



# **SOUTHEASTERN<sup>™</sup> CONFERENCE**

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BRAND STYLE GUIDE  
2018-19

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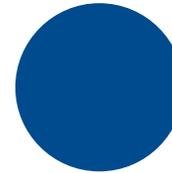
## LOGOS & COLOR PALETTE

The Conference encourages institutions to utilize the SEC logo in school colors (see page 8) for these applications. Use of the SEC identity is restricted to its member institutions and organizations authorized by the SEC. Any other usage is strictly prohibited without the express written consent of the Southeastern Conference.

# GOTHAM BLACK

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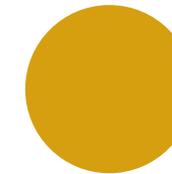
PRIMARY TYPEFACE



PMS 288  
C 100 M 67 Y 0 K 23  
MADEIRA THREAD 1167



PMS 122  
C 0 M 17 Y 80 K 0  
MADEIRA THREAD 1171



PMS 131  
(FOR USE IN BEVELED LOGOS ONLY)  
C 0 M 32 Y 100 K 9

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COLOR PALETTE

LOGOS & COLOR PALETTE



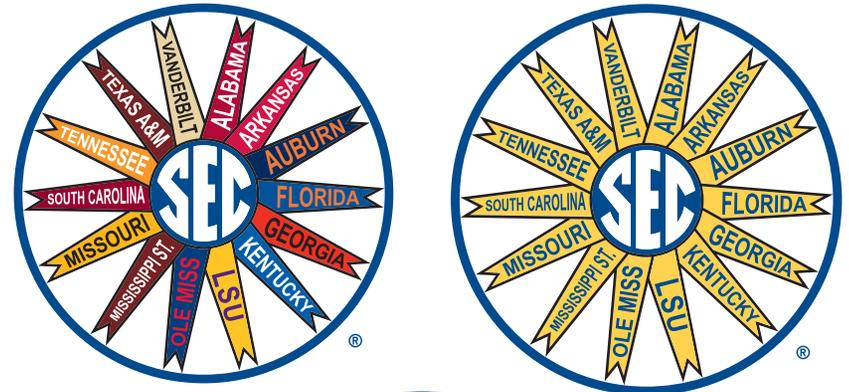
PRIMARY LOGOS



WORD LOGOS



BEVELED LOGOS



PINWHEEL LOGOS

## IT JUST MEANS MORE BRANDING

The font we're using for the tagline as well as branding headlines, is named Brothers. We still plan to use the brand standard Gotham font for non-headline/non-branding type.

The tagline should always have a clear connection to the SEC logo. It is NOT the tagline for any individual school. The SEC logo to use in conjunction with the "It Just Means More" tagline should only be the SEC "lapel pin" logo version and not the primary flat logo.

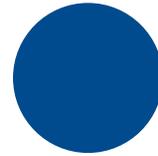
The linen background must be used in all formats except for merchandise. For "It Just Means More" merchandise approvals, contact the conference office.

# BROTHERS

HEADLINE TYPEFACE



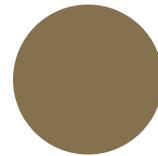
SEC ACADEMIC INITIATIVE LOGOS



PMS 288  
C 100 M 67 Y 0 K 23



PMS 289  
C 100 M 60 Y 0 K 56



PMS 872  
C 43.28 M 47.48 Y 73.23 K 18.34

**SCHOOL LOGOS**



**ALABAMA**

CRIMSON: PMS 201 | C:0 M:100  
Y:63 K:29 | R:179 G:8 B:56  
LIGHT SILVER: PMS 428 | C:2 M:0 Y:0  
K:18 | R:207 G:212 B:216  
BLACK



**ARKANSAS**

RED: PMS 201 | C:7 M:100  
Y:68 K:32 | R:157 G:34 B:53  
BLACK



**AUBURN**

BLUE: PMS 289 | C:100 M:64  
Y:0 K:60 | R:0 G:43 B:92  
ORANGE: PMS 172 | C:0 M:75  
Y:100 K:0 | R:242 G:101 B:34



**FLORIDA**

BLUE: PMS 287 | C:100 M:60  
Y:0 K:20 | R:0 G:48 B:135  
ORANGE: PMS 172 | C:0 M:80  
Y:100 K:0 | R:250 G:70 B:22  
GREEN: PMS 349 | C:90 M:12  
Y:95 K:40 | R:4 G:106 B:56



**GEORGIA**

RED: PMS 200 | C:16 M:100  
Y:87 K:6 | R:195 G:0 B:47  
SILVER: PMS 429 | C:38 M:28  
Y:27 K:0 | R:93 G:103 B:112  
BLACK



**KENTUCKY**

BLUE: PMS 286 | C:100  
M:75 Y:0 K:0 | R:0 G:51 B:60  
GRAY: PMS COOL GRAY 3 | C:8  
M:5 Y:7 K:16 | R:200 G:201 B:199



**LSU**

PURPLE: PMS 268 | C:82 M:98  
Y:0 K:12 | R:70 G:29 B:124  
GOLD: PMS 123 | C:0 M:19 Y:89  
K:0 | R:253 G:208 B:35  
BLACK



**OLE MISS**

RED: PMS 186 | C:0 M:100  
Y:81 K:4 | R:227 G:24 B:55  
BLUE: PMS 281 | C:98.82 M:85.49  
Y:42.46 K:42.48 | R:18 G:40  
B:73



**MISSISSIPPI STATE**

MAROON: PMS 505 | C:50 M:100  
Y:100 K:25 | R:102 G:0 B:0  
GRAY: PMS 428 | C:2 M:0 Y:0  
K:18 | R:207 G:212 B:216



**MISSOURI**

GOLD: PMS 124C | C:0 M:31  
Y:98 K:0 | R:241 G:184 B:45  
BLACK



**SOUTH CAROLINA**

GARNET: PMS 202 | C:0 M:100  
Y:61.18 K:43.14 | R:152 G:0 B:46  
BLACK



**TENNESSEE**

ORANGE: PMS 151 | C:0 M:60  
Y:100 K:0 | R:255 G:130 B:0



**TENNESSEE LADY VOLS**

ORANGE: PMS 151 | C:0 M:60  
Y:100 K:0 | R:255 G:130 B:0  
BLUE: PMS PROCESS BLUE  
C:100 M:9 Y:0 K:6 | R:0  
G:153 B:216



**TEXAS A&M**

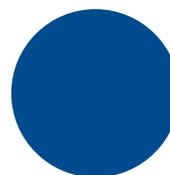
MAROON: PMS AGGIE MAROON  
C:15 M:100 Y:39 K:69  
R:80 G:0 B:0



**VANDERBILT**

GOLD: PMS 7502 | C:0 M:17  
Y:47 K:19 | R:232 G:211 B:162  
BLACK

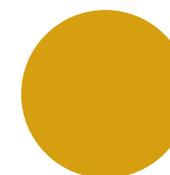
SEC NETWORK LOGOS



PMS 288  
C 100 M 67 Y 0 K 23  
MADEIRA THREAD 1167



PMS 122  
C 0 M 17 Y 80 K 0  
MADEIRA THREAD 1171



PMS 131  
(FOR USE IN BEVELED LOGOS ONLY)  
C 0 M 32 Y 100 K 9

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COLOR PALETTE

**SCHOOL SPECIFIC CONFERENCE LOGOS**



**ALABAMA**  
PMS 201 CRIMSON



**ARKANSAS**  
PMS 201 RED



**AUBURN**  
PMS 172 ORANGE  
PMS 289 BLUE



**FLORIDA**  
PMS 287 BLUE  
PMS 172 ORANGE



**GEORGIA**  
PMS 200 RED  
BLACK



**KENTUCKY**  
PMS 286 BLUE



**LSU**  
PMS 268 PURPLE  
PMS 123 GOLD



**OLE MISS**  
PMS 186 RED  
PMS 281 BLUE



**MISSISSIPPI STATE**  
PMS 505 MAROON  
PMS 428 GRAY



**MISSOURI**  
PMS 124C GOLD  
BLACK



**SOUTH CAROLINA**  
PMS 202 GARNET  
BLACK



**TENNESSEE**  
PMS 151 ORANGE



**TEXAS A&M**  
PMS AGGIE MAROON



**VANDERBILT**  
PMS 7502 GOLD  
BLACK

\*INVERSE OF SEC SCHOOL COLORS IS PERMISSABLE AS LONG AS THE "SEC" REMAINS WHITE.

# CHAMPIONSHIP MARKS



BASEBALL:  
COMING SOON

## UNIFORM & APPAREL PATCH PLACEMENT

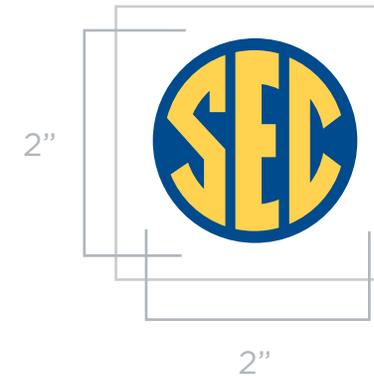
This section of the style guide is intended to assist member institutions with placement of the SEC logo patch. Each institution should utilize the SEC uniform patch in its approved school colors. Detailed information about acceptable SEC school color marks, including PMS colors, may be found on page 8 of this style guide. In some sports, uniform specifications (e.g. material) may dictate that a screen print version of the SEC mark be used in place of the uniform patch. Acceptable instances involving the screen print version of the SEC logo are outlined by sport in the style guide. Please note that while the Conference will supply the uniform patches, it will be the responsibility of each institution to have the mark screen-printed in the designated size and colors. For the sport of football, please note the acceptable patch sizes. (pg. 13)

### SEC GRADUATE PATCH

In each SEC sport, student-athletes who have earned their college degree but are still engaged in competition will wear a specially-designed patch indicating their graduate status.

