



# ATLANTIC 10 BRAND GUIDELINES

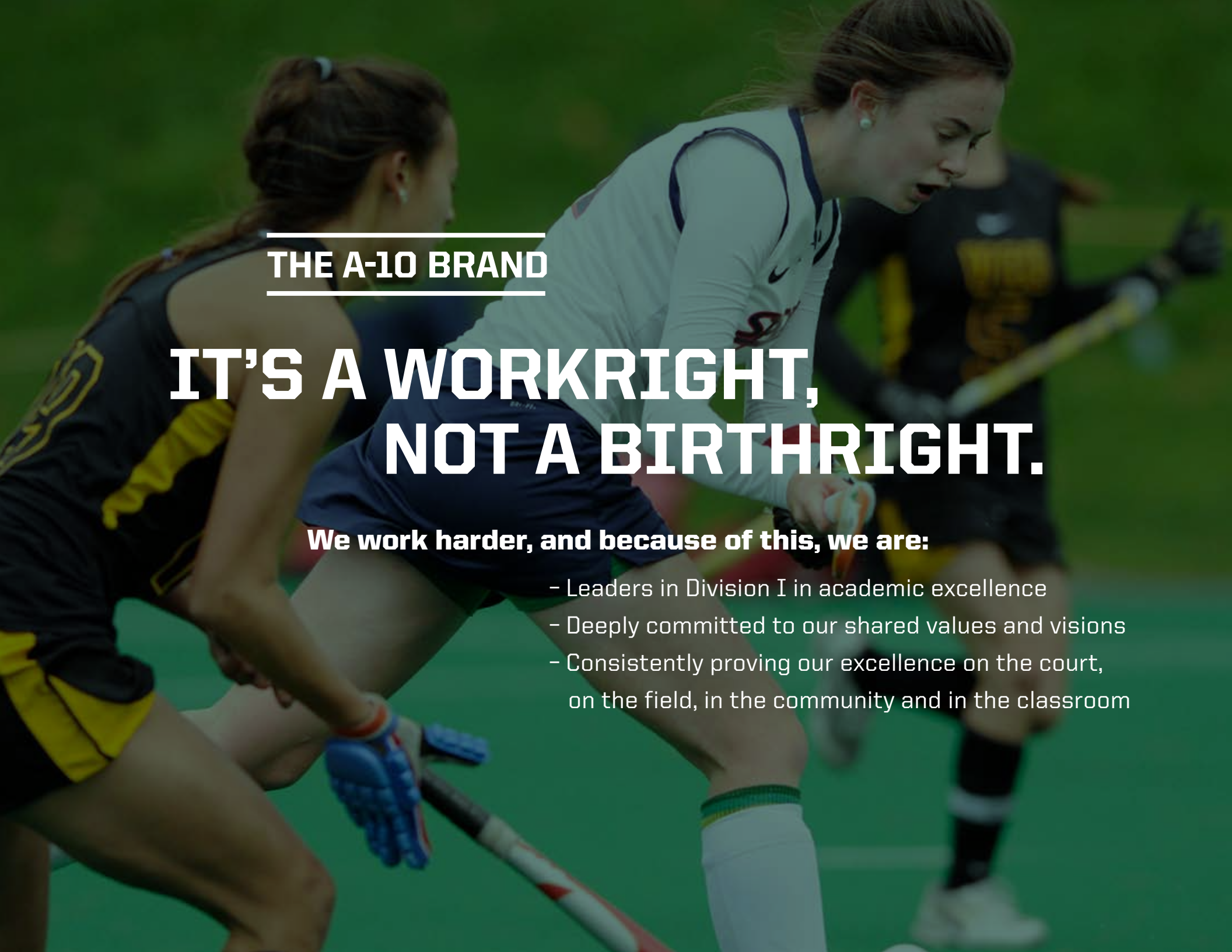
Version 1.0



# NEXT

College athletics is constantly moving and changing. It's fluid—in strategies and tactics, players and coaches, and conferences and champions. The next chapter is written one game at a time, and anyone who stands still gets passed. We know because we're the ones pushing forward—the right way in every way. Because we're next.

Being next doesn't mean ignoring the past, but taking its hard-won lessons and looking to the future. As such, the new Atlantic 10 Conference identity builds upon the foundations we've laid and points boldly forward. It's not simply a logo and a new color scheme, it's our public face — a reflection of the grit, drive, and history of excellence that the Atlantic 10 has always stood for.



**THE A-10 BRAND**

# **IT'S A WORKRIGHT, NOT A BIRTHRIGHT.**

**We work harder, and because of this, we are:**

- Leaders in Division I in academic excellence
- Deeply committed to our shared values and visions
- Consistently proving our excellence on the court,  
on the field, in the community and in the classroom

The background image is a photograph of a women's basketball game. A player in a white jersey with "DAYTON" and the number "4" is dribbling a Wilson NCAA basketball. She is being defended by a player in a dark jersey with "FURHAM" and the number "42". The scene is set in a gymnasium with spectators in the background. The entire image has a warm, orange-toned overlay.

