



## BRAND STANDARDS GUIDE

*Updated July 20, 2023*

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# BRAND IDENTITY



PRIMARY LOGO  
OTHER CAA LOGOS  
COLOR PALETTE

## PRIMARY LOGO



The CAA logo shown above is the preferred logo for CAA member institutions to use on uniforms, apparel, facility and play surface branding, signs, banners and general overall use.

Member institutions are permitted to use the CAA logo in their institutional colors.

## PRIMARY LOGO

### Color Options

In addition to the color options listed below each CAA institution is permitted to use their school colors with the CAA logo.



Above is the acceptable presentation of the CAA logo on white or light colored backgrounds.



Above is the acceptable presentation of the CAA logo on dark backgrounds.



The CAA logo in PMS Cool Gray 9 is acceptable on light backgrounds when the primary logo does not work.



The CAA logo in PMS 660 is acceptable on light or dark backgrounds when the primary logo does not work.

**Note:** When using the CAA logo a strong contrast in color from the background should always be maintained.

## ADDITIONAL CAA LOGOS



The CAA wordmark should be used in official materials and on letterhead.



Sport specific CAA logos are available for all sponsored sports and can be downloaded from the CAA Logos Downloads page.



Championship specific CAA logos are available for all CAA Championships and can be downloaded from the CAA Logos Downloads page.



The CAA Football logo should be used for specific CAA Football purposes.

All CAA Logo options including special logos (ex. CAA SAAC, CAA United For Change) can be downloaded by visiting [CAASports.com/Logos](https://CAASports.com/Logos)

## COLOR PALETTE

CAA



PRIMARY COLOR - PMS 281

C	100
M	89
Y	31
K	30

R	0
G	34
B	90

DIGITAL #002263



ACCENT - PMS 660

C	84
M	56
Y	0
K	0

R	44
G	106
B	187

DIGITAL #2C6ABB



ACCENT - COOL GREY 9

C	56
M	47
Y	44
K	11

R	116
G	117
B	121

DIGITAL #747579



## NAME USAGE



In July 2023, the conference changed its official name to the Coastal Athletic Association. We prefer that you refer to the conference as the **CAA**, but using Coastal Athletic Association on formal announcements is acceptable.



# TYPOGRAPHY



The official font of the Coastal Athletic Association is the LATO Font Family which has been used in the creation of the CAA Wordmark.

LATO HAIRLINE  
 ABCDEFGHIJKLMNOPQRSTU-  
 VWXYZ abcdefghijklmnopqrstuvwxyz  
 1234567890@#\$\$%&

LATO THIN  
 ABCDEFGHIJKLMNOPQRSTU-  
 VWXYZ abcdefghijklmnopqrstuvwxyz  
 1234567890@#\$\$%&

LATO LIGHT  
 ABCDEFGHIJKLMNOPQRSTU-  
 VWXYZ abcdefghijklmnopqrstuvwxyz  
 1234567890@#\$\$%&

LATO REGULAR  
 ABCDEFGHIJKLMNOPQRSTU-  
 VWXYZ abcdefghijklmnopqrstuvwxyz  
 1234567890@#\$\$%&

LATO ITALIC  
 ABCDEFGHIJKLMNOPQRSTU-  
 VWXYZ abcdefghijklmnopqrstuvwxyz  
 1234567890@#\$\$%&

LATO MEDIUM  
 ABCDEFGHIJKLMNOPQRSTU-  
 VWXYZ abcdefghijklmnopqrstuvwxyz  
 1234567890@#\$\$%&

LATO SEMIBOLD  
 ABCDEFGHIJKLMNOPQRSTU-  
 VWXYZ abcdefghijklmnopqrstuvwxyz  
 1234567890@#\$\$%&

LATO BOLD  
 ABCDEFGHIJKLMNOPQRSTU-  
 VWXYZ abcdefghijklmnopqrstuvwxyz  
 1234567890@#\$\$%&

LATO HEAVY  
 ABCDEFGHIJKLMNOPQRSTU-  
 VWXYZ abcdefghijklmnopqrstuvwxyz  
 1234567890@#\$\$%&

LATO BLACK  
 ABCDEFGHIJKLMNOPQRSTU-  
 VWXYZ abcdefghijklmnopqrstuvwxyz  
 1234567890@#\$\$%&

# SCHOOL SPECIFIC LOGO USE



**CAA**

SCHOOL SPECIFIC - CAA LOGO USE COLOR OPTIONS

## CAA MEMBER LOGOS



CAMPBELL  
PMS 172  
BLACK  
WHITE



CHARLESTON  
PMS 188  
PMS 8383 (METALLIC)  
PMS 4525  
PMS COOL GRAY 1



DELAWARE  
PMS 2945C  
PMS 109C



DREXEL  
PMS 294C  
PMS 7548C



ELON  
PMS 188  
PMS 872 (METALLIC)



