

100

The Pac-12 logo is a shield-shaped emblem. It features the word "PAC" in a bold, blue, sans-serif font at the top. Below it is a stylized blue mountain range. At the bottom of the shield is the number "12" in a blue, sans-serif font.

100 YEARS *of* CHAMPIONS

1915 - 2015

Conference Identity Guidelines // 2015-2016 Academic Year

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Pac-12 / Conference Identity Guidelines

The Marks

THE SHIELD MARK

SHIELD

The shield shape conveys excellence in academics and athletics. It is unique amongst major college conferences.

ELEMENTS

The wave evokes a sense of movement, while the mountain represents “rising.” Both elements conjure up an image of the west.



LETTERFORMS

The typography is handcrafted to reflect a modern edge, west coast feel and to ensure legibility from a distance.

COLOR

The blue gradient in the mark is designed to suggest the deep underwater blues of the Pacific Ocean.

The Marks

THE BREAKDOWN

In an effort to build flexibility into the brand, the Pac-12 mark has been designed to breakdown into three purpose-built marks. In addition to these marks, the Pac-12 Centennial mark has been added as the primary mark for the 2015-2016 calendar year to celebrate 100 years as the Conference of Champions®.

1915

1978

1928

1915

HORIZONTAL

PAC12
CONFERENCE

SHIELD



REDUCED
UNIFORM/EQUIPMENT



1978

1922

1915

2011

The Marks

THE REDUCED MARK (UNIFORMS/EQUIPMENT)

The use of the reduced Pac-12 mark (without the wave and mountain) is limited to institutional uniforms, equipment and apparel.

The reduced marks must be used on respective fabric colors as shown in individual institutional style guides for Conference branding standards.

The reduced mark is not permitted in the Pac-12 blue fade or in black and white. This black and white example (at right) is for demonstration purposes only.

REDUCED MARK



Uses:

Uniforms

Equipment

Institutional Apparel

The Marks

THE SHIELD MARK

In an effort to build brand consistency, the primary Pac-12 mark (shield with the wave and mountain) shall be used on all institutional elements other than uniforms, equipment and apparel.

To determine the appropriate primary mark color scheme for a given element, please refer to the guidelines shown here.

For each color scheme, two versions of the primary mark are available for use: one for use on white/light backgrounds and one for use on black/dark backgrounds.

PAC-12 BLUE FADE MARK

use on white / light backgrounds



use on black / dark backgrounds

Uses:

Pac-12 Championships

All general marketing elements
outside of the game day
experience including:

Media Guides

Institutional Athletic Websites

Institutional Marketing
Communications

Team Posters

Television and Media Graphics

BLACK & WHITE

use on white / light backgrounds



use on black / dark backgrounds

Uses:

Limited to black and white
printed elements

The Marks

THE HORIZONTAL MARK

The Pac-12 horizontal mark shall only be used on elements approved by or originating from the Conference office.

In both Pac-12 blue and black and white, two versions on the horizontal mark are available for use: one for use on white/light backgrounds and one for use on black/dark backgrounds.

Please note there is a color shift in the blue when the horizontal mark is used on a black/dark background. On a white/light background, the "12" and "Conference" are PMS 662c, while on a black/dark background, the "12" and "Conference" are PMS 2935c.

Institutional versions of the horizontal logo may appear on facility signage such as the A-frames bearing Conference branding at swimming or the table skirts for gymnastics and wrestling.

PAC-12 BLUE



Uses:

Television & Media Graphics
Pac-12 Website
Other Approved Elements

BLACK & WHITE



Uses:

Approved Black & White Printed
Elements

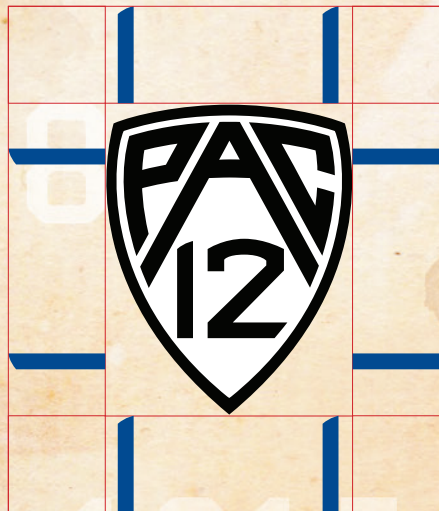
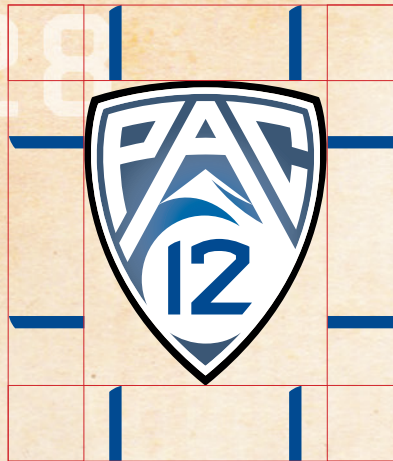
The Marks

MARK CLEAR SPACE

The area of isolation around the outer edges of the shield is crucial to ensure proper visibility.

Please ensure page edges, borders and other design elements fall OUTSIDE of the “isolation zone.”

The height and width of the isolation zone is equal to the height of the “1” (from the “12”) for the shield, reduced and horizontal mark.



The Marks

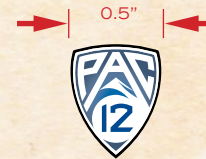
MINIMUM MARK SIZE

The minimum size for the Pac-12 shield mark (with the wave and mountain) shall be no less than .5" wide.

The reduced mark is designed exclusively for institutional uniforms, equipment and apparel. It shall be no smaller than 1.25" wide.

The minimum size for the horizontal mark shall be no less than .625" wide.

There are no restrictions on how large any of these marks may appear.



The Marks

THE CENTENNIAL MARK

NEW



100 YEARS *of* CHAMPIONS

1 9 1 5 - 2 0 1 5

ELEMENTS

By making use of three different iterations of our centennial: the big 100, “100 Years of Champions”, and “1915-2015”, the centennial mark utilizes repetition to convey that the Pac-12 is set to continue its long-established tradition of excellence.

SHIELD

The centennial mark incorporates the iconic Pac-12 shield. The inclusion of our primary mark emphasizes that the Pac-12’s identity as leaders in innovation and excellence has been a true constant throughout our history.

LETTERFORMS

The traditional typeface used on the large 100 is representative of the legacy that has made the Pac-12 the Conference of Champions for the last 100 years. This strong, classic font also emphasizes our identity as an important part of West Coast higher education by creating a collegiate, varsity feel.

The Marks

THE CENTENNIAL MARK

NEW

The Pac-12 is celebrating its 100th anniversary in the 2015-2016 calendar year. To celebrate this occasion, a special mark has been created in lieu of the Pac-12 shield.

To determine the appropriate primary mark color scheme for a given element, please refer to the guidelines shown here.

For each color scheme, two versions of the primary mark are available for use: one for use on white/light backgrounds and one for use on black/dark backgrounds.

PAC-12 BLUE FADE MARK

(recommended)



100 YEARS *of* CHAMPIONS
1915 - 2015

use on white / light backgrounds



use on black / dark backgrounds

Uses:

Pac-12 Championships

All general marketing elements
outside of the game day
experience including:

Media Guides

Institutional Athletic Websites

Institutional Marketing
Communications

Team Posters

Television and Media Graphics

BLACK & WHITE



100 YEARS *of* CHAMPIONS
1915 - 2015

use on white / light backgrounds



use on black / dark backgrounds

Uses:

Limited to black and white
printed elements

The Marks

THE CENTENNIAL MARK

NEW

The Pac-12 100th anniversary mark is made up of three separate parts; the number 100 mark with the shield, the 100 years of champions headline and the 1915-2015 subtext.

When possible, the recommended lockup is the full mark, but reduced logos may be used to keep legibility of the logo. The three logo options are shown here and the minimum size each logo may be used at is shown on the following page.

FULL



LOGO MINUS SUBTEXT



REDUCED LOGO



The Marks

MINIMUM MARK SIZE

NEW

The minimum size for the full Pac-12 centennial mark shall be no less than 3" wide.

The minimum size for the Pac-12 centennial mark without the year subtext shall be no less than 1.5" wide.

The minimum size for the reduced Pac-12 centennial mark shall be no less than .75" wide.

There are no restrictions on how large any of these marks may appear.



The Marks

MARK CLEAR SPACE

NEW

The area of isolation around the outer edges of the shield is crucial to ensure proper visibility.

Please ensure page edges, borders and other design elements fall OUTSIDE of the “isolation zone.”

The height and width of the isolation zone is equal to the height of the shield in the centennial mark for all three lockups.



The Marks

INSTITUTIONAL COLORS

NEW

The centennial mark may be modified to include the colors of each respective institution. The following examples show the approved color schemes for each school.

ARIZONA



ARIZONA STATE



CALIFORNIA



COLORADO



OREGON



OREGON STATE



STANFORD



UCLA



USC



UTAH



WASHINGTON



WASHINGTON STATE



The Marks

HISTORICAL MARKS

NEW

The following marks show the history of the Pac-12 Conference since its inception in 1915. They are for limited use to help show the pedigree in which the Pac-12 was founded upon.











The Colors

THE COLORS OF THE PAC-12

The colors of the Pac-12 mark are inspired by the deep blues of the Pacific Ocean. In order to maintain a uniform brand identity, it is vital that great care is taken in utilizing the proper Conference color palette.

For different applications, the logo colors are implemented in the respective color systems. For print, there are Pantone spot colors and CMYK; for electronic media use RGB (screen) and hex code (web). For other applications (e.g., silk screening of fabrics), the Pantone colors can be used for comparison.

For the 2015-2016 calendar year, a metallic copper color has been added to celebrate the Pac-12 Conference's 100th anniversary.

MAIN COLORS				ACCENT COLORS			
							
PMS 662C	PMS 5395C	PMS 2935C	RICH BLACK	PMS 381C	COOL GRAY 8C	PMS 4745C	PMS 876 C*
C = 100 M = 71 Y = 0 K = 18	C = 100 M = 44 Y = 0 K = 76	C = 100 M = 46 Y = 0 K = 0	C = 70 M = 30 Y = 30 K = 100	C = 20 M = 0 Y = 91 K = 0	C = 0 M = 1 Y = 0 K = 43	C = 0 M = 17 Y = 18 K = 10	C = 36 M = 58 Y = 71 K = 20
R = 0 G = 75 B = 145	R = 0 G = 39 B = 76	R = 0 G = 118 B = 192	R = 0 G = 0 B = 7	R = 214 G = 224 B = 61	R = 161 G = 161 B = 164	R = 229 G = 197 B = 187	R = 144 G = 101 B = 76
L = 31 A = 2 B = -45	L = 15 A = -1 B = -27	L = 47 A = 7 B = -47	L = 0 A = 0 B = -9	L = 86 A = -18 B = 72	L = 66 A = 0 B = -2	L = 66 A = 0 B = 0	L = 47 A = 15 B = 21
HEX = 004B91	HEX = 00274D	HEX = 0076C0	HEX = 000007	HEX = D6E03D	HEX = A1A1A4	HEX = D3C4A	HEX = 8F644B

*PMS 876 C is a metallic pantone chip and should be produced as such in all printed applications.
The copper color is also a special 100th anniversary addition and will only be used for the 2015-2016 calendar year.

Restricted Usage

BRANDING IDENTITY

Variations of the Pac-12 mark outside of institution-specific color options are not permitted. Any variation will compromise the integrity and unifying function of the Pac-12 brand.

Please see the included examples of prohibited variations.



Do not stretch



Do not outline



Do not enclose within a shape



Do not screen



Do not rotate



Do not re-color



Do not run text or graphics over logo



Do not use on distracting background



Do not use special effects

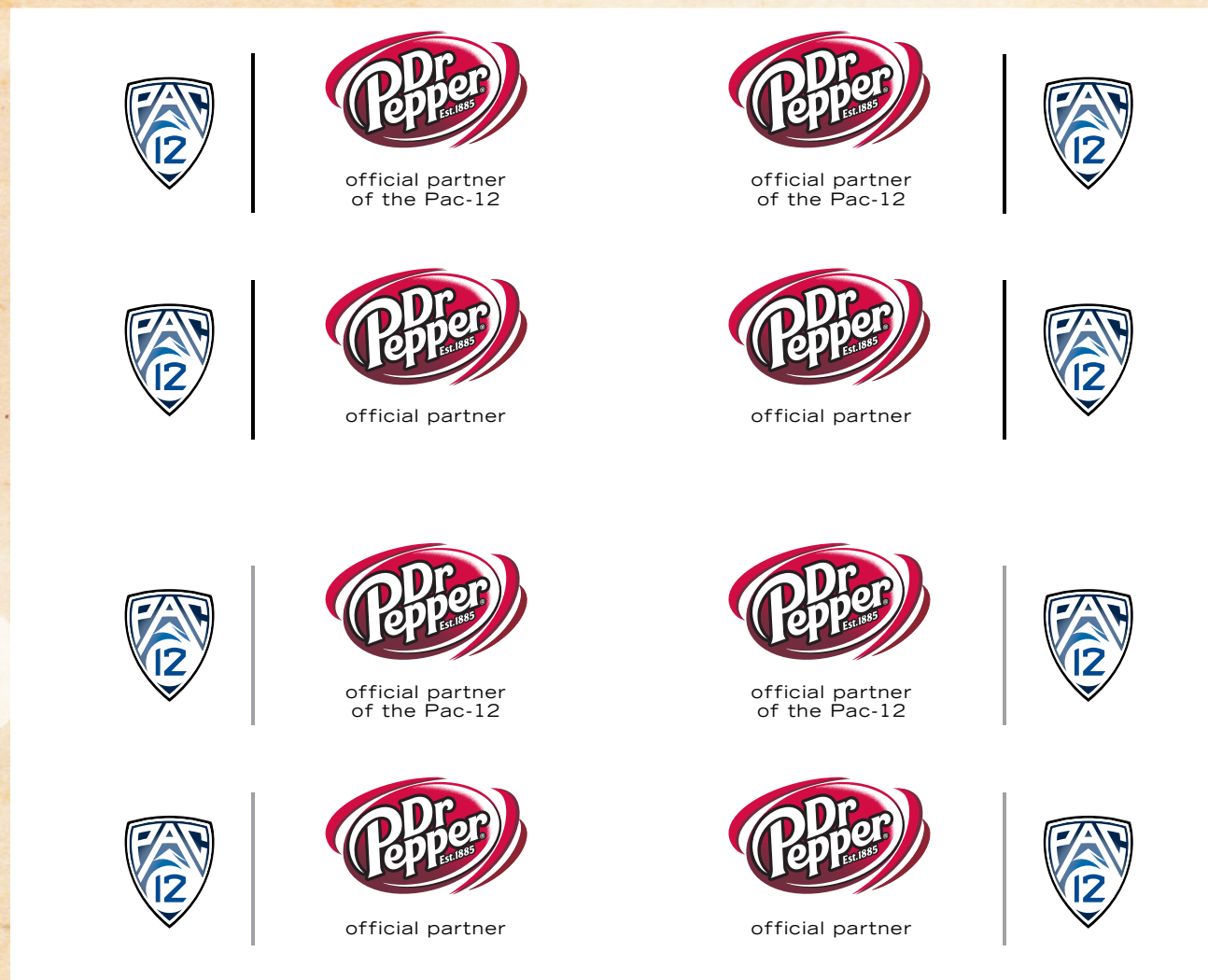
Sponsorship Logo Lock-Ups

TYPOGRAPHIC TREATMENT - SPONSORSHIP INITIATIVES

For “logo lock-ups” Pac-12 sponsor logos are placed directly adjacent to the Conference logo, separated by a thin bar that is either black or Pantone® Cool Gray 8.

“Official sponsor” language should be set in Trade Gothic Extended, and should be in all lowercase letter, with the exception of “Pac-12.” This text should be aligned LEFT beneath the logo when on the right of the lock-up and aligned RIGHT when on the left.

Logos should be roughly the same size. The thin line separating the two logos should be equidistant from the two logos in the lock-up.



Sponsorship Logo Lock-Ups

TYPOGRAPHIC TREATMENT - SPONSORSHIP INITIATIVES

NEW

For “logo lock-ups” Pac-12 sponsor logos are placed directly adjacent to the centennial mark, separated by a thin bar that is either black or Pantone® Cool Gray 8.

“Official sponsor” language should be set in Trade Gothic Extended, and should be in all lowercase letter, with the exception of “Pac-12.” This text should be aligned LEFT beneath the logo when on the right of the lock-up and aligned RIGHT when on the left.

Logos should be roughly the same size. The thin line separating the two logos should be equidistant from the two logos in the lock-up.



official wireless
provider of the Pac-12



official wireless
provider of the Pac-12



official wireless provider



official wireless provider



official wireless
provider of the Pac-12



official wireless
provider of the Pac-12



official wireless provider



official wireless provider



Typography

BRAND TYPE

All typographic specifications indicated in this manual for point sizes, tracking and leading are based on InDesign™ and the fonts used specifically for the Pac-12.

The corporate font is Trade Gothic. It is characterized by its clarity and a modern look, and it is easy to read. Trade Gothic should be used for long text blocks. The array of available faces makes it possible to create individual designs for a wide variety of content, while still ensuring a uniform, consistent image.

To support this image, the italic faces of the Trade Gothic font family are excluded from use in any Pac-12 corporate design.

The Trade Gothic font family is complemented by the serif font Clarendon Light. Clarendon is also very easy to read and adds a distinctly 'West' feel. Text blocks should NOT be set in Clarendon Light or Foundry Gridnik.

To allow the designer flexibility, Foundry Gridnik, is included as an alternate headline font, along with the addition of Sports World and Manus for the 2015-2016 Calendar year.

Note: the unauthorized distribution of fonts is unlawful.

MAIN TYPEFACES

Trade Gothic Light

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Trade Gothic Regular

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Trade Gothic Bold #2

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

TRADE GOTHIC
EXTENDED

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

TRADE GOTHIC
BOLD EXTENDED

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

TRADE GOTHIC
BOLD CONDENSED No. 20

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SUPPORT TYPEFACES

Clarendon Light

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FOUNDRY GRIDNIK

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

CENTENNIAL TYPEFACES

SPORTS WORLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Manus

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

NEW

Typography

HEADLINE COPY

Headlines are primarily set in Trade Gothic but may be set in Foundry Gridnik if a more modern look is desired.

Trade Gothic Bold Extended or Foundry Gridnik is black, 90% black, reverse white or in the main conference colors.

The font size in each case depends upon the overall format of the print medium. Minimum size of headlines when printing on letter formats.

(Example A):

Size : 18 pt / Tracking = +4 / Leading = 23pt

(Example B):

Size : 18pt / Tracking = +4 / Leading = 22pt

HEADLINES

TRADE GOTHIC
BOLD EXTENDED

**THE PAC-12 WAS FOUNDED
IN PORTLAND, OREGON.**

**THE PAC-12 WAS FOUNDED
IN PORTLAND, OREGON.**

**THE PAC-12 WAS FOUNDED
IN PORTLAND, OREGON.**

ALTERNATE HEADLINES

FOUNDRY GRIDNIK

THE PAC-12 WAS FOUNDED
IN PORTLAND, OREGON.

THE PAC-12 WAS FOUNDED
IN PORTLAND, OREGON.

THE PAC-12 WAS FOUNDED
IN PORTLAND, OREGON.

Typography

HEADLINE COPY

NEW

Along with Trade Gothic and Foundry Gridnik, the use of Sports World in all caps and Manus in title case are permitted for use during the 2015-2016 calendar year.

The font size in each case depends upon the overall format of the print medium. Minimum size of headlines when printing on letter formats.

(Example A):

Size : 18 pt / Tracking = +4 / Leading = 21pt

(Example B):

Size : 18pt / Tracking = +30 / Leading = 22pt

HEADLINES

SPORTS WORLD

**THE PAC-12 WAS FOUNDED
IN PORTLAND, OREGON.**

**THE PAC-12 WAS FOUNDED
IN PORTLAND, OREGON.**

**THE PAC-12 WAS FOUNDED
IN PORTLAND, OREGON.**

ALTERNATE HEADLINES

Manus

*The Pac-12 was founded
in Portland, Oregon.*

*The Pac-12 was founded
in Portland, Oregon.*

*The Pac-12 was founded
in Portland, Oregon.*

Typography

INTRO / COPY HEAD TYPE

For copy heads, the preferred font face is Trade Gothic Bold #2 at 9pt with 12.5pt leading. This style can also be used for longer passages of introductory text.

Short passages of introductory text in the copy head style can be set in black, 90% black as well as the primary or accent colors.

It is important to ensure that the overall impression of a page does not become multi-colored and that the selected color used consistently. In addition to the color, the styles of introductory text can also be modified (Example A).

When a paragraph begins with a copy head, it is separated from the preceding body copy by a blank line. Body copy follows the copy head, but without the insertion of an additional blank line. The copy head may be set in any desired color, but that color must be used consistently throughout a print medium (Example B).

HEADLINES

Trade Gothic Bold #2

A.

