



STYLE GUIDE

THE *Pinnacle* AWAITS™

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Welcome to the 2011 NCAA® Women's Final Four® Style Guide. This document provides guidelines, reference material and information on the visual components of the 2011 NCAA Women's Final Four. This guide will be essential as you activate the NCAA Women's Final Four “look.”

While every effort has been made to provide a comprehensive and accurate summary of the 2011 NCAA Women's Final Four style, 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.

This style guide provides guidelines for the correct use of marks and graphics, however, final designs of all applications must be reviewed and approved by the NCAA Women's Basketball Staff before production. In the event this guide requires clarification, the NCAA will provide such interpretations at its sole discretion.

The 2011 NCAA Women's Final Four Style Guide is a key component of the NCAA brand management strategy. Building the equity of the NCAA Women's Final Four mark can only be accomplished by adhering to these guidelines. Through the consistent application and use 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 to review the current terms and conditions. Information on the NCAA website is subject to change without notice.

This document contains the guidelines for use of the 2011 NCAA Women's Final Four logo, and it is the responsibility of those who execute/activate materials to adhere to these guidelines.

The reproduction art is available for use in approved activities related to the NCAA Women's Final Four. The logo is a registered 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 approved in advance by the NCAA Women's Basketball Staff.



CORE MESSAGES

- The NCAA is a membership-led association of conferences, affiliated organizations and collegiate institutions with athletics programs.
- We are committed to protecting the best interests of student-athletes.
- We are committed to providing quality educational experiences to student-athletes.
- We are committed to supporting athletics participation opportunities for student-athletes.

The National Collegiate Athletic Association (NCAA) is a voluntary, membership-led organization made up of more than 1,300 colleges and universities, conferences and other groups. Together, our members make rules and regulations to serve the student-athlete and preserve the integrity of intercollegiate athletics. There are approximately 125 committees of presidents, athletics directors, conference commissioners, coaches, faculty members and student-athletes from NCAA schools and conferences working to create these guidelines.

Each year, more than 400,000 student-athletes compete in three divisions (Division I, Division II and Division III) in 23 sports. Annually, approximately 54,000 student-athletes compete in 88 NCAA championships. Three of these championships — rifle, fencing and skiing — are co-ed championships.

NCAA championship events are held at more than 700 sites each year.



The NCAA provides this style guide to outline the required components of this program for the Local Organizing Committee (LOC) and NCAA-related entities (licensees, corporate champions/partners).

ADVERTISING

All decorations shall comply with the facility signage policy and be approved by the NCAA.

ESPN

The NCAA will review pertinent decorating plans with ESPN to determine the effect of decoration placements on television broadcast quality.

LICENSEES

All items that include NCAA marks should be purchased from NCAA licensees. A current list of NCAA licensees can be found at NCAA.org.

CITYWIDE

The citywide décor plan shall include, but not be limited to, banners in high-traffic areas, the NCAA headquarter hotel, interior and exterior of the competition venue, convention center, NCAA special event locations and the airport. All décor elements must be free of commercial marks.

The NCAA shall not enter into any joint-indemnification agreements with the LOC in connection with the display of citywide decorations.

Co-branding is prohibited unless pre-approved by the NCAA.

CLEAN ZONE

The LOC and the NCAA shall establish areas (within at least a multi-block radius around the primary NCAA and WBCA hotels, team hotels, convention center, Tourney Town venue and competition venue) that shall be free of temporary promotional and commercial activities. Every effort will be made to assure that the airport is included as part of the clean zone or the restrictions and guidelines thereof.

The purposes of the clean zone are to: (1) minimize commercialization; (2) create a clean, safe and vibrant environment; and (3) allow the NCAA to provide limited and tasteful recognition to selected commercial entities. Except where specifically noted, restrictions apply to public and privately owned exterior spaces or temporarily enclosed spaces.

- The NCAA Women's Final Four logo must be used in its entirety in all applications.
- Always use the ® symbol (registered trademark) in conjunction with the Women's Final Four logo, as seen in the example shown.
- Please do not stretch, distort or alter the logo.
- The NCAA Women's Final Four logo should be the dominant element when used.
- This guide should not be used to match color for final production pieces – Pantone color references are provided.

CORRECT USE AND PREFERRED VERSION

The Women's Final Four logo should be the cornerstone of all printed and environmental graphic elements. The full-color logo is the preferred version and should be used as frequently as possible.

The logo is a registered trademark of the NCAA and must be reproduced in the configurations and colors shown in this document. No variation in its design, other than what is provided, will be approved.





