CONFERENCE VISUAL IDENTITY STANDARDS
THE PAC-12 CONFERENCE HAS BEEN BUILT ON A FOUNDATION OF PIONEERS. ALWAYS INNOVATIVE. ALWAYS CHALLENGING. ALWAYS IN SEARCH OF A BETTER WORLD. THE PAC-12 IS UNIQUELY POISED TO LEAD US INTO THE FUTURE.
# Table of Contents

**THE MARKS**  
An introduction to the Pac-12 brand mark, variations and basic outline of proper usage.  

**THE COLORS**  
A list of the colors of the Pac-12 for both screen and print.  

**RESTRICTED MARKS**  
A list of marks restricted from use.  

**RESTRICTED USAGE**  
A list of restricted uses of the Pac-12 shield.  

**TYPOGRAPHY**  
An overview of the typographic system of the Pac-12.  

**PHOTOGRAPHY**  
Pac-12 photography style and cropping guidelines.  

**DESIGN ELEMENTS**  
Overview and examples of the use of the supporting graphics available as part of the Pac-12 designer toolkit.  

**MEDIA BACKDROPS**  
Media backdrop layout requirements.  

**INSTITUTIONAL ASSETS**  
Pac-12 collateral asset guidelines.  

**UNIFORMS**  
Required logo usage on uniforms.  

**FACILITIES**  
Required logo usage by facility type.
THE MARKS

INSPIRATION

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.
In an effort to build flexibility into the brand, the Pac-12 mark has been designed to break down into three purpose-built marks.
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.

<table>
<thead>
<tr>
<th>THE PRIMARY MARK</th>
<th>Pac-12 Blue Fade Mark</th>
<th>Institutional Colors</th>
<th>Black &amp; White</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Use on white / light backgrounds</strong></td>
<td>(recommended)</td>
<td>(recommended)</td>
<td>(recommended)</td>
</tr>
<tr>
<td><strong>Use on black / dark backgrounds</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Pac-12 Blue Fade Mark**
- 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 & Media Graphics

**Institutional Colors**
- All elements of the game day experience including:
  - Playing Surface
  - Venue Signage
  - Video Boards
  - Press Credentials
  - Media Backdrops
  - Tickets
  - Game Programs
  - Promotional Game Day Materials

**Black & White**
- Limited to black and white printed elements
The Pac-12 horizontal mark shall only be used on elements approved by or originating from the Conference office.

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

Please note that 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 662 c and on a black / dark background the “12” and “Conference” are PMS 2935 c.
THE MARKS

MARK CLEAR SPACE

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

Please ensure that 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 primary, reduced and horizontal mark.
THE MARKS

MINIMUM MARK SIZE

The minimum size for the primary Pac-12 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 1” wide.

There are no restrictions to how large any of these marks may appear.
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; and for electronic media in RGB (screen) and hex code (Web). For other applications (e.g., silk screening of fabrics), the Pantone colors can be used for comparison.

### MAIN COLORS

- **PMS 662 c**
  - C=100
  - M=71
  - Y= 0
  - K= 18
  - R=0
  - G=75
  - B=145
  - L=31
  - A=2
  - B=-45
  - HEX = 004B91

- **PMS 5395 c**
  - C=100
  - M=44
  - Y= 0
  - K= 76
  - R=0
  - G=39
  - B=76
  - L=15
  - A=1
  - B=27
  - HEX = 00274D

- **PMS 2935 c**
  - C=100
  - M=6
  - Y= 0
  - K= 0
  - R=0
  - G=118
  - B=192
  - L=47
  - A=7
  - B=47
  - HEX = 0076C0

- **Rich Black**
  - C=70
  - M=30
  - Y= 0
  - K= 100
  - R=0
  - G=7
  - B=7
  - L=0
  - A=7
  - B=-47
  - HEX = 000007

### ACCENT COLORS

- **PMS 381 c**
  - C=20
  - M=0
  - Y= 0
  - K= 0
  - R=0
  - G=91
  - B=76
  - L=47
  - A=7
  - B=-47
  - HEX = D3C4A

- **Cool Grey 8**
  - C=0
  - M=1
  - Y= 0
  - K= 17
  - R=0
  - G=39
  - B=76
  - L=15
  - A=1
  - B=27
  - HEX = E5C5B6

- **PMS 4745 c**
  - C=0
  - M=17
  - Y= 0
  - K= 10
  - R=0
  - G=39
  - B=76
  - L=15
  - A=1
  - B=27
  - HEX = A1A1A4

- **PMS 2535 c**
  - C=0
  - M=17
  - Y= 0
  - K= 10
  - R=0
  - G=39
  - B=76
  - L=15
  - A=1
  - B=27
  - HEX = A1A1A4
RESTRICTED MARKS

BRANDING IDENTITY

The use of old Pac-10 Conference marks is STRICTLY PROHIBITED after July 1, 2011. The new mark can be used prior to this date for production of materials that will be publicly available after March 16, 2011.

Please see the included examples of prohibited marks.
RESTRICTED USAGE

BRANDING IDENTITY

Variations of the Pac-12 mark outside of the institution-specific color options included in this guide 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
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 complimented 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. Opti Althea is similar to the shield numerals, and may be used for page numbers as demonstrated in this document.

