



BRAND FOUNDATION

TABLE OF CONTENTS

BRAND STATEMENTS

Position

Value Proposition

Member University Features and Benefits

Student-Athlete Features and Benefits

Brand Promise

Slogan

BRAND VISUALS

Colors

Fonts

Backgrounds and Patterns

Social Media Samples

Banner Samples

EXECUTION

Instagram Samples

The GLIAC position statement is a short description and a compelling picture of how the conference wants those it serves to perceive them. It describes why the GLIAC is unique in the market and the needs it fulfills for its members.

Brand ambassadors should refer to the positioning statement to guide all decisions in order to promote the GLIAC brand with consistency and relevancy.

Located in the Great Lakes region and serving students across the nation and around the world, the Great Lakes Intercollegiate Athletic Conference (GLIAC) has provided top-level competition, leadership, and structure to its member universities for more than 50 years. Athletes, students, parents, alumni, and fans can count on high-level competition across 19 men's and women's sports resulting in over 50 team national championships and 400-plus individual national champions. For the 11 member universities and their athletic administrators, the GLIAC organizes and promotes intra-conference and Division II schedules and accomplishments. By being in close proximity with two of the largest media markets in the country and partnering with a premier streaming platform, athletic accomplishments, competitions, and championships are available around the world maximizing exposure for member universities and athletes. Nestled in the Great Lakes Region, the GLIAC offers students the opportunity to travel and experience new parts of the Midwest and the rest of the country. Recognition on and off the field, networking with students and faculty from multiple schools, and more sets student-athletes up for success well after graduation.

BRAND STATEMENTS | VALUE PROPOSITION

Our value proposition is an aspirational description of how our values, benefits, and services will be delivered, experienced, and acquired by those we target and those who interact with our conference.

In marketing our conference, this statement highlights the differentiators between the GLIAC and other conferences.

We are committed to being the best Division II conference in the country by offering our member universities and student-athletes national exposure through competitive intercollegiate events and a legacy of national championship dominance.

BRAND STATEMENTS | MEMBER UNIVERSITY FEATURES AND BENEFITS

The GLIAC Features for their member universities are the tangible characteristics and attributes of the products and services we provide to them.

The GLIAC Benefits focus on the positive outcomes or advantages that our member universities gain from our features.

When talking about the GLIAC with member universities and potential member universities, it's crucial they understand "how" our services are beneficial to their success.

When promoting the conference benefits to member universities, appeal to their emotional or practical needs and help them understand "why" our features matter to them.

Features		Benefits
52-Year History and Over 50 National Championships	▶	Conference Pride and Draw For Students and Potential Member Universities
Streaming Platform	▶	Revenue Sharing
Co-Branding	▶	Awareness of Affiliation
NCAA Access	▶	Community and National Recognition Access to National Championships University Pride
Large Media Markets in Footprint	▶	Awareness and Reach
Name-Brand Institutions	▶	Community and National Recognition
Hosting Championships	▶	University Pride
Scheduling and Officiating	▶	Safe and Fair Competitions
High Graduation Rates	▶	Whole Student-Athlete Outcomes
Monthly Meetings	▶	Compliance and Collaboration
Campus Reviews	▶	Safety and Compliance

BRAND STATEMENTS | STUDENT-ATHLETE FEATURES AND BENEFITS

The GLIAC Features for their member university athletes are the tangible characteristics and attributes of the products and services we provide to all who participate in our intercollegiate and championship events.

When speaking with member athletes about the benefits of our conference, it's crucial to present them as "how" the GLIAC can be beneficial to their collegiate athletic and future professional careers.

The GLIAC Benefits for member athletes focus on the positive outcomes or advantages they gain through their association with us.

When promoting the conference benefits to member university athletes, appeal to their emotional or practical needs and help them understand "why" our features matter to them.

