Brand Standards Guide
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<td>School Logotypes / Word Marks</td>
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<td>School Logotypes / Word Marks</td>
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</tr>
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<td>School Logotypes / Word Marks</td>
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Some people talk about a brand and refer to slogans and logos. But, it's so much more. A brand is a person’s feeling toward a product, service or organization. As such, the Atlantic Coast Conference (ACC) brand is a reflection of everything we do and say, everything we print and broadcast.

As a representative of the conference your role is to protect the value of our brand and honor the foundation upon which it is built by establishing and communicating a clear and compelling brand message. This will help ensure all stakeholders continue to associate the ACC name with excellence and integrity.

This guide exists to assist you by directing both the visual and verbal articulation of our brand. It is essential that the ACC Brand Standards Guide be adhered to with precise detail and all future brand development follow the rules set forth herein. Correct application is crucial to helping the conference carve out a unique, relevant and ownable position at the pinnacle of collegiate sports.
All materials in this document are the property of the ACC. This includes, but is not limited to, printed and/or electronic text and images. Written permission from a duly appointed representative of the ACC is required for any use or publication, public or private, of any material contained herein. There is not implied consent for any use, publication, republication or transmission of material owned by the ACC.

**Tim Lynde**  
*Senior Associate Commissioner, Brand Marketing*

**ATLANTIC COAST CONFERENCE**  
O 336.369.1214  
F 336.854.8797  
tlynde@theacc.org
A digital version of this ACC Brand Standards Guide can be found at the following link:

http://theacc.co/accbrandstandards

The ACC uses PhotoShelter as the host site for its logos and photos. If you would like access, please complete the following process.

1. Go to http://acc.photoshelter.com
2. Select “LOGIN” from main menu
3. Click on “sign up for a free account”
4. Complete the requested information and click on “Sign Up”
5. Look in your email account (the one you registered) for a welcome email. Use the link in that email to activate your membership. Sign in using the password you created.

Once you have activated your account, it will need to be processed by our staff. We will send you a notification email (from accdigitalcontact@gmail.com) once your access is verified. We will make every effort to do so within 24-48 hours during the week.

NOTE: If you already have a PhotoShelter account and wish to gain access to the ACC Library, please send an email with your name, organization and email address to Maggie Boulton at mboulton@theacc.org.
BRAND POSITIONING
MISSION STATEMENT

To maximize the educational and athletic opportunities that shape our leaders of tomorrow – in the classroom, in competition, and in life.

VISION STATEMENT

To be at the forefront in educational excellence, athletic achievement, and innovation while inspiring the development of leaders in the ACC.

CORE VALUES

<table>
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<tr>
<th>ACADEMIC EXCELLENCE</th>
<th>ATHLETICS EXCELLENCE</th>
<th>COMPETITIVE FAIRNESS</th>
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<tr>
<td>INTEGRITY</td>
<td>CAMARADERIE</td>
<td>INCLUSION</td>
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<tr>
<td>DEVELOPMENT OF TOTAL PERSON</td>
<td>LEADERSHIP</td>
<td>SPORTSMANSHIP</td>
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BRAND IDENTITY

- IDENTITY PROGRAM
- CLEAR SPACE
- MINIMUM SIZE REQUIREMENTS
- IDENTITY MISUSAGE
- APPLYING TO IMAGERY
This is the acceptable presentation of the ACC full-color primary logo on white backgrounds (WBG).

This is the acceptable presentation of the ACC full-color primary logo on dark backgrounds (DBG).
This is the acceptable presentation of the ACC grayscale primary logo on white backgrounds (WBG).

This is the acceptable presentation of the ACC grayscale primary logo on dark backgrounds (DBG).
This is the acceptable presentation of the ACC single-color primary logo on white backgrounds (WBG).

This is the acceptable presentation of the ACC single-color primary logo on dark backgrounds (DBG).
CLEAR SPACE

Adherence to the clear space standards provides for a consistent look to the ACC logo. It protects the proprietary nature of it, and is used to defend against unauthorized use.

To the right are specifications to determine the minimum distance between the ACC logo and other visual elements.

When determining the appropriate amount of clear space, the height of the cross-stroke of the ‘C’ should be used to create an imaginary square.

