



2023-24  
Visual Identity  
Requirements

*Updated – July 2023*

# Patriot League Visual Identity History

## HISTORICAL OVERVIEW

In May 2001, the Patriot League created its three-year Visual Identity Guidelines plan. The plan was established after research and evaluation of the initiatives and the goals adopted by the Council of Presidents in response to the Alan Taylor Communication Audit of the League.

The three-year plan, which was a League-wide branding effort, met and exceeded many of the goals. In some instances, institutions were granted one-year waivers for one of the guidelines with the expectation that the issue would be rectified and the guideline implemented the following year.

In the summer of 2004, the Patriot League's Marketing and Television Committee reviewed the League's plan as well as a list of Championship branding updates and feedback from the institutional Visual Identity contacts. The group analyzed the current plan, evaluated its effectiveness, created a list of required elements based on the original plan and developed a list of additional guidelines for future implementation.

Three questions the Committee evaluated in the branding study were:

1. Have the guidelines been effective in increasing the identity and visibility of the League?
2. What changes would be recommended for future years?
  - Requirements that should be added
  - Requirements that should be eliminated
3. Comments or suggestions in general about the Visual Identity Guidelines

The plan and changes to the current Visual Identity Guidelines effective for the **2023-24** academic year are summarized on the following pages along with a complete listing of additional League-branding information from the original three-year plan.

## TIMEFRAME

The League will annually monitor institutional compliance and submit a report to the Committee on Athletic Administration each spring. A monitoring and enforcement policy was adopted beginning in the 2004-05 academic year. **If any Patriot League institutions are not in compliance, a notification and financial penalty policy will follow.**

## 2023-24 Plan

The Visual Identity Requirements have been enhanced to build equity in the brand through institutional investment. The Patriot League continues to look for ways to co-brand its identity with the institutions, highlighting Patriot League members (i.e., letterhead listing all League members, T-shirts with Patriot League and institutional member logos, etc.). The plan will be reviewed annually.



## **REQUIRED ELEMENTS**

Using the original Visual Identity Guidelines as a foundation while continuing to implement those elements, each institution is expected to meet the following requirements for the 2023-24 academic year. Details on each element can be found in the attached Visual Identity Requirements.

### **Printed or Web-based Publications – logo placement**

- A. Web Media Guides/Recruiting Brochure – Cover (*front or back*) and two-page League info
- B. Recruiting Brochures/Website text (*provided by League before the start of the academic year*)
- C. Game Program – Cover and two-page League information, if publication exceeds 54 pages. Cover and one page of League information if the guide is less than 54 pages.
- D. Game Notes – League logo and standings (*minimum*)

### **Electronic Imaging**

- A. Website logo placement on home page
- B. Radio/TV advertising – Patriot League to provide spots/scripts
- C. Score announcements – Minimum of two announcements per half of each game of other League game scores during home contests for basketball (men and women) and football. For other sports, scores should be announced, when possible.

### **Signage**

- A. Flags/Banners displayed (*ordered through Patriot League*)
- B. Basketball court/Football field logo (*ordered through Patriot League*)
- C. Chair Back Covers – League television broadcasts on CBS Sports Network, as well as select League Championships (*provided by Patriot League*)
- D. Live Television Games
- E. Patriot League on ESPN Games [*digital productions*] – ESPN banners (*provided by ESPN*)

### **Miscellaneous Items**

- A. Logo (embroidered, silk screened or patch) on all team uniforms or applicable apparel – see page 15 for revised NCAA specifications
- B. Field Stencil (*provided by Patriot League*)
- C. Vests/Pinnies (*provided by Patriot League*)
- D. Public Address Announcements –sportsmanship statement (*provided by Patriot League*)
- E. Event Staff Gear

### **Football Only**

- A. Stadium Flags (*ordered through Patriot League*)
- B. Sideline Crew Vests/Hats (*provided through Patriot League*)
- C. Ball Boys/Girls and Vests (*provided through Patriot League*)

### **Additional Elements**

The following list of additional elements should be implemented for the 2023-24 academic year, co-branding the member institutions and the Patriot League:

1. Include Patriot League branding messages in all television and radio broadcasts, including, but not limited to general promotional spots and League Championship spots. The League office will provide promo reads or recorded spots.
2. Include Patriot League branding messages in all Patriot League on ESPN live athletic event productions, including, but not limited to general promotional, League Championship and social media spots. The League office will provide promo reads or recorded spots and graphics for use within productions.
3. Include Patriot League promotional public address announcements for ALL sports. There will be an additional announcement prior to the start of each game regarding sportsmanship. This announcement will be forwarded to member institutions before the start of the fall athletic season.
4. Resolve any previously granted waivers by complying with the intended League requirements within one calendar year.
5. Continue to actively promote the institution's association with the League in creative ways and share the ideas with the membership and League office.

