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These guidelines are intended to help anyone who is authorized in writing by the Big Ten Conference to use the Big Ten logo in accordance with the guidelines outlined in this manual.

The intent of these guidelines is to create a clear understanding of how the Big Ten logo is used in a variety of media and applications.

All digital artwork is available from the Big Ten Conference. Please contact:

Robin Jentes
rjentes@bigten.org
1500 West Higgins Road
Park Ridge, IL 60068-6300
(847) 696-1010
The Big Ten color scheme has been selected to work in print, on digital displays, and for web browsers. All colors used in applications of the Big Ten logo should be selected with the intended medium in mind.

The primary blue has been selected to stand out from the various team logos associated with the Big Ten Conference, but in some cases, black, white, or gray may be used in conjunction with or in place of the specified blue.

A wide variety of color combinations are specified in the following pages for a diverse handling of applications on colored, textured, or photographic backgrounds. Any color combinations not specified however, should be avoided.

The Big Ten logo must always be accompanied by an appropriate trademark symbol.
Blue

For Print Use
Pantone: PMS Process Blue
CMYK: C=100, M=13, Y=1, K=3

For Digital Display Use
RGB: R=0 G=136 B=206

For Web Use
Hex Code: #0088CE

Black

For Print Use
Pantone: PMS Process Black
CMYK: C=30, M=30, Y=30, K=100

For Digital Display Use
RGB: R=0 G=0 B=0

For Web Use
Hex Code: #000000

Gray

For Print Use
Pantone: PMS Cool Gray 8
CMYK: C=0, M=0, Y=0, K=50

For Digital Display Use
RGB: R=147 G=149 B=152

For Web Use
Hex Code: #939598
Primary Logo Color Variations

Black and Blue

Black and White on Blue

White and Blue on Black

Grayscale
Outlined Logo / Color Palette

When the Big Ten Logo is used in one color, the outlined version must be used.
Outlined Logo Color Variations

Blue

White on Black

White on Blue

White on Black

Black
Primary Logo with Tagline Color Variations

- Black and Blue
- White and Blue on Black
- Black and White on Blue
- Grayscale
Outlined Logo with Tagline Color Variations

- Black and Blue
- White on Blue
- White on Black
- Grayscale
The "protected area" is a clear margin surrounding all Big Ten logos. It provides a clear graphic buffer zone to separate the logo from all other elements. No graphic element other than the registered trademark symbol may intrude upon the protected area around the logo.

The protected area is based on the measurement “X.” “X” is defined by the height of the serifs included in the word “BIG.”
The Big Ten logo consists of custom drawn type in a single weight. However, Benton Sans, which is available in a wide variety of weights, may be used in support of the logo.

Benton Sans Bold is to be used for all supporting headlines, while Benton Sans Regular is to be used for all supporting body text.

Benton Sans Black
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

(For use in headlines or emphasis)

Benton Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

(For use in body text)
Sample Identity Applications

The following images demonstrate a few sample applications of the Big Ten identity on playing surfaces, promotional and marketing materials, and licensed merchandise.
The Big Ten logo has been carefully designed to work within the context of a mixed variety of media. Nevertheless, there are some ways in which the logo should never be used.

The following pages will address a few key logo restrictions in the use of all Big Ten logo variations. However, this list is not exhaustive. In general, the logo should never be broken, stretched, squashed, or applied in any way other than the uses specified in these guidelines.
Acceptable: Logo positioned vertically.

Unacceptable: Logo positioned on an angle.

Unacceptable: Changing the relationship (size or position) of the logo and tagline.

Unacceptable: Using other color combinations.
Logo use on Backgrounds

Acceptable:
White on Playing Field

Unacceptable:
Color on Playing Field

Acceptable:
White on Court

Unacceptable:
Color on Court

Acceptable:
White on Photographic Background

Unacceptable:
Color on Photographic Background
University Colors

The logo may be tailored to each university’s unique color palette. The following guidelines outline approved color uses for applications including playing surfaces, promotional and marketing materials, and licensed merchandise.