HAMPTON  
PMS 7684C  
WHITE



HOFSTRA  
PMS 661  
PMS 123



MONMOUTH  
PMS 282C  
PMS 534C  
PMS 429C  
Cool Gray 11 C



## CAA MEMBER LOGOS



NORTH CAROLINA A&T  
PMS 288  
PMS 123



UNCW  
PMS 329  
PMS 281  
PMS 120



NORTHEASTERN  
PMS BRIGHT RED U  
PMS BLACK U  
WHITE



STONY BROOK  
PMS 187  
PMS 289



TOWSON  
PMS 1235C  
BLACK 3C



WILLIAM & MARY  
PMS 343  
PMS 7409

## CAA LOGOS IN SCHOOL COLORS

### CAA Logo Use Color Options



CAA logos can be used in school specific colors. Above are some options

Note: When using the CAA logo a strong contrast in color from the background should always be maintained.

For additional options please reach out to Jamie Greer at [jgreer@caasports.com](mailto:jgreer@caasports.com)



# UNIFORM STANDARDS



**CAA**

UNIFORM BRANDING STANDARDS AND REQUIREMENTS

## UNIFORM STANDARDS

### Special Circumstance - Racerback

The mandatory presentation of the CAA logo is at least 2.25" wide. It can be larger but never smaller. Please note that due to NCAA rules the CAA logo cannot be larger than 3.5" inches wide.

The CAA logo is never permitted on the back of a jersey except for instances when the top is a racerback and the logo will not fit on the front.

This is an exception to the rule and **ONCE AGAIN** should only be used on racerback uniforms when the CAA logo is not visible on the front.

If you have to use this exception please make sure CAA Associate Commissioner Jamie Greer is aware.

**CAA**

**2.25"**  
RACERBACK  
LOGO SIZE

## UNIFORM STANDARDS

### Baseball / Softball

The CAA logo is required to appear on all baseball and softball uniforms in the institution's colors (see school-specific logo sheets as a reference). Logo placement on caps is encouraged but not required. The mandatory presentation of the CAA logo is at least 2.25" wide. It can be larger but never smaller. Please note that due to NCAA rules the CAA logo cannot be larger than 3.5" inches wide.

#### Jersey - Required

The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam.

#### Cap

The preferred presentation of the CAA logo is 2.25" wide, on the right panel. The logo on the hat should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform. Logo placement on caps is encouraged but not required.

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.



**CAA**

**2.25"**  
JERSEY AND CAP  
LOGO SIZE

# UNIFORM STANDARDS

## Basketball

The CAA logo is required to appear on all basketball uniforms in the institution's colors (see school-specific logo sheets as a reference).

The mandatory presentation of the CAA logo is at least 2.25" wide. It can be larger but never smaller. Please note that due to NCAA rules the CAA logo cannot be larger than 3.5" inches wide.

### Jersey - Required

The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam.

### Shorts

It is an option to include the CAA logo on the shorts in addition to the jersey. The logo on the shorts should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform. The preferred presentation of this is 2.25" wide on the front panel of the left leg on the shorts.

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.



# CAA

**2.25"**

JERSEY AND SHORTS  
LOGO SIZE

# UNIFORM STANDARDS

## Cross Country / Track & Field

The CAA logo is required to appear on all cross country and track & field uniforms in the institution's colors (see school-specific logo sheets as a reference). The mandatory presentation of the CAA logo is at least 2.25" wide. It can be larger but never smaller. Please note that due to NCAA rules the CAA logo cannot be larger than 3.5" inches wide.

### Jersey - Required

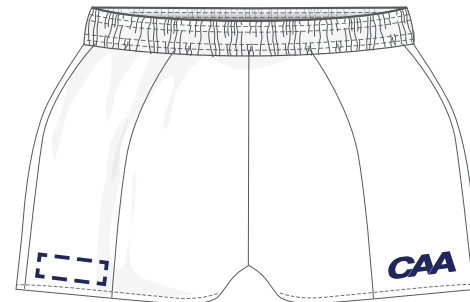
The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam.

### Shorts

It is an option to include the CAA logo on the shorts in addition to the jersey. The logo on the shorts should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform. The preferred presentation of this is 2.25" wide on the front panel of the left leg on the shorts.

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.



# CAA

**2.25"**

JERSEY AND SHORTS  
LOGO SIZE



# UNIFORM STANDARDS

## Field Hockey / Women's Lacrosse

The CAA logo is required to appear on all field hockey and women's lacrosse uniforms in the institution's colors (see school-specific logo sheets as a reference). The mandatory presentation of the CAA logo is at least 2.25" wide. It can be larger but never smaller. Please note that due to NCAA rules the CAA logo cannot be larger than 3.5" inches wide.