## **OUR PERSONALITY**

**Our institutions and teams are diverse and different,  
but we all share some of the same personality traits:**

**HUNGRY / CONFIDENT /  
FOCUSED / GRITTY /  
UNAPOLOGETIC / TENACIOUS**



A10

**THE RIM** OFFERS  
**BLIND JUSTICE**



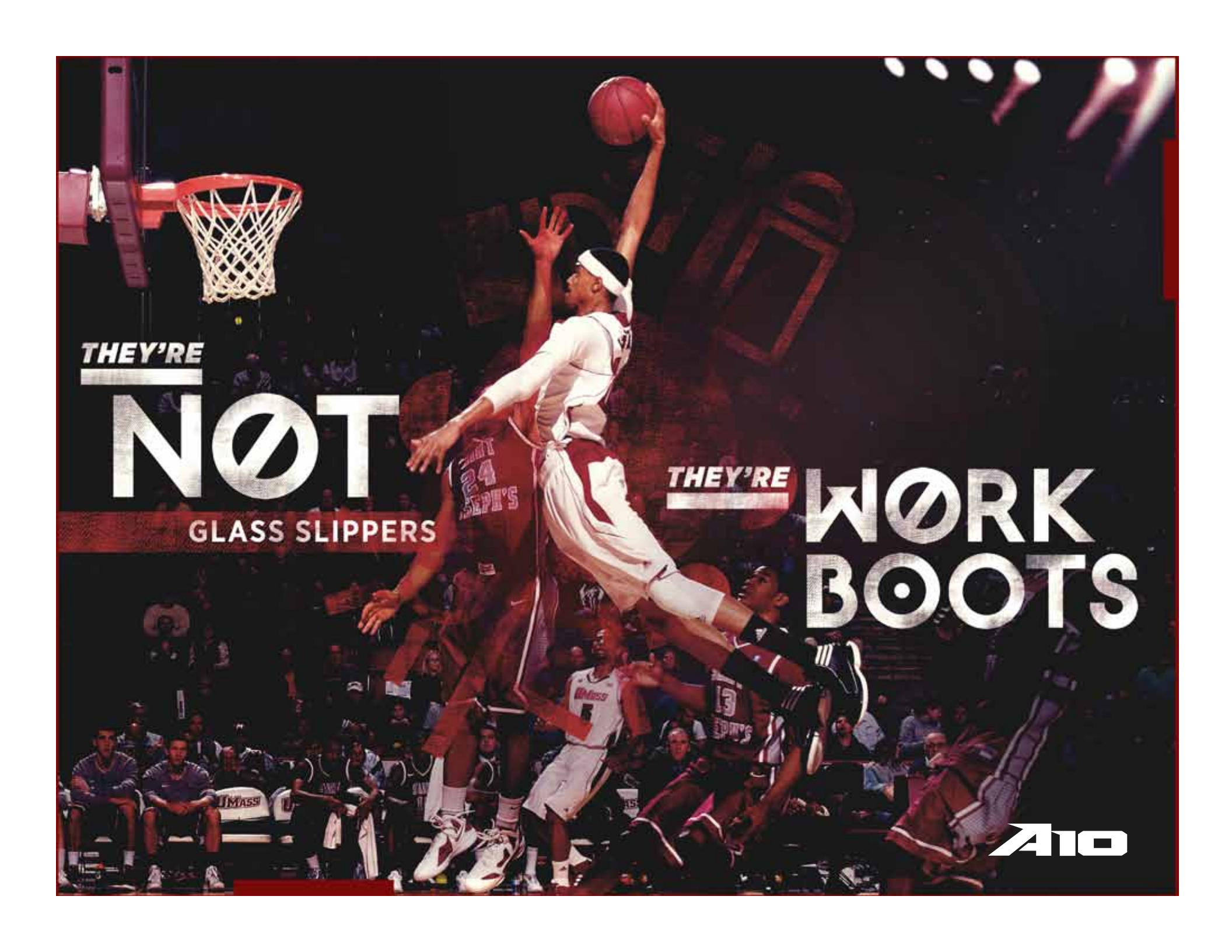
WINNING DOESN'T MEAN  
LOSING

# WHAT WE STAND FOR

WE WIN TITLES, ADVANCE TO FINAL FOURS, and watch player after player step up to the pros. But for all our success on the biggest stages in collegiate sports, we never forget the true meaning of "student-athlete."

In fact, our refusal to compromise our principals is our greatest source of strength. Because the truth is that running our programs the right way and winning aren't separate goals, they're one and the same.





THEY'RE

NOT

GLASS SLIPPERS

THEY'RE

WORK  
BOOTS

A10



# WE ADVANCE IN ANY FIELD

WHETHER WE'RE STUDYING TO BECOME A BIOPHYSICIST, A CIVIL ENGINEER, OR THE NEXT NCAA TOURNAMENT CHAMPION—NO MATTER THE FIELDS WE ENTER, WE ALWAYS ADVANCE.

FOR US COLLEGE IS MORE THAN A STEPPING STONE.  
WE GO TO MAKE THE MOST OF OUR POTENTIAL.

THAT'S WHY, YEAR AFTER YEAR, WE RANK IN THE TOP FIVE  
OF ALL DIVISION I CONFERENCES IN NCAA ACADEMIC METRICS  
SUCH AS THE ACADEMIC PROGRESS RATE (APR) AND  
GRADUATION SUCCESS RATE (GSR).

AND IT'S WHY WE'RE STILL SHOOTING FOR EVEN HIGHER.



A photograph of a basketball court floor. In the center, the letters 'A10' are painted in a large, bold, blue font. The court is surrounded by a wooden floor with visible grain. The background shows the dark seating area of a stadium.

**THANK YOU**

---

© 2014 Atlantic 10 Conference. All rights reserved.

---