Dummy text to illustrate the appearance of a copy head:
Trade Gothic Bold #2, 9pt, tracking +4, 12.5pt leading,
left justified. Hent, ulparup taturitincil eost, tem
quiatem rem rerferrum es et aliate voluptat.
Ullore dolo magnime nonsererum qui con corum
quoditatur alit etur, qui idio quos con coritis ium

Example for use in an introduction: Idio expeliquo militis de natendel
ma non estinus di blaborendae coribus id modit volorem. Et rae reicatur?
Voloreperia dipsaniet alias doluptati nus ipsa sit que num aut qui
doluptat ad qui si berae pro id utae comnis dellend animodi gendici con
cum aut exped mo dolendi te

Example for use in an introduction: Idio expeliquo militis de natendel
ma non estinus di blaborendae coribus id modit volorem. Et rae reicatur?
Voloreperia dipsaniet alias doluptati nus ipsa sit que num aut qui
doluptat ad qui si berae pro id utae comnis dellend animodi gendici con
cum aut exped mo dolendi te

EXAMPLE FOR USE IN AN INTRODUCTION: Idio expeliquo militis de
natendel ma non estinus di blaborendae coribus id modit volorem. Et rae
reicatur? Voloreperia dipsaniet alias doluptati nus ipsa sit que num aut
qui doluptat ad qui si berae pro id utae comnis dellend animodi gendici
con cum aut exped mo dolendi te

B.

Example for use in a copy head: Epudissequam
voloremqui cum quaeceatquas ex ea consequere net
labore, odis natem ut litate is as velest, sam est, accepta
id quam, simusda ectorest, sit, comnime nectatquat
parit ut occum et hitatem rerum serum renderc hillut
estorem ipsam, ut evenis a cumquiatur si derestet adit

Typography

BODY COPY STYLE / ACCENT TYPE

Extensive amounts of body copy, such as annual reports and image brochures, are set in Trade Gothic Medium (Example A). Alternately, copy may be using Trade Gothic Light (Example B).

Clarendon Light is used as an accent font. In the case where Trade Gothic and Clarendon are set on the same line, a dividing line element used in the same color of the font of an accent color is suggested.

COPY

Trade Gothic Regular

Trade Gothic Light

- A. Dummy text to illustrate the appearance of body copy: Trade Gothic Bold #2, 9pt, tracking +4, 12.5pt leading, left justified. Hent, ulparup taturitincil eost, tem quiatem rem rerferrum es et aliate voluptat. Ullore dolo magnime nonsererum qui con corum quoditatur alit etur, qui idio quos con coritis ium
- B. Dummy text to illustrate the appearance of body copy: Trade Gothic Bold #2, 9pt, tracking +4, 12.5pt leading, left justified. Hent, ulparup taturitincil eost, tem quiatem rem rerferrum es et aliate voluptat. Ullore dolo magnime nonsererum qui con corum quoditatur alit etur, qui idio quos con coritis ium

EXAMPLES OF ACCENT TYPE

Track & Field | 100 yard dash

Track & Field // 100 yard dash

Track & Field ▶ 100 yard dash

Track & Field

- ▶ 3000m steeplechase
- ▶ Javelin
- ▶ Shotput
- ▶ Pole vault
- ▶ Discus throw

1. California
2. USC
3. Oregon
4. Washington
5. Arizona

California
USC
Oregon
Washington
Arizona

Typography

OTHER TYPOGRAPHIC ELEMENTS

The typographic system of the Pac-12 includes several simple additional elements to help organize information.

The first are a set of three sentence dividing elements, used when separating a copy head from copy body.

The second elements are shields for displaying page numbers. The shields should always appear in brand colors and be set in Foundry Gridnik or Trade Gothic.

The third set of elements are to aid the designer in the consistent layout of listed information. Bullets and row highlights should always remain in brand colors.

EXAMPLES OF ELEMENTS USED TO BREAK LINE

Track & Field | 100 meter dash

(Element to be used in a brand accent color)

Track & Field // 100 meter dash

(Element to be used in type color)

Track & Field ▶ 100 meter dash

(Element to be used in a brand accent color; this style recommended for web)

EXAMPLES OF SHIELD PAGE NUMBERS



EXAMPLES OF BULLETED, NUMBERED AND COLORED LISTS

Track & Field

- ▶ 300m steeplechase
- ▶ Javelin
- ▶ Shotput
- ▶ Pole vault
- ▶ Discus throw

1. California
2. USC
3. Oregon
4. Washington
5. Arizona

California
USC
Oregon
Washington
Arizona

(Highlighted rows must always be set on brand colors. Both a fade to 0% opacity or a solid bar are acceptable)

Photography

PHOTOGRAPHIC STYLE AND FEEL

The photography should always be big and emotional. When selecting images, keep in mind the Pac-12's dedication to the values of the west, innovation and excellence. All photography should look authentic, not overly effected or treated.

CROPPING PHOTOGRAPHY

When cropping photography, find where the heart of the story and the emotion lies. Always make sure the Pac-12 athletes, student and facilities remain the heroes.



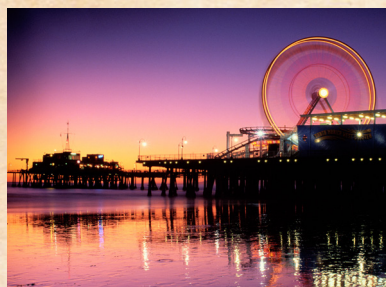
WEST COAST



INNOVATIVE



EXCELLENCE



UNCROPPED



CROPPING



CROPPED

Design Elements

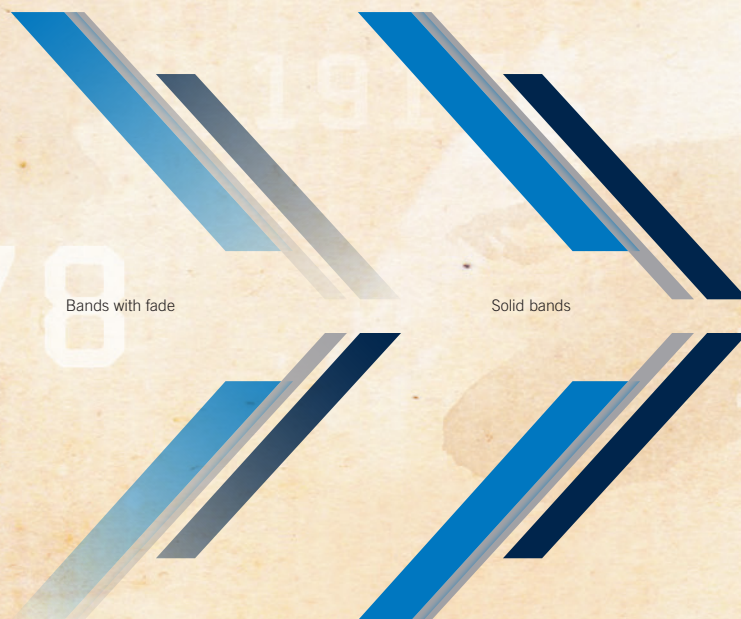
BANDS OF EXCELLENCE

The band of excellence (incorporating the gray bar) is a design element to be used in conjunction with the main Conference mark or horizontal mark ONLY. It is designed to work at the angles shown. Do not stretch or warp the band.

Other versions of these bands exist for use in conjunction with championship events and other promotions. These versions appear in either institutional colors or with a green bar in place of the gray seen here.



Example of horizontal use



Bands with fade

Solid bands



Example of vertical use

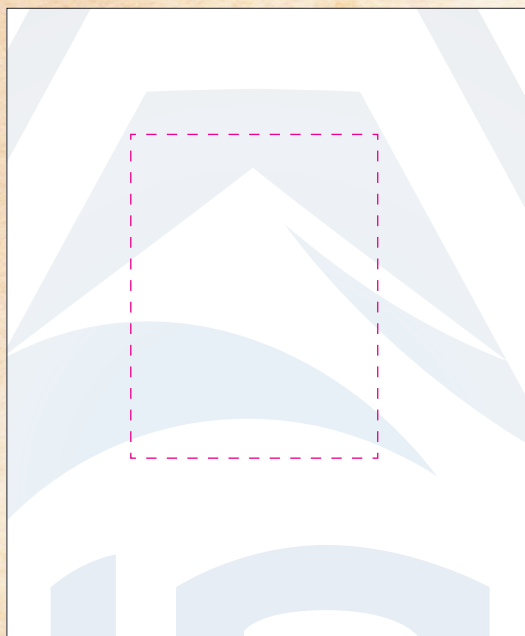
Design Elements

SHIELD OVERLAY

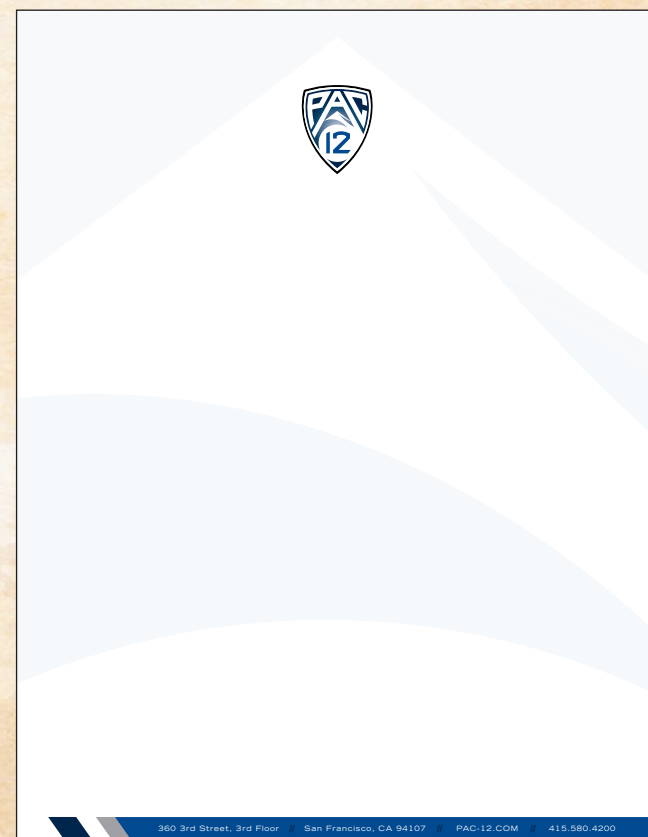
The shield overlay is another element in the Pac-12 designer's toolkit. As shown in the example on the right, when properly cropped and set to 4% opacity, the shield detail creates a dynamic backdrop. The designer must take care to ensure that the peak of the mountain is always centered, and the numerals or the 'A' are not showing. The crop shown is ideal, but may be altered in width slightly to accommodate your page size.

1928

Detail of cropped area



Example of shield overlay in use



1922

1915

2011

Design Elements

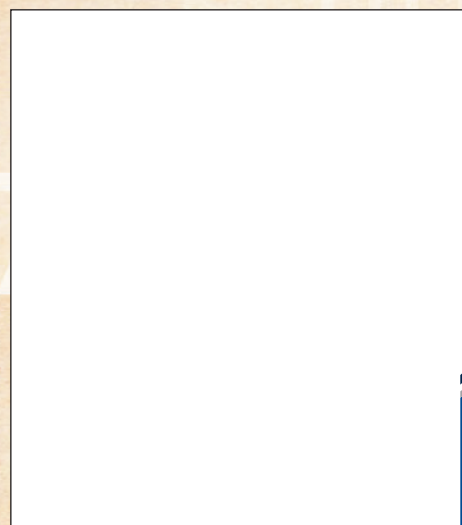
COLOR ACCENT

The look and feel of the brand materials for the Pac-12 Conference should feel clean and modern. A second brand element that is available to the designer is the Pac-12 color accent.

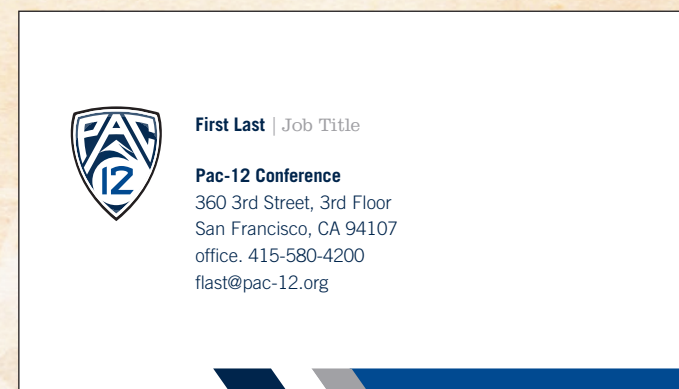
The color accent is designed to be used in conjunction with the main Conference mark and the horizontal mark.

The designer may crop into the color accent up to 50% its width (example A), and may run the color accent up to 1/3 the length or width of the page. The color accent may only be positioned in the lower right corner of a design.

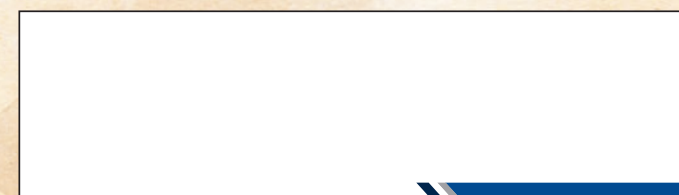
These accents are also available in institutional colors and may be used in conjunction with promotional events or as championship signage elements where applicable.



Example of vertical use on a vertical layout

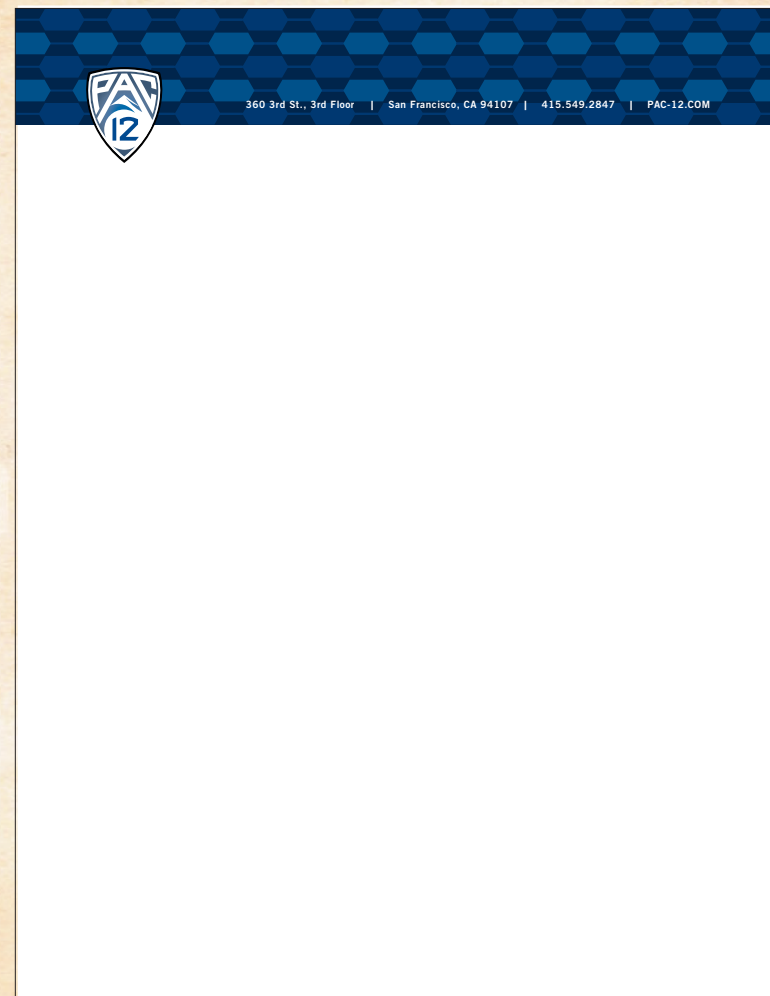
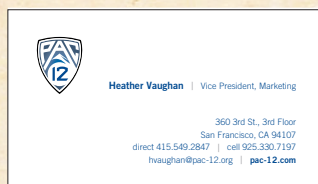


Example of a horizontal business card



Example of horizontal use on a horizontal banner

Design Elements



Design Elements

SHIELD, MOUNTAIN / WAVE LINE ART USE

The shield with the mountain and wave may be used as a design element when building graphics, but great care should be taken not to sacrifice the integrity of the logo itself.

Only the white primary logo may be used when using the primary shield (with wave and mountain) as a design element. Careful consideration should be used when cropping into the shield. The ideal implementation (shown in examples on this page) is achieved when using the wave and mountain to suggest movement or to accentuate a portion of the photograph.

Do not color the portions of the shield or add textures to it.

THE HORIZONTAL MARK LINE ART USE

The horizontal mark may also be used as a design element. The ideal implementation of the horizontal mark is to crop into the letters and numbers in a way that abstracts legibility. The focus should be on the angles and negative space.

While you may screen the horizontal mark line art, please do not rotate, add color, textures or effects to it.



Design Elements

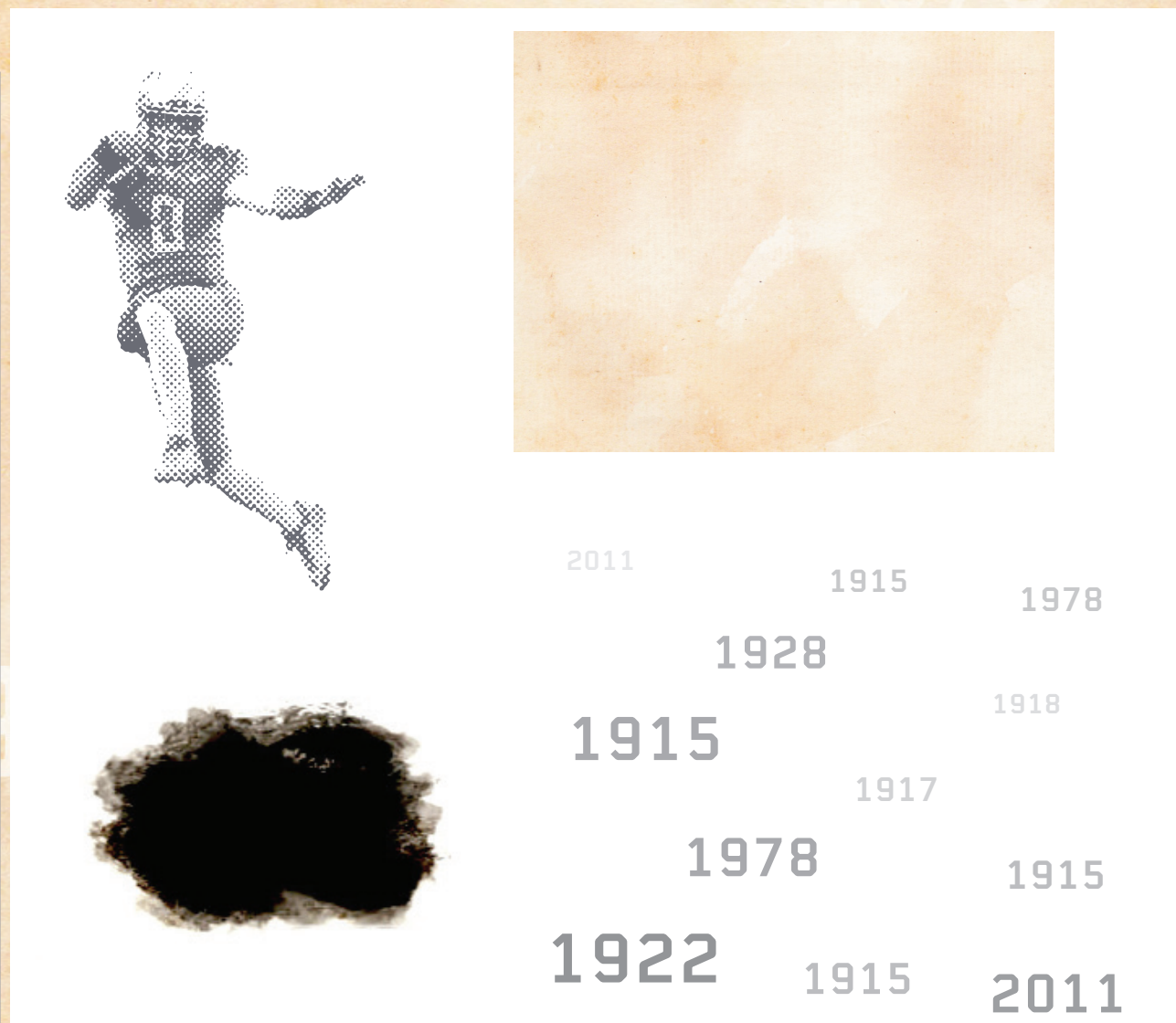
CENTENNIAL ELEMENTS

NEW

The 100th anniversary of the Pac-12 Conference is a time to reflect upon the success and growth over the past century and look forwards to what the next century will bring.

The use of ink blots, old black and white photos and an aged parchment texture create a vintage look that is mixed with current photography and type to add a forward facing element.

In addition to photography, images can become halftone bitmaps for use as a fully scalable vector supplemental element. The use of typography showing the years each institution entered the Pac-12 Conference can be used at different sizes and opacity to create depth.

