



WIAC
BRAND IDENTITY GUIDE

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INTRODUCTION

The purpose of this brand identity and style guide is to equip the conference with a standardized set of graphic assets, color information, and usage instructions to unify membership, promote the league in all of its endeavors, and to build brand awareness nationally.

About

The WIAC is comprised of eight University of Wisconsin-System institutions (UW-Eau Claire, UW-La Crosse, UW-Oshkosh, UW-Platteville, UW-River Falls, UW-Stevens Point, UW-Stout, UW-Whitewater). Affiliate members include: UW-Superior (men's and women's ice hockey); Northland College (men's and women's ice hockey); Gustavus Adolphus College (women's gymnastics); Hamline University (women's gymnastics); and Winona State University (women's gymnastics). The WIAC is an NCAA Division III conference and sponsors 21 sports. It was originally formed in 1912-13 and is the ninth-oldest conference in the NCAA.

The WIAC has continued the record of athletics and academic excellence established by its predecessors. The conference is widely recognized as the premier Division III conference in the country as evident by the number of NCAA championships captured annually by WIAC teams and the overall finish of WIAC institutions in the Division III Directors' Cup standings. The conference also has assumed a significant leadership role in the governance structure of the NCAA and been recognized for its advances in gender equity and the community activism of its student-athletes.

WIAC student-athletes compete without the benefit of athletic aid or scholarships. They compete for the "love of the game". Over 5,000 student-athletes compete in the WIAC each year and over 80 percent of the student-athletes competing in the WIAC are products of Wisconsin high schools. Over 400,000 WIAC alumni currently reside within the state of Wisconsin.

History

The WIAC was originally formed in July, 1913 when an organizational meeting of the Wisconsin State University Athletic Conference (WSUC), then to be known as the State Normal Conference was held in Madison, Wisconsin. After the Wisconsin Women's Intercollegiate Athletic Conference (WWIAC) was formed during the 1971-72 academic year, the WSUC and WWIAC operated as separate men's and women's conferences for 26 years. On July 1, 1997 the nine members of the WSUC and WWIAC were joined together to form a single conference – the WIAC.

Accolades

Entering the 2022-23 academic year, the WIAC has captured 121 NCAA Division III team championships. Including championships from NCAA Division II, NAIA, AIAW, NCGA and NGCA, the conference has collected 180 titles.

Slogan

"Excellence In Action"

BRAND NARRATIVE



Brand Refresh

A depth of positive brand equity existed with the previous conference logo. Likewise, the objective of the brand refresh was to create a clean update to that classic mark, leveraging the same layout, elements, and colors but enhanced to align with a more streamlined style.



1 | United Throughout Wisconsin

Full-time conference membership share the bond of being based in Wisconsin.

2 | Rooted In Tradition

The conference legacy spans over 100 years, with the WIAC initials and red, white, and blue color scheme being synonymous with one of the most elite collegiate athletics experiences within Division III.

3 | Excellence In Action

The refreshed marks move boldly forward, a tribute to the Wisconsin state motto and future aspirations of the league. This phrase will also now function as the conference tagline.

WIAC IDENTITY OVERVIEW

The WIAC **Brand Overview** illustrates the proper hierarchy of visual assets within the conference identity.



PRIMARY MARK



SECONDARY MARK



TERTIARY MARK



PERPETUAL SPORT MARKS



PERPETUAL SPORT ICONS



GENERAL POSTSEASON MARKS



SPORT-SPECIFIC POSTSEASON MARKS



CO-BRANDED SECONDARY MARKS



CO-BRANDED TERTIARY MARKS

CORE MARKS

WIAC PRIMARY MARK

SDS_WIAC_Pri_WhiteBg



The WIAC **Primary Mark** features the 'WIAC' initials emerging from the state of Wisconsin - the home of all full-time member institutions - with the full conference name spelled out and centered below. Additional color and background applications are to be applied as demonstrated below.

NOTE: The blue background version should also be used when applying the mark on black. The white background versions should also be used when applying the mark on athletic gray.

SDS_WIAC_Pri_BlueBg



SDS_WIAC_Pri_RedBg



SDS_WIAC_Pri_BlueBg



SDS_WIAC_Pri_WhiteBg_1c



SDS_WIAC_Pri_DarkBg_1c



WIAC SECONDARY MARK

SDS_WIAC_Sec_WhiteBg



The WIAC **Secondary Mark** features the 'WIAC' initials emerging from the state of Wisconsin, providing a simplified iteration of the Primary Mark. Additional color and background applications are to be applied as demonstrated below.

NOTE: The blue background version should also be used when applying the mark on black. The white background versions should also be used when applying the mark on athletic gray.

SDS_WIAC_Sec_BlueBg



SDS_WIAC_Sec_RedBg



SDS_WIAC_Sec_BlueBg



SDS_WIAC_Sec_WhiteBg_1c



SDS_WIAC_Sec_DarkBg_1c



WIAC TERTIARY MARK

SDS_WIAC_Ter_WhiteBg



The WIAC **Tertiary Mark** features the 'W' from the conference initials embedded within the state of Wisconsin.

Additional color and background applications are to be applied as demonstrated below.

NOTE: The blue background version should also be used when applying the mark on black. The white background versions should also be used when applying the mark on athletic gray.

SDS_WIAC_Ter_BlueBg



SDS_WIAC_Ter_RedBg



SDS_WIAC_Ter_BlueBg



SDS_WIAC_Ter_WhiteBg_1c



SDS_WIAC_Ter_DarkBg_1c



SPORT-SPECIFIC MARKS

WIAC PERPETUAL SPORT MARKS

SDS_WIAC_SportName_Mark_LightBg



BASEBALL



BASKETBALL



CROSS COUNTRY



FOOTBALL



GOLF



GYMNASTICS



ICE HOCKEY



SOCCER



SOFTBALL



SWIMMING & DIVING



TENNIS



TRACK & FIELD



VOLLEYBALL



WRESTLING

The WIAC **Perpetual Sport Marks** feature the sport-specific imagery within a vertical italic bar to the right of the Secondary Mark. Additional color and background applications are to be applied as demonstrated below.

NOTE: The blue background version should also be used when applying the mark on black. The white background versions should also be used when applying the mark on athletic gray. One-color versions are available for dark backgrounds and are accessible in the parent folder of assets.

SDS_WIAC_SportName_Mark_BlueBg



SDS_WIAC_SportName_Mark_RedBg



SDS_WIAC_SportName_Mark_BlueBg



SDS_WIAC_SportName_Mark_LightBg_1c



WIAC PERPETUAL SPORT ICONS

SDS_WIAC_SportName_Icon



BASEBALL



BASKETBALL



CROSS COUNTRY



FOOTBALL



GOLF



GYMNASTICS



ICE HOCKEY



SOCCER



SOFTBALL



SWIMMING & DIVING



TENNIS



TRACK & FIELD



VOLLEYBALL

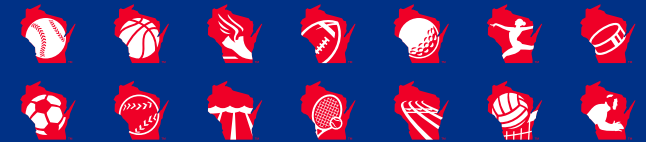


WRESTLING

The WIAC **Perpetual Sport Icons** feature the sport-specific imagery within the state of Wisconsin icon from the core marks. Additional color and background applications are to be applied as demonstrated below.

NOTE: One-color versions are available for dark backgrounds and are accessible in the parent folder of assets.

SDS_WIAC_SportName_Icon



SDS_WIAC_SportName_Icon_RedBg



SDS_WIAC_SportName_Icon



SDS_WIAC_SportName_Icon_LighBg_1c



POSTSEASON MARKS

WIAC GENERAL POSTSEASON MARKS

SDS_WIAC_Championship_LightBg



SDS_WIAC_Championships_LightBg



SDS_WIAC_Tournament_LightBg



SDS_WIAC_TournamentChampions_LightBg



SDS_WIAC_Champions_LightBg



The WIAC **General Postseason Marks** feature iterations of postseason-related text below the Secondary Mark and are to be used for general postseason-related applications and touchpoints. Additional color and background applications are to be applied as demonstrated below.

NOTE: Although only 'Championship' and 'Champions' versions are pictured below, 'Championships', 'Tournament', and 'Tournament Champions' versions are also available in the parent folder of brand assets.

SDS_WIAC_Championship_BlueBg



SDS_WIAC_Champions_BlueBg



SDS_WIAC_Championship_RedBg



SDS_WIAC_Champions_RedBg



SDS_WIAC_Championship_BlueBg



SDS_WIAC_Champions_BlueBg



SDS_WIAC_Championship_LightBg_1c



SDS_WIAC_Champions_LightBg_1c



WIAC POSTSEASON MARKS WITH SPONSOR

SDS_WIAC_Championship_wSponsor_LightBg



SDS_WIAC_Championships_wSponsor_LightBg



SDS_WIAC_Year_Sport_Championship(s)_wSponsor_LightBg



SDS_WIAC_Year_Sport_Tournament_wSponsor_LightBg



SDS_WIAC_Sport_Tournament_wSponsor_LightBg



The WIAC Postseason Marks with Sponsor feature 'Presented By Culver's' text below general and sport-specific championship marks to be used for postseason-related touchpoints where sponsor integration is required. Additional color and background applications are to be applied as demonstrated below.

NOTE: Although only 'Championship' versions are pictured below, 'Championships' and 'Tournament' versions are also available in the parent folder of brand assets.

SDS_WIAC_Championship_wSponsor_BlueBg



SDS_WIAC_Year_Sport_Championship_wSponsor_BlueBg



SDS_WIAC_Championship_wSponsor_RedBg



SDS_WIAC_Year_Sport_Championship_wSponsor_RedBg



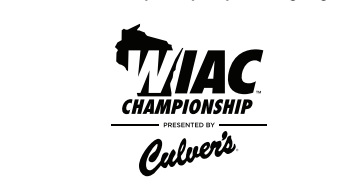
SDS_WIAC_Championship_wSponsor_BlueBg



SDS_WIAC_Year_Sport_Championship_wSponsor_BlueBg



SDS_WIAC_Championship_wSponsor_LightBg_1c



SDS_WIAC_Year_Sport_Championship_wSponsor_LightBg_1c



WIAC SPORT-SPECIFIC POSTSEASON MARKS

SDS_WIAC_Sport_Championship(s)_LightBg



SDS_WIAC_Year_Sport_Championship(s)_LightBg



SDS_WIAC_Sport_Tournament_LightBg



SDS_WIAC_Year_Sport_Tournament_LightBg



SDS_WIAC_Sport_Champions_LightBg



SDS_WIAC_Year_Sport_Champions_LightBg



The WIAC **Sport-Specific Postseason Marks** feature postseason-related text, with and without the year, below the Perpetual Sport Marks. Additional color and background applications are to be applied as demonstrated below.