### **MONITORING AND ENFORCEMENT**

1. Annually, each institution is required to submit a report during the fall, winter and spring regarding the adherence to the League branding policy.
2. When an institution is unable to meet a requirement, it must submit a written request for a waiver to the League office outlining the justification for that waiver. A plan to rectify the matter must be included in the waiver.
3. If an institution fails to comply with the requirement, the institution will be notified and given time to correct it. If action is not taken, a financial penalty will be imposed.

### **QUESTIONS**

Please direct any questions regarding the plan or appropriate use of the Patriot League mark to Rich Wanninger at the Patriot League office ([rwanninger@patriotleague.com](mailto:rwanninger@patriotleague.com) or 610-289-1956).

2023-24



# Visual Identity Requirements

# Guidelines for Visual Imaging

## Introduction

The Patriot League implemented guidelines regarding logo/mark usage in 2001 in order to brand and enhance the visibility of the Patriot League.

The visual imaging program is part of a larger plan to develop a systematic, long-term marketing plan that will be used to promote and enhance every aspect of the League. By consistent use and application of the Patriot League mark in all graphic (print and electronic) applications, the League will be able to brand a strong and identifiable image.

The enhancement of the Patriot League's brand and image will increase the awareness and perception of the League as it continues to develop its position among Division I conferences. The primary objective of the imaging campaign for the Patriot League is to continue to build equity in its image, identity and brand.

Consistent use of the Patriot League logo is essential. This continuity is paramount in establishing awareness and recognition for the Patriot League, which in turn will strengthen each member institution's association with the League.

## First Impressions

The Patriot League, the preferred full name of the League, has established standards and guidelines for the expression of its identity. These standards apply to all uses of the League's name, logos, concepts and other identifying symbols. The purpose of these guidelines and standards is to ensure: *Branding, Image, Promotion, Protection, Accuracy, Consistency and Distinction.*

Below is a list of the Patriot League-sponsored sports.

### **Men:**

Baseball  
Basketball  
Cross Country  
Football  
Golf  
Indoor Track and Field  
Lacrosse  
Outdoor Track and Field  
Soccer  
Swimming and Diving  
Tennis

### **Women:**

Basketball  
Cross Country  
Field Hockey  
Golf  
Indoor Track and Field  
Lacrosse  
Outdoor Track and Field  
Rowing  
Soccer  
Softball  
Swimming and Diving  
Tennis  
Volleyball

## Guidelines:

### 1. The Corporate Mark

#### A. Full-Color (*Pantone Matching System*)

- \*The corporate mark maintains its two-color integrity in all applications.
- \*The corporate mark should appear in Patriot League blue (PMS 281) and Patriot League red (PMS 485).
- \*Whenever possible, the two-color version of the logo should be used.
- \*On an institutional case-by-case basis, process match may also be used if PMS 281 and PMS 485 are cost-prohibitive.

#### B. Four-Color

- \*The corporate mark maintains its four-color process integrity in all applications.
- \*The corporate mark **MUST** appear in Patriot League blue (C=100, M=72, Y=0, K=38) and Patriot League red (C=0, M=100, Y=91, K=0).

#### C. One-Color

- \*THE CORPORATE MARK SHOULD APPEAR ONLY IN ALL BLACK, BLUE, OR WHITE IN ANY ONE-COLOR APPLICATION.**
- \*THE CORPORATE MARK MAY APPEAR IN ANY PERCENTAGE OF BLACK (GRAY).**
- \*THE CORPORATE MARK MAY APPEAR IN WHITE ON ANY COLOR FIELD IN THE ONE-COLOR REVERSE VERSION.**

#### D. Size

- \*The size of the logo should be as large as possible and still maintain the aesthetics of the display in which it is used.
- \*For sports other than football, the NCAA rule requires a conference logo to fit inside a four-sided geometric shape no larger than 2 1/4 square inches (e.g., a 2 1/4 inch wide by 1-inch high rectangle). **The shape and color of the League logo cannot be altered. For more details, visit page 15.**

### 2. The Logo

#### A. Primary Mark

Below is the primary mark of the Patriot League. This mark should be used whenever possible (pictured below) :  
(logo color breakdown = block/flag PMS 281/ stars are white; bars in flag are red; PL text is PMS 281)



**3. Incorrect / Improper Use**

- A. Variations of the Patriot League marks are not permitted without prior approval. Unapproved variations in the design will compromise the integrity and unifying function of the Patriot League identity.
- B. The following are requirements for correct usage of the mark:
  - i. Do not reproduce the marks on a visually distracting background.**
  - ii. Do not enclose the secondary mark within a shape.**
  - iii. Do not add additional elements to the logo such as boxes, rules or shadows.**
  - iv. Do not use with non-Patriot League-sponsored sports or events**

**4. More Information**

- A. The Patriot League understands that questions may arise regarding the usage of its marks. This publication has been designed to try to address those questions.
- B. Contact the Patriot League identity contact for additional information.

