



American Athletic Conference

Logo Usage and Style Quick Reference Guide

In Print

The conference shall be referred to as the “**American Athletic Conference**” or “**The American**”. If “American Athletic Conference” is spelled out, “the” should not be capitalized (unless it is the first word in a sentence).

Correct Examples:

*Mike Aresco is commissioner of the **American Athletic Conference**.*

*Sean Kilpatrick led **The American** in scoring during the 2013-14 season.*

Incorrect Examples:

*Mike Aresco is commissioner of the ~~**The American Athletic Conference**~~.*

*Sean Kilpatrick led the ~~**American**~~ in scoring during the 2013-14 season.*

Other Notes:

- “AAC” shall never be used in external communication
- When referencing the conference’s website, capitalize T and A in TheAmerican.org
- When referencing the conference’s digital network, the correct name is “The American Digital Network”
- The conference’s official fonts are *Univers* or *Verb*, please never use *Futura*.

Preferred Member Names (in correct alphabetical order)

Correct Name	Notes
UCF Knights	<i>“University of Central Florida” acceptable in formal situations</i>
Cincinnati Bearcats	No “Cincy”, “UC” preferred abbreviation
UConn Huskies	<i>“University of Connecticut” acceptable in formal situations</i>
East Carolina Pirates	“ECU” an acceptable abbreviation but prefer “East Carolina”
Houston Cougars	
Memphis Tigers	
Navy Midshipmen	
USF Bulls	<i>“University of South Florida” acceptable in formal situations</i>
SMU Mustangs	<i>“Southern Methodist University” acceptable in formal situations</i>
Temple Owls	
Tulane Green Wave	
Tulsa Golden Hurricane	



Official Logos

The American Athletic Conference is moving towards usage of the two-color versions of its logo beginning in 2015. Please use the version that works best for space.

<i>Two-Color Primary Icon</i>	<i>Two-Color Wordmark</i>

Acceptable Logos

<i>Two-Color American Icon (No 'Athletic Conference')</i>	<i>Two-Color "A"</i>	<i>Two-Color Wordmark (No 'Athletic Conference')</i>

Discontinued Logos

Please do not use these retired versions of the conference mark

<i>Full color (Gradient) versions of the Primary and Wordmark logos</i>	<i>All red versions</i>	<i>"3-Color Logo" - Solid "A" with gray drop-shadow</i>	<i>Black/White version with gray strokes and white star</i>