- The patch will be designed by the SEC Office and distributed by a patch provider designated by the SEC. The design will be similar for all schools, but will be school-specific in color.
- The patch will be worn by any SEC student-athlete upon their first competition following the graduation ceremony at which their degree is awarded, and throughout the remainder of their college eligibility.
- The graduate patch program will be inclusive of graduate transfers to SEC institutions.

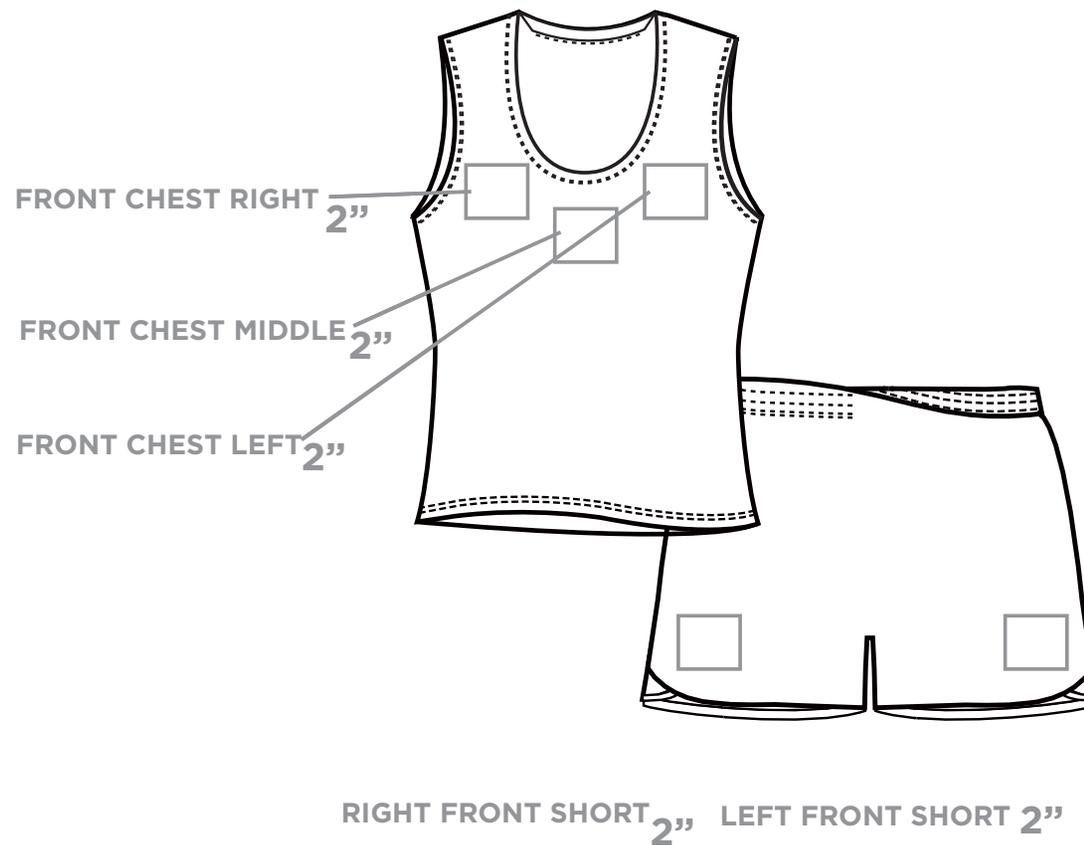
### UNIFORM PATCH SPECS



## UNIFORM & APPAREL PATCH PLACEMENT - CROSS COUNTRY/TRACK & FIELD

Due to varying uniform types for Cross Country/Track & Field, either an SEC uniform patch or SEC full color screen print mark is acceptable and should be done in one of an institution's approved color schemes. Placement options are as follows:

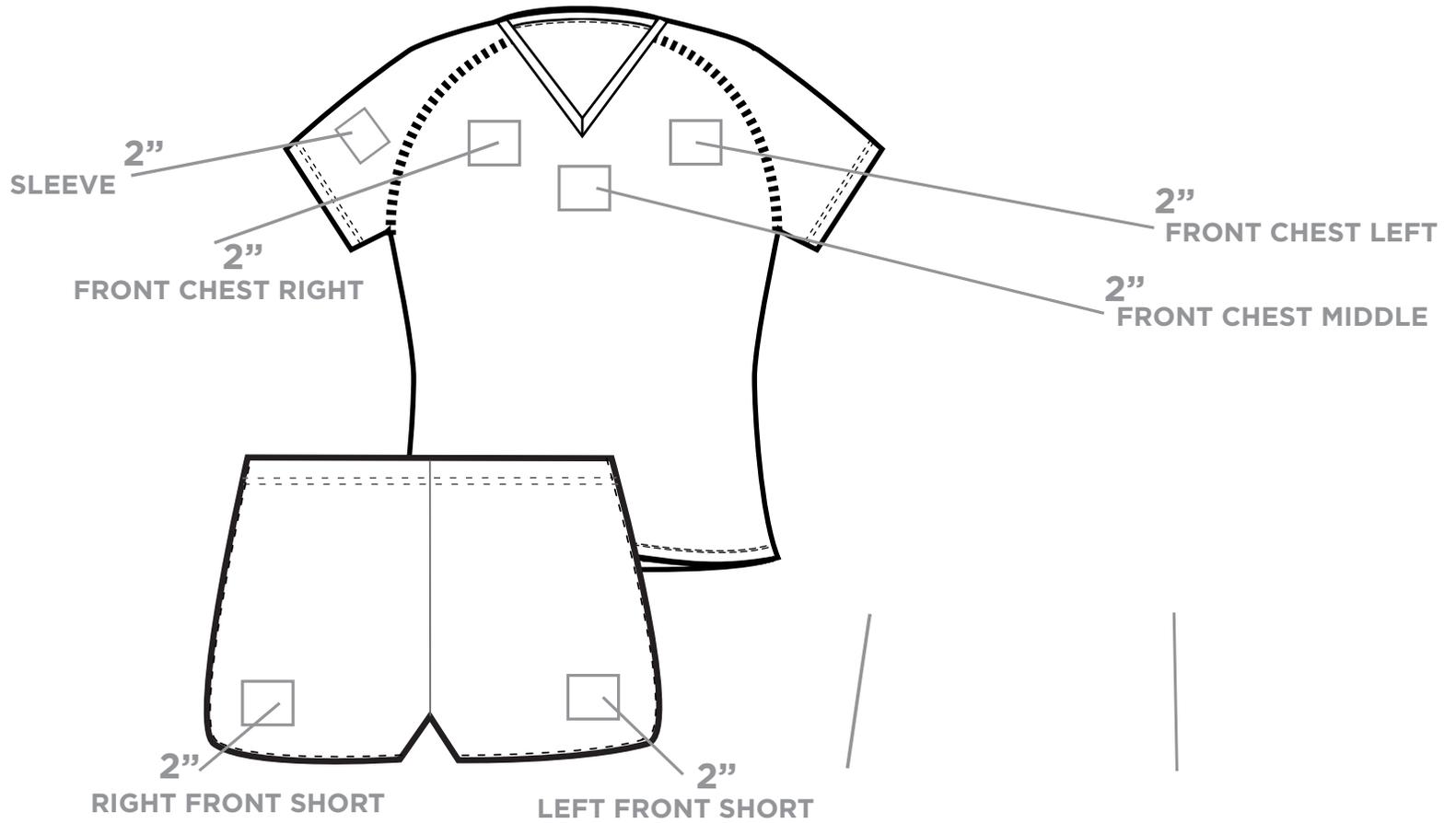
- Front Chest Left
- Front Chest Right
- Front Chest Middle
- Left Front Short
- Right Front Short



**UNIFORM & APPAREL PATCH PLACEMENT - SOCCER**

Due to varying uniform types for Soccer, either an SEC uniform patch or SEC full color screen print mark is acceptable and should be done in one of an institution's approved color schemes. Placement options are as follows:

- Front Chest Left
- Front Chest Right
- Front Chest Middle
- Left Sleeve
- Right Sleeve
- Left Front Short
- Right Front Short