Note: the unauthorized distribution of fonts is unlawful.
HEADLINE TYPE

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

Trade Gothic Bold LH Extended or Foundry Gridnik in 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):
18 pt tracking +4, 23 pt leading

(Example B):
18 pt tracking +4, 22 pt leading

THE PAC-12 WAS FOUNDED IN PORTLAND, OR.

THE PAC-12 WAS FOUNDED IN PORTLAND, OR.

THE PAC-12 WAS FOUNDED IN PORTLAND, OR.
INTRO / COPY HEAD TYPE

For copy heads, the preferred font face is Trade Gothic Bold #2 at 9 pt with 12.5 pt 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 is 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 must be used consistently throughout a print medium (Example B).


EXAMPLE FOR USE IN AN INTRODUCTION: Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus Arroget annus. Scriptor abhinc annos Centum qui decidit, inter perfectos Veteresque referri debet an inter Vilis atque novos? Excludat iurgia finis. Est vetus atque probus. Centum qui perficit annos.

EXAMPLE FOR USE IN AN INTRODUCTION: Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus Arroget annus. Scriptor abhinc annos Centum qui decidit, inter perfectos Veteresque referri debet an inter Vilis atque novos? Excludat iurgia finis. Est vetus atque probus. Centum qui perficit annos.

B. Example for use in a copy head: Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus Arroget annus. Scriptor abhinc annos Centum qui decidit, inter perfectos Veteresque referri debet an inter Vilis atque novos?
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 set 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 or an accent color is suggested.

COPY

A. Dummy text to illustrate the appearance of a copy head: Trade Gothic Medium, 9 pt, tracking +4, 12.5 pt leading, left justified. Si meliora dies, ut Vina, poemata Reddit, scire Velim. Chartis pretium quotus Arroget annus. Scriptor abhinc annos Centum qui decidit, inter perfectos Vetersque.

B. Dummy text to illustrate the appearance of copy: Trade Gothic Light, 9 pt, tracking +4, 12.5 pt leading, left justified. Si meliora dies, ut Vina, poemata Reddit, scire Velim. Chartis pretium quotus Arroget annus. Scriptor abhinc annos Centum qui decidit, inter perfectos Vetersque.

EXAMPLES OF ACCENT TYPE

Track & Field  100 yard dash  Track & Field # 100 yard dash  Track & Field +100 yard dash

Track & Field
- 3000 m steeplechase
- Javelin
- Shotput
- Pole vault
- Discus throw

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

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 yard dash
(Element to be used in a brand accent color.)

Track & Field # 100 yard dash
(Element to be used in type color.)

Track & Field » 100 yard dash
(Element to be used in brand accent color, this style recommended for web.)

EXAMPLES OF SHIELD PAGE NUMBERS.

19

19

19

19

EXAMPLES OF BULLETED, NUMBERED, AND COLORED LISTS.

Track & Field
- 3000 m 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, students and facilities remain the heroes.
The band of excellence 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.
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.
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.
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 the 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 their 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.

Do not color the portions of the shield or add textures to it.
The following layout is required on media backdrops for Conference championships and other Conference events.
The following layout is required on media backdrops for institutional events.
The following layout is required on media backdrops for sponsored institutional events.
INSTITUTIONAL ASSETS

REQUIRED USAGE

Per the mark guidelines included in this guide, the primary Pac-12 blue fade mark must appear on all general marketing elements included on this page.

<table>
<thead>
<tr>
<th>Email Marketing</th>
<th>Print Advertisements</th>
<th>Schedule Cards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any location on the message</td>
<td>Any location on the advertisement</td>
<td>Any location on the front of card</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Team Posters</th>
<th>Institutional Athletic Websites</th>
<th>Media Guides</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any location on the poster</td>
<td>Any location on the homepage</td>
<td>Per the enclosed guidelines</td>
</tr>
</tbody>
</table>
**INSTITUTIONAL ASSETS**

**REQUIRED GAMEDAY USAGE**

Per the mark guidelines included in this guide, the Pac-12 institutional mark must appear on all game day elements included on this page.

<table>
<thead>
<tr>
<th>Game Programs</th>
<th>Media Backdrop</th>
<th>Press Credentials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any location on the outside of the front or back cover</td>
<td>Per enclosed guidelines</td>
<td>Any location on the front of the credential</td>
</tr>
<tr>
<td>![Game Programs Image]</td>
<td>![Media Backdrop Image]</td>
<td>![Press Credentials Image]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tickets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any location on the front or back of the ticket</td>
</tr>
<tr>
<td>![Tickets Image]</td>
</tr>
</tbody>
</table>
INSTITUTIONAL ASSETS

RECOMMENDED USAGE

Per the mark guidelines included in this guide, the Pac-12 strongly encourages its member institutions to include the Pac-12 mark on the elements included to the right.

RECOMMENDED GAMEDAY USAGE

Per the mark guidelines included in this guide, the Pac-12 strongly encourages its member institutions to include the Pac-12 Institutional mark on the elements included to the right.
## Uniform Requirement Roll-Out

Uniform and equipment logo requirements will be rolled-out according to the schedule shown here.

