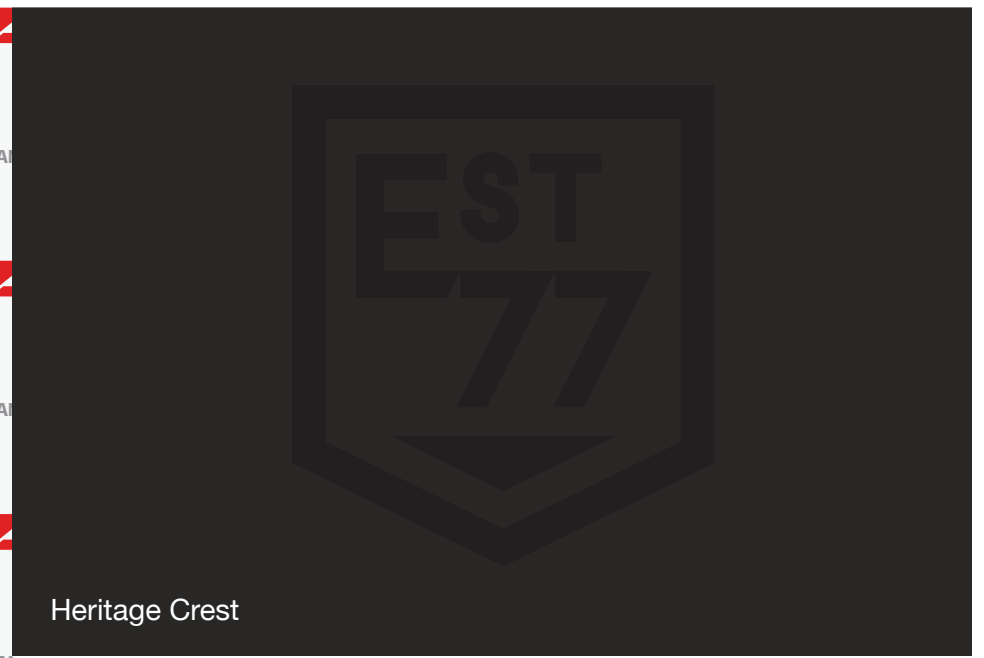
Heritage Mark



Heritage Pattern



Logo/URL Pattern



Heritage Crest

RESTRICTIONS

The Atlantic-10 logo has been carefully designed to work within the context of a mixed variety of media. Nevertheless, there are some ways in which the logo should never be used.

The following pages will address a few key logo restrictions in the use of all A-10 logo variations. However, this list is not exhaustive. In general, the logo should never be broken, stretched, squashed, or applied in any way other than the uses specified in these guidelines.

TYPOGRAPHY

The Atlantic-10 logo consists of custom drawn type in a single weight. However, United Sans Regular, which is available in a wide variety of weights, may be used in support of the logo.

United Sans Regular Bold is to be used for all supporting headlines, while United Sans Regular Medium is to be used for all supporting body text.

United Sans Regular may be purchased from House Industries.

<http://www.houseind.com/fonts/unitedcollection>

Headline usage

United Sans Regular Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345657890

Body copy usage

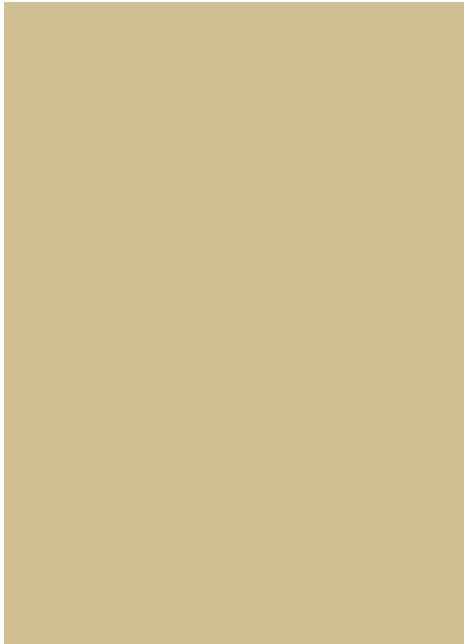
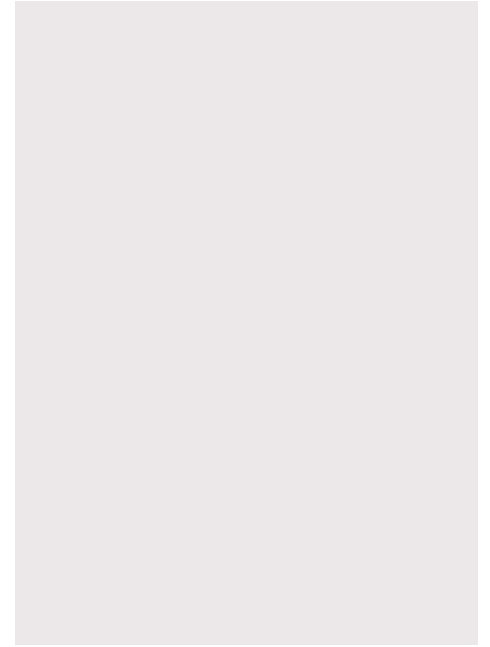
United Sans Regular Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345657890