### Jersey - Required

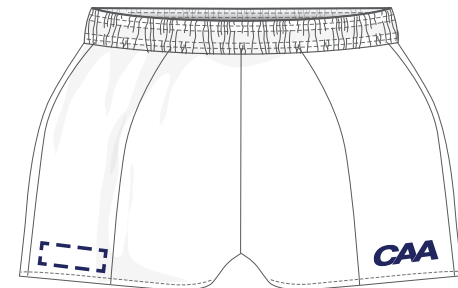
The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam.

### Shorts / Skirt

It is an option to include the CAA logo on the shorts or skirt in addition to the jersey. The logo on the shorts or skirt should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform. The preferred presentation of this is 2.25" wide on the front panel of the left leg on the shorts or skirt.

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.



# CAA

2.25"

JERSEY AND SHORTS/SKIRT  
LOGO SIZE

# UNIFORM STANDARDS

## Golf

The CAA logo is required to appear on all golf uniforms in the institution's colors (see school-specific logo sheets as a reference). The mandatory presentation of the CAA logo is at least 2.25" wide. It can be larger but never smaller. Please note that due to NCAA rules the CAA logo cannot be larger than 3.5" inches wide.

### Jersey - Required

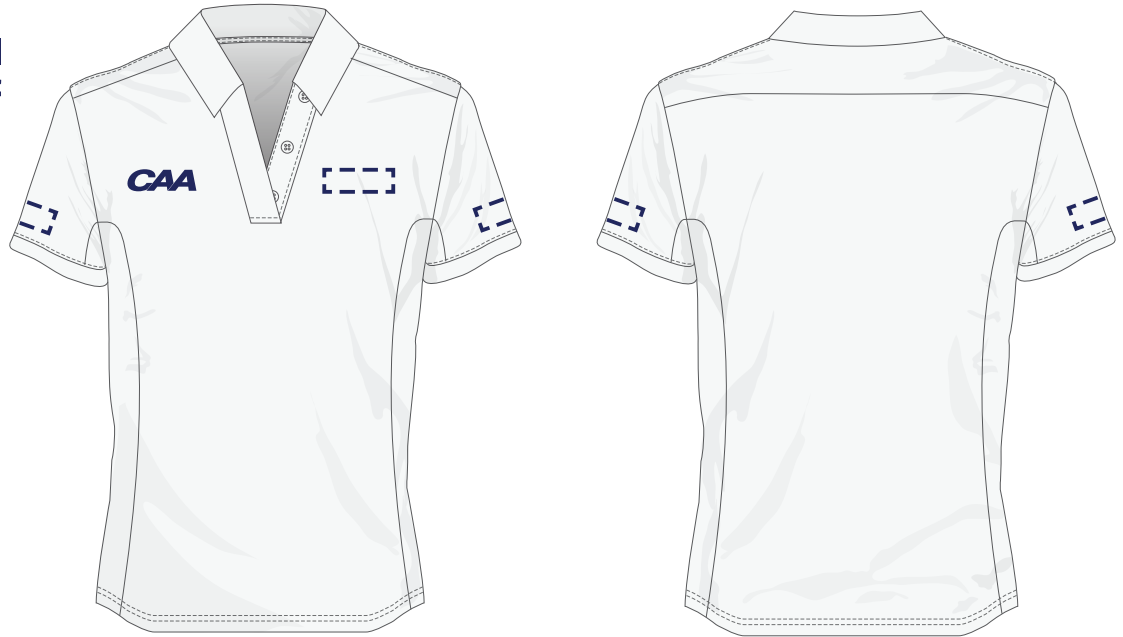
The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the polo centered between the collar and sleeve seam.

### Cap / Visor

It is an option to include the CAA logo on the cap or visor in addition to the polo. The logo on the cap or visor should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform. The preferred presentation of this is 2.25" wide on the right panel of the cap or visor.

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.



# CAA

**2.25"**

POLO AND CAP/VISOR  
LOGO SIZE

# UNIFORM STANDARDS

## Men's Lacrosse

The CAA logo is required to appear on all men's lacrosse uniforms in the institution's colors (see school-specific logo sheets as a reference). The mandatory presentation of the CAA logo is at least 2.25" wide. It can be larger but never smaller. Please note that due to NCAA rules the CAA logo cannot be larger than 3.5" inches wide.

### Jersey - Required

The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam.

### Shorts

It is an option to include the CAA logo on the shorts in addition to the jersey. The logo on the shorts should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform. The preferred presentation of this is 2.25" wide on the front panel of the left leg on the shorts.

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.



