

# Uniform Logo Placement Guide



**CANISIUS • FAIRFIELD • IONA • MANHATTAN • MARIST  
MONMOUTH • NIAGARA • QUINNIPIAC  
RIDER • SAINT PETER'S • SIENA**

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This guide should be used as a resource to manage the Metro Atlantic Athletic Conference brand and as a tool for each institution to use in its efforts to comply with league branding requirements. The league name and mark are registered trademarks of the Metro Atlantic Athletic Conference.

This guide is provided to publicize and build a consistent brand strategy on each of our member institutions' respective campuses. A strong recognizable brand will help enhance the conference and its members' recognition on a regional and national level.

For more information, please consult the league web site - [www.maacsports.com](http://www.maacsports.com)

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## ROLLOUT AND LOGO USAGE

The 2016-17 year will be the 4th year of a 5-year rollout plan that requires the MAAC brand be incorporated on all uniforms for all sports, which began in the 2013-14 year. To promote the association of the MAAC, its member institutions and associate member institutions, the MAAC primary or a secondary logo is required on all uniforms. It is important that the logo be used consistently on all conference related materials.

When using the logo please adhere to the following guidelines:

1. When the primary or secondary logo is used with other graphics, it must be surrounded by ample clear space or an "area of isolation" to keep other visual elements from conflicting with it. It is accepted to use a white stroke or border around the outside of the logo to help with separation from other visual elements
2. All logos must be visible on uniforms.
3. Institutions may use MAAC primary or secondary logos. The color of the original MAAC primary logo must NOT divert from the original colors. Schools are permitted use institutional MAAC logos in school colors shown below.
4. Schools may have the logo screened printed or embroidered as teams order them.
5. For olympic sports the primary logo size must not exceed 2" x 3". The secondary logo must not exceed 1.25" x 3".
6. For men's and women's basketball, per NCAA regulations, the primary logo or a secondary logo may not exceed 2.25 square inches.
7. Associate members may submit for approval from the conference to use MAAC logo in school colors



