



AMERICAN ATHLETIC CONFERENCE

2024-2025 BRAND GUIDELINES

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AMERICAN LOGOS

LOGO ECOSYSTEM

The American Athletic Conference primary, secondary, wordmark and other conference logos are the cornerstones of our identity system. They distinguish the conference and present a cohesive, recognized image of our brand. Therefore, they must be used consistently and never be manipulated, changed, disassembled, used as part of other logos or otherwise modified.

All publications, web applications, advertising and on-campus depictions of the marks must be consistent with the branding guidelines outlined in the official conference brand standards guide, or otherwise approved by the conference office. The use of any conference logo for retail or resale purposes must be approved by the conference office and must comply with the conference's licensing program policies.

To access downloads of the official conference logos and those of its members, please visit our Logo Downloads Page on our website at TheAmerican.org/branding.

NOTE:

Use of the American Athletic Conference identity is restricted to its member institutions and organizations authorized by The American and CLC. For more information on officially licensed products, including exempt royalty free items, please contact Trey Jackson at tjackson@theamerican.org.



CMYK 100 | 87 | 42 | 52
RGB 4 | 30 | 66
HEX #041E41
PANTONE 282 C

AMERICAN BLUE

CMYK 5 | 98 | 100 | 1
RGB 226 | 35 | 26
HEX #EE2231A
PANTONE 485 C

AMERICAN RED

CMYK 0 | 0 | 0 | 25
RGB 202 | 202 | 202
HEX #CAC8C8
PANTONE 3 C

AMERICAN SILVER

CMYK 50 | 0 | 100 | 0
RGB 141 | 198 | 63

POWERFUL MINDS GREEN

COLOR PALETTE

The colors for the American Athletic Conference were chosen to represent the country, and to capture feeling of a rich and deep tradition. The Conference encourages institutions to utilize the American Athletic Conference logo 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 American Athletic Conference marks be used in the full color or two color versions whenever possible.

PRIMARY MARK

The primary and official logo of the American Athletic Conference utilizes a block letter 'A' that incorporates a stylized red star element in place of the negative space. While contemporary upgrades to the typeface have made it proprietary and unique, the classic 'A' block style font hearkens back to design styles of the mid 20th century. The star element includes a white stroke enclosing it. The distinct tilt gives the iconic logo a dynamic and energetic personality. The elongation of the star's top point adds a distinctive quality of aspiration, reach and responsiveness.

The star element and the 'A' are in a fixed relationship that should never be repositioned in any way.

When using a one-color version of the primary mark, a white stroke version and knockout version of the mark are both permissible. The knockout version is best for readability in a small application.

The primary logo should always be at least 1" in width to prevent issues of readability or recognition. For more in-depth guidelines, please refer to the "Minimum Size Requirements" page.

To access the official primary logo, please contact Trey Jackson at tjackson@theamerican.org



ONE COLOR 1
WHITE STROKE



ONE COLOR 2
KNOCKOUT



WORDMARK

In developing the wordmarks, the iconic red star of the primary mark has been excised for use as the “dot” on the letter “i” in American. Note that the relationship of this star element over the letter “i” is fixed and should never be altered, modified, enlarged or repositioned in any way. The wordmark typography is not a standard typeface and was uniquely modified and spaced for the American Athletic Conference, therefore it should never be recreated. Always use the official production artwork provided.

The wordmark should always be at least 2” in width. In order to prevent readability issues of the type in the wordmark, it is particularly important that size requirements and proper usage guidelines be met. For more in-depth guidelines, please refer to the “Minimum Size Requirements” and “Improper Logo Usage” pages.

To access the official wordmarks, please contact Trey Jackson at tjackson@theamerican.org

AMERICAN
ATHLETIC CONFERENCE

ONE COLOR

AMERICAN
ATHLETIC CONFERENCE

STACKED MARK

Depending on application or context, the stacked “Star A” Logo may be necessary. Designed for brand recognition, the stacked logo utilizes the block letter ‘A’ with our wordmark underneath. In certain environments the stacked logo may be more applicable than the primary ‘A’ logo.

The typeface utilized in “American Athletic Conference” on the secondary logo is a customized typeface, therefore no attempt should be made to recreate it using official fonts— always use official logo files for distribution and usage.

The stacked logo should always be at least 2” in width. In order to prevent readability issues of the type in the stacked logo, it is particularly important that size requirements and proper usage guidelines be met. For more in depth guidelines, please refer to the “Minimum Size Requirements” and “Improper Logo Usage” pages.

To access the official wordmarks, please contact Trey Jackson at tjackson@theamerican.org



CHAMPIONSHIP SET

The Championship logos are specifically designed to represent the Conference, and using the logos consistently is necessary to build brand awareness for the American Championships.

Specific applications of the Academic Consortium logo may require particular effects when being applied. If all guidelines outlined on the "Improper Logo Usage" page are met and uncertainty still exists, contact Trey Jackson for further guidance.

To access the official championship logo set, please contact Trey Jackson at tjackson@theamerican.org



THE AMERICAN ON ESPN+

Official ESPN+ logos have been created for the American Athletic Conference. A full logo, as well as a condensed version, have been created to fit multiple applications and environments. The primary mark and icon logo should be no less than 2" in width to prevent print and readability issues. For further reference on sizing guidelines, refer to the "Minimum Size Requirements" page.

Specific applications of The American on ESPN+ logos may require particular effects when being applied. If all guidelines outlined on the "Improper Logo Usage" page are met and uncertainty still exists, contact Trey Jackson for further guidance.

To access the complete The American on ESPN+ logo set, please contact Trey Jackson at tjackson@theamerican.org



ICON



ACADEMIC CONSORTIUM

Official academic consortium logos have been created for the American Athletic Conference. The displayed logos are also designed to be used for the American Athletic Conference's academic symposium. The Academic Consortium logo should be no less than 2" in width to prevent print and readability issues. For further reference on sizing guidelines, refer to the "Minimum Size Requirements" page.

Specific applications of the Academic Consortium logo may require particular effects when being applied. If all guidelines outlined on the "Improper Logo Usage" page are met and uncertainty still exists, contact Trey Jackson for further guidance.

To access the complete The American on ESPN+ logo set, please contact Trey Jackson at tjackson@theamerican.org





POWERFUL MINDS

Powerful Minds is the official Mental Health Awareness campaign of the American Athletic Conference. The Powerful Minds logo should be no less than 2" in width to prevent print and readability issues.

Specific applications of the Powerful Minds logo may require particular effects when being applied. If all guidelines outlined on the "Improper Logo Usage" page are met and uncertainty still exists, contact Trey Jackson for further guidance.

To access the Powerful Minds logos, please contact Trey Jackson at tjackson@theamerican.org





TOGETHER WE STAND

Official unity patch logos have been created for the American Athletic Conference. The unity patch logo should be no less than 1.5" in width to prevent print and readability issues. For further reference on sizing guidelines, refer to the "Minimum Size Requirements" page.

To access the complete Together We Stand logo set, please contact Trey Jackson at tjackson@theamerican.org





AUXILIARY LOGOS

A series of auxiliary logos have been created for various initiatives and events for the American Athletic Conference. Auxiliary logos should be no less than 2" in width to prevent print and readability issues.

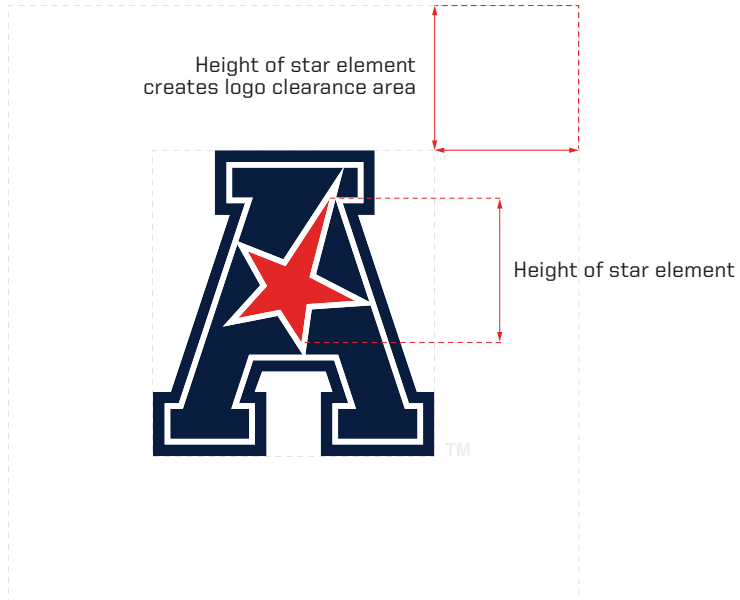
Specific applications of these logos may require particular effects when being applied. If all guidelines outlined on the "Improper Logo Usage" page are met and uncertainty still exists, contact Trey Jackson for further guidance.