The imaginary square should serve as a buffer on all sides of the identity upon which no visual element intrudes. This includes the negative space in the top left corner created by the ‘A’.
MINIMUM SIZE REQUIREMENTS

The minimum size recommended for the ACC logo is shown to the right. It should not be reduced smaller than 1” (300 pixels) in width.

All reproduction of the logo must remain legible regardless of size, usage or production.
IDENTITY MISUSAGE

The ACC logo should **NEVER** appear without the underline.

The ACC logo should **NEVER** appear angled within a composition.

The ACC logo should **NEVER** be stretched or squished.

Elements should **NEVER** invade the approved ACC clear space.

The colors of the ACC primary logo should **NEVER** be inverted.

The ACC logo should **NEVER** be skewed.

Other than field application, the ACC logo should **NEVER** incorporate an outline stroke.

The ACC logo should **NEVER** incorporate a drop shadow. If color is an issue, use the appropriate version within the logo suite.

The ACC logo should **NEVER** incorporate the use of gradients within it.
When applying the ACC logo to imagery, it is important that there is an ample amount of negative space surrounding the logo. This is done to prevent other elements from interfering with it and to help maintain the integrity of the brand. The appropriate application of this is shown above.
Above are unacceptable applications of the ACC logo on photography.
COLOR PALETTE

To the right is a breakdown of the ACC Primary Color Palette complete with all the appropriate color breakdowns.

ACC BLUE - PMS 293 C

<table>
<thead>
<tr>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>79</td>
<td>13</td>
<td>2</td>
</tr>
<tr>
<td>R</td>
<td>G</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>60</td>
<td>166</td>
<td></td>
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</tbody>
</table>

DIGITAL
# 013ca6

ACC SILVER - PMS Silver C*

<table>
<thead>
<tr>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>36</td>
<td>28</td>
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<td>0</td>
</tr>
<tr>
<td>R</td>
<td>G</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>168</td>
<td>169</td>
<td>170</td>
<td></td>
</tr>
</tbody>
</table>

DIGITAL
# a5a9ab

*NOTE: When metallic ink is not available, PMS Cool Gray 6 should be used in place of PMS Silver.
**TYPOGRAPHY**

To the right are the primary font treatments for the ACC.

**Headline**
The primary headline font is RBNo2 (Light and Bold). This should be used in ALL CAPS to introduce all ACC brand materials.

The tracking for RBNo2 should be set to 50 in all Adobe programs and character spacing expanded to .50 in all Microsoft programs.

**Body Copy**
The ACC type system includes Forgotten Futurist, Roboto and Roboto Condensed families which should be used for all body copy.

The tracking for Forgotten Futurist should be set to 50 in all Adobe programs and character spacing expanded to .50 in all Microsoft programs.

Roboto and Roboto Condensed families are web safe.

<table>
<thead>
<tr>
<th>Font Family</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>RBNo2 (Light)</td>
<td>AaBbCcDdEeFfGgHhIiJjKkLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz</td>
</tr>
<tr>
<td>RBNo2 (Bold)</td>
<td>AaBbCcDdEeFfGgHhIiJjKkLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz</td>
</tr>
<tr>
<td>Forgotten Futurist</td>
<td>AaBbCcDdEeFfGgHhIiJjKkLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz</td>
</tr>
<tr>
<td>Forgotten Futurist</td>
<td>AaBbCcDdEeFfGgHhIiJjKkLmMnOoPpQqRrSsTtUuVvWwXxYyZz</td>
</tr>
<tr>
<td>Roboto (Regular)</td>
<td>AaBbCcDdEeFfGgHhIiJjKkLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz</td>
</tr>
<tr>
<td>Roboto (Bold)</td>
<td>AaBbCcDdEeFfGgHhIiJjKkLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz</td>
</tr>
<tr>
<td>Roboto Condensed</td>
<td>AaBbCcDdEeFfGgHhIiJjKkLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz</td>
</tr>
<tr>
<td>Roboto Condensed</td>
<td>AaBbCcDdEeFfGgHhIiJjKkLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz</td>
</tr>
</tbody>
</table>

**Body Copy**
The ACC type system includes Forgotten Futurist, Roboto and Roboto Condensed families which should be used for all body copy.