NOTE: Although only 'Championship' and 'Champions' versions are pictured below, 'Championships' and 'Tournament' versions are also available in the parent folder of brand assets.

SDS_WIAC_Sport_Championship_BlueBg



SDS_WIAC_Sport_Champions_BlueBg



SDS_WIAC_Sport_Championship_RedBg



SDS_WIAC_Sport_Champions_RedBg



SDS_WIAC_Sport_Championship_BlueBg



SDS_WIAC_Sport_Champions_BlueBg



SDS_WIAC_Sport_Championship_LightBg_1c



SDS_WIAC_Sport_Champions_LightBg1c



WIAC CO-BRANDED CHAMPIONS MARK TEMPLATE

SDS_WIAC_Member_Sport_Champions



WHITE BACKGROUND



LIGHT TEAM COLOR BACKGROUND



ATHLETIC GRAY



DARK TEAM COLOR BACKGROUND

The WIAC **Co-Branded Champions Mark Template** is available as an editable file. It has been created to allow for member and sport-specific customizations commemorating each future championship winner while maintaining a consistent look across the conference.

Additional color and background applications are to be applied as demonstrated below.

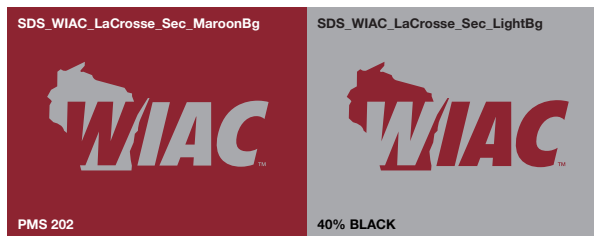
NOTE: Although only one member example is pictured, all member mark iterations are included in the Layers Palette of the parent files which can be located in the parent folder of brand assets.

CO-BRANDED MARKS

WIAC CO-BRANDED MARKS



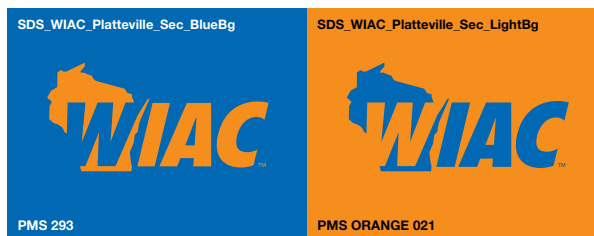
UW-EAU CLAIRE



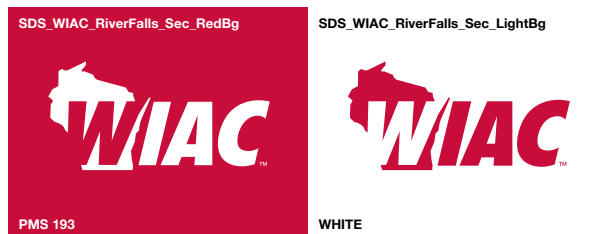
UW-LA CROSSE



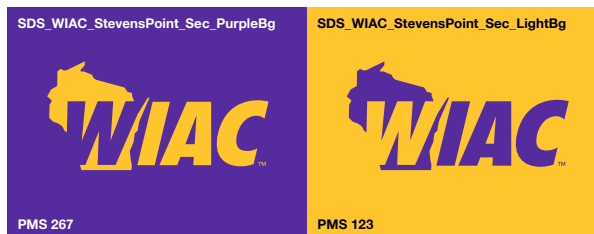
UW-OSHKOSH



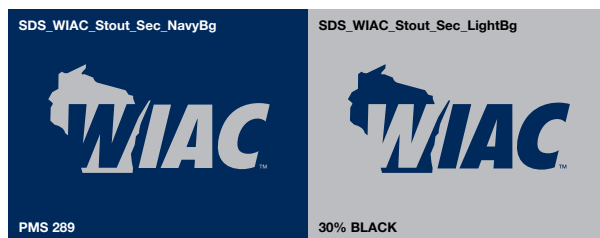
UW-PLATTEVILLE



UW-RIVER FALLS



UW-STEVENS POINT



UW-STOUT



UW-WHITewater

CO-BRANDED SECONDARY MARKS

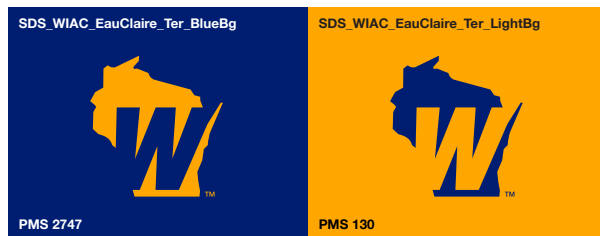
The WIAC **Co-Branded Secondary Marks** feature the conference Secondary Mark rendered in the official colors of each full-time member institution.

These marks are intended to be used exclusively for member-specific applications such as uniforms, playing surfaces, and apparel.

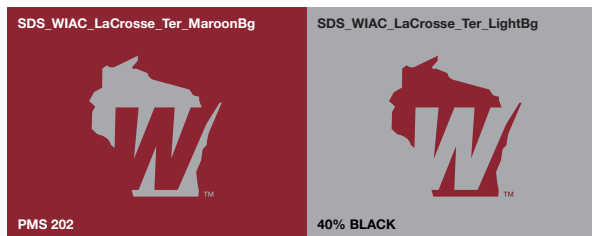
Only the color variations for each member displayed on this page may be used. Do not alter or change the marks in any way. Please contact the conference office for access to these marks.

NOTE: In addition to the iterations displayed at left, the light background versions should be used when applying the mark white or shades of athletic gray.

WIAC CO-BRANDED MARKS



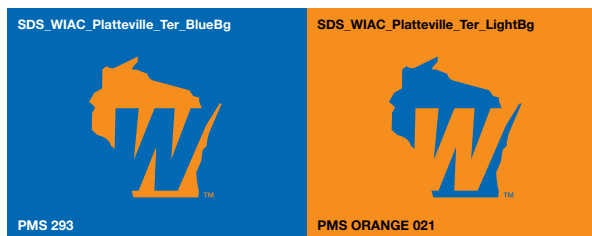
UW-EAU CLAIRE



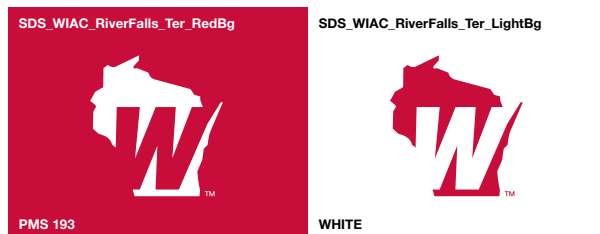
UW-LA CROSSE



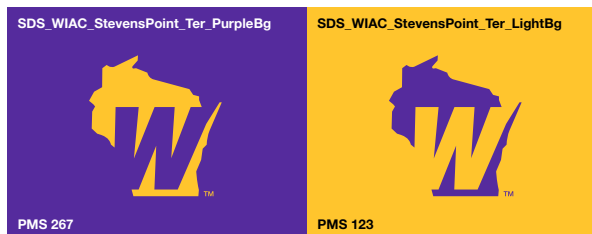
UW-OSHKOSH



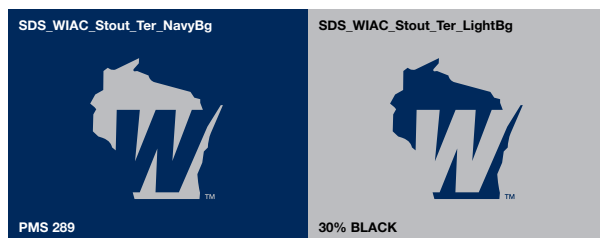
UW-PLATTEVILLE



UW-RIVER FALLS



UW-STEVENS POINT



UW-STOUT



UW-WHITewater

CO-BRANDED TERTIARY MARKS

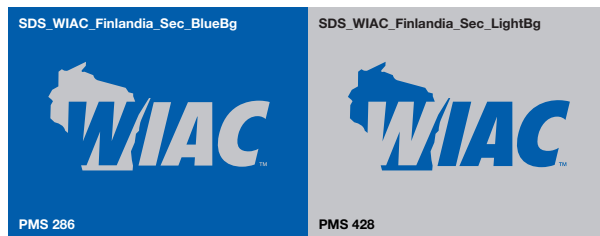
The WIAC **Co-Branded Tertiary Marks** feature the conference Tertiary Mark rendered in the official colors of each full-time member institution.

These marks are intended to be used exclusively for member-specific applications such as uniforms, playing surfaces, and apparel.

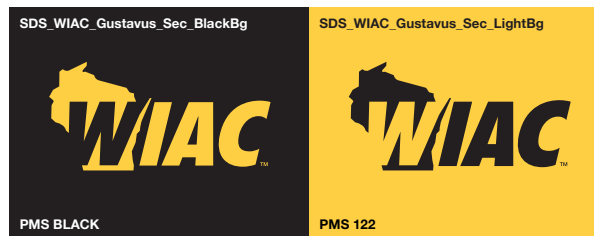
Only the color variations for each member displayed on this page may be used. Do not alter or change the marks in any way. Please contact the conference office for access to these marks.

NOTE: In addition to the iterations displayed at left, the light background versions should be used when applying the mark white or shades of athletic gray.