To access Auxiliary logos, please contact Trey Jackson at tjackson@theamerican.org



GUIDELINES

LOGO SAFE ZONES



CLEARANCE AREA

The height of the star on all approved logos should serve as a guide for the minimum clearance space. In the event that the primary logo is smaller than 2", the clear space may need to be increased as necessary.

On all three official American Athletic Conference logos, the height of the star (excluding the stroke) should be used to calculate 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 SIZE REQUIREMENTS



While there are no restrictions on the maximum size of the American Athletic Conference logo, there are guidelines for the minimum size. With the exception of the stand-alone 'A' mark, logos with the "AMERICAN" logotype should be no less than 2" in width to prevent print and readability issues.

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 2" logo is too large. The logos must be scaled proportionately to accommodate applications as diverse as website graphics, campus banners, field markers and promotional materials.

DISCONTINUED LOGOS

Any of the logos below—or their variations—should no longer be utilized in any manner. Logos that are characteristically outdated are noted by their use of a different block serif font, gradients, and any “stacked” logo versions. Further questions about discontinued logo usage should be directed to: Trey Jackson at tjackson@theamerican.org.



IMPROPER LOGO USAGE



No rotating



No unconstrained scaling



No placing on
distracting backgrounds



No effect or filter usage



No unauthorized
color variations



No stroke(s)



No beveling or embossing



No skewing



No drop shadows or glows

Incorrect usage of the American Athletic 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. This page outlines some incorrect usages of the conference logo that violate the established guidelines outlined by the American Athletic Conference.

Please avoid any treatment, application or usage of the marks that alters branding elements, affects legibility or otherwise modifies the logos in any way.

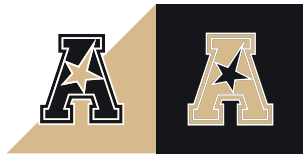
Some applications of an official logo may require certain effects to be applied, where there is uncertainty please contact: Trey Jackson at tjackson@theamerican.org

INSTITUTIONAL LOGOS

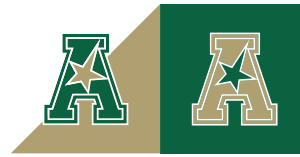
“STAR A” COLOR VARIATIONS



UAB Blazers



Army Black Knights



Charlotte 49ers



East Carolina Pirates



Florida Atlantic Owls



Memphis Tigers



Navy Midshipmen



North Texas Mean Green



Rice Owls



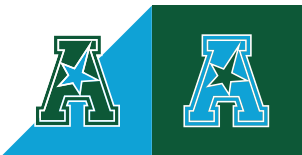
South Florida Bulls



Temple Owls



UTSA Roadrunner



Tulane Green Wave



Tulsa Golden Hurricane



Wichita State Shockers

NOTE:

Logos shown on this page are the only acceptable color variations for branding in stadiums & arenas.

INSTITUTIONAL LOGOS



UAB
PMS 3425 C
PMS 617 C



ARMY
PMS 467 C
BLACK



CHARLOTTE
PMS 349 C
PMS 465 C



EAST CAROLINA
PMS 268 C
PMS 123 C



FLORIDA ATLANTIC
PMS 295 C
PMS 200 C



MEMPHIS
PMS 287 C
PMS 423 C



NAVY
PMS 281 C
PMS 4525 C



NORTH TEXAS
PMS 356 C
WHITE



RICE
PMS 281
PMS 428



SOUTH FLORIDA
PMS 342 C
PMS 4535 C



TEMPLE
PMS 201 C
WHITE



UTSA
PMS 1665 C
PMS 289 C



TULANE
PMS 342 C
PMS 279 C



TULSA
PMS 288 C
PMS 4525 C



WICHITA STATE
PMS 116 C
BLACK

INSTITUTIONAL LOGOS // UAB BLAZERS



Correct name:
UAB Blazers

"UAB" and "UAB Blazers" are the only acceptable uses.



One Color Variations

PMS 3425 C (Green)
PMS 617 C (Gold)
White

This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

INSTITUTIONAL LOGOS // ARMY BLACK KNIGHTS



Correct name:
Army Black Knights

"Army" and "Army West Point" are the only acceptable uses for the athletics program.



One Color Variations

PMS 467 C (Gold)
Black
White

This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

INSTITUTIONAL LOGOS // CHARLOTTE 49ERS



Correct name:

Charlotte 49ers

"Charlotte" and "Niners" are the only acceptable uses. "Charlotte" or "Charlotte 49ers" are the only acceptable uses in references to the athletics program. "CLT" is acceptable as an abbreviation. The formal name of the institution is "University of North Carolina at Charlotte"



One Color Variations

PMS 349 C (Green)
PMS 465 C (Gold)
White

This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

INSTITUTIONAL LOGOS // EAST CAROLINA PIRATES



Correct name:
East Carolina Pirates

"East Carolina" and "ECU" are the only
acceptable references



One Color Variations

PMS 268 C (Purple)
PMS 123 C (Gold)
White

This guide is not intended to represent official colors.
Always refer to the respective official institution brand
guide for up-to-date PMS colors and builds.

INSTITUTIONAL LOGOS // FLORIDA ATLANTIC OWLS



Correct name:

Florida Atlantic Owls

"Florida Atlantic" is the preferred reference. "FAU" may be used only as an abbreviation in select instances."



One Color Variations

PMS 295 C (Blue)

PMS 200 (Red)

White

This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

INSTITUTIONAL LOGOS // MEMPHIS TIGERS



Correct name:
Memphis Tigers



One Color Variations

PMS 287 C (Blue)
PMS 423 C (Gray)
White

This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

INSTITUTIONAL LOGOS // NAVY MIDSHIPMEN



Correct name:
Navy Midshipmen

"Mids" is acceptable as a short form of the nickname.



One Color Variations

PMS 281 C (Blue)
PMS 4525 C (Gold)
White

This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

INSTITUTIONAL LOGOS // NORTH TEXAS MEAN GREEN



Correct name:
North Texas Mean Green



One Color Variations

PMS 356 C (Green)
Black
White

This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

INSTITUTIONAL LOGOS // RICE OWLS



Correct name:
Rice Owls



One Color Variations

PMS 281 (Blue)
PMS 428 (Gray)
White

This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

INSTITUTIONAL LOGOS // SOUTH FLORIDA BULLS



Correct name:
South Florida Bulls

"South Florida" is the preferred primary reference. "USF" may be used as an abbreviation."

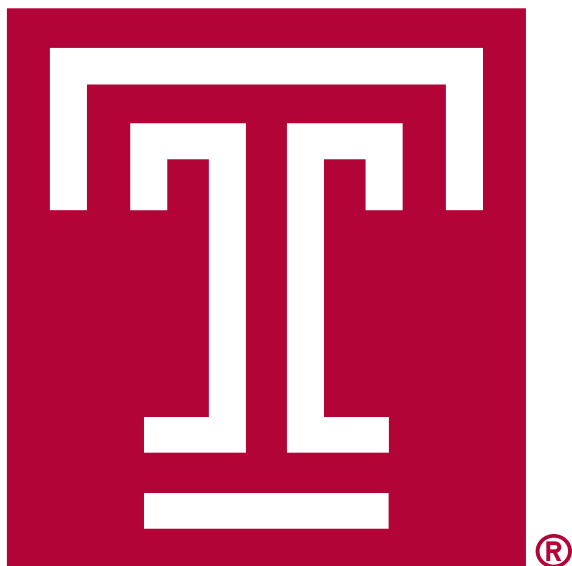


One Color Variations

PMS 342 C (Green)
PMS 4535 C (Gold)
White

This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

INSTITUTIONAL LOGOS // TEMPLE OWLS



Correct name:
Temple Owls



One Color Variations

PMS 201 C (Cherry)
Black
White

This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

INSTITUTIONAL LOGOS // UTSA ROADRUNNERS



Correct name:

UTSA Roadrunners

"UTSA" is the only acceptable reference to the athletics program. "Texas-San Antonio," "UT-San Antonio," or other variations are not acceptable.