Features		Benefits
Streaming Media Markets NCAA Participation 19 Conference Championships Name-Brand Universities	▶	National Exposure
52-Year History and Over 50 National Championships	▶	Pride and Confidence in the Institutions Challenging Competition
Awards and Student-Athlete Championship Participation Gifts	▶	Individual and Team Pride Through Appreciation and Promotion
Top-Notch Facilities	▶	Better and Safer Training Opportunities
Conference SAAC with Monthly Meetings and Annual Retreat	▶	Networking Being Heard and Having an Impact Pride of Participation and Leadership
High-level Neutral Site Facilities in Championships	▶	Balanced and Fair Competition
Quality Academics and Conference Focus on Student Success	▶	Pat Riepma Post Graduate Scholarship 77% of GLIAC Student-Athletes Graduate Academic Achievement Awards High Graduation Rates

The GLIAC brand promise captures all that the conference stands for, and how and why it does what it does for those it serves. It inspires leadership to do their best each and every day and challenges them to consider one thing as they make decisions and interact with each other and those they partner with and serve; “Is what I’m doing delivering on the promise?”

Forging tomorrow’s leaders through superior athletics and academic excellence.

Promise



To maximize a safe environment that provides exposure for member universities and athletes.

Why we do it



Organize and promote intra-conference and Division II schedules and accomplishments.

How we do it

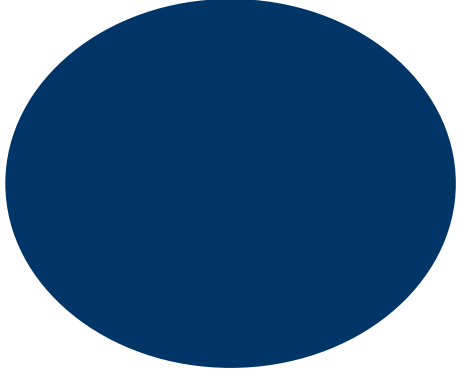
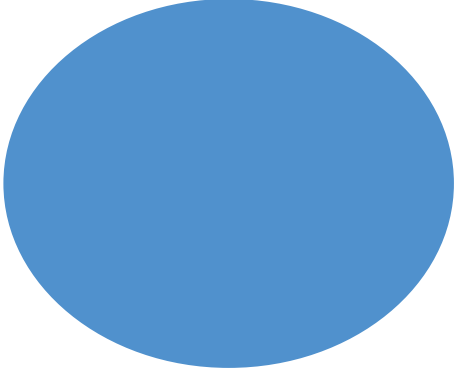
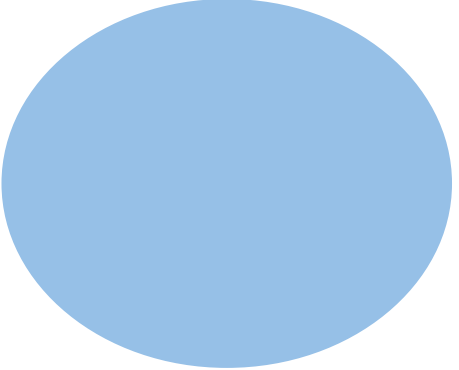


Provide high-level competition, leadership, and structure across 19 men’s and women’s sports to 11 member universities.

What we do

The GLIAC slogan is the conference's brief, attention-grabbing phrase that, combined with our communication across all platforms, expresses the conference's characteristic position and the goal we strive to achieve.

Where Champions Compete

		
PANTONE: 648	PANTONE: 279	PANTONE: 278
CMYK C: 100% M: 71% Y: 9% K: 56%	CMYK C: 68% M: 34% Y: 0% K: 0%	CMYK C: 45% M: 14% Y: 0% K: 0%
MADEIRA: 1277	MADEIRA: 1133	MADEIRA: 1075
sRGB R: 29 G: 61 B: 102	sRGB R: 92 G: 141 B: 198	sRGB R: 145 G: 183 B: 222
HTML: #1D3D66	HTML: #5C8DC6	HTML: #91B7DE

Klavika Basic

Klavika Basic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
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Klavika Basic Light Italic

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Klavika Basic Regular

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Klavika Basic Italic

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Klavika Basic Medium

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Klavika Basic Bold

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Klavika Basic Bold Italic

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Titillium Web

Titillium Web Light

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Titillium Web Light Italic

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Titillium Web Regular

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Titillium Web Italic

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Titillium Web Semibold

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Titillium Web SemiboldItalic

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0123456789
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Titillium Web Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Titillium Web Bold Italic

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OFFICIAL BRAND IDENTITY - USAGE AND STYLE GUIDE

THE GREAT LAKES INTERCOLLEGIATE ATHLETIC CONFERENCE brand identity has been specifically designed to function across a wide variety of application and media. Careful attention has been given to insure the simplicity of use and very little input is required by the end user.