PRIMARY MAAC LOGO



WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

MAAC  
BLACK  
PANTONE BLACK

MAAC  
GREY  
34% PANTONE BLACK

MAAC  
BLUE  
PANTONE 2738

MAAC  
RED  
PANTONE 186

SECONDARY MAAC LOGO



WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

MAAC  
BLACK  
PANTONE BLACK

MAAC  
GREY  
34% PANTONE BLACK

MAAC  
BLUE  
PANTONE 2738

CANISIUS LOGO FOR STANDARD USE



WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

CANISIUS  
BLACK  
PANTONE BLACK

CANISIUS  
BLUE  
PANTONE 289

CANISIUS  
GOLD  
PANTONE 116



FAIRFIELD LOGO FOR STANDARD USE



WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

FAIRFIELD  
BLACK  
PANTONE BLACK

FAIRFIELD  
GREY  
34% PANTONE BLACK

FAIRFIELD  
RED  
PANTONE 186



IONA LOGO FOR STANDARD USE



WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

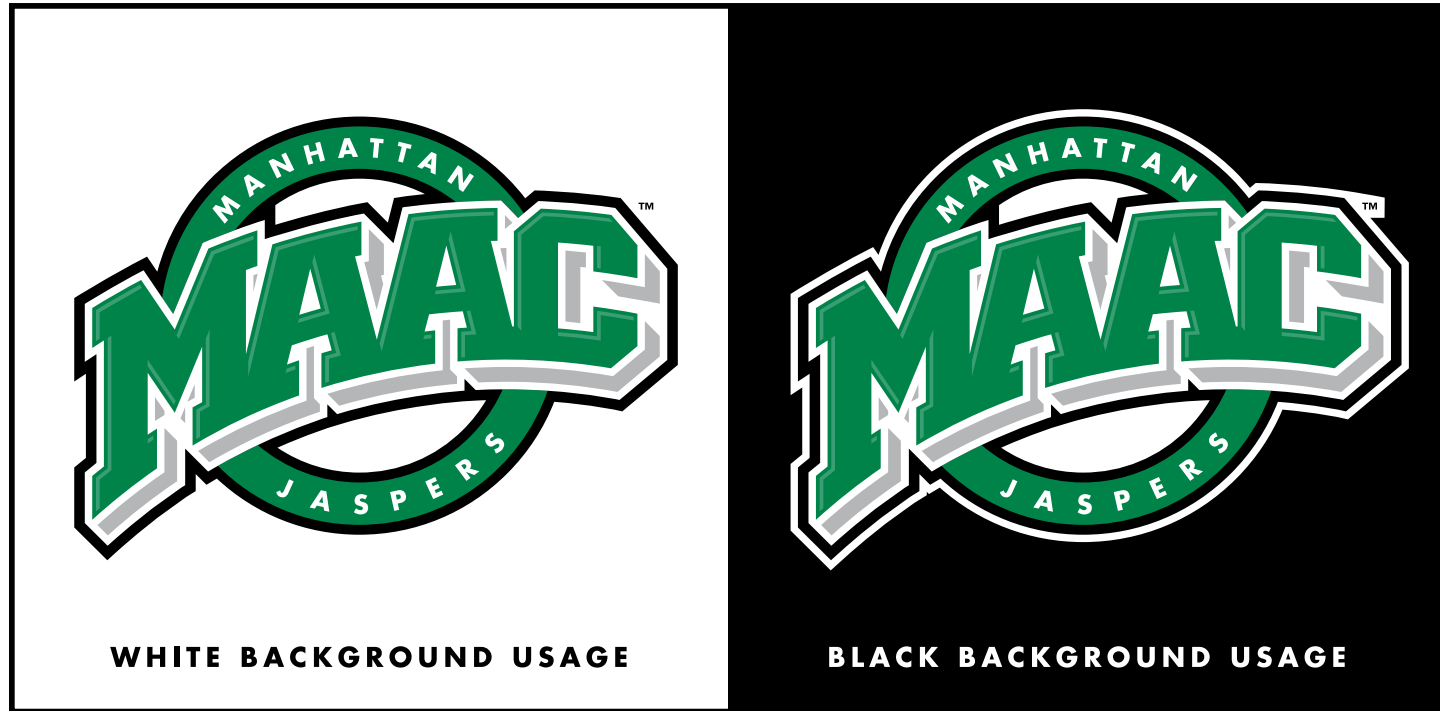
MAAC  
BLACK  
PANTONE BLACK

MAAC  
MAROON  
PANTONE 505

MAAC  
GOLD  
PANTONE 130



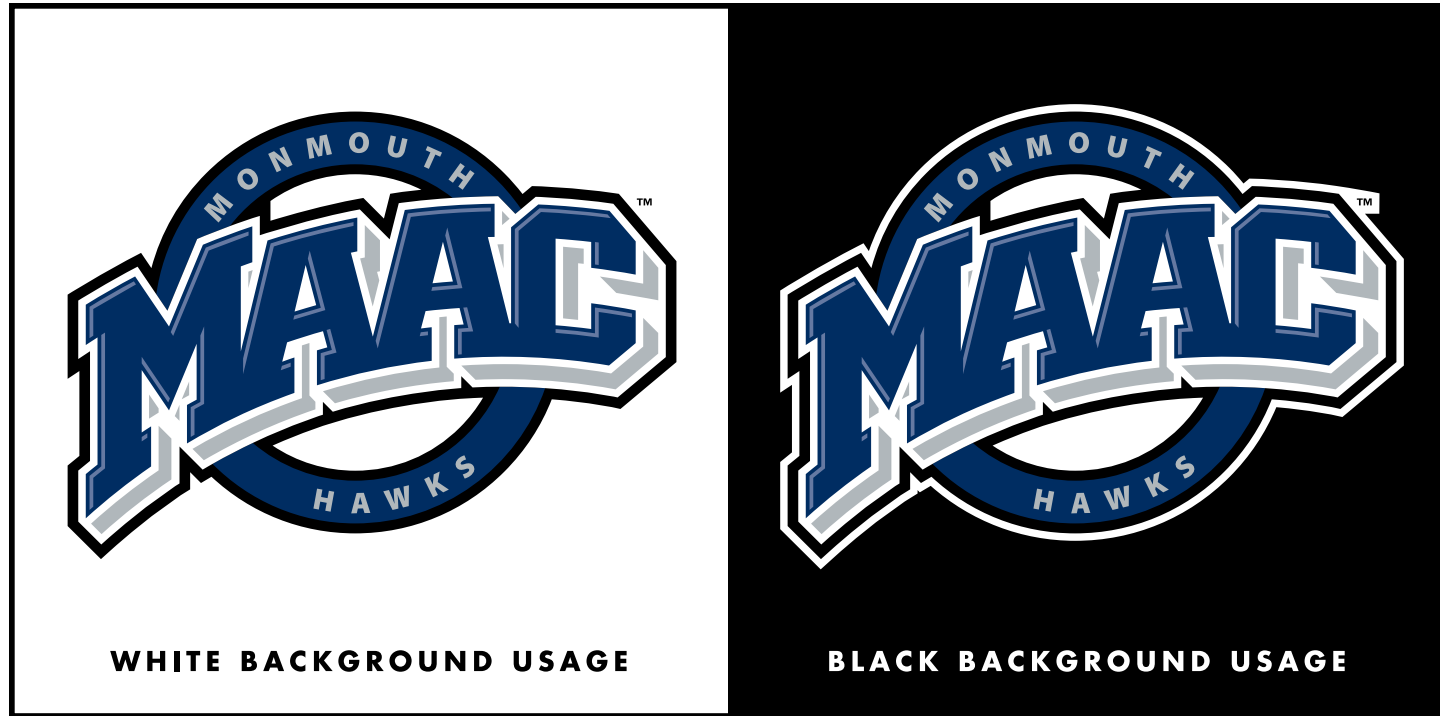