One Color Variations

PMS 1665 C (Orange)

PMS 289 C (Blue)

White

This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

INSTITUTIONAL LOGOS // TULANE GREEN WAVE



Correct name:
Tulane Green Wave



One Color Variations

PMS 342 C (Green)
PMS 279 C (Blue)
White

This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

INSTITUTIONAL LOGOS // TULSA GOLDEN HURRICANE



Correct name:
Tulsa Golden Hurricane



One Color Variations

PMS 288 C (Blue)
PMS 4525 C (Gold)
White

This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

INSTITUTIONAL LOGOS // WICHITA STATE SHOCKERS



Correct name:
Wichita State Shockers



One Color Variations

PMS 116 C (Yellow)
Black
White

This guide is not intended to represent official colors. Always refer to the respective official institution brand guide for up-to-date PMS colors and builds.

INSTITUTIONAL LOGOS // AFFILIATE MEMBERS



Correct name:
James Madison Dukes
WOMEN'S LACROSSE



One Color Variations
PMS 2685 (Purple)
PMS 4515 (Gold)
White



Correct name:
Old Dominion Monarchs
WOMEN'S LACROSSE



One Color Variations
PMS 540 (Blue)
PMS 430 (Gray)
White



Correct name:
Vanderbilt Commodores
WOMEN'S LACROSSE



One Color Variations
PMS 873 C (Gold)
Black
White



Correct name:
FIU Panthers
MEN'S SOCCER, SWIMMING & DIVING



One Color Variations
PMS 282 C (Blue)
PMS 125 C (Gold)
White

UNIFORMS

UNIFORM PATCH PLACEMENT

Official patches of the Conference's logo are mandatory for all game-day uniforms. While all uniforms and applications vary, each sport has a set of specific rules. Additionally, it is highly encouraged that institutions apply the Conference's logo on non-mandatory official gear—such as warm-ups and sideline apparel.



FOOTBALL

UNIFORM

An American Athletic Conference patch is required on both home and away uniforms. The patch will measure 2" tall and 2" wide. It shall be placed opposite of the manufacturer's logo on the left or right chest.

- Right or left chest opposite of manufacturer logo

HELMET

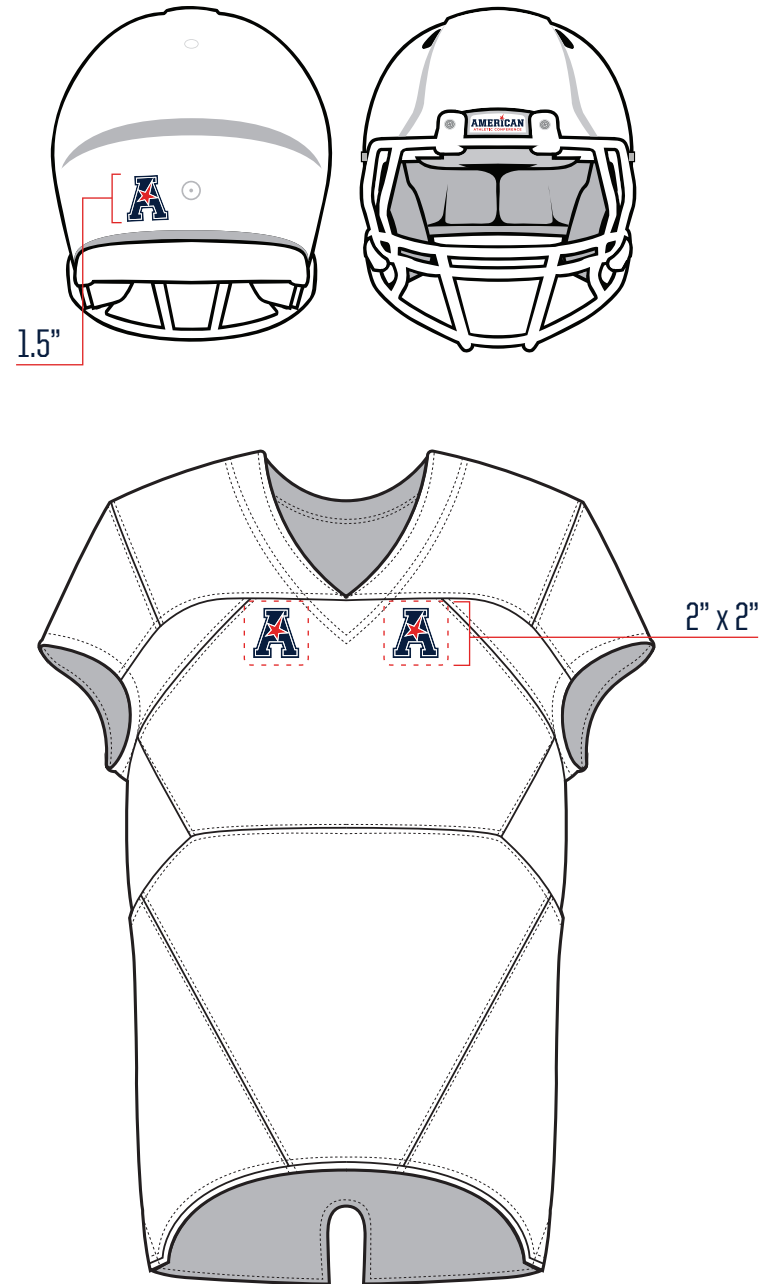
The Conference's mark is mandatory on all helmets.

BACK OF HELMET (MANDATORY)

Stickers placed on the back of the helmet will utilize the the American Athletic Conference's primary logo in the respective team's colors (reference the school specific pages for colors). Dimensions of the sticker must measure 1.5" high and will be placed to the left or right of the centerline of the helmet

SNUBBER (OPTIONAL)

The American wordmark will be used on the "snubber" in blue lettering with a red star.



BASKETBALL

UNIFORM

An American Athletic Conference logo is required on both home and away basketball uniforms. The logo (either a patch or directly embellished by the manufacturer) must measure 1.5" high. It shall be placed opposite of the manufacturer's logo on the left or right front chest. FLAG and/or memorial patches are still allowed and may appear opposite the conference logo or any other permissible NCAA location per rule 3, article 5d.



BASEBALL/SOFTBALL

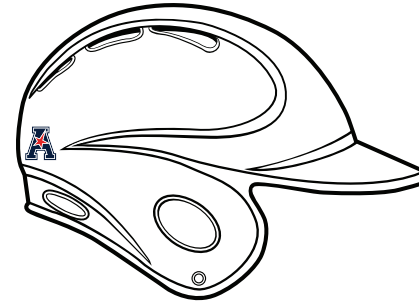
UNIFORM

Due to varying uniform types and materials, either an American patch or full color screen print mark is acceptable. The logo should measure 1.5" high and 1.25" wide. Placement options are as follows:

- Right or left chest opposite of manufacturer logo
- Right or left sleeve (with Conference approval)

HELMET

The Conference's mark is mandatory on all batting helmets. Stickers will utilize the American Athletic Conference's primary logo in the respective team's colors (reference the school specific pages for colors). The sticker will measure 1.5" high and will be placed to the right or left of the centerline of the helmet.



CROSS COUNTRY

UNIFORM

An American Athletic Conference logo is required on cross country uniforms. The logo should either be a patch or a direct embellishment by the manufacturer. Dimensions of the patch must measure 1.5" in height. Placement should be opposite of the manufacturer's logo on the left or right front chest, or centered between the shoulder-blades on the back. Placement options are as follows:

- Right or left chest opposite of manufacturer's logo
- Back center of jersey between shoulder-blades

DESIGNATED WARM-UP APPAREL (OPTIONAL)

- Right or left chest opposite of manufacturer's logo
- Right or left hip of warm-up apparel pants