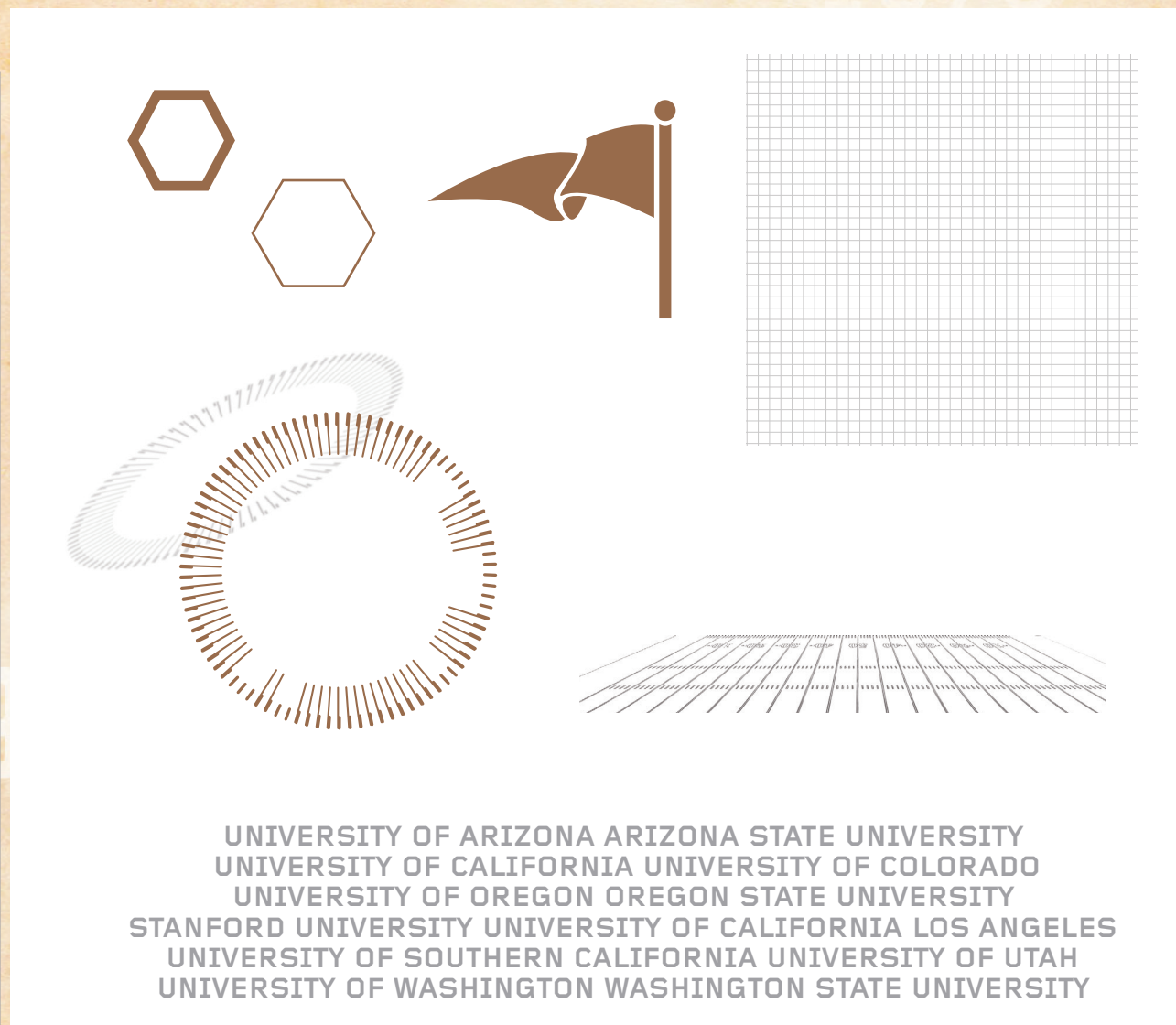


Design Elements

CENTENNIAL ELEMENTS

NEW

Additional elements that can be used to create additional depth to the background are shown here. They include the use of a grid pattern, hexagons, slide reel graphic, sketched sports elements, the flag from the Imperial Hotel in Portland, Oregon, and the use of all institutions in block text. The block text may be edit to fit a specific event or sport.



Design Elements

CENTENNIAL ELEMENTS

NEW

Below are examples of the elements brought together to create compositions encompassing the essence of the Pac-12 Centennial Celebration.



**PAC-12 SOCCER
CHAMPIONS**

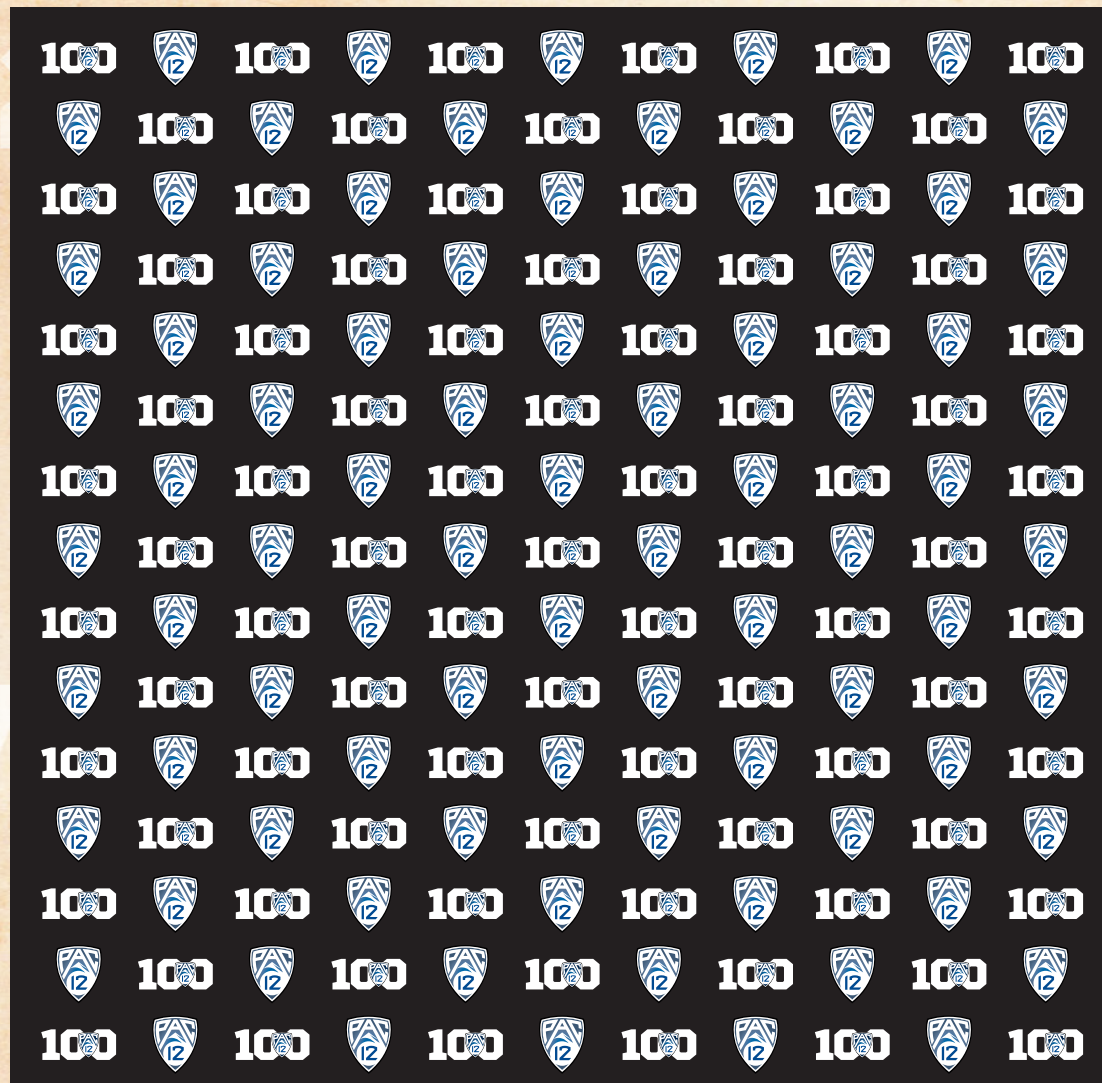
CENTENNIAL MERCHANDISE

NEW

Media Backdrop

LAYOUT

The following layout is required on media backdrops for Conference championships and other Conference events.

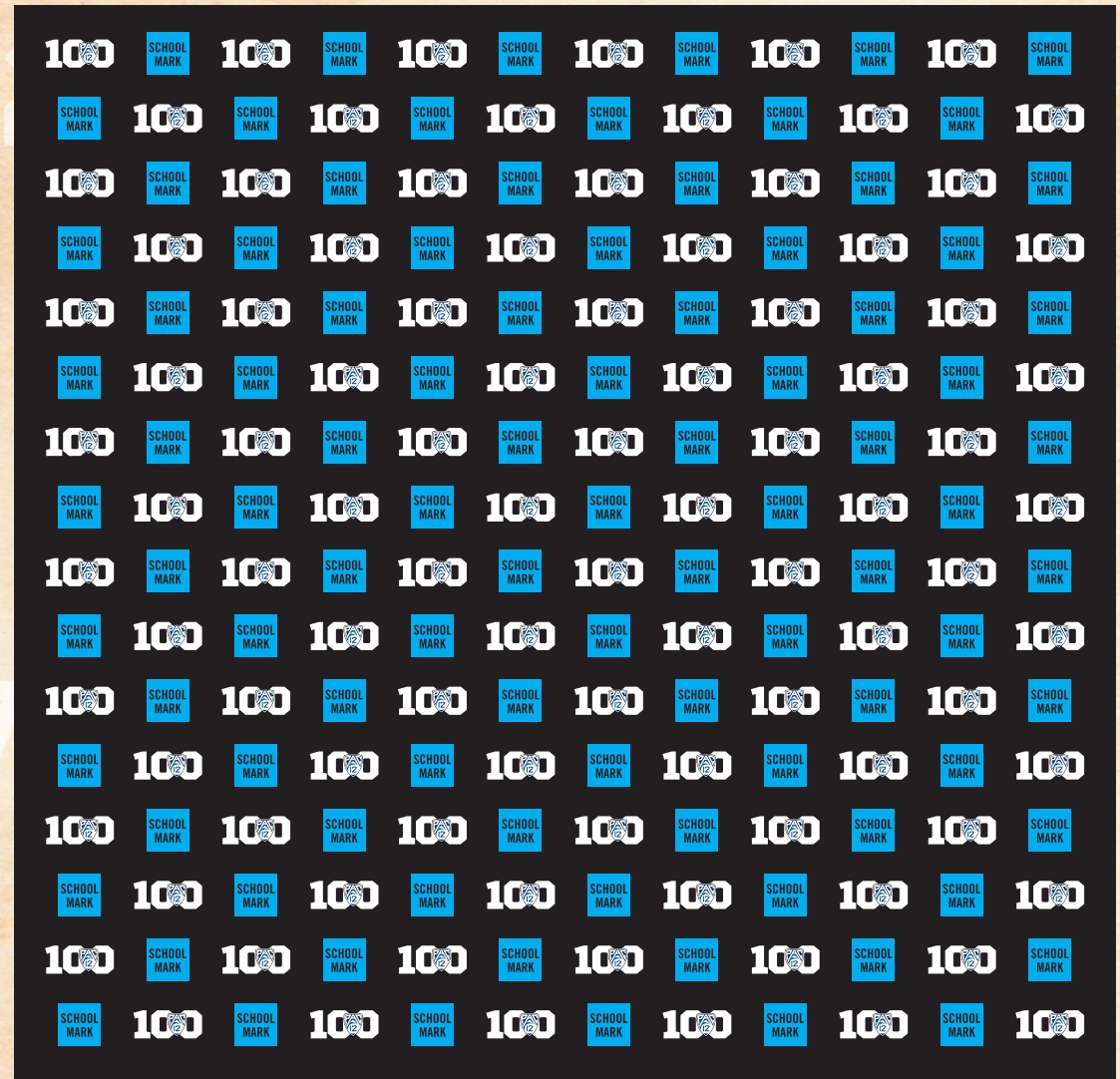


Media Backdrop

LAYOUT

The following layout is required on media backdrops for institutional events.

Pac-12 shield should appear in university specific colors when used in conjunction with a university's athletics logo. The example shown with the primary Pac-12 shield is for placement purposes only.

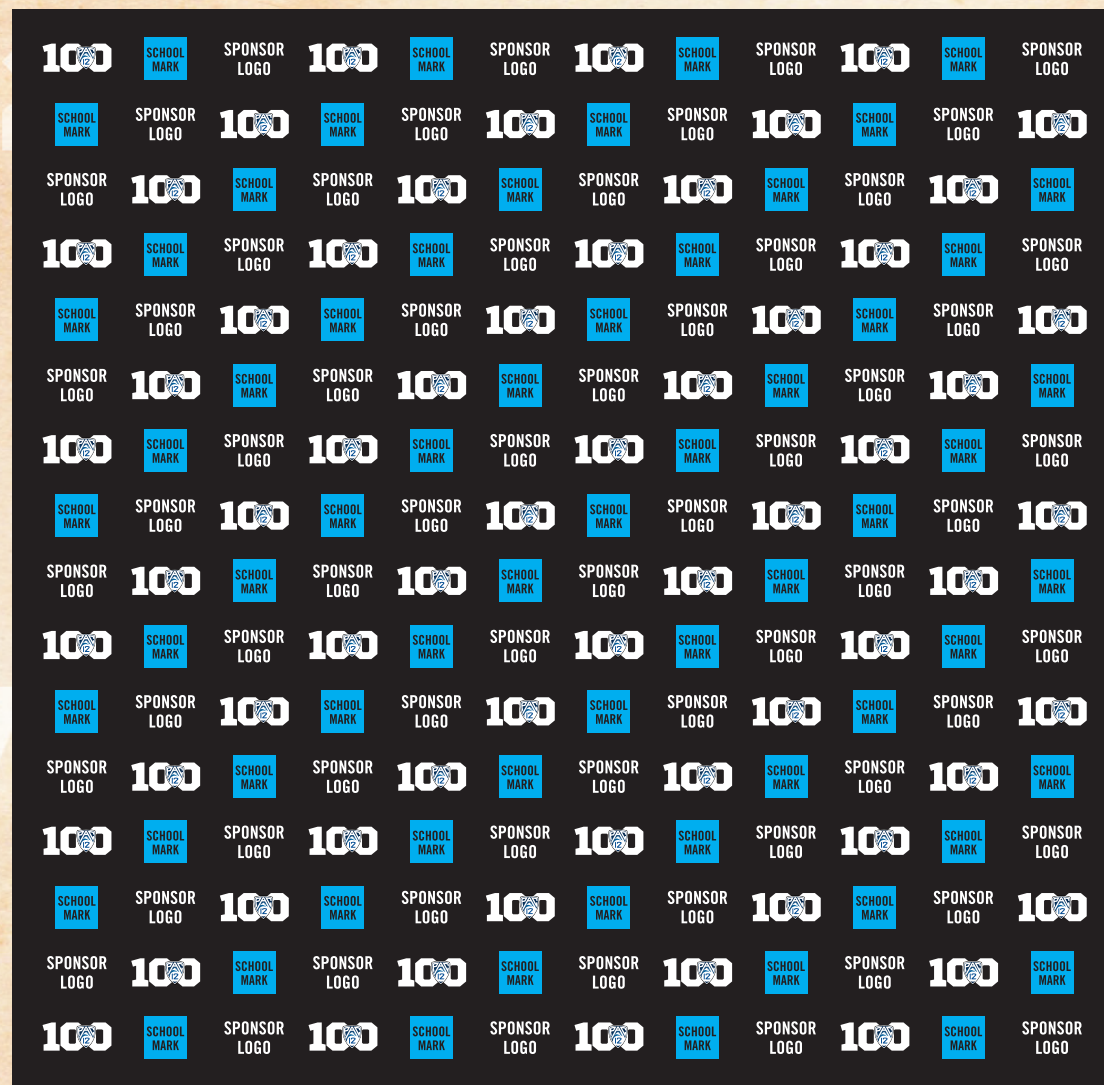


Media Backdrop

LAYOUT

The following layout is required on media backdrops for sponsored institutional events.

Pac-12 shield should appear in university specific colors when used in conjunction with a university's athletics logo. The example shown with the primary Pac-12 shield is for placement purposes only.



Pac-12 // Uniforms



The Marks

THE REDUCED MARK (UNIFORMS / EQUIPMENT)

The use of the reduced Pac-12 mark (without the wave and mountain) is limited to institutional uniforms, equipment and apparel.

The reduced marks must be used on respective fabric colors as shown in individual institutional style guides for Conference branding standards.

The reduced mark is not permitted in the Pac-12 blue fade or in black and white. This black and white example (at right) is for demonstration purposes only.

Reduced Mark



Uses:

Uniforms

Equipment

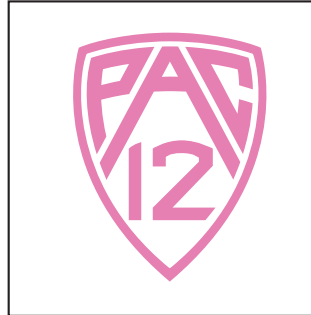
Institutional Apparel

Special Initiatives

BREAST CANCER AWARENESS

For special uniforms supporting breast cancer awareness, the included marks shall be used.

Mark version 1



Mark version 2



1922

1915

2011

Football

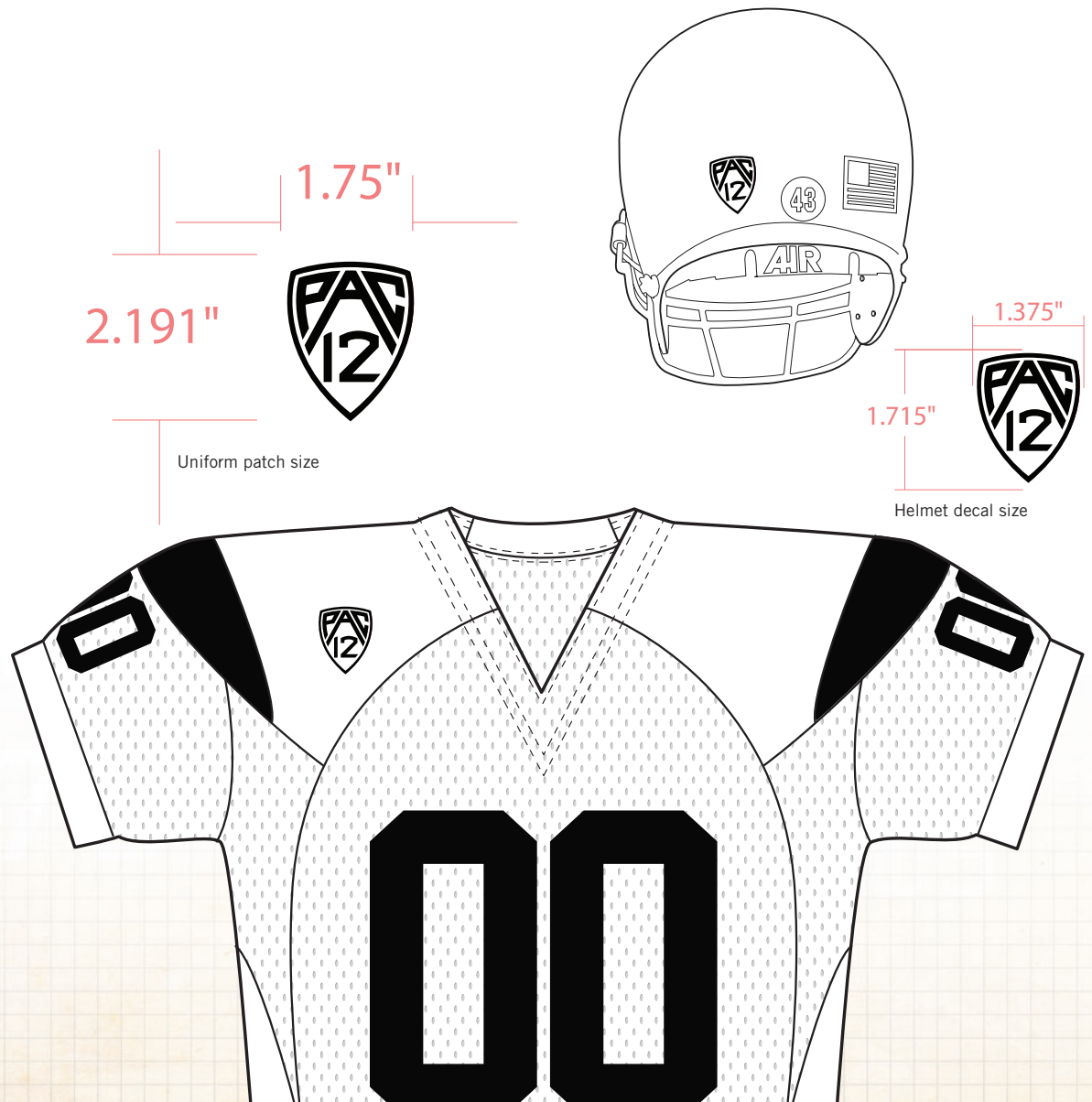
MARK USAGE

Per the included examples, the reduced mark (without the wave and mountain) shall be placed on the right chest of the uniform.

The helmet sticker shall be placed on the left, backside of the helmet.

Pac-12 football mark requirements began in the 2010-11 academic year.

- * Pac-12 patch to be provided by the Conference office.
- * Pac-12 helmet decal to be provided by the Conference office.



Volleyball

MARK USAGE

Per the included examples, the reduced mark (without the wave and mountain) shall be placed on the right sleeve, below the shoulder but above the elbow on the long sleeve uniform.

The reduced mark (without the wave and mountain) shall be placed mid-back, just below the number on the short sleeve or sleeveless uniform.

Pac-12 volleyball mark requirements began in the 2010-11 academic year.

* Pac-12 mark to be screened on by institution.



