



---

BRAND IDENTITY GUIDE 2023



# BRAND IDENTITY GUIDE

## THANK YOU FOR REVIEWING THIS ESSENTIAL DOCUMENT.

The Conference USA Brand Guide is designed to convey the league's brand usage guidelines. The guidelines established herein will help maintain graphic and message continuity, protect our logo assets, and help us build effective messaging across a broad spectrum of media.

## WHY IS THIS NECESSARY?

The Conference USA branding system is a valuable asset to the league, visually upholding the integrity that is indicative of its member institutions. The usage guidelines provide a platform for its member institutions to enjoy a meaningful and relevant association with the conference through consistent use. This continuity is vital in establishing awareness and recognition for CUSA, which ultimately strengthens each member institution's association with the league.

Each part of our brand is an important part of our whole brand. It is the responsibility of those using the Conference USA brand to adhere to the guidelines established herewithin. In order to establish and maintain the integrity of the brand, it is essential to abide by the usage guidelines. All personnel at conference member institutions, members of the media, affiliate organizations, licensees, retailers and any other persons or organizations having the right to use the Conference USA name or marks are expected to follow these guidelines.

## NEED APPROVED FONTS, LOGOS, GRAPHIC ELEMENTS, OR ADDITIONAL INFORMATION?

Questions regarding the application of the marks or interpretation of these guidelines should be directed to the conference office. Usage of the marks that is not in compliance with the guidelines is strictly prohibited.

Contacts: Kelly Carney  
Associate Commissioner  
P: 214-447-1348  
E: [kcarney@c-usa.org](mailto:kcarney@c-usa.org)

Erika Amstadt Hirschfield  
Creative and Multimedia  
P: 708-363-8178  
[erikaah@c-usa.org](mailto:erikaah@c-usa.org)



# IN THIS GUIDE

## INTRODUCTION

- 1 About Conference USA
- 2 Brand Plus Info

## BRAND MARKS

- 3 Primary Mark
- 4 Full Name
- 5 Alternative Stacked
- 6 Clear Space/Minimum Size
- 7 Incorrect Logo Usage
- 8 Discontinued Logos
- 9 Rings/Jewelry

## COLOR USAGE

- 10 Brand Color Palette
- 11 Proper Color Application
- 12-21 University Colors

## ADDITIONAL MARKS

- 22 Championship Marks (Coming Soon)
- 23 Hall of Fame
- 24 Tagline Marks
- 25 Sports Specific Marks (Coming Soon)

## LOGO REQUIREMENTS

- 26-27 Institutional Assets
- 28-37 Uniforms
- 38 Graduate Patch
- 39-42 Facilities
- 43-45 Additional

## CONTENT STYLE

- 46 League/Team Name References and Preferred Marks
- 47-48 Affiliate Members

## ICON SYSTEM

- 49 The Stark
- 50 Sport Icons (Coming Soon)

## BRAND TYPEFACES

- 51 Typography (Coming Soon)

## SUPPLEMENTS

- CUSA ESPN co-brand mark

**“** *We're strong in our stance but light on our feet. Even as we move ahead, we stay grounded in who we are.* **”**



# ABOUT US

Conference USA is an NCAA Division I conference championing excellence in college athletics through dedicated leadership, dynamic partnership, and diverse membership. Founded in 1995 and based in Dallas, CUSA is home to nine schools: FIU, Jacksonville State, Liberty, Louisiana Tech, Middle Tennessee, New Mexico State, Sam Houston, UTEP, and WKU. Kennesaw State will join in 2024.

## HOW WE SAY IT

Conference USA is the official name of the league. The official abbreviation is CUSA pronounced **SEE-YOU-ESS-AY**. We no longer use the hyphen in the abbreviated version.

**“** *We're more than members - we're a movement. And we're blazing a path that's wide enough for all to walk on.* **”**





# BRAND PLUS

Our Brand Plus summarizes all the elements of the CUSA brand.

## POSITION

We provide a platform for our members to pursue and attain their next level through commitment, comradery, and competition.

## PURPOSE

Empowering lasting success in life through the power of sport



## VALUES

Eyes Up.  
Rooted and Ready.  
Joined at Heart.  
All In.

## PERSONALITY

Ambitious Dreamers  
Relentless Seekers  
Exacting Doers

“*Dreams guide us and pride sustains us. So we always look toward what’s ahead - and we never look down.*”



## PRIMARY MARK

Full Color - Primary Palette  
Light Background



Full Color - Primary Palette  
Contrast Background



One Color  
Light Background



One Color  
Contrast Background





## FULL NAME MARK

Full Color - 2C/3C  
Light Background



Full Color - 2C/3C  
Contrast Background



One Color  
Light Background



One Color White Knockout  
Contrast Background





## STACKED ALTERNATE MARK

Full Color - 2C  
Light Background



Full Color - 2C  
Contrast Background



One Color  
Light Background



One Color White Knockout  
Contrast Background





## CLEAR SPACE

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.



## MINIMUM MARK SIZE

The minimum size for the primary CUSA mark shall be no less than 1" wide.

The preferred minimum size is 2.25" in all applications.



Preferred minimum reproduction size is 2.25"



## INCORRECT LOGO USAGE

The conference logo should not be adjusted or edited in any way. Here are some examples of what not to do:

- 1 Do not create an outline or path.
- 2 Do not stretch, distort or disproportionately scale the logo.
- 3 Do not change the color of the logo outside of the guidelines in the Brand Guide.
- 4 Do not place text or graphics over the logo.
- 5 Do not rotate the logo.
- 6 Do not place the logo on top of an image with poor contrast and readability.
- 7 Do not apply arch, curve or alter the baseline.
- 8 Do not display the logo without the ® or ™ symbol.

1



X

2



X

3



X

4



X

5



X

6



X

7



X



## DISCONTINUED MARK

Discontinued marks are being phased out of use by July 2023



## ARCHIVAL MARKS

Archival marks as shown are no longer in service. The use of archival marks is prohibited.





## CHAMPIONSHIP RINGS

Team championship rings that include the conference logo on the top or side of the ring should adhere to the following two options:

1. Use CUSA in same font as ring text design.
2. Use the CUSA mark ring application which is slightly modified for the top or side of the ring. This modification is only allowed for rings and must be approved by the conference office to ensure it is not being skewed or stretched improperly within the ring design.
3. Ring design usage must be approved by the conference office.







## COLOR PALETTE

### CORE COLORS

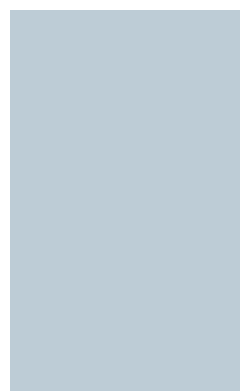


CUSA BLACK NAVY

**PRINT:**  
PMS 539  
CMYK 98 76 50 57

**DIGITAL:**  
RGB 0 38 58

**WEB:**  
HEX 00263A

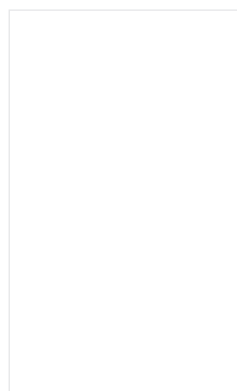


CUSA GRAY

**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



## PROPER COLOR APPLICATION

The Conference USA primary mark is designed to be used in a one or two color application only. In the two color application, the letters C U S A and the stark should be different colors (Conference USA colors or as designated by CUSA in the institutional color palette).