MANHATTAN LOGO FOR STANDARD USE



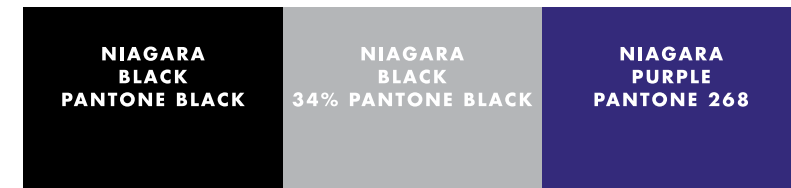
MARIST LOGO FOR STANDARD USE



MONMOUTH LOGO FOR STANDARD USE



NIAGARA LOGO FOR STANDARD USE



QUINNIPIAC LOGO FOR STANDARD USE



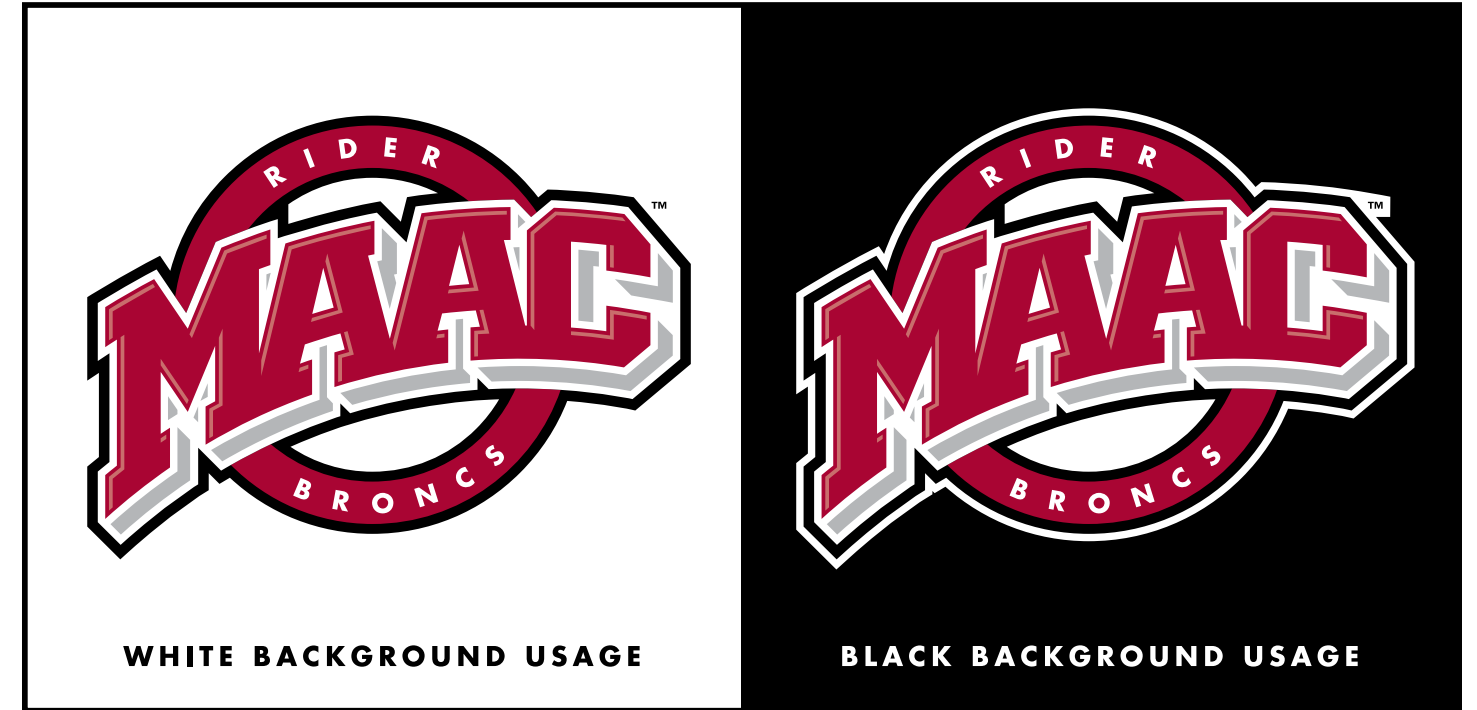
PANTONE YELLOW 429 C

PANTONE BLUE 282 C

PANTONE PROCESS BLACK C



RIDER LOGO FOR STANDARD USE



RIDER  
BLACK  
PANTONE BLACK

RIDER  
GREY  
34% PANTONE BLACK

RIDER  
RED  
PANTONE 201



# SAINT PETER'S LOGO FOR STANDARD USE



WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

SAINT PETER'S  
BLACK  
PANTONE BLACK

SAINT PETER'S  
GREY  
34% PANTONE BLACK

SAINT PETER'S  
BLUE  
PANTONE 285

SAINT PETER'S  
NAVY BLUE  
PANTONE 282



# SIENA LOGO FOR STANDARD USE



WHITE BACKGROUND USAGE



BLACK BACKGROUND USAGE

SIENA  
BLACK  
PANTONE BLACK

SIENA  
BROWN  
PANTONE 469

SIENA  
GREEN  
PANTONE 342

SIENA  
GOLD  
PANTONE 123



# INSTITUTIONAL PANTONE LISTS

School branded materials should use institution pantone colors. Pantone colors are as follows:

## CANISIUS

GOLD 116  
BLUE 289  
BLACK

## FAIRFIELD

RED 186  
34% BLACK (GREY)  
BLACK

## IONA

MAROON 505  
GOLD 130  
BLACK

## MANHATTAN

GREEN 356  
34% BLACK (GREY)  
BLACK

## MARIST

RED 1797  
34% BLACK (GREY)  
BLACK

## MONMOUTH

GREY 429C  
BLUE 282C  
PROCESS BLACK

## NIAGARA

PURPLE 268  
34% BLACK (GREY)  
BLACK  
PURE WHITE

## QUINNIPIAC

YELLOW 429C  
BLUE 282C  
PROCESS BLACK

## RIDER

RED 201  
34% BLACK (GREY)  
BLACK

## SAINT PETER'S

BLUE 282 (NAVY)  
BLUE 285  
34% BLACK (GREY)  
BLACK

## SIENA

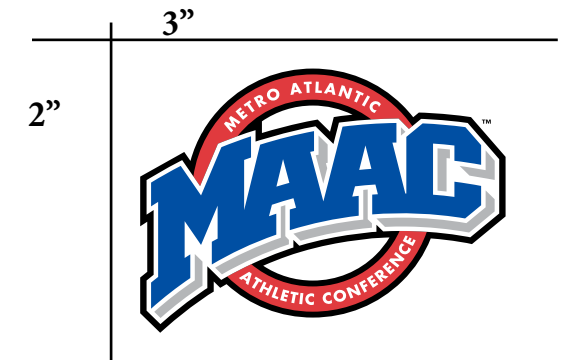
GREEN 342  
GOLD 123  
BROWN 469  
BLACK

## MAAC

BLUE 2738  
RED 186  
34% BLACK (GREY)  
BLACK

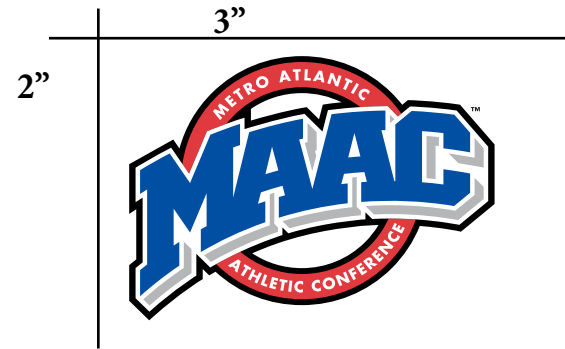
# WARM-UPS

The MAAC logo shall be placed on either the left/right sleeve or left/right chest. Logo may not be placed on warm-up pants. Option for Water Polo and any other sport.



## BASEBALL / SOFTBALL UNIFORMS

The MAAC logo shall be placed on either the left/right sleeve of all uniforms. Logo may also be placed on the back middle of uniform.



## MEN'S & WOMEN'S BASKETBALL UNIFORMS

In accordance to NCAA regulations the MAAC logo may not exceed 2.25 square inches on men's & women's basketball uniforms.

The MAAC logo can be placed on either the uniform top, shorts, or both if preferred.

The MAAC logo shall be placed in one of two places on the front of the jersey:

1. The apex of the neckline
2. Shoulder panel on either the right or left side

The logo must be placed within 4 inches of the side of the game jersey.

On shorts the MAAC logo can only be placed on bottom left or right corner.

Per MAAC bylaws all players must have their last name on the back of their uniform jersey and display the MAAC logo. The location of the name and patch must meet NCAA specifications.

**Men's Basketball Jersey**

**Women's Basketball Jersey**



## BASKETBALL UNIFORMS BRANDING - TOPS

The MAAC requires that all Men's and Women's Basketball uniforms display a visible MAAC logo.

The MAAC logo shall be placed in one of two places on the front of the jersey:

1. The apex of the neckline
2. Shoulder panel on either the right or left side

The MAAC logo must be placed within 4 inches of the side of the game jersey.