# CAA

**2.25"**

JERSEY AND SHORTS  
LOGO SIZE

# UNIFORM STANDARDS

## Rowing

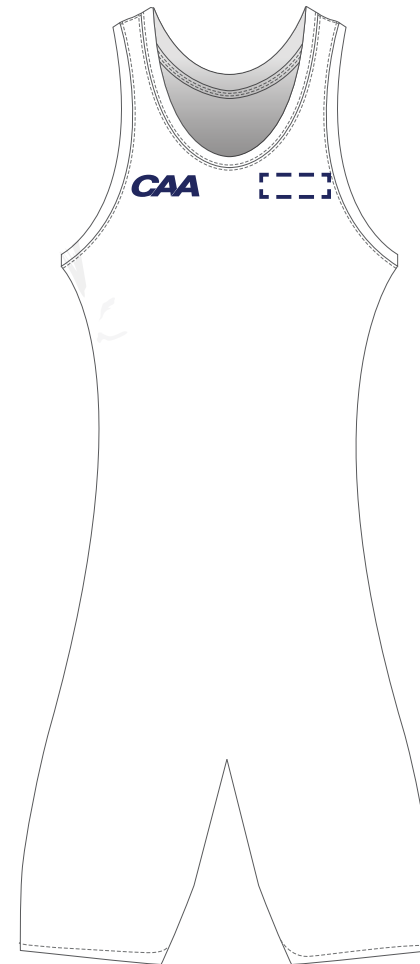
The CAA logo is required to appear on all rowing uniforms in the institution's colors (see school-specific logo sheets as a reference). The mandatory presentation of the CAA logo is at least 2.25" wide. It can be larger but never smaller. Please note that due to NCAA rules the CAA logo cannot be larger than 3.5" inches wide.

### Uniform - Required

The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the uniform centered between the collar and sleeve seam.

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.



The CAA logo, consisting of the letters "CAA" in a bold, stylized font.

**2.25"**  
UNIFORM  
LOGO SIZE

# UNIFORM STANDARDS

## Soccer

The CAA logo is required to appear on all soccer uniforms in the institution's colors (see school-specific logo sheets as a reference). The mandatory presentation of the CAA logo is at least 2.25" wide. It can be larger but never smaller. Please note that due to NCAA rules the CAA logo cannot be larger than 3.5" inches wide.

### Jersey - Required

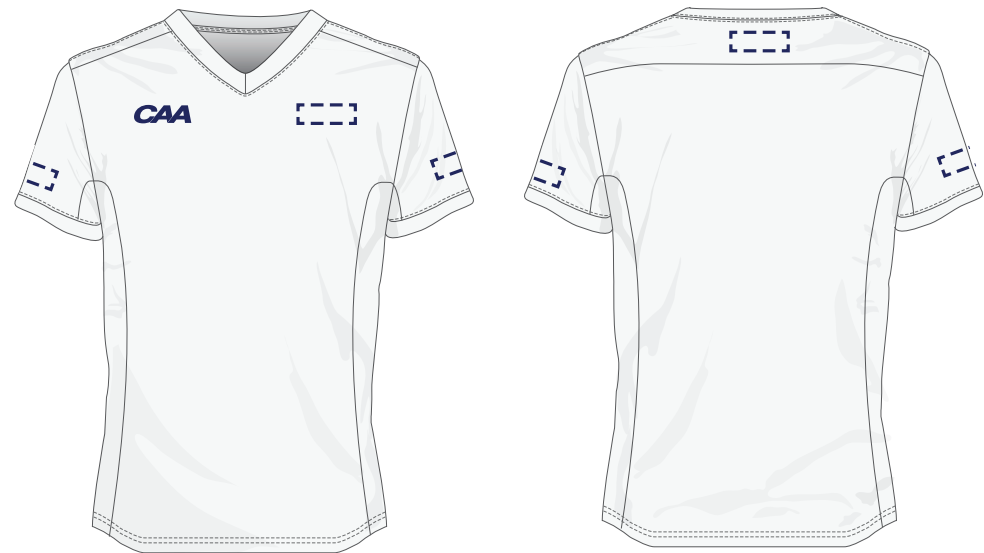
The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam.

### Shorts

It is an option to include the CAA logo on the shorts in addition to the jersey. The logo on the shorts should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform. The preferred presentation of this is 2.25" wide on the front panel of the left leg on the shorts.

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.



# CAA

**2.25"**

JERSEY AND SHORTS  
LOGO SIZE



# UNIFORM STANDARDS

## Swimming & Diving

The CAA logo is required to appear on the swim cap in the institution's colors (see school-specific logo sheets as a reference). The mandatory presentation of the CAA logo is at least 2.25" wide. It can be larger but never smaller. Please note that due to NCAA rules the CAA logo cannot be larger than 3.5" inches wide.

### Cap - Required

The preferred presentation of the CAA logo is 2.25" wide, on the right front of the swim cap.

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.



The CAA logo is displayed in a large, bold, dark blue font. The letters 'C' and 'A' are connected, and the second 'A' is slightly larger and more prominent.

**2.25"**  
CAP  
LOGO SIZE

# UNIFORM STANDARDS

## Tennis

The CAA logo is required to appear on all tennis uniforms in the institution's colors (please see school-specific logo sheets as a reference). The mandatory presentation of the CAA logo is at least 2.25" wide. It can be larger but never smaller. Please note that due to NCAA rules the CAA logo cannot be larger than 3.5" inches wide.

