



BRAND IDENTITY SNAPSHOT 2023



PRIMARY MARK

Full Color - Primary Palette
Light Background



Full Color - Primary Palette
Contrast Background



One Color
Light Background



One Color
Contrast Background



LOGO REFRESH



LOGO FAMILY ADDITIONS





THE STARK

The Conference USA stark is an essential part of our branding. It often acts as a secondary icon branding mark and/or design element.

We use two different styles of the stark:

SOLID STARK

The solid stark icon is a key element in the primary mark. It is also primarily used as a bullet for text items, a website URL icon, merchandising and marketing/promotional graphics and elements.

OUTLINE STARK

The outline version is used in our multimedia, marketing and promotional materials.

Starks can be used in any of the conference primary or accent colors, as well as institutional colors.

Usage note: DO NOT rotate the stark from its original position/axis.





COLOR PALETTE

CORE COLORS

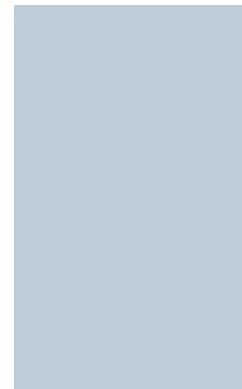


CUSA BLACK NAVY

PRINT:
PMS 539
CMYK 98 76 50 57

DIGITAL:
RGB 0 38 58

WEB:
HEX 00263A



CUSA GRAY

PRINT:
PMS 5455
CMYK 24 12 11 0

DIGITAL:
RGB 191 206 214

WEB:
HEX BFCED6



WHITE

PRINT:
CMYK 0 0 0 0

DIGITAL:
RGB 255 255 255

WEB:
HEX FFFFFFFF

ACCENT COLORS

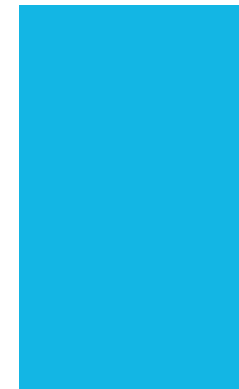


RELENTLESS
SEEKER RED

PRINT:
PMS 192
CMYK 4 100 69 0

DIGITAL:
RGB 228 0 70

WEB:
HEX E40046



EXACTING DOER
BLUE

PRINT:
PMS 306
CMYK 71 6 4 0

DIGITAL:
RGB 0 181 226

WEB:
HEX 00B5E2



AMBITIOUS
DREAMER GREEN

PRINT:
PMS 2291
CMYK 42 0 100 0

DIGITAL:
RGB 167 213 0

WEB:
HEX A7D500



TAGLINE MARK

NO LIMITS ON US

Our tagline is a concise, memorable phrase that is intended to generate community and comradery around the brand.

We are unstoppable, and this tagline communicates our ambition to always be pursuing 'the next level', creating new goals and setting our sights higher. With this mindset, there is nothing we can't accomplish.

We have developed marks to promote the tagline in lockup and standalone formats.

These can also incorporate institutional palettes in single and two-color (with the stark in a contrasting shade)

LOCKUP



STANDALONE





**CUSA ESPN
CO-BRAND MARK**

Primary 2C
Light Background



Primary 1C White
Knockout/Dark Background



Primary 2C Backplate
For Broadcast Use Only



























PMS 539 Blue
HEX 00263A
RGB 0 38 58



PMS 032 Red
HEX EF4035
RGB 239 64 53

NAME REFERENCES AND PREFERRED MARKS

Please use the following summary as a reference guide for correct name references for Conference USA and its member schools. This includes formal name, team nicknames, stat and scoreboard abbreviations as well as specific incorrect references.