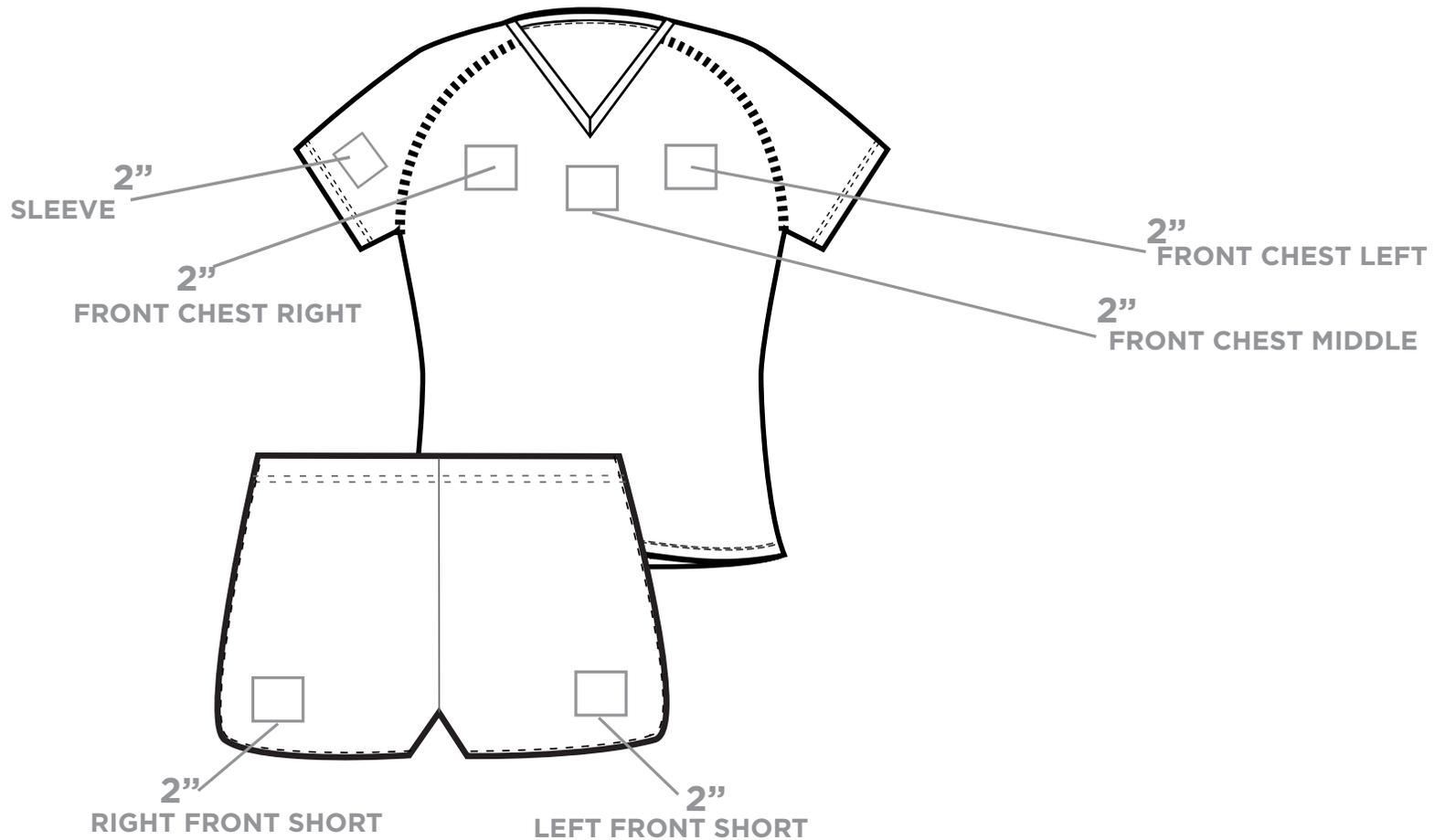


T

## UNIFORM & APPAREL PATCH PLACEMENT - VOLLEYBALL

Due to varying uniform types for Volleyball, either an SEC uniform patch or SEC full color screen print mark is acceptable and should be done in one of an institution's approved color schemes. Placement options are as follows:

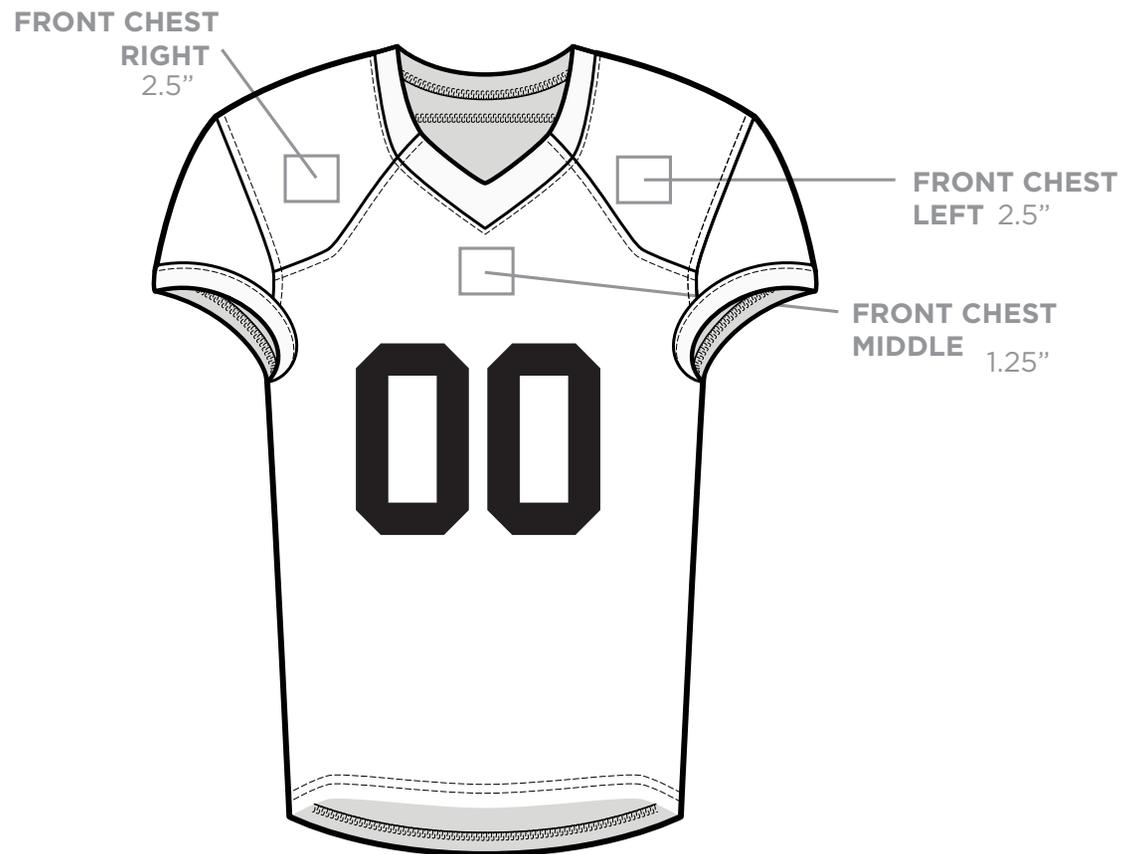
- Front Chest Left
- Front Chest Right
- Front Chest Middle
- Left/Right Sleeve
- Left Front Short
- Right Front Short



## UNIFORM & APPAREL PATCH PLACEMENT - FOOTBALL

The SEC patch shall be used on the front of football jerseys. The size and placement options for the patches are:

1. 1.25" (in diameter) patch placed on the front-center collar of the jersey.
2. 2.5" (in diameter) patch placed on the front-left or right upper chest of the jersey.



