OFFICIAL STYLE GUIDE
TABLE OF CONTENTS

Our Mission & Core Values ................................................................. 1
Introduction ...................................................................................... 2
Color Palette ..................................................................................... 3
Primary Logo ................................................................................... 4
Secondary Logo ............................................................................... 5
Horizontal Logos ............................................................................. 6
G-MAC Logo .................................................................................. 7
School Specific Logo ....................................................................... 8
Sports Specific Logos ..................................................................... 11
Broadcast Logos ............................................................................ 12
Institutional Website Logo Usage ................................................... 13
Uniform Logo Patch Placement ...................................................... 14
Facility & Field Logo Placement .................................................... 24
Improper Logo Usage ..................................................................... 27
OUR MISSION

The mission of the Conference shall be to develop, enhance, and perpetuate the educational missions of its private, non-profit 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 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.

OUR CORE VALUES

COURAGE: Fulfilling the organizational mission and the student-athlete purpose with fearlessness and conviction.

INTEGRITY: Adhering to moral principles with honesty and honor. Embracing competition with decency, sportsmanship, and fairness.

COLLABORATION: Developing relationships that provide mutual support through sincere and respectful agreement, like-mindedness, and unity.

EMPOWERMENT: Providing a framework for success while maintaining faithfulness to institutional autonomy and goals.

SUPPORT: Reliability and steadiness in structure with a focus on stabilizing the conference around athletic mission for each member.

SPIRITUALITY: Personal development of and concern for the human spirit. A commitment to the development of the whole student-athlete.

EXCELLENTIA DEDITI

A Conference of Distinction. Dedicated to Excellence.
INTRODUCTION

An impression is made each time someone at The Great Midwest Athletic Conference communicates with the public. Visual communications such as newsletters, brochures, websites and other logoeting materials impact Great Midwest Athletic Conference's brand.

Externally, an institution's visual identity reflects not only its style and character, but also its traditions, strengths and values. Internally, the visual identity of an institution conveys a sense of pride and commitment to a common mission.

Conforming to comprehensive visual standards can unify and strengthen communications by projecting a message of order and consistency. The elements of such an initiative identified in this guide include the appropriate use of the Great Midwest Athletic Conference logo, an established color palette and preferred typefaces.

The guidelines that follow will help you apply visual elements within an established system to ensure consistency in style and message.

Of course, no guide can cover all possible situations. If you have questions about the material included here, please contact the Conference Office at:

200 S. Meridian Street, Suite 343
Indianapolis, IN 46225
Phone: 317-409-5228
E-mail: gmac.externai@gmail.com
The official Great Midwest Athletic Conference blue and black are key components of the institution’s brand identity and they are the primary colors for use in principal print and electronic communications. Consistent use and careful matching are essential in establishing and maintaining a unified image. The Pantone® colors should be used when printing one-, two- and three-color publications (spot color). When full-color printing (four-color process) is used, the CMYK mix is applied. The RGB values are for screen display only and the HEX values are for Web design. Using the formulas specified will ensure the best color match on all computers.
This is the new primary logo of the full text shield. It features a new color pattern. This logo is available ONLY in the conference colors. The logo will not be permitted to be used in institutional colors.
The secondary logo is available in institutional colors and the conference colors. As the Conference focuses on branding Great Midwest, the secondary logo will be utilized significantly if institutional colors are desired.
The Great Midwest horizontal logo is available in institutional or conference colors. The logo is preferred for letterhead, email signatures, and other uses that will require a horizontal logo.
The G-MAC logo will be limited in use and only through conference approval. The G-MAC logo is available in institutional or conference colors. G-MAC is the abbreviation of the conference and should be utilized with a hyphen in typeface. CONFERENCE APPROVAL MUST BE GRANTED PRIOR TO USE OF THE G-MAC LOGO
SCHOOL SPECIFIC LOGOS

Alderson Broaddus  Cedarville  Davis & Elkins  Findlay
Hillsdale  Kentucky Wesleyan  Lake Erie  Malone
Ohio Dominican  Ohio Valley  Trevecca Nazarene  Ursuline
Walsh
SCHOOL SPECIFIC LOGOS

Alderson Broaddus
Cedarville
Davis & Elkins
Findlay
Hillsdale
Kentucky Wesleyan
Lake Erie
Malone
Ohio Dominican
Ohio Valley
Trine University
Ursuline
Walsh

GREAT MIDWEST ATHLETIC CONFERENCE
SCHOOL SPECIFIC LOGOS

Alderson Broaddus

Cedarville

Davis & Elkins

Findlay

Hillsdale

Kentucky Wesleyan

Walsh

Lake Erie

Malone

Ohio Dominican

Ohio Valley

Trevecca Nazarene

Ursuline
SPORTS SPECIFIC LOGOS

Baseball  |  Basketball  |  Football  |  Cross Country  
Golf      |  Lacrosse    |  Soccer    |  Softball      |  Swimming  
Tennis    |  Track & Field |  Volleyball |  Wrestling    