GOLF

MEN'S & WOMEN'S POLOS

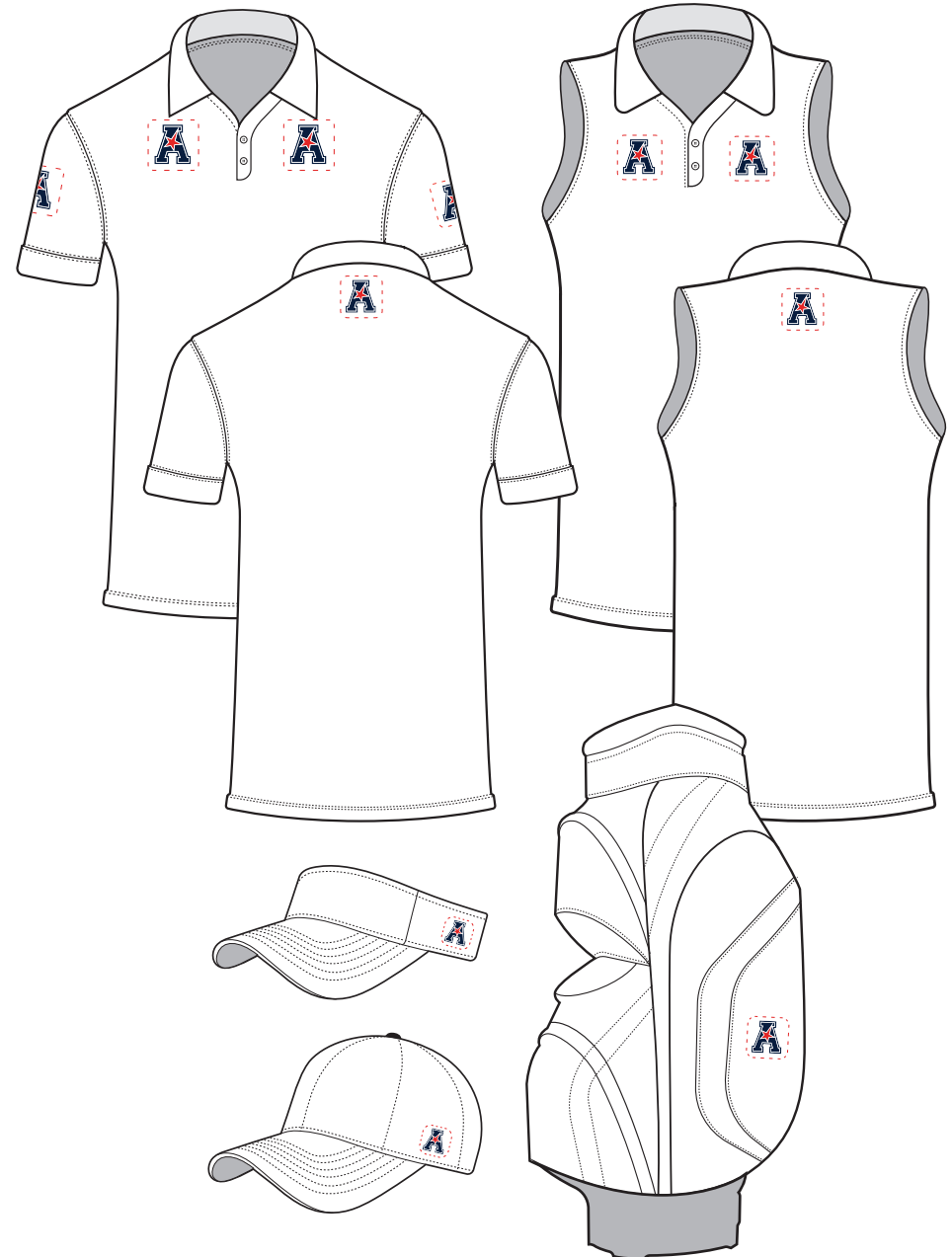
Both men's and women's polos have the same presentation guidelines for the Conference logo. While it is preferential to have the logo on the front when possible, placement on the back-center below the collar is also an option.

- Right or left chest opposite of manufacturer's logo
- Back center of polo below collar and between shoulder-blades
- Right or left sleeve

BAG & VISOR/HAT (OPTIONAL)

Because all golf bags are designed differently, placement options on bags will vary. It is encouraged to include the American Athletic Conference logo on golf bags. The preferred presentation of this is 3.5" wide.

- Right or left side of visor or hat

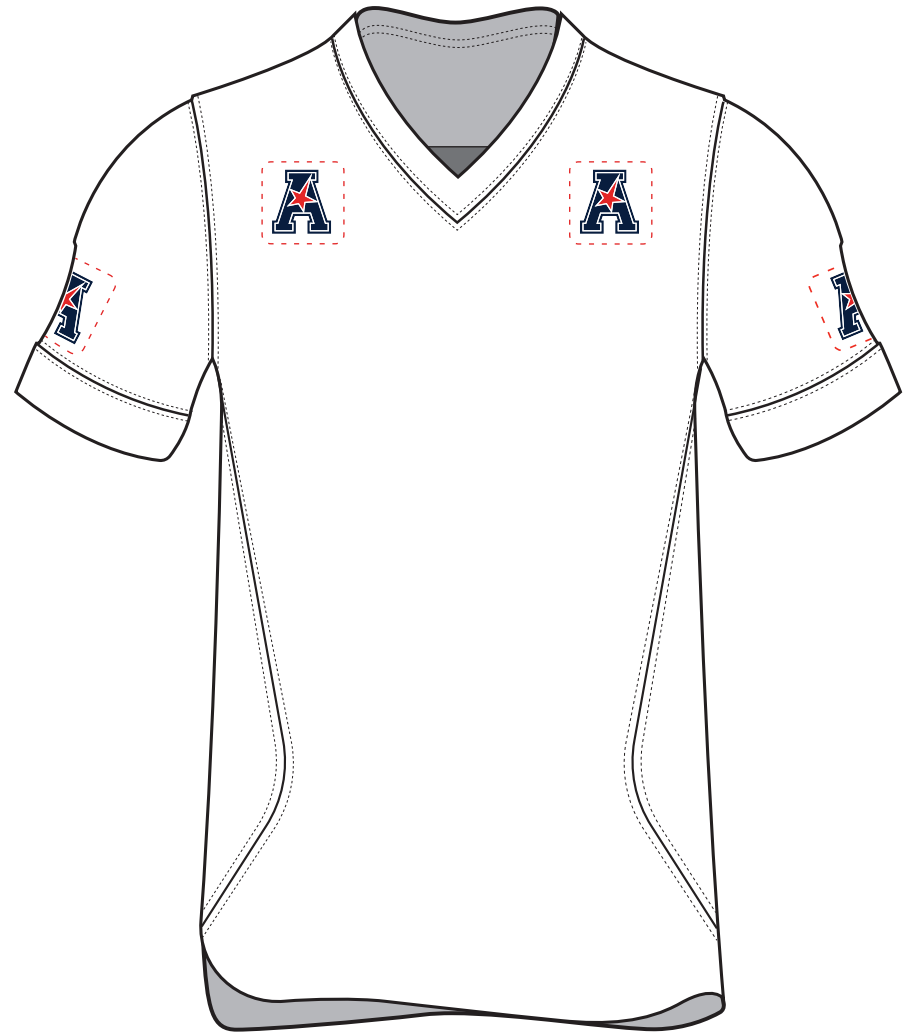


SOCCER

UNIFORM

Due to varying uniform types and materials, either an American patch or full color screen print mark is acceptable. The logo should measure 1.5" high and 1.25" wide. Placement options are as follows:

- Right or left chest opposite of manufacturer's logo
- Right or left sleeve (with Conference approval)



SWIMMING & DIVING

UNIFORM

Due to the unique aspects of swimming uniforms, logo representation is only required to be placed on swim caps, t-shirts, and designated official warm-up gear. The logo dimensions on swimming and diving uniforms is 1.5". Logo placement on the parka is optional.