The tracking for Forgotten Futurist should be set to 50 in all Adobe programs and character spacing expanded to .50 in all Microsoft programs.

Roboto and Roboto Condensed families are web safe.
SCHOOL-SPECIFIC ACC LOGOS

- LIGHT BACKGROUND
- DARK BACKGROUND
- ALTERNATE
This is the acceptable presentation of the Boston College ACC logo on white backgrounds (WBG).

The Boston College suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on cardinal (DBG1).

Seen here on gold (DBG2).

Recommended color usage is detailed above. If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

PMS 202 C

PMS 468 C
This is the acceptable presentation of the Clemson ACC logo on white backgrounds (WBG).

The Clemson suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on orange (DBG1).

Recommended color usage is detailed above. If schools would like to use a different color combination, please contact Tim Lynde at the ACC.
This is the acceptable presentation of the Duke ACC logo on white backgrounds (WBG).

The Duke suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on blue (DBG1).

Seen here on black (DBG2).

Recommended color usage is detailed above. If schools would like to use a different color combination, please contact Tim Lynde at the ACC.
This is the acceptable presentation of the Florida State ACC logo on white backgrounds (WBG).

The Florida State suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on garnet (DBG1).

Seen here on gold (DBG2).

Recommended color usage is detailed above. If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

PMS 195 C
PMS 7502 C
This is the acceptable presentation of the Georgia Tech ACC logo on white backgrounds (WBG).

The Georgia Tech suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on navy (DBG1).

Recommended color usage is detailed above. If schools would like to use a different color combination, please contact Tim Lynde at the ACC.
This is the acceptable presentation of the Louisville ACC logo on white backgrounds (WBG).

The Louisville suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on cardinal (DBG1).

Recommended color usage is detailed above. If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

PMS 200 C
Black

Seen here on black (DBG2).
This is the acceptable presentation of the Miami ACC logo on white backgrounds (WBG).

The Miami suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on green (DBG1).

Seen here on orange (DBG2).

Recommended color usage is detailed above. If schools would like to use a different color combination, please contact Tim Lynde at the ACC.
This is the acceptable presentation of the North Carolina ACC logo on white backgrounds (WBG).

The North Carolina suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on Carolina blue (DBG1).

Recommended color usage is detailed above.

If schools would like to use a different color combination, please contact Tim Lynde at the ACC.
This is the acceptable presentation of the NC State ACC logo on white backgrounds (WBG).

The NC State suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on red (DBG1).

Recommended color usage is detailed above. If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

NC STATE ACC IDENTITY PROGRAM
This is the acceptable presentation of the Notre Dame ACC logo on white backgrounds (WBG).

The Notre Dame suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on navy (DBG1).

Recommended color usage is detailed above. If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

Seen here on gold (DBG2).

PMS 289 C
PMS 117 C
This is the acceptable presentation of the Pitt ACC logo on white backgrounds (WBG).

The Pitt suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on yellow (DBG1).

Recommended color usage is detailed above. If schools would like to use a different color combination, please contact Tim Lynde at the ACC.
This is the acceptable presentation of the Syracuse ACC logo on white backgrounds (WBG).

The Syracuse suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on orange (DBG1).

Seen here on navy (DBG2).

Recommended color usage is detailed above. If schools would like to use a different color combination, please contact Tim Lynde at the ACC.
This is the acceptable presentation of the Virginia ACC logo on white backgrounds (WBG).

The Virginia suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on navy (DBG1).

Recommended color usage is detailed above. If schools would like to use a different color combination, please contact Tim Lynde at the ACC.
This is the acceptable presentation of the Virginia Tech ACC logo on white backgrounds (WBG).

The Virginia Tech suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on burgundy (DBG1).

Recommended color usage is detailed above. If schools would like to use a different color combination, please contact Tim Lynde at the ACC.
This is the acceptable presentation of the Wake Forest ACC logo on white backgrounds (WBG).

The Wake Forest suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on black (DBG1).

Seen here on gold (DBG2).

