# MAAC MISSION STATEMENT

To initiate, stimulate, organize, enhance, and improve men’s and women’s intercollegiate athletic competition between member institutions of the Conference and, thereby, to promote and develop educational leadership, physical fitness and sportsmanship.

To insure Conference student-athletes must have an opportunity to regularly prepare for, attend classes, and final examinations without significant interruption from athletic participation. Each Conference member institution will adopt and adhere to policies, which respect the academic priority of its student-athletes. Such policies will only permit a schedule of practice, training and competition, which will result in a minimum loss of class time and minimum conflict with a student-athlete’s final examination schedule.

To seek competitive opportunities against other like-minded and nationally respected institutions that allow Conference member institutions to showcase their athletic programs.

To assist member institutions in their admissions efforts by broadcasting competitive collegiate athletic contests, especially basketball, that will enhance name recognition of member schools as well as promote perceptions of them.

To develop, initiate, organize, fund, and operate marketing programs that provide visibility, scheduling and broadcast opportunities for Conference member institutions in a manner that maximizes interaction with a member’s alumni, student, business, media, and local community.

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</table>

## UNIFORMS & EQUIPMENT GUIDELINES

### REQUIRED MARK USAGE ON UNIFORMS

- WARM-UPS
- BASEBALL & SOFTBALL UNIFORMS
- MEN’S & WOMEN’S BASKETBALL UNIFORMS
- MEN’S & WOMEN’S CROSS COUNTRY UNIFORMS
- ENTERTAINMENT UNIFORMS
- MEN’S & WOMEN’S GOLF UNIFORMS
- MEN’S & WOMEN’S LACROSSE UNIFORMS
- MEN’S & WOMEN’S FENCING UNIFORMS
- MEN’S & WOMEN’S SWIMMING & DIVING UNIFORMS
- MEN’S & WOMEN’S TENNIS UNIFORMS
- MEN’S & WOMEN’S TRACK & FIELD UNIFORMS
- VOLLEYBALL UNIFORMS
- WATER POLO UNIFORMS

### FACILITY REQUIREMENTS

- BASKETBALL COURT LAYOUT
- VOLLEYBALL COURT LAYOUT

## MAAC MISSION STATEMENT

**CONFERENCE GOALS**

To initiate, stimulate, organize, enhance, and improve men’s and women’s intercollegiate athletic competition between member institutions of the Conference and, thereby, to promote and develop educational leadership, physical fitness and sportsmanship.

To insure Conference student-athletes must have an opportunity to regularly prepare for, attend classes, and final examinations without significant interruption from athletic participation. Each Conference member institution will adopt and adhere to policies, which respect the academic priority of its student-athletes. Such policies will only permit a schedule of practice, training and competition, which will result in a minimum loss of class time and minimum conflict with a student-athlete’s final examination schedule.

To seek competitive opportunities against other like-minded and nationally respected institutions that allow Conference member institutions to showcase their athletic programs.

To assist member institutions in their admissions efforts by broadcasting competitive collegiate athletic contests, especially basketball, that will enhance name recognition of member schools as well as promote perceptions of them.

To develop, initiate, organize, fund, and operate marketing programs that provide visibility, scheduling and broadcast opportunities for Conference member institutions in a manner that maximizes interaction with a member’s alumni, student, business, media, and local community.
To promote the association of the MAAC and its member institutions, it is recommended to use the MAAC primary logo whenever appropriate. This logo must be used consistently on all conference related materials. When using this logo please adhere to the following guidelines:

1. The logo must be surrounded by ample clear space or an “area of isolation” of at least 1/4” inches to keep other visual elements from conflicting with it. It is accepted to use a white stroke or white border around the outside of the logo to help with separation from other visual elements. No other border or stroke color other than white is permissible.

2. The colors of the logo may NOT be changed for any reason other than to be used in black and white or in a MAAC member’s institution’s colors (see page 19 for MAAC-Institutional logos).

To further promote the association of the MAAC and its member institutions, it is recommended to use the MAAC secondary logo/wordmark when the primary logo is not appropriate. When using this logo please adhere to the following guidelines:

1. The logo must be surrounded by ample clear space or an “area of isolation” of at least 1/4” to keep other visual elements from conflicting with it. It is accepted to use a white stroke or white border around the outside of the logo to help with separation from other visual elements. No other border or stroke color other than white is permissible.