Adding an outline to the primary mark is not allowed - for contrast, it is recommended that the white reverse option be used.

Correct applications are demonstrated on this page. Institutional color palette applications are also included in this document, as well as additional examples of proper and improper logo usage.





## 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





## 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

***EUSA***

***EUSA***



***EUSA***

***EUSA***



***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

**EUSA**

**EUSA**

**EUSA**

**EUSA**

**EUSA**

**EUSA**

**EUSA**

**EUSA**

**EUSA**

**EUSA**

**EUSA**

**EUSA**

**EUSA**

**EUSA**

**EUSA**

**EUSA**

**EUSA**



## CHAMPIONSHIP MARKS

Official marks for CUSA Championships are developed and distributed by the conference office each season.

All championship marks are available for download on the CUSA share site, [box.com](https://box.com). Please contact the conference office for detailed information.

One color marks are available upon request for approved applications only.

COMING SOON



## HALL OF FAME

The league introduced a new mark in 2019 in conjunction with the establishment of the Conference USA Hall of Fame. This mark should be used in all marketing and promotions related to the CUSA Hall of Fame, its induction class and any additional multimedia initiatives and applications. The primary mark should be used for all applications, with variations of this mark created for additional applications for use with CUSA approval only. #CUSAHOF



**#CUSAHOF Dark Gold Flat**

PMS 872  
CMYK 0, 18, 46, 45  
RGB 137 115 76  
HEX # 89734C



**CUSAHOF Primary Dark Gold Flat**



**CUSAHOF Gold Texture**



## 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





## INSTITUTIONAL ASSETS

### REQUIRED LOGO USAGE

Per the league's Marketing and Brand Building Requirements, the Conference USA primary mark (conference or institutional colors) must appear on all general marketing elements included here (print and digital).

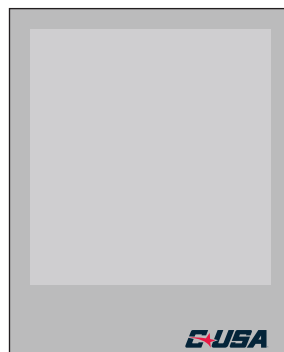
✦ Team and Individual sport/media guides front cover

✦ All institutional athletic department items including, but not limited to, letterhead, ticket brochures, press releases, schedule cards/posters and additional marketing materials.

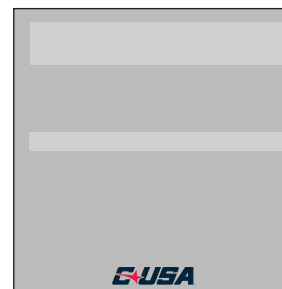
✦ CUSA mark must appear in a prominent location on the home page of the official athletic website with a link back to [conferenceusa.com](http://conferenceusa.com).

✦ Conference USA will provide a video animation of the conference logo that can be used in any institutional TV production or scoreboard.

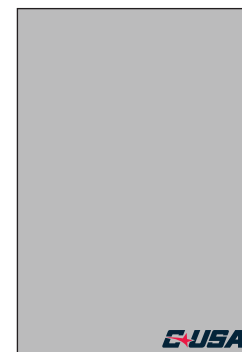
✦ Video Boards/Dorna/Scorers Table/LED and similar digital assets in all facilities with these opportunities (CUSA assets provided by the conference office upon request)



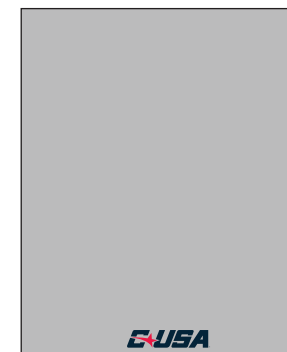
Print Advertisement



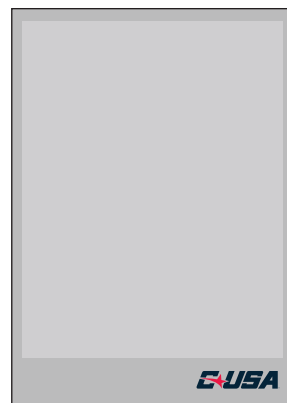
Email Marketing/Promo



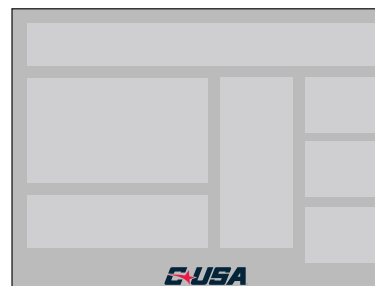
Schedule Cards



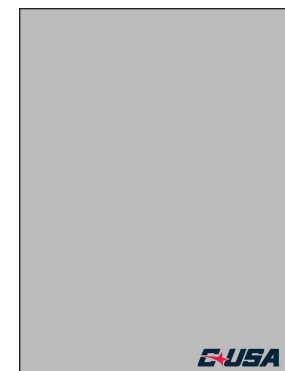
Letterhead



Team Poster



Athletic Website Front Page



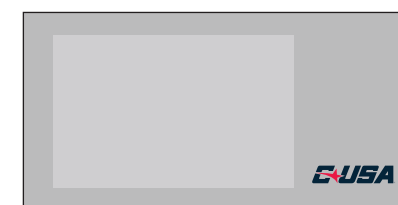
Game Programs



Media/Sport Guide



Digital Assets



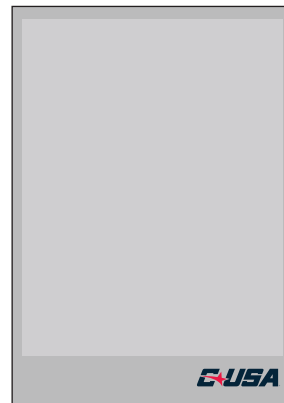




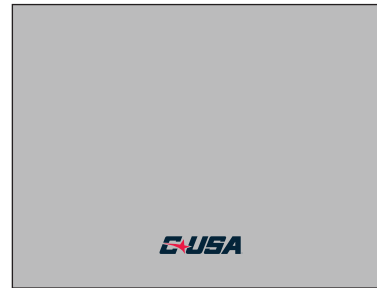
## INSTITUTIONAL ASSETS

### RECOMMENDED LOGO USAGE

- Marketing and promotional billboards and similar materials
- Media and Interview Backdrops
- Tickets/Credentials



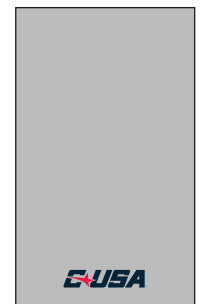
Promo Materials



TV Spots/Video Board/Scorers Table



Media Backdrops



Tickets/Credentials



## UNIFORMS

### REQUIRED LOGO USAGE

The Conference USA mark must appear on all team and individual sport uniforms, including but not limited to, the official uniform, practice gear (where feasible), warm-ups and apparel worn by coaching staffs and game management personnel, within the guidelines of NCAA rules.

Uniform logo size and recommended location as specified here to maintain consistency.

The conference office will provide guidelines for additional apparel and equipment applications

The mark should be silkscreened, embroidered or a patch. Sewouts approved by the league office.

Institutions may order patches through the conference office.

The cost of uniform logos is the institution's expense or provided by the apparel supplier (except the football patch program).

### COLOR APPLICATION GUIDELINES

The Conference USA mark should be reproduced entirely in ONE color - white or an institutional color on uniforms.