Beach Volleyball

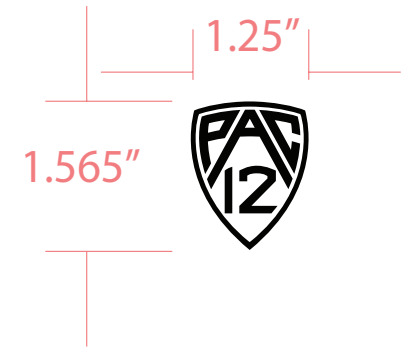
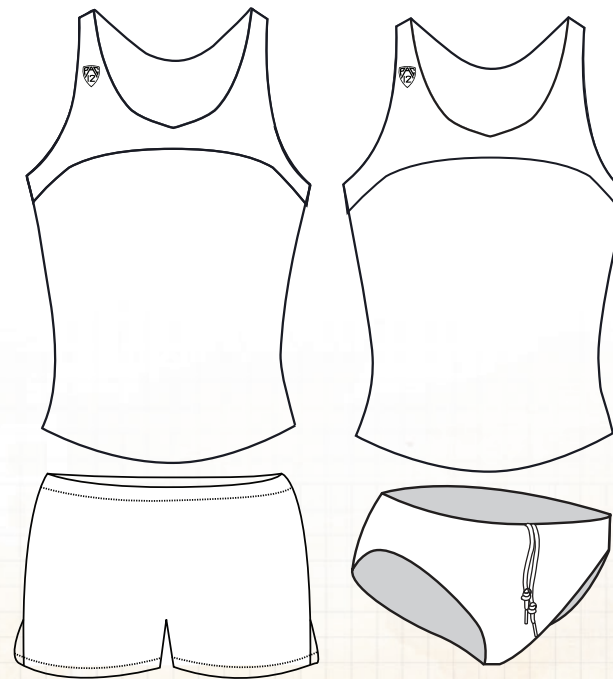
MARK USAGE

NEW

Per the included examples, the reduced mark (without the wave and mountain) shall be placed on the right chest of the uniform.

Pac-12 beach volleyball mark requirements began in the 2015-16 academic year.

* Pac-12 mark to be applied by the institution.



1922

1915

2011

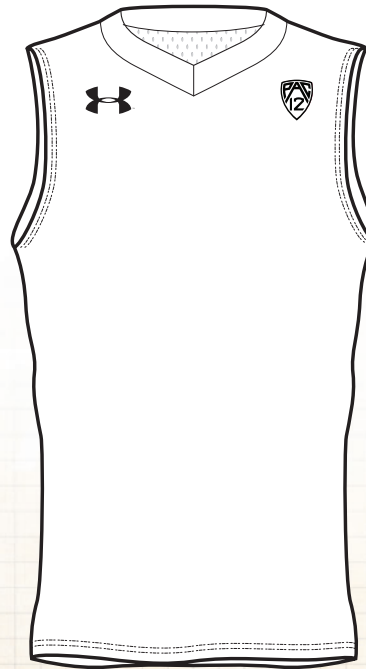
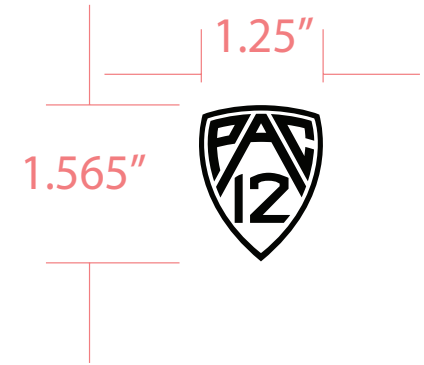
Men's Basketball

MARK USAGE

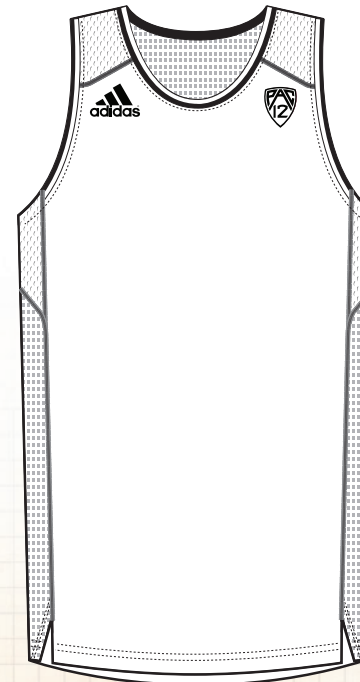
Per the included examples, the reduced mark (without the wave and mountain) shall be placed on the left chest of the uniform.

Pac-12 basketball mark requirements began in the 2010-11 academic year.

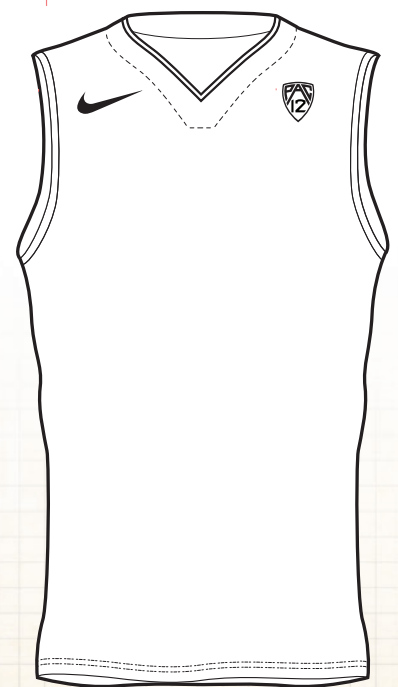
- * Pac-12 patch to be provided by the Conference office.
- * Subject to change based on NCAA authenticating program.



uniform type A.



uniform type B.



uniform type C.

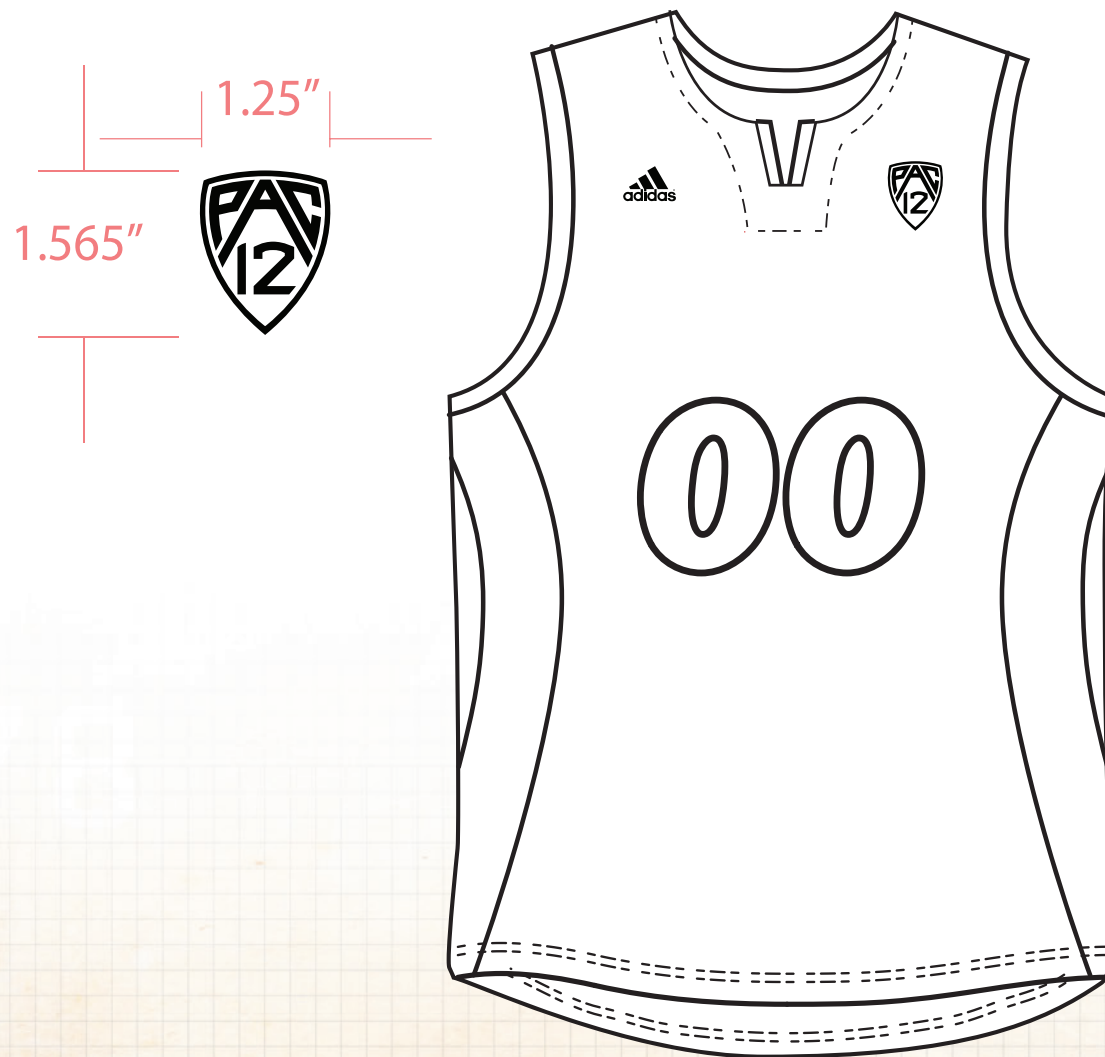
Women's Basketball

MARK USAGE

Per the included examples, the reduced mark (without the wave and mountain) shall be placed on the left chest of the uniform.

Pac-12 basketball mark requirements began in the 2010-11 academic year.

- * Pac-12 patch to be provided by the Conference office.
- * Subject to change based on NCAA authenticating program.



Baseball

MARK USAGE

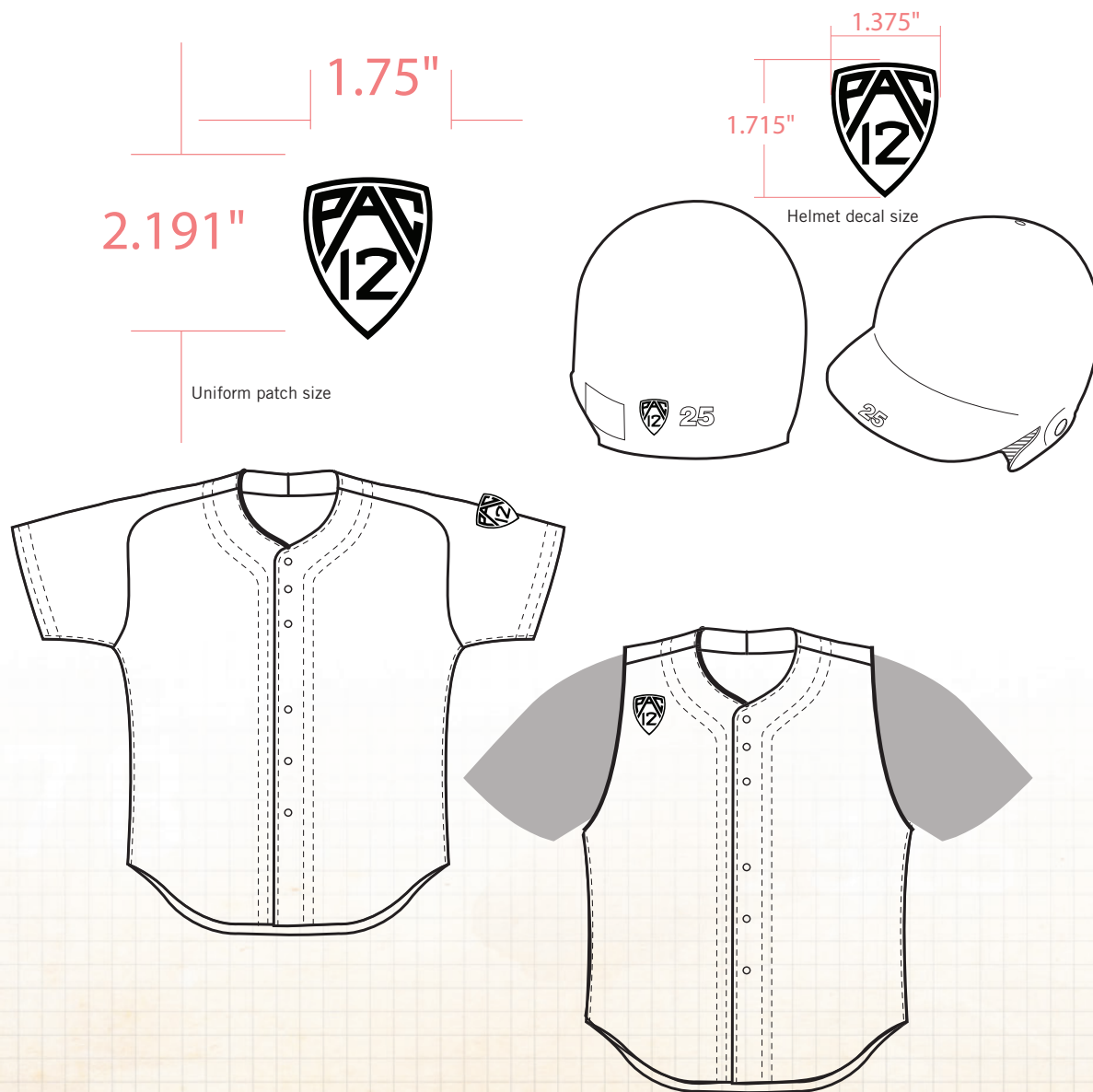
Per the included examples, the reduced mark (without the wave and mountain) shall be placed on the left sleeve of the short sleeve uniform.

The reduced mark (without the wave and mountain) shall be placed on the right chest of the sleeveless uniform.

The helmet sticker shall be placed on the left, backside of the helmet.

Pac-12 baseball mark requirements began in the 2010-11 academic year.

- * Pac-12 patch to be provided by the Conference office.
- * Pac-12 helmet decal to be provided by the Conference office.



Softball

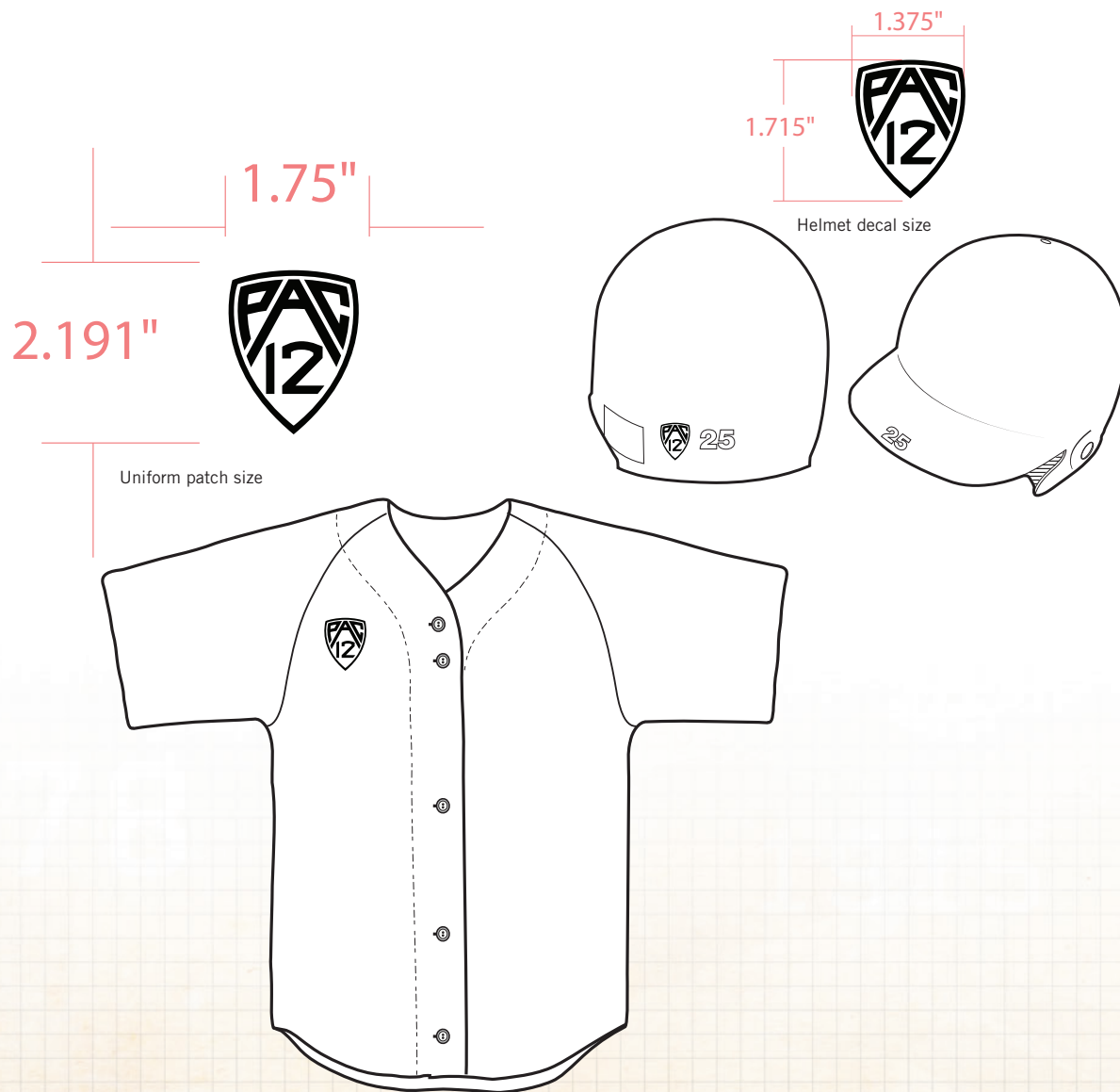
MARK USAGE

Per the included examples, the reduced mark (without the wave and mountain) shall be placed on the right chest of the uniform.

The helmet sticker shall be placed on the left, backside of the helmet.

Pac-12 softball mark requirements began in the 2010-11 academic year.

- * Pac-12 patch to be provided by the Conference office.
- * Subject to change based on NCAA authenticating program.



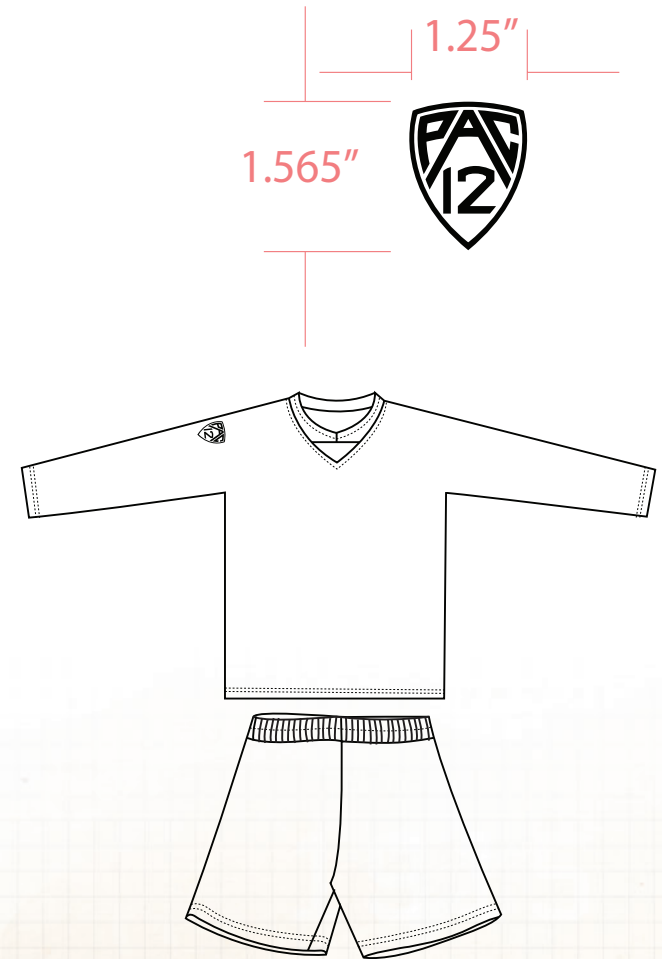
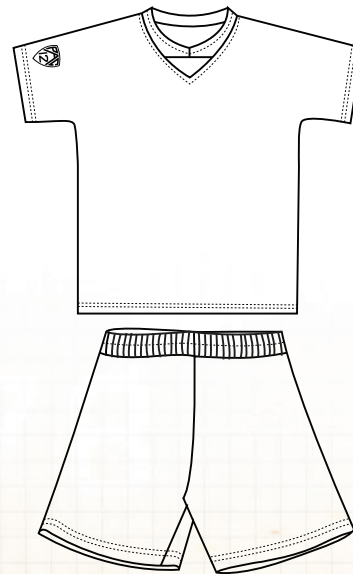
Soccer

MARK USAGE

Per the included examples, the reduced mark (without the wave and mountain) shall be placed on the right sleeve of the uniform.

Pac-12 soccer mark requirements began in the 2011-12 academic year.

* Pac-12 patch to be provided by the Conference office.



1922

1915

2011

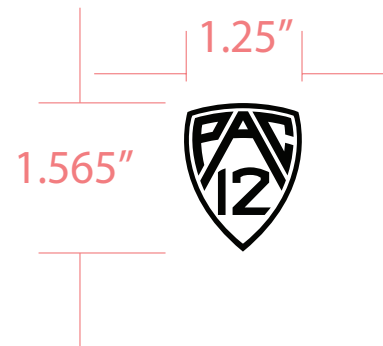
Tennis

MARK USAGE

Per the included examples, the reduced mark (without the wave and mountain) shall be placed on the back of the neck of the uniform.

Pac-12 tennis mark requirements began in the 2011-12 academic year.

* Pac-12 patch to be provided by the Conference office.