2. The colors of the logo may NOT be changed for any reason other than to be used in black and white or in a MAAC member’s institution’s colors (see page 20 for MAAC-Institutional Wordmarks).
LOGO SIZES
The minimum size for the primary and secondary/wordmark logos shall be no less than .5” wide. This restriction also applies to Basketball and Olympic Sport championship logos, and ancillary logos.

There are no restrictions to how large any of the logos may appear.

Note: This does not pertain to uniform size restrictions.

THE MAAC COLORS
These are the official colors of the Metro Atlantic Athletic Conference. It is important that these colors are used correctly to keep consistency with the Conference’s brand.
TYPOGRAPHY

The primary font of the conference is Aachen. The secondary and supporting fonts are Trade Gothic and Champion respectively. It is strongly recommended that these fonts are used for Conference branding materials.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Font Family</th>
<th>Character Set</th>
<th>Code</th>
</tr>
</thead>
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</table>

RESTRICTED MARKS

The use of old MAAC marks is STRICTLY PROHIBITED. This includes old Basketball and Olympic Sport championship logos from previous years not shown below.
LOGO RESTRICTIONS

All logo restrictions apply to both the primary, secondary/wordmark, championship, and ancillary logos. Altering any Conference logo must be approved by the Conference Office for use. Below are examples of restrictions.

- Do not squish
- Do not stretch
- Do not outline with another color other than white
- Do not rotate
- Do not use on distracting background
- Do not recolor outside of approved institution colors
- Do not run text or graphics over logos

INSTITUTIONAL MARKS & COLORS

CANISIUS COLLEGE

COLOR
- CANISIUS GOLD
- CANISIUS BLUE
- CANISIUS WHITE

PANTONE COLORS
- PANTONE GOLD 124
- PANTONE BLUE 289
- WHITE

PROCESS COLORS
- C: 7 / M: 35 / Y: 100 / K: 0
- C: 100 / M: 60 / Y: 0 / K: 56
- C: 0 / M: 0 / Y: 0 / K: 0

FAIRFIELD UNIVERSITY

COLOR
- FAIRFIELD RED
- FAIRFIELD GREY
- FAIRFIELD BLACK

PANTONE COLORS
- PANTONE RED 186
- 34% PANTONE BLACK
- PANTONE BLACK

PROCESS COLORS
- C: 0 / M: 91 / Y: 76 / K: 6
- C: 0 / M: 0 / Y: 0 / K: 34
- C: 0 / M: 0 / Y: 0 / K: 100

IONA COLLEGE

COLOR
- IONA GOLD
- IONA MAROON
- IONA BLACK

PANTONE COLORS
- PANTONE GOLD 130
- PANTONE MAROON 505
- PANTONE BLACK

PROCESS COLORS
- C: 0 / M: 30 / Y: 100 / K: 0
- C: 20 / M: 86 / Y: 38 / K: 62
- C: 0 / M: 0 / Y: 0 / K: 100
# Institutional Marks & Colors

## Manhattan College

<table>
<thead>
<tr>
<th>COLOR</th>
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<th>PROCESS COLORS</th>
</tr>
</thead>
<tbody>
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</tr>
<tr>
<td>MANHATTAN GREY</td>
<td>PANTONE GREY 877 C</td>
<td>C: 0 / M: 0 / Y: 0 / K: 40</td>
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<td>MANHATTAN GOLD</td>
<td>PANTONE GOLD 817 C</td>
<td>C: 20 / M: 25 / Y: 60 / K: 25</td>
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## Marist College

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<tr>
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<tr>
<td>MARIST BLACK</td>
<td>PANTONE BLACK</td>
<td>C: 0 / M: 0 / Y: 0 / K: 100</td>
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</table>

## Monmouth University

<table>
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<tbody>
<tr>
<td>MONMOUTH GREY</td>
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<tr>
<td>MONMOUTH BLUE</td>
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<td>C: 100 / M: 68 / Y: 0 / K: 54</td>
</tr>
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<td>MONMOUTH BLACK</td>
<td>PANTONE BLACK</td>
<td>C: 0 / M: 0 / Y: 0 / K: 100</td>
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</table>