### RECOMMENDED UNIFORM PLACEMENT/SIZE

SPORT	RECOMMENDED LOCATION	SIZE
Football	Left or Right Front Shoulder	C-USA Patch Program
Volleyball	Left Front Shoulder/Left Front Chest Back between shoulder blades	Minimum size 3" width
Soccer	Top of Left Sleeve	Minimum size 3" width
Cross Country	Left Front Chest Back between shoulder blades Left Front Shorts	Minimum size 2.5" width
Basketball	Top Right/Top Left Front Shoulder (see add'l page for details)	2.5" width per NCAA
Softball	Top of Left Sleeve	Minimum size 3" width
Baseball	Top of Left Sleeve	Minimum size 3" width
Beach Volleyball	Left Front Shoulder/Left Front Chest Back between shoulder blades	Minimum size 2.5" width
Bowling	Left or Right Sleeve	Minimum size 3" width
Golf	Bag Only	Minimum size 3" width
Tennis	Top of Left Sleeve Left Front Chest/Shoulder Front Left Shorts	Minimum size 3" width
Track/Field	Upper Left Front Chest Back between shoulder blades Front Left Shorts	Minimum size 2.5" width





## FOOTBALL

### CUSA PATCH PROGRAM

The Conference USA custom football patch must appear on the left front shoulder of the jersey. Patches will be provided by the conference office in partnership with The Emblem Source. The CUSA football patch program will be coordinated with the football equipment managers to determine color and quantity for each team.

If the left front of the jersey has the uniform apparel manufacturer logo, the conference logo can appear on the right front.

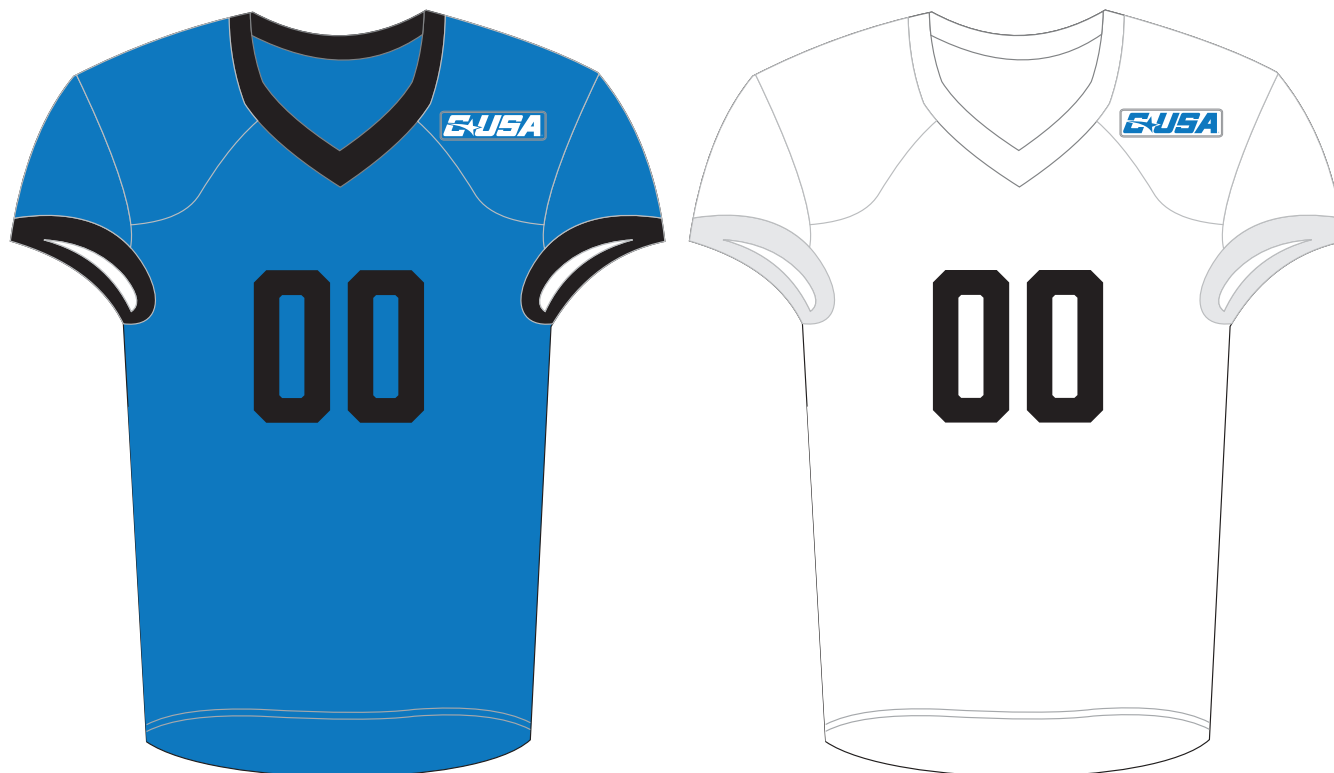
Jerseys can have the conference logo directly embroidered/sublimated onto the jersey, but the sewout/sample MUST be approved by the conference office and appear exactly as it would in size and color application if it were a patch.

Logo size is 3.5" wide and proportionate height in a contrasting color to the jersey.

Uniform patch size is 3.5"W x proportionate height.

### COLOR APPLICATION GUIDELINES

The Conference USA mark should be reproduced entirely in ONE color - white or an institutional color on uniforms.





## VOLLEYBALL

### UNIFORM LOGO REQUIREMENT

The Conference USA primary mark must appear on one of the following locations on the volleyball jersey:

Left Front Shoulder

Left Front Chest

Back Between Shoulder Blades

Logo size is min. 3" wide and proportionate height in a contrasting color to the jersey.



### COLOR APPLICATION GUIDELINES

The Conference USA mark should be reproduced entirely in ONE color - white or an institutional color on uniforms.





## BASKETBALL

### UNIFORM LOGO REQUIREMENT

Conference USA logo requirements for the basketball uniform are in accordance with the NCAA Basketball Uniform Authenticating Mark program and specifications as diagramed below. The Conference USA mark should be placed on the front left shoulder of the jersey as indicated below (A). For consistency across the league, CUSA has designated this location ONLY for the conference mark. If there is a conflict with that location on your jersey, please contact the league office to discuss placement. The mark can be embroidered/printed by the manufacturer or patches ordered thru the conference office via the Emblem Source at the institution's expense.

### COLOR APPLICATION GUIDELINES

The Conference USA mark should be reproduced entirely in ONE color - white or an institutional color on uniforms.