**Deviating from the guidelines stated here or altering the marks without prior approval of the Patriot League is strictly prohibited. The guidelines listed herein are to be followed strictly as stated.**

# 2023-24 Patriot League Identity and Imaging Requirements

## *Table of Contents*

<b>1.</b>	<b><u>PUBLICATIONS/PRINTED AND WEB-BASED</u></b>	<b><u>Page</u></b>
	Web Media Guides .....	9
	Recruiting Brochure(s)/Website text .....	9-10
	Text for Admissions Publication and Institutional Website.....	10-11
	Game Programs.....	12
	Press Releases .....	12
	Game Notes.....	12
	Posters.....	11
	Ticket Brochures.....	12
<b>2.</b>	<b><u>ELECTRONIC IMAGING</u></b>	
	Website .....	12
	Radio.....	12
	Television.....	13
	Digital Broadcasts.....	13
	Score Announcements .....	13
<b>3.</b>	<b><u>SIGNAGE</u></b>	
	Flags/Banners.....	13
	Basketball Court.....	13
	Football Field.....	13
	Chair Back Covers .....	14
	League TV Games .....	14
<b>4.</b>	<b><u>MISCELLANEOUS ITEMS</u></b>	
	Patriot League Logo/Uniform.....	14-15
	Field Stencil .....	15
	Vests/Pinnies.....	15
	Public Address .....	16
	Event Staff Gear.....	16
<b>5.</b>	<b><u>FOOTBALL ONLY</u></b>	
	Stadium Flags.....	17
	Sideline Crew Vests/Hats .....	17
	Ball Boys / Girls.....	17
	Other Recommendations.....	17
<b>6.</b>	<b><u>SCHOOL COLORS</u></b>	
	School PMS colors and primary and secondary logos .....	Appendix

## **2023-24 Identity and Imaging Requirements** **PUBLICATIONS/PRINTED MATERIALS**

### **Web Media Guides**

A separate Patriot League logo **MUST** appear on either the front or back cover of every institutional-sponsored printed or web-based media guide in which an institution participates in Patriot League competition. If the media guide cover is produced in four-color, the two-color (**PMS 485 Red and PMS 281**) Patriot League logo should be used. If the guide is black and white or two or three colors, the black or PMS 281 version of the logo should be used. The Patriot League logo cannot be used in all red. The logo may also be reversed out in white on any non-four-color publication cover. For more details on logo usage, visit page 8 of this document.

It is **MANDATORY** for the sports of football and basketball that a minimum of two pages be dedicated to the Patriot League. The pages will be provided by the League's athletic communications staff. Additionally, within other institutionally produced web media guides, a minimum of one page about the League is **MANDATORY**.

### **Recruiting Brochure(s)/Website text**

Recruiting brochure(s) **MUST** include the Patriot League logo in one or more prominent locations in the publication AND information on the Patriot League in this publication. The logo can be black or reversed out in white, depending on the look and design of the brochure. If the brochure is four-color and the logo is used on the front cover, it must be the two-color version (**PMS 281 Blue and PMS 485 Red or process match**). The text listed below is recommended for recruiting brochures and websites.

### **Text for Admissions Publication and Institutional Website Version I (football members)**

(Name of Institution) is a proud (or founding) member of the Patriot League athletic conference. In its third decade of academic and athletic excellence, the Patriot League continues to focus on its founding principles of academic integrity and presidential control of athletic programs.

Patriot League scholar-athletes are academically qualified and representative of the student body. Participation in athletics at Patriot League institutions is viewed as an important component of the overall educational experience. The member institutions are committed to athletics at the highest level of competition, NCAA Division I.

The Patriot League began as a Football Championship Subdivision (FCS) conference in 1986 and became an all-sport conference in 1990, featuring 23 championship sports. Full Patriot League members include American, Army West Point, Boston University, Bucknell, Colgate, Holy Cross, Lafayette, Lehigh, Loyola Maryland and Navy. Associate members include Fordham, Georgetown, MIT and Richmond. These member institutions are among the oldest and most prestigious in the nation, and their graduates make meaningful contributions to society and have played a leadership role in shaping our country.

Patriot League members annually rank among the top NCAA Division I programs in student-athlete graduation rates and the Patriot League has consistently ranked first among Division I conferences. Excellence has not been confined to the classroom as individuals and teams

compete successfully in NCAA post-season competition. In addition, numerous scholar-athletes are recognized annually as All-America and Academic all-America performers.