The identity includes two closely related marks, the complete seal and the abbreviated version. The complete seal includes the descriptor type GREAT LAKES INTERCOLLEGIATE ATHLETIC CONFERENCE and the abbreviated version does not. Both of these marks may be used interchangeably



COMPLETE SEAL



ABBREVIATED VERSION

FULL COLOR/LIGHT BACKGROUNDS

On white or light backgrounds



COMPLETE SEAL



ABBREVIATED VERSION

FULL COLOR/DARK BACKGROUNDS

On dark or patterned backgrounds



COMPLETE SEAL



ABBREVIATED VERSION

GRAYSCALE/LIGHT BACKGROUNDS

On white or light backgrounds

For grayscale use: 100% black, 50% black and 25% black, respectively.



COMPLETE SEAL



ABBREVIATED VERSION

GRAYSCALE/DARK BACKGROUNDS

On dark or patterned backgrounds

For grayscale use: 100% black, 50% black and 25% black, respectively.



COMPLETE SEAL



ABBREVIATED VERSION

ONE COLOR/LIGHT BACKGROUNDS

On white or light backgrounds

NOTE: one color versions may appear in any color in the palette (see page 5 of this guide for official colors)



COMPLETE SEAL



ABBREVIATED VERSION

ONE COLOR/DARK BACKGROUNDS

On dark or patterned backgrounds

NOTE: one color versions may appear in any color in the palette (see page 5 of this guide for official colors).

NOTE: TM reverses to white



COMPLETE SEAL

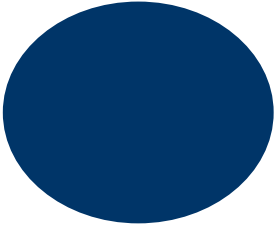
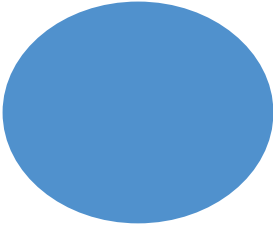
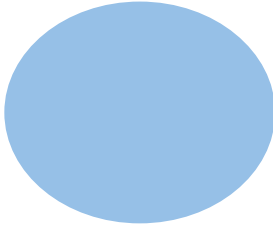


ABBREVIATED VERSION

COLOR INFORMATION

The color standards that pertain to the GLIAC are detailed below. The color placement and specification should never be altered.

NOTE: Due to the inconsistent nature of computer monitors and printers, the colors depicted within this guide may not match the actual Pantone® colors. When specifying colors please refer to the Pantone® or MADEIRA® number for accurate color reproduction.

		
PANTONE: 648	PANTONE: 279	PANTONE: 278
CMYK C: 100% M: 71% Y: 9% K: 56%	CMYK C: 68% M: 34% Y: 0% K: 0%	CMYK C: 45% M: 14% Y: 0% K: 0%
MADEIRA: 1277	MADEIRA: 1133	MADEIRA: 1075
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HTML: #1D3D66	HTML: #5C8DC6	HTML: #91B7DE

PANTONE® is a registered trademark of PANTONE, Inc. MADEIRA® is a registered trademark of MADEIRA, Inc.

PROPORTIONS

Never alter the proportions in any application under any circumstances.

The proportions of the Complete Seal should always be:

Width = X, Height equals 86% of X

The proportions of the abbreviated version should always be:

Width = X, Height equals 82% of X

TIP: If you know the desired width, multiply it by the heights percentage of X, then divide it by 100 to find the height

If you know the desired height, multiply it by 100, then divide it by it's percentage of X to find it width.



AREA OF ISOLATION

An area of isolation must appear around all marks at all times.

This area is equal to the cap height of the GLIAC type as illustrated here.



TYPOGRAPHY

The required typography choice for The Great lakes Intercollegiate Athletic Conference is Klavika Basic Medium. This font should be used for collateral and support materials related to the conference.