GREAT MIDWEST ATHLETIC CONFERENCE
BROADCAST LOGOS

GREAT MIDWEST

DIGITAL NETWORK
INSTITUTIONAL WEBSITE LOGO USAGE

Primary Conference Full Text Logo
on Athletic Websites
UNIFORM LOGO PATCH PLACEMENT

Secondary Logo
Institutional or Conference colors
UNIFORM LOGO PATCH PLACEMENT

GREAT MIDWEST CROSS COUNTRY AND TRACK & FIELD

The Great Midwest uniform patch, or a Great Midwest Secondary screen printed logo, can be utilized on all cross country and track and field uniforms. Great Midwest screen printed logo’s must be done in brand according to the conference logo branding guide. The recommended placement options are as follows:

Jersey/Top:
Front Chest - Left, Middle, or Right
Back - Middle near Collar

Jacket/Warm-ups:
Front Chest - Left or Right
Upper Sleeves - Left or Right
Back - Middle near Collar

Shorts/Pants:
Front - Left or Right

Note: According to the NCAA, patch size/logo sizes are up to 2.25 square inches with no restrictions on location.

NCAA Rule Book - Section 3 – Logos Art 3:
A student-athlete representing an institution in intercollegiate competition is limited to wearing apparel items that include only the logo of an apparel manufacturer or distributor. This restriction shall not include logos that identify the student-athlete’s institution or conference. These restrictions apply to all apparel worn by student-athletes during the conduct of competition, including pre-meet or post-meet activities.
UNIFORM LOGO PATCH PLACEMENT

GREAT MIDWEST MEN’S AND WOMEN’S SOCCER

The Great Midwest uniform patch, or a Great Midwest Secondary Screen printed logo, can be utilized on all Soccer uniforms and travel gear. Great Midwest Screen printed logo’s must be done in brand according to the Conference logo branding guide. The recommended placement options are as follows:

Jersey/Top:
- Front Chest - Left, Middle, or Right
- Back - Middle near Collar
- Upper Sleeves - Left or Right

Jacket/Warm-ups:
- Front Chest - Left or Right
- Upper Sleeves - Left or Right
- Back - Middle near Collar

Shorts/Pants:
- Front - Left or Right

Note: According to the NCAA, patch size/logo sizes are up to 2.25 square inches with no restrictions on location.
UNIFORM LOGO PATCH PLACEMENT

GREAT MIDWEST FOOTBALL

The Great Midwest uniform patch, or a Great Midwest Secondary screen printed logo, can be utilized on all football uniforms and travel gear. Great Midwest screen printed logo’s must be done in brand according to the conference logo branding guide. The recommended placement options are as follows:

Jersey/Top:
  Front Chest - Left, Middle, or Right
  Back - Middle near Collar
  Upper Sleeves

Shorts/Pants:
  Front - Left or Right
  Hip - Left or Right

Helmet Sticker:
  Front - Above Facemask

Note: According to the NCAA, patch size/logo sizes are up to 2.25 square inches with no restrictions on location.
UNIFORM LOGO PATCH PLACEMENT

GREAT MIDWEST WOMEN’S VOLLEYBALL

The Great Midwest uniform patch, or a Great Midwest Secondary screen printed logo, can be utilized on all volleyball uniforms and travel gear. Great Midwest screen printed logo’s must be done in brand according to the conference logo branding guide. The recommended placement options are as follows:

Jersey/Top:
Front Chest - Left, Middle, or Right
Back - Middle near Collar

Not pictured: Upper Sleeves (only if jersey has long sleeves)

Jacket/Warm-ups:
Front Chest - Left or Right
Upper Sleeves - Left or Right
Back - Middle near Collar

Shorts/Pants:
Front - Left or Right

Note: According to the NCAA, patch size/logo sizes are up to 2.25 square inches with no restrictions on location. Rule 7.1.3.3 Beginning in 2019, the jersey may contain a single conference logo. The logo may not exceed 3x5 or 4x4 square inches. The conference logo must not obstruct the uniform number.
UNIFORM LOGO PATCH PLACEMENT

GREAT MIDWEST MEN’S AND WOMEN’S BASKETBALL

The Great Midwest uniform patch, or a Great Midwest Secondary screen printed logo, can be utilized on all basketball uniforms and travel gear. Great Midwest screen printed logo’s must be done in brand according to the conference logo branding guide. The recommended placement options are as follows:

Jersey/Top:
Front Chest - Left, Middle, or Right
Back - Middle near Collar

Jacket/Warm-ups:
Front Chest - Left or Right
Upper Sleeves - Left or Right
Back - Middle near Collar