1922

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2011

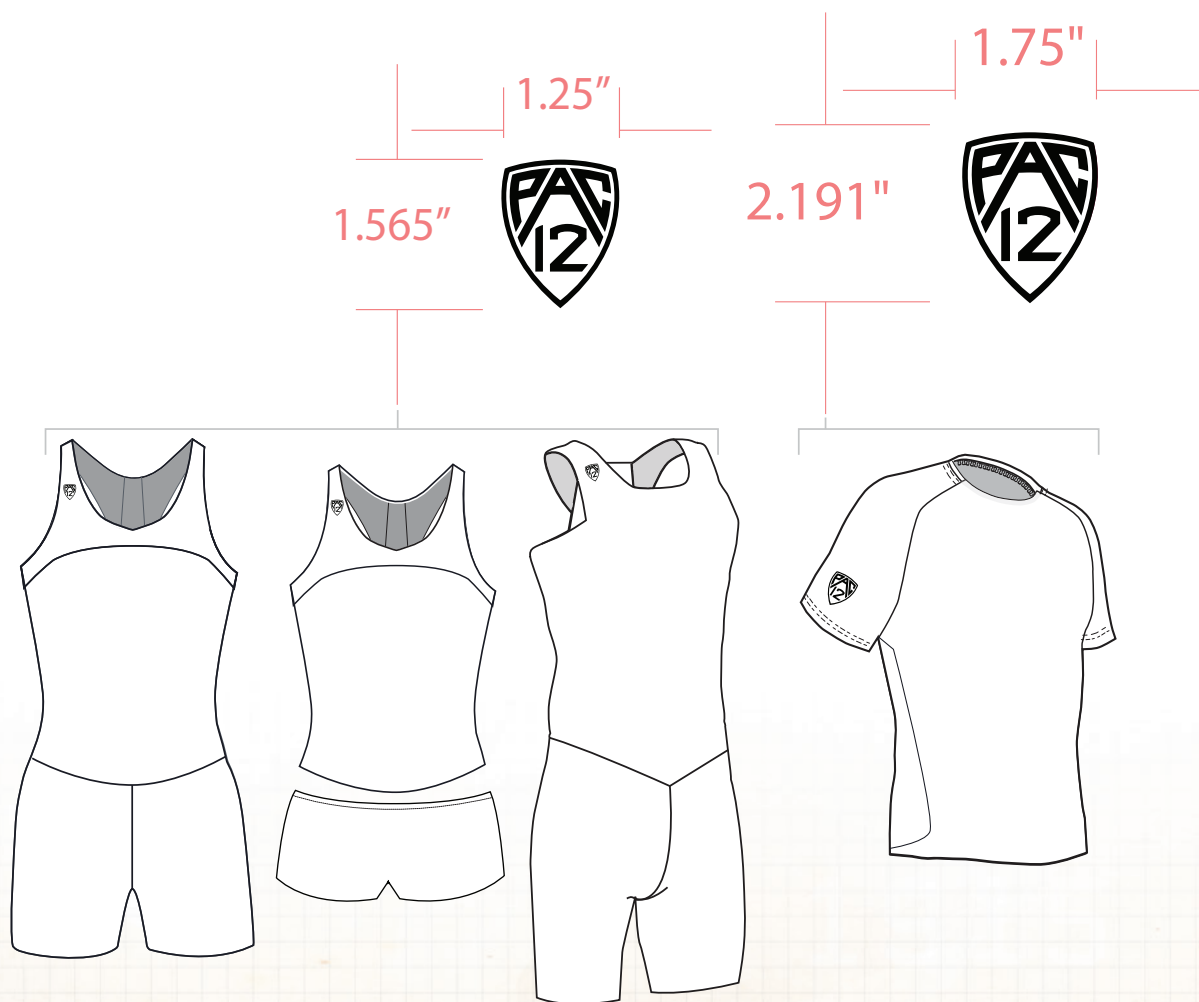
Track & Field

MARK USAGE

Per the included examples, the reduced mark (without the wave and mountain) shall be placed on the right chest of the sleeveless uniforms and right sleeve of the t-shirt style uniforms.

Pac-12 track & field mark requirements began in the 2011-12 academic year.

* Pac-12 mark to be applied by the institution.



1922

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2011

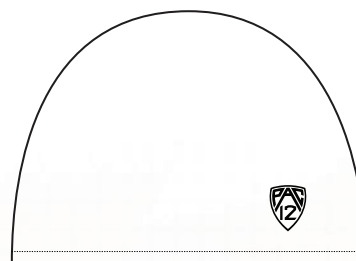
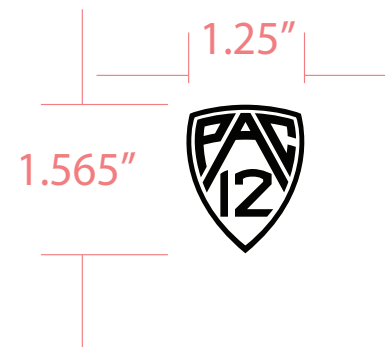
Swimming

MARK USAGE

Per the included examples, the reduced mark (without the wave and mountain) shall be placed on the side of the swim cap.

Pac-12 swimming mark requirements began in the 2011-12 academic year.

* Pac-12 mark to be applied by the institution.



1922

1915

2011

Golf

MARK USAGE

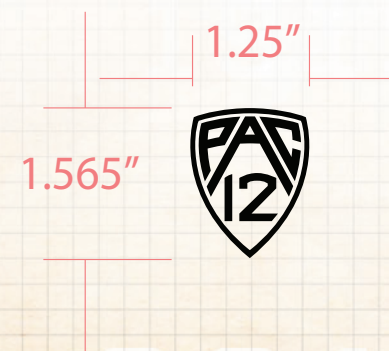
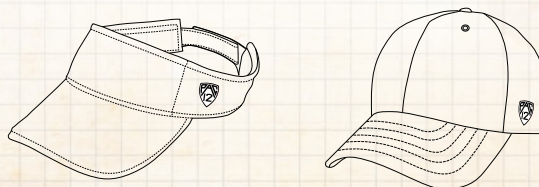
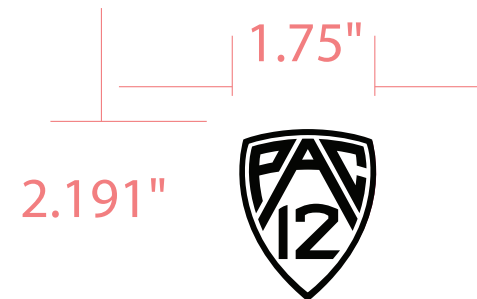
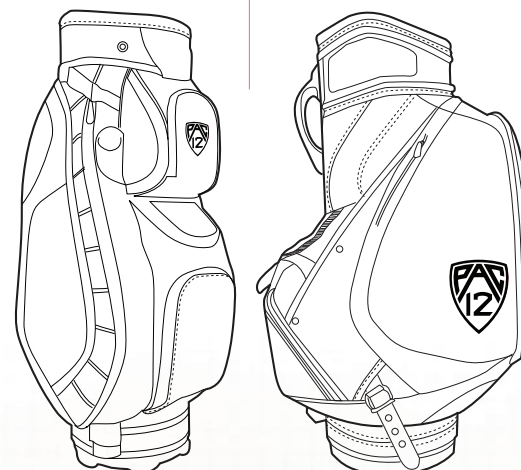
Per the included examples, the reduced mark (without the wave and mountain) shall be placed on right sleeve, back or right shoulder of the golf shirt.

The reduced mark may be placed on the side of the headwear opposite the manufacturer logo or on the side of the golf bag.

Please note—only the golf shirt is required to display the Pac-12 mark. All other items are optional.

Pac-12 golf mark requirements began in the 2012-13 academic year.

* Pac-12 patches to be provided by the Conference offices.



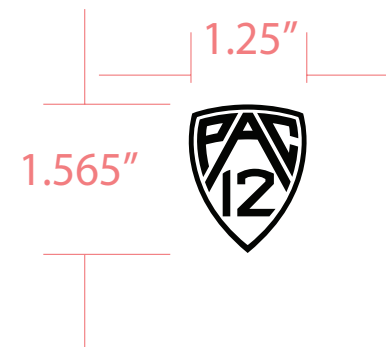
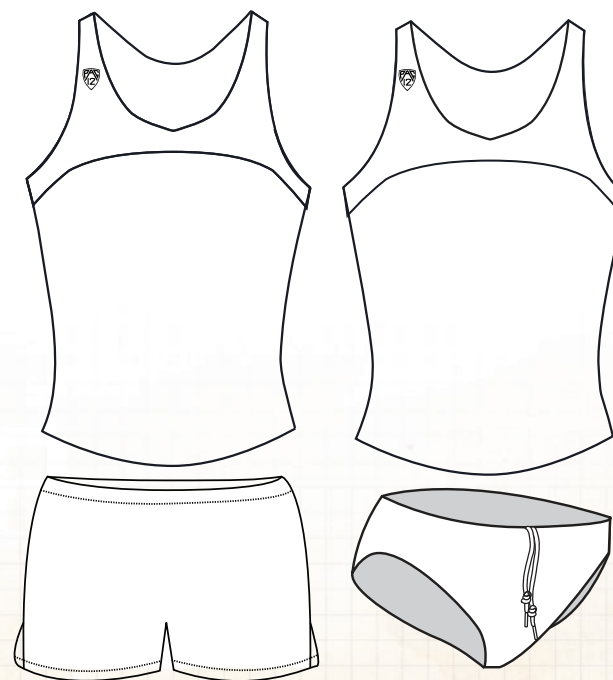
Cross Country

MARK USAGE

Per the included examples, the reduced mark (without the wave and mountain) shall be placed on the right chest of the uniform.

Pac-12 cross country mark requirements began in the 2012-13 academic year.

* Pac-12 mark to be applied by the institution.



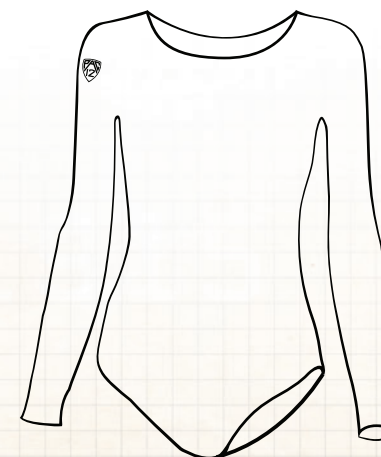
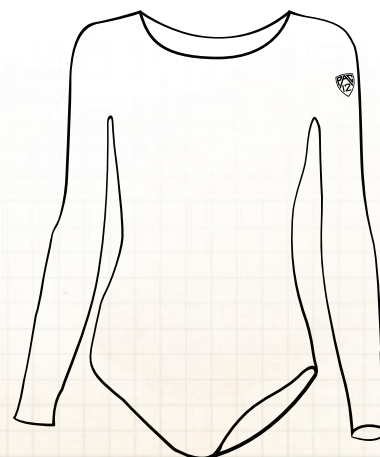
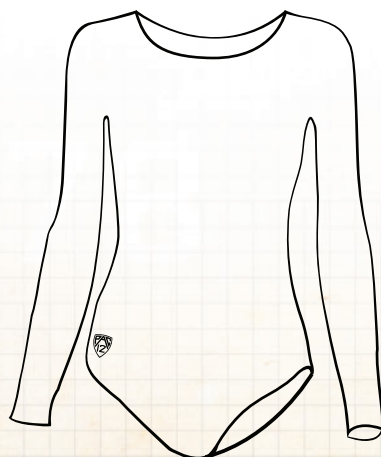
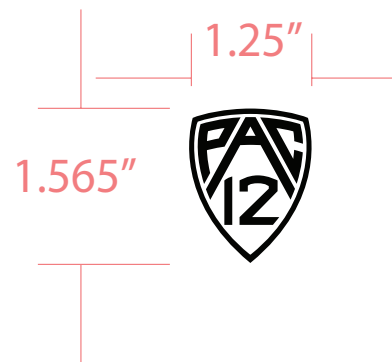
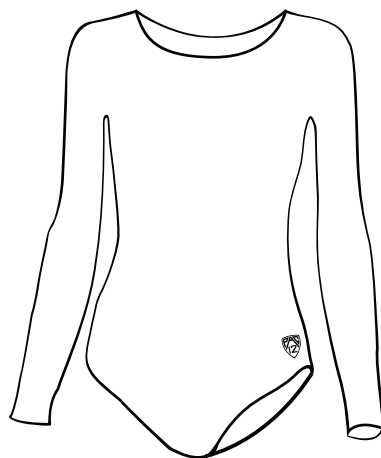
Gymnastics

MARK USAGE

Per the included examples, the reduced mark (without the wave and mountain) shall be placed on the left hip, right hip, left shoulder, or right shoulder of the uniform.

Pac-12 gymnastics mark requirements began in the 2012-13 academic year.

* Pac-12 mark to be applied by the institution.



1922

1915

2011

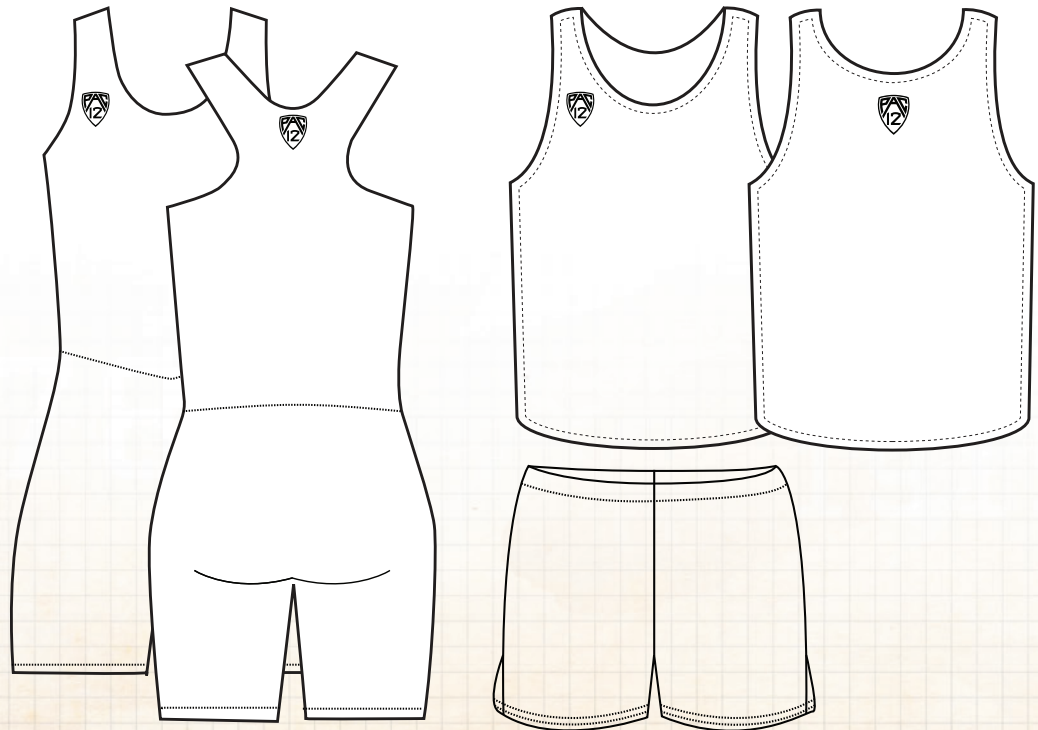
Rowing

MARK USAGE

Per the included examples, the reduced mark (without the wave and mountain) shall be placed on the center back or front right chest of the singlet and jersey.

Pac-12 rowing mark requirements began in the 2012-13 academic year.

* Pac-12 mark to be applied by the institution.



1922

1915

2011

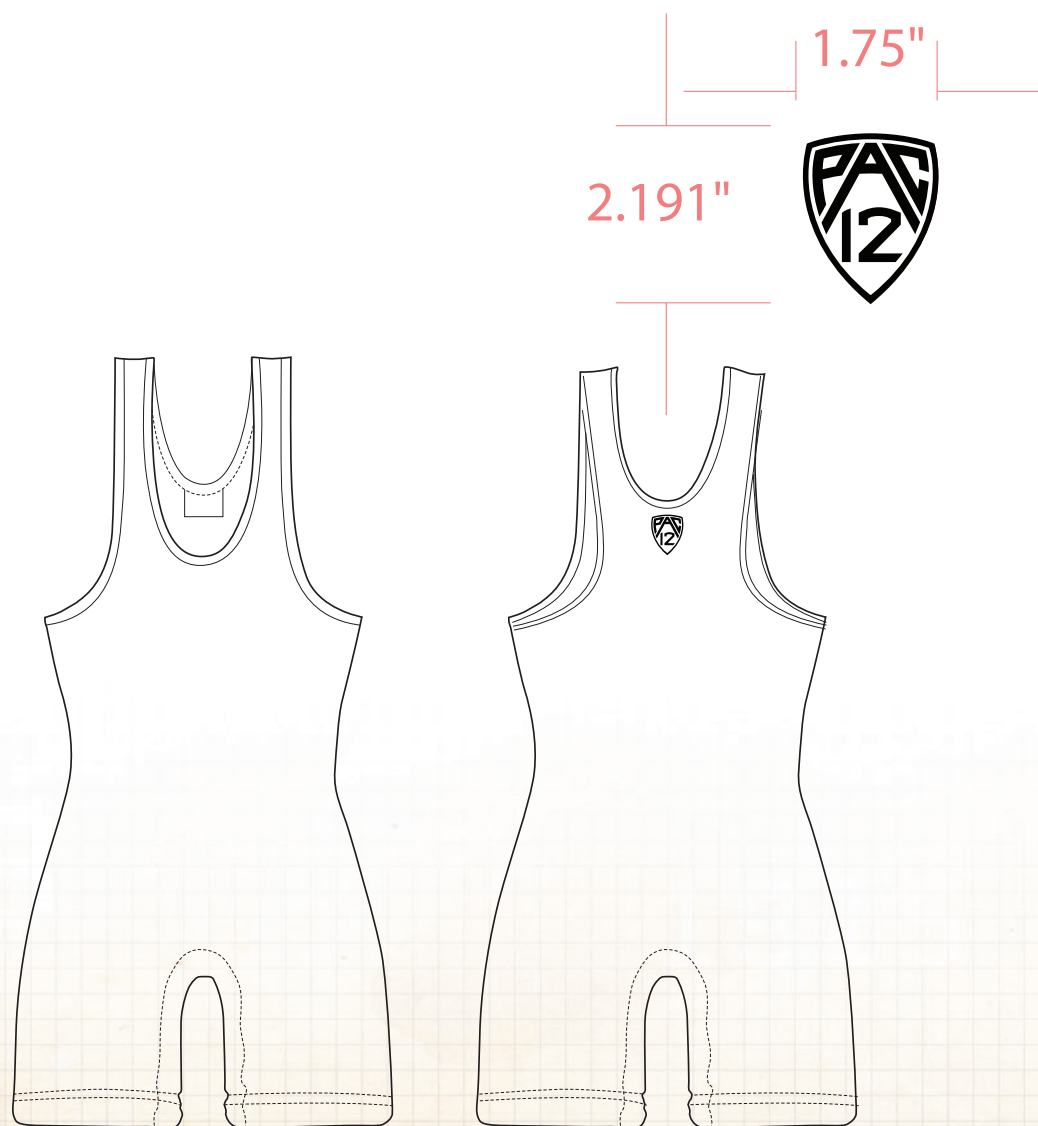
Wrestling

MARK USAGE

Per the included examples, the reduced mark (without the wave and mountain) shall be placed on the upper center back of the singlet.

Pac-12 wrestling mark requirements began in the 2012-13 academic year.

* Pac-12 mark to be applied by the institution.



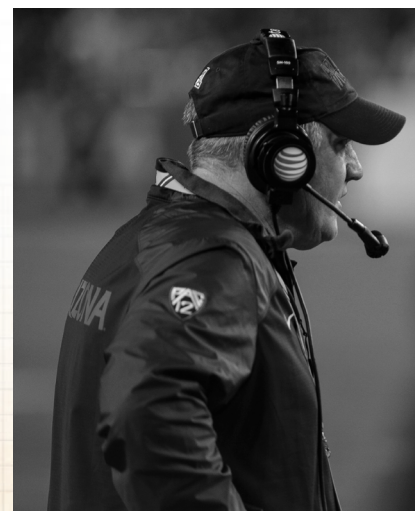
Coaches' Apparel

MARK USAGE

Per the included examples, the reduced mark (without the wave and mountain) shall be placed on coaches' apparel.

Patches should appear on coaches' apparel for all sports, except for those in which coaches wear formal attire.

- * Due to variance in coaches' apparel preferences, it is acceptable to "stick" patches on clothing with adhesive backing rather than having each patch sewn on.



1922

1915

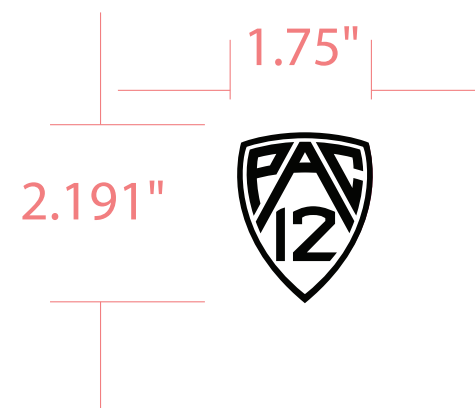
2011

Warm-Ups

OPTIONAL MARK USAGE

Per the included examples, the reduced mark (without the wave and mountain) shall be placed on either the right or left sleeve or right chest of the warm-up jacket.

- * Institutions wishing to apply to mark to warm-ups must contact the Conference office for patches.
- * Institutions may screen the mark on their warm-ups.