## Niagara University

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<tbody>
<tr>
<td>NIAGARA PURPLE</td>
<td>PANTONE PURPLE 268</td>
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<td>NIAGARA GREY</td>
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<tr>
<td>NIAGARA BLACK</td>
<td>PANTONE BLACK</td>
<td>C: 0 / M: 0 / Y: 0 / K: 100</td>
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## Quinnipiac University

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<th>COLOR</th>
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<tr>
<td>QUINNIPIAC NAVY</td>
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<td>QUINNIPIAC BLUE</td>
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<td>C: 95 / M: 35 / Y: 0 / K: 0</td>
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<tr>
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<td>PANTONE YELLOW 1235 C</td>
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## Rider University

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<tr>
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<td>C: 0 / M: 0 / Y: 0 / K: 34</td>
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<tr>
<td>RIDER BLACK</td>
<td>PANTONE BLACK</td>
<td>C: 0 / M: 0 / Y: 0 / K: 100</td>
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---

11 SCHOOLS. ONE CONFERENCE. ONE BRAND
INSTITUTIONAL MARKS & COLORS

SAINT PETER’S UNIVERSITY

COLOR
SAINT PETER’S NAVY BLUE
SAINT PETER’S BLUE
SAINT PETER’S GREY
SAINT PETER’S BLACK

PANTONE COLORS
PANTONE BLUE 282
PANTONE BLUE 285
34% PANTONE BLACK
PANTONE BLACK

PROCESS COLORS
C: 100 / M: 68 / Y: 0 / K: 54
C: 91 / M: 43 / Y: 0 / K: 0
C: 0 / M: 0 / Y: 0 / K: 34
C: 0 / M: 0 / Y: 0 / K: 100

SIENA COLLEGE

COLOR
SIENA GREEN
SIENA GOLD
SIENA WHITE

PANTONE COLORS
PANTONE GREEN 342
PANTONE GOLD 123
WHITE

PROCESS COLORS
C: 100 / M: 0 / Y: 69 / K: 43
C: 0 / M: 30 / Y: 94 / K: 0
C: 0 / M: 0 / Y: 0 / K: 0

INSTITUTIONAL ATHLETIC WORDMARKS
Note: Institutions not listed on this page do not have a designated wordmark

CANISIUS COLLEGE
FAIRFIELD UNIVERSITY
IONA COLLEGE
MANHATTAN COLLEGE

MARIST COLLEGE
MONMOUTH UNIVERSITY
QUINNIPIAC UNIVERSITY
RIDER UNIVERSITY

SAINT PETER’S UNIVERSITY
SIENA COLLEGE
ANCILLARY LOGOS

The MAAC Pink logo was created for the Play4Kay initiative for uniforms and marketing collateral.

The MAAC SAAC logo represents the MAAC Student-Athlete Advisory Committee.

The #A11MAACMinds logo was created for the MAAC SAAC mental health initiative.

MAAC-INSTITUTIONAL LOGOS

Note: Black & white MAAC-Institutional logos are made available to institutions upon request. Associate members must contact MAAC office for a school colored logo.
MAAC-INSTITUTIONAL WORDMARK LOGOS

Note: Black & white MAAC-Institutional Wordmark logos are made available to institutions upon request. Associate members must contact MAAC office for a school colored logo.

CANISIUS COLLEGE
FAIRFIELD UNIVERSITY
IONA COLLEGE
MANHATTAN COLLEGE
MARIST COLLEGE
MONMOUTH UNIVERSITY
NIAGARA UNIVERSITY
QUINNIPIAC UNIVERSITY
RIDER UNIVERSITY
SAINT PETER'S UNIVERSITY
SIENA COLLEGE

MAAC.TV LOGO

MAAC.TV is the Conference's Digital Network. Below are examples of MAAC.TV logo usage. Outside of adding a black drop shadow or black outer glow to the logo on white a background, altering of the logo is STRICTLY PROHIBITED (see page 10 for logo restrictions). It is strongly recommended to use the logo on a dark or colored background.
BASKETBALL CHAMPIONSHIPS DESIGN ELEMENTS

The following are the approved design elements for the 2020-21 Hercules Tires MAAC Basketball Championships. All collateral including but not limited to print and digital advertisements must follow the design theme. The primary font is Vhiena. All the words you see on the logo are this typeface.

The elements below are two backgrounds, red and blue, as well as the trophy.