Klavika Basic Medium

AaBbCcDdEeFfGgHhIijjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

EXAMPLE:



Where Champions Compete.

COMPLETE SEAL/CO-BRANDED VERSIONS

The GREAT LAKES INTERCOLLEGIATE ATHLETIC CONFERENCE identity may appear in the colors of it's member institutions as shown below. Usage of the GLIAC logo in institutional colors is only permissible when used in proximity to the respective institutions logos or components thereof such as primary, secondary or word marks.



DAVENPORT UNIVERSITY



FERRIS STATE UNIVERSITY



GRAND VALLEY STATE UNIVERSITY



LAKE SUPERIOR STATE UNIVERSITY



MICHIGAN TECHNOLOGICAL UNIVERSITY



NORTHERN MICHIGAN UNIVERSITY



PURDUE UNIVERSITY NORTHWEST



ROOSEVELT UNIVERSITY



SAGINAW VALLEY STATE UNIVERSITY



WAYNE STATE UNIVERSITY



UNIVERSITY WISCONSIN PARKSIDE

ABBREVIATED SEAL / CO-BRANDED VERSIONS

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DAVENPORT UNIVERSITY



FERRIS STATE UNIVERSITY



GRAND VALLEY STATE UNIVERSITY



LAKE SUPERIOR STATE UNIVERSITY



MICHIGAN TECHNOLOGICAL UNIVERSITY



NORTHERN MICHIGAN UNIVERSITY



PURDUE UNIVERSITY NORTHWEST



ROOSEVELT UNIVERSITY



SAGINAW VALLEY STATE UNIVERSITY



WAYNE STATE UNIVERSITY

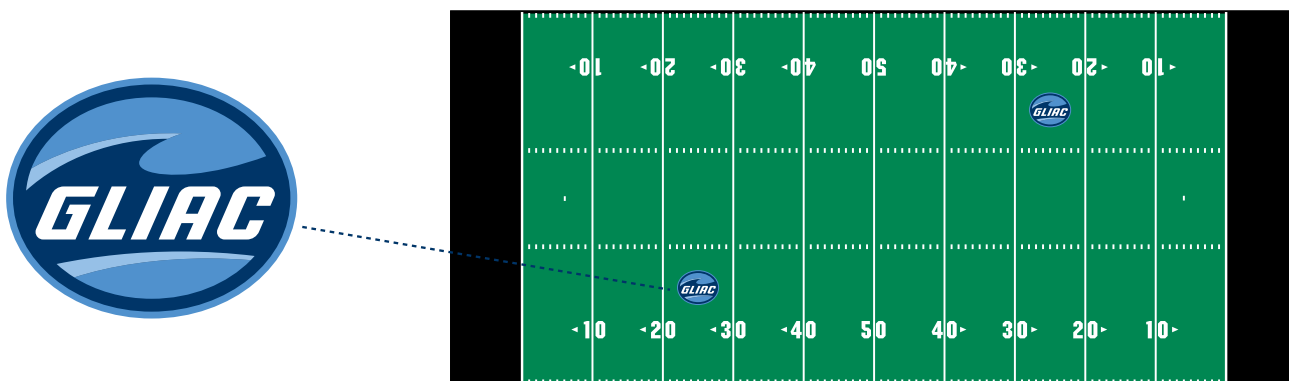


UNIVERSITY WISCONSIN PARKSIDE

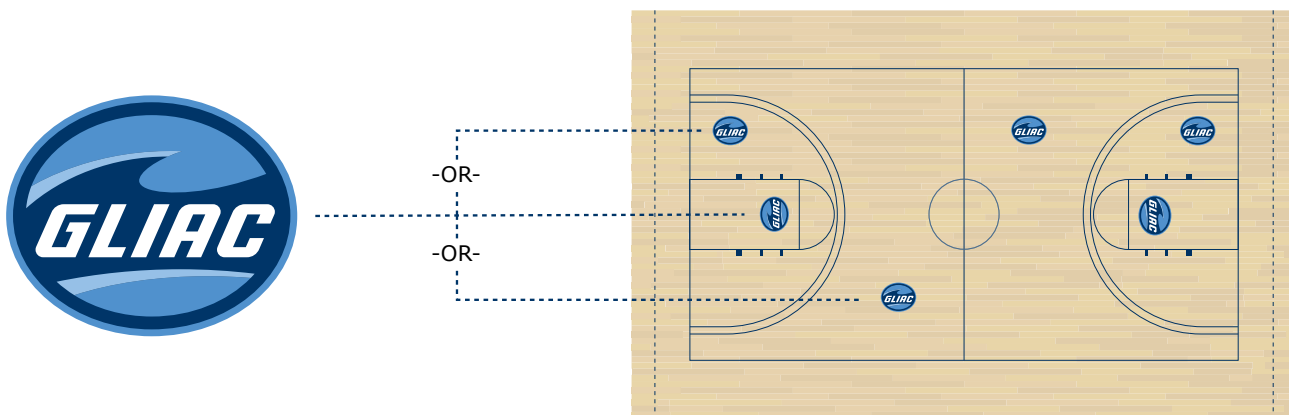
PLAYING SURFACE

All playing surfaces will be granted a grandfather period that is equivalent to the next replacement cycle of the playing surface as approved by the conference office.

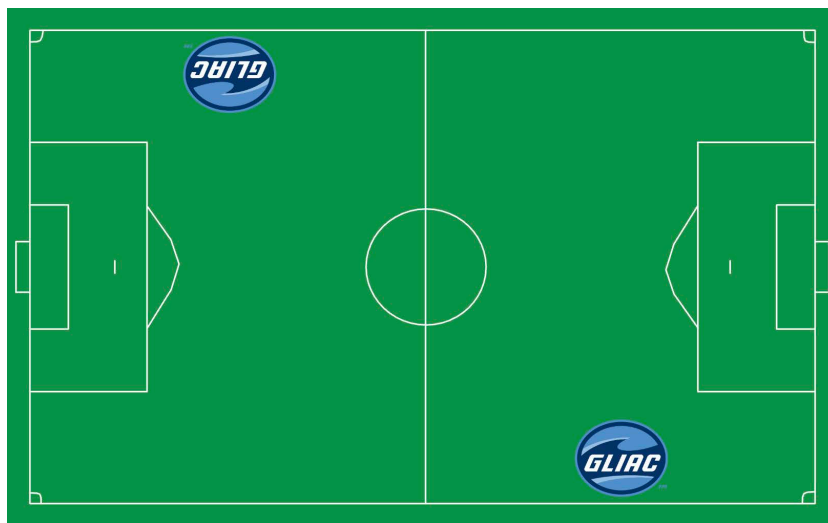