Actual reproduction size = 2.5"



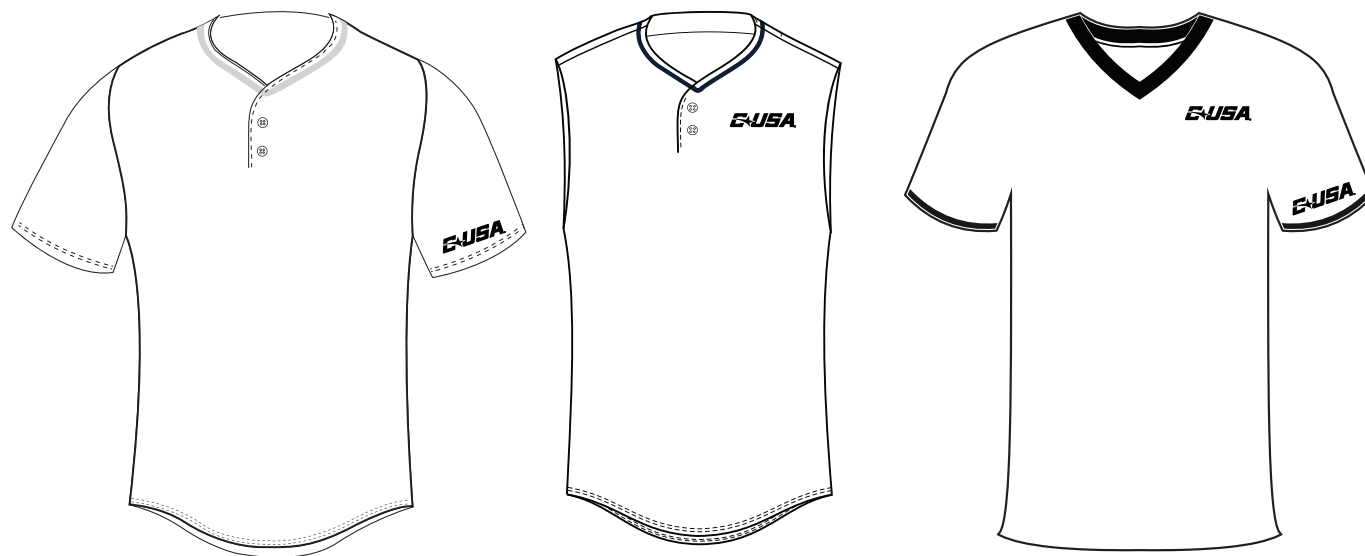
## BASEBALL/SOFTBALL

### UNIFORM LOGO REQUIREMENT

The Conference USA primary mark must appear on the top of the left sleeve of the jersey.

Sleeveless jerseys should have the logo appear on the left front chest.

Logo size is min. 3" wide and proportionate height in a contrasting color to the jersey.



### COLOR APPLICATION GUIDELINES

The Conference USA mark should be reproduced entirely in ONE color - white or an institutional color on uniforms.





## SOCCER

### UNIFORM LOGO REQUIREMENT

The Conference USA primary mark must appear on the top of the left sleeve of the jersey.

Logo size is minimum 3" wide and proportionate height in a contrasting color to the jersey. Color applications per the uniform guidelines previously referenced.



### COLOR APPLICATION GUIDELINES

The Conference USA mark should be reproduced entirely in ONE color - white or an institutional color on uniforms.





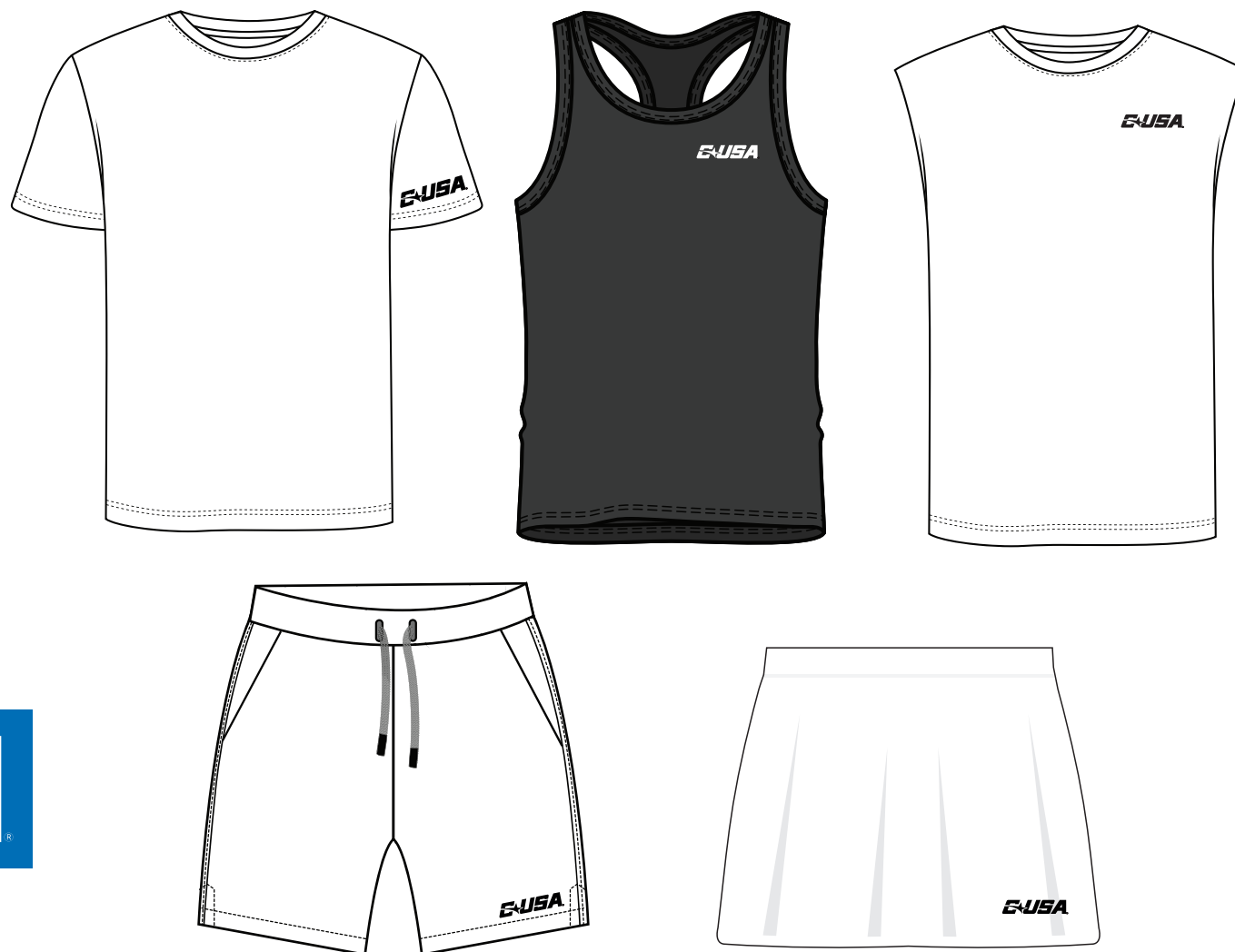
## TENNIS

### UNIFORM LOGO REQUIREMENT

The Conference USA primary mark must appear on one of the following locations on the tennis uniform:

Top of Left Sleeve  
Left Front Chest/Shoulder  
Front Left of Shorts/Skirt

Logo size is 3" wide and proportionate height in a contrasting color to the jersey.



### COLOR APPLICATION GUIDELINES

The Conference USA mark should be reproduced entirely in ONE color - white or an institutional color on uniforms.







## GOLF

### UNIFORM LOGO REQUIREMENT

The requirement for golf is the Conference USA primary mark must appear on the golf bag in a prominent location.

Logo size for the GOLF BAG is 3.5" wide and proportionate height in a contrasting color to the bag.

### COLOR APPLICATION GUIDELINES

The Conference USA mark should be reproduced entirely in ONE color - white or an institutional color.

