



*LOGO USAGE AND GUIDELINES*

*THE FOLLOWING PAGES WILL GUIDE YOU THROUGH HOW  
BEST TO USE THE NCAA<sup>®</sup> MARCH MADNESS<sup>®</sup> LOGO.*

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## NCAA® MARCH MADNESS®

### USAGE GUIDELINES:

This document contains the guidelines for usage of the NCAA March Madness logo and co-branding principles. It is the responsibility of those who execute/activate materials to observe these guidelines.

The NCAA March Madness style guide is a key component of the NCAA brand management strategy. Through the consistent application and usage of NCAA logos 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.

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 and fan experience staff before production. In the event this guide requires clarification, the NCAA will provide such interpretations at its sole discretion.

The reproduction art is available for use in approved activities related to the NCAA Division I Men's Basketball Championship tournament. 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. 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 branding and fan experience staff.

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NCAA® MARCH MADNESS®  
 PRIMARY MARK - FULL COLOR

ABOUT THE LOGO:  
 NCAA March Madness captures all the intense excitement and anticipation of what is to come and represents the high level of competition seen to make it through the tournament to the Final Four®.

A dimensional styling has been added to the foundational typeset of March Madness, conveying a sense of motion and excitement.

The addition of brackets continues to build the look and feel of the mark. This offsets the original centered balance, which creates a sense of tension and anticipation that will be felt when watching the tournament.



Font: Legacy

**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**1234567890**

Pantone 300 CP	
CMYK	99, 50, 0, 0
RGB	0, 94, 184
HTML	005EB8

Pantone 428 CP	
CMYK	10, 4, 4, 14
RGB	193, 198, 200
HTML	C1C6C8

Pantone 430 CP	
CMYK	33, 18, 13, 40
RGB	124, 135, 142
HTML	7C878E



Color Palette

WHITE | BLACK

## NCAA® MARCH MADNESS® PRIMARY MARK - ONE COLOR

### ABOUT THE LOGO:

NCAA March Madness captures all the intense excitement and anticipation of what is to come and represents the high level of competition seen to make it through the tournament to the Final Four®.

A dimensional styling has been added to the foundational typeset of March Madness, conveying a sense of motion and excitement.

The addition of brackets continues to build the look and feel of the mark. This offsets the original centered balance, which creates a sense of tension and anticipation that will be felt when watching the tournament.



Reverse application.



Do not change orientation of elements in the mark or add any additional elements.\*



Do not remove text from the shape holder.



Do not modify placement of design elements such as the brackets.



Do not alter the logo's colors.



Do not alter the typography.



Do not place the logo over distracting backgrounds.



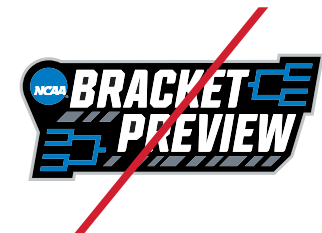
Do not distort the logo in any way.



Do not rotate the logo.



Do not alter the architecture of the logo in any way.



Do not change the March Madness text.

FULL-COLOR VERSION



NCAA® MARCH MADNESS®  
SECONDARY MARK

A secondary, more simplified March Madness mark is available for applications with limited color palettes, sizing constraints or legibility concerns.

This should be used only when the primary mark is not feasible.



Reverse application.

ONE-COLOR VERSION



Reverse application.

NCAA® MARCH MADNESS®  
SECONDARY MARK | COMMON MISUSES



Do not use during the regular season.



Do not add keylines or shapeholders around the mark.



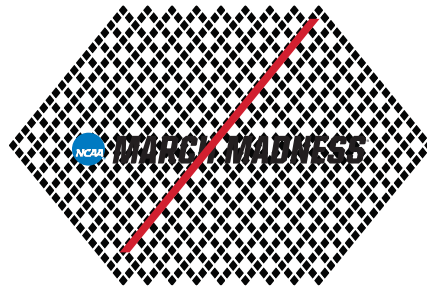
Do not modify placement of design elements.



Do not alter the logo's colors.



Do not alter the typography.



Do not place the logo over distracting backgrounds.



Do not distort the logo in any way.

