THE MARKS

The primary mark is designated for use in all branding materials or communications from or about Conference USA. Variations are provided for flexibility within the brand.

The mark was enhanced in conjunction with the launch of new membership in the league in July 2013.

Guidelines for how to use this mark have been established to maintain consistency and are detailed in the C-USA Brand Book.
LOGO USAGE

Our logo is the cornerstone of our brand and one of our most valuable assets. We must ensure proper usage.

The preferred way to use the Conference USA mark is the full color version.

If the logo must be placed on a dark background or on a light gray background, it is permissible to change the light gray outline to white for proper contrast and visibility.

When the application does not support full four color, the one color mark should be used in all black, all white or the primary color of a member institution.

To determine the appropriate primary mark color scheme and/or usage, please refer to the guidelines shown here.
LOGO USAGE

CLEAR SPACE
Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

MINIMUM MARK SIZE
The minimum size for the primary C-USA mark shall be no less than 1” wide. The preferred minimum size is 2.25” in all applications.

Preferred minimum reproduction size is 2.25”
**THE COLORS**

Our colors are what represent our brand personality. We are authentic, dynamic and proud.

In order to maintain our brand identity, please take care in utilizing the proper color palette.

For different applications, the logo colors are implemented in the respective color systems. For print, there are Pantone spot colors and CMYK; and for electronic media in RGB (screen) and hex code (Web). For other applications (e.g., silk screening of fabrics), the Pantone colors can be used for comparison.

Accent colors are for use by the conference office only.
INSTITUTIONAL MARKS

It is permissible to reproduce the C-USA mark in the official color palette of a member institution as shown.
CROSS BRANDING
WORD MARKS

The Cross Branding Mark represents a distinctive system to highlight the relationship between the conference and its members. Merchandising and print publication are the primary uses for this mark.

Each institution has its own version of this mark. Any deviation from the marks as shown is not permitted.
CROSS BRANDING
ICON MARKS

The Cross Branding Mark represents a distinctive system to highlight the relationship between the conference and its members. Merchandising and print publication are the primary uses for this mark.

Each institution has its own version of this mark. Any deviation from the marks as shown below is not permitted.