### Jersey - Required

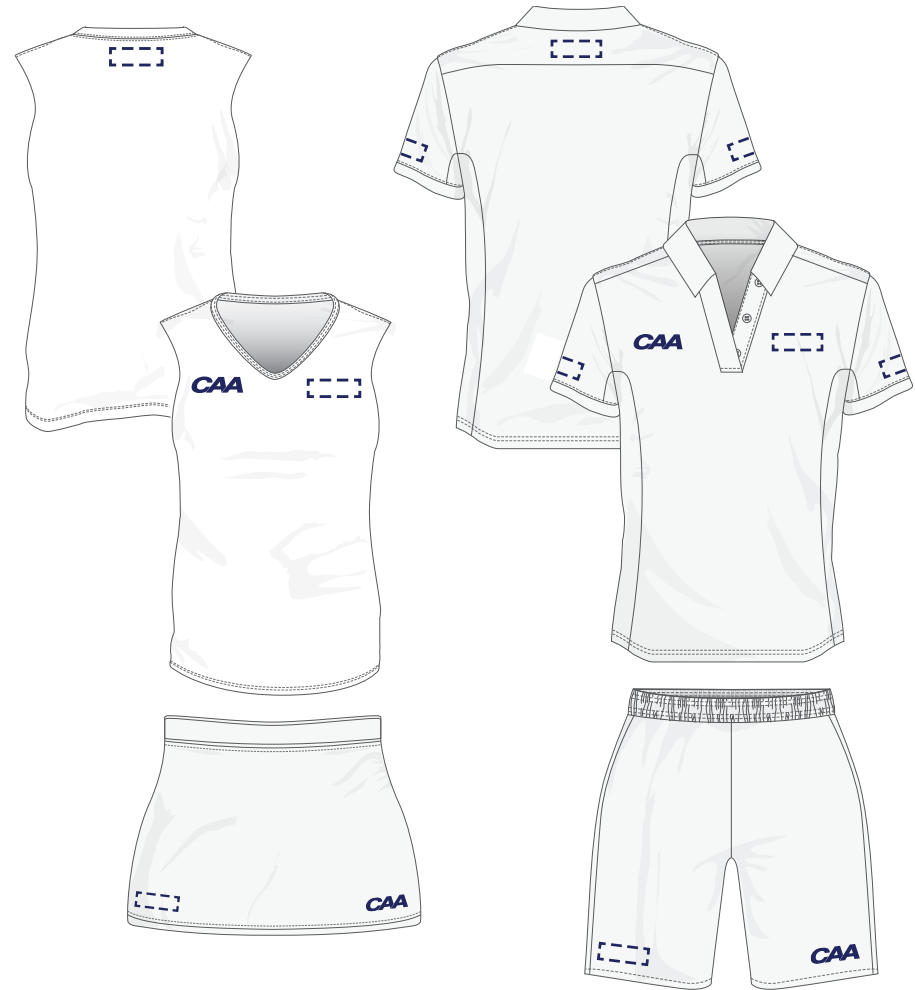
The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam.

### Shorts / Skirt

It is an option to include the CAA logo on the shorts in addition to the jersey. The logo on the shorts should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform. The preferred presentation of this is 2.25" wide on the front panel of the left leg on the shorts.

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.



# CAA

**2.25"**

JERSEY AND SHORTS/SKIRT  
LOGO SIZE

# UNIFORM STANDARDS

## Volleyball

The CAA logo is required to appear on all volleyball uniforms in the institution's colors (please see school-specific logo sheets as a reference). The mandatory presentation of the CAA logo is at least 2.25" wide. It can be larger but never smaller. Please note that due to NCAA rules the CAA logo cannot be larger than 3.5" inches wide.

### Jersey - Required

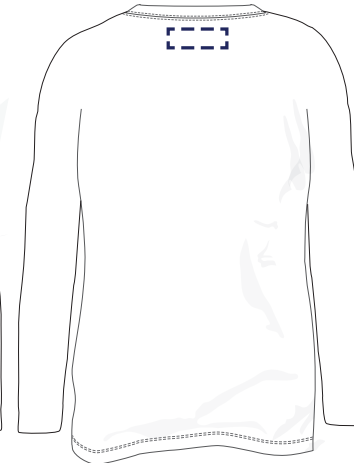
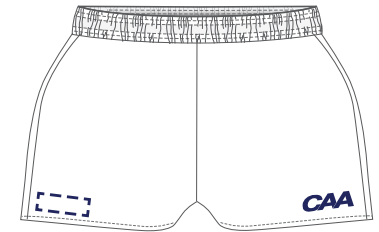
The preferred presentation of the CAA logo is 2.25" wide, on the right chest on the front of the jersey centered between the collar and sleeve seam.