OFFICIAL NAME/MASCOT	PREFERRED REFERENCE (Stat Abbreviation) [Scoreboard/TV Abbrv.]	DO NOT USE!	PRIMARY MARK	ICON/ALTERNATE USE	ICON/ALTERNATE USE
Conference USA C-USA	Conference USA C-USA (CUSA) [CUSA]	C-USA See-You-Ess-Ay NOT Koo-Suh			
Florida International University FIU Panthers	FIU (FIU) [FIU]	Florida International Fla. International			
Jacksonville State University Gamecocks	Jacksonville State, Jax State (JSU) - Stats Only [JAX ST]	JSU			
Liberty University Flames	Liberty (LU) [LU]	LIB			
Louisiana Tech University Bulldogs Lady Techsters	LA Tech (TECH) [LA TECH, TECH]	La. Tech LTU			
Middle Tennessee State University Blue Raiders	Middle Tennessee, MTSU (MTSU) [MTSU]	UMT MTU Middle			
New Mexico State University Aggies	New Mexico State, NM State (NMS) [NMS]	NMSU			
Sam Houston State University Bearcats, Kats	Sam Houston (SHSU) [SHSU]	Sam Houston State Sam Houston St. Sam Hou St			
The University of Texas at El Paso Miners	UTEP (UTEP) [UTEP]	Texas-El Paso			
Western Kentucky University Hilltoppers Lady Toppers	WKU (WKU) [WKU]	Western W. Kentucky West. Ky. Western Ky.			
(2024) Kennesaw State University Owls	KSU (KSU) [KSU]				



UNIVERSITY COLORS

OFFICIAL COLORS



PMS 282 Blue
CMYK 100 87 42 52
RGB 8 30 63
HEX 081E3F



PMS 125 Gold
CMYK 26 46 100 6
RGB 182 134 44
HEX B6862C



FIU



FIU



UNIVERSITY COLORS

OFFICIAL COLORS



PMS 186
CMYK 13 100 100 4
RGB 202 32 38
HEX FFFFFF



Process Black
CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFF



JAX STATE

JACKSONVILLE STATE



UNIVERSITY COLORS

OFFICIAL COLORS



PMS 123 Gold
CMYK 0 24 95 0
RGB 255 198 41
HEX FFC629



Black
CMYK 63 62 59 94
RGB 45 41 38
HEX 2D2926



PMS 421 Gray
CMYK 13 8 11 26
RGB 178 180 178
HEX B2B4B2



KENNESAW STATE





UNIVERSITY COLORS

OFFICIAL COLORS



PMS 282 Blue
CMYK 100 68 0 54
RGB 10 37 78
HEX 0A254E



PMS 187 Red
CMYK 0 100 79 20
RGB 153 0 0
HEX 990000



LIBERTY



UNIVERSITY COLORS

OFFICIAL COLORS



PMS 287 Blue
CMYK 100 75 2 18
RGB 0 48 135
HEX 003087



PMS 1797 Red
CMYK 2 97 85 7
RGB 203 51 59
HEX CB333B



LOUISIANA TECH



UNIVERSITY COLORS

OFFICIAL COLORS



PMS 300 Royal Blue
CMYK 100 44 0 0
RGB 0 102 204
HEX 036EB7



PMS 428 Pewter
CMYK 24 16 17 0
RGB 240 240 240
HEX C9C9C9



Black
CMYK 0 0 0 100
RGB 0 0 0
HEX 000000



MIDDLE TENNESSEE





UNIVERSITY COLORS

OFFICIAL COLORS



PMS 208 Crimson
CMYK 10 97 37 43
RGB 140 11 66
HEX 7E141B



PMS 407 Gray
CMYK 6 9 14 14
RGB 207 199 189
HEX CFC7BD



Black
CMYK 0 0 0 100
RGB 0 0 0
HEX 000000



NEW MEXICO STATE





UNIVERSITY COLORS

OFFICIAL COLORS



PMS 021 Orange
CMYK 0 72 90 0
RGB 255 255 255
HEX F56423



White
CMYK 0 0 0 0
RGB 245 100 35
HEX FFFFFF



Cool Gray 10
CMYK 0 2 0 60
RGB 87 89 91
HEX 57595B



SAM HOUSTON



UNIVERSITY COLORS

OFFICIAL COLORS



PMS 282 Blue
CMYK 100 72 0 73
RGB 4 30 66
HEX 041E42



PMS 151 Orange
CMYK 0 54 100 0
RGB 255 130 0
HEX FF8200



Silver Cool Gray 5
CMYK 28 21 18 1
RGB 177 179 179
HEX B1B3B3



UTEP





UNIVERSITY COLORS

OFFICIAL COLORS



PMS 186 Red
CMYK 0 100 75 4
RGB 176 30 36
HEX B01E24



Black
CMYK 0 0 0 100
RGB 0 0 0
HEX 000000



Cool Gray 9
CMYK 29 23 16 51
RGB 117 120 123
HEX 333333



WKU

