



Division II

MAKE IT *YOURS*TM

BRAND STANDARDS V. 1

MAKE IT YOURS™ BRAND

NCAA Division II is launching our new *Make It Yours™* brand. To get this new brand kicked off, we are posting logos for download to allow your university to get ready for the 2015-16 school year. These initial logos are now available for use.

In the coming months, you will be receiving more brand elements to get *Make It Yours* on its way. Look for the full brand standards guide, available September 1st.



Primary Moniker - Black

PRIMARY MONIKER

This is the Primary *Make It Yours*TM Moniker design for NCAA Division II. When space allows, this Primary Moniker lockup should be utilized by DII universities to build and reinforce our new brand. The Primary Moniker is currently available in the following color versions: Black, NCAA Blue and Reversed. This moniker lockup must always be accompanied by the NCAA Division II logo, as shown.

Primary Moniker - NCAA Blue



Primary Moniker - Reversed





Stacked Moniker - Black

STACKED MONIKER

This is the Stacked version of the *Make It Yours™* Moniker for NCAA Division II. This Stacked Moniker lockup may be used in situations where a vertical format is required. The Stacked Moniker is currently available in the following color versions: Black, NCAA Blue and Reversed. This moniker lockup must always be accompanied by the NCAA Division II logo, as shown.



Stacked Moniker - NCAA Blue



Stacked Moniker - Reversed



University Logomark must fit in the above cropped area. The most simple form of the university logo icon should be used.

UNIVERSITY CUSTOMIZED MONIKER

The NCAA Division II moniker is built to be customizable for each university. A simplified logomark from the school may be placed in the cropped area of the *Make It Yours* logo. This mark may be used by Division II universities to represent their school under the new DII brand. This moniker lockup must always be accompanied by the NCAA Division II logo, as shown.

University Customized Moniker Example



University Customized Moniker - Reversed





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