### Shorts

It is an option to include the CAA logo on the shorts in addition to the jersey. The logo on the shorts should always be in addition to the logo on the jersey, and never the only CAA logo on the uniform. The preferred presentation of this is 2.25" wide on the front panel of the left leg on the shorts.

Note: When a manufacturer's logo presents a conflict with the preferred logo placement, the alternative options for placement are denoted by the blue dashed rectangle.

Refer to the CAA school-specific logo sheets for questions regarding use of the CAA logo in specific school colors.



# CAA

**2.25"**

JERSEY AND SHORTS  
LOGO SIZE

# FACILITY BRANDING



**CAA**

FACILITY BRANDING STANDARDS AND REQUIREMENTS

# FACILITY BRANDING REQUIREMENTS

The following pages are a guide to aid in the co-branding of CAA school facilities.

- It is required for each school facility where a CAA sponsored sport is played to have a minimum of three highly visible CAA logo displays that adhere to the standards listed in the following pages.
- Please ensure any CAA co-branding is approved by the conference office prior to installation/application.
- Each school is permitted to use the CAA logo in conference colors or in their school colors.
- The institution is responsible for all production and application of co-branding.



## PLAYING SURFACE

### Field Sports

The recommended on-field CAA logo is pictured to the right. To provide the proper amount of contrast the logo should be presented in white or a color that can be seen on the green field. Any requests for colors besides white need to go through

Brian Gordon - BGordon@caasports.com

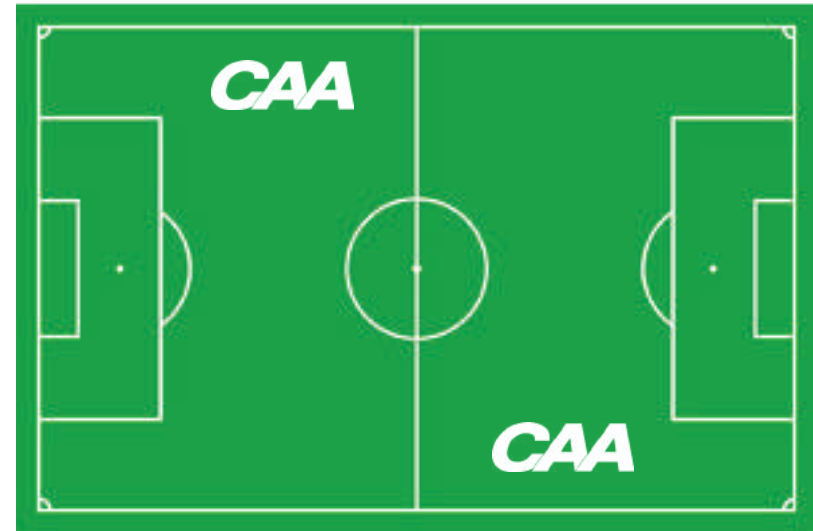
For all fields painted with the application of the CAA logo a CAA stencil can be purchased from Missouri Turf Paint. Please reach out to Brian Gordon for more information

Placement of the logo should be so that the logo faces the appropriate TV angle of the respective stadium, as pictured to the right.

It is a mandatory that the CAA logo be painted on both sides of the field in the following sports:

- Field Hockey
- Men's and Women's Lacrosse
- Men's and Women's Soccer

*If you have shared facility issues and cannot have the logo on the field please contact the conference office for approval for alternative placement.*