1922

1915

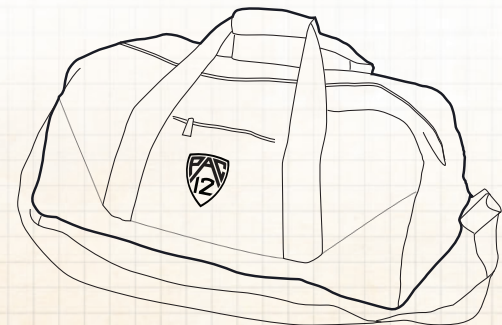
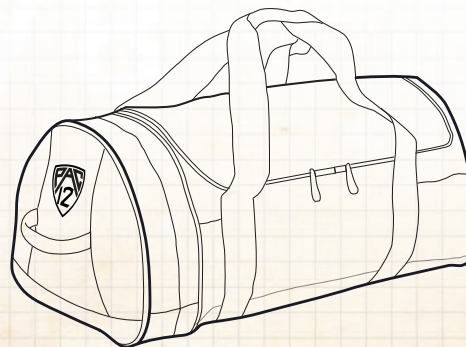
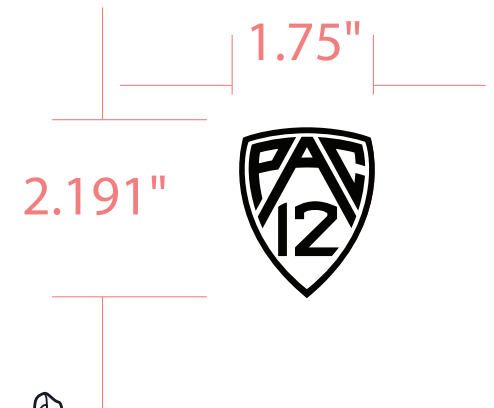
2011

Bags & Backpacks

OPTIONAL MARK USAGE

Per the included examples, the reduced mark (without the wave and mountain) shall be placed on the side or front of bags and backpacks.

- * Institutions wishing to apply to mark to bags and backpacks must contact the Conference office for patches.
- * Institutions may screen the mark on their bags and backpacks.



1922

1915

2011



Pac-12 // Facilities



PAC-12 CONFERENCE



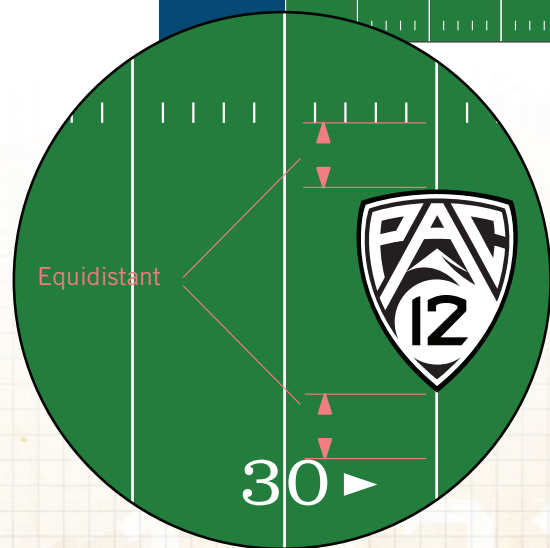
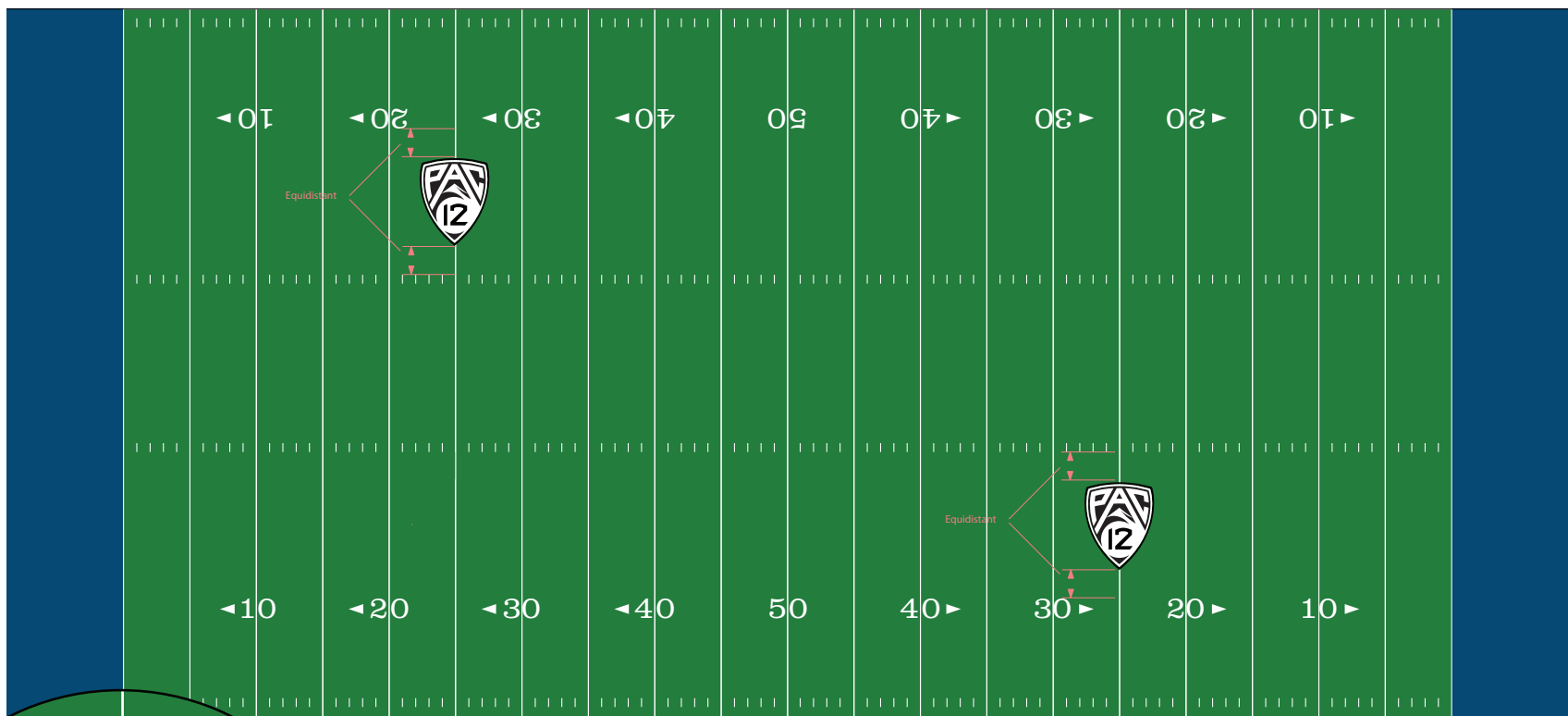
PANTONE 662C



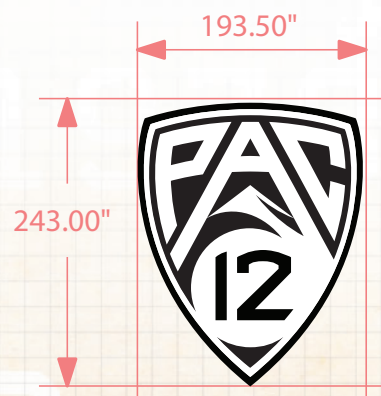
PANTONE 5395C



WHITE



placement detail



shield dimensions

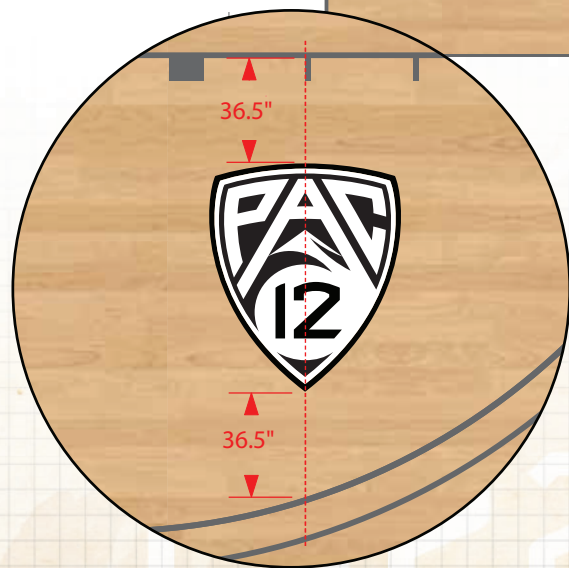
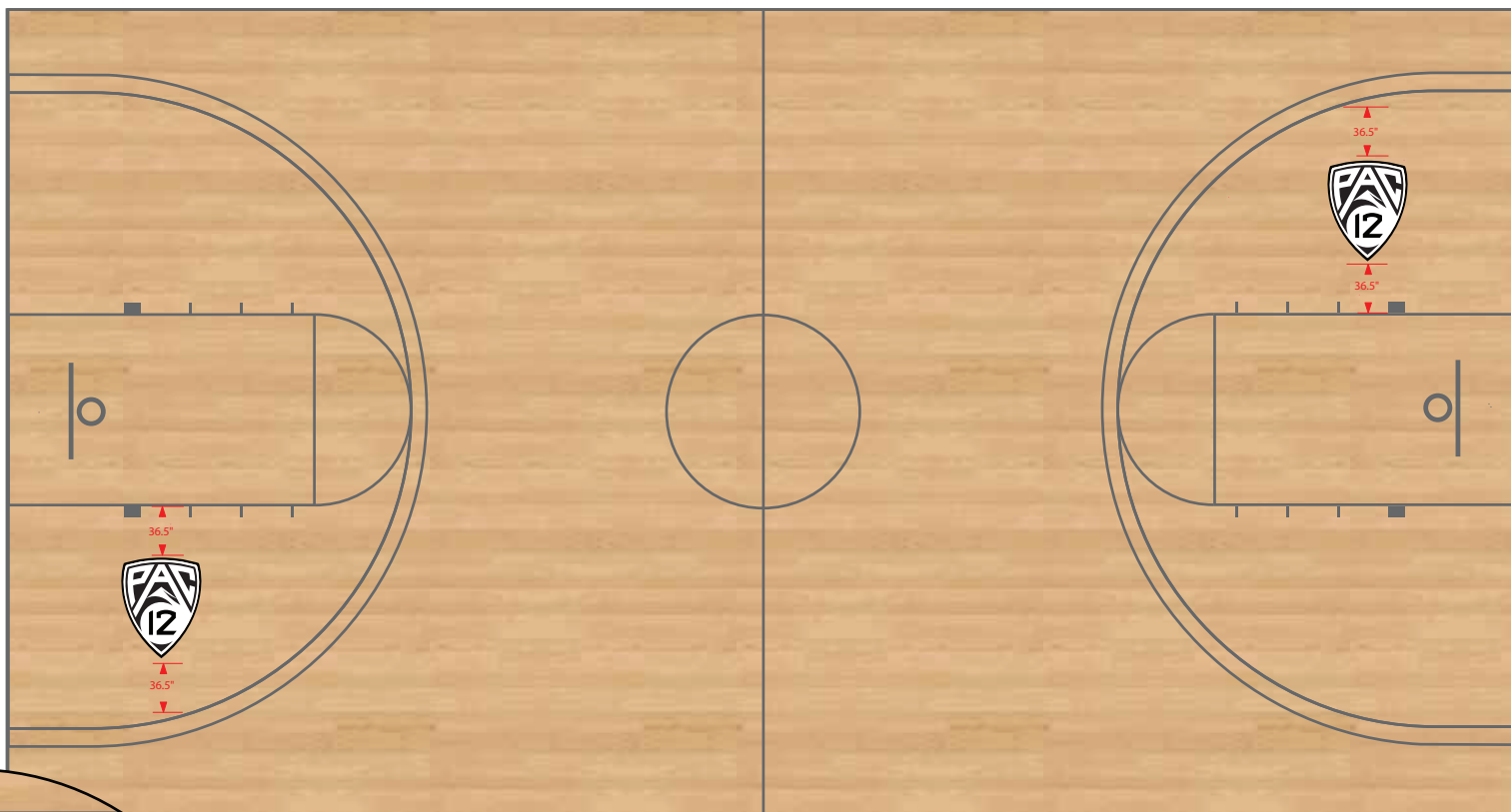
FOOTBALL FIELD - The use of the Pac-12 Conference mark was required on all football fields beginning in the 2010-2011 academic year.

It is essential that each institution incorporate the Pac-12 Conference mark within the designated area on the 25-yard line. The mark must appear in institutional colors on the playing surface. When viewed from the 50-yard line camera position, the mark shall appear below the near hash mark on the right side of the field and above the far hash mark on the left side of the field. Both marks must be oriented towards the television cameras.

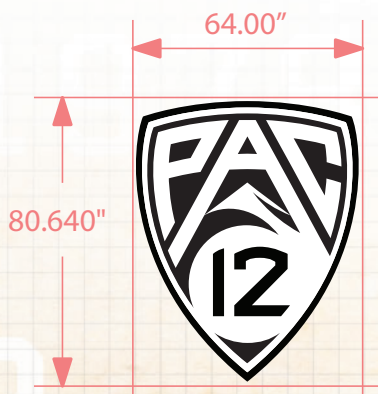
Per the diagrams on this page, the shield shall be centered on the 25-yard line and positioned equidistant from the respective hash mark and number. The 25-yard line must remain visible for official use. The required subtle shadow line shall not be visible on television.

Additional mark usage within the football facility is encouraged but not required. Utilization of the primary mark (blue gradient) is recommended in such instances.

- * Pac-12 stencil to be provided by the Conference office.
- * Institutions are responsible for mark application.
- * Marks applied to the field with paint shall be applied with two coats prior to every game.
- * The Pac-12 strongly recommends painting the marks in the summer months to allow the marks to "set" into the field, enhancing their visual appearance throughout the season.



placement detail



shield dimensions

BASKETBALL COURT - The use of the Pac-12 Conference mark was required on all basketball courts beginning in the 2010-2011 academic year.

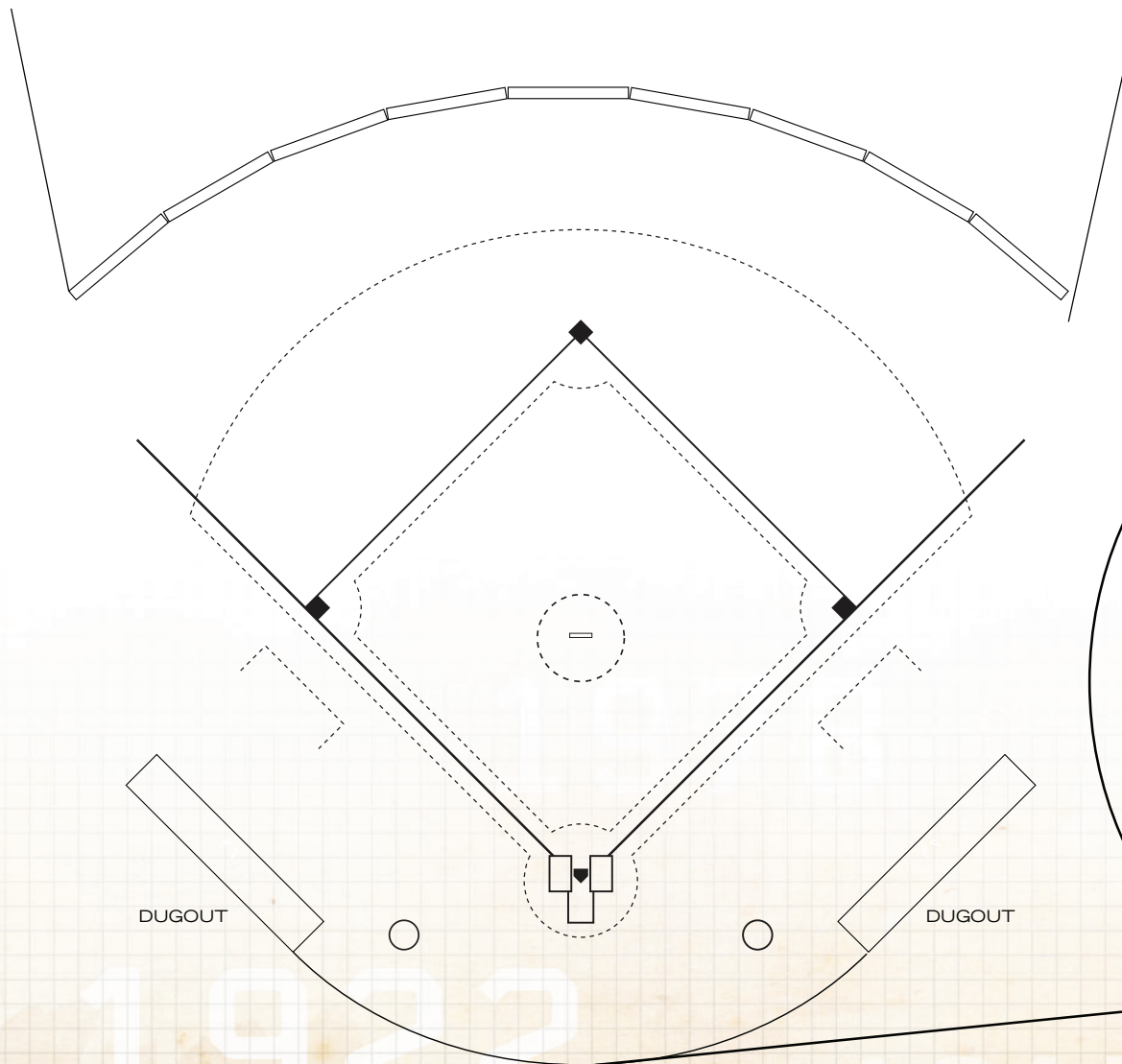
It is essential that each institution incorporate the Pac-12 Conference mark within the designated area between the key and the 3-point line on both sides of the court. The marks must be painted in institutional colors on the playing surface and decals may not be used. When viewed from the center court camera position, the mark shall appear below the key on the left side of the court, and above the key on the right side of the court. Both marks must be oriented toward the television cameras.

Per the diagrams on this page, the shield shall be centered on the baseline edge of the second lane-space mark and positioned 36.5" from the key. Additional mark usage within the basketball facility is encouraged but not required. Utilization of the primary mark (blue gradient) is recommended in such instances.

* Digital logo file to be provided by the Conference office.

* Institutions responsible for mark application.

Baseball Field

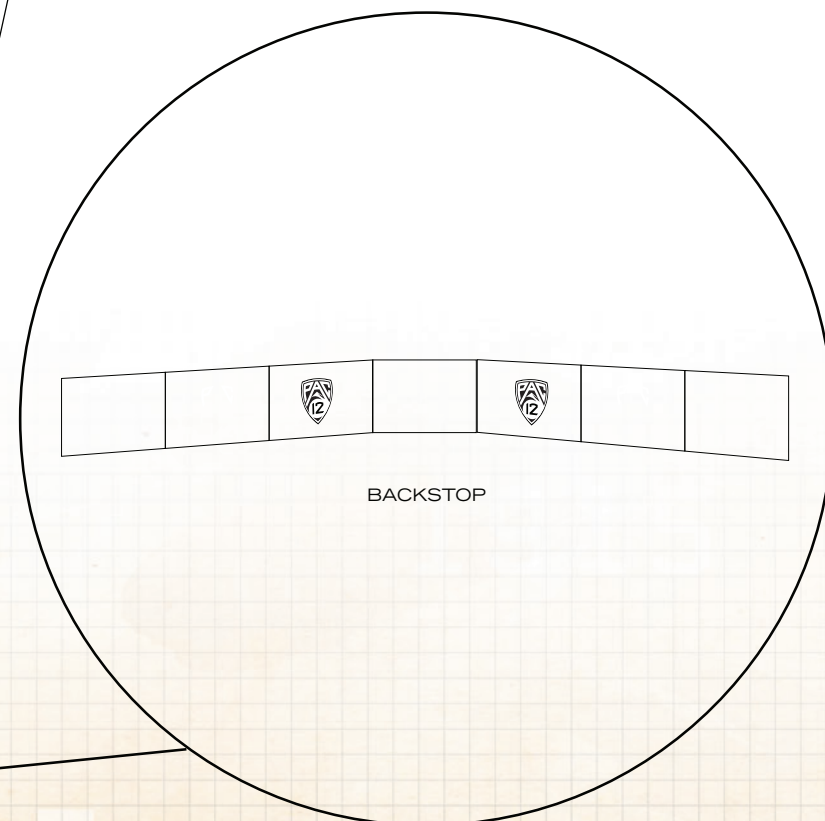


BASEBALL FIELD - The use of the Pac-12 Conference mark was required on all baseball fields beginning in the 2011-2012 academic year.

Per the diagrams on this page, the marks must appear in institutional colors on the backstop wall.