## UNIFORM & APPAREL PATCH PLACEMENT - EQUESTRIAN

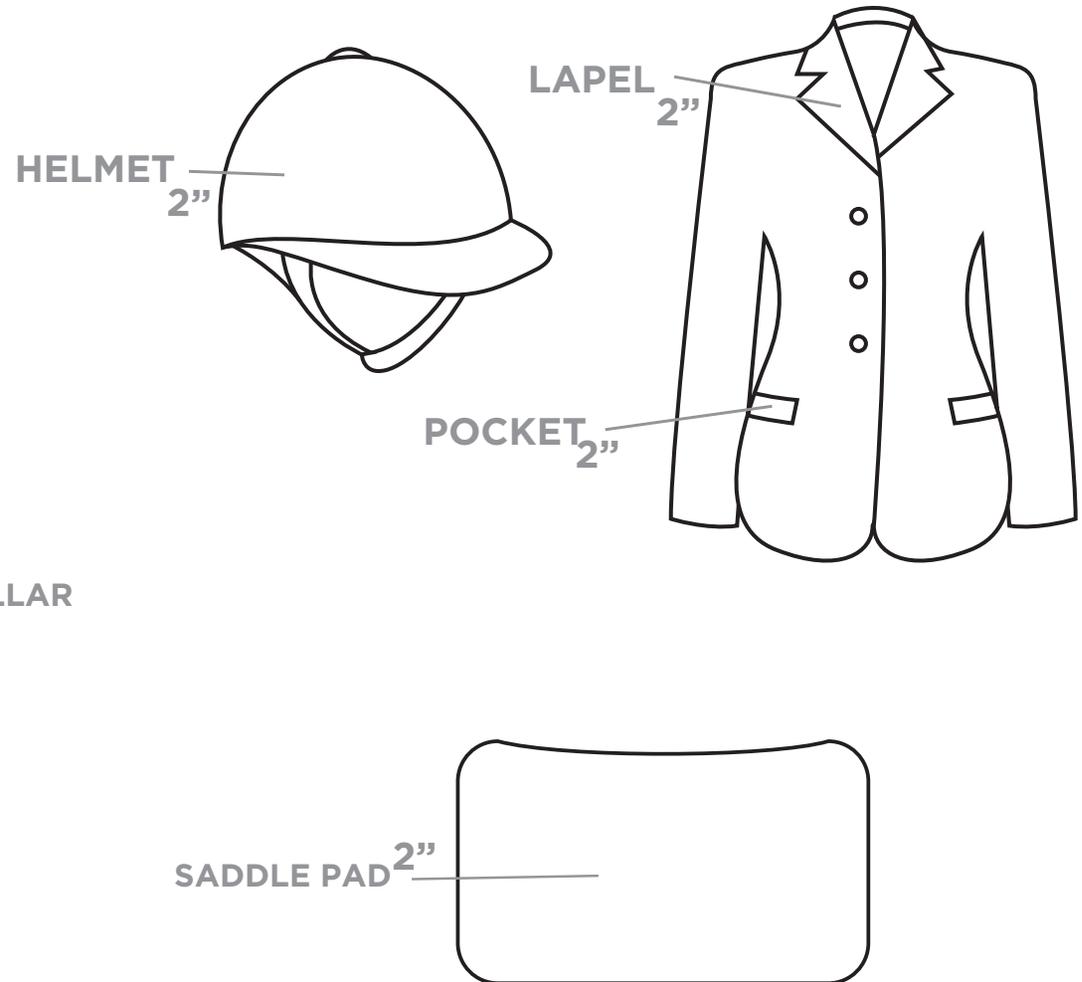
Due to varying uniform types for Equestrian (Hunt Seat and Western), either the SEC Uniform patch or SEC full color screen print mark is acceptable and should be done in an institution's approved color scheme. Placement options are as follows:

### Hunt Seat

- Saddle Pad
- Lapel of Riding Jacket
- Pocket Flap of Riding Jacket
- Helmet

### Western

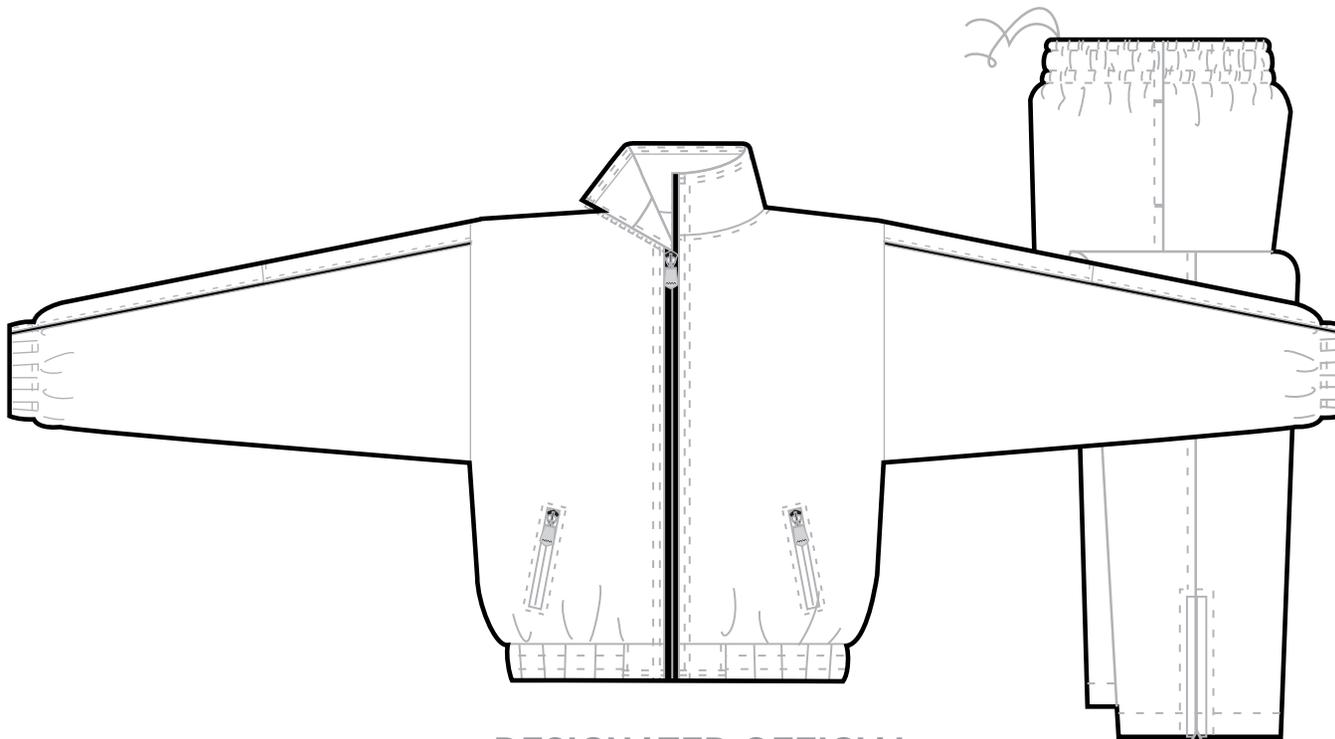
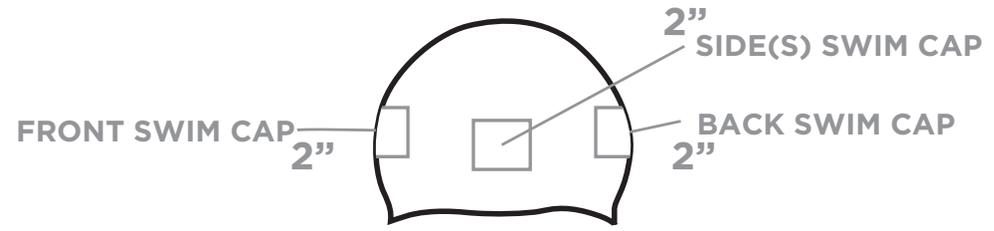
- Saddle Pad
- Shirt Collar
- Back Upper Middle ( back tag area)



## UNIFORM & APPAREL PATCH PLACEMENT - SWIMMING & DIVING

Due to varying uniform types for Swimming & Diving, either an SEC uniform patch or SEC full color screen print mark is acceptable and should be done in one of an institution's approved color schemes. Placement options are as follows:

- Front Swim Cap
- Side(s) Swim Cap
- Back Swim Cap
- Designated Official Warm-up Apparel (including parka)

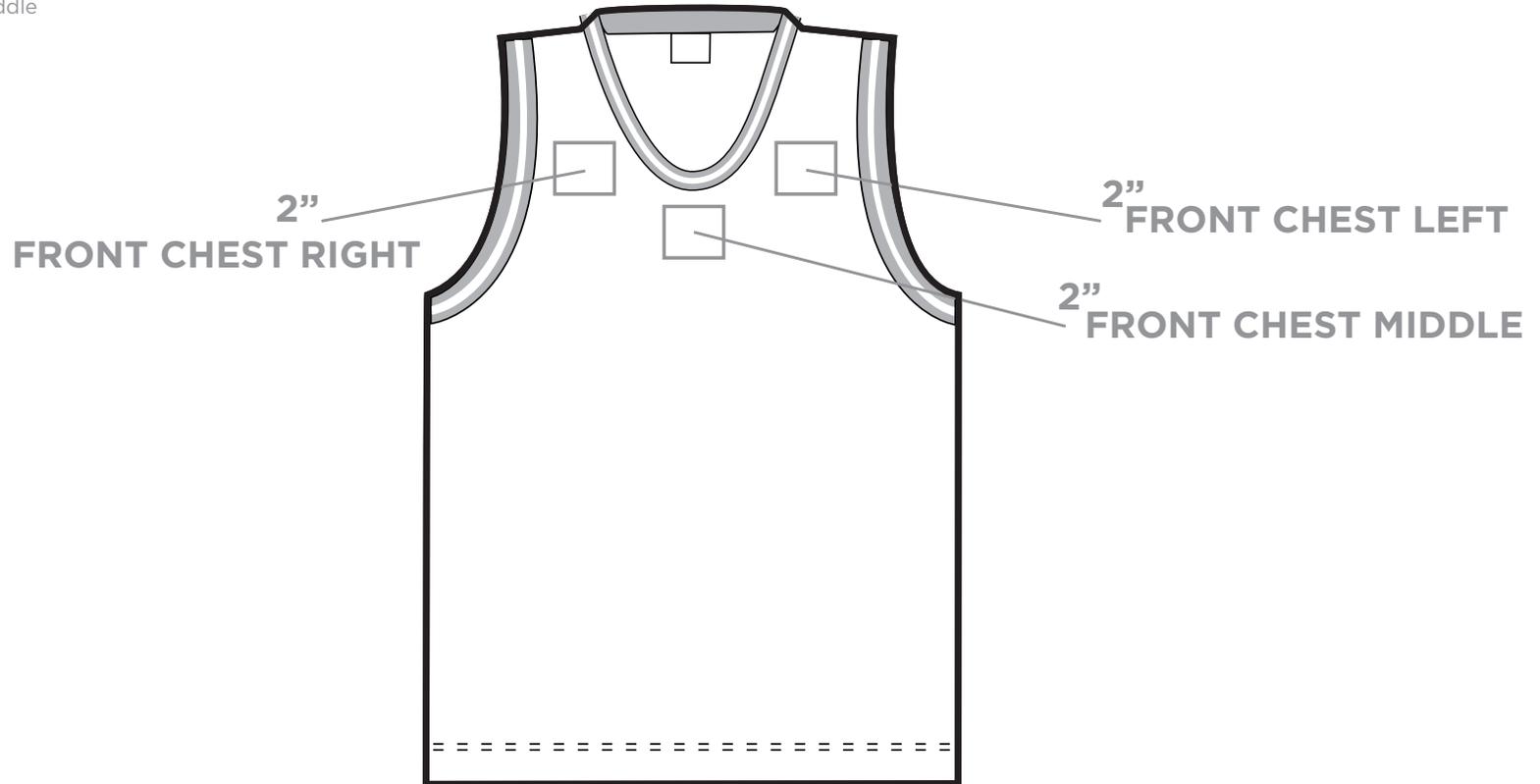


**DESIGNATED OFFICIAL  
WARM-UP APPAREL**

## UNIFORM & APPAREL PATCH PLACEMENT - BASKETBALL

Uniform patch to be worn on jersey above the number(s). Placement options are as follows:

- Front Chest Left
- Front Chest Right
- Front Chest Middle

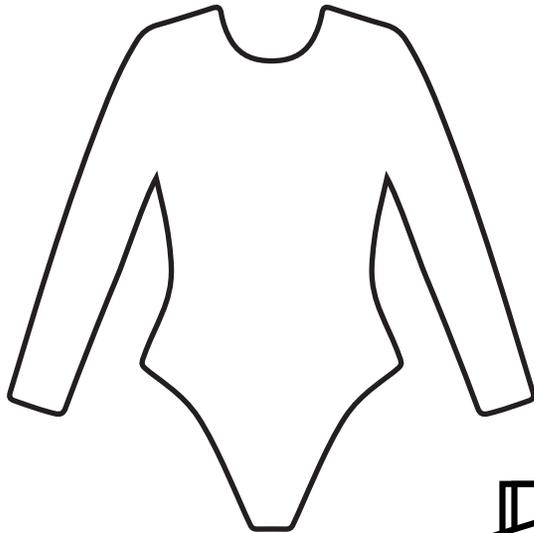


At the 2011 May Basketball Rules Committee Meeting, the NCAA Staff recommended that the current "optional" use of the authentication mark, manufacturers' mark and conference marks continue indefinitely as was in place in 2010-11. The guidelines for placement of the SEC Uniform Patch however remain as set forth in the SEC Brand Style Guide, which calls for the SEC patch to be placed on the front of the basketball jersey, above the numbers, and either on the left, center or right chest of the jersey. It is an institutional decision as to whether the NCAA Basketball patch and/ or manufacturer's marks are included on the uniforms (not required).

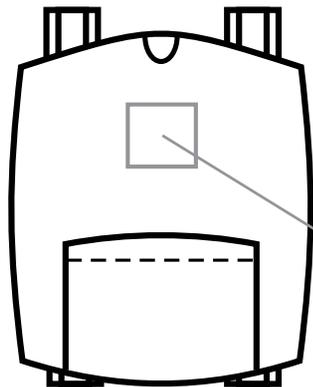
## UNIFORM & APPAREL PATCH PLACEMENT - GYMNASTICS

Due to varying uniform types for Gymnastics, either an SEC uniform patch or SEC full color screen print mark is acceptable and should be done in one of an institution's approved color schemes. Placement options are as follows:

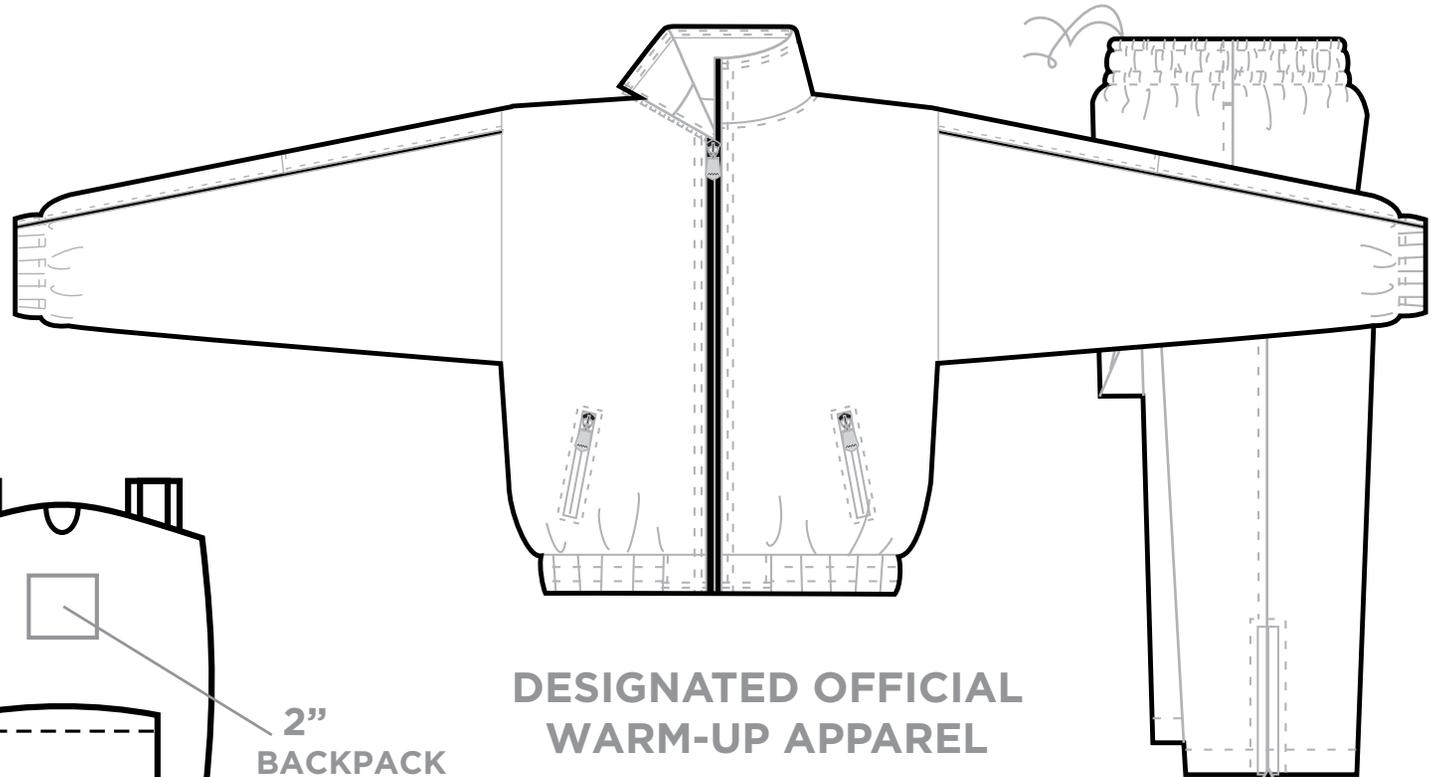
- Designated Official Warm-up Apparel
- Backpack
- Leotard