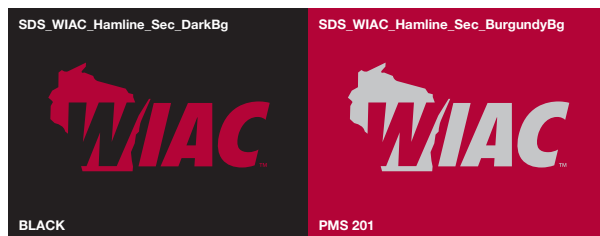
WIAC AFFILIATE CO-BRANDED MARKS



FINLANDIA



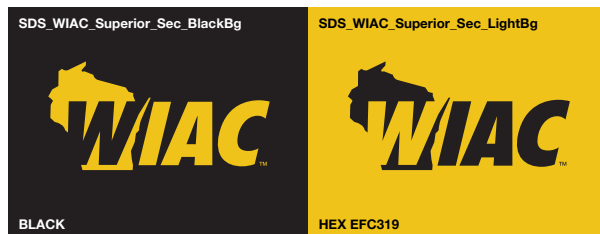
GUSTAVUS



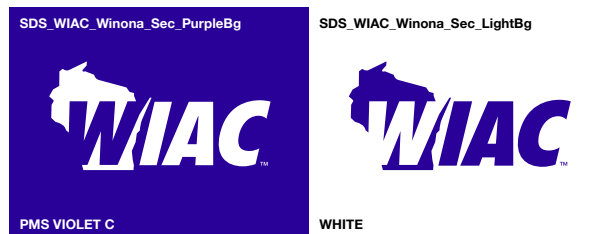
HAMLIN



NORTHLAND



UW-SUPERIOR



WINONA STATE

AFFILIATE CO-BRANDED SECONDARY MARKS

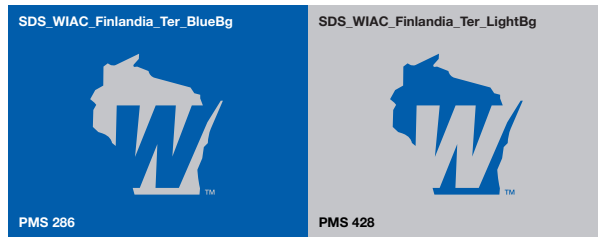
The WIAC **Affiliate Co-Branded Secondary Marks** feature the conference Secondary Mark rendered in the official colors of each affiliate member institution.

These marks are intended to be used exclusively for affiliate member-specific applications such as uniforms, playing surfaces, and apparel.

Only the color variations for each affiliate member displayed on this page may be used. Do not alter or change the marks in any way. Please contact the conference office for access to these marks.

NOTE: In addition to the iterations displayed at left, the light background versions should be used when applying the mark white or shades of athletic gray.

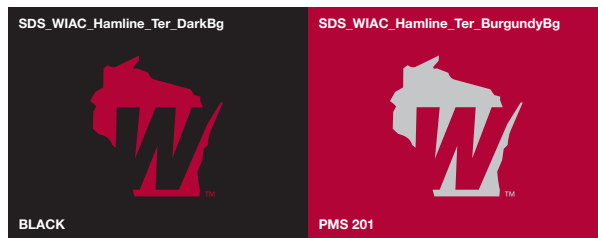
WIAC AFFILIATE CO-BRANDED MARKS



FINLANDIA



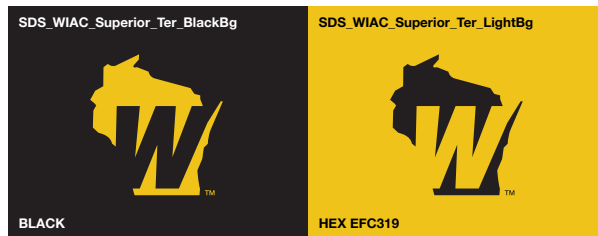
GUSTAVUS



HAMLIN



NORTHLAND



UW-SUPERIOR



WINONA STATE

AFFILIATE CO-BRANDED TERTIARY MARKS

The WIAC **Affiliate Co-Branded Tertiary Marks** feature the conference Tertiary Mark rendered in the official colors of each affiliate member institution.

These marks are intended to be used exclusively for affiliate member-specific applications such as uniforms, playing surfaces, and apparel.

Only the color variations for each affiliate member displayed on this page may be used. Do not alter or change the marks in any way. Please contact the conference office for access to these marks.

NOTE: In addition to the iterations displayed at left, the light background versions should be used when applying the mark white or shades of athletic gray.

TYPOGRAPHY & COLOR

HEADLINES - Futura Extra Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%&* () - _ + = • [] \ | ; : ' " , . / ?

SECONDARY HEADLINES - Futura Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%&* () - _ + = • [] \ | ; : ' " , . / ?

BODY COPY - Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%&* () - _ + = • [] \ | ; : ' " , . / ?

Futura Extra Bold Condensed is the official font for the conference and has been designated for all headline text applications where maximum visual impact is required.

Futura Medium Condensed has been designated for all secondary headline text applications.

Gotham Book has been designated as the official support font for the conference and should be used in a complementary role to the headline font for all body copy applications.

The accompanying files for these fonts are installable for use on all computers. The sample below illustrates how these fonts are designed to work together in graphic compositions:

HEADLINE

Use Gotham Book for body copy. It is a thinner weight that functions best in scenarios that utilize large portions of text at small sizes.

HEADLINE

Do not use Futura Extra Bold Condensed for body copy. It is designed for headlines and other scenarios where it can be formatted at large sizes.

All colors used in each WIAC brand trademark must adhere to the official **Color Information** standards listed at left.

PANTONE, RGB, CMYK, HEX, and thread color specifications are provided to help guide the application process for all brand-related touchpoints.



WIAC BLUE

PANTONE 287 C

RGB: 00, 47, 135

CMYK: 100, 87, 20, 11

HEX: 002F87

Thread: Marathon 1065 or MD 1134 or RA 2385



WIAC RED

PANTONE 185 C

RGB: 234, 00, 41

CMYK: 02, 100, 92, 00

HEX: EA0029

Thread: Marathon 1050 or MD 1147 or RA 2420

BRAND EXTENSION ASSETS

SDS_WIAC_HeroImage



The WIAC **3D Hero Image** delivers a dimensional expression of the Secondary Mark and is intended to function on the web, social media, and other digital platforms.

WIAC NETWORK MARK

SDS_WIAC_Network_WhiteBg



The WIAC **Network Mark** features 'Network' text centered in an italic bar below the Secondary Mark.

Additional color and background applications are to be applied as demonstrated below.

SDS_WIAC_Network_BlueBg



SDS_WIAC_Network_RedBg



SDS_WIAC_Network_OnScreen_Transparent



SDS_WIAC_Network_WhiteBg_1c



SDS_WIAC_Network_DarkBg_1c



SDS_WIAC_SAAC_WhiteBg



The WIAC **SAAC Mark** features 'SAAC' initials centered below the Secondary Mark. This mark is for the exclusive use of the WIAC Student-Athlete Advisory Committee. Additional color and background applications are to be applied as demonstrated below.

NOTE: The blue background version should also be used when applying the mark on black. The white background versions should also be used when applying the mark on athletic gray.

SDS_WIAC_SAAC_BlueBg



SDS_WIAC_SAAC_RedBg



SDS_WIAC_SAAC_BlueBg



SDS_WIAC_SAAC_WhiteBg_1c



SDS_WIAC_SAAC_DarkBg_1c



BRAND GUIDELINES

1 - SAFE ZONE INFORMATION



1 - SAFE ZONE INFORMATION

A protected field roughly the thickness of the 'I' in 'WIAC' from the Secondary Mark should surround the family of marks at all times. This protective field ensures a clear and prominent presentation of all marks within the brand identity.

2 - SIZING INFORMATION

To ensure proper legibility of the variety of marks within the brand identity, please adhere to the measurements shown below for the minimum size requirements for high-resolution printed images.

For lower resolution items, the minimum size should be increased in order to maintain integrity of the marks.

2 - SIZING INFORMATION



(1.25" IN WIDTH)



(.5" IN WIDTH)

HIGH RESOLUTION PRINT MINIMUM



(1.75" IN WIDTH)



(.75" IN WIDTH)

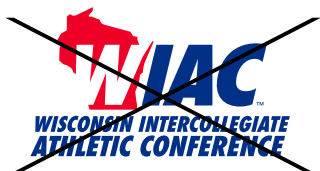
LOW RESOLUTION PRINT MINIMUM

WIAC VIOLATION INFORMATION

1



2



3



4



5



6



7



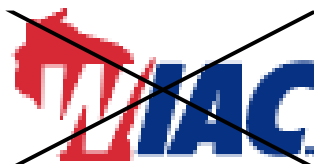
8



9



10



The WIAC brand identity was designed for the exclusive use of the WIAC and its member institutions.

To ensure its maximum performance, each mark must be displayed properly and may never be altered or modified in any way.

The **Violation Information** listed below and shown at left demonstrates unacceptable uses of the marks within the brand identity:

- 1 - Do not alter the orientation or proportions of marks
- 2 - Do not alter, rescale, or reformat elements in marks
- 3 - Do not change typefaces within marks
- 4 - Do not alter colors within marks
- 5 - Do not outline marks; reverse versions are already provided
- 6 - Do not crop marks in any way
- 7 - Do not place marks on visually distracting grounds
- 8 - Only use official WIAC PANTONE colors
- 9 - Do not add or remove elements from marks
- 10 - Do not make low-quality reproductions of marks

APPLICATION

WIAC APPLICATION OVERVIEW

BASEBALL - 2.5 inches wide and positioned on the jersey, left or right chest, opposite the manufacturer's logo. If not possible, position on left or right sleeve; may also be scaled 1.5 inches wide and positioned on the back of the batting helmet.

BASKETBALL - 2.5 inches wide and positioned on the jersey, left or right chest, opposite the manufacturer's logo. If not possible, position on the nape of the neck.

CROSS COUNTRY - 2.5 inches wide and positioned at the discretion of the institution on the team warm-ups.

FOOTBALL - 2.5 inches wide and positioned on the jersey, left or right chest, opposite the manufacturer's logo; may also be scaled 1.5 inches wide and positioned on the back of the helmet, opposite the manufacturer's logo.

GOLF - 2.5 inches wide and positioned on the left sleeve; may also be scaled 3 inches wide and positioned on the player's golf bag.

GYMNASTICS - 2.5 inches wide and positioned at the discretion of the institution on the team warm-ups.

ICE HOCKEY - 2.5 inches wide and positioned on the jersey, left or right chest, opposite the manufacturer's logo; may also be scaled 1.5 inches wide and positioned on the back of the helmet, opposite the manufacturer's logo.

SOCCER - 2.5 inches wide and positioned on the jersey, left or right chest, opposite the manufacturer's logo. If not possible, position on left or right sleeve.

SOFTBALL - 2.5 inches wide and positioned on the jersey, left or right chest, opposite the manufacturer's logo. If not possible, position on left or right sleeve; may also be scaled 1.5 inches wide and positioned on the back of the batting helmet.

SWIMMING & DIVING - 2.5 inches wide and positioned at the discretion of the institution on the team warm-ups.

TENNIS - 2.5 inches wide and positioned on the jersey, left or right chest, opposite the manufacturer's logo; may also be positioned on back of the jersey scaled at least 2.5 inches wide.

TRACK & FIELD - 2.5 inches wide and positioned at the discretion of the institution on the team warm-ups.

VOLLEYBALL - 2.5 inches wide and positioned on the jersey, left or right chest, opposite the manufacturer's logo or on the left or right sleeve.