Secondary
body copy usage
For captions and
other small-scale uses

Helvetica Neue Bold/Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345657890

SAMPLE APPLICATIONS

The following images demonstrate a few sample applications of the Atlantic-10 identity on playing surfaces, promotional and marketing materials, and licensed merchandise.





SCHOOL COLORS

The logo may be tailored to each school's unique color palette. The following guidelines outline approved color uses for applications including playing surfaces, promotional and marketing materials, and licensed merchandise.

In addition to each school's primary color palette, a black and white version of the logo is acceptable and available to all schools for their use.



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A10

A10

A10

A10





A10

A10

A10

A10





A10

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A10

A10





Pantone Cool Grey 3



The Atlantic-10 logo is displayed in a bold, stylized green font against a white background. The letter 'A' features a distinctive arrowhead shape on its left side.The Atlantic-10 logo is displayed in a bold, stylized white font against a solid green background. The letter 'A' features a distinctive arrowhead shape on its left side.The Atlantic-10 logo is displayed in a bold, stylized yellow font against a white background. The letter 'A' features a distinctive arrowhead shape on its left side.The Atlantic-10 logo is displayed in a bold, stylized white font against a solid yellow background. The letter 'A' features a distinctive arrowhead shape on its left side.

Pantone 349

Pantone 116





A10

A10

A10

A10







Atlantic-10 logo in dark blue on a light gray background.



Atlantic-10 logo in white on a dark blue background.



Atlantic-10 logo in yellow on a light gray background.



Atlantic-10 logo in white on a yellow background.

Pantone 540

Pantone 7406





A10

A10





A10

A10

A10

A10





A10

A10





A10

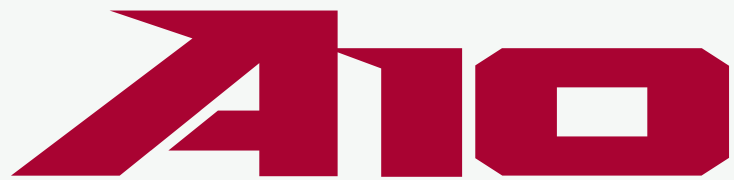
A10

A10

A10








A10



A10







A10



A10



A10



A10







A10



A10



A10



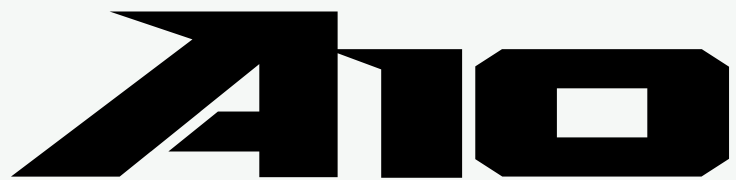
A10

Pantone 281

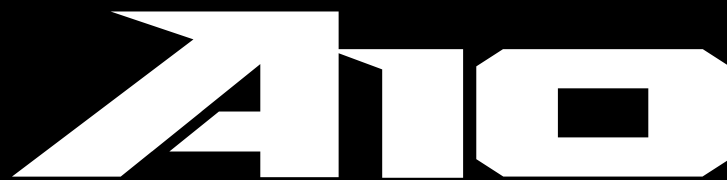
Pantone 200







A10



A10



A10



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THANK YOU

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