### UNIFORM LOGO (OPTIONAL)

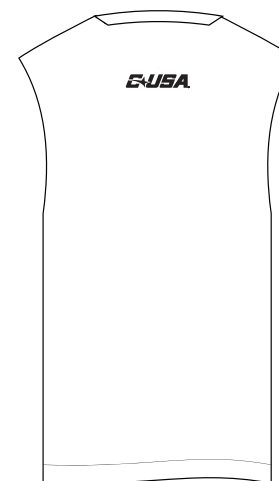
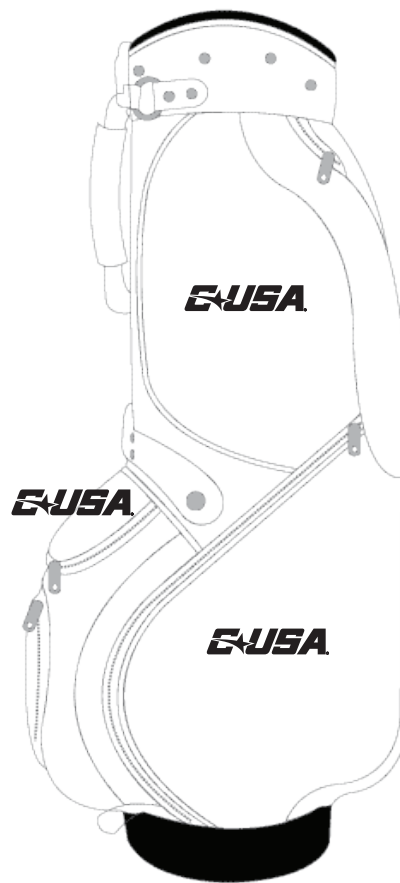
It is optional for the conference primary mark to appear on the golf uniform top (polo, sleeveless top) in the following location:

Left Front Shoulder

Left Front Chest

Back Between Shoulder Blades

Logo size for the uniform is 3" wide and proportionate height in a contrasting color to the uniform. Same color application guidelines as above.





## TRACK & FIELD AND CROSS COUNTRY

### UNIFORM LOGO REQUIREMENT

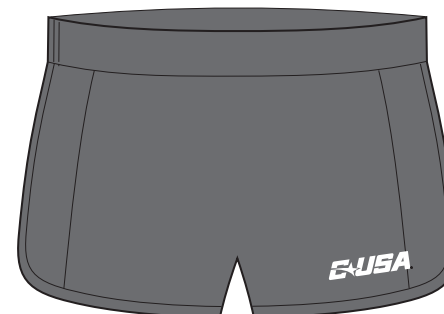
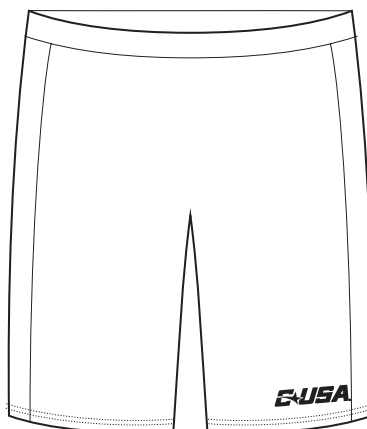
The Conference USA primary mark must appear on the official uniform in one of the following locations:

Upper Left Front Chest  
Back Between Shoulder Blades  
Left Front Shorts/Bottoms

Logo size is 2.5" wide and proportionate height in a contrasting color to the jersey.

### COLOR APPLICATION GUIDELINES

The Conference USA mark should be reproduced entirely in ONE color - white or an institutional color on uniforms.





## BEACH VOLLEYBALL

### UNIFORM LOGO REQUIREMENT

The Conference USA primary mark must appear on the official uniform in one of the following locations:

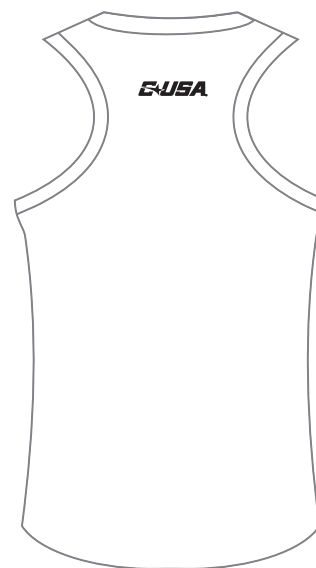
For Sleeveless Jerseys:

Upper Left or Right Front Chest or Shoulder  
Back Between Shoulder Blades

For Sleeve Jerseys:

Upper Left or Right Front Chest or Shoulder  
Upper Left or Right Sleeve

Logo size is 2.5" wide and proportionate height in a contrasting color to the jersey.



### COLOR APPLICATION GUIDELINES

The Conference USA mark should be reproduced entirely in ONE color - white or an institutional color on uniforms.





## BOWLING

### UNIFORM LOGO REQUIREMENT

The Conference USA primary mark must appear on the top of the left or right sleeve of the jersey.

Logo size is minimum 3" wide and proportionate height in a contrasting color to the jersey. Color applications per the uniform guidelines previously referenced.



### COLOR APPLICATION GUIDELINES

The Conference USA mark should be reproduced entirely in ONE color - white or an institutional color on uniforms.





## UNIFORMS

### GRADUATE PATCH PROGRAM

Conference USA has established a patch program for graduated student-athletes.

CUSA will provide graduate patches for all student-athletes who qualify (list provided by the academic coordinator in the athletic department). Each academic coordinator will receive a designated amount of patches (Large and Small) for all sports (except football) and each school will have one color scheme for all uniforms. Graduate patches for football will be coordinated through the Football Equipment Managers and will be in the same colorways as the football regular season patches. Football student-athletes are required to wear these in place of the regular patch or over existing embroidery/silkscreen.

For all sports, the graduate patch will supercede the existing logo requirement.

Patch Sizes:

Large is 3.5”w x 1.25”H

Small Patch is 2.5”w x .8”H

Recommended Patch Sizes for Sports:

Large: Football, Baseball, Softball, Soccer, Volleyball, Golf, Tennis

Small: Basketball, Track/Field, Cross Country, Beach Volleyball





## FOOTBALL FIELD

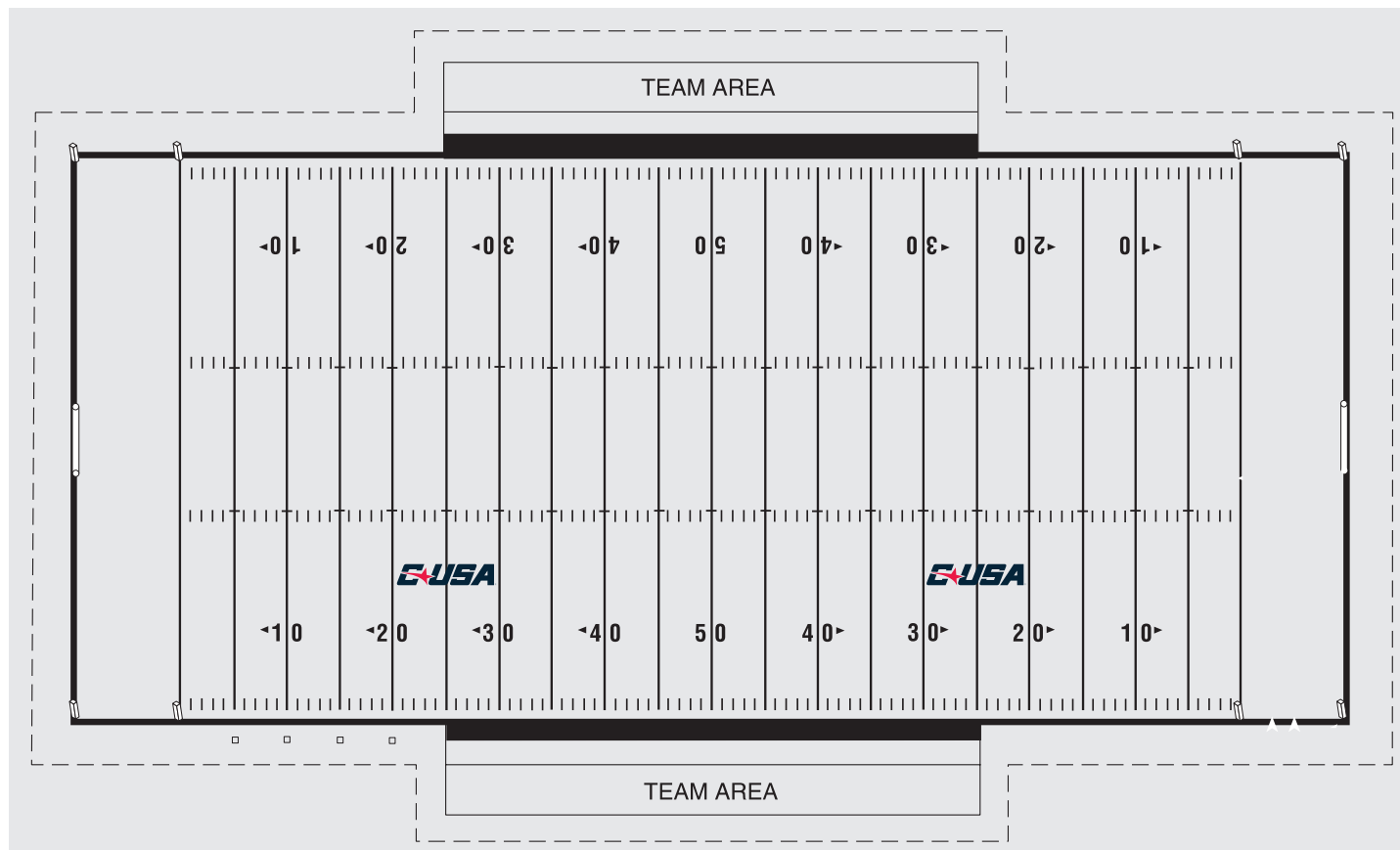
### REQUIREMENT

The Conference USA primary mark must appear on the football field between the 20 and 40-yard lines facing the press box/TV cameras on both sides of the 50-yard line. The mark should appear in a league-approved color palette. The marks should be a minimum of 10 yards wide and be positioned between the hash mark and the yard-line number on the press box side of the field. The logo cannot obliterate any yard lines per NCAA rules. The conference office will provide each institution with field stencils if needed. Note: The marks may appear staggered but must always be facing TV.

### COLOR APPLICATION GUIDELINES

The league-approved color palette for football field stencil applications includes using the conference mark in primary conference colors OR using the conference mark in the institutional color palette (artwork as provided by the league office) OR in all white.

Field mark application is 29'W x proportionate height.





## BASKETBALL COURT

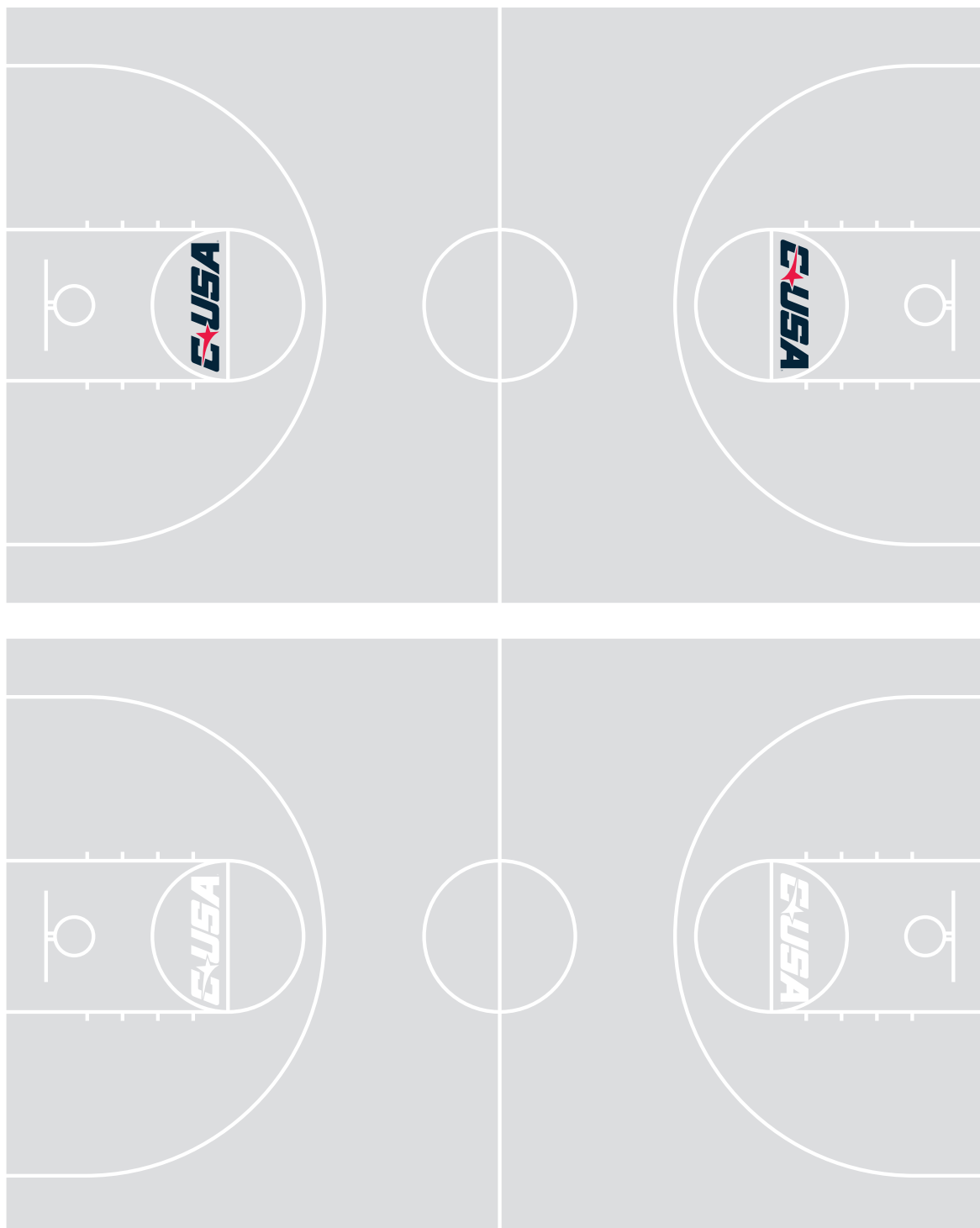
### REQUIREMENT

The Conference USA primary mark must appear on both sides of the basketball court in the free throw lane (logo reads left to right as you are standing on the free throw line). The logo must fit within the 12' width of the free throw lane, measuring approx. 11.5' wide and proportionate height. The conference office will provide artwork and color guidelines. The logo cannot obliterate any court markings per NCAA rules.

### COLOR APPLICATION GUIDELINES

The league-approved color palette for basketball court applications includes using the conference mark in official conference colors OR in the institutional color palette OR in all white (artwork as provided by the league office).

For specialty designs such as contrasting hardwood stain, etc. please submit artwork approval for conference logo use to the conference office.