Academic excellence and athletic achievement flourish at *(name of institution)* and in the Patriot League, providing true meaning to the League's motto: "Today's Scholar-Athletes, Tomorrow's Leaders".

Use the Patriot League logo along with an institutional logo.

**Version II (non-football members)**

*(Name of Institution)*'s intercollegiate athletic program competes as a member of the Patriot League in \_\_\_ Division I sports. In its third decade of academic and athletic excellence, the Patriot League continues to focus on its founding principles of academic integrity and presidential control of athletic programs.

Patriot League scholar-athletes are academically qualified and representative of the student body. Participation in athletics at Patriot League institutions is viewed as an important component of the overall educational experience. The member institutions are committed to athletics at the highest level of competition, NCAA Division I.

The Patriot League began as a football conference in 1986 and became an all-sport conference in 1990, featuring 23 championship sports. Full League members include American, Army West Point, Boston University, Bucknell, Colgate, Holy Cross, Lafayette, Lehigh, Loyola Maryland and Navy, while four additional institutions hold associate membership; Fordham, Georgetown, MIT and Richmond. These member institutions are among the oldest and most prestigious in the nation, and their graduates make meaningful contributions to society and have played a leadership role in shaping our country.

League members annually rank among the top Division I programs in student-athlete graduation rates and the Patriot League has consistently ranked first among Division I conferences. Excellence has not been confined to the classroom as individuals and teams compete successfully in NCAA postseason competition. In addition, numerous scholar-athletes are recognized annually as All-America and Academic all-America performers.

Academic excellence and athletic achievement flourish at *(name of institution)* and in the Patriot League, providing true meaning to the League's motto: "Today's Scholar-Athletes, Tomorrow's Leaders".

[Use the Patriot League logo along with an institutional logo.]

### **Version III (abbreviated text)**

*(Name of Institution)*'s intercollegiate athletic program competes as a member of the Patriot League athletic conference in \_\_\_\_ (of \_\_\_\_ ) NCAA Division I sports. The founding principles of academic integrity and presidential control of athletic programs are the hallmarks of the League.

The Patriot League's members are among the oldest and most prestigious in the nation and include American, Army West Point, Boston University, Bucknell, Colgate, Holy Cross, Lafayette, Lehigh, Loyola Maryland and Navy among its all sport members.

League members annually rank among the top Division I programs in student-athlete graduation rates and the Patriot League has consistently ranked first among Division I conferences.

The League features 24 championship sports. Individuals and teams compete successfully in NCAA post-season competition and numerous scholar-athletes are recognized annually as All-America performers.

Use the Patriot League logo along with an institutional logo.

### **Game Programs**

All game programs **MUST** include, at minimum, one Patriot League logo. The preferred location is on the front cover; however, placement in a prominent position on the inside of the program is acceptable – depending on the format of the program. Additionally, for the sports of football and basketball, information on the League is **REQUIRED** to be included in the game program. This information will be provided by the League's communications staff. The football and basketball program/notes **MUST** include the most up-to-date Patriot League standings and a list of the games around the League for upcoming contests.

### **Press Releases**

Press releases involving League games in PDF, if applicable, should include the current League standings with a link to the League website or within the release.

### **Game Notes (Four or more pages)**

All game notes **MUST** include the Patriot League logo, a section on the Patriot League, the Patriot League standings and a listing of other Patriot League games.

### **Posters**

It is **REQUIRED** that posters include the Patriot League logo (for all Patriot League sports in which posters are created). This logo can be black or reversed out in white, depending on the design of the poster. If the poster is produced in four colors, the two-color logo (**PMS 281 Blue and PMS 485 Red or process match**) should be used.

## **Ticket Brochures**

For basketball and football-playing member institutions, ticket brochures **MUST** include the Patriot League logo on the cover and include a designation for all League contests. For basketball, additional references should be made to the Patriot League Basketball Championship (date and ticket prices). The logo can be black or reversed out in white, depending on the look and design of the brochure. If the brochure is produced in four colors, the two-color League version **MUST** be used (PMS 281 and PMS 485 Red).

## **ELECTRONIC IMAGING**

### **Website**

A link **MUST** be set up between each institution's website and the Patriot League website (it is strongly recommended that the link include the Patriot League logo). Additionally, the Patriot League **MUST** be referenced on the main athletics home page through either logo or name recognition (this can also be the link). The logo **MUST** be the two-color version (PMS 281 and PMS 485 Red or process match). On each sport-specific, there **MUST** be a reference to the Patriot League standings and Patriot League games, with at least one logo or Patriot League name on the sport-specific pages.