DARK BACKGROUND

When using the logo on a dark background a white stroke is used to define the logo shape. Please do not add to or manipulate the stroke included in the provided art.

LINE ART

For items printing in black and white or for items with limited budgets or production limitations, a one-color version may be used. If an item is black and white, the preferred logo version is line art. All items using the line-art logo must be approved in advance by the NCAA.



MATERIAL AVAILABILITY

The marks are created as vector (EPS) files. Additional raster (JPG) files also are available. Entities that have obtained an appropriate password from the NCAA may retrieve any NCAA logos by visiting NCAALogos.com.

Questions pertaining to the graphic standards should be addressed to Mary Eiland, Associate Director of Brand Strategies and Events.

SIZE AND PROPORTION

The Women's Final Four logo should be the dominant element on the item on which it is printed. The design elements should accent, not overpower, the Women's Final Four logo. Adequate space for the accompanying message should be allowed, but should never overpower the Women's Final Four logo.



Do not condense or expand the mark in any way.



Do not create an outline of the mark.



Do not introduce any other color.



Do not alter the orientation or arrangement of the logo.



Do not crop the mark in any way.



Do not reproduce the mark on a visually distracting background.



Do not add additional elements to the logo such as rules and drop shadows.

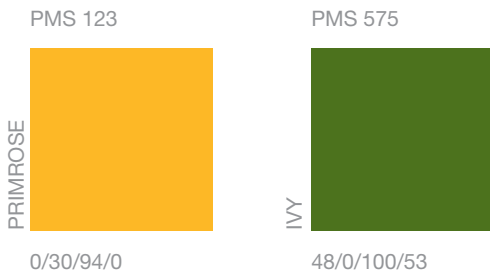
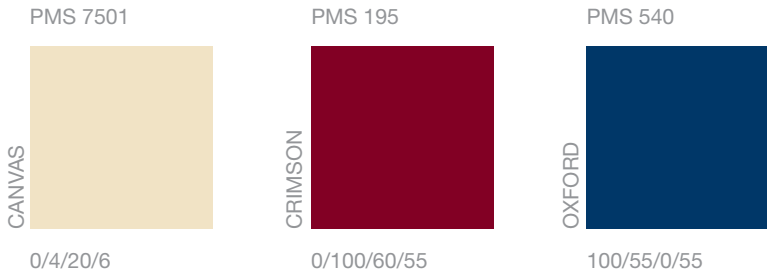


Do not place the logo in proximity to any corporate mark.

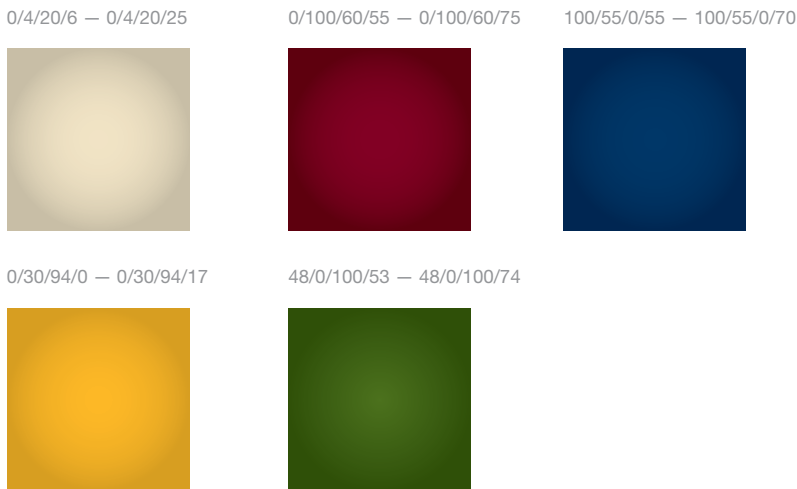
INCORRECT USE

Variations of the NCAA Women's Final Four mark are not permitted (examples shown to the left). 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. Color variations of the logo are not allowed.

