




BRAND STANDARDS GUIDE




COLOR PALETTE

The Northern Sun Intercollegiate Conference strives to achieve consistent colors in all its marks. Please refer to these colors for an accurate color representation.



BLUE: R:0, G:21, B:97
PMS: 2756 C
HEX: #001561



YELLOW: R:248, G:220 B:83
PMS: 101 C
HEX: #F8DC53



WHITE: R:255, G:255, B:255



BLACK: R:0, G:0, B:0



***ACCENT AND CHAMPIONSHIPS COLOR**
SILVER R:181, G:181, B:181
PMS: 401 C
HEX: #B5B5B5



PRIMARY LOGO

The primary logo serves the NSIC in most applications. Different versions of the primary logo are used when used with different background colors.



SECONDARY LOGO

The secondary logo is used when the words are not needed, or the words will not be legible upon application. Different versions of the secondary logo are used when applied to different background colors.



NSIC NETWORK LOGO

The primary name will be The NSIC Network. It can also be referred to as NSIC Network. It is imperative to create a consistent look across all of conference broadcasts to ensure viewers recognize they are watching The NSIC Network. Therefore, the NSIC Network logo should be included as a watermark on the top left or bottom left corner of each broadcast. If a TV Broadcast does not allow this, please contact the NSIC.



LOGO ELEMENT : SUN

The SUN portion of the primary and secondary logo may be used to represent the NSIC but should not be used without an accompanying statement or mention of the NSIC. Examples of such usage are shown at right.

NSIC  **PLAYER^{OF THE}
WEEK**

#NSICFB



FONT / TYPOGRAPHY

LEGACY (regular) shall be the primary font for usage in Northern Sun Intercollegiate Conference design elements and publications.

Secondary fonts to be used shall include IMPACT (regular) and ARIAL (regular).

LEGACY:

***A B C D E F G H I J K L M N O Q R S
T U V W X Y Z***

1 2 3 4 5 6 7 8 9 10

Impact:

***Aa Bb Cc Cd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Qq Rr Ss Tt Uu Vv Ww Xx Ww Yy Zz***

0 1 2 3 4 5 6 7 8 9

Arial:

***Aa Bb Cc Cd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Qq Rr Ss Tt Uu Vv
Ww Xx Ww Yy Zz***

0 1 2 3 4 5 6 7 8 9



CHAMPIONSHIP LOGO & ELEMENTS

The championship logo is used for NSIC Tournaments or to designate a league champion in a specific sport/event. Depending on the application, the “Blue” version or the “Transparent” version should be used. When on a white background, the “Blue” version must be used. The championship logo may also be used for special events or when a momentous accomplishment is reached. Examples may include uses at the NSIC Hall of Fame or a national record is set by an institution/student-athlete.



LOGO CLEAR SPACE

The minimum amount of clear space needed to surround the logo is equal to the size of the sun (without rays) within the logo.



ALTERING LOGO



Do not stretch horizontally.



Do not stretch vertically.



Do not skew.

Northern Sun Intercollegiate Conference



Do not change elements.



MEMBERSHIP LOGO VARIATIONS

These logo variations are to be used only by member institutions when aesthetically needed in conjunction with collateral materials, facilities, or marketing initiatives. If needed, white may be substituted for the primary or secondary colors for applications on like colors.

AUGUSTANA



BEMIDJI STATE



CONCORDIA, ST. PAUL



UNIVERSITY OF MARY



MINNESOTA CROOKSTON



MINNESOTA DULUTH



MINNESOTA STATE



MSU MOORHEAD



MINOT STATE



MEMBERSHIP LOGO VARIATIONS (CONTINUED)

NORTHERN STATE



SIOUX FALLS



SOUTHWEST MINNESOTA STATE



ST. CLOUD STATE



WINONA STATE



WAYNE STATE



SPORT HASHTAGS

These Twitter hashtags are to be used in communications and initiatives related to the appropriate sports. Other hashtags can be used, but efforts should be made to include these official hashtags in sports related tweets.

MEN'S SPORTS

Baseball.....#NSICBase
Basketball.....#NSICMBB
Cross Country.....#NSICMCC
Football.....#NSICFB
Golf.....#NSICMGolf
Indoor Track & Field.....#NSICIDTF
Outdoor Track & Field...#NSICODTF
Wrestling.....#NSICWres

WOMEN'S SPORTS

Basketball.....#NSICWBB
Cross Country.....#NSICWCC
Golf.....#NSICWGolf
Tennis.....#NSICTennis
Indoor Track & Field.....#NSICIDTF
Outdoor Track & Field...#NSICODTF
Soccer.....#NSICSoc
Softball.....#NSICSB
Swimming & Diving.....#NSICSD
Volleyball.....#NSICVB

NSIC Twitter: @NorthernSunConf



NSIC CONTACTS

Any questions regarding the usage of NSIC marks may be submitted directly to the NSIC office.

ANDY SAILER

Assistant Commissioner for External Relations & Marketing

Office: 952.378.1694

Email: sailer@northernsun.org

NICK KORNDER

Assistant Commissioner for Media Relations

Office: 651.288.4017

Email: kornder@northernsun.org

NORTHERN SUN OFFICE

2999 County Road 42

Suite 136

Burnsville, MN 55306

NORTHERNSUN.ORG



@NORTHERNSUNCONF



FACEBOOK.COM/NSICFB



@NORTHERNSUNCONF

A PROUD MEMBER OF  **DIVISION II**