The logo for the League-wide broadband live productions – Patriot League on ESPN - should also be located on the home page of the school's athletic website, along with a link to either <https://www.espn.com/watch/schedule> (main ESPN+ schedule) or <https://www.patriotleague.tv> (Patriot League home schedule only). [www.patriotleague.tv](http://www.patriotleague.tv) also directs viewers to the Patriot League home schedule on ESPN+



The use of the Patriot League on ESPN logo is part of the marketing plan to promote the digital games, along with the link to the WatchESPN schedule.

### **Radio**

For all Patriot League basketball games with a radio broadcast, it is **REQUIRED** that a 30-second Patriot League spot promoting the League or the upcoming Patriot League Basketball Championships be used at least once during the broadcast (once per half is preferred). If the matchup is against another Patriot League team, it is **RECOMMENDED** that the halftime show and time-out segments feature a reference to the Patriot League. The League office will work with the schools to provide the necessary information. Starting in February, it is also **RECOMMENDED** that the institution promote the upcoming Patriot League Men and Women's Basketball Championships, at a minimum, once during basketball broadcasts (it is preferred to have two championship promotional spots aired). The Patriot League office will provide the text and mp4 files for the 30-second spots.

### **Television (Linear)**

For any game that a Patriot League member has an institutional linear broadcast, it is **RECOMMENDED** that at least one 30-second Patriot League spot be used during the broadcast (once per half is preferred). On basketball telecasts, it is also **RECOMMENDED** that the institution promote the upcoming Patriot League Men and Women's Basketball Championships, at a minimum, once during the broadcasts starting in February.

If the contest is part of the League's broadcast package with CBS Sports Network, the participating institutions will be highlighted with a minimum of one 30-second spot (provided by the institutions), as well as the League's 30-second spot.

The League office will use discretion, along with its national television partner, in selecting games for the television package to maximize League exposure. The League will work with the schools to promote televised games and to enhance the size of the viewing audience.

### **Digital Broadcasts**

It is also **RECOMMENDED** that the League's 30-second spot be included within webcasts that are produced for Patriot League live events on ESPN (ESPN+). The Patriot League office will provide the 30-second spots at the start of each year, as well as promotional reads each month that should be used during each broadcast.

### **Score Announcements**

At any game that is broadcast (radio or TV), it is **REQUIRED** that the host institution's athletic communication contact provides scores from around the League (whether involving League or non-League games) to the visiting broadcast team or Patriot League television on-air talent. A **MINIMUM** of two updates per half is **MANDATORY** for men's and women's basketball games and football games, and Olympic sports, when possible.

## **SIGNAGE**

### **Flags/Banners**

It is **REQUIRED** that the member institutions' banners be displayed at all Patriot League and non-League football games and all men's and women's basketball games. **If possible, the flags or banners SHOULD also be displayed in venues of other League-sponsored sports.**

### **Basketball Court**

Each institution **MUST** either have two logos on alternating sides of its basketball court at approximately the coaches' box boundary, or in the arch of the free-throw area. The League office will provide decals with the Patriot League logo, if requested.

### **Football Field**

Each institution's football field **MUST** either have two logos on alternating sides at approximately the 20-yard line, or one in each end zone. The Patriot League office will provide a field stencil. At an institution's request, the League will split the cost of paint with a member institution.

### **Chair Back Covers**

Patriot League chair back covers must be displayed for all Patriot League television games on CBS Sports Network. Also, it is **MANDATORY** that the chair back covers be used during all League championships (e.g., volleyball, basketball, etc.), where applicable.

### **TV Games**

It is **RECOMMENDED** that for Patriot League television games broadcast in an institutional package that Patriot League banners be placed in view of the TV cameras. If available, we ask that the school display promotional signage (provided by the League office) for the courtside LED board for ESPN+ and CBS Sports Network, when applicable. *For the Patriot League television package and Championships, the League retains the right to control signage in the venue. The League office will use discretion in determining signage locations with sensitivity to the host institution's corporate agreements.*

## **MISCELLANEOUS ITEMS**

### **Patriot League Logo/Uniform**

The League logo **MUST** be worn either on the uniform, hat or warm-up of all Patriot League participating teams as specified below. For football, the League logo **MUST** be worn on the uniform jerseys on either upper chest area. The League will provide the necessary information and contact for the institution to purchase patches or the electronic file of the League logo annually. Any institutions joining the Patriot League as full or associate members will be provided patches for the first year of League membership at no cost. Logo usage by sport (for home and away uniforms) is as follows:

*Note:* The logo may be silk-screened or embroidered onto a garment per institutional specifications. The League also has a limited supply of patches for uniforms or bags. Please contact the League office to order patches. Please follow the NCAA guidelines regarding the size of the logos on the uniform [see page 15 for more details]. All Patriot League football uniforms must include the larger patch or logo.