PRIMARY COLOR PALETTE



GRADIENT COLOR PALETTE



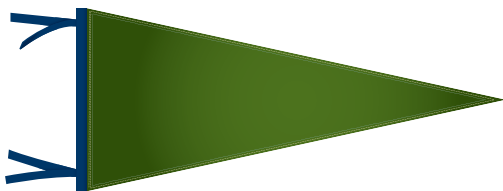
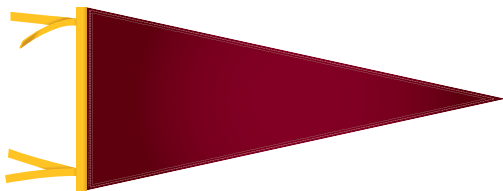
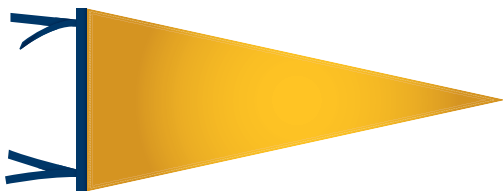
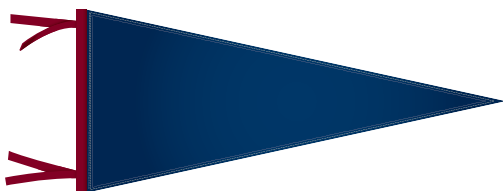
COLOR PALETTE

Please note that vignettes and gradients should only be used in applications in which they can be properly reproduced.

The gradients include a PMS color from the color palette, but have been converted to CMYK for better reproduction.

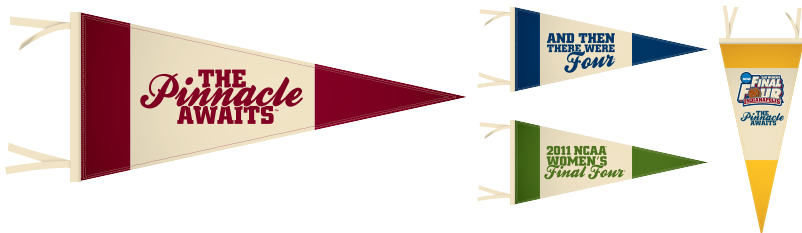
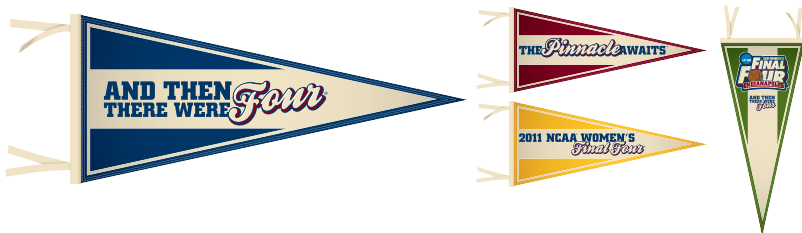
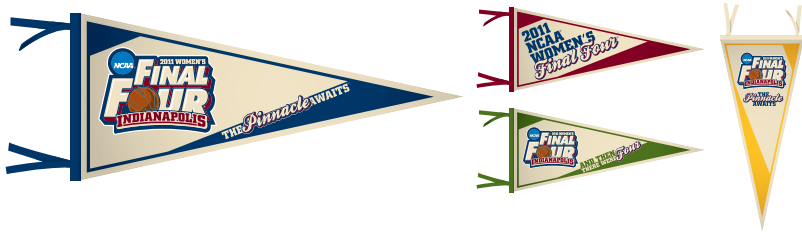
PENNANT

The base pennants are cropped to add visual interest and visual space for messaging and logo.



COMBINATION PENNANT

Combination pennants are to be cropped for unique messaging disposition. These pennants can also be incorporated into décor as die-cut banners to complement traditional signage.





SPIRIT ART

Spirit art can be used in conjunction with the pennant as a graphic element in the background. This art can also be used as a stand-alone die-cut graphic to incorporate the school spirit theme into the décor.

THEME LINES - WELCOME

Welcome
TO THE 2011 NCAA WOMEN'S
FINAL FOUR

Welcome TO THE 2011 NCAA WOMEN'S
FINAL FOUR



THEME LINES - THE PINNACLE AWAITS



THEME LINES - AND THEN THERE WERE FOUR



SQUARE SLABSERIF 711 BT (BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

KABEL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SIGN PAINTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

PRIMARY TYPOGRAPHY

The primary typeface of the Women's Final Four look is Square Slabserif 711 BT Bold.

SECONDARY TYPOGRAPHY

The Women's Final Four secondary typeface is Kabel. Kabel should **ONLY** be used as body copy or a secondary title element. It should never be used as a headline or title, or on signs.