SWIM CAP

- Logo must be presented anywhere on the side or front of the swim cap

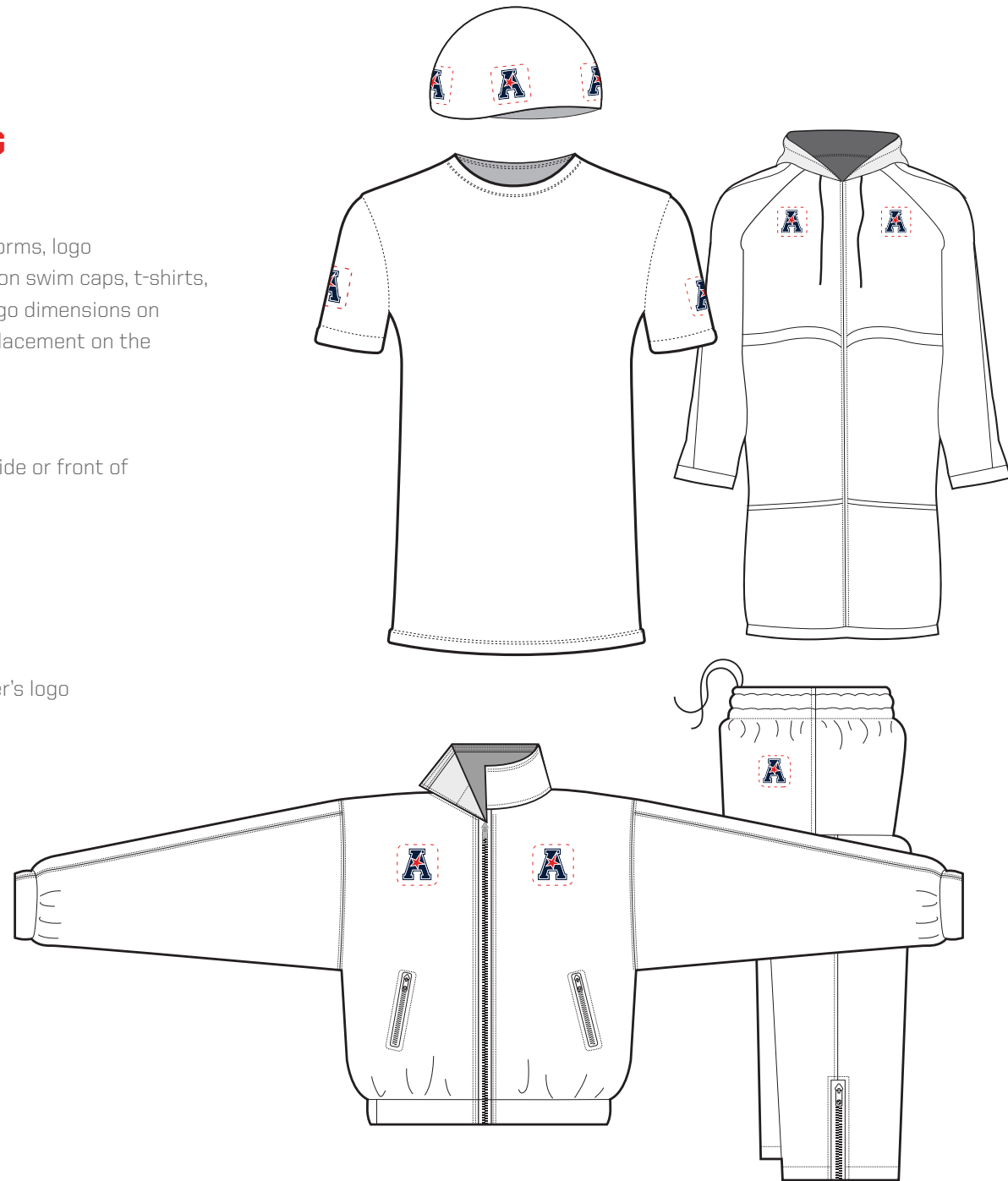
T-SHIRT

- Right or left sleeve

DESIGNATED WARM-UP APPAREL

- Right or left chest opposite of manufacturer's logo
- Right or left hip of warm-up apparel pants

PARKA (OPTIONAL)



TRACK & FIELD

UNIFORM

Given the diversity of styles of uniform in Track & Field, the placement requirements are limited to two general areas—the chest and back of uniform tops. The logo dimensions on track & field uniforms is 1.5". Additionally, it is encouraged to include the Conference's logo on designated official warm-up apparel.

TOP

- Right or left chest opposite of manufacturer's logo
- Back center of jersey below collar and between shoulder-blades

DESIGNATED OFFICIAL WARM-UP GEAR

- Right or left chest opposite of manufacturer's logo
- Right or left hip placement on bottoms



VOLLEYBALL

UNIFORM

Due to varying uniform types and materials, either an American patch or full color screen print logo is acceptable. The logo should measure 1.5" high and 1.25" wide. Placement options are as follows:

- Right or left sleeve
- Back of jersey centered underneath numbers



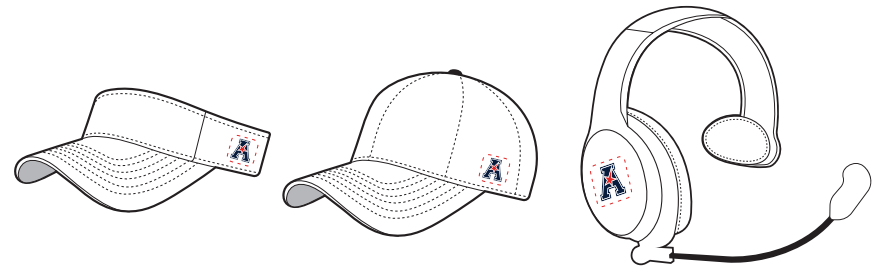
LACROSSE

UNIFORM

Due to varying uniform types and materials, either an American patch or full color screen print logo is acceptable. The logo should measure 1.5" high and 1.25" wide. Placement options are as follows:

- Right or left sleeve
- Right or left chest opposite manufacturers logo





SIDELINE APPAREL

While not all sideline apparel logo placement is mandatory, it is highly encouraged to place the Conference logo on official apparel to create brand awareness and recall. Because there is such diversity in sideline apparel, application and size will be the discretion of the institution, for any further questions on logo guidelines please contact Trey Jackson at tjackson@theamerican.org

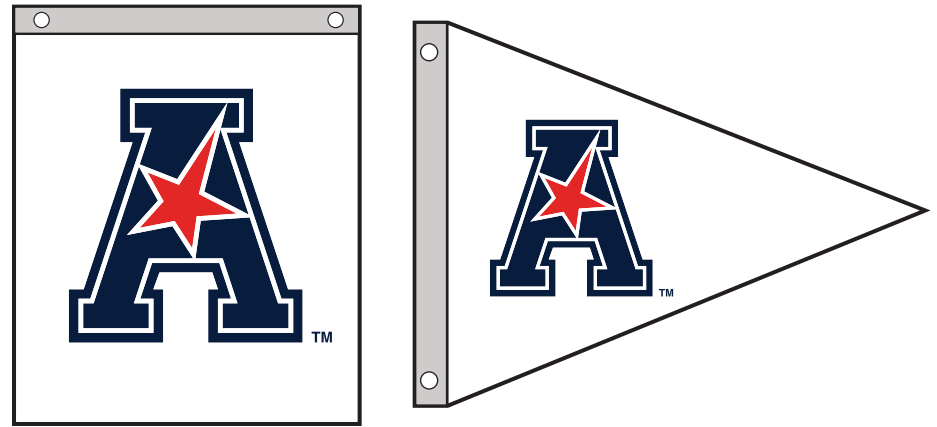


STADIUM BRANDING

STADIUM BRANDING // STADIUM COLLATERAL

FOOTBALL STADIUM & BASKETBALL ARENA

Conference members are required to prominently hang the banners of each conference members primary mark, as well as the Conference itself. There are no restrictions on the shape or size of each banner.