WRESTLING - 2.5 inches wide and positioned on the leg of the singlet. If not possible, position on the nape of the neck.

CONSISTENT APPLICATION

Use of the **Secondary Mark** and **Co-Branded Marks** on uniforms is not required but is strongly encouraged. Preferred application instructions and sizes are listed to the left. Images illustrating specified mark placements for all sports featuring the marks on their uniforms are displayed on the pages to follow. The Secondary Mark is available and included in this guide on page 7. Co-Branded Marks are available and included in this guide on pages 18-21.

In situations where it is deemed not possible to put the mark in the preferred location, please first confirm with the conference office before placing in an alternate location.

SECONDARY MARK



CO-BRANDED MARKS



UNIFORM - BASEBALL

Use of the **Secondary Mark** on uniforms is not required but is strongly encouraged.

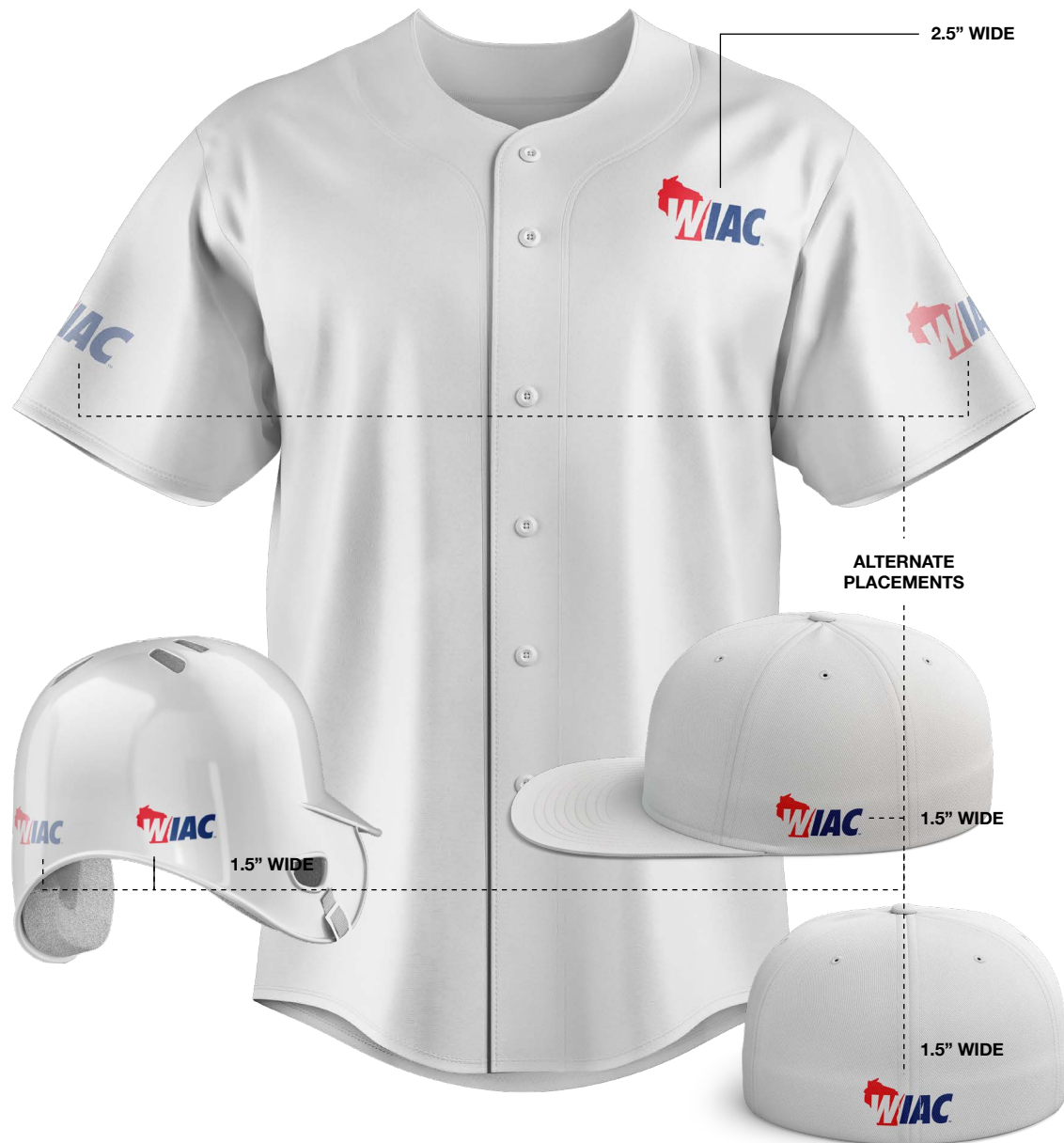
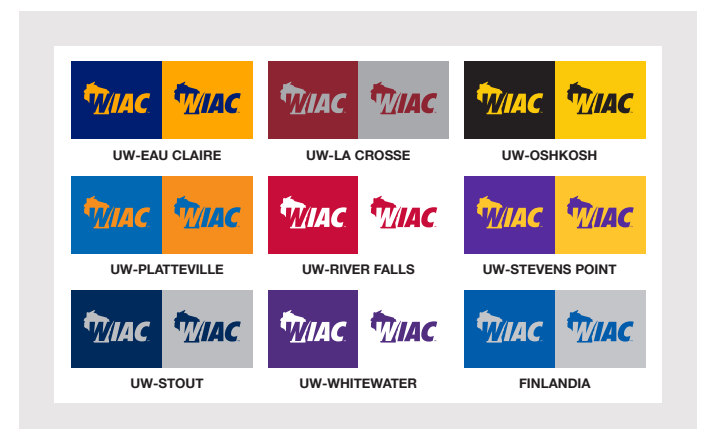
For baseball uniforms it should be scaled 2.5 inches wide and positioned on the jersey, left or right chest, opposite the manufacturer's logo. If not possible, position on the left or right sleeve. The mark may also be scaled 1.5 inches wide and positioned on the back of the batting helmet and the back or side of the on-field cap.

Member-specific color iterations of the Secondary Mark in the form of **Co-Branded Marks**, as pictured below, are also available for use.

SECONDARY MARK



CO-BRANDED MARKS





UNIFORM - BASKETBALL

Use of the **Secondary Mark** on uniforms is not required but is strongly encouraged.

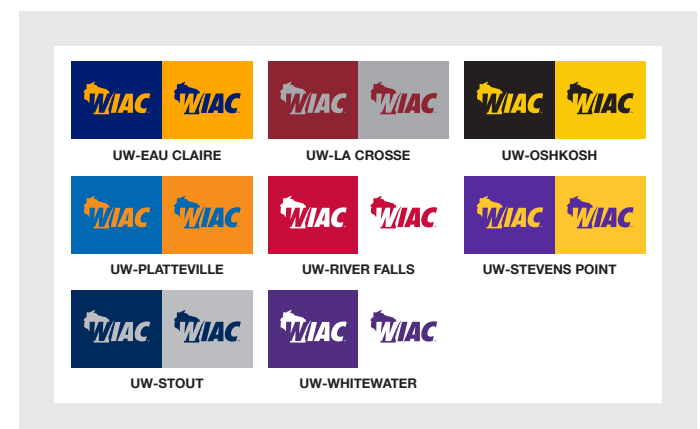
For basketball uniforms it should be scaled 2.5 inches wide and positioned on the jersey, left or right chest, opposite the manufacturer's logo. If not possible, position on the nape of the neck.

Member-specific color iterations of the Secondary Mark in the form of **Co-Branded Marks**, as pictured below, are also available for use.

SECONDARY MARK



CO-BRANDED MARKS





UNIFORM - FOOTBALL

Use of the **Secondary Mark** on uniforms is not required but is strongly encouraged.

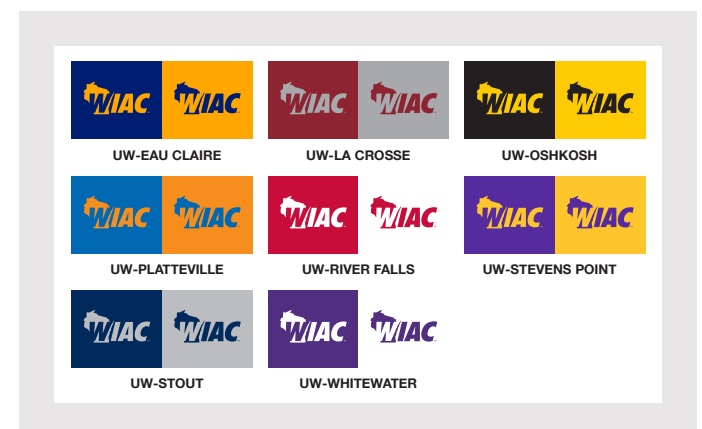
For football uniforms it should be scaled 2.5 inches wide and positioned on the jersey, left or right chest, opposite the manufacturer's logo. The mark may also be scaled 1.5 inches wide and positioned on the back of the helmet, opposite the manufacturer's logo.

Member-specific color iterations of the Secondary Mark in the form of **Co-Branded Marks**, as pictured below, are also available for use.

SECONDARY MARK



CO-BRANDED MARKS





UNIFORM - GOLF

Use of the **Secondary Mark** on uniforms is not required but is strongly encouraged.

For golf uniforms it should be scaled 2.5 inches wide and positioned on the left sleeve of the jersey or scaled 3 inches wide and positioned on the golf bag.

Member-specific color iterations of the Secondary Mark in the form of **Co-Branded Marks**, as pictured below, are also available for use.

SECONDARY MARK



CO-BRANDED MARKS





UNIFORM - ICE HOCKEY

Use of the **Secondary Mark** on uniforms is not required but is strongly encouraged.