Recommended color usage is detailed above. If schools would like to use a different color combination, please contact Tim Lynde at the ACC.
SPORT SPECIFIC

- FOOTBALL
- BASKETBALL
- BASEBALL
- SOCCER
- LACROSSE
These are secondary logos intended for sponsorship and licensing purposes. For further information about proper usage of these logos, please contact Tim Lynde at the ACC.
SPORT-SPECIFIC LOGOS

These are secondary logos intended for sponsorship and licensing purposes. For further information about proper usage of these logos, please contact Tim Lynde at the ACC.
APPLICATION

- UNIFORM & APPAREL
- IN-VENUE / FACILITY BRANDING
- PLAYING SURFACE
All institutions must apply the ACC logo on the front bumper of their football helmets, just above the facemask.

All institutions must apply the ACC Football Mark on the back right-hand side of the helmet.

Within the mark the background of the football and the laces will be the same color and must be a different color than the helmet.
The ACC Football logo patch, in the institution’s colors, is required to appear on all football jerseys. The appropriate placement of the ACC Football logo patch is pictured to the right.

**JERSEY**
The preferred presentation of the ACC Football logo patch is 2.75” wide by 1.5” tall, positioned on the front left chest of the jersey (as worn), centered between the collar and sleeve seam.

Within the patch, white should be the primary color of the ball with ACC letters and underline in the schools’ darkest primary color. This color combination, regardless of jersey color, should allow the ball and ACC logo to be represented appropriately.

**PANTS**
In addition, it is encouraged to include the ACC Football logo patch on pants. The preferred presentation of this is 2.75” wide by 1.5” tall, on the front panel of the left leg on the pants (as worn).

**NOTE:** When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.

*Always refer to the ACC school-specific logo sheets for questions regarding appropriate mark use.*
The ACC Basketball logo patch, in the institution’s colors, is required to appear on all basketball jerseys. The appropriate placement of the ACC Basketball logo patch is pictured to the right.

**JERSEY**
The preferred presentation of the ACC Basketball logo patch is 2.25 square inches, positioned on the front left chest of the jersey (as worn), opposite of manufacturer logo and centered between the collar and sleeve seam.

Within the patch, white should be the primary color of the ball with ACC letters and underline in the schools’ darkest primary color. This color combination, regardless of jersey color, should allow the ball and ACC logo to be represented appropriately.

**SHORTS**
In addition, it is encouraged to include the ACC Basketball logo patch on shorts. The preferred presentation of this is 2.25 square inches, on the front panel of the left leg on the shorts (as worn).

**NOTES:** If an American Flag patch is used it must, by NCAA rule, be placed on the left shoulder panel above the ACC Basketball logo patch.

*Always refer to the ACC school-specific logo sheets for questions regarding appropriate mark use.*
The ACC logo, in the institution’s colors, is required to appear on all baseball/softball uniforms. Logo placement on caps is encouraged but not required. The appropriate placement of the ACC logo is pictured to the right.

**JERSEY**
The preferred presentation of the ACC logo is 2.25” wide, positioned on the front chest of the jersey, opposite of manufacturer logo and centered between the collar and sleeve seam.

**CAP**
The preferred presentation of the ACC logo is 2.25” wide on the right panel (as worn). Logo placement on caps is encouraged but not required.

**NOTE:** When a manufacturer or specialty logo presents a conflict to the preferred front chest jersey placement of the logo, the alternate versions denoted in cyan on the sleeves are also acceptable.

*Always refer to the ACC school-specific logo sheets for questions regarding appropriate mark use.*
The ACC logo, in the institution’s colors, is required to appear on all cross country/track & field jerseys in the institution’s colors. The appropriate placement of the ACC logo is pictured to the right.

**JERSEY**
The preferred presentation of the ACC logo is 2.25” wide, positioned on front chest of the jersey, opposite of manufacturer logo and centered between the collar and sleeve seam.

**SHORTS**
In addition, it is encouraged to include the ACC logo on shorts. The preferred presentation of this is 2.25” wide, on the front panel of the left leg on the shorts (as worn).

**NOTE:** When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.

*Always refer to the ACC school-specific logo sheets for questions regarding appropriate mark use.*
UNIFORM & APPAREL  FIELD HOCKEY

The ACC logo, in the institution’s colors, is required to appear on all field hockey jerseys. The appropriate placement of the ACC logo is pictured to the right.