LED SIGNAGE

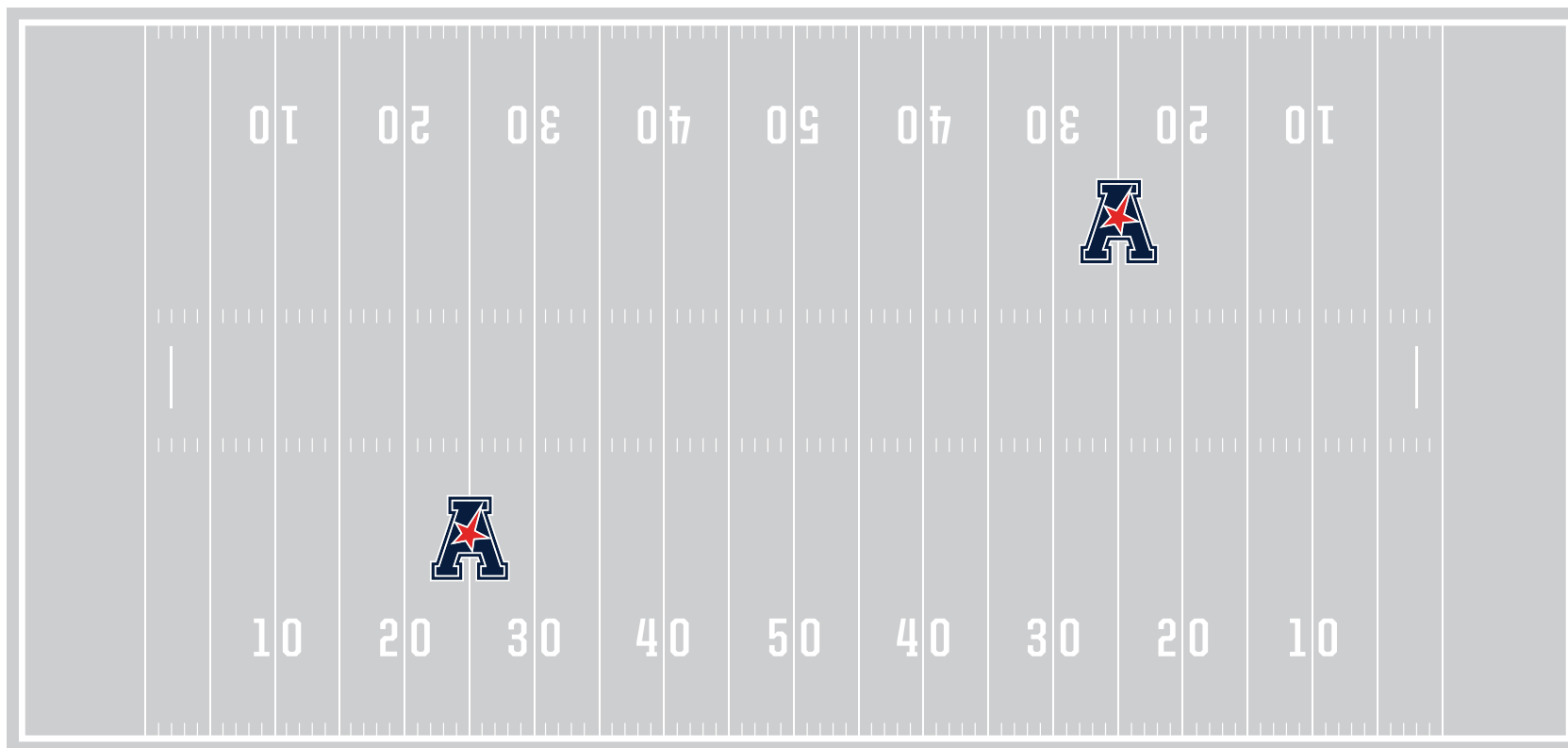
The use of the conference wordmark is mandatory for venue LED and Video Board signage. Conference branded signage should be included into your regular rotation.



STADIUM BRANDING // PLAYING SURFACES

FOOTBALL FIELD

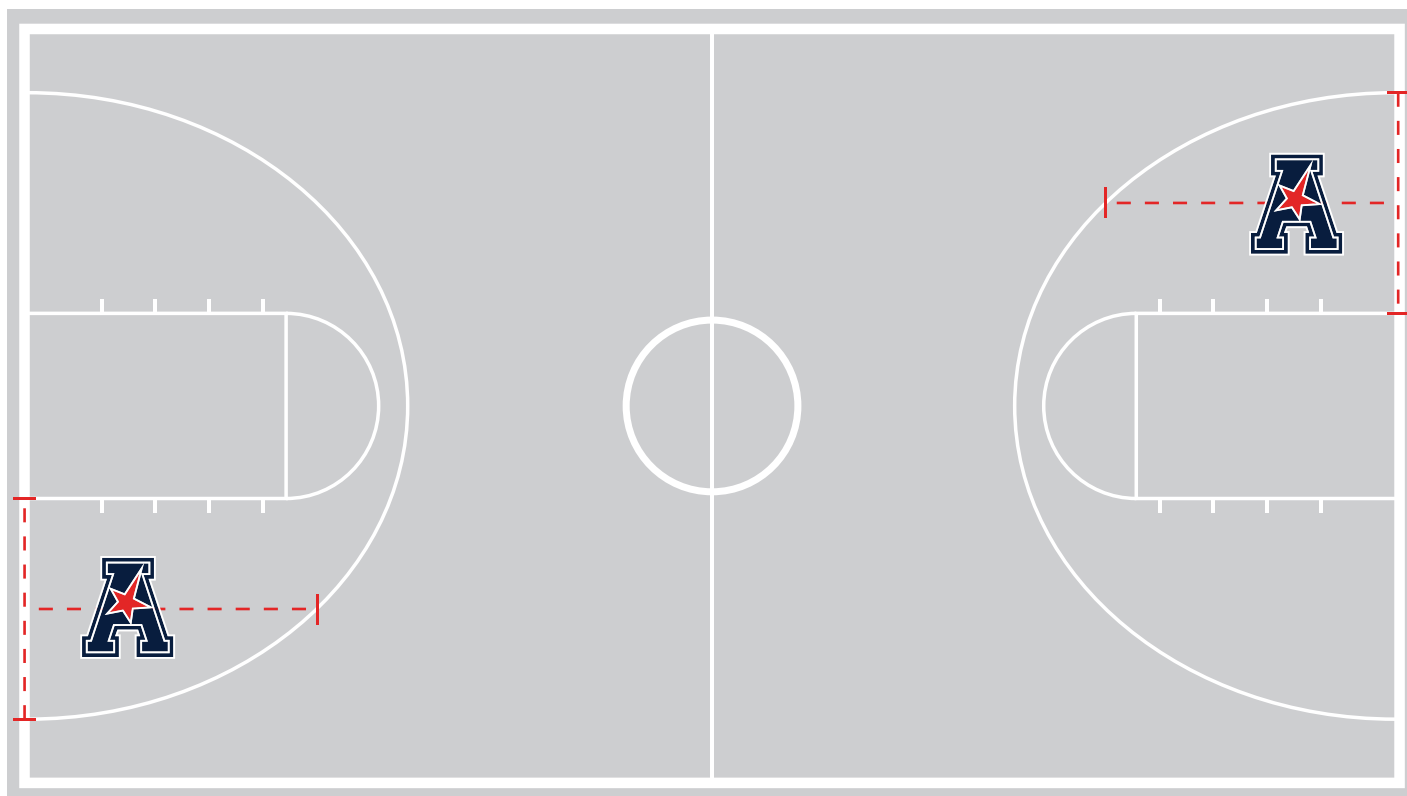
The American logos are to be painted on the field, centered between the numbers and hash marks. The logos should be painted diagonally from each other facing the press box on the 25-yard lines. The base of the logo should stretch a total of at least 6 yards, or three on either side of the 25-yard line. In addition to logo placement on the field, the Conference will supply each institution with bulls-eye caps for chains and goalpost donut pads to be used during each home contest.



STADIUM BRANDING // PLAYING SURFACES

BASKETBALL COURT

The American logos are to be applied within the designated area on both sides of the court between the Lane Line and the 3-point Line, in the precise orientations shown below. Guidelines are described as follows: (1) find the center-point between the base of the Lane Line and base of the 3-point Line; (2) from the center-point draw an imaginary line between the Base Line and the 3-point line—this serves as the centerline for the logo. (3) Horizontally center the “A” logo on the centerline, make sure there is equidistant spacing between the logo and all surrounding court markings. Logo should be 5.5' feet in height (approx. 2.25' above and 2.25' below intersection). Both logos should face primary mid-court television cameras.