TERTIARY TYPOGRAPHY

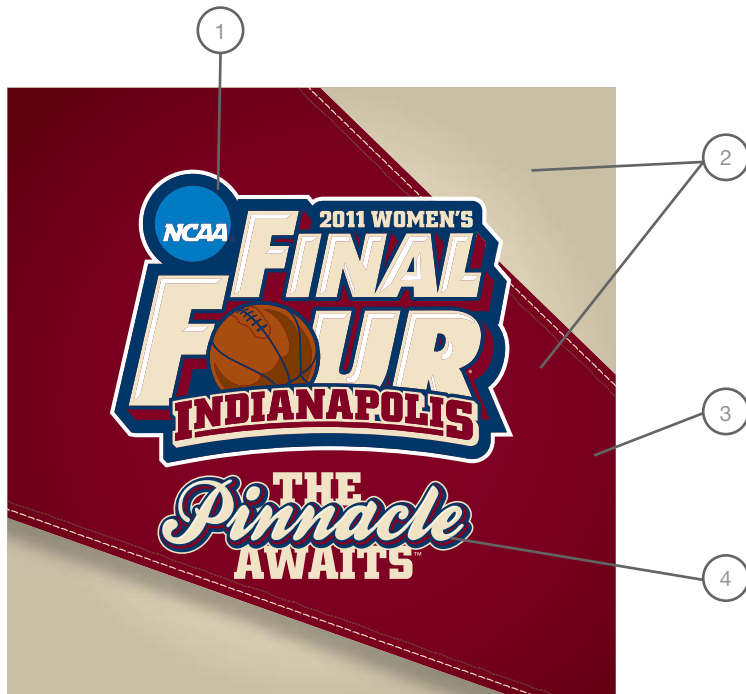
The Women's Final Four tertiary typeface is Sign Painter. Sign Painter should be used to achieve a handpainted look.

TYPOGRAPHY COPYRIGHT

The NCAA does not distribute typefaces. To use the fonts described on this page, you must purchase a license for use from the copyright holder.



COMBINING THE ELEMENTS



APPLYING THE DESIGN SYSTEM

The Women's Final Four look was designed on a base of four design components: 1) the Women's Final Four logo; 2) color palette; 3) graphic element; and 4) theme line. This plan gives a range of flexibility and customization within a “design family” so the look is fresh on each of the hundreds of items created for the Women's Final Four.

Additionally, this system of components will assist the LOC and its vendors in creating a cohesive look for all Women's Final Four-related items.

The components can work alone or in conjunction with one another, depending on the communication goals of each item.

LEVEL 1

Pennant + Logo + Theme Line + Color Palette

COMBINATIONS

Cropping the pennant adds motion and visual interest while also adding space for logo and text. This is the foundation of the overall system.

This look can be used in conjunction with the entire color palette.

HORIZONTAL



EXTENDED HORIZONTAL



SQUARE



VERTICAL



LEVEL 2 - BRICK

Pennant + Logo + Theme Line + Color Palette + Brick Background

COMBINATIONS

The combination of pennant on brick hints at the venue while alluding to the vintage feel of the overarching "look."

This look can be used in conjunction with the entire color palette.

HORIZONTAL



EXTENDED HORIZONTAL



SQUARE



VERTICAL



LEVEL 2 - SPIRIT

Pennant + Logo + Theme Line + Color Palette + Spirit Art

COMBINATIONS

Adding spirit art to the background brings a sense of nostalgia to the "look" and offers graphic interest.

This look can be used in conjunction with the entire color palette.

HORIZONTAL



EXTENDED HORIZONTAL



SQUARE



VERTICAL



LEVEL 2 - LOGO

Pennant + Logo + Theme Line + Color Palette + Logo Background

COMBINATIONS

Using the logo as a graphic element gives it prominence and creates a vintage look.

This look can be used in conjunction with the entire color palette.

HORIZONTAL



EXTENDED HORIZONTAL



SQUARE



VERTICAL



LEVEL 3

Combination Pennant + Logo + Theme Line + Color Palette

COMBINATIONS

Cropping a combination pennant adds motion and visual interest while also creating a dynamic way to deliver the message.

HORIZONTAL



EXTENDED HORIZONTAL



SQUARE



VERTICAL





DIRECTIONAL SIGNS

These are often used in hallways and smaller areas. A typical application could be a simple 8 1/2 x 11 wall sign; however, this art can also be used in slightly larger applications, for example, inside an existing pedestal sign stand. Options are available in all colors.





RETRACTABLE BANNER STANDS

In any combination, banner stands are an easy way to add décor to any area. Options are available in all colors.





STREET POLE BANNERS

Street pole banners are effective tools to link the city to the event. There are two design options available that can be used in tandem or individually. A single banner option is also available for areas that will not accommodate dual banners.



HOTEL KEYCARDS

The keycard is another way to tie in the overall look of the event for visitors.