<b><u>Sport</u></b>	<b><u>Logo Placement/Usage</u></b>
Baseball	Jersey right sleeve or upper chest or hat back
Basketball (M/W)	Shorts
Cross Country (M/W)	Warm-up
Field Hockey	Jersey upper chest or skirt
Football	Jersey upper chest ( <i>revised in 2009-10</i> )
Golf (M/W)	Hat back and golf bag ( <i>revised in 2009-10</i> )
Indoor/Outdoor Track (M/W)	Warm-up
Lacrosse (M/W)	Jersey upper chest or skirt/short
Rowing	Warm-up
Soccer (M/W)	Jersey upper chest or short
Softball	Jersey upper chest or right sleeve or shorts
Swimming (M/W)	Warm-up
Tennis (M/W)	Warm-up
Volleyball	Jersey upper chest or short

NOTE: *Beginning in 2004-05, the League logo was required on all uniforms listed above.*

Here is updated information from NCAA Rulebooks regarding the size and location of the Patriot League logo for the following sports: men's and women's basketball, football, men's and women's soccer, and volleyball. The other sports do not have any specifications in their respective NCAA rule book. League requires its logo to appear on uniforms (see page 14 for details).

- **Basketball (m/w)** - The League logo (among other possible logos) shall be contained within a four-sided geometrical space (i.e., rectangle) with an area that does not exceed 2¼ square inches.
- **Football** - Any item in paragraph 2 (League logo included) must not exceed 16 square inches in area (i.e., rectangle, square, parallelogram), including any additional material (e.g., patch).
- **Soccer (m/w)** - (Rule 4.1.6). Additional logos/patches, which may not exceed 2¼ square inches, are permitted on the game jersey. The logo or trademark must be contained within a four-sided geometrical figure (that is, rectangle, square, parallelogram) that does not exceed 2¼ square inches.
- **Volleyball – (Rule 7.1.3.3)** - The logo may not exceed 3x5 or 4x4 square inches. The logo must not obstruct the players' number.

If an institution needs to place the League logo in a position other than the required location due to a manufacturer's mark, please submit a written request for a waiver before adding the logo to the uniform to Rich Wanninger, Sr. Assoc. Commissioner at [rwanninger@patriotleague.com](mailto:rwanninger@patriotleague.com).

### **Field Stencil**

The Patriot League will supply to each member institution a field stencil that **MUST** be used for all Patriot League Championships hosted by member schools for the sports of baseball, lacrosse, soccer, softball, track and field unless the field surface does not permit the placement of the logo.

Additionally, it is **RECOMMENDED** that the stencil is used during the regular-season contests for all outdoor sports in which the institution participates as a Patriot League member (e.g., soccer, field hockey, baseball, softball, track and field, lacrosse and cross country). It is **MANDATORY** that the stencil is used at either both 20-yard lines or in each end zone for Patriot League football-playing members. At an institution's request, the League will split the cost of paint with a member institution.

### **Vests/Pinnies**

If vests/pinnies are worn (e.g., soccer ball boys and girls), it is **RECOMMENDED** that the item include a Patriot League logo on one side. If flags are utilized and are acceptable under the sport's rules, it is **RECOMMENDED** that the Patriot League logo be used on the flag (i.e., soccer corner flags). The League can provide vests/pinnies, if requested and available.

### **Public Address Announcements**

The Patriot League will, upon request, provide each member institution with public address announcements promoting the League and its members. These announcements are **RECOMMENDED** for all Patriot League-sponsored sports in which a public address system is used. Additionally, the Patriot League Sportsmanship Statement **MUST** be announced before each contest:

The Patriot League, \_\_\_\_\_ (host institution) and the N-C-A-A, promote good sportsmanship by student-athletes, coaches and spectators. We request your cooperation by supporting the participants and officials in a positive manner. Profanity, racial and sexist comments, or other intimidating actions directed at officials, student-athletes, coaches or team representatives will not be tolerated and are grounds for removal from the site of competition.

### **Event Staff Gear**

If the institution provides Event Staff Gear for its workers, it is **RECOMMENDED** that the gear include Patriot League branding, if possible.

## **FOOTBALL ONLY**

### **Stadium Flags**

The Patriot League banners or pennants and Patriot League institutional banners or pennants **MUST** be displayed at all home games. It is also **RECOMMENDED** that additional Patriot League banners or signboards be displayed in and around the stadium.

### **Sideline Vests/Hats**

A Patriot League logo **MUST** be prominently placed on the front and back on the vest of the sideline crew. It is **REQUIRED** that all members of the sideline crew wear Patriot League hats during each game. Schools should contact the League office should they need to order additional items.

### **Ball Boys / Girls**

It is **RECOMMENDED** that ball boys/girls wear a vest or Patriot League hat and the vest or hat **SHOULD** feature either the Patriot League logo or a Patriot League patch.