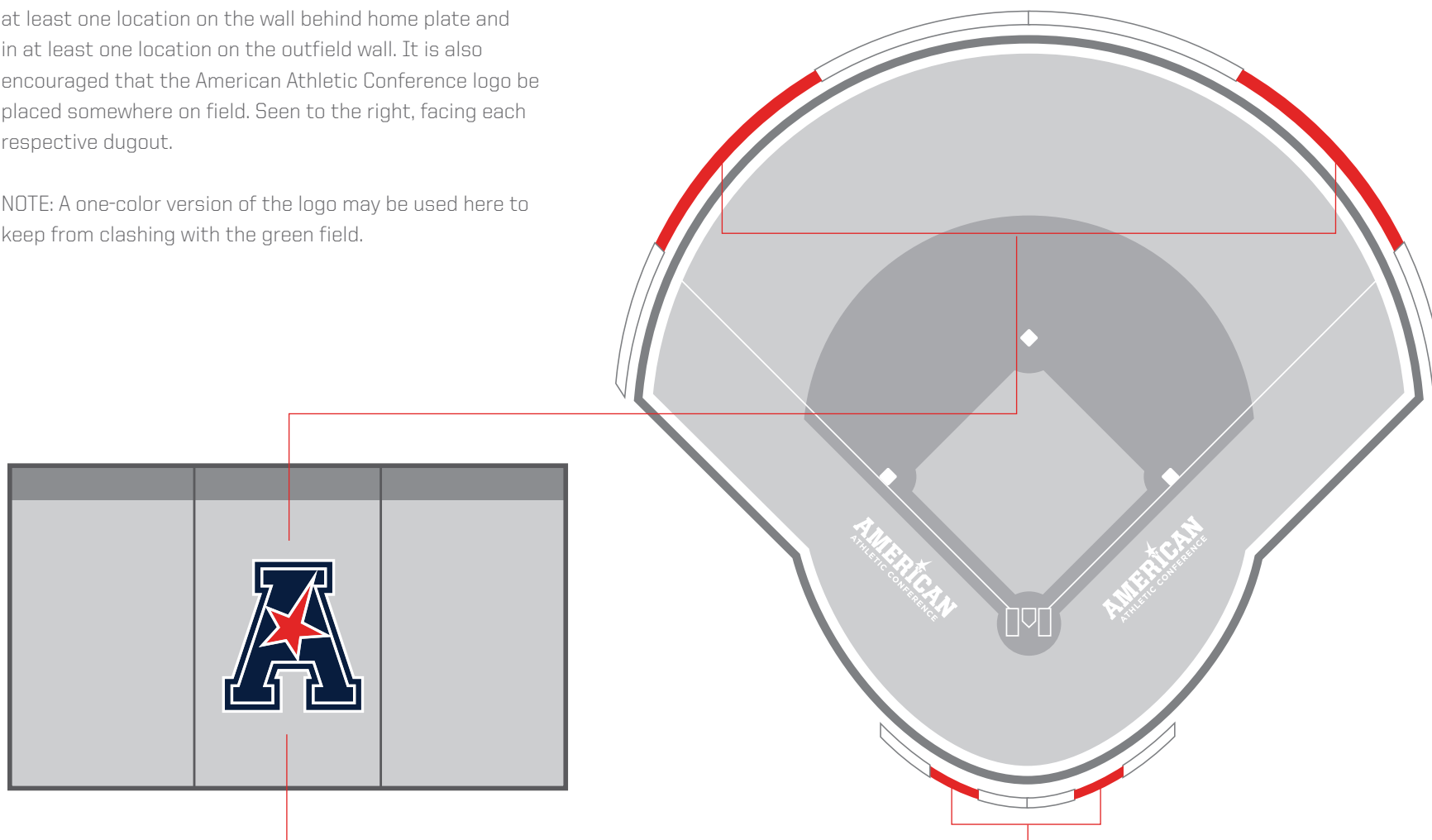


STADIUM BRANDING // PLAYING SURFACES

BASEBALL/SOFTBALL FIELD

The American Athletic Conference logo should appear in at least one location on the wall behind home plate and in at least one location on the outfield wall. It is also encouraged that the American Athletic Conference logo be placed somewhere on field. Seen to the right, facing each respective dugout.

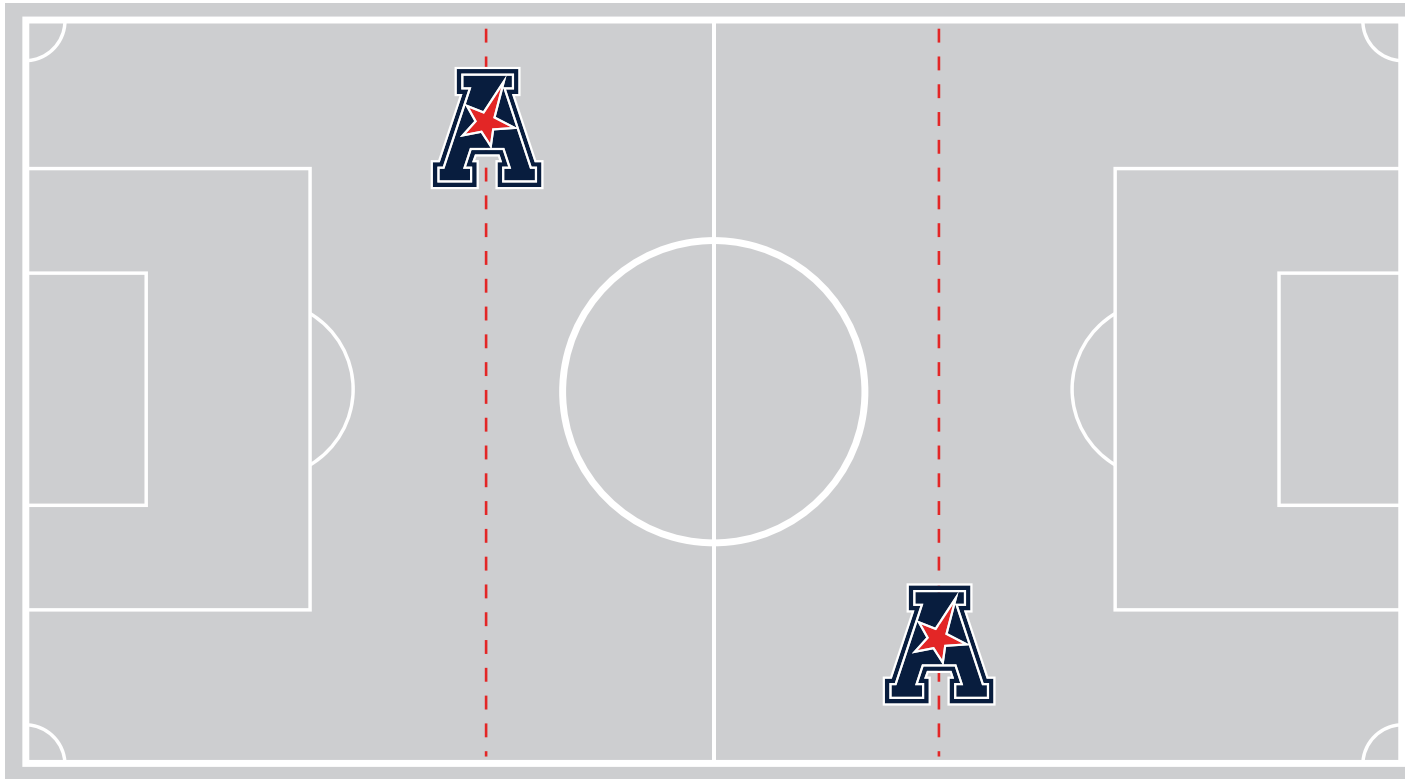
NOTE: A one-color version of the logo may be used here to keep from clashing with the green field.



STADIUM BRANDING // PLAYING SURFACES

SOCCER PITCH

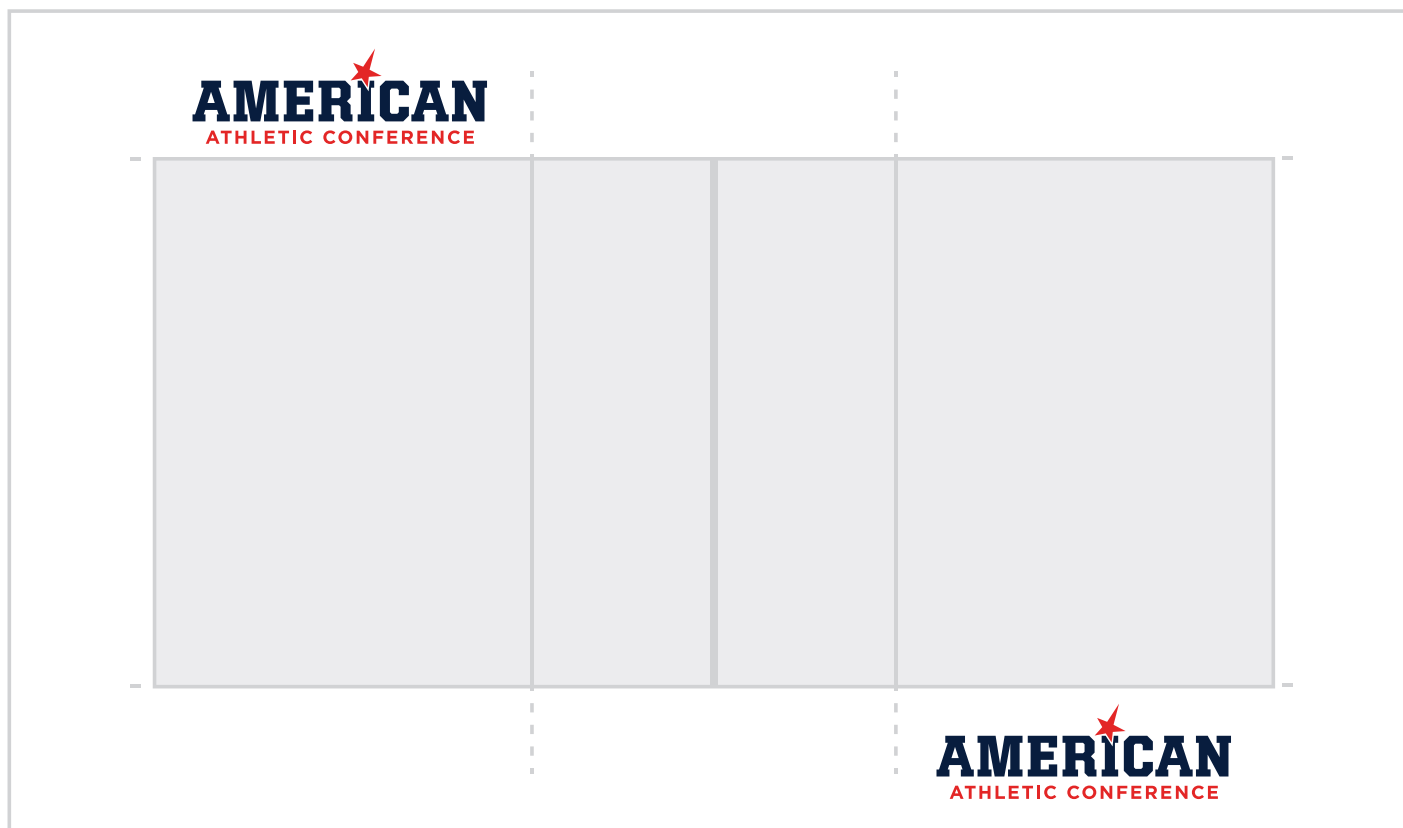
The American logos should be painted on the field either diagonally from each other inside the playing boundary. For diagonal placement inside the playing boundary, an imaginary straight line should be used to determine the halfway point between the end of the Penalty Box and Midfield. Once determined, the "A" logo should be painted within the negative space clear of any field markings.