Please reach out to Valerie McQuade (valerie.mcquade@maac.org) for any design element requests.
For all home basketball games institutions are required to play the Basketball Championship graphic promoting the championship and a MAAC branded graphic on the courtside LED tables. Graphics will be provided to institutions by the Conference Office in the fall.

Per MAAC bylaws, during MAAC-ESPN Broadcasts the MAAC owns the space for digital signage for all MAAC ESPN, ESPN2, and ESPNU broadcasts at all member schools whether the signage is provided by the MAAC or the member schools. During MAAC-ESPN broadcasts the home team will have 3 institutional messages (e.g., admissions, athletic fundraising) per half on the digital signage.

**SCORER’S TABLE SIGNAGE**

For all home basketball games institutions are required to play the Basketball Championship graphic promoting the championship and a MAAC branded graphic on the courtside LED tables. Graphics will be provided to institutions by the Conference Office in the fall.

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BASKETBALL MEDIA GUIDE & PROGRAM REQUIREMENTS

Per MAAC bylaws, the following is required for institution Basketball programs and media guides:

1. Each member institution must have the MAAC logo on its digital media guide cover.
2. Each member institution must include the following conference information in their publications:
   • Digital Media Guide: Two page MAAC information story supplied by the Conference
   • Game Programs: One page MAAC Championship advertisement supplied by the Conference

INSTITUTIONAL & SPORTSMANSHIP BANNERS

All 11 MAAC member institutions are required to display the Sportsmanship Statement banner and the MAAC logo banner with institution names inside their athletics facility. The banners must adhere to the below guidelines:

1. The banners must be hung in a spot visible to spectators in attendance at sporting events hosted by the institution.
2. The banners must be branded in the institutions primary pantone colors. The MAAC will handle all creation of these banners.

As a substitute, schools have the option to hang individual institutional banners over the MAAC logo banner with institution names.
BRANDING AT MAAC CHAMPIONSHIPS

MAAC signage must be used at all MAAC Championships hosted by an institution or arena. This includes, but is not limited to, feather banners, pop-up displays, painted logo(s) on the field or decals on floor, backdrops, and banners.

ELEVEN SCHOOLS. ONE CONFERENCE. ONE BRAND

SOCIAL MEDIA

Social media networking sites, such as Facebook, Twitter, Snapchat, etc, are utilized by the MAAC to increase brand awareness and increase traffic to MAACsports.com.

The MAAC requires the social media efforts for MAAC sports to be consistent amongst the league. Institutions and fans should use the following hashtags and usernames when tweeting about the conference.

Main Accounts
MAAC Twitter ............................................................................ @MAACSports
MAAC Instagram ........................................................................... @MAACSports
MAAC Facebook .......................................................................... @MAACSports
MAAC YouTube ........................................................................... @MAACSports
MAAC LinkedIn ........................................................................... /company/metro-atlantic-athletic-conference/

Other MAAC Twitter Accounts
MAAC Basketball ........................................................................... @MAACChamps
MAAC Updates ............................................................................. @MAACUpdates
MAAC Esports ............................................................................... @MAACEsports
Commissioner Rich Ensor ................................................................ @MAACCommish
Sr. Associate Commissioner Jess Hegmann .................................... @MAAC_SWA
MAAC Compliance ......................................................................... @MAACCompl
MAAC SAAC .................................................................................. @MAAC_SAAC

Member Institutions Twitter Handles:
Canisius ......................................................................................... @GoGriffs
Fairfield ......................................................................................... @FairfieldStags
Iona ................................................................................................. @IonaGaelks
Manhattan ..................................................................................... @StJaspers
Marist ............................................................................................. @MaristAthletics
Monmouth ..................................................................................... @MonmouthHawks
Niagara ......................................................................................... @PNUPurpleEagles
Quinnipiac ..................................................................................... @QUAthletics
Rider ................................................................................................. @RIDERATHLETICS
Saint Peter’s .................................................................................... @SPURoadHawks
Saint Peter’s .................................................................................... @SPURoadHawks
St. John’s ....................................................................................... @StJohnsSports

