



## BRAND USAGE GUIDE



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# INTRODUCTION

As a National Collegiate Hockey Conference member, your participation in depicting the NCHC brand in a manner consistent with the conference is necessary to strengthen our position as a leader in collegiate hockey. With a clear understanding of the principles of branding, we can collectively improve and grow the perception of the conference as a vital part of the future of collegiate hockey.

This style guide is a tool for you, and identifies the NCHC brand, values, and graphic attributes that define the conference and our brand. When sharing the NCHC message, please use this document as the rule and guide.

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# I > WHAT IS A BRAND?

**A BRAND IS A PROMISE AND A FEELING. IT'S THE FIRST THING THAT COMES TO MIND WHEN PEOPLE THINK OF A PRODUCT, COMPANY, OR ORGANIZATION.**

## BRAND IMPLEMENTATION PRINCIPLES

In order to build the NCHC brand and deliver on its promise:

- All public-facing applications (dasher boards, print ads, merchandise, etc.) must have a consistent and unified brand identity in their execution and delivery.
- The perceived value and benefits of the NCHC brand must never be compromised by inconsistent-experiences, language, or visual presentation.

## THE FIVE METRICS OF A STRONG BRAND

1. Consistent recognition of the organization's core strengths through all brand elements.
2. High level of recall of key brand attributes.
3. Differentiation between the brand and competition is clear.
4. The brand represents something that is a tangible service or product.
5. The brand is perceived as relevant and accessible to key constituent groups

## THE THREE TOUCH POINTS OF A BRAND

### 1. BEHAVIOR

Brand behavior comprises the preferred forms of conduct we display toward our fans, the public, our partners, the conference, and one another. It must permeate everything we do and say—from t-shirts and posters to the way we take care of fans at the games. These actions build our brand in every context, be it corporate, retail, social or personal. Our words and deeds must always reinforce our brand promise, creating and sustaining the ideal brand experience for all who come in contact with the NCHC.

### 2. APPEARANCE

This consists of the "look and feel" of our brand, and applies to a wide range of graphic applications, including advertising, brochures, posters, stationery, logo identity, and color palette. It's essential that these elements are standardized and used in a consistent manner, whether independently or in combination, in order to clearly and recognizably express our brand positioning.

### 3. LANGUAGE

The "tone" or "voice" we use impacts our conference's entire system of communications—from posters, taglines, and mission statement to internet content, press releases, and e-mails. This "tone" shapes every message the NCHC sends. As with our "appearance," these varied expressions must be consistent across all media, serving as the recognizable and official voice of the brand.

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## II > NATIONAL COLLEGIATE HOCKEY CONFERENCE OVERVIEW

### VISION STATEMENT

*The National Collegiate Hockey Conference strives to be the best single-sport conference in NCAA Division I ice hockey by embracing our core values and operating collectively for the best interests of the Conference and member institutions.*

### MISSION STATEMENT

*The National Collegiate Hockey Conference facilitates and fosters competitive, academic and operational excellence for its member institutions through the sport of ice hockey. The Conference supports a culture of professionalism and integrity, reflecting its commitment to grow the sport of ice hockey while creating a positive experience for the student-athletes and fans it serves.*

### KEY OPERATIONAL GOALS

*The National Collegiate Hockey Conference is an association of accredited universities dedicated to excellence in the primary missions of teaching, research and service to their publics. The NCHC has identified the following as operational goals:*

- 1. Build a tradition and legacy of excellence which fosters the development, growth, and popularity of collegiate hockey.*
- 2. Develop the most widely recognized brand among college hockey athletic conferences highlighted each year by a prominent conference championship.*
- 3. Provide the widest possible media exposure for the conference and teams.*
- 4. Establish and sustain the most competent officiating crews and system for developing officials in collegiate hockey.*
- 5. Support the hockey programs in the conference to achieve competitive and academic excellence at the highest levels of collegiate athletics.*
- 6. Build a sustainable revenue generation model including a robust sponsorship platform.*
- 7. Position intercollegiate hockey as a means of furthering the academic enterprise at each institution.*

### CORE VALUES

#### EXCELLENCE

*We commit to excellence in our everyday lives.*

#### INTEGRITY

*We will serve the Conference and members with honor.*

#### TEAMWORK

*We will work cooperatively to make the best use of Conference resources in accomplishing our goals.*

#### DISCIPLINE

*We will be guided by a strong commitment to serving the membership as a whole.*

#### VIGILANT

*We will be attentive to the Conference goals and serve each members needs accordingly.*

#### FUN

*We will celebrate our success and enjoy the journey together.*

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### NAME

Preferred usage and consistency are essential when the NCHC is referenced in all communications. This method of branding is consistent with the standard rules and practices outlined in this document. Please adhere to these guidelines when referencing the organization.