**LEOTARD**



**2"  
BACKPACK**

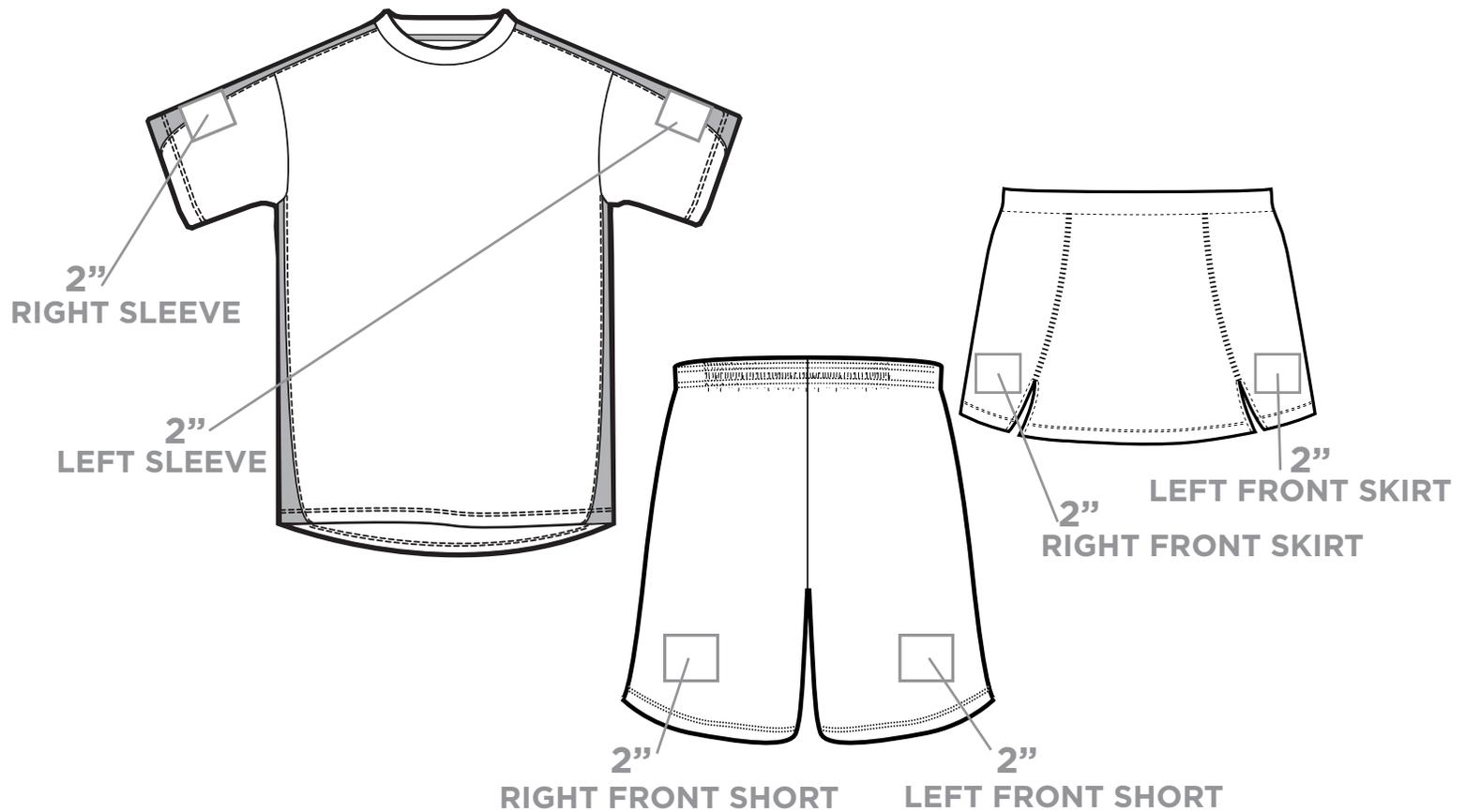


**DESIGNATED OFFICIAL  
WARM-UP APPAREL**

## UNIFORM & APPAREL PATCH PLACEMENT - TENNIS

Due to varying uniform types for Tennis, either an SEC uniform patch or SEC full color screen print mark is acceptable and should be done in one of an institution's approved color schemes. Placement options are as follows:

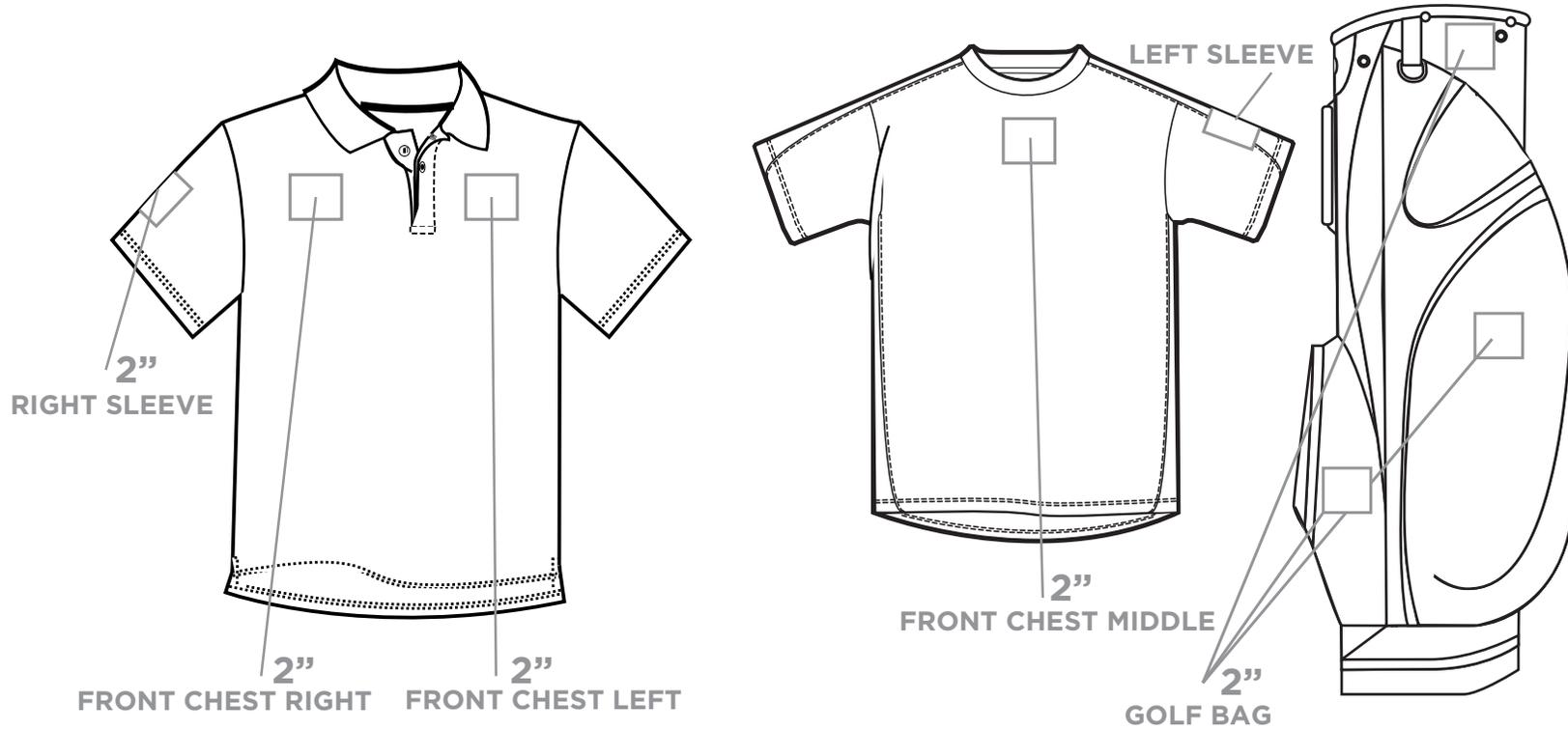
- Left Sleeve
- Right Sleeve
- Left Front Short/Skirt
- Right Front Short/Skirt



**UNIFORM & APPAREL PATCH PLACEMENT - GOLF**

Due to varying uniform types for Golf, either an SEC uniform patch or SEC full color screen print mark is acceptable and should be done in one of an institution's approved color schemes. Placement options are as follows:

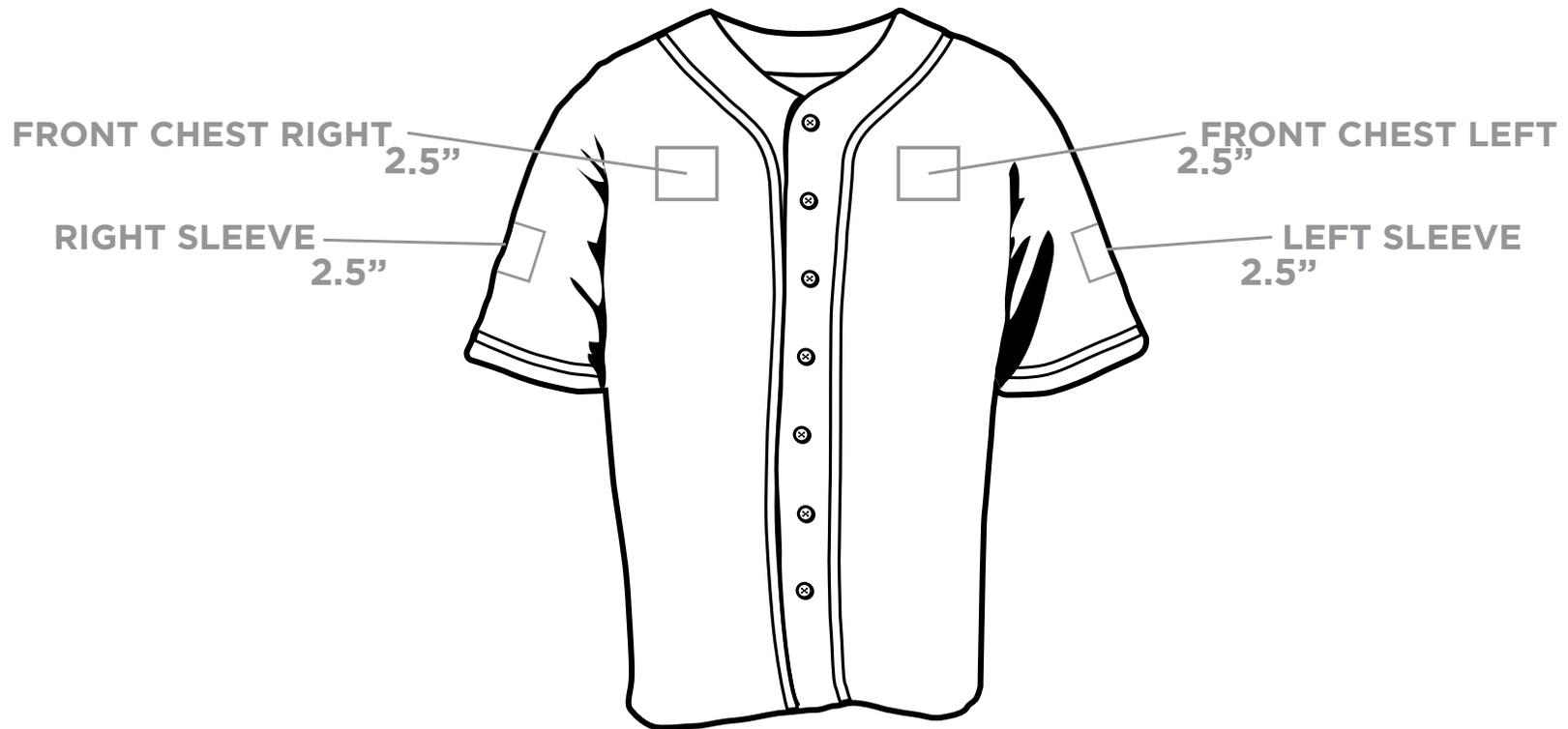
- Front Chest Left
- Front Chest Right
- Front Chest Middle
- Left Sleeve
- Right Sleeve
- Golf Bag