Sport Specific Hashtags:
Baseball ....................................................................................... #MAACBaseball
Basketball ....................................................................................... #MAACBball
Cross Country ................................................................................ #MAACXC
Golf ................................................................................................. #MAACGolf
Lacrosse ......................................................................................... #MAACLEAX
Rowing ............................................................................................ #MAACRow
Soccer ............................................................................................ #MAACsoccer
Softball ........................................................................................... #MAACsoftball
Swimming & Diving ....................................................................... #MAACSwim
Tennis .............................................................................................. #MAACTennis
Track & Field .................................................................................. #MAACTF
Volleyball ......................................................................................... #MAACVB
Water Polo ....................................................................................... #MAACWP

Additional Hashtags:
MAAC ESports ............................................................................... #MAACEsports
MAAC Choices ............................................................................... #MAACchoices
MAAC Goodworks ......................................................................... #MAACGoodworks
MAAC in the Pros .......................................................................... #MAACinthePros
MAAC SAAC ................................................................................... #MAACSAAC
MAAC Sports .................................................................................. #MAACSports
MAAC Basketball Championships ................................................. @MAACChamps21
Mental Health ................................................................................ #A11MAACminds

ELEVEN SCHOOLS. ONE CONFERENCE. ONE BRAND
UNIFORMS & EQUIPMENT GUIDELINES

The MAAC primary or secondary/wordmark logo is required on all uniforms. When using the logo please adhere to the following guidelines:

1. All logos must be visible on uniforms. Please refer to the sport specific section regarding recommended logo placement.
2. Logos on sporting equipment are optional. Please refer to the sport specific section for more information about sporting equipment.
3. Institutions may use the MAAC primary or secondary logo. The color of the original MAAC logos must NOT divert from the original colors. The only exception to this rule is that institutions may use the MAAC logos in member institution’s colors (refer to page 18 for MAAC-Institutional logos and page 19 for MAAC-Institutional wordmarks). All logo restrictions stated on pages 9-10 must be followed.
4. Institutions may not mix the primary and secondary logos on uniforms. It must be one or the other throughout the uniform.
5. Schools must screen print or embroider the logo for team uniforms. The MAAC will not provide patches to the institutions.

REQUIRED MARK USAGE ON UNIFORMS

Uniform and equipment logo requirements are stated below.

<table>
<thead>
<tr>
<th>SPORT</th>
<th>2019-20</th>
<th>2020-21</th>
<th>2021-22</th>
</tr>
</thead>
<tbody>
<tr>
<td>WARM UPS</td>
<td>OPTIONAL</td>
<td>OPTIONAL</td>
<td>OPTIONAL</td>
</tr>
<tr>
<td>BASEBALL</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
</tr>
<tr>
<td>BASKETBALL</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
</tr>
<tr>
<td>CROSS COUNTRY</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
</tr>
<tr>
<td>GOLF POLOS</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
</tr>
<tr>
<td>GOLF BAGS &amp; HATS</td>
<td>OPTIONAL</td>
<td>OPTIONAL</td>
<td>OPTIONAL</td>
</tr>
<tr>
<td>LACROSSE</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
</tr>
<tr>
<td>ROWING</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
</tr>
<tr>
<td>SOCCER</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
</tr>
<tr>
<td>SOFTBALL</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
</tr>
<tr>
<td>SWIMMING &amp; DIVING CAP</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
</tr>
<tr>
<td>TENNIS</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
</tr>
<tr>
<td>TRACK &amp; FIELD</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
</tr>
<tr>
<td>VOLLEYBALL</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
</tr>
<tr>
<td>WATER POLO</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
</tr>
</tbody>
</table>
WARM-UPS

The primary or secondary MAAC logos is optional on warm-up tops and pants for all sports.

For tops the optional logo should be placed in one of four places:

1. Left sleeve
2. Right sleeve
3. Left chest
4. Right chest

For pants the optional logo should be placed in one of two places:

1. Upper right leg
2. Upper left leg

Per NCAA regulations logos may not exceed 2.25 square inches.

BASEBALL & SOFTBALL UNIFORMS

The primary or secondary MAAC logo is required on all baseball and softball uniforms.

The logo should be placed in one of three places:

1. Left sleeve
2. Right sleeve
3. Apex/center of the back neckline

The MAAC logo is not required on the pants, hats, or helmet.

Per NCAA regulations logos may not exceed 2.25 square inches.
MEN’S & WOMEN’S BASKETBALL UNIFORMS

The primary or secondary MAAC logo is required on all men’s and women’s basketball uniforms. The logo may be placed on the uniform top, shorts, or both if preferred.