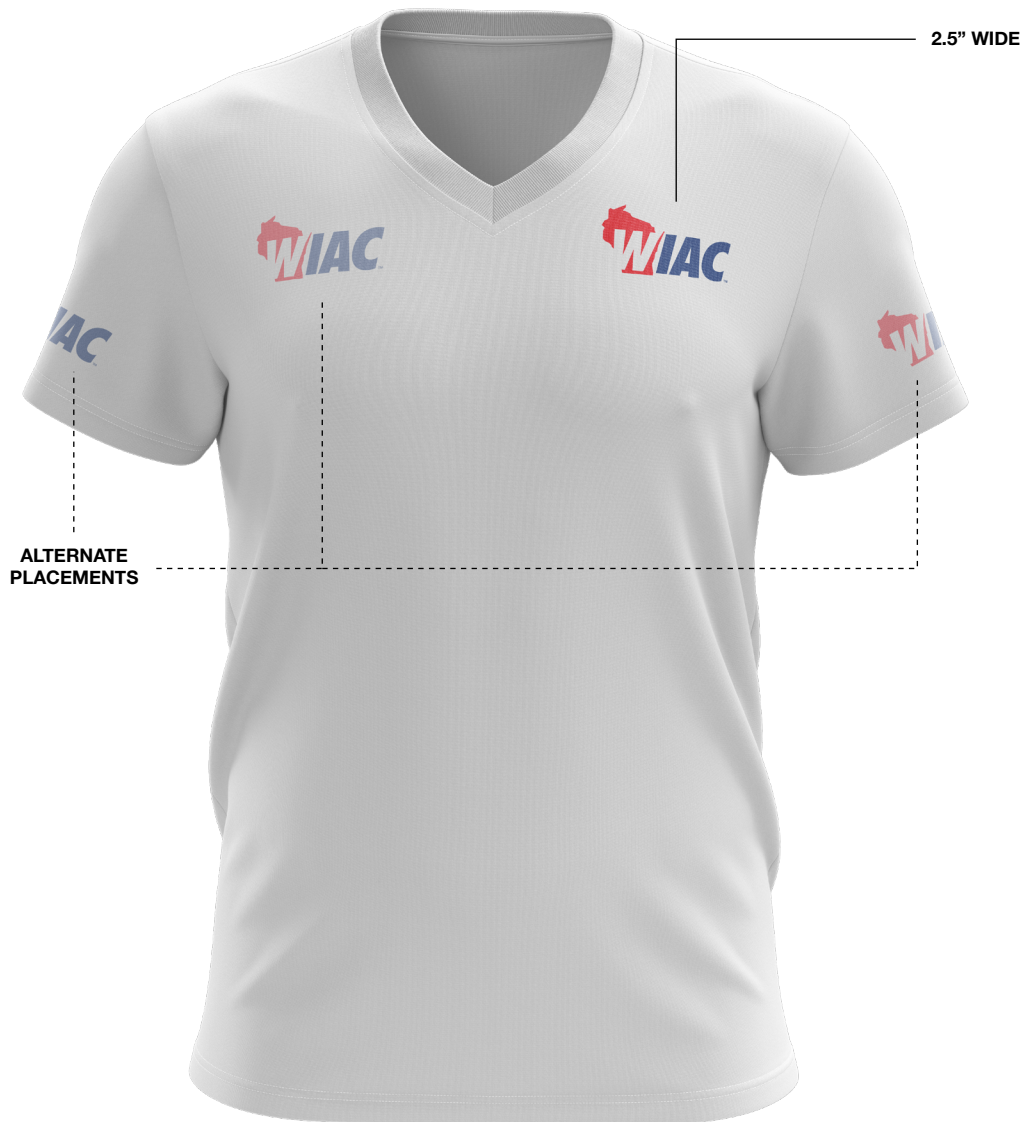
For ice hockey uniforms it should be scaled 2.5 inches wide and positioned on the jersey, left or right chest, opposite the manufacturer's logo. The mark may also be scaled 1.5 inches wide and positioned on the back of the helmet, opposite the manufacturer's logo. Member-specific color iterations of the Secondary Mark in the form of **Co-Branded Marks**, as pictured below, are also available for use.

SECONDARY MARK



CO-BRANDED MARKS





UNIFORM - SOCCER

Use of the **Secondary Mark** on uniforms is not required but is strongly encouraged.

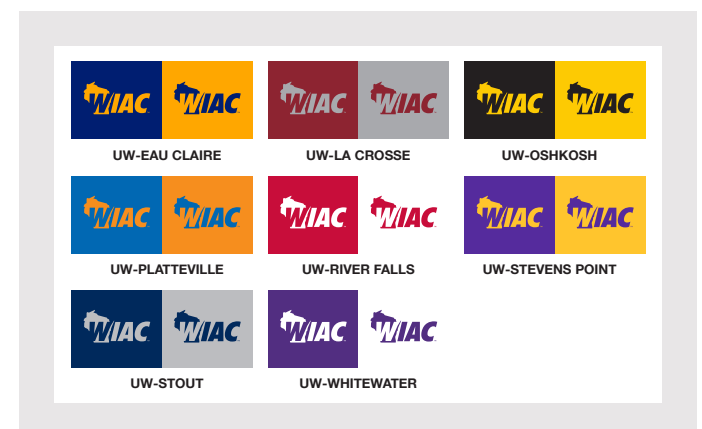
For soccer uniforms it should be scaled 2.5 inches wide and positioned on the jersey, left or right chest, opposite the manufacturer's logo. If not possible, position on the left or right sleeve.

Member-specific color iterations of the Secondary Mark in the form of **Co-Branded Marks**, as pictured below, are also available for use.

SECONDARY MARK



CO-BRANDED MARKS



UNIFORM - SOFTBALL

Use of the **Secondary Mark** on uniforms is not required but is strongly encouraged.

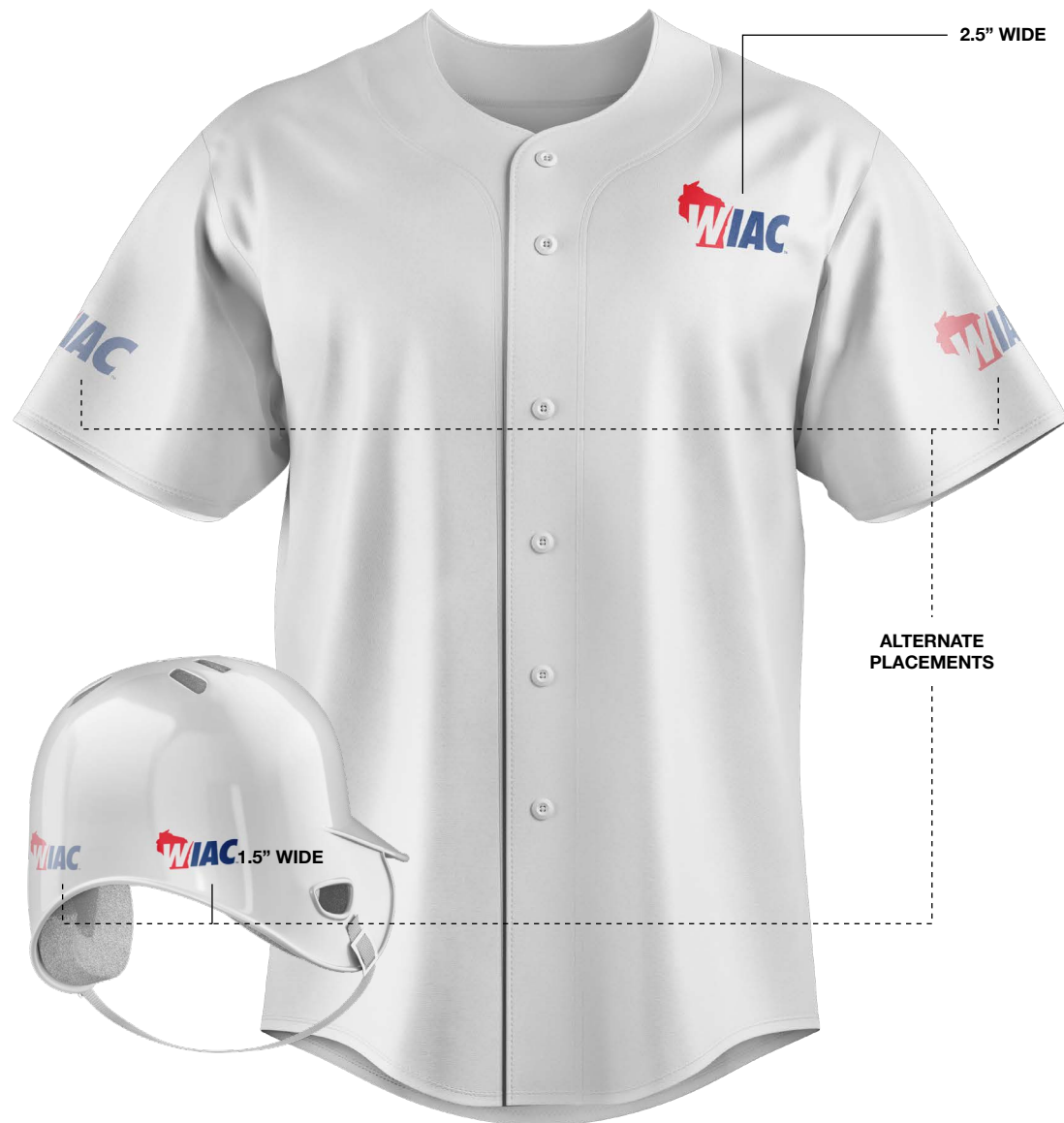
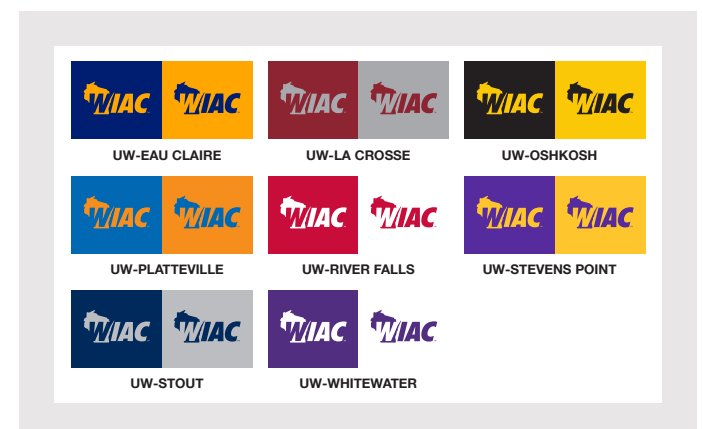
For softball uniforms it should be scaled 2.5 inches wide and positioned on the jersey, left or right chest, opposite the manufacturer's logo. If not possible, position on the left or right sleeve. The mark may also be scaled 1.5 inches wide and positioned on the back of the batting helmet.

Member-specific color iterations of the Secondary Mark in the form of **Co-Branded Marks**, as pictured below, are also available for use.