## UNIFORM & APPAREL PATCH PLACEMENT - BASEBALL/SOFTBALL

Uniform patch to be worn on jersey. Placement options are as follows:

- Front Chest Left
- Front Chest Right
- Left Sleeve
- Right Sleeve



## PLAYING SURFACE LOGO PLACEMENT OVERVIEW



This section of the style guide should assist member institutions with placement of the SEC logo on all competition surfaces and in all competition venues. Each institution should utilize the SEC primary logo in its approved school colors. Detailed information about acceptable SEC school color marks, including PMS colors, may be found on page 8 of this style guide.

World Class Athletic Surfaces has previously provided each institution with an SEC logo field stencil (15' x 15') for use in outdoor venues. Each institution should paint the SEC logo (in approved institutional colors) on fields in accordance with the placement guidelines outlined herein. Questions regarding the stencil or paint should be directed to World Class Athletic Surfaces. The contact at World Class Athletic Surfaces is:

**Mike Williams**  
662.210.0035  
mike@worldclasspaints.com

CSE Sports can produce SEC signage specific to each institution. Please contact CSE Sports directly with the measurements of any SEC signage needed (signage will be billed to the SEC upon approval). The contact at CSE Sports is:

**Rob Thomas**  
205.908.7446  
rthomas@signexp.com

PLAYING SURFACE LOGO PLACEMENT - SOCCER

**SOCCER**

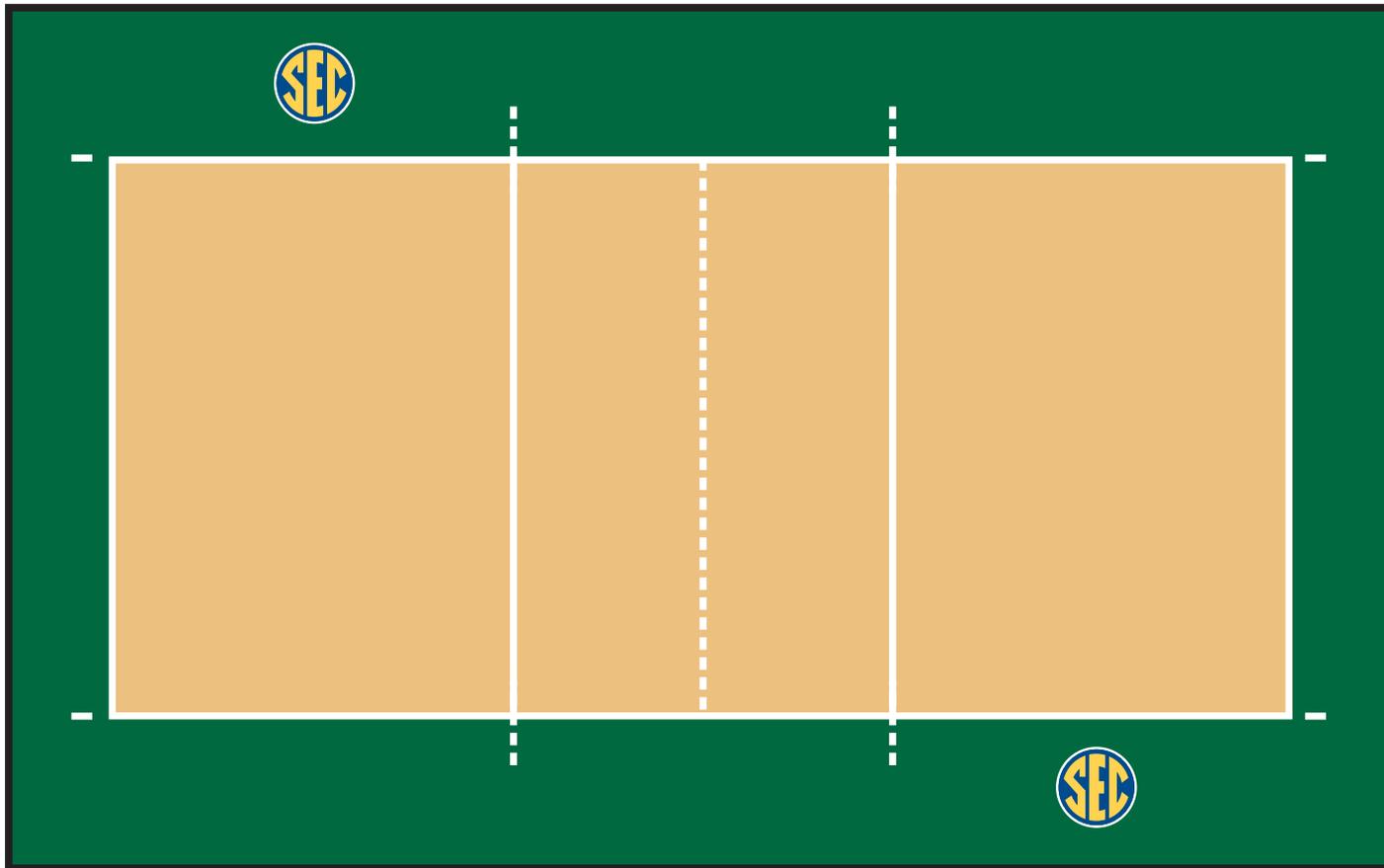
Logos painted in school approved colors on field.



PLAYING SURFACE LOGO PLACEMENT - VOLLEYBALL

**VOLLEYBALL**

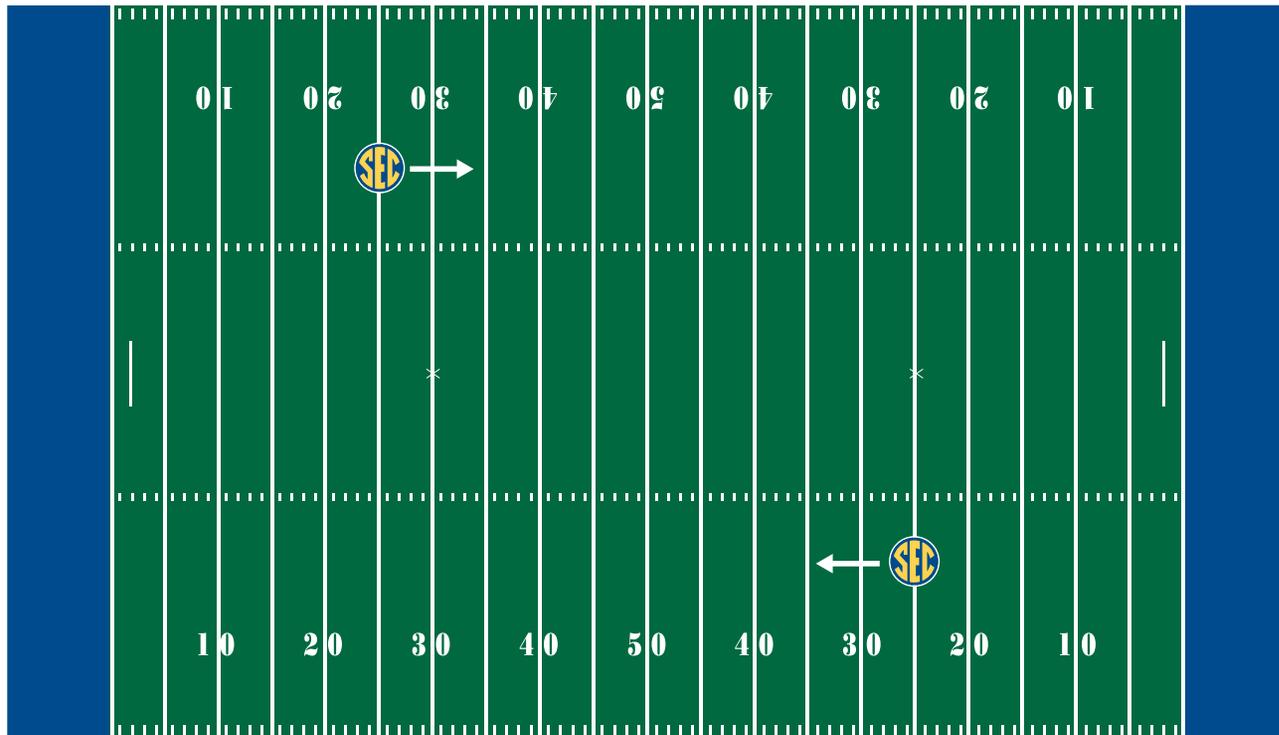
Logos applied in school approved colors on court.