**NOTE: NCAA Regulations do not allow a logo bigger than 2.25 square inches**

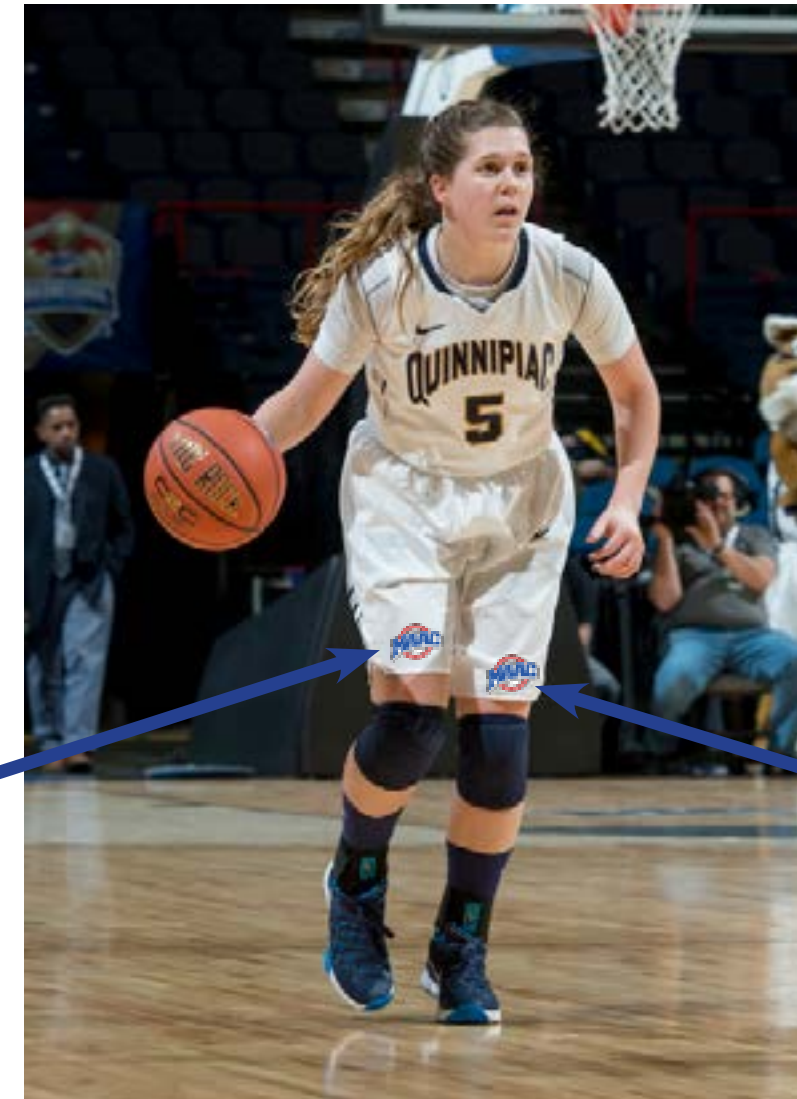


## BASKETBALL UNIFORMS BRANDING - BOTTOMS

The MAAC logo can be placed in one of two places on the bottom of the uniform:

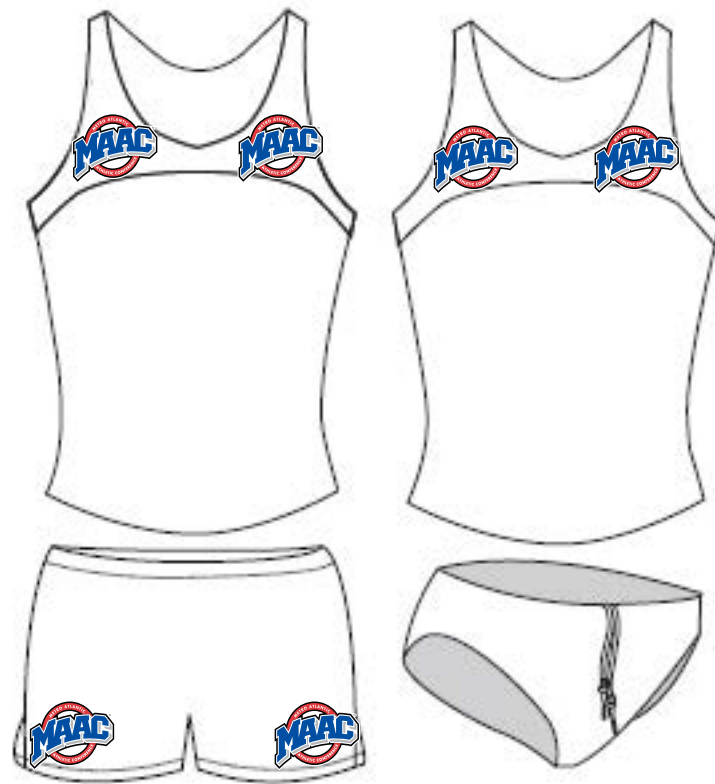
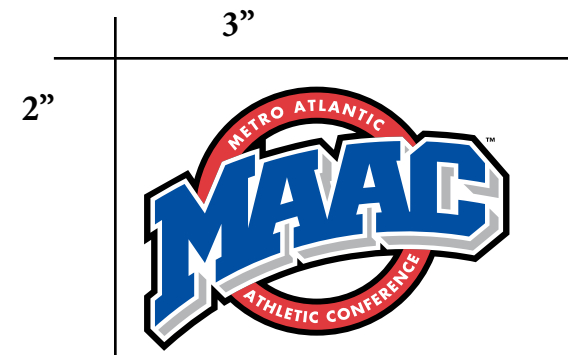
1. Lower Right Leg of game shorts
2. Lower Left Leg of game shorts

**NOTE: NCAA Regulations do not allow a logo bigger than 2.25 square inches**



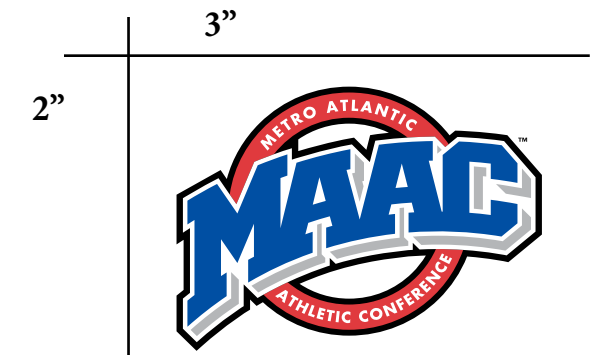
## MEN'S & WOMEN'S CROSS COUNTRY UNIFORMS

The MAAC logo shall be placed on either the left/right shoulder of all uniforms. On shorts, logo can only be placed on bottom left/right corner.