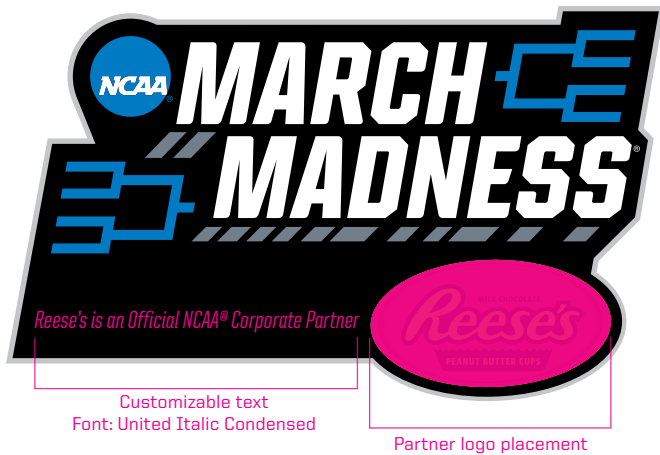


Do not rotate the logo.



NCAA<sup>®</sup> MARCH MADNESS<sup>®</sup>  
CO-BRANDING

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## NCAA® MARCH MADNESS® CO-BRANDING - FULL COLOR

All co-branded March Madness marks follow a simple structure to allow two elements for partner communication:

- Logo
- Custom text area

All partner logos must be put in the lower right-hand corner. The partner logo can measure to be up to 3x the size of the NCAA blue disk.

The text area to the left of the partner logo is customizable text, with approval from the NCAA. This text can tie into a partner campaign or can include the common NCAA partner language as shown. Text must be in Legacy or United font.

No other element of the March Madness and partner lockup can be altered.

Any partner wishing to co-brand with NCAA March Madness must obtain approval from the NCAA branding and fan experience team either directly or through its NCAA corporate relations representative.



Reverse application.



Sponsor logo is to be equal to, or less than, the size of three NCAA blue disks.

## NCAA® MARCH MADNESS® CO-BRANDING - ONE COLOR

All co-branded March Madness marks follow a simple structure to allow two elements for partner communication:

- Logo
- Custom text area

All partner logos must be put in the lower right-hand corner. The partner logo can measure to be up to 3x the size of the NCAA blue disk.

The text area to the left of the partner logo is customizable text, with approval from the NCAA. This text can tie into a partner campaign or can include the common NCAA partner language as shown. Text must be in Legacy or United font.

No other element of the March Madness and partner lockup can be altered.

Any partner wishing to co-brand with NCAA March Madness must obtain approval from the NCAA branding and fan experience team either directly or through its NCAA corporate relations representative.



Reverse application.



Do not use two partner logos in the co-branded lockup.



Do not add keylines or shapeholders around the mark.



Do not modify placement or size of iconography, such as the partner logo or bracket.



Do not alter the logo's colors.



Do not alter the typography.



Do not place the logo over distracting backgrounds.



Do not distort the logo in any way.



Do not rotate the logo.



NCAA® MARCH MADNESS®  
CO-BRANDING - HORIZONTAL  
FULL COLOR

The horizontal application is available for applications with sizing constraints or legibility concerns.

This should be used only when the primary mark is not feasible.

All partner logos must be to the right of the NCAA March Madness logo. The partner logo can be up to 3x the size of the NCAA blue disk.