## BASEBALL/SOFTBALL FIELD

### REQUIREMENT

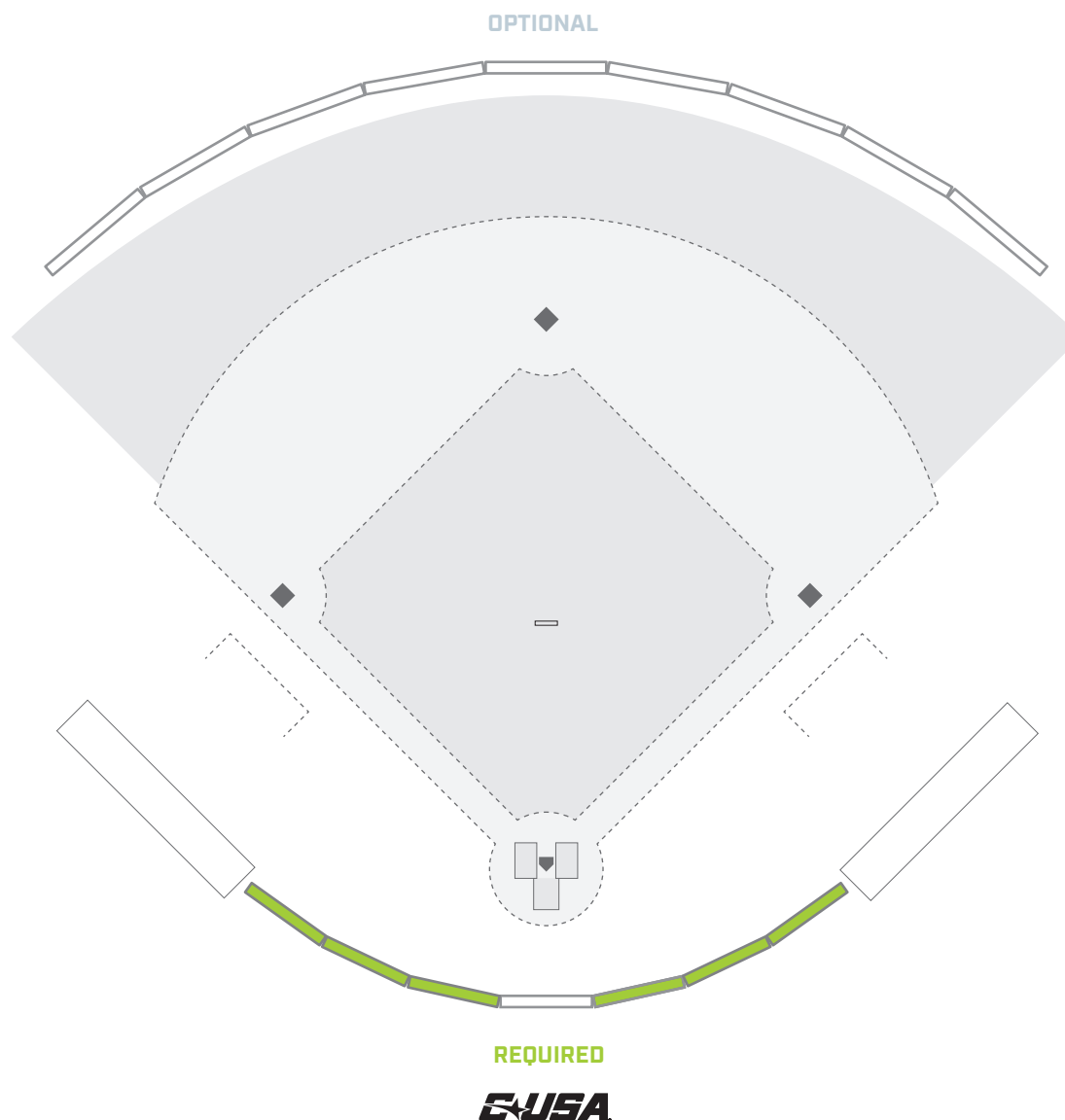
The Conference USA primary mark should appear in at least one location on the wall behind home plate.

### COLOR APPLICATION GUIDELINES

The league-approved color palette for baseball/ softball field applications includes using the conference mark in official conference colors OR in the institutional color palette OR in all white (artwork as provided by the league office).

### ADDITIONAL PLACEMENT [OPTIONAL]

It is optional for the conference primary mark to appear in at least one location on the outfield wall.







## VOLLEYBALL COURT

### REQUIREMENT

A single Conference USA primary mark should appear on the apron of the court, facing the appropriate direction of the TV camera placement, between the end line and the attack line (either side).

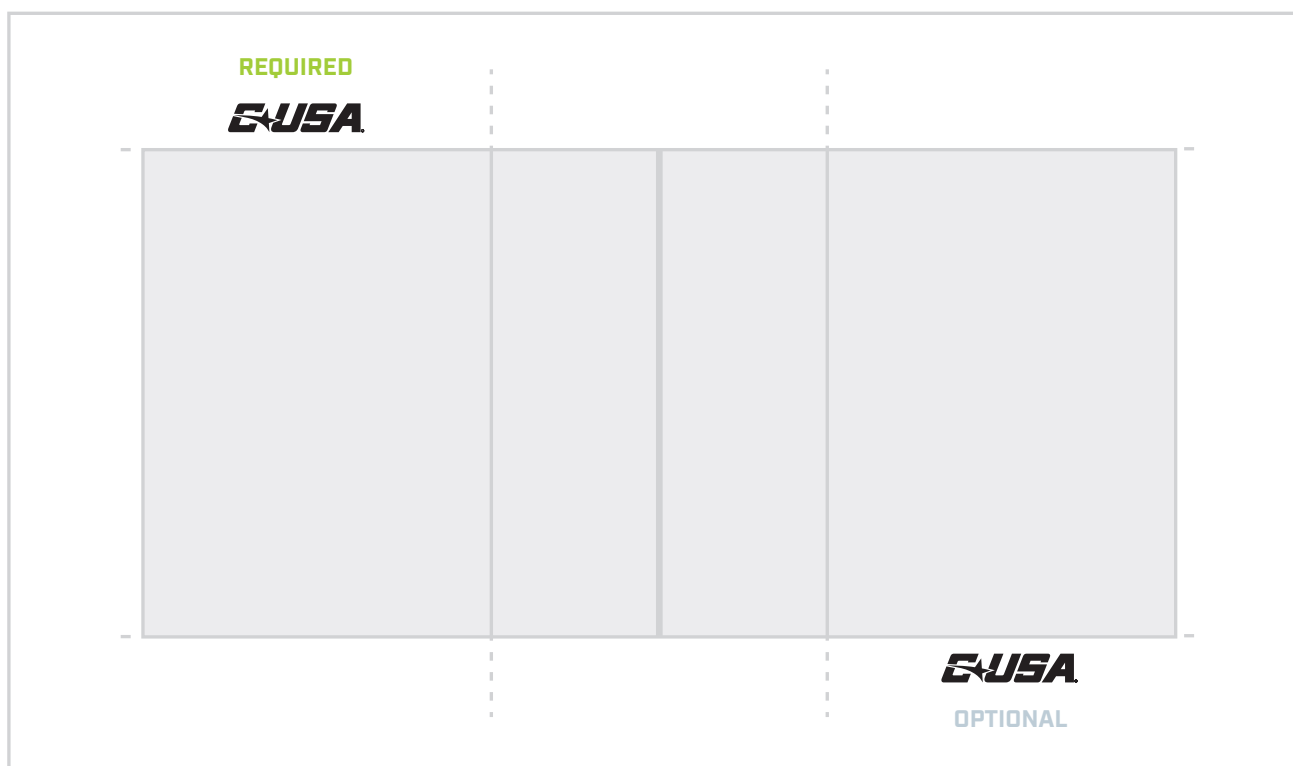
Court mark application is 6-8' wide by proportionate height. Institution is responsible for decal production and application.

