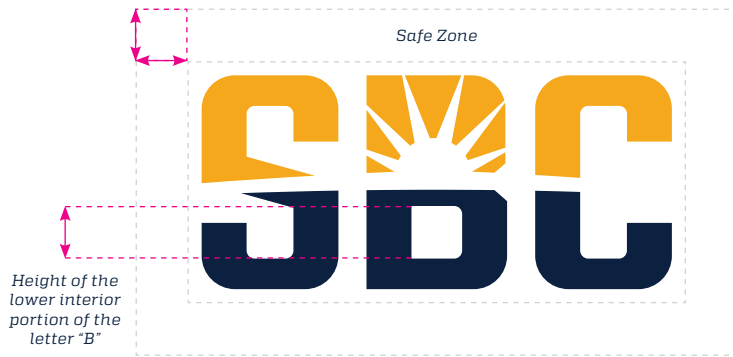
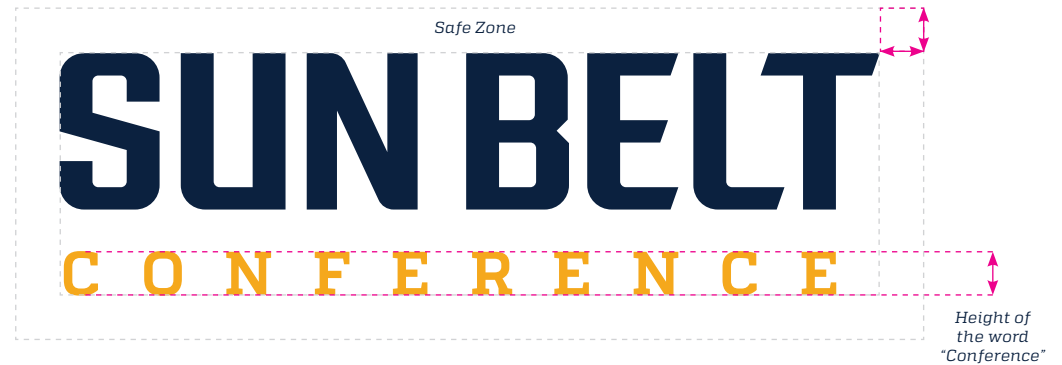


LOGO & WORDMARK SAFE ZONES



For the Sun Belt Conference logo, the height of the lower interior portion of the "B" should be used to calculate the clearance area.

On all Sun Belt Conference wordmarks, the overall height of the word "Conference" should be used to calculate the clearance area.



Careful attention to the safe zone around the conference marks assures that they will always be easily read and never be combined or overlapped with any other logos, text, images or graphics.



MINIMUM SIZING



While there are no restrictions on the maximum size of the Sun Belt Conference logos and wordmarks, there are guidelines for the minimum size. Each logo and wordmark in the Sun Belt Conference ecosystem has its own minimum size requirements (as shown above) to prevent print and readability issues.

When calculating minimum sizing, always be sure to include the outline around the exterior of logos (for those that have them), even when used on a white background.

The logos should always appear as large as possible for clarity and readability, while accounting for logo safe zones outlined on the "Logo Safe Zones" page.

Discretion may be used for sizing web content in the event that a logo is too large. The logos must be scaled proportionately to accommodate applications as diverse as website and social media graphics, campus banners, field markers and promotional materials.



DISCONTINUED LOGOS



Dates Unknown



Dates Unknown



2001-2012



SUN BELT™



SUN BELT™
CONFERENCE



SUN BELT™
CONFERENCE



2013-2020

SUN BELT
CONFERENCE

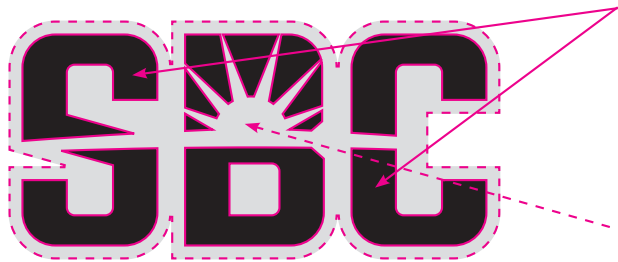
SBC
SUN BELT
CONFERENCE

2020-2021

Any of the above logos—or their variations—should no longer be utilized in any manner.



PROPER LOGO COLORING



Interior letters
(both top and
bottom sections)
should be darker
than outline

Outline
surrounding letters
should be lighter
than letters

The Sun Belt SBC Logo and Wordmark is designed to appear with a sun burst shining through the lettering, while divided on the horizontal axis as a visual representation of the Conference's name. To create the effect of the sun rays shining "light" through the letters, the background, or outline, of the logo should always be a lighter color than the letters.

This page demonstrates the correct composition and usage of the SBC logo and wordmark in relation to color. These rules apply to all logos in the brand ecosystem. Additional examples of proper and improper logo usage are on the following page.

CORRECT



INCORRECT



IMPROPER LOGO USAGE



Do not stretch the logo



Do not skew the logo



Do not add a stroke to the logo



Do not rotate the logo



Do not add to, delete, or distort any elements of the logo



Do not change any of the colors of the logo outside of approved variations



Do not crop the logo



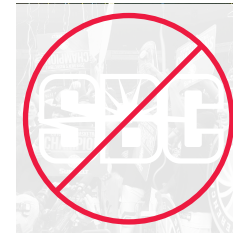
Do not add special effects, such as shadows, bevels, etc. to the logo in a non-digital environment



Do not place the logo on a busy or confusing background



Do not place a dark one-color logo on a dark background



Do not place a light one-color logo on a light background

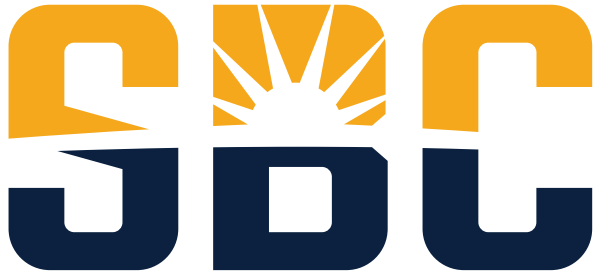


Do not combine logos from the brand ecosystem beyond the approved lockups

Incorrect usage of the Sun Belt Conference marks compromise the integrity of the brand and impedes our goal of achieving a unified branding effort. Therefore, variations of the marks are not permitted. These rules apply to any logo in the brand ecosystem.

This page outlines some incorrect usages of the conference logo that violate the established guidelines outlined by the Sun Belt Conference. Please avoid any treatment, application or usage of the marks that alters branding elements, affects legibility or otherwise modifies the logos and/or wordmarks in any way.

COLOR PALETTE



SUN BELT NAVY

PANTONE® 289c

C 99	M 84	Y 45	K 51
R 10	G 34	B 64	#0A2240

SUN BELT GOLD

PANTONE® 130c

C 02	M 38	Y 100	K 00
R 246	G 168	B 00	#F6A800

Shown here are the official colors of the Sun Belt Conference. The Conference encourages its member institutions to utilize the Sun Belt Conference logos in official institutional colors. Additional color options must be approved by the Conference office. It is very important to match these colors faithfully when reproducing the conference marks.

It is preferred that all Sun Belt Conference marks be used in the full color version whenever possible. However, one-color applications are acceptable.