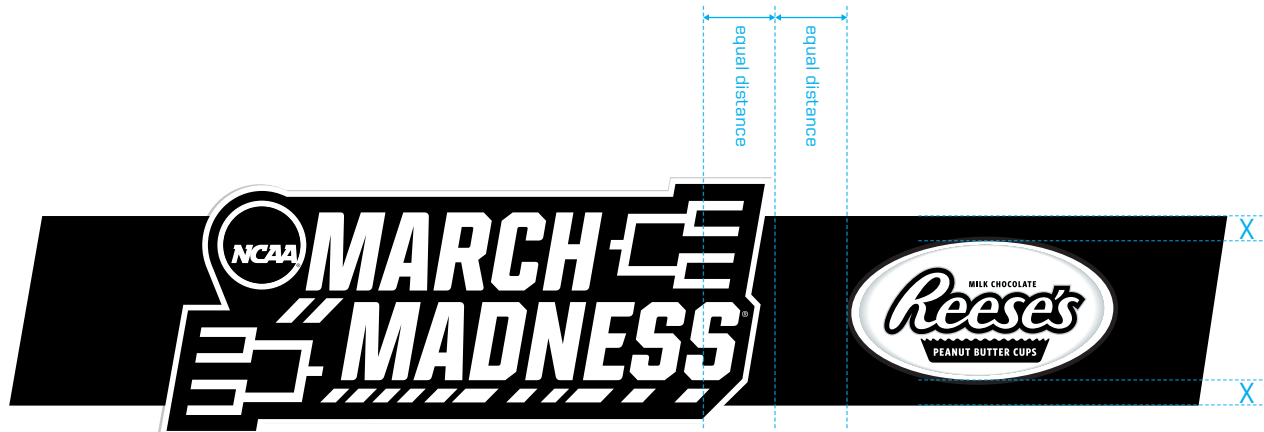
Any partner wishing to co-brand with NCAA March Madness must obtain approval from the NCAA branding and fan experience team either directly or through its NCAA corporate relations representative.



Sponsor logo is to be equal to, or less than, the size of three NCAA blue disks.



Reverse application.



NCAA® MARCH MADNESS®  
CO-BRANDING - HORIZONTAL  
ONE COLOR

The horizontal application is available for applications with sizing constraints or legibility concerns.

This should be used only when the primary mark is not feasible.

All partner logos must be to the right of the NCAA March Madness logo. The partner logo can be up to 3x the size of the NCAA blue disk.

Any partner wishing to co-brand with NCAA March Madness must obtain approval from the NCAA branding and fan experience team either directly or through its NCAA corporate relations representative.



Sponsor logo is to be equal to, or less than, the size of three NCAA blue disks.



Reverse application.



Do not use two partner logos in the co-branded lockup.



Do not add keylines or shapeholders around the mark.



Do not modify placement or size of iconography, such as the partner logo or bracket.



Do not alter the logo's colors.



Do not alter the typography.



Do not place the logo over distracting backgrounds.



Do not distort the logo in any way.



Do not rotate the logo.

## NCAA TRADEMARK GUIDELINES

Using the trademark, its symbols and NCAA guidelines:

Accurate reproductions of NCAA logos may be obtained through the NCAA Logo Library. For access to the Logo Library, please visit [www.ncaa.logos.com](http://www.ncaa.logos.com) to register.

The NCAA's position on inclusion of ® or ™ marks is first and most prominent use.

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 is the primary focus on the page or product design, 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.

Official names cannot be changed or abbreviated unless specifically trademarked (e.g., Final 4). 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. In the case of NCAA March Madness, an ® is required after NCAA and after March Madness. The NCAA owns "NCAA" and "March Madness", but "NCAA March Madness" is not a registered mark in itself: NCAA® March Madness®.

NOTE: These general guidelines do not include merchandise designs. All product designs must be submitted through the NCAA licensing program administered by the Collegiate Licensing Company. Inquiries should be directed to the NCAA licensing staff.

## NCAA TRADEMARK PROTECTION LANGUAGE

NCAA trademarks should have notice of ownership language in a discreet location proximate to the trademark use. The legal notice often is located at the bottom of a page in smaller font or "mouse print."

The examples below are written only to represent the most typical examples. If you are unsure of exact wording for a specific example, please work with your NCAA contact for assistance and clarification.

### **For Blue Disk and/or Wordmark, please use:**

- NCAA is a trademark of the National Collegiate Athletic Association.

### **For Blue Disk and/or Wordmark plus another NCAA trademark, please use (for example):**

- NCAA and March Madness are trademarks of the National Collegiate Athletic Association.

### **For Blue Disk and/or Wordmark plus another NCAA trademark used with other authorized business entities, please use (for example):**

- NCAA, March Madness, Men's Final Four and Women's Final Four are trademarks owned by the National Collegiate Athletic Association. All other licenses or trademarks are property of their respective holders.

## NCAA CONTACT:

Nathan Arkins  
Assistant Director, branding and fan experience  
317-917-6790  
[narkins@ncaa.org](mailto:narkins@ncaa.org)