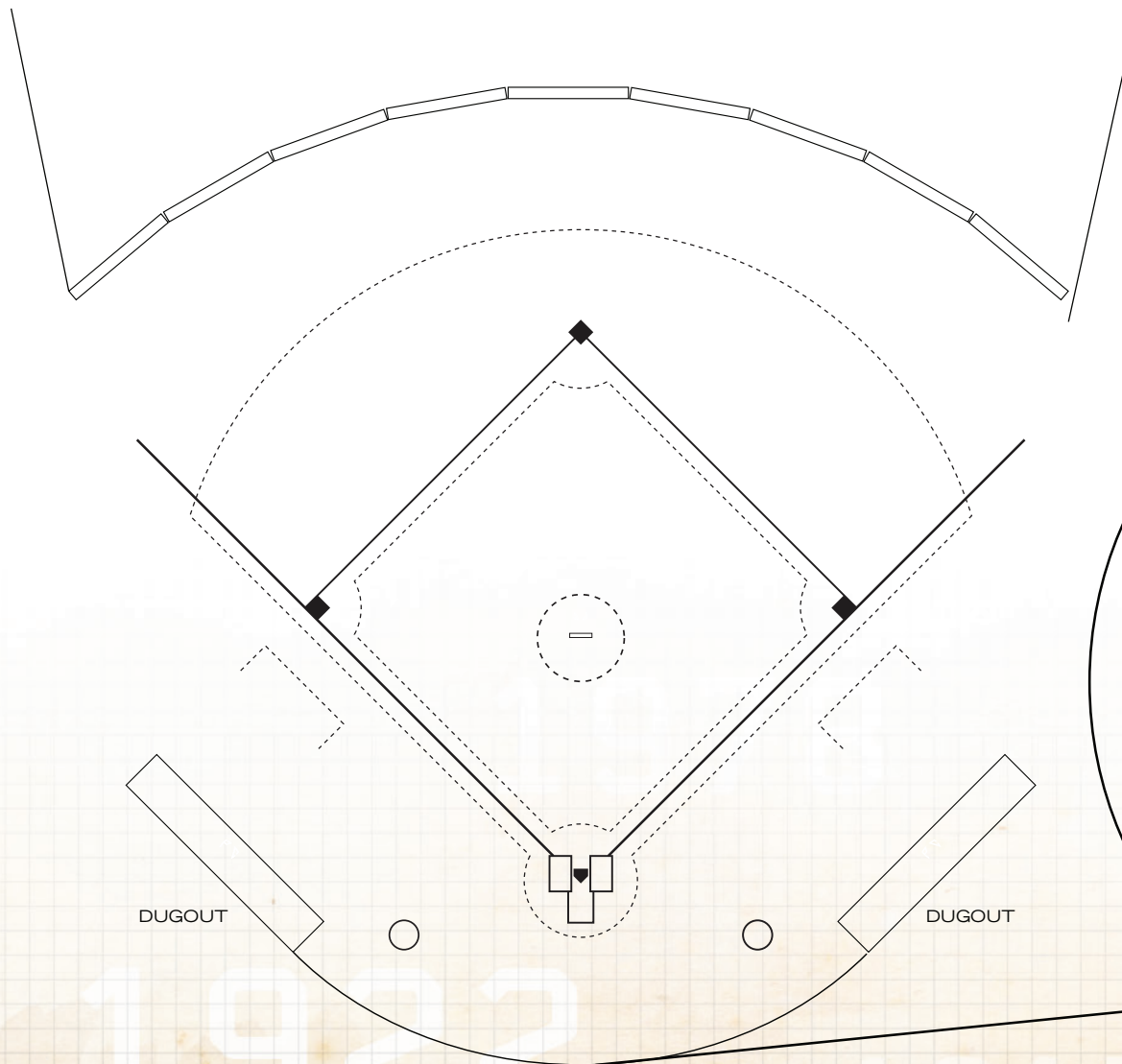
Additional usage within the baseball facility is encouraged but not required. Utilization of primary mark (blue gradient) is recommended in such instances.

* Decals for backstop to be provided by the Conference office.



BACKSTOP

Softball Field

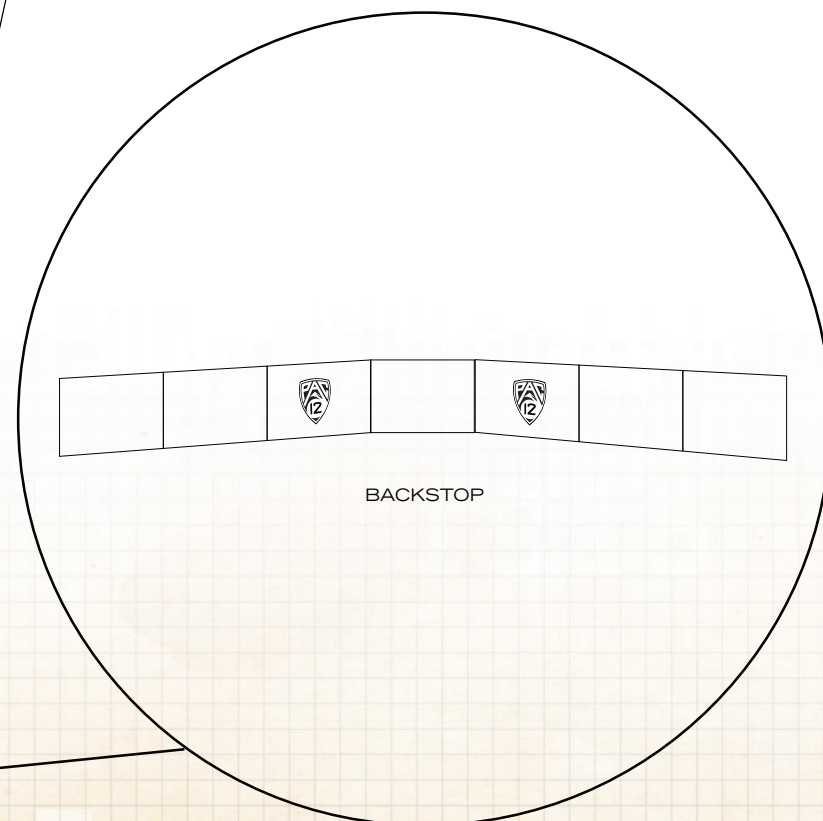


SOFTBALL FIELD - The use of the Pac-12 Conference mark was required on all softball fields beginning in the 2011-2012 academic year.

Per the diagrams on this page, the marks must appear in institutional colors on the backstop wall.

Additional usage within the softball facility is encouraged but not required. Utilization of primary mark (blue gradient) is recommended in such instances.

* Decals for backstop to be provided by the Conference office.



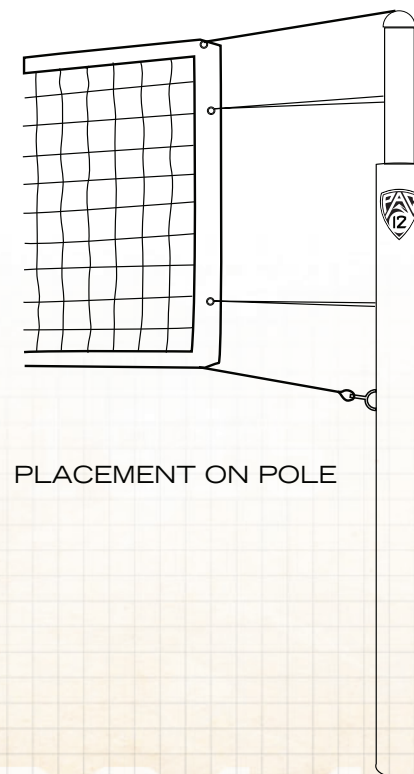
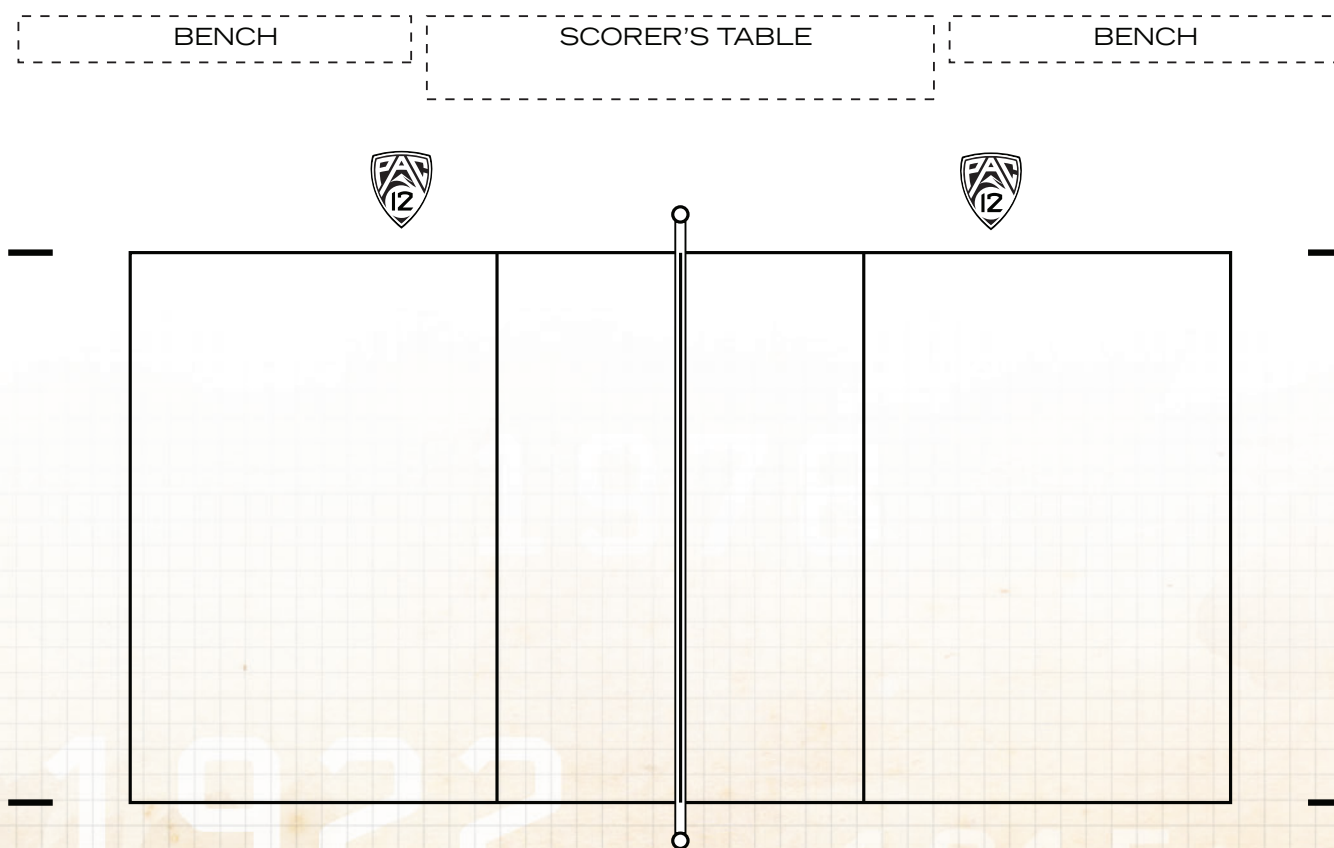
Volleyball Court

VOLLEYBALL COURT - The use of the Pac-12 Conference mark was required on all volleyball courts beginning in the 2011-2012 academic year.

Per the diagrams on this page, the marks must appear on the playing surface equidistant between the net and the end line in front of the benches and on both net pole pads. The marks must appear in institutional colors and be oriented toward the television cameras in both locations.

Additional usage within the volleyball facility is encouraged but not required. Utilization of the primary mark (blue gradient) is recommended in such instances.

- * Decals for pole pads to be provided by the Conference office.
- * Institutions responsible for mark application on the playing surface.
- * In instances when the volleyball team plays on the basketball court, application of the marks on the playing surface are not required.



Beach Volleyball Court

BEACH VOLLEYBALL COURT

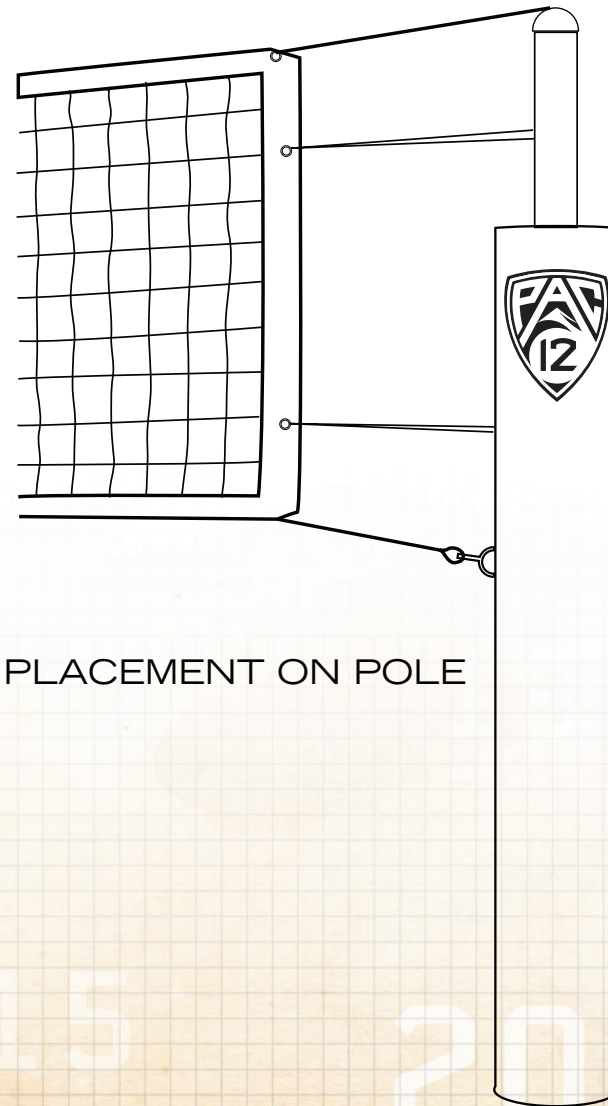
NEW

The use of the Pac-12 Conference mark was required on all beach volleyball courts beginning in the 2015-2016 academic year.

Per the diagrams on this page, the marks must appear on both net pole pads. The marks must appear in institutional colors and be oriented toward the television cameras.

Additional usage within the volleyball facility is encouraged but not required. Utilization of the primary mark (blue gradient) is recommended in such instances.

* Decals for pole pads to be provided by the Conference office.



PLACEMENT ON POLE

Soccer Field

SOCCER FIELD

The use of the Pac-12 Conference mark was required on all soccer fields beginning in the 2011-2012 academic year.

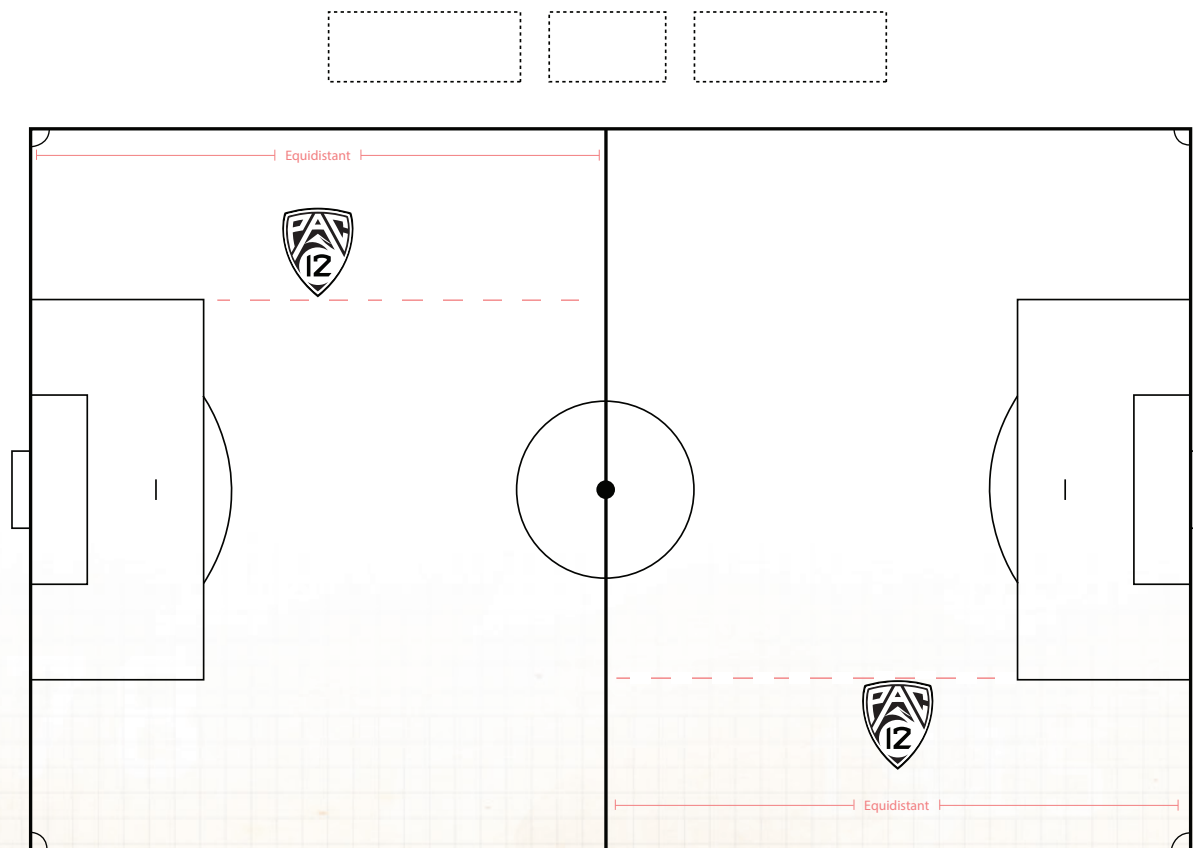
When viewed from the television camera position, the bottom of the mark on the left side of the field shall align with the top edge of the 18-yard box. The top of the mark on the right side of the field shall align with the bottom edge of the 18-yard box. Each mark shall be equidistant from the midfield line and the goal line. Both marks must be oriented toward the television cameras and appear in institutional colors.

Additional usage within the soccer facility is encouraged, but not required. Utilization of the primary mark (blue gradient) is recommended in such instances.

- * Institutions to use the Pac-12 football stencil provided by the Conference office for application.
- * Marks applied to the field with paint shall be applied with two coats prior to every game.
- * Institutions with turf fields may in-lay the marks.

Alternatively, institutions may choose to display the Pac-12 Conference mark on fencing near the goal, in a position conducive to television exposure. There should be a minimum of two marks per venue, and may be directly applied to fencing (decal) or presented as signage (banner).

- * Decals or signage for fencing to be provided by the Conference office.



Tennis Court

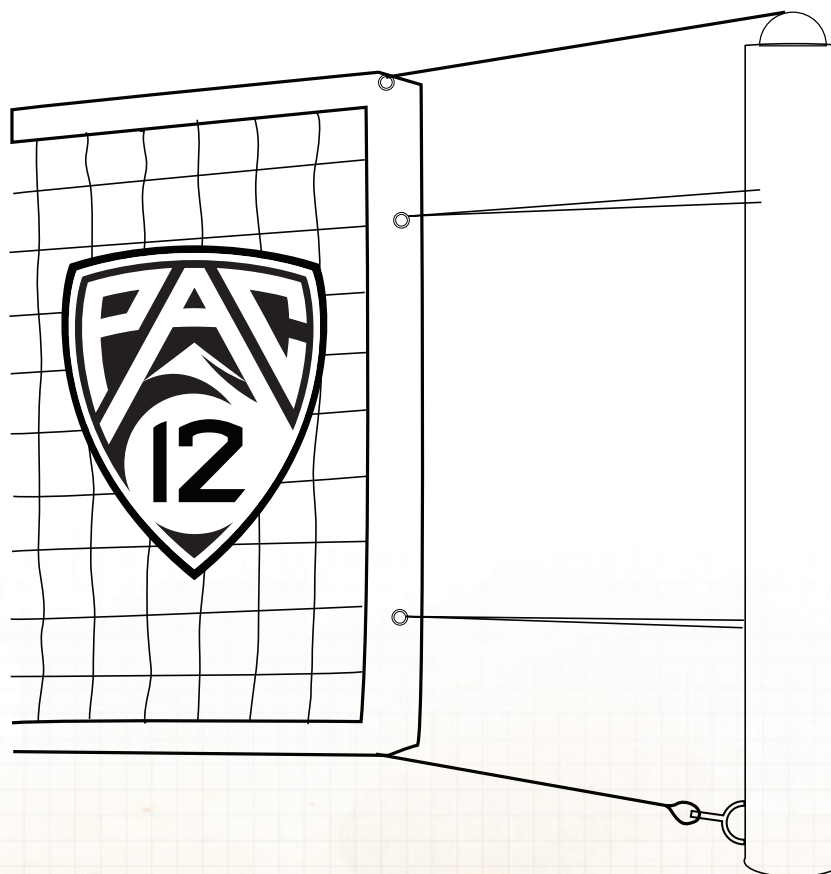
TENNIS COURT

The use of the Pac-12 Conference mark was required on the net of all tennis courts beginning in the 2011-2012 academic year.

Per the diagram on this page, the mark shall appear on the net in the doubles alley on both sides of the court. The marks must appear in institutional colors.

Additional usage within the tennis facility is encouraged by not required. Utilization of the primary mark (blue gradient) is recommended in such instances.

* Net logo to be supplied by the Conference office.