JERSEY
The preferred presentation of the ACC logo is 2.25” wide, positioned on front chest of the jersey, opposite of manufacturer logo and centered between the collar and sleeve seam.

SKIRT
In addition, it is encouraged to include the ACC logo on skirts. The preferred presentation of this is 2.25” wide, on the front panel on the left side of the skirt (as worn).

NOTE: When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.

*Always refer to the ACC school-specific logo sheets for questions regarding appropriate mark use.
UNIFORM & APPAREL  SOCCER

The ACC logo, in the institution’s colors, is required to appear on all soccer jerseys. The appropriate placement of the ACC logo is pictured to the right.

JERSEY
The preferred presentation of the ACC logo is 2.25” wide, positioned on front chest of the jersey, opposite of manufacturer logo and centered between the collar and sleeve seam.

SHORTS
In addition, it is encouraged to include the ACC logo on shorts. The preferred presentation of this is 2.25” wide, on the front panel of the left leg on the shorts (as worn).

NOTE: When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.

*Always refer to the ACC school-specific logo sheets for questions regarding appropriate mark use.
The ACC logo, in the institution’s colors, is required to appear on all volleyball jerseys. The appropriate placement of the ACC logo is pictured to the right.

**JERSEY**
The preferred presentation of the ACC logo is 2.25” wide, positioned on front chest of the jersey, opposite of manufacturer logo and centered between the collar and sleeve seam.

**SHORTS**
In addition, it is encouraged to include the ACC logo on shorts. The preferred presentation of this is 2.25” wide, on the front panel of the left leg on the shorts (as worn).

**NOTE:** When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.

*Always refer to the ACC school-specific logo sheets for questions regarding appropriate mark use.*
The ACC logo, in the institution's colors, is required to appear on all fencing jackets. The appropriate placement of the ACC logo is pictured to the right.

**JACKET**
The preferred presentation of the ACC logo is 2.25" wide, positioned on front chest of the jersey, opposite of manufacturer logo and centered between the collar and sleeve seam.

**PANTS**
In addition, it is encouraged to include the ACC logo on pants. The preferred presentation of this is 2.25" wide, on the front panel of the left leg on the pants (as worn).

**MASK**
It is also encouraged to include the ACC logo on masks. The preferred presentation of this is 2.25" wide, centered on the right panel of the protective hood (as worn).

**NOTE:** When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.

*Always refer to the ACC school-specific logo sheets for questions regarding appropriate mark use.*
The ACC logo, in the institution’s colors, is required to appear on all swimming caps. The appropriate placement of the ACC logo is pictured to the right along with other recommendations for additional logo placement.

**CAP**
The preferred presentation of the ACC logo is 2.25” wide, on the front panel of the left side of swimmer caps (as worn).

**ADDITIONAL LOGO PLACEMENT**
In addition, it is encouraged to include the ACC logo on swimsuits, shorts and trunks. The preferred presentation of these are 2.25” wide. Refer to the right for recommendations on placement.

**NOTE:** When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.

*Always refer to the ACC school-specific logo sheets for questions regarding appropriate mark use.*
UNIFORM & APPAREL WRESTLING

The ACC logo, in the institution’s colors, is required to appear on all wrestling singlets. The appropriate placement of the ACC logo is pictured to the right.

SINGLET
The preferred presentation of the ACC logo is 2.25” wide, positioned on front chest of the singlet, opposite of manufacturer logo and centered between the collar and sleeve seam.

In addition, it is encouraged to include the ACC logo on the lower half of the singlet. The preferred presentation of this is 2.25” wide, on the front panel of the left leg of the singlet (as worn).

NOTE: When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.

*Always refer to the ACC school-specific logo sheets for questions regarding appropriate mark use.
The ACC logo, in the institution's colors, is required to appear on all golf polos. The appropriate placement of the ACC logo is pictured to the right.

**POLO**
The preferred presentation of the ACC logo is 2.25” wide, positioned on front chest of the jersey, opposite of manufacturer logo and centered between the collar and sleeve seam.

**CAP/ VISOR**
In addition, it is encouraged to include the ACC logo on caps/visors. The preferred presentation of this is 2.25” wide on the right panel (as worn).