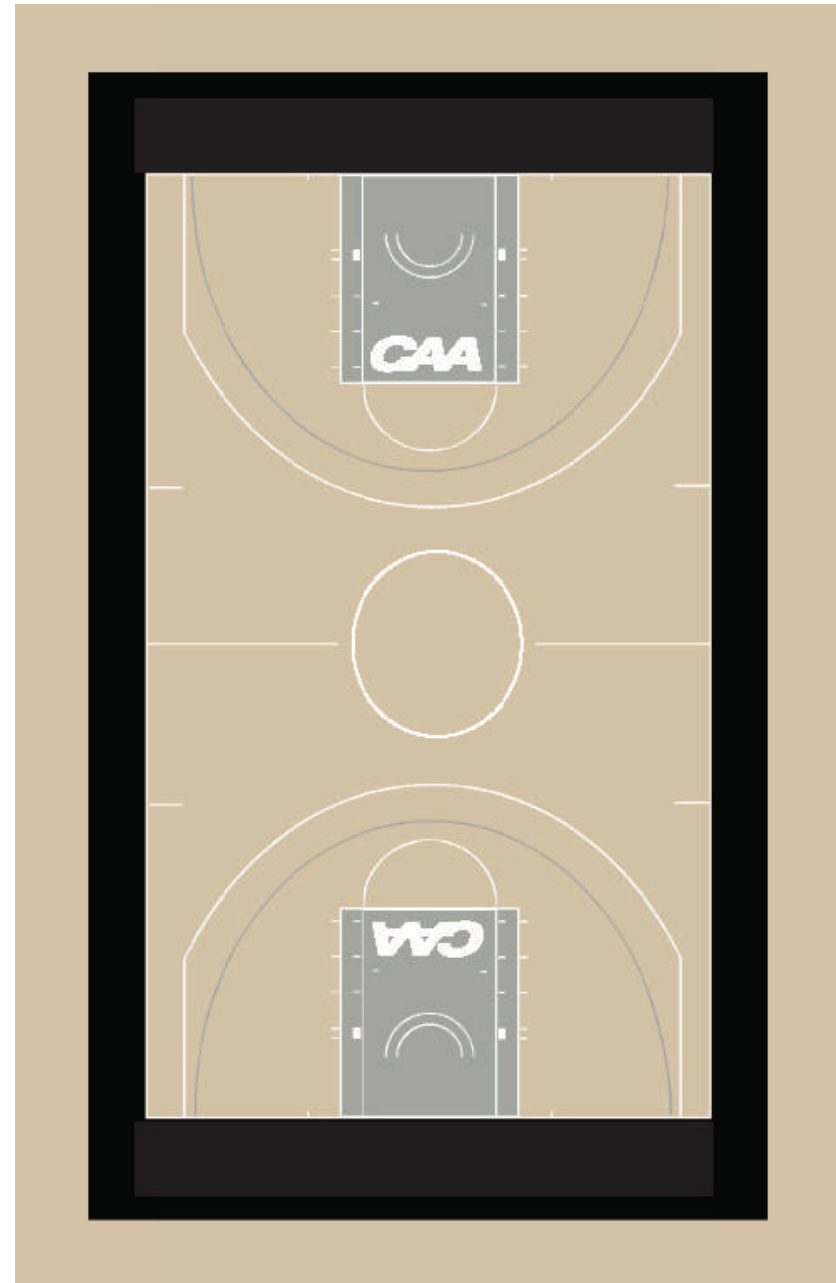
## PLAYING SURFACE

### Basketball

#### Required Placement

The CAA logo is required to be painted in two locations on each member school's basketball court in the institutional colors. The logos should be centered inside of the key facing center court.

The CAA logo should be located 18" off of the inside of the foul line and centered in the key with 6" of clear space on each side of the logo.