### **Other Recommendations**

The following items are still **RECOMMENDED** for implementation of the League logo based on the original Visual Identity Guidelines.

- Media Guides/Record Books
- Credentials/Passes
- Name Cards -- Press Box/Press Row
- Schedule Cards/Magnets
- Microphone Flags
- Lapel Pins
- Tickets
- Merchandise
- Scoreboard / Videoboard
- Football Goalpost Standards / Goal line pylon

## PATRIOT LEAGUE

**OFFICIAL NAME**

Patriot League

**PREFERRED REFERENCE**

Patriot League, League

**PREFERRED ABBREV.**

PL (mainly for social)

[www.patriotleague.com](http://www.patriotleague.com)



Use on light background



Use on dark background



Use as last option

## AMERICAN UNIVERSITY

**OFFICIAL INSTITUTION NAME**

American University

**NICKNAME**

Eagles

**PREFERRED ATHLETICS REFERENCE**

American

**PREFERRED ATHLETICS ABBREV.**

AU



[www.aueagles.com](http://www.aueagles.com)

## UNITED STATES MILITARY ACADEMY

**OFFICIAL INSTITUTION NAME**

United States Military Academy

**NICKNAME**

Black Knights

**PREFERRED ATHLETICS REFERENCE**

Army West Point

**PREFERRED ATHLETICS ABBREV.**

Army



[www.goarmywestpoint.com](http://www.goarmywestpoint.com)

## BOSTON UNIVERSITY

**OFFICIAL INSTITUTION NAME**

Boston University

**NICKNAME**

Terriers

**PREFERRED ATHLETICS REFERENCE**

Boston University, Boston U.

**PREFERRED ATHLETICS ABBREV.**

BU



[www.goterriers.com](http://www.goterriers.com)

## BUCKNELL UNIVERSITY

**OFFICIAL INSTITUTION NAME**

Bucknell University

**NICKNAME**

Bison

**PREFERRED ATHLETICS REFERENCE**

Bucknell

**PREFERRED ATHLETICS ABBREV.**

BUCK



[www.bucknellbison.com](http://www.bucknellbison.com)

## COLGATE UNIVERSITY

**OFFICIAL INSTITUTION NAME**

Colgate University

**NICKNAME**

Raiders

**PREFERRED ATHLETICS REFERENCE**

Colgate

**PREFERRED ATHLETICS ABBREV.**

GATE



[www.gocolgateraiders.com](http://www.gocolgateraiders.com)

## COLLEGE OF THE HOLY CROSS

**OFFICIAL INSTITUTION NAME**

College of the Holy Cross

**NICKNAME**

Crusaders

**PREFERRED ATHLETICS REFERENCE**

Holy Cross

**PREFERRED ATHLETICS ABBREV.**

HC



[www.goholycross.com](http://www.goholycross.com)

## LAFAYETTE COLLEGE

**OFFICIAL INSTITUTION NAME**

Lafayette College

**NICKNAME**

Leopards

**PREFERRED ATHLETICS REFERENCE**

Lafayette

**PREFERRED ATHLETICS ABBREV.**

LAF



[www.goleopards.com](http://www.goleopards.com)

## LEHIGH UNIVERSITY

**OFFICIAL INSTITUTION NAME**

Lehigh University

**NICKNAME**

Mountain Hawks

**PREFERRED ATHLETICS REFERENCE**

Lehigh

**PREFERRED ATHLETICS ABBREV.**

LEH



[www.lehighsports.com](http://www.lehighsports.com)

## LOYOLA UNIVERSITY MARYLAND

**OFFICIAL INSTITUTION NAME**

Loyola University Maryland

**NICKNAME**

Greyhounds

**PREFERRED ATHLETICS REFERENCE**

Loyola Maryland, Loyola

**PREFERRED ATHLETICS ABBREV.**

Loyola or LOY



[www.loyolagreyhounds.com](http://www.loyolagreyhounds.com)

## UNITED STATES NAVAL ACADEMY

**OFFICIAL INSTITUTION NAME**

United States Naval Academy

**NICKNAME**

Midshipmen

**PREFERRED ATHLETICS REFERENCE**

Navy

**PREFERRED ATHLETICS ABBREV.**

Navy



[www.navysports.com](http://www.navysports.com)

## FORDHAM UNIVERSITY

**OFFICIAL INSTITUTION NAME**  
Fordham University

**NICKNAME**  
Rams

**PREFERRED ATHLETICS REFERENCE**  
Fordham

**PREFERRED ATHLETICS ABBREV.**  
FORD



[www.fordhamsports.com](http://www.fordhamsports.com)

## GEORGETOWN UNIVERSITY

**OFFICIAL INSTITUTION NAME**  
Georgetown University

**NICKNAME**  
Hoyas

**PREFERRED ATHLETICS REFERENCE**  
Georgetown

**PREFERRED ATHLETICS ABBREV.**  
GU



[www.guhoyas.com](http://www.guhoyas.com)