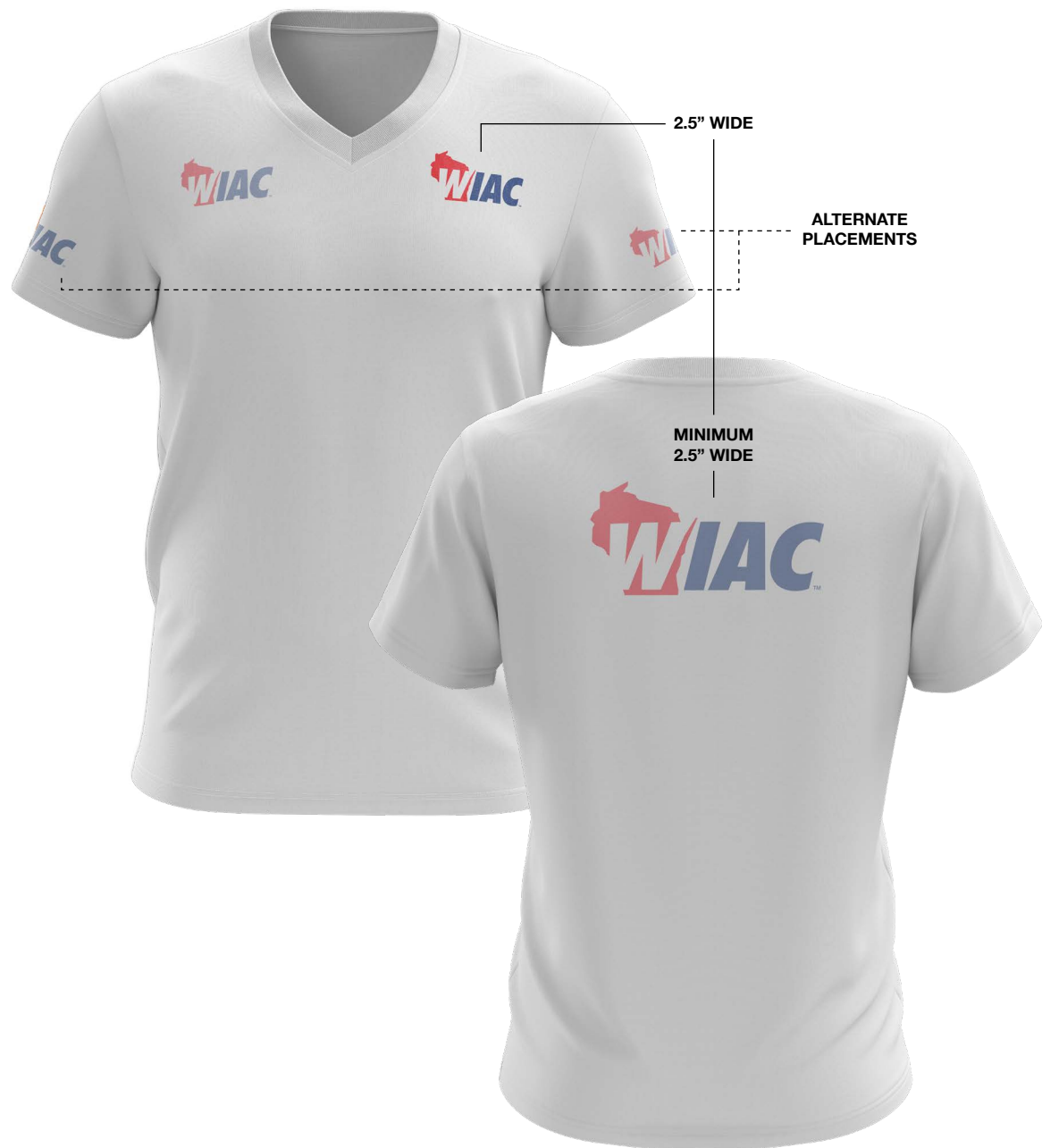
SECONDARY MARK



CO-BRANDED MARKS



WIAC UNIFORM APPLICATION



UNIFORM - TENNIS

Use of the **Secondary Mark** on uniforms is not required but is strongly encouraged.

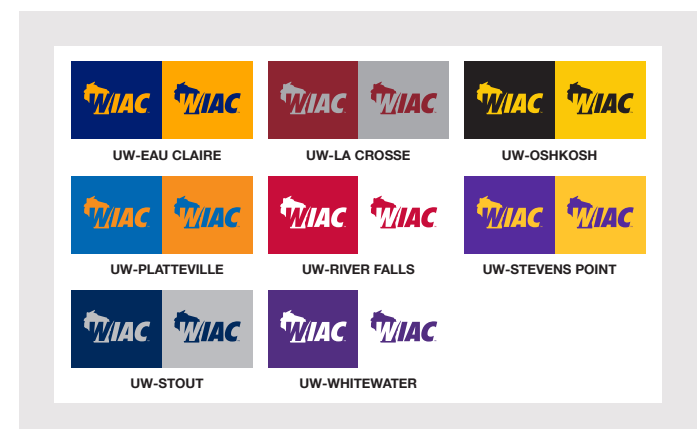
For tennis uniforms it should be scaled 2.5 inches wide and positioned on the jersey, left or right chest, opposite the manufacturer's logo. If not possible, position on the left or right sleeve or on the back.

Member-specific color iterations of the Secondary Mark in the form of **Co-Branded Marks**, as pictured below, are also available for use.

SECONDARY MARK



CO-BRANDED MARKS



UNIFORM - VOLLEYBALL

Use of the **Secondary Mark** on uniforms is not required but is strongly encouraged.

For volleyball uniforms it should be scaled 2.5 inches wide and positioned on the jersey, left or right chest, opposite the manufacturer's logo. Position on the left or right sleeve if using a long-sleeved design.

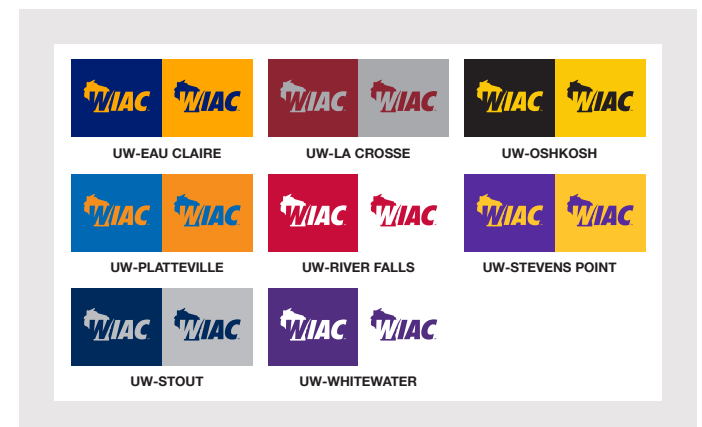
Member-specific color iterations of the Secondary Mark in the form of **Co-Branded Marks**, as pictured below, are also available for use.



SECONDARY MARK



CO-BRANDED MARKS



WIAC UNIFORM APPLICATION



UNIFORM - WRESTLING

Use of the **Secondary Mark** on uniforms is not required but is strongly encouraged.

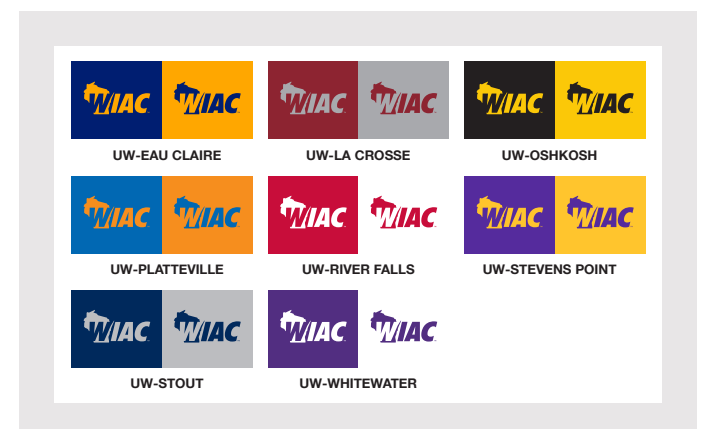
For wrestling uniforms it should be scaled 2.5 inches wide and positioned on the left leg of the singlet. If not possible, position on the nape of the neck.

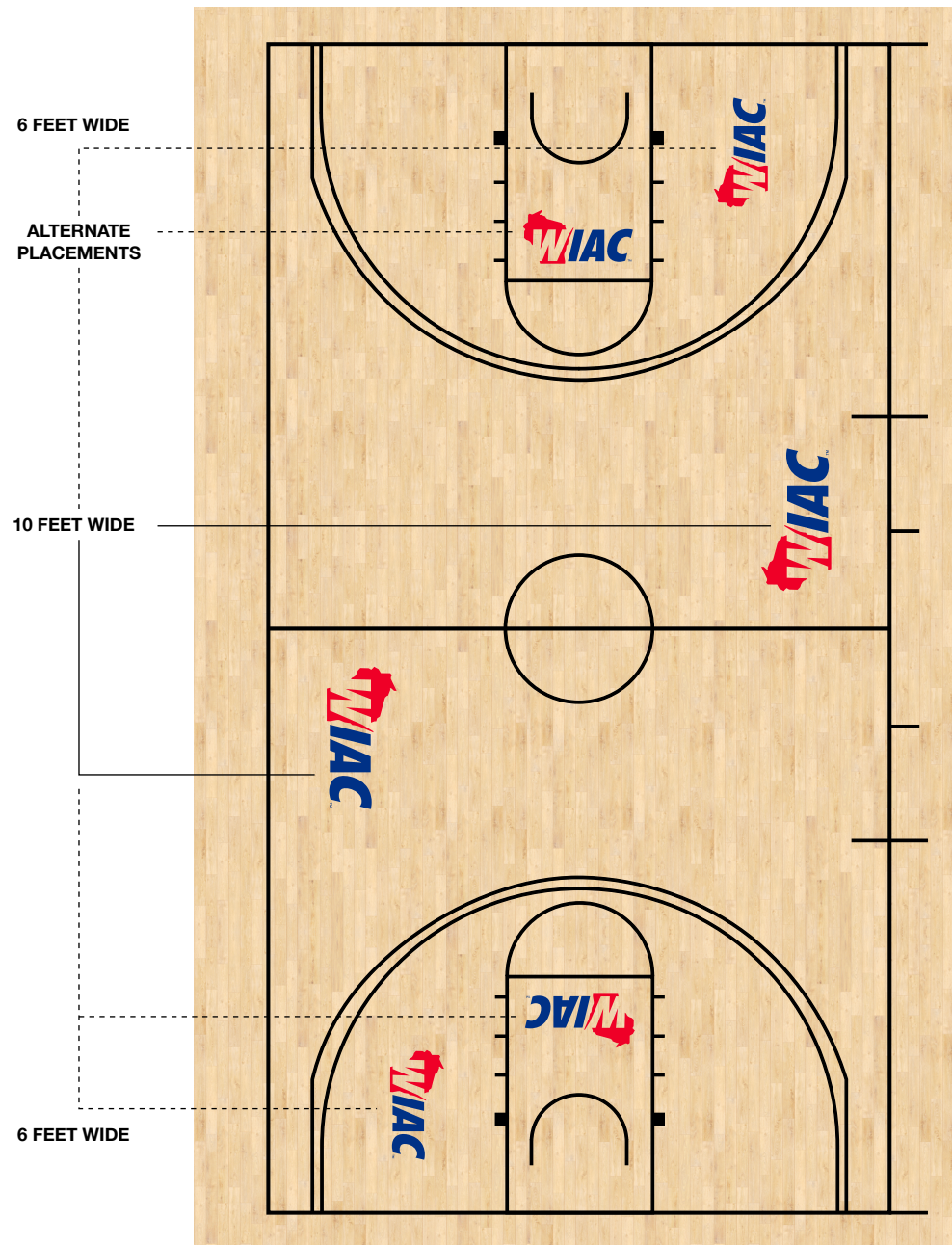
Member-specific color iterations of the Secondary Mark in the form of **Co-Branded Marks**, as pictured below, are also available for use.