Shorts/Pants:
Front Upper - Left or Right
Front Lower - Left or Right

Note: According to the NCAA, patch size/logo sizes are up to 2.25 square inches. Can be placed in one of two places on the front of the jersey: (1) the apex of the neckline; (2) between the apex of the neckline and the shoulder seam on either the right or left side, and in only one place on the back of the jersey, the apex/center of the neckline as close to the neckline as is possible. An institutional and a conference logo may both appear on the front of the game jersey.
UNIFORM LOGO PATCH PLACEMENT

GREAT MIDWEST MEN’S AND WOMEN’S TENNIS

The Great Midwest uniform patch, or a Great Midwest Secondary screen printed logo, can be utilized on all tennis uniforms and travel gear. Great Midwest screen printed logo’s must be done in brand according to the conference logo branding guide. The recommended placement options are as follows:

**Jersey/Top:**
- Upper Sleeves - Left or Right
- Back - Middle near Collar

**Jacket/Warm-ups:**
- Front Chest - Left or Right
- Upper Sleeves - Left or Right
- Back - Middle near Collar

**Shorts/Pants/Skirts:**
- Front Lower - Left or Right

Note: According to the NCAA, patch size/logo sizes are up to 2.25 square inches with no restrictions on location.
UNIFORM LOGO PATCH PLACEMENT

GREAT MIDWEST MEN'S AND WOMEN'S GOLF

The Great Midwest uniform patch, or a Great Midwest Secondary screen printed logo, can be utilized on all golf uniforms and travel gear. Great Midwest screen printed logo's must be done in brand according to the conference logo branding guide. The recommended placement options are as follows:

**Jersey/Top:**
- Front Chest - Left or Right
- Upper Sleeves - Left or Right
- Back - Middle near Collar

**Jacket/Warm-ups:**
- Front Chest - Left or Right
- Upper Sleeves - Left or Right
- Back - Middle near Collar

**Golf Bag:**
- No restrictions on location

Note: According to the NCAA, patch size/logo sizes are up to 2.25 square inches with no restrictions on location.
UNIFORM LOGO PATCH PLACEMENT

GREAT MIDWEST BASEBALL AND SOFTBALL

The Great Midwest uniform patch, or a Great Midwest Secondary screen printed logo, can be utilized on all baseball uniforms and travel gear. Great Midwest screen printed logo’s must be done in brand according to the conference logo branding guide. The recommended placement options are as follows:

Jersey/Top:
Front Chest - Left or Right
Sleeves - Left or Right

Jacket/Warm-ups:
Front Chest - Left or Right
Upper Sleeves - Left or Right
Back - Middle near Collar

Batting/Catchers Helmet(s)
Sticker Recommended

Note: According to the NCAA, patch size/logo sizes are up to 2.25 square inches with no restrictions on location.
UNIFORM LOGO PATCH PLACEMENT

GREAT MIDWEST AND WOMEN’S LACROSSE

The Great Midwest uniform patch, or a Great Midwest Secondary screen printed logo, can be utilized on all lacrosse uniforms and travel gear. Great Midwest screen printed logo’s must be done in brand according to the conference logo branding guide. The recommended placement options are as follows:

**Jersey/Top:**
Upper Sleeves - Left or Right  
Back - Middle near Collar

**Jacket/Warm-ups:**
Front Chest - Left or Right  
Upper Sleeves - Left or Right  
Back - Middle near Collar

**Shorts/Pants/Skirts:**
Front Lower - Left or Right

Note: According to the NCAA, patch size/logo sizes are up to 2.25 square inches with no restrictions on location.
FACILITY & FIELD LOGO PLACEMENT

Institutional Facilities
The Primary Logo must accompany mandated signage identifying league membership at each venue.
FACILITY & FIELD LOGO PLACEMENT

- G-MAC logo in lane (in conference or institutionalized colors including one-color versions; with white fill or no white fill)

- Secondary logo outside three-point line (in conference or institutionalized colors including one-color versions; with white fill or no white fill)

- Horizontal logo on baseline or sidelines (any location on baseline/sideline; in conference or institutionalized colors including one-color versions)
FACILITY & FIELD LOGO PLACEMENT
Football/Soccer/Lacrosse Turf

- Secondary logo on 25-yard line on both ends of the field facing Press Box (in conference or institutionalized colors including one-color versions; with white fill or no white fill)

- Secondary logo on Pylons (in conference or institutionalized colors including one-color versions; with white fill or no white fill).
IMPROPER LOGO USAGE

DO NOT USE AS A PATTERN

DO NOT FLIP OR ROTATE

DO NOT SKEW

DO NOT CHANGE COLORS

DO NOT REVERSE COLORS

DO NOT PLACE IN A CONTAINING SHAPE

DO NOT COVER WITH TEXT

DO NOT CROP