For uniform tops the logo should be placed within 5 inches from the top of the shoulder/shoulder seam in one of three places:
1. Apex neckline
2. Left shoulder panel
3. Right shoulder panel

The preferred logo location on the jersey is the front left chest (as shown), opposite of the manufacturer logo and centered between the collar and sleeve seam.

For uniform shorts the logo should be place in one of four places:
1. Lower left leg
2. Lower right leg
3. Upper left leg
4. Upper right leg

Per MAAC bylaws, all players must have their last name on the back of their uniform jersey.

Per NCAA regulations, logos may not exceed 2.25 square inches.

All requirements are subject to change based on NCAA rules and regulations.

Additional NCAA uniform requirements can be found in the rule books:
• Men’s Basketball Rule Book, Court & Equipment Section 22. Uniforms (Game Jersey and Shorts), Pages 28-31
• Women’s Basketball Rule Book, Court & Equipment Section 22. Uniforms (Game Jersey and Shorts), Pages 27-29

1.735”
1.295”
MAXIMUM LOGO SIZE

NOTE: Logos are not to scale on diagrams

* For color options please refer to pages 19-20 for MAAC institution specific colored logos

MEN’S & WOMEN’S CROSS COUNTRY UNIFORMS

The primary or secondary MAAC logo is required on all men’s & women’s cross country uniforms.

For uniform tops the logo should be placed in one of two places:
1. Left shoulder panel
2. Right shoulder panel

For uniform shorts the logo should be place in one of two places:
1. Lower left leg
2. Lower right leg

Per NCAA regulations logos may not exceed 2.25 square inches.
ESPORTS UNIFORMS

The primary or secondary MAAC logo is required on all Esports uniform tops. For uniform tops the logo should be placed in one of four places:
1. Left sleeve
2. Right sleeve
3. Left chest
4. Right chest

Opposite the MAAC logo the EGFC logo will additionally be required on the uniform of similar size to the MAAC logo. *Awaiting the EGFC logo options and correct branding.*

MEN’S & WOMEN’S GOLF UNIFORMS

The primary or secondary MAAC logo is required on all men’s & women’s golf uniforms. For uniform tops the required logo should be placed in one of two places:
1. Left sleeve
2. Right sleeve

The MAAC logo is not required and is optional on golf bags and hats. Shown is the suggested placement of the logo.

Per NCAA regulations logos may not exceed 2.25 square inches.
MEN’S & WOMEN’S LACROSSE UNIFORMS
The primary or secondary MAAC logo is required on all men’s & women’s lacrosse uniforms. The logo is optional for skirts and shorts.
For uniform tops the required logo should be placed in one of four places:
1. Left sleeve
2. Right sleeve
3. Left chest
4. Right chest
For uniform shorts the logo should be placed in one of four places:
1. Lower left leg
2. Lower right leg
3. Upper left leg
4. Upper right leg
The MAAC logo is not required on helmets.
According to the NCAA there is no limit to logo size, but it is strongly recommended for logos to not exceed 2.25 square inches to keep consistency across uniforms.

NOTE: Logos are not to scale on diagrams
* For color options please refer to pages 19-20 for MAAC institution specific colored logos

WOMEN’S ROWING UNIFORMS
The primary or secondary MAAC logo is required on all men’s & women’s lacrosse uniforms. The logo is optional for skirts and shorts.
The logo should be placed in one of three places:
1. Left sleeve
2. Right sleeve
3. Apex/center of the back neckline
Per NCAA regulations logos may not exceed 2.25 square inches.
MEN’S & WOMEN’S SOCCER UNIFORMS

The primary or secondary MAAC logo is required on all soccer uniform tops. The logo is optional for shorts.

For uniform tops the required logo should be placed in one of five places:

1. Left sleeve
2. Right sleeve
3. Left chest
4. Right chest
5. Apex/center of the back neckline

For uniform bottoms the required logo should be placed in one of two places:

1. Lower left leg
2. Lower right leg

Per NCAA regulations logos may not exceed 2.25 square inches.

MEN’S & WOMEN’S SWIMMING & DIVING UNIFORMS

The primary or secondary MAAC logo is required on all men's & women's swimming & diving caps.