WELCOME BUTTONS

Buttons incorporate the overall look for visitors and volunteers alike.

WELCOME SIGNS

Welcome guests with vibrant banners.



Using the trademark, its symbols and NCAA guidelines:

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.

ALL uses of NCAA trademarks must be submitted to the NCAA Women's Basketball Staff or its designees for approval.

Accurate reproductions of NCAA logos may be obtained through the NCAA Logo Library. For access to the Logo Library, please contact Judy Whittaker at 317/917-6833 or jwhittaker@ncaa.org.

Trademark insignias are fact-sensitive and depend upon the location of the trademark and how it is used. In any advertising, headline or graphic using NCAA marks, the insignia TM or ® as noted in the NCAA Trademark List should be used. Trademarks used in text, if not part of a headline or graphic, should include the insignia with the first use.

Location of the insignias is also fact-sensitive. In the case of NCAA Women's Final Four, an ® is required after NCAA and after Women's Final Four. The NCAA owns "NCAA" and "Women's Final Four," but "NCAA Women's Final Four" is not a registered mark in itself: NCAA® Women's Final Four®.

NCAA trademarked 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 Corporate Alliances Manager 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 licensed by or trademarks of the National Collegiate Athletic Association.
- NCAA and Final Four are trademarks of the National Collegiate Athletic Association.
- NCAA, NCAA Sweet Sixteen and Road to the Final Four 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):

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



WORKING WITH NCAA TRADEMARKS

This list consists of NCAA-owned or licensed trademarks dedicated to the NCAA Division I Women's Basketball Championship. For a complete list of NCAA trademarks, please refer to:

<http://www.NCAA.org/wps/ncaa?ContentID=529>

All Day. Everyday. Our Game.™
Middle School Madness®
National Collegiate Athletic Association®
Women's Final Four®
Final 4®
The Women's Final Four®
Women's Final 4™
F4™
The Pinnacle Awaits™
1March Madness®
The Big Dance®
And Then There Were Four®
The Road Ends Here®
It's More Than A Game®
J.J. Jumper®
NCAA®
NCAA Basketball®
YES®
It's the Journey®
The Road to Atlanta™
The Road to Indianapolis®
The Road to Minneapolis™
The Road to New Orleans™
The Road to San Antonio™
The Road to the Women's Final Four®

1March Madness and Midnight Madness: March Madness Athletic Association LLC, an NCAA limited liability company, owns the registration to March Madness and Midnight Madness. The NCAA is the exclusive licensee of the marks in connection with the NCAA Division I Men's Basketball Championship and the Division I Women's Basketball Championship.

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 Durenka Robie, Coordinator, Broadcast and Corporate Alliances, at 317/917-6825 or drobie@ncaa.org.



APPROVAL PROCESS

NCAA CONTACTS

MICHELLE PERRY,
Director of Division I Women's Basketball
317/917-6553
mperry@ncaa.org

SPORT GRAPHICS CONTACT

KIM SCOTT,
Account Manager
317/899-7000, ext. 120
kim.scott@sportg.com

SUGGESTED VENDORS

The NCAA strongly encourages support of local businesses, specifically minority-, women- and disadvantaged-business enterprises (MBE, WBE, DBE), that can provide such services. Additionally, a vendor that has provided quality service to the NCAA is:

SPORT GRAPHICS, INC.

Frank Hancock
Printed Materials and Signage
3423 Park Davis Circle
Indianapolis, IN 46235
800/792-3403
Fax: 317/899-7010
www.sportg.com

LICENSED PRODUCTS

Any items with NCAA trademarks, logos or references must be produced by an official NCAA licensee and/or official equipment supplier. The LOC or facility must assume financial responsibility for royalties and related costs associated with any premiums produced. To source a product or premium item, the partner should contact The Collegiate Licensing Company (CLC). If CLC is unable to identify a current NCAA licensee to provide the specific premium item or product, CLC will sublicense on a short-term basis a company that can provide the specific item or product. Please note that this policy applies for all uses of NCAA-branded products and/or premium items, including internal and external promotional programs, internal incentive programs or any other use. For more information regarding NCAA licensees and premium item royalties, contact CLC at 770/956-0520.

THE COLLEGIATE LICENSING COMPANY

Cory Moss
Vice President for NCAA and Bowl Properties
290 Interstate North Circle, Suite 200
Atlanta, GA 30339
770/956-0520

NCAA LICENSEES

Refer to the NCAA website (NCAA.org) for the current list of NCAA licensees.