**BAG**
It is also encouraged to include the ACC logo on golf bags. The preferred presentation of this is 3.5” wide.

**NOTE:** When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.

*Always refer to the ACC school-specific logo sheets for questions regarding appropriate mark use.*
The ACC logo, in the institution’s colors, is required to appear on all lacrosse jerseys. The appropriate placement of the ACC logo is pictured to the right.

**JERSEY**
The preferred presentation of the ACC logo is 2.25" wide, positioned on front chest of the jersey, opposite of manufacturer logo and centered between the collar and sleeve seam.

**SHORTS/SKIRT**
In addition, it is encouraged to include the ACC logo on shorts or skirts. The preferred presentation of this is 2.25" wide, on the front panel of the left leg on the shorts or skirt (as worn).

**NOTE:** When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.

*Always refer to the ACC school-specific logo sheets for questions regarding appropriate mark use.*
The ACC logo, in the institution’s colors, is required to appear on all rowing unisuits. The appropriate placement of the ACC logo is pictured to the right.

**UNISUIT**

The preferred presentation of the ACC logo is 2.25” wide, positioned on front chest of the uni, opposite of manufacturer logo and centered between the collar and sleeve seam.

In addition, it is encouraged to include the ACC logo on the lower half of the uni. The preferred presentation of this is 2.25” wide, on the front panel of the left leg of the uni (as worn).

**NOTE:** When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.

*Always refer to the ACC school-specific logo sheets for questions regarding appropriate mark use.*
The ACC logo, in the institution’s colors, is required to appear on all tennis polos. The appropriate placement of the ACC logo is pictured to the right.

**POLO**
The preferred presentation of the ACC logo is 2.25” wide, positioned on front chest of the jersey, opposite of manufacturer logo and centered between the collar and sleeve seam.

**SHORTS/SKIRT**
In addition, it is encouraged to include the ACC logo on shorts and skirts. The preferred presentation of this is 2.25” wide, on the front panel of the left leg on the shorts or skirt (as worn).

**NOTE:** When a manufacturer or specialty logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.

*Always refer to the ACC school-specific logo sheets for questions regarding appropriate mark use.*
The following section of the ACC Brand Standards Guide serves as a tool to aid member institutions with the co-branding of all ACC facilities and competition surfaces. Each institution is permitted to utilize the ACC logo or their School Specific logo as outlined herein.

For fields and courts with a painted application of the logo, a conference-issued stencil is required to ensure consistent use of the logo.

The minimum standard for ACC co-branding is to be visible in three places within a facility and/or playing surface. The following pages provide recommended guidelines for playing surface application.

Please ensure that any ACC co-branding is approved by the conference office prior to installation/application.
The recommended on-field representation of the ACC logo is pictured to the right. (Shown using Florida State as an example).

For this specific application, an 'outlined' version of the logo is used to contrast the green field color. In this situation, the white outline allows the school colors to remain prominent against a background that could otherwise clash with or diminish the logo.

For all fields with a painted application of the logo, a conference-issued stencil is required to ensure consistent use of the logo.

**NOTE:** Please contact the ACC for the approved 'outlined' version of the ACC logo whenever applying to athletic fields.
The ACC logo stencil should be used to apply the logo between the 20 and 30 yard line on both sides of the institution’s football field.

The stencil, which is 29' x 8.5', should be centered in-between these 2 yard markers. (These dimensions include a 4” border to outline the logo). Both ACC logos should face the appropriate TV angle of the respective stadium.

**NOTE:** The ‘outlined’ version of the logo may be used here to keep from clashing with the green field.

**NOTE:** The yard line must be visible when running through the logo by “ghosting” the line to be compliant with NCAA Playing Rules.

**NOTE:** The ACC will provide designs for application across on-field goalpost pads.
The ACC logo should be painted in two locations on each institution's basketball court in the institution's colors. Both identities should be centered inside of the key facing center court.

Application is presented above at the recommended width of 10'7.5".
It is suggested but not required that the ACC logo should be painted on both sides of the soccer pitch. Both ACC logos should face the appropriate TV angle of the respective stadium. Shown here in Clemson colors as an example.

