

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

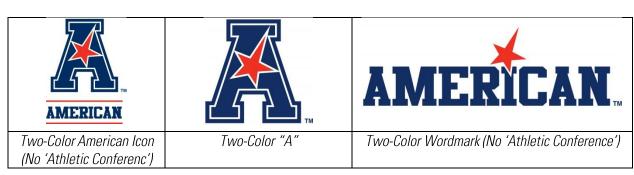


Official Logos

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.



Acceptable Logos



Discontinued Logos

Please do not use these retired versions of the conference mark