FOOTBALL FIELD - the GREAT LAKES INTERCOLLEGIATE ATHLETIC CONFERENCE abbreviated mark in either conference or co-branded institutional colors (see page 9 and 10 of this guide) is the required mark for application on football fields. The mark must appear between the 20 and 30 yard lines, 8 yards wide and centered between the hash mark and the yardage number with both facing the TV side of the field. On the left side of the field the logo should be placed on the near side of the field and on the right side the logo should be placed on the far side, as illustrated here. The logo must conform to NCAA rules and not obstruct any yardage markers. The TM designation is not necessary. Alternative locations, size variants, and temporary signage will be considered on a case by case basis and must be approved by the conference office, see final page for contact information.



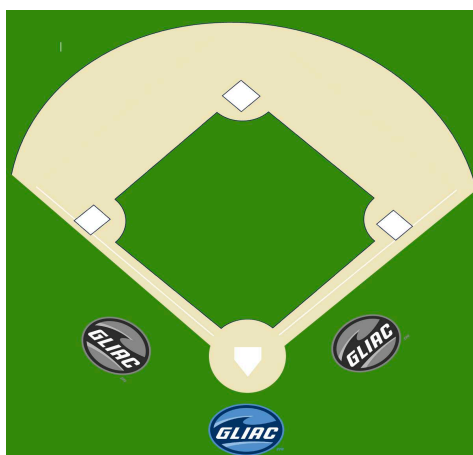
BASKETBALL COURT - the GREAT LAKES INTERCOLLEGIATE ATHLETIC CONFERENCE abbreviated mark in either conference or institutional colors (see page 9 and 10 of this guide) is the required mark for application on basketball courts. The mark may appear in the free throw lane, 6 feet wide facing center court -OR- on the corner of the court 8 feet from the sideline and 4 feet from the baseline, 6 feet wide facing the TV angle of the building -OR- in the upper right and lower left quadrant of center court, 8 feet from the center court line and 8 feet from the sideline, 6 feet wide facing the TV angle of the building. The logo must conform to NCAA rules and not obstruct any official markers. The TM designation is not necessary. Alternative locations, size variants, and temporary signage will be considered on a case by case basis and must be approved by the conference office, see final page for contact information.