### COLOR APPLICATION GUIDELINES

The league-approved color palette for volleyball court application includes using the conference mark in official conference colors OR in the institutional color palette OR in all white (artwork as provided by the league office).

### ADDITIONAL PLACEMENT [OPTIONAL]

It is optional for another CUSA logo to be placed in a complementary position on the opposite side of the court of the first conference mark.





## ADDITIONAL FACILITY SIGNAGE

### REQUIREMENTS

The Conference USA mark must appear as signage in each athletic facility at each institution where a conference-sponsored sport is played.

It is the institution's responsibility to produce and install CUSA signage. The conference office will provide general guidelines, minimum size specifications and artwork. Guidelines are designed to provide each institution flexibility due to different types of venues/constraints. Temporary signage should be used when permanent signage is not allowed.

For all events that involve broadcast coverage, CUSA marks should be located in a camera visible area or oriented towards the camera.

### RECOMMENDED LOCATIONS:

- Soccer: Portable Sideline A Frame, Field Stencil
- Tennis: Court Fencing, Net
- Track & Field: Portable A Frame, Surface Near Start/Finish Line, Fencing, Decals on Hurdles/High Jump Mats
- Cross Country: Portable A-Frame, Finish Line Chute
- Golf: Grass Stencil, Tee Markers or Flags, Portable A Frame

### COLOR APPLICATION GUIDELINES

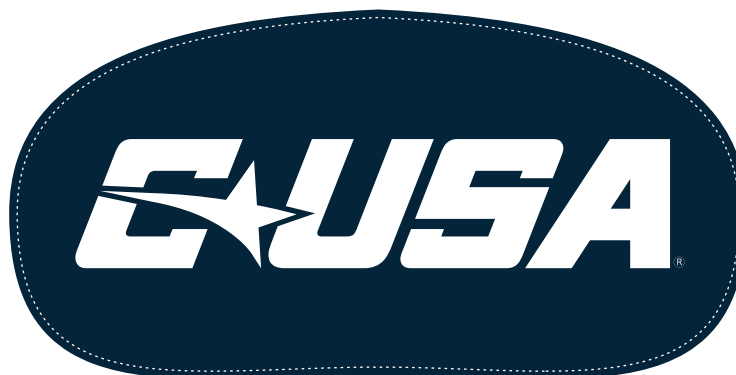
The league-approved color palette for facility application includes using the conference mark in official conference colors OR in the institutional color palette OR in all white (artwork as provided by the league office). Alternate stacked mark may be used for flexibility in application if needed.



A Frame or Banner



Mini A Frame



Horizontal Popup



Teardrop Flag

Decal



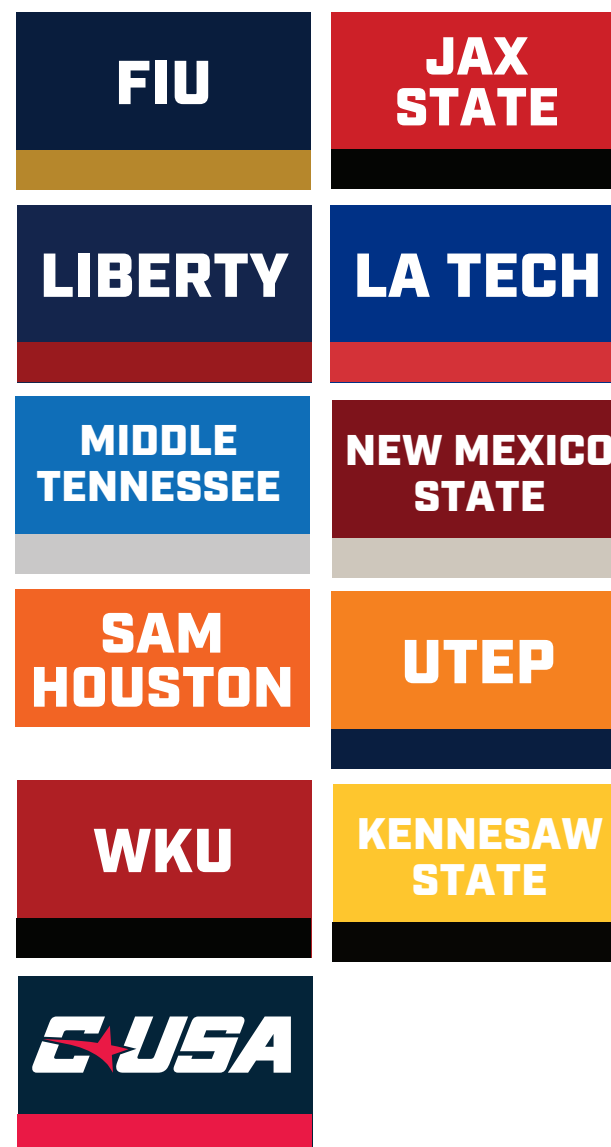
## OTHER REQUIREMENTS

### FACILITY SIGNAGE - FOOTBALL/BASKETBALL

Conference USA provides a set of conference/team flags for the football stadium and a set of conference/team banners for the basketball facility. These are required to be displayed prominently throughout the entire season.

If flags need to be replaced, or if schools would like to order additional sets for other facilities (volleyball, soccer, baseball, softball, etc.) artwork will be provided.

If facility or other circumstances prevent usage of stadium or arena flags, please contact the conference office for alternative applications (field walls, entrance locations, etc.)





## CAMPUS GAME OPERATIONS

### REQUIREMENTS:

#### SCOREBOARD/SCORERS TABLE

In all facilities/sports competition where a scoreboard and scorers' table signage (rotating or LED) is utilized, the Conference USA mark must be displayed. This requirement does not apply to permanent scoreboard signage, rather digital or rotating applications. Conference USA will provide digital files/artwork as needed.

#### SCORERS TABLE APPAREL

Official CUSA apparel provided by Conference USA must be worn by scorers table personnel at all member institution home games for soccer, volleyball and basketball.























#### CHAIN CREW/INSTANT REPLAY APPAREL

Conference USA will provide each school with 10 custom vests and hats for the chain crew. These must be worn for all home games. Chain crew vests will be provided only as needed thereafter; chain crew hats will be provided each season. CUSA will also provide two (2) custom vests for the Instant Replay designate. This must be worn for all home games and will be replaced as needed.



## 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 Abbrev.]	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]				



## AFFILIATE MEMBER: BASEBALL

### OFFICIAL COLORS



PMS 7547C Navy  
CMYK 85 72 57 57 20  
RGB 19 30 41  
HEX 131E29



187C Red  
CMYK 23 100 87 15  
RGB 166 25 46  
HEX A6192E



DALLAS BAPTIST



## AFFILIATE MEMBER: BEACH VOLLEYBALL/BOWLING

### OFFICIAL COLORS



PMS 342 Green  
CMYK 93 10 75 43  
RGB 0 103 71  
HEX 006747



279 Blue  
CMYK 68 34 0 0  
RGB 65 143 222  
HEX 418FDE



**TULANE**



## 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.**





“ *Though we march to different  
rhythms, our hearts all beat for  
the success we seek today, and the  
change we’ll champion tomorrow.* ”



## 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