- *National Collegiate Hockey Conference*
- *NCHC*

### COLORS

A specific color scheme helps give the NCHC a unique personality and make it stand out, both on the ice and in the minds of fans and partners.

#### NCHC RED

- *Stimulating*
- *Passionate*
- *Exciting*

PANTONE 1807  
CMYK 0, 100, 96, 28  
RGB 181, 18, 27  
HEX B5121B

#### NCHC BLUE

- *Energetic*
- *Vibrant*
- *Electric*

PANTONE 539  
CMYK 100, 49, 0, 70  
RGB 0, 43, 84  
HEX 002B54

#### NCHC WHITE

- *Pure*
- *Clean*
- *Nostalgic*

PANTONE WHITE  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
HEX FFFFFFFF

#### NCHC GRAY

- *Rich*
- *Strong*
- *Regal*

PANTONE 430  
CMYK 5, 0, 0, 45  
RGB 148, 156, 161  
HEX 949CA1

#### POWDER BLUE

- *Only to be used with Frozen Faceoff logo and materials*

PANTONE 283  
CMYK 43, 12, 0, 0  
RGB 139, 192, 232  
HEX 8BC0E8

Pantone Matching System (PMS) is a registered trademark of PANTONE®, Inc.

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### LOGOS

A logo, or “mark,” is the visual representation of an organization’s brand. Through style, color, and graphic elements, a mark defines the personality. Often the most visible element of the brand, the logo must be protected and used consistently by everyone in order to maintain the value that brand offers.

Appropriate use of the NCHC logo is an important part of maintaining that image.

Whether it’s displayed in a brochure, an ad, or on a member’s jacket, the NCHC logo should always look right, look professional, and be consistent.

The guidelines provide specific information regarding size, color, spacing, and background treatment of the logo—virtually everything that will help you use the NCHC logos in a clear, consistent manner.

Alterations to these specifications are prohibited without the consent of the NCHC.



NCHC\_pri\_c

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## LOGOS

### PROPER USE OF THE NCHC LOGO

The NCHC logo should be used in all forms of communication.

### ACCEPTED COLOR VERSIONS

The NCHC logo can be used in full color, black&white, or PMS 539.



NCHC\_pri\_c



NCHC\_pri\_539



NCHC\_pri\_bw

### CLEAR SPACE

To ensure no graphic element or typography crowds the logo and reduces legibility, always allow for the proper amount of clear space around the logo equal to the “X” height (the height of the “NCHC banner” in the logo).



### TRADEMARK IDENTIFIER

To signify that the NCHC is trademarked, the TM should remain in the same position and size as shown here.



### MINIMUM SIZE

To maintain the integrity of the logo’s appearance, do not reproduce the logo smaller than the .375”.



### PRINTING ON A DARK BACKGROUND

The NCHC logo in color works on all backgrounds but when using the black & white logo it is necessary to use the reverse version (\_rv) in order for the TM to be visible.



NCHC\_pri\_bw\_rv

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### LOGOS

#### INCORRECT LOGO USAGE

Shown are examples of the most common mistakes made when reproducing logo.



NEVER create new logos using multiple logo elements



NEVER rotate the logo



NEVER skew and/or change the proportions of the logo



NEVER change the colors of the logo



NEVER screen the colors of the logo

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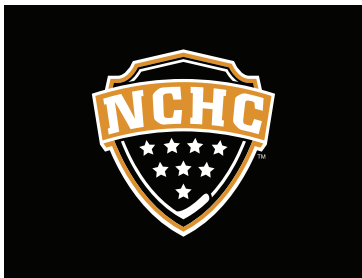
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### NCHC SCHOOL LOGOS

Seen here are the corresponding college NCHC logos. When using the NCHC logo to represent a specific school, refer to the color variations displayed below. When logos appear on a white background, a simple drop line will be added to the outermost border.

#### COLORADO COLLEGE



PRIMARY ON DARK



PRIMARY ON WHITE

#### DENVER



PRIMARY ON DARK



PRIMARY ON WHITE

#### MIAMI UNIVERSITY



PRIMARY ON DARK



PRIMARY ON WHITE

#### MINNESOTA DULUTH



PRIMARY ON DARK



PRIMARY ON WHITE

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#### NORTH DAKOTA



PRIMARY ON DARK



PRIMARY ON WHITE

#### OMAHA



PRIMARY ON DARK



PRIMARY ON WHITE

#### ST. CLOUD STATE



PRIMARY ON DARK



PRIMARY ON WHITE

#### WESTERN MICHIGAN



PRIMARY ON DARK



PRIMARY ON WHITE

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### OTHER NCHC MARKS

When using marks relating to NCHCHockey.com and NCHC.tv, please use the appropriate wordmarks for each.

