



NEXT COLLEGE STUDENT ATHLETE Logo Use

This brief, illustrated guide is designed to help maintain a consistent look and feel for our brand when using our logo.

NEXT COLLEGE STUDENT ATHLETE Primary Logo

Whenever possible use the full-color logo on a 100% white background.

Whenever possible the logo should only appear at a size where *Part of the Reigning Champs Team* is legible, if not possible, the line can be omitted.



The logo should only be reversed out when necessary. Only the type should be reversed, swoosh element should remain orange when used on solid color backgrounds.

The black logo should only be used for black-and-white print ads, forms, etc.



When used on imagery, the logo should be placed in a clear, negative space or a non-busy background area.

NEXT COLLEGE STUDENT ATHLETE Primary Logo

DO NOT

These examples do not illustrate every violation of the logo. Beyond these restrictions, the best way for you to help maintain our brand standards is to simply not alter the logo.



Do not change or re-create the typeface.



Do not distort or re-shape the logo.



Do not use without swoosh element.



Do not change the colors of the logo.



Do not use with non-brand colors.



Do not use any special effects.



Do not use on busy patterns or images.

NEXT COLLEGE STUDENT ATHLETE Secondary (small space) Logo

A secondary logo is available for when space limitations or a design task requires a more horizontal format. Whenever possible the logo should only appear at a size where *Part of the Reigning Champs Team* is legible, if not possible, the line can be omitted.



The logo should only be reversed out when necessary. Only the type should be reversed and the swoosh element should remain orange when used on solid brand color backgrounds.

The black logo should only be used for black-and-white print ads, or single-color printed forms.

The same restrictions apply to the secondary logo. The best way for you to help maintain our brand standards is to simply not alter the logo.