**PLAYING SURFACE LOGO PLACEMENT - FOOTBALL**

**FOOTBALL**

Logos painted in school approved colors on field between the numbers and hash marks. The logos should be painted diagonally from each other facing the press box (TV Cameras) on either the 25 or 35 yard line. Please note that any field logo must not completely obliterate a yard line.



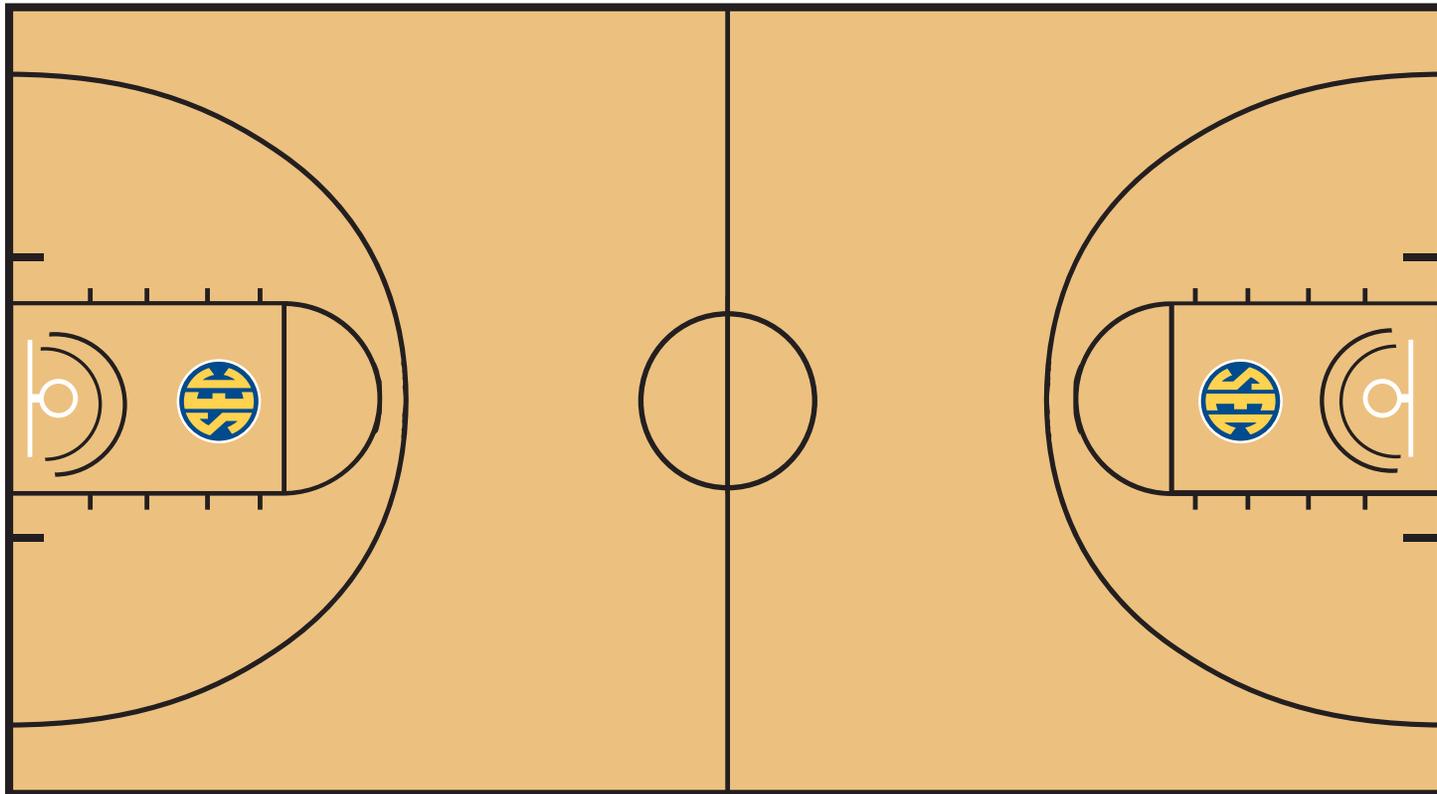
SIDELINE TV CAMERA



**PLAYING SURFACE LOGO PLACEMENT - BASKETBALL**

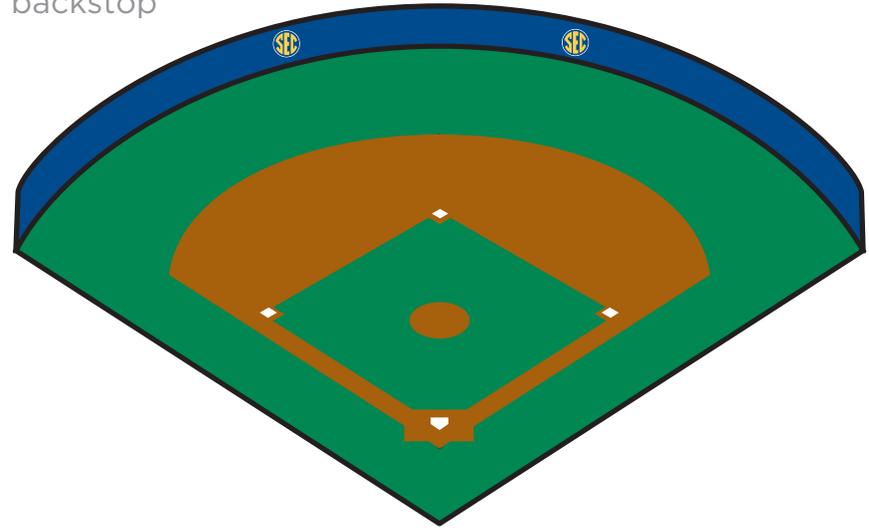
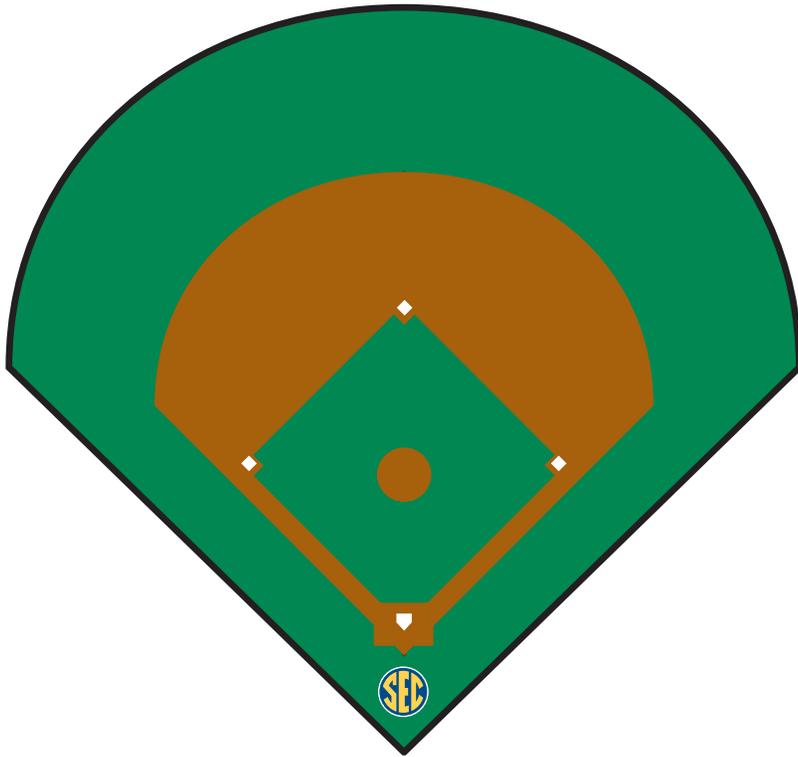
**BASKETBALL**

Logos to be applied in school colors or applicable floor matching color inside both free throw lanes facing the shooter.



**BASEBALL/SOFTBALL**

Logos placed in school approved colors either on field, on backstop padding, or on interior outfield walls.



## PLAYING SURFACE LOGO PLACEMENT - ALL OTHER SPORTS

### **CROSS-COUNTRY**

- Logo painted in appropriate area (near start and/or finish) or minimum of two banners

### **EQUESTRIAN**

- Logo painted in appropriate area or minimum of two banners in venue

### **SWIMMING & DIVING**

- Minimum of two banners in venue

### **GYMNASTICS**

- Minimum of two banners in venue

### **GOLF**

- Logo painted in appropriate area or minimum of two banners in venue

### **TENNIS**

- Minimum of two banners in venue

### **TRACK AND FIELD**

- Logo painted on infield or minimum of two banners in venue

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For questions or additional information regarding the SEC and its marks, please contact Charlie Hussey or B.C. Romano:

#### **Southeastern Conference**

2201 Richard Arrington Blvd. North

Birmingham, AL 35203

P 205.458.3000

F 205.458.3031