#### NCHCHockey.com LOGO

The NCHCHockey.com logo should be used on promotional materials.

The logo for NCHCHockey.com in a stylized, bold, blue font with a white outline, set against a light gray background.

LOGO ON LIGHT

The logo for NCHCHockey.com in a stylized, bold, white font with a blue outline, set against a dark blue background.

LOGO ON DARK

#### NCHC.tv LOGO

The NCHC.tv logo should be used on promotional materials and on videos/in broadcasts.

The logo for NCHC.tv in a bold, blue, sans-serif font, set against a light gray background.

LOGO ON LIGHT

The logo for NCHC.tv in a bold, white, sans-serif font, set against a dark blue background.

LOGO ON DARK

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## Fonts

Proper branding is achieved through all levels of visual communication, including fonts. Though subtle at first glance, fonts have unique characteristics that give them their individuality. Colossal and Calibri are the official fonts of the NCHC and were selected because of their bold, classic, clean, and powerful appearance.

### Campaign Font

COLOSSALIS REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()\_+[]\';,./{}|:"<>?

COLOSSALIS MEDIUM  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()\_+[]\';,./{}|:"<>?

COLOSSALIS BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()\_+[]\';,./{}|:"<>?

COLOSSALIS BLACK  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()\_+[]\';,./{}|:"<>?

### Campaign and Corporate Font

CALIBRI REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()\_+[]\';,./{}|:"<>?

CALIBRI ITALIC  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()\_+[]\';,./{}|:"<>?

CALIBRI BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()\_+[]\';,./{}|:"<>?

CALIBRI BOLD ITALIC  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()\_+[]\';,./{}|:"<>?

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### PRIMARY MARK

This mark is the main brand/image for the NCHC Frozen Faceoff Tournament. The primary mark consists the main wordmark incorporated into the trophy enclosed in a circle. The year is above the wordmark on the arms of the trophy, while the city and date are located below the mark.



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### PRIMARY MARK - YEAR, DATE & CITY INCORPORATION

Most tournament/championship marks incorporate a year, and, at times, a date and city for where that tournament/championship will take place. This page shows where the year, as well as both city and date, are placed on the NCHC Frozen Faceoff mark.

The space above the wordmark is the best incorporation for the year, as it'll be one of the main, if not, the main incorporation in the primary mark. The city & date are placed below the primary mark as this is not much of a main incorporation, and for which will be updated yearly.



PRIMARY W/ YEAR, DATE, CITY



PRIMARY W/ YEAR



PRIMARY W/ OUT YEAR

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### SECONDARY MARKS

The secondary mark is used for other, miscellaneous placements for merchandise, media-related items, etc. The mark focuses more on the artwork above or behind the Frozen Faceoff wordmark, and also focuses on the wordmark itself without any artwork interference.



MARCH 22-23 | SAINT PAUL, MN



MARCH 22-23 | SAINT PAUL, MINNESOTA

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### BRAND INITIATIVE

#### FONT USAGE

Two different kinds of fonts and one stylized font were used for the NCHC Frozen Faceoff Tournament wordmark. The “Frozen Faceoff” wordmark uses the Bladi One Slab 4F (Heavy font - however, it was modified to fit the purpose of the Frozen Faceoff identity. The year uses the Bladi One Slab 4F (Heavy Italic without any modifications to it, which that way would be easy as that changes yearly with a new year.

The city and dates uses the TT Lakes Bold Condensed to differentiate itself from the main typedace, Bladi One Slab 4F, as it’s not a major component, as well as it changes yearly and pending on where the tournament is being held.



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### LIGHT / DARK PLACEMENT & COLOR VARIANTS

This section shows three color variants for all NCHC Frozen Faceoff marks, as well as how all marks will be placed in both light and dark backgrounds. Marks that are placed on dark backgrounds will have a white outline surrounding each and every NCHC Frozen Faceoff mark.

#### LIGHT BACKGROUND

COLOR



BLACK & WHITE



#### DARK BACKGROUND



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Thank you for adhering to the NCHC brand standards. Your efforts will help to ensure that we build a cohesive image for our conference now and into the future.

For questions regarding these guidelines, please contact Michael Weisman at [mweisman@nchchockey.com](mailto:mweisman@nchchockey.com)

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