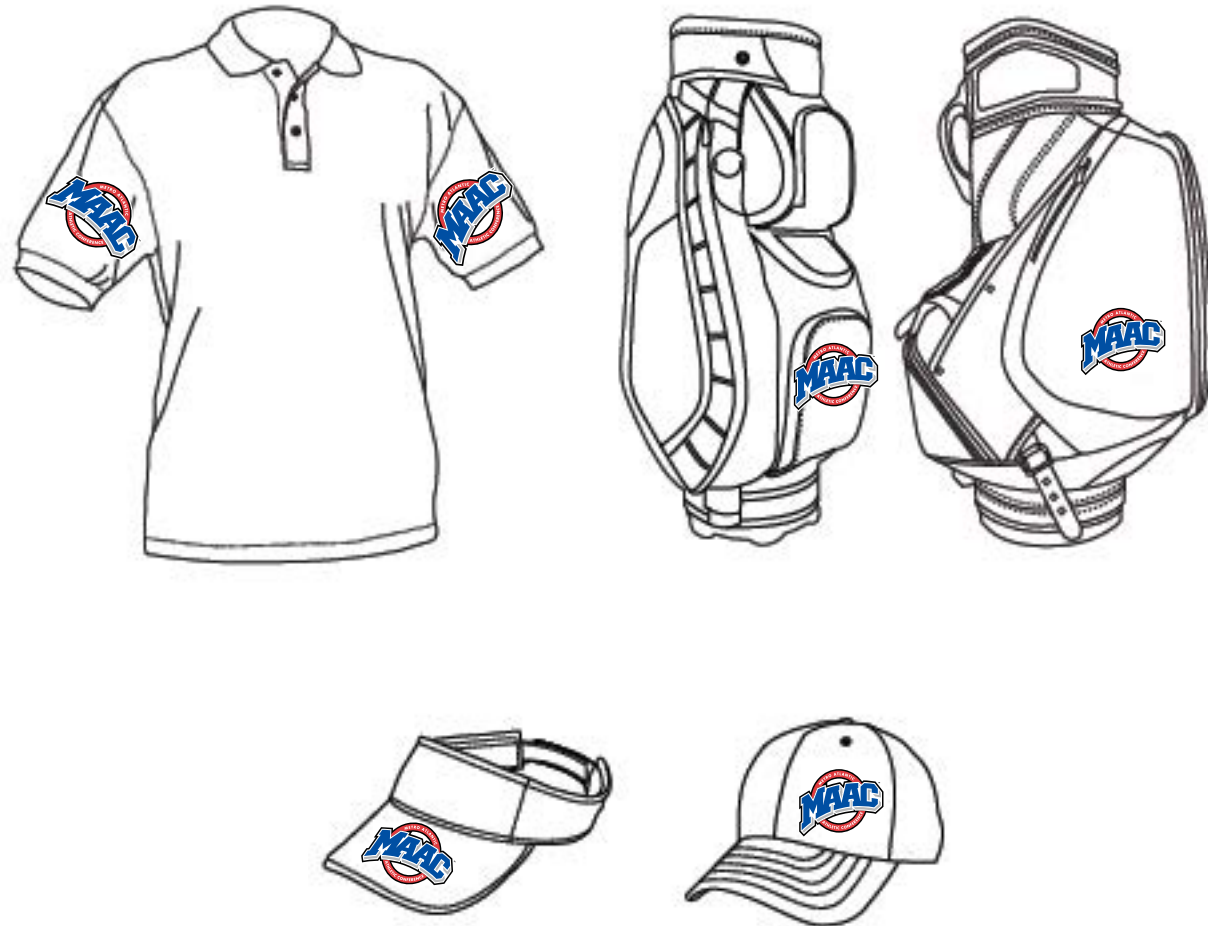
## FIELD HOCKEY UNIFORMS

The MAAC logo shall be placed on either the left/right shoulder of all uniforms. Logos can also be placed on skirts/shorts.



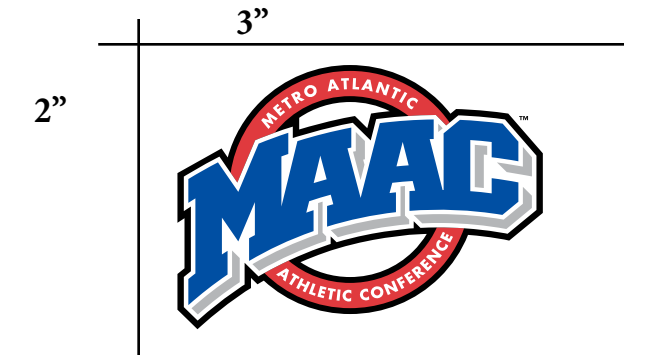
## MEN'S & WOMEN'S GOLF UNIFORMS

The MAAC logo shall be placed on either the left/right sleeve of all uniforms. Suggested placement on golf bags and hats.



## MEN'S & WOMEN'S LACROSSE UNIFORMS

The MAAC logo shall be placed on either the left/right sleeve or front left/right chest of all uniforms. On shorts, logo can only be placed on bottom left/right corner.



