Great Midwest Athletic Conference
Brand Guidelines and Artwork Kit

ABOUT THE BRAND

Maintaining a high-quality, consistent brand is a conference-wide effort and is essential to marketing success. The G-MAC administration strives to empower member schools and their business partners to accomplish this goal.

Please follow these guidelines when using the conference brand:
- Always use official logo files provided by G-MAC.
- Follow all design rules when using logos.
- Submit significant applications of artwork (PDF) to conference administration for review and approval.

G-MAC MISSION

The conference mission statement provides an excellent framework for describing what G-MAC is all about. All applications of the visual brand should align with the spirit of the conference mission statement.

The mission of the Conference shall be to develop, enhance, and perpetuate the educational missions of its member institutions through a regional association of diverse, yet like-minded colleges and universities with a common dedication to excellence in intercollegiate athletics. Member institutions are committed to enhancing our educational missions through mutual cooperation, and are committed to rules compliance, respect, and fair competition.

The mission of the Conference is to promote, conduct, and regulate competitive sports programs that will assist student-athletes in their successful athletic, academic, and personal development.

ELEMENTS OF THE BRAND

The G-MAC identity is designed for flexibility. This artwork kit has everything you need to properly reproduce the logo consistently while giving you options. You can use the wordmark by itself, with the shield, or use the full-text version. While we strongly suggest using the full-color versions, we recognize that that's not always possible. This artwork kit will allow you to reproduce the logo in multiple situations.
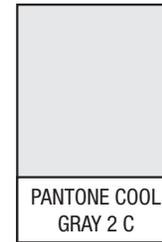
If you are unable to find a version of the logo that fits your needs or application, contact conference administration for help.
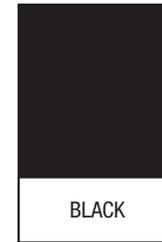
COLORS

Below are the official colors for the G-MAC logo and artwork kit.

PANTONE 2955 C	PANTONE COOL GRAY 2 C	BLACK	50% BLACK
C M Y K	**C M Y K**	**C M Y K**	**C M Y K**
100 45 0 37	5 3 4 8	0 0 0 100	0 0 0 50

WHITE	

Sometimes White (if printing over a dark background)

COLOR OPTIONS

In order to keep things simple, we've created multiple variations of the logo for you to use. The full-color version should be used whenever possible, but the grayscale and one-color options are available when printing in black and white or when limited to one color.

Note: When printing only white on a colored background (like a T-shirt), be sure to use the one-color white version of the logo. (i.e., GMAC_Wordmark_White.eps)

FULL-COLOR PRINTING

GMAC_Wordmark_Descriptor_Shield_Color

GMAC_Wordmark_Shield_Color

GMAC_Wordmark_Color

GMAC_Full_Text_Shield_Color

GRAYSCALE PRINTING

GMAC_Wordmark_Descriptor_Shield_Gray

GMAC_Wordmark_Shield_Gray

GMAC_Wordmark_Gray

GMAC_Full_Text_Shield_Gray

ONE-COLOR PRINTING

GMAC_Wordmark_Descriptor_Shield_Black

GMAC_Wordmark_Shield_Black

GMAC_Wordmark_Black

GMAC_Full_Text_Shield_Black

PROPER USE OF THE ARTWORK KIT

USE THE FULL-COLOR VERSION
For most applications, the full-color version works very well. Consistent use of the logo and other branding components will enhance the experience others have when they come in contact with it. For any full-color application, such as full-color printing, Web, or video, always use the full-color version.

USE THE GRAYSCALE VERSION SPARINGLY
We understand that sometimes you don't have the luxury of full-color application. Because of this, we created a strong grayscale option. Use this version ONLY when using the full-color version isn't an option.

KEEP THE WHITE!
When the logo is presented on a dark background, the solid white outline must be present. All of the EPS files include this white outline. Keep in mind that in spot-color printing, if you are using it on a dark background, this does add an additional color — spot white. NEVER use the artwork on a dark background without it. The white outline is optional on light backgrounds, but when in doubt, it's best to go ahead and use it.

USE THE RIGHT COLORS
This brand guide is designed to eliminate the guesswork when choosing colors. All of the provided files have the correct colors built in. Never choose colors that are not approved by this guide. In some cases, Pantone colors are not an option. This is usually the case when it comes to embroidery or vinyl applications. Don't fret; give the vendor your PMS colors, and ask them to pick the closest option they have.

USE AN EPS FILE
For technical reasons, we suggest using EPS files when sending art to vendors. EPS files are the only option when using the file on a colored background.

LET IT BREATHE
To ensure clarity, the logo should have a clear zone to separate it from other elements. The optimum area is half the height of the logo on all four sides. The minimum area is half of that width.

PRINT IT RIGHT (When it's white!)
When printing only white on a colored background (like a T-shirt), be sure to use the one-color white version of the logo. (i.e., GMAC_Wordmark_White.eps)

By using the correct white version, the dark portions of the logo will be created by the background color.

IMPROPER USE OF THE ARTWORK KIT

DO NOT add additional elements

DO NOT condense the logo

DO NOT stretch the logo

DO NOT change the color

DO NOT tilt or offset the logo

**DO NOT use on a colored background
without the white outline**

DO NOT change the black of the logo to white