**NOTE:** The ‘outlined’ version of the logo may be used here to keep from clashing with the green field.
It is suggested but not required that the ACC logo should be painted on both sides of the outside perimeter of the volleyball court. Shown here in Georgia Tech colors as an example.
The ACC logo should appear in at least one location on the wall behind home plate (Fig 1) and in at least one location on the outfield wall (Fig 2). It is also encouraged that the ACC logo be placed somewhere on the field. Seen to the right, facing each respective dugout.

NOTE: The ‘outlined’ version of the logo may be used here to keep from clashing with the green field.
CHAMPIONSHIP LOGOS

- FOOTBALL, BASKETBALL & BASEBALL
- OLYMPIC SPORTS
CHAMPIONSHIP LOGOS

2019 ACC FOOTBALL CHAMPIONSHIP GAME

2020 NEW YORK LIFE ACC TOURNAMENT

2020 ACC WOMEN’S BASKETBALL TOURNAMENT

2020 ACC BASEBALL CHAMPIONSHIP

COMING SOON
ANCILLARY LOGOS

- ACC NETWORK & ACC NETWORK EXTRA
- ACC WORLDWIDE
- ACC GAME CHANGERS
ANCILLARY LOGOS

ACC Network & ACC Network Extra (ACCNX)
ACC Network and ACCNX, launched in August of 2019, deliver increased exposure for each of the conference’s 27 sports.

* For more detailed ACC Network logo guidelines please contact Jill Husak at Jill.M.Husak@espn.com for the ACCN Brand Identity Guide.
ACC Worldwide seeks to further the conference’s member institutions internationally through promotion, marketing and athletic competition.

ACC Game Changers
The ACC Game Changers initiative was introduced in 2014-15 to recognize and highlight specific ACC teams’ involvement with their local communities.
SCHOOL ASSETS

- SCHOOL PRIMARY LOGOS
- SCHOOL LOGOTYPES / WORDMARKS
SCHOOL PRIMARY LOGOS

**BOSTON COLLEGE**
- PMS 202 Cardinal
- PMS 468 Vegas Gold

**CLEMSON**
- PMS 165 Orange
- PMS 268 Purple

**DUKE**
- PMS 287 Royal Blue
- Black

**FLORIDA STATE**
- PMS 195 Garnet
- PMS 7502 Gold

**GEORGIA TECH**
- PMS 4515 Gold
- PMS 540 Blue

**LOUISVILLE**
- PMS 200 Red
- Black

**MIAMI**
- PMS 1665 Orange
- PMS 3435 Green

**NORTH CAROLINA**
- PMS 542 Carolina Blue
- PMS 2767 Navy

**NC STATE**
- PMS 186 Red
- Black

**NOTRE DAME**
- PMS 289 Navy
- PMS 117 Gold

**PITT**
- PMS 661 Royal
- PMS 1235 Gold

**SYRACUSE**
- PMS 1665 Orange
- PMS 288 Blue

**VIRGINIA**
- PMS 282 Blue
- PMS 172 Orange

**VIRGINIA TECH**
- PMS 7428 Maroon
- PMS 173 Orange

**WAKE FOREST**
- PMS 7502 Gold
- Black
SCHOOL LOGOTYPES / WORDMARKS

**BOSTON COLLEGE**
PMS 202 Cardinal
PMS 468 Vegas Gold

**CLEMSON**
PMS 165 Orange
PMS 268 Purple

**DUKE**
PMS 287 Royal Blue
Black

**FLORIDA STATE**
PMS 195 Garnet
PMS 7502 Gold

**GEORGIA TECH**
PMS 4515 Gold
PMS 540 Blue

**LOUISVILLE**
PMS 200 Red
Black

**MIAMI**
PMS 1665 Orange
PMS 3435 Green

**NORTH CAROLINA**
PMS 542 Carolina Blue
PMS 2767 Navy

**NC STATE**
PMS 186 Red
Black

**NOTRE DAME**
PMS 289 Navy
PMS 117 Gold

**PITT**
PMS 661 Royal
PMS 1235 Gold

**SYRACUSE**
PMS 1665 Orange
PMS 289 Blue

**VIRGINIA**
PMS 282 Blue
PMS 172 Orange

**VIRGINIA TECH**
PMS 7428 Orange
PMS 173 Maroon

**WAKE FOREST**
PMS 7502 Gold
Black