Track & Field Venue

TRACK & FIELD EVENTS

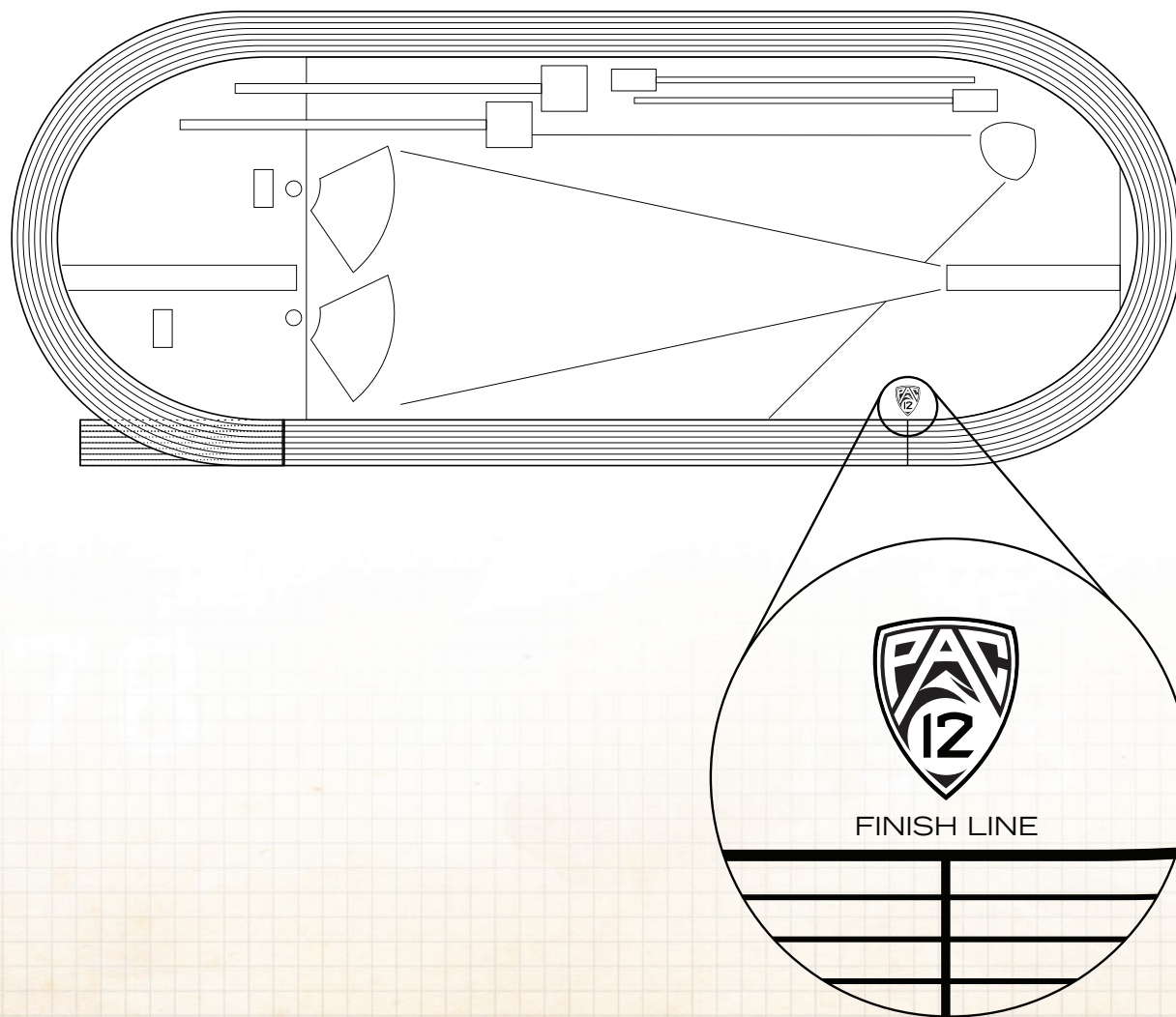
The use of the Pac-12 Conference mark was required on all tracks beginning in the 2011-2012 academic year.

Per the diagrams on this page, the mark shall appear on inside of the track, close to the finish line. The mark shall be oriented so the bottom of the shield is closest to the track. If directly inside the finish line is not grass, the mark must be applied in another location within the infield. The marks must appear in institutional colors.

If there is no grass in the infield at all, please contact the Conference office for alternative mark placement.

Additional usage within the track facility is encouraged but not required. Utilization of the primary mark (blue gradient) is recommended in such instances.

* Institutions to use the Pac-12 football stencil provided by the Conference office for application.



1922

1915

2011

Track & Field Events

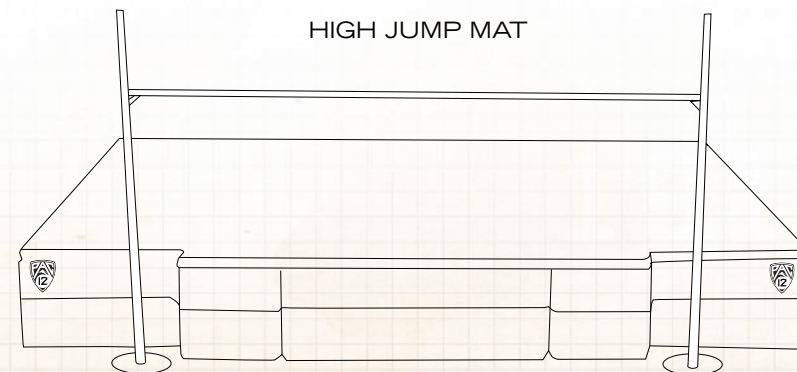
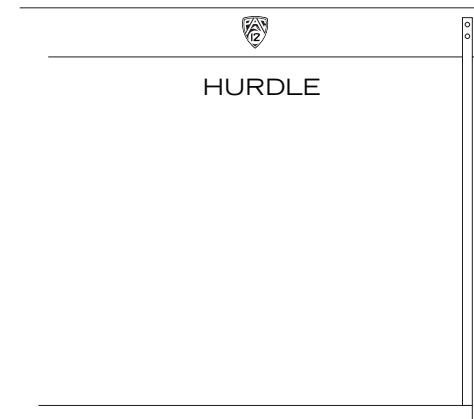
TRACK & FIELD EVENTS

The use of the Pac-12 Conference mark was required on track and field equipment beginning in the 2011-2012 academic year.

Per the diagrams on this page, the mark shall appear on the hurdles and high jump mat in institutional colors. Location may be altered if institutional logo is already present in a designated location (e.g. if institutional mark is in the middle of the hurdle, Pac-12 mark can be placed on end).

Additional usage within the track facility is encouraged but not required. Utilization of the primary mark (blue gradient) is recommended in such instances.

* Decals for the hurdles and mat to be provided by the Conference office.



Swimming Pool

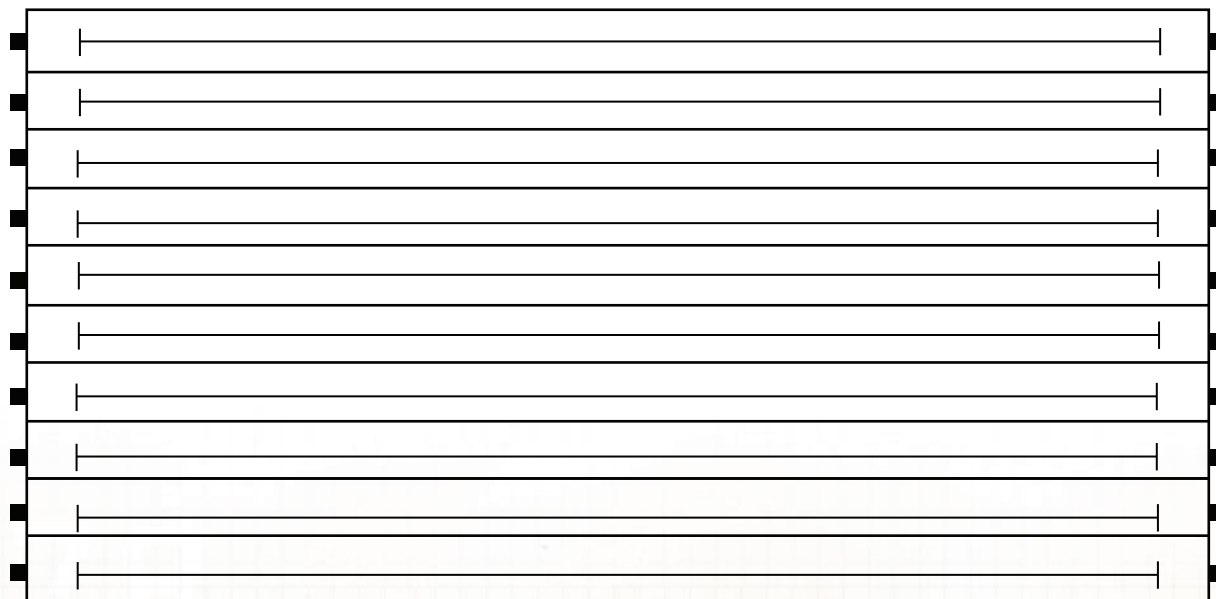
SWIMMING POOL

The use of the Pac-12 Conference mark was required in swimming facilities beginning in the 2011-2012 academic year.

Per the diagrams on this page, Pac-12 signage in institutional colors shall appear at mid-pool in the swimming facility. If the event is televised, the signage must be oriented toward the television cameras.

Additional usage within the facility is encouraged but not required. Utilization of the primary mark (blue gradient) is recommended in such instances.

*Signage to be provided by the Conference office.



1922

1915

2011

Diving Platform

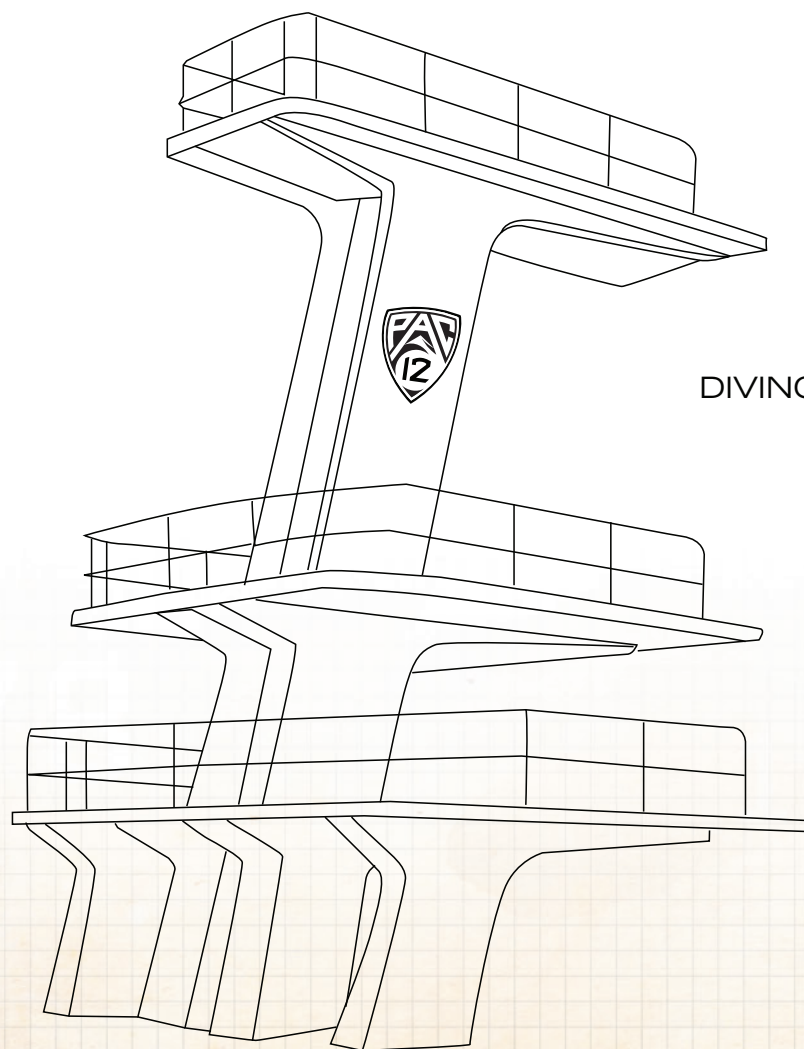
DIVING PLATFORM

The use of the Pac-12 Conference mark was required on the diving platform beginning in the 2011-2012 academic year.

Per the diagram on this page, the mark shall appear on the side of the platform in institutional colors.

Additional usage within the diving facility is encouraged but not required. Utilization of the primary mark (blue gradient) is recommended in such instances.

*Decal for the platform to be provided by the Conference office.



DIVING PLATFORM

1922

1915

2011

Golf Flags

GOLF FLAG

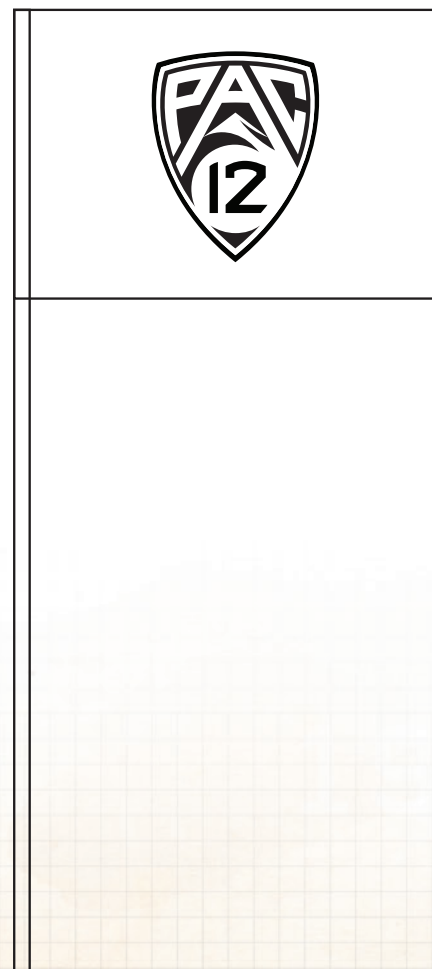
The use of the Pac-12 Conference mark was required on golf hole flags on holes 3, 6, 9, 12, 15 and 18 beginning in the 2012-2013 academic year.

Per the diagram on this page, the mark shall appear in the center of the above listed 6 hole flags in institutional colors. Institutions are free to use Pac-12 flags or hole flags of their choice for the remaining 12 holes.

Additional usage on the golf course and in surrounding facilities is encouraged but not required. Utilization of the primary mark (blue gradient) is recommended in such instances.

* 18 hole flags to be provided by the Conference office.

HOLE FLAG



Gymnastics

GYMNASTICS

The use of the Pac-12 Conference mark was required in the gymnastics facility beginning in the 2012-2013 academic year.

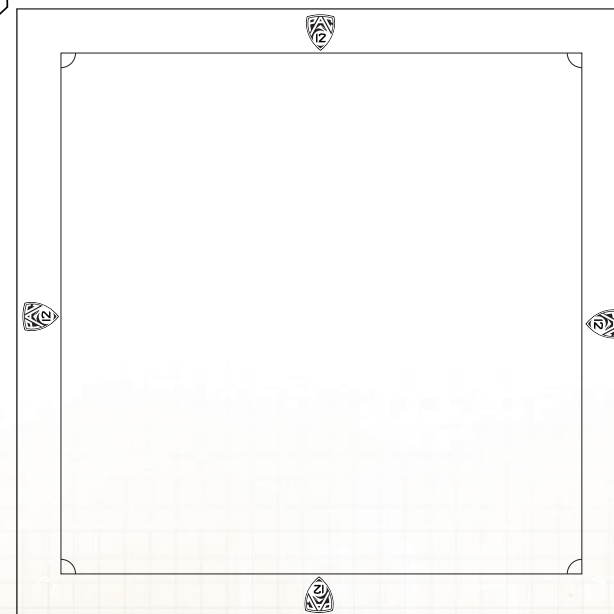
Per the diagrams on this page, the mark shall appear on the floor exercise carpet in at least one location in institutional colors. Additionally, the mark shall appear on the table skirt of the head judge's table for two events in institutional colors. If the event is televised, the mark on the carpet and the head judge's table should be oriented toward the television cameras.

Additional usage within the gymnastics facility is encouraged but not required. Utilization of the primary mark (blue gradient) is recommended for such instances.

- * Decal for the carpet to be provided by the Conference office.
- * 2 table skirts to be provided by the Conference office. Additional table skirts are available for purchase by the university.



TABLE SKIRT



FLOOR ROUTINE AREA

1922

1915

2011

Wrestling Mat

WRESTLING MAT

The use of the Pac-12 Conference mark was required in the wrestling facility beginning in the 2012-2013 academic year.

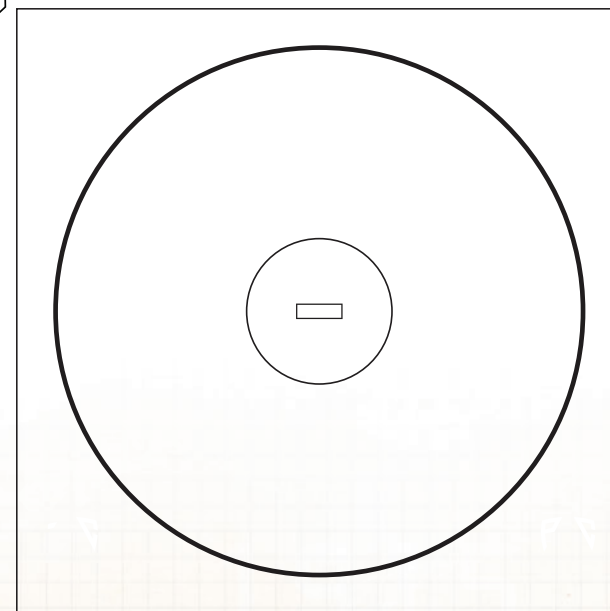
Per the diagram on this page, the mark shall appear on the table skirt of the head judge's table in institutional colors. Elsewhere in the facility, Pac-12 signage in institutional colors shall appear. If the event is televised, the signage and the head judge's table should be oriented toward the television cameras.

Additional usage within the wrestling facility is encouraged but not required. Utilization of the primary mark (blue gradient) is recommended in such instances.

- * Signage to be provided by the Conference office.
- * Please use same table skirts as gymnastics (provided by Conference office). Additional table skirts are available for purchase by the university.



TABLE SKIRT



Rowing Shell

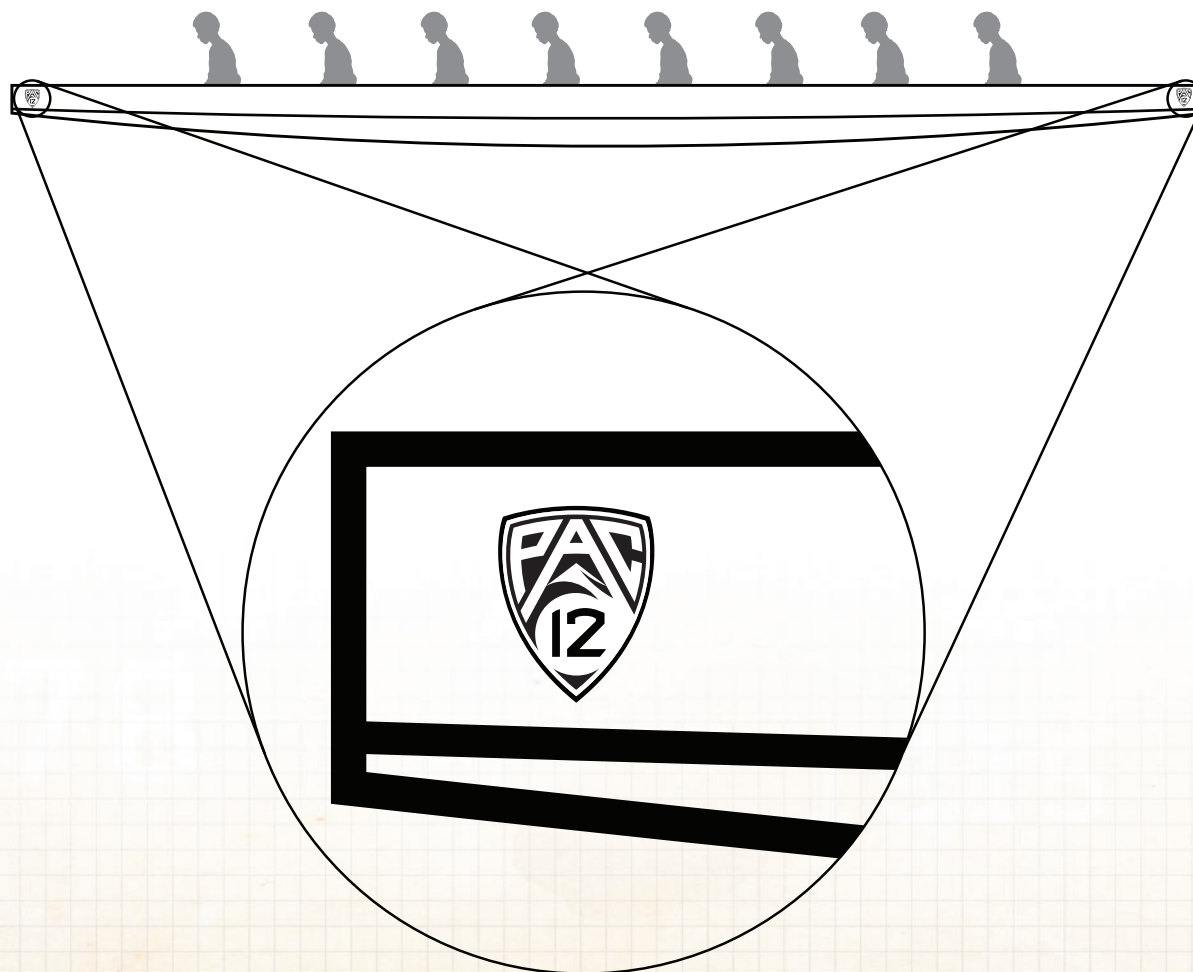
THE SHELL

The use of the Pac-12 Conference mark was required on the shell beginning in the 2012-2013 academic year.

Per the diagram on this page, the mark shall appear on the front OR back end of the shell in institutional colors.

Additional usage throughout the rowing venue is encouraged but not required. Utilization of the primary mark (blue gradient) is recommended in such instances.

* Decal for the shell to be provided by the Conference office.



*decal to be applied to **EITHER** end of boat, not both.