In addition to each university’s primary color palette, a black and white version of the logo is acceptable and available to all universities for their use.
In addition to each university’s primary color palette, a black and white version of the logo is acceptable and available to all universities for their use.
University Colors - University of Illinois

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Option 1:
PMS Blue 281 on White

Option 2:
PMS Orange 158 on White

Option 1:
White on PMS Blue 281

Option 2:
White on PMS Orange 158
University Colors - Indiana University

PMS Crimson 201 on White

White on PMS Crimson 201
University Colors - The University of Iowa
Page 25
University Colors - The University of Michigan

Option 1:
PMS Blue 282 on White

Option 2:
PMS Maize 116 on White

Option 1:
White on PMS Blue 282

Option 2:
White on PMS Maize 116
University Colors - Michigan State University
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PMS Green 567 on White

White on PMS Green 567
Option 1:
PMS Maroon 202 on White

Option 2:
White on PMS Maroon 202

Option 1:
PMS Gold 136 on White

Option 2:
White on PMS Gold 136
University Colors - The University of Nebraska
Page 29

PMS Red 186 on White

White on PMS Red 186
University Colors - Northwestern University
Page 30

PMS Purple 267 on White

White on PMS Purple 267
University Colors - The Ohio State University

Option 1:
PMS Red 200 on White

Option 1:
White on PMS Red 200

Option 2:
PMS Gray 429 on White

Option 2:
White on PMS Gray 429
University Colors - The Pennsylvania State University

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PMS Blue 282 on White

White on PMS Blue 282
University Colors - Purdue University
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PMS Gold 872 on White

White on PMS Gold 872
University Colors - University of Wisconsin

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PMS Red 200 on White

PMS Red 200 on White
Sample Identity Applications

The following images demonstrate a few sample applications of the university colors on playing surfaces, promotional and marketing materials, and licensed merchandise.
Sample Identity Applications
While all previous logo restrictions still apply to the university color applications, a few additional requirements must be addressed when dealing with the combination of the Big Ten guidelines and the university colors.
Restrictions - Color and Relationship

Unacceptable:
Using a secondary university color in the outlined logo.

Unacceptable:
Using black with the primary university color.

Unacceptable:
Using a secondary university color in the primary logo.

Unacceptable:
Using a dark university color on a black or dark background.
Tournament Identities

The following graphics define the use of the Big Ten logo with unique logos that are created for tournaments and championships.
Tournament/Championship Symbol (Tailored to each tournament)

Big Ten Logo

Typeface: Tournament name set in Benton Sans Book and Black

Tournament Logo Example
Tournament Identities - Vertical Color Options

- Color Tournament Symbol with Grayscale Logo
- Color Tournament Symbol with Black and Blue Logo
- Color Tournament Symbol with Black Outlined Logo
Tournament Identities - Vertical Color Options

Grayscale Tournament Symbol with Grayscale Logo
Grayscale Tournament Symbol with Black and Blue Logo
Black Tournament Symbol with Black Outlined Logo
Color Tournament Symbol with Grayscale Logo

Color Tournament Symbol with Black and Blue Logo

Color Tournament Symbol with Black Outlined Logo
Tournament Identities - Horizontal Color Options

Grayscale Tournament Symbol with Grayscale Logo
Grayscale Tournament Symbol with Black and Blue Logo
Black Tournament Symbol with Black Outlined Logo
The following graphics include suggested borders and spacing for displaying the division names and university logos, but these borders may be adjusted as long as specified lockups remain intact.
LEGENDS

- Iowa
- Michigan
- Michigan State
- Minnesota
- Nebraska
- Northwestern

LEADERS

- Illinois
- Indiana
- Ohio State
- Penn State
- Purdue
- Wisconsin

Divisions Graphic - Secondary Horizontal Option 1