SOCCER /LACROSSE FIELD - the GREAT LAKES INTERCOLLEGIATE ATHLETIC CONFERENCE abbreviated mark in either conference or co-branded institutional colors (see page 9 and 10 of this guide) is the required mark for application on soccer fields. The mark must be equidistant from the midfield and goal line, 8 yards wide and centered between the hash mark and the yardage number with both facing the TV side of the field. On the left side of the field the logo should be placed on the near side of the field and on the right side the logo should be placed on the far side, as illustrated here. The TM designation is not necessary. Alternative locations, size variants, and temporary signage will be considered on a case by case basis and must be approved by the conference office, see final page for contact information.



BASEBALL/SOFTBALL FIELD - the GREAT LAKES INTERCOLLEGIATE ATHLETIC CONFERENCE abbreviated mark in either conference or institutional colors (see page 9 and 10 of this guide) is the required mark for application on baseball/softball fields. The GLIAC logo shall appear in the grass behind home plate, should there be enough space. The alternate placement is along the baselines in foul territory shown in greyscale on the image below. The logo must conform to NCAA rules and not obstruct any official markers. The TM designation is not necessary. Alternative locations, size variants, and temporary signage will be considered on a case by case basis and must be approved by the conference office, see final page for contact information.



USAGE ON UNIFORMS AND RECOMMENDED PLACEMENT

Use of the GREAT LAKES INTERCOLLEGIATE ATHLETIC CONFERENCE identity is required on uniforms. The abbreviated mark should be used in the following recommended placements:

BASEBALL - Left sleeve minimum 3" Wide, Helmet sticker minimum 1" wide

BASKETBALL - Front Left Chest, minimum 3" wide

CROSS-COUNTRY - Left chest, back between shoulder blades, minimum 3" wide

ESPORTS - Left Sleeve, minimum of 3" wide

FOOTBALL - Front Left Chest & Helmet minimum 3" wide, Helmet sticker minimum 1" wide

GOLF - Prominent location on golf bag, minimum 3" wide

LACROSSE - Front left chest, minimum 3" wide

SOCCER - Left sleeve, minimum 3" wide

SOFTBALL - Left sleeve minimum 3" Wide, Helmet sticker minimum 1" wide

STUNT - Between shoulder blades minimum 3" wide

SWIMMING/DIVING - On Swim Cap, Left side, Minimum of 3" wide

TENNIS - Left sleeve, minimum 3" wide

TRACK and FIELD - Left front chest, back between shoulder blades, minimum 3" wide

VOLLEYBALL - Left sleeve, consistent on both long and short sleeve jerseys, on back between shoulder blades, minimum 3" wide

WRESTLING - Between shoulder blades minimum 3" wide



All uniform applications should use the abbreviated version in either the conference colors or co-branded institutional colors (see page 9 and 10 of this guide) - OR - a one color version in black, white or one institutional color (see page 4 of this guide).

COMMON MISUSE



Never alter the color placement



Never rotate the logo



Never modify the proportions



Never skew the logo



Never add graphic components
Example: Drop shadow



Never re-size elements of the logo



Never crop the logo



Never modify the type



Never use unapproved colors

CONTACT INFORMATION

For additional information about the GREAT LAKES INTERCOLLEGIATE ATHLETIC CONFERENCE identity, or for clarification of anything included in this guide, please contact the conference office at:

Great Lakes Intercollegiate Athletic Conference

4160 East Wilder Suite 353

Bay City, MI 48706

Phone: (989) 894-2529

Fax: (989) 894-2825