The MIAA is one of the nation’s oldest conferences and one of the most successful in NCAA Division II. The conference dates all the way back to 1912 and currently has 12 full-time members with two associate members.

Over the past 107 years, the MIAA has gained the reputation of being one of the best NCAA Division II conferences in the nation. Student-athletes have won 45 NCAA team championships and well over 300 individual national titles. In the classroom, hundreds of student-athletes have earned Academic All-America and All-District honors.

The footprint of the conference reaches four states: Kansas, Missouri, Nebraska, and Oklahoma with schools in the metro area of Kansas City, Oklahoma City, Tulsa, and Wichita. A fun fact is the Association has two schools located a few blocks away from State Capitol buildings in Kansas and Missouri with the Oklahoma State Capitol a couple of miles away from an MIAA campus!

The conference office is located in Kansas City’s historic West Bottom’s District, just blocks away from the city’s downtown business and entertainment area. The office is headquartered in Hy-Vee Area which is one-of-a-kind and state-of-the-art facility.

The MIAA currently conducts championships in 18 sports. For men’s athletics, champions are crowned in football, cross country, basketball, indoor and outdoor track & field, baseball, tennis, golf, and wrestling. Championships are awarded in women’s athletics for volleyball, cross country, soccer, basketball, indoor and outdoor track & field, softball, golf, and tennis.

Championship venues for all sports are played at some of the top facilities in the midwest. Men’s and women’s basketball plays at Kansas City’s historic Municipal Auditorium, which has hosted more than 10 NCAA Final Fours dating back to the early 1940s. Campus facilities and regional event centers and courses also offer student-athletes in various sports some of the finest championship experiences in the NCAA, numerous of these MIAA Championship sites hosted NCAA National Championships.
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TO OUR MIAA FAMILY:

From our storied past to our current successes, we have always been among the best in NCAA Division II and leaders in all areas.

The MIAA has proven over time what it takes to be champions in competition, in the classroom, and in our communities. How we tell our stories and share our identity has helped define our reputation of success.

In the past, we have always met the standard and improved on those expectations. A huge part of the continuous improvement has been a belief that we can always do better! We have been in front of our peers in numerous categories, with others trying to replicate MIAA actions and outcomes. As our society evolves, now it is time to excel towards new expectations, meeting new standards, and seeing a new vision with our storytelling, branding, and conference identity.

This Style Guide not only outlines a way to meet those marks, but it also brings us toward our common goal -- “excellence”. It is another critical element to match what we have done by branding the conference office and creating a comprehensive marketing plan. It keeps the MIAA at the forefront of NCAA Division II, aligns us with our strategic vision, and unifies us in sharing the greatness of our administrators, coaches, student-athletes, and universities.

This style guide is another proud way for us to showcase who we are, what we do, and where we are going. This helps define “The MIAA Way”!

As our brand has done in our rich tradition of excellence, I hope this style guide continues to inspire you to “Bring Your A Game”!

Sincerely,

Mike Racy
MIAA Commissioner
LICENSING AND AWARENESS

The MIAA retains all rights to the use and reproduction of the Association’s logo and name.

The Conference office encourages institutions to utilize the MIAA logo. Use of the MIAA identity is restricted to its member institutions and others authorized by the MIAA. Any Other usage is strictly prohibited unless approved by the MIAA.

Please use the logo as advised in this guide. Contact Ryley Egger, Director of Strategic Communication for questions on usage.

CONTACT INFORMATION

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**BLUE**
RGB: 0/62/126
CMYK: 100/85/23/8

**RED**
RGB: 210/18/66
CMYK: 12/100/73/2
PRIMARY FONTS

**BEBUS NEUE - HEADLINES AND TAGLINE**
Acceptable To Use Italic, or Underlined

Acceptable References: The MIAA, Conference, League, Association

**EXAMPLE**

#BRINGYOURAGAME

Trade Gothic Next LT Pro Light - nonheadlines, storie bodies, office use

Acceptable To Use Bold, Italic, or Underlined

Acceptable References: The MIAA, Conference, League, Association

Example

45 National Championships