STADIUM BRANDING // PLAYING SURFACES

VOLLEYBALL COURT

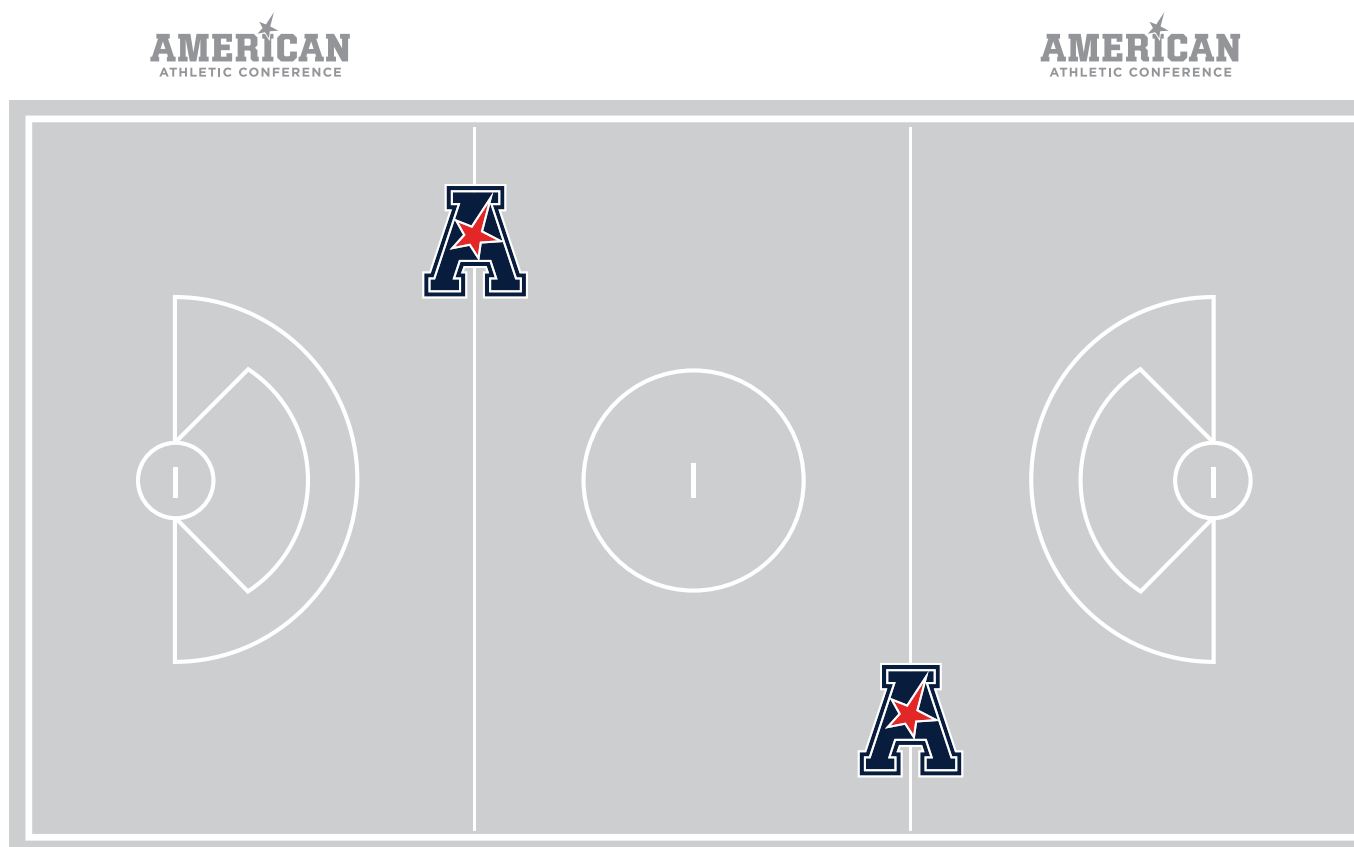
Depending on the vantage point of the camera, the "AMERICAN" wordmark should be painted in the top left-hand area between the end line and attack line, centered above the sideline. Another logo should be painted in the bottom right-hand area between the End Line and Attack Line, centered below the Sideline. Both logos must be facing the direction of the camera. The logos should each be 12 feet in length, and properly centered between their respective End Line and Attack Line.



STADIUM BRANDING // PLAYING SURFACES

LACROSSE FIELD

The American logos should be painted on the field either diagonally from each other within the playing boundary or on the sideline opposite the television camera outside the playing boundary. **Logo placement inside the field boundaries is preferred.** The “A” logo should be straddling the Restraining Line which is drawn between the goal and middle of the field. For placement outside the playing boundary, the “AMERICAN” word mark should be centered above the Goal Area beyond the Sideline, facing the direction of the camera.



STADIUM BRANDING // PLAYING SURFACES

CROSS COUNTRY

Logo painted in appropriate area (near start and/or finish) or minimum of two banners

SWIMMING & DIVING

Minimum of two banners in venue

GOLF

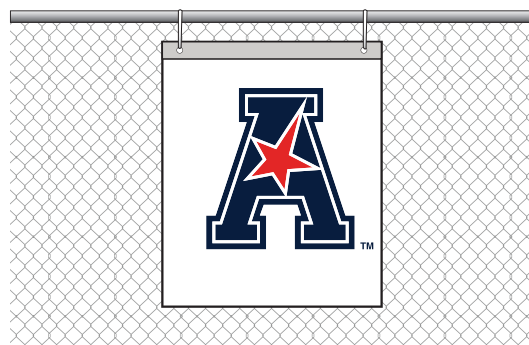
Near first tee, scoreboard area, or practice facility

TENNIS

Minimum of two banners in venue

TRACK & FIELD

Near start/finish



PUBLIC RELATIONS/LITERATURE

IN PRINT

The conference shall be referred to as the “American Athletic Conference”, “The American”, or the “AAC”.

If “American Athletic Conference” is spelled out, “the” should not be capitalized (unless it is the first word in a sentence).

In using the short form of the conference name, “The American” (note the capital “T”) is acceptable.

CORRECT EXAMPLES:

Tim Perneti is commissioner of the American Athletic Conference.

INCORRECT EXAMPLES:

Tim Perneti is commissioner of The American Athletic Conference.

OTHER NOTES:

- When referencing the Conference website, capitalize T and A in TheAmerican.org
- When referencing the Conference ESPN+ digital platform, the correct name is the “The American on ESPN+”
- The conference’s official fonts are UNITED SANS and UNITED SERIF.



All necessary logo files and guides can be downloaded at TheAmerican.org/branding

CONTACTS

For questions or additional information regarding the American Athletic Conference and its logos, please contact:

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