SECONDARY MARK



CO-BRANDED MARKS





PLAYING SURFACE - BASKETBALL

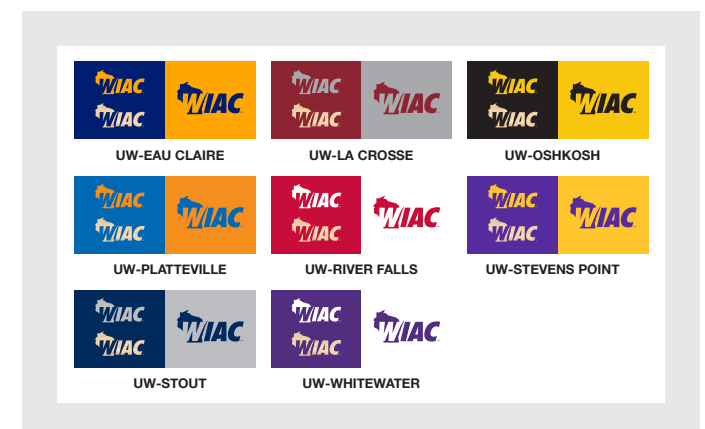
Use of the **Secondary Mark** on basketball playing surfaces is not required but is strongly encouraged. Scale the mark to 10 feet wide when positioned on opposite sides of the center court line. Scale to 6 feet wide when positioned within the key areas or on opposite sides of the three-point line. Always face marks outward toward the closest sideline unless when positioned in the key area. Those marks should face toward the free throw line.

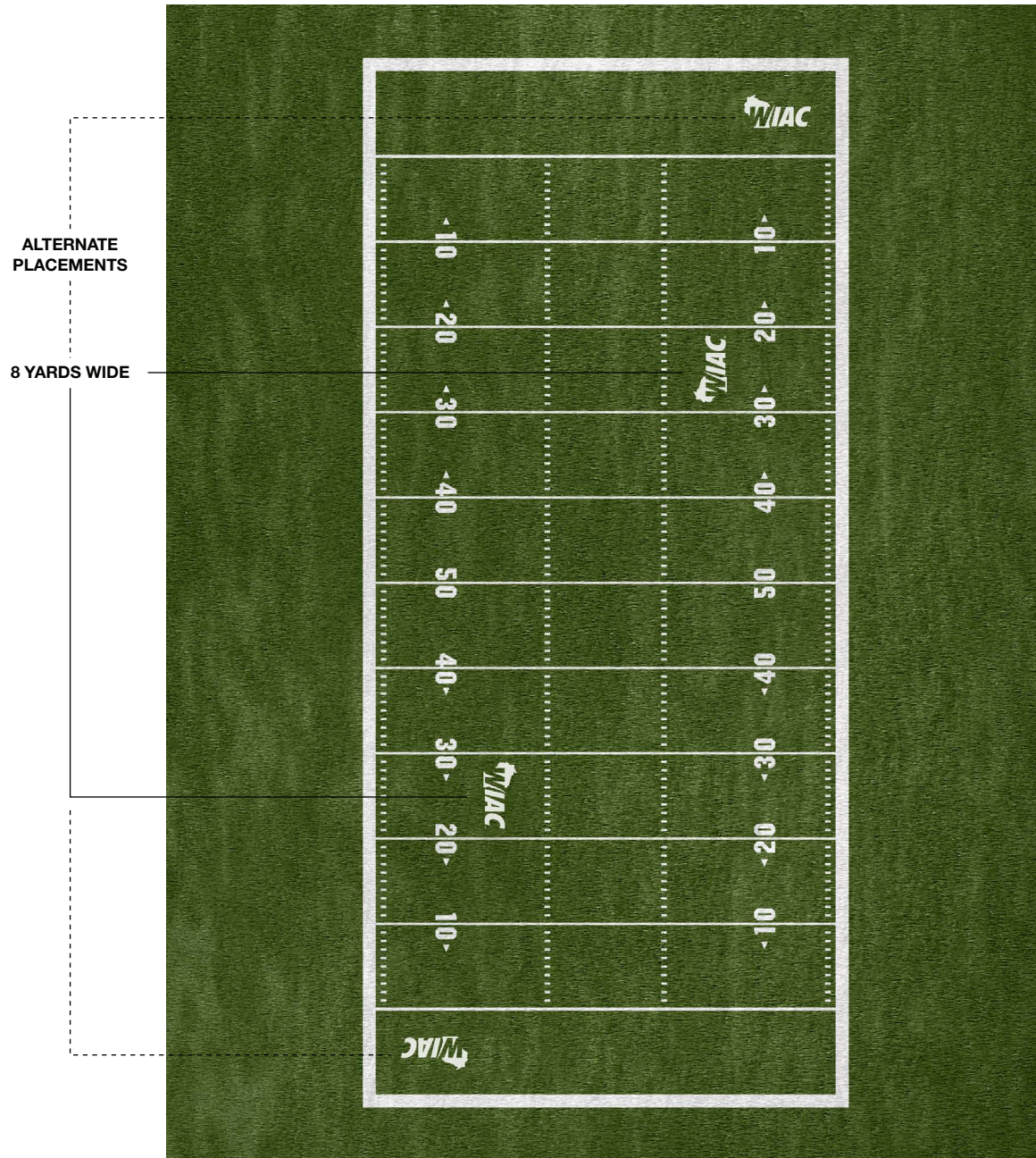
These marks may be applied in any of the color options displayed below and may take on the coloration of hardwood surfaces if preferred. Please consult the conference office for permission to use any color variations of the mark not pictured.

SECONDARY MARK



CO-BRANDED MARKS





PLAYING SURFACE - FOOTBALL

Use of the **Secondary Mark** on playing surfaces is not required but is strongly encouraged.

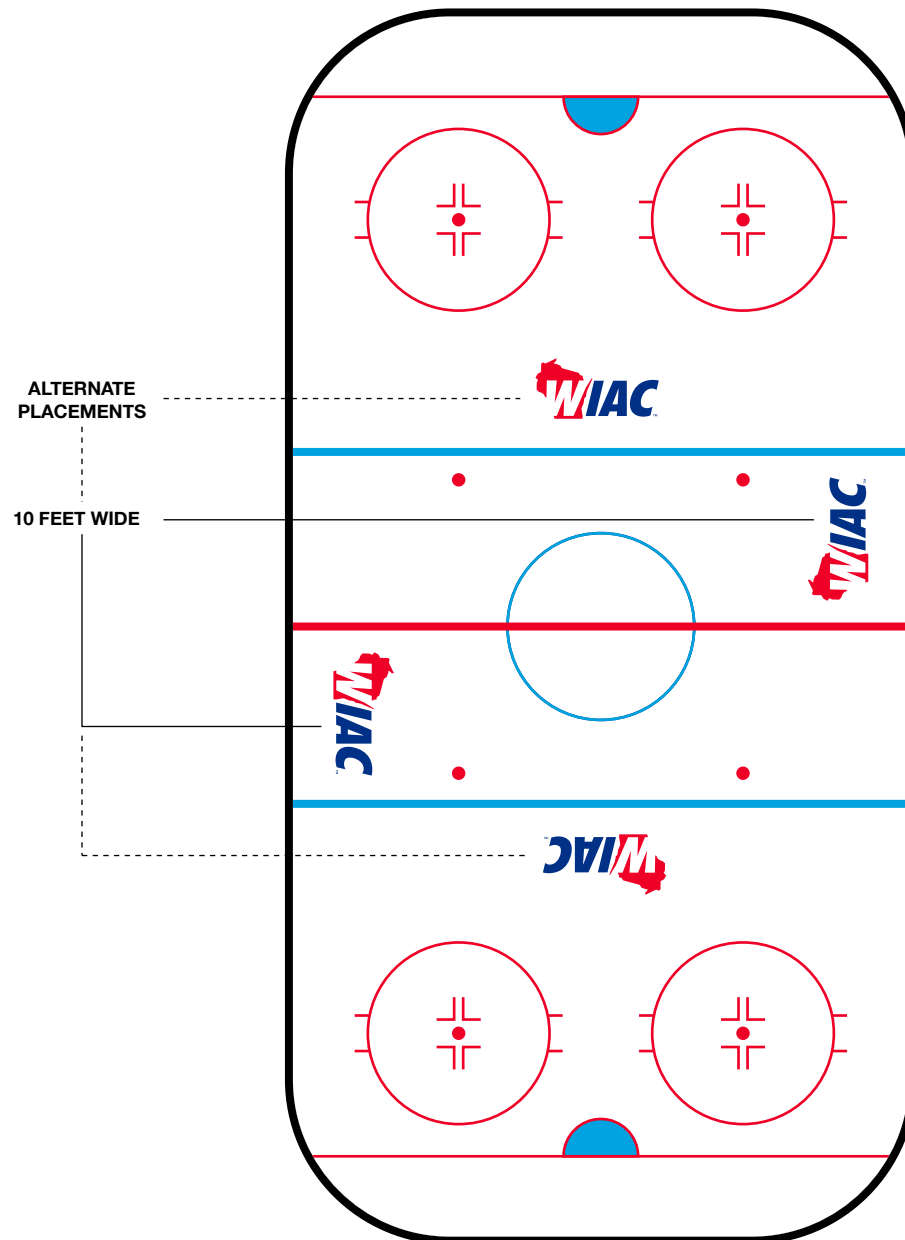
For maximum legibility on turf fields, always use the all-white, one-color version designed for dark backgrounds as shown here.

When applying to football fields, the mark should be scaled to 8 yards wide, centered between the 20 and 30 yard lines between the hash mark and the number, and always face outward toward the closest sideline. If that location is not possible, position on opposite sides of each end zone.