## MASS. INSTITUTE OF TECHNOLOGY

**OFFICIAL INSTITUTION NAME**  
Massachusetts Institute of Technology

**NICKNAME**  
Engineers

**PREFERRED ATHLETICS REFERENCE**  
MIT

**PREFERRED ATHLETICS ABBREV.**  
MIT



[www.mitathletics.com](http://www.mitathletics.com)

## UNIVERSITY OF RICHMOND

**OFFICIAL INSTITUTION NAME**  
University of Richmond

**NICKNAME**  
Spiders

**PREFERRED ATHLETICS REFERENCE**  
Richmond

**PREFERRED ATHLETICS ABBREV.**  
RICH



[www.richmondspiders.com](http://www.richmondspiders.com)

FULL-TIME MEMBERSHIP

## PATRIOT LEAGUE

### CMYK COLORS

Red: 0, 100, 91, 0  
 Blue: 100, 72, 0, 38  
 White: 0, 0, 0, 0



Use on light background



Use on dark background

### Do Not:

- Add shadows (inner, outer, or drop)
- Add a glow
- Add a stroke/outline
- Invert or change the colors

## AMERICAN UNIVERSITY

### CMYK COLORS

Red: 16, 100, 87, 6  
 Blue: 100, 89, 13, 1  
 White: 0, 0, 0, 0



## UNITED STATES MILITARY ACADEMY

### CMYK COLORS

Gold: 6, 15, 41, 0  
 Black: 0, 0, 0, 100  
 White: 0, 0, 0, 0



## BOSTON UNIVERSITY

### CMYK COLORS

Dark Red: 22, 100, 89, 15  
 Red: 12, 100, 92, 3  
 Dark Gray: 0, 0, 0, 50  
 Light Gray: 0, 0, 0, 10  
 White: 0, 0, 0, 0



## BUCKNELL UNIVERSITY

### CMYK COLORS

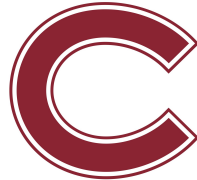
Blue: 100, 48, 12, 58  
 Orange: 0, 62, 95, 0  
 Gray: 16, 11, 11, 17  
 White: 0, 0, 0, 0



## COLGATE UNIVERSITY

### CMYK COLORS

Dark Red: 0, 72, 62, 47  
 Gray: 0, 8, 16, 53  
 Black: 0, 0, 0, 100  
 White: 0, 0, 0, 0



## COLLEGE OF THE HOLY CROSS

### CMYK COLORS

Purple: 82, 98, 0, 12  
 Gray: 14, 9, 9, 23  
 Black: 75, 68, 67, 90  
 White: 0, 0, 0, 0



## LAFAYETTE COLLEGE

### CMYK COLORS

Dark Red: 0, 100, 61, 43  
 Gold: 30, 30, 60, 10  
 Black: 0, 0, 0, 100  
 White: 0, 0, 0, 0



## LEHIGH UNIVERSITY

### CMYK COLORS

Dark Brown: 8, 0, 8, 95  
 Light Brown: 30, 84, 100, 34  
 Gold: 25, 30, 61, 1  
 Green: 90, 33, 91, 24



## LOYOLA UNIVERSITY MARYLAND

### CMYK COLORS

Green: 93, 10, 75, 43  
 Gray: 8, 5, 7, 16  
 Black: 0, 0, 0, 100  
 White: 0, 0, 0, 0



## UNITED STATES NAVAL ACADEMY

### CMYK COLORS

Gold: 26, 26, 54, 7  
 Navy: 100, 78, 0, 56  
 White: 0, 0, 0, 0



### FORDHAM UNIVERSITY

#### CMYK COLORS

Maroon: 10, 100, 34, 53  
 Gray: 0, 0, 0, 30  
 Dark Gray: 0, 0, 0, 40  
 Black: 0, 0, 0, 100



### GEORGETOWN UNIVERSITY

#### CMYK COLORS

Gray: 10, 11, 17, 27  
 Blue: 100, 90, 13, 68  
 Black: 0, 0, 0, 100  
 White: 0, 0, 0, 0



### MASS. INSTITUTE OF TECHNOLOGY

#### CMYK COLORS

Maroon: 25, 100, 70, 10  
 Gray: 0, 0, 0, 36  
 Black: 0, 0, 0, 100  
 White: 0, 0, 0, 0



### UNIVERSITY OF RICHMOND

#### CMYK COLORS

Blue: 100, 84, 42, 50  
 Red: 18, 100, 83, 8  
 White: 0, 0, 0, 0



FULL-TIME MEMBERSHIP