<table>
<thead>
<tr>
<th>Sport</th>
<th>2010-11</th>
<th>2011-12</th>
<th>2012-13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football</td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Women’s Volleyball</td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Men’s Basketball</td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Women’s Basketball</td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Baseball</td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Softball</td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Men’s Soccer</td>
<td>Optional</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Women’s Soccer</td>
<td>Optional</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Men’s Tennis</td>
<td>Optional</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Women’s Tennis</td>
<td>Optional</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Track &amp; Field</td>
<td>Optional</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Swimming &amp; Diving</td>
<td>Optional</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Men’s Golf</td>
<td>Optional</td>
<td>Optional</td>
<td>Required</td>
</tr>
<tr>
<td>Women’s Golf</td>
<td>Optional</td>
<td>Optional</td>
<td>Required</td>
</tr>
<tr>
<td>Men’s Cross Country</td>
<td>Optional</td>
<td>Optional</td>
<td>Required</td>
</tr>
<tr>
<td>Women’s Cross Country</td>
<td>Optional</td>
<td>Optional</td>
<td>Required</td>
</tr>
<tr>
<td>Gymnastics</td>
<td>Optional</td>
<td>Optional</td>
<td>Required</td>
</tr>
<tr>
<td>Rowing</td>
<td>Optional</td>
<td>Optional</td>
<td>Required</td>
</tr>
<tr>
<td>Wrestling</td>
<td>Optional</td>
<td>Optional</td>
<td>Required</td>
</tr>
</tbody>
</table>
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 displayed marks must be used on respective fabric colors as shown here.

The reduced mark is not permitted in the Pac-12 blue fade or in black and white.

Example:

Fabric Color: White

Institutional Colors

Uses:
- Uniforms
- Equipment
- Institutional Apparel
SPECIAL INITIATIVES

BREAST CANCER AWARENESS

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

*Pac-12 helmet decal to be provided by the Conference office.
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 begin in the 2011-12 academic year.

*Pac-12 patch to be provided by the Conference office.
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 begin in the 2011-12 academic year.

* Pac-12 patch to be provided by the Conference office.
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 begin in the 2011-12 academic year.

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

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

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

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

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

The reduced mark (without the wave and mountain) 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 Pac-12 mark. All other items are optional.

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

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

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

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

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

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

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

*Pac-12 mark to be applied by the institution.
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 begin in the 2012-13 academic year.

*Pac-12 mark to be applied by the institution.
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 the mark to warm-ups must contact the Conference office for patches.

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

*Institutions may screen the mark on their bags and backpacks.*
### Facilities Requirement Roll-Out

Facilities logo requirements will be rolled-out according to the schedule shown here.

<table>
<thead>
<tr>
<th>Sport</th>
<th>2010-11</th>
<th>2011-12</th>
<th>2012-13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football</td>
<td>Required</td>
<td>Required</td>
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PMS 187 c
BLACK
WHITE
Football Field – The use of the Pac-12 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 appeal throughout the season.
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 towards 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 – The use of the Pac-12 Conference mark is 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 the primary mark (blue gradient) is recommended in such instances.

*Decals for backstop to be provided by the Conference office.
**Softball Field** – The use of the Pac-12 Conference mark is 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 the primary mark (blue gradient) is recommended in such instances.

*Decals for backstop to be provided by the Conference office.*
Volleyball Court – The use of the Pac-12 Conference mark is 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 towards 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 is not required.
**Soccer Field** – The use of the Pac-12 Conference mark is 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 towards 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.
Tennis Court – The use of the Pac-12 Conference mark is 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 but not required. Utilization of the primary mark (blue gradient) is recommended in such instances.

*Net logo to be provided by the Conference office.
Track and Field Events – The use of the Pac-12 Conference mark is required on all tracks beginning in the 2011-2012 academic year.

Per the diagrams on this page, the mark shall appear on the inside of the track close to the finish line. The mark shall be oriented so that 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.
**Track and Field Events** – The use of the Pac-12 Conference mark is 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 – The use of the Pac-12 Conference mark is required in the swimming facilities beginning in the 2011-2012 academic year.

Per the diagram 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 towards the television cameras.

Additional usage within the swimming 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.
DIVING PLATFORM

Diving Platform – The use of the Pac-12 Conference mark is 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.
Hole Flags – The use of the Pac-12 Conference mark is 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 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.

*6 hole flags to be provided by the Conference office.
Gymnastics Apparatuses – The use of the Pac-12 Conference mark is 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 routine 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 each event in institutional colors. If the event is televised, the mark on the carpet and the head judge’s table should be oriented towards the television cameras.

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

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

*Table skirt to be provided by the Conference office.
**WRESTLING MAT**

**Wrestling Mat** – The use of the Pac-12 Conference mark is required in the wrestling facility beginning in the 2012-2013 academic year.

Per the diagram on this page, Pac-12 signage in institutional colors shall appear in front of the judges’ table. If the event is televised, the signage must be oriented towards 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.*
**The Shell** – The use of the Pac-12 Conference mark is 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 the 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.*