Please consult the conference office for permission to use any color variations of the mark not pictured on this page.

ONE-COLOR SECONDARY MARK





PLAYING SURFACE - ICE HOCKEY

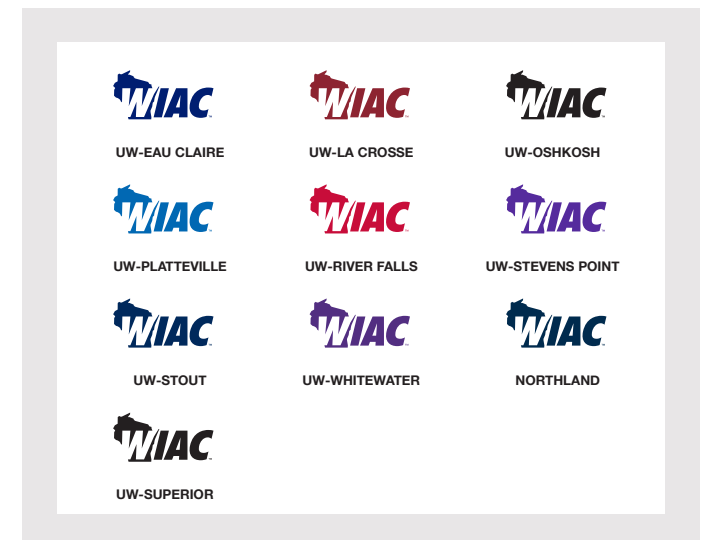
Use of the **Secondary Mark** on ice hockey playing surfaces is not required but is strongly encouraged. Scale the mark to 10 feet wide when positioned on opposite sides of the center line as well as when positioned on opposite sides of the blue lines. Always face center line marks outward and blue line marks inward.

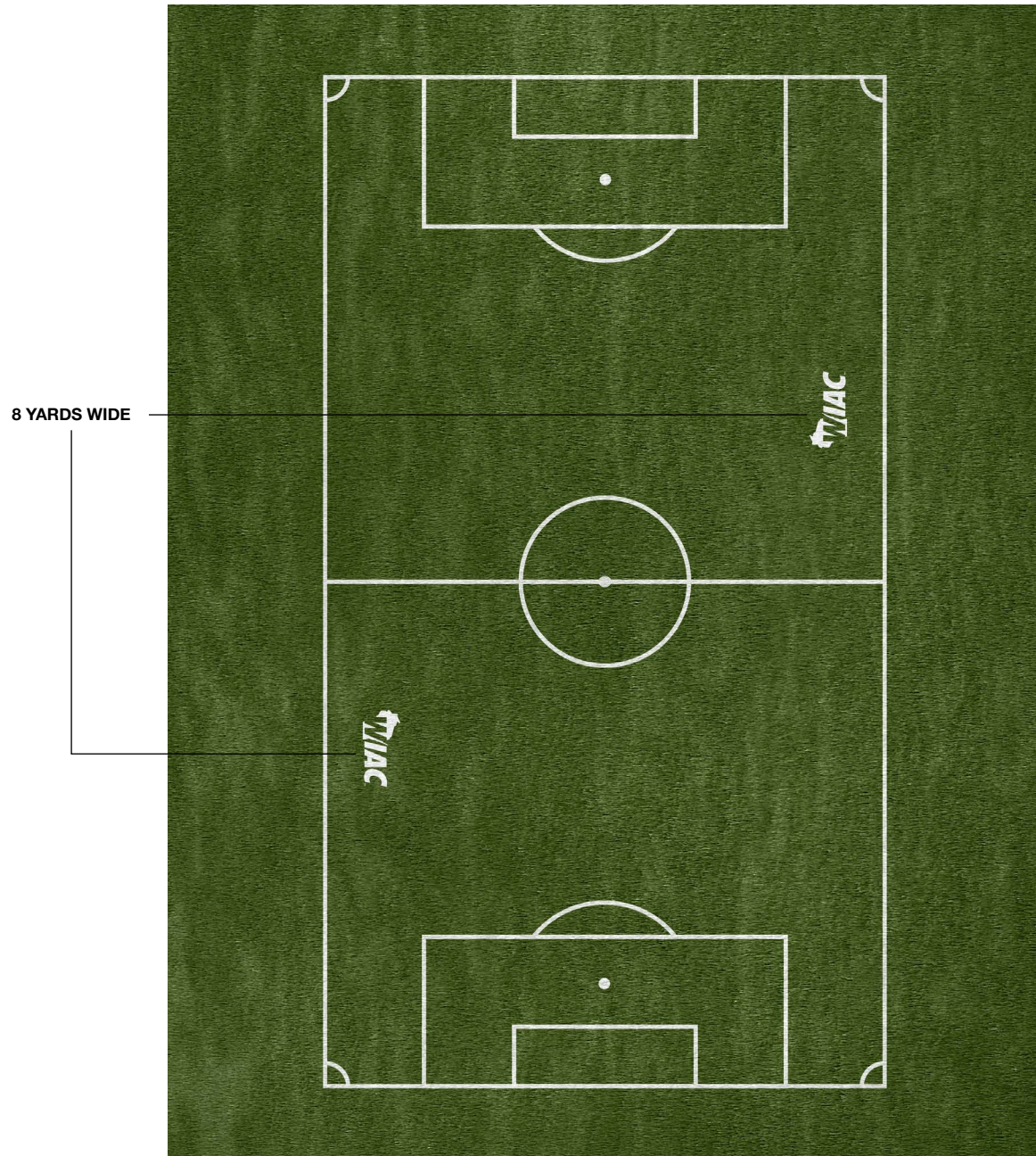
These marks should only be applied on white as displayed below. Please consult the conference office for permission to use any color variations of the mark not pictured.

SECONDARY MARK



CO-BRANDED MARKS





PLAYING SURFACE - SOCCER

Use of the **Secondary Mark** on turf playing surfaces is not required but is strongly encouraged.

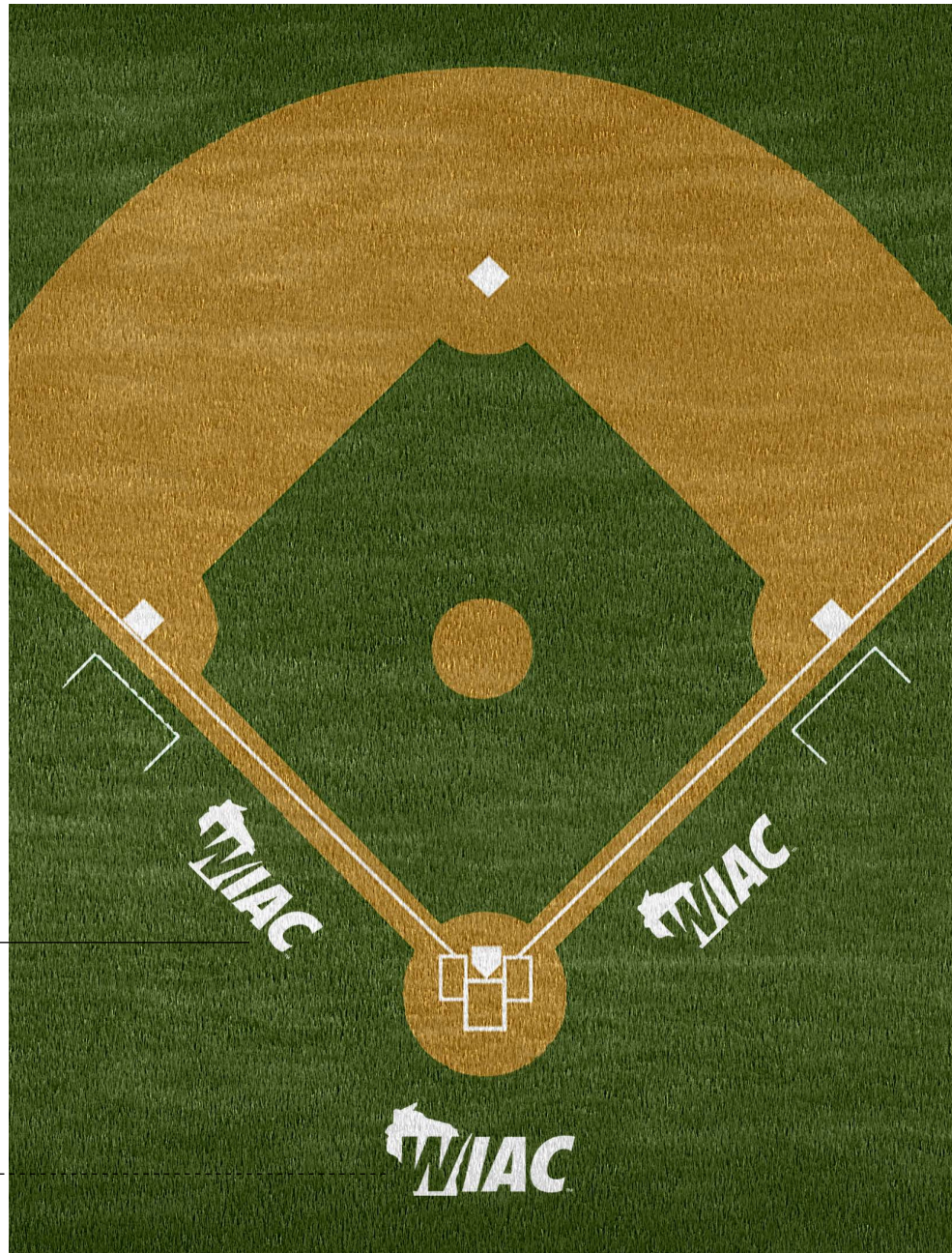
For maximum legibility always use the all-white, one-color version designed for dark backgrounds as shown here.

When applying to soccer fields, the mark should be scaled to 8 yards wide, positioned on opposite sides of the center line, and always face outward toward the closest sideline.

Please consult the conference office for permission to use any color variations of the mark not pictured on this page.

ONE-COLOR SECONDARY MARK





PLAYING SURFACE - BASEBALL & SOFTBALL

Use of the **Secondary Mark** on turf playing surfaces is not required but is strongly encouraged.

For maximum legibility always use the all-white, one-color version designed for dark backgrounds as shown here.

When applying to baseball and softball fields, the mark should be scaled to 8 yards wide, positioned on opposite sides of the first and third base lines, and always face outward toward each dugout. If that location is not possible, position behind home plate.

Please consult the conference office for permission to use any color variations of the mark not pictured on this page.

ONE-COLOR SECONDARY MARK



WIAC

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