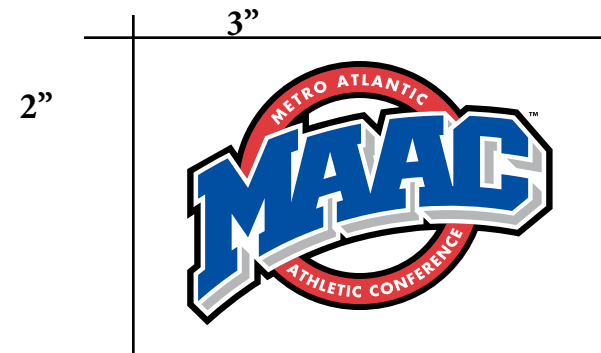
Men's Jersey

Women's Jersey



# MEN'S & WOMEN'S ROWING UNIFORMS

The MAAC logo shall be placed on either the left/right shoulder or back center.



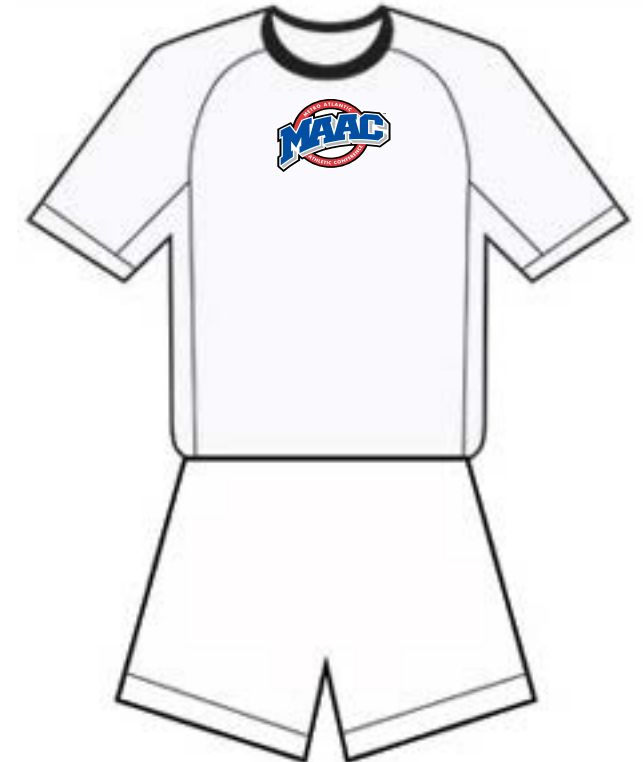
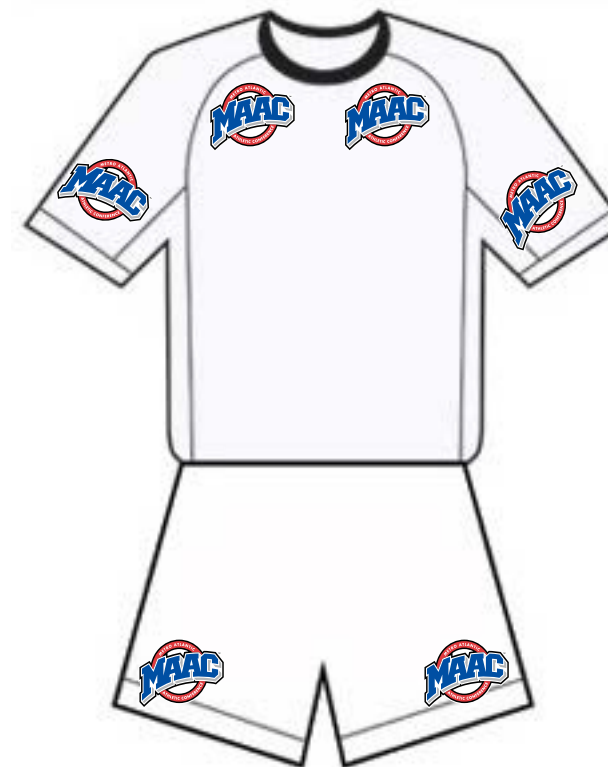
# MEN'S & WOMEN'S SOCCER UNIFORMS

The MAAC logo shall be placed on either the left/right shoulder, front left/right shoulder or back center. On shorts, logo can only be placed on bottom left/right corner.



Front

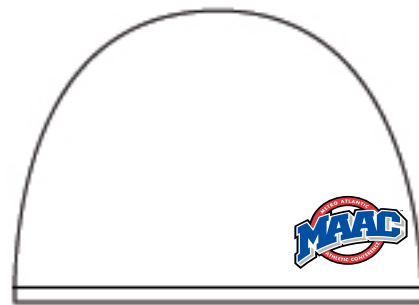
Back



# MEN'S & WOMEN'S SWIMMING & DIVING UNIFORMS

The MAAC logo shall be placed on the swim cap. Optional placement on warm-ups. See page 30.