## PLAYING SURFACE

### Baseball / Softball

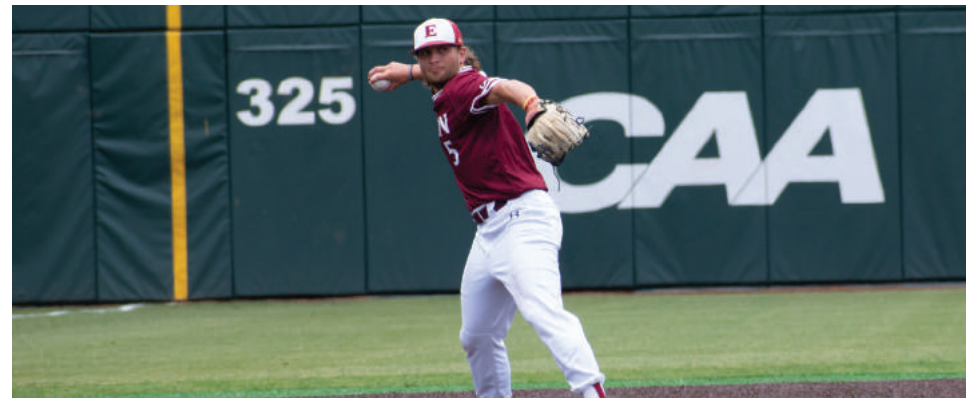
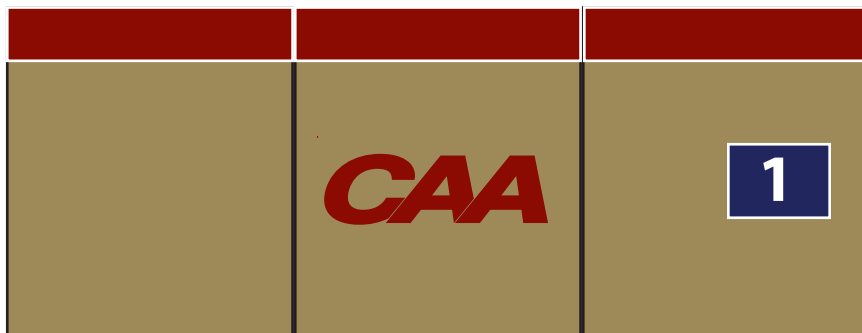
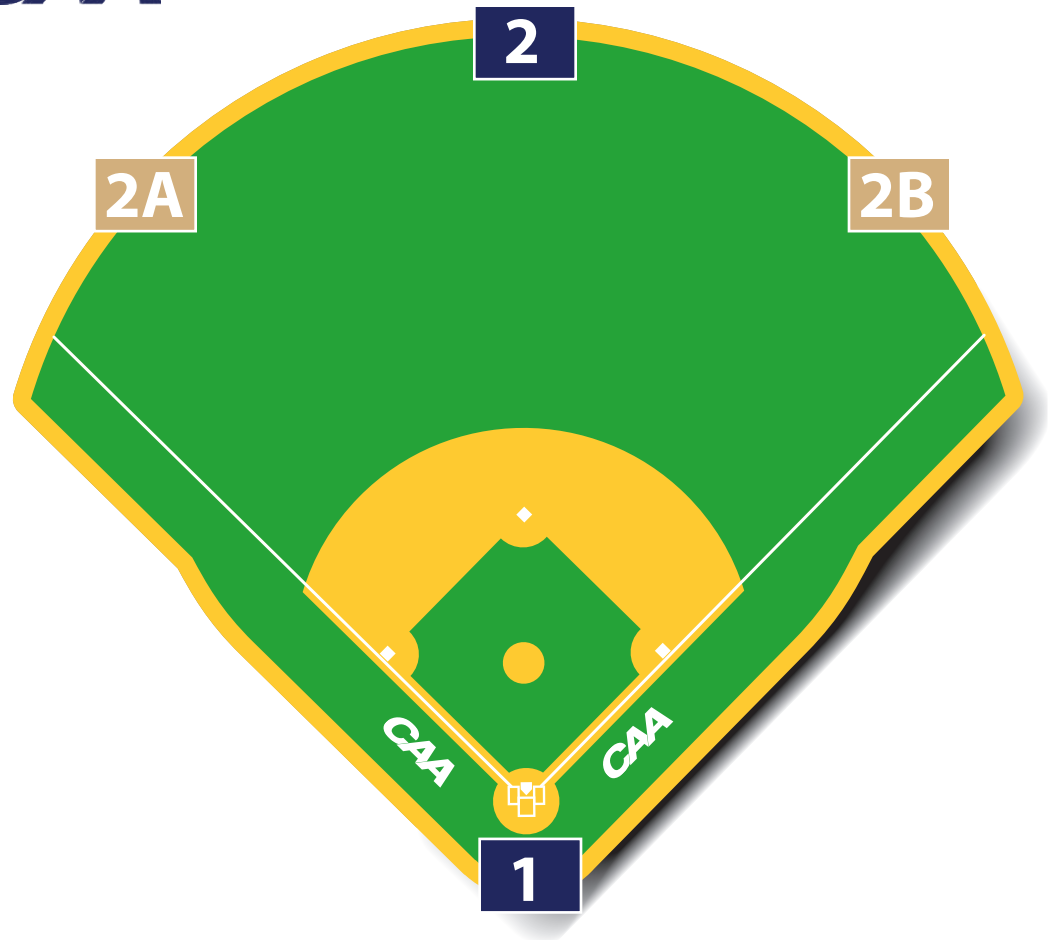
It is mandatory that the CAA logo have three placements in the facility. Below are some of the options we recommend.

The CAA logo can appear on the wall directly behind the plate, as illustrated in figure 1.

Figure 2 is the recommended location for the placement of the logo on the outfield wall. Figure 2A and 2B indicate additional or alternative logo placement for the CAA logo on the outfield wall.

In addition it is required that the CAA logo be placed on the field. Recommended placement is noted on the diagram to the right, facing each dugout. For the field logo applications it is permitted to use a white CAA logo to provide contrast and prevent the logo from clashing with the green field.

*In all instances listed above the CAA logo should be used in a color that contrasts with the background.*



## MEMBER REPRESENTATION

The CAA requires each institution display CAA membership in their primary basketball arena. The banners can be custom to the arena in size and material but must adhere to the branding standards set forth in this guide.

In addition current membership must always be presented, with current logos and or names. Schools are permitted to list member schools by either name, logo or both.

It is also encouraged to have member representation branding in other CAA sponsored sport facilities.



## ADDITIONAL CO-BRANDING

It is encouraged that member institutions implement other co-branding including but not limited to banners, signs, banners, posters, flyers and flags.

When implementing any additional co-branding ensure all color requirements, minimum size and minimum clear space around the logo are adhered to.

Please ensure that any CAA co-branding is approved by the conference office prior to installation/application.





## CONTACT INFORMATION

For logos and brand information visit [CAASports.com/Branding](https://CAASports.com/Branding)

For logo usage and branding questions please reach out to Associate Commissioner Jamie Greer  
[JGreer@caasports.com](mailto:JGreer@caasports.com)

For facility branding questions please reach out to Senior Associate Commissioner Brian Gordon  
[BGordon@caasports.com](mailto:BGordon@caasports.com)