Per NCAA regulations logos may not exceed 2.25 square inches.
MEN’S & WOMEN’S TENNIS UNIFORMS

The primary or secondary MAAC logo is required on all men’s & women’s tennis uniforms. For uniform tops the required logo should be placed in one of two places:

1. Left sleeve
2. Right sleeve

For women’s uniforms the logo should be placed in the apex/center of the neckline on the back of the uniform.

According to the NCAA there is no limit to logo size, but it is strongly recommended for logos to not exceed 2.25 square inches to keep consistency across uniforms.

MEN’S & WOMEN’S TRACK & FIELD UNIFORMS

The primary or secondary MAAC logo is required on all men’s & women’s tennis uniforms. For uniform tops the required logo should be placed in one of two places:

1. Left shoulder panel
2. Right shoulder panel
3. Left sleeve
4. Right sleeve

For uniform bottoms the required logo should be placed in one of two places:

1. Lower left leg
2. Lower right leg

Per NCAA regulations logos may not exceed 2.25 square inches.
VOLLEYBALL UNIFORMS
The primary or secondary MAAC logos are required on all volleyball uniforms.
The logo should be placed in one of four places for longs sleeved uniforms:
1. Apex/center of the back neckline
2. Apex/center of the lower back
3. Left sleeve
4. Right sleeve
The logo should be placed in one of two places for short sleeved uniforms:
1. Apex/center of the back neckline
2. Apex/center of the lower back
The logo should be placed in one of two places spandex:
1. Lower left leg
2. Lower right leg
Per NCAA regulations logos may not exceed 2.25 square inches.

WATER POLO UNIFORMS
The primary or secondary MAAC logos are required on all water polo caps.
The logo must be placed in the middle area of the cap. The logo cannot be placed on the sides of the cap.
Logos on warm ups and suits are optional.
Per NCAA regulations logos may not exceed 2.25 square inches.

NOTE: Logos are not to scale on diagrams
* For color options please refer to pages 19-20 for MAAC institution specific colored logos

MAXIMUM LOGO SIZE

1.735"

1.295"
FACILITY REQUIREMENTS

A key component in the branding effort is the use of the MAAC primary or secondary logo in playing facilities. Logo requirements on playing surfaces are stated below. All other playing surfaces for sports have the option to display the MAAC logo(s).

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<tr>
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</tbody>
</table>

Logo requirements on playing surfaces are stated below. All other playing surfaces for sports have the option to display the MAAC logo(s).

BASKETBALL COURT LAYOUT

The MAAC logo is required on all basketball courts within the Conference. Below are the guidelines:

1. The MAAC primary or secondary logo must be visible within the playing surface. It is acceptable to change the color of the primary or secondary logos to match school colors with the approval of the MAAC office (please refer to pages 19-20 for MAAC institution colored marks).

2. There are 3 layout options shown on page 48. It is recommended that both the primary and secondary logos be used on playing surfaces, but member institutions may choose to use only one.

3. If an institution chooses to display a MAAC logo in the key, the secondary logo is required to be used and must be facing inward towards the center of court.

4. The letters ‘M’ ‘A’ ‘A’ ‘C’ may NOT be used to satisfy the MAAC brand on the playing surface.

5. Primary logo dimensions are approximately 12 feet wide by 9 feet high.

6. Secondary logo dimensions are approximately 8 feet wide by the proportionate height. The secondary logo should be placed 18” below the free throw line.
BASKETBALL COURT LAYOUT OPTIONS

Recommended Layout

Option 1 Layout

Option 2 Layout

Example of Secondary logo change of colors

NCAA Men’s and Women’s Basketball Court (June 2019)
**VOLLEYBALL COURT LAYOUT**

The MAAC logo is optional, but strongly recommended for all designated volleyball courts within the Conference. Below are the guidelines:

1. The MAAC primary or secondary logo must be visible within the playing surface.
2. It is acceptable to change the color of the primary or secondary logos to match school colors with the approval of the MAAC office (please refer to pages 19–20 for MAAC institution colored marks).
3. The letters ‘M’, ‘A’, ‘A’, ‘C’ may NOT be used to satisfy the MAAC brand on the playing surface.

*SUGGESTED PLACEMENT*

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**MAAC**

**SCORING TABLE**

**SIDE1**

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**SIDE2**

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*SUGGESTED PLACEMENT*