Appropriate size

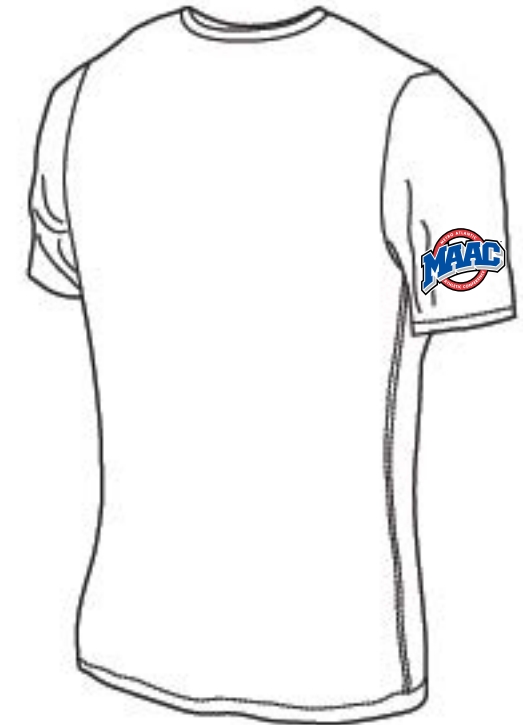


# MEN'S & WOMEN'S TENNIS UNIFORMS

The MAAC logo shall be placed on either the left/right sleeve for men's uniforms and back center for women's.

2"

3"

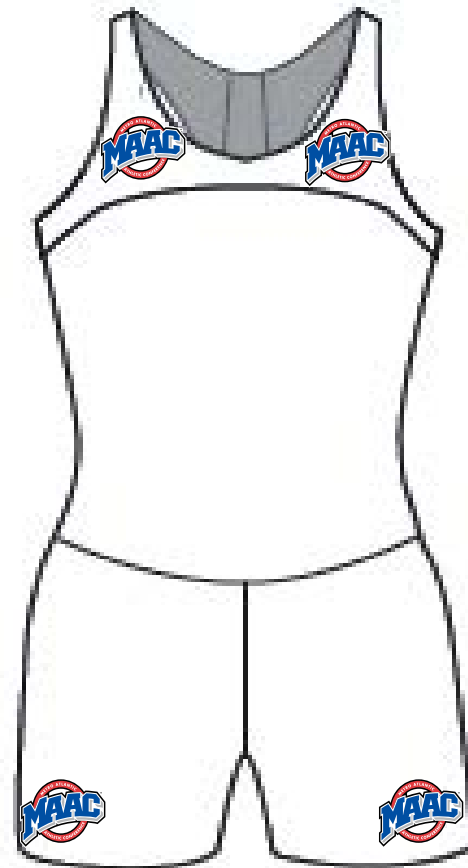


## MEN'S & WOMEN'S TRACK & FIELD UNIFORMS

The MAAC logo shall be placed on either the left/right shoulder for all uniforms. On shorts, logo can only be placed on bottom left/right corner. Optional placement on warm-ups. See page 30.



Men's Jersey

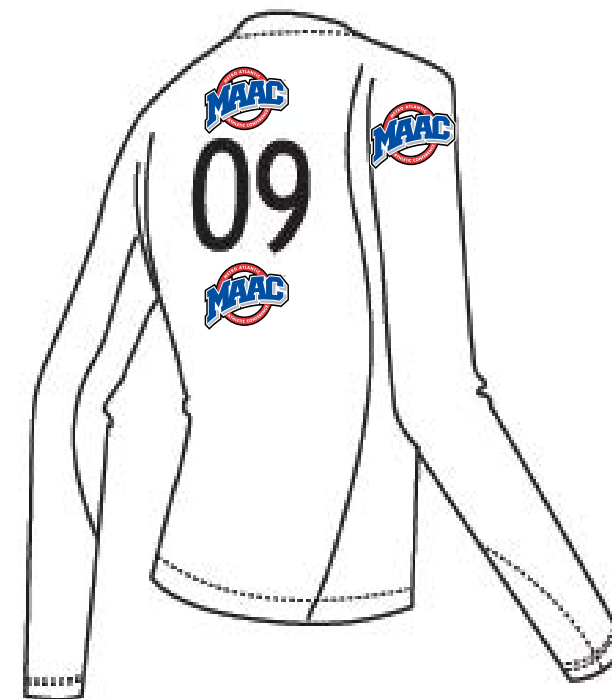
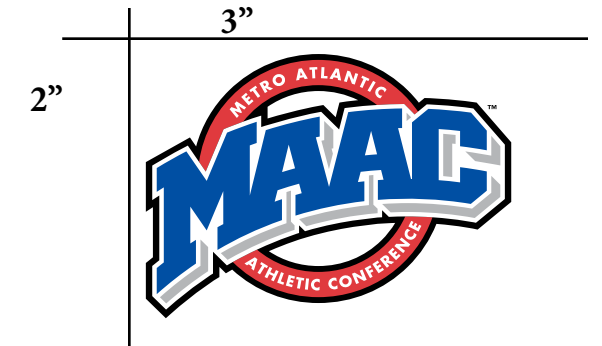


Women's Jersey



## VOLLEYBALL UNIFORMS

The MAAC logo shall be placed on either upper back center or lower back center. For long-sleeve uniforms, logo may be placed on left/right sleeve.



## MAAC Pink Logo

The MAAC Pink logo should also be used in marketing collateral in promotion of the conference and school pink events.



## Examples

