DEFINING GREATNESS

GRAPHIC STANDARDS GUIDE
The purpose of this manual is to define the identity elements that make up the Great American Conference, explain how to properly use these elements and to provide examples that will assist you in their usage. This manual will also provide you with a thorough understanding of the premise of the Great American Conference, what we hope to communicate, why, and ultimately how to properly convey them to an audience.

Although this manual cannot address every possible way we will communicate our identity, we hope it will serve as a guide to help us all build a strong conference.

If questions arise regarding the implementation of information in this guide or if subjects are not discussed, contact Will Prewitt at (479) 356-2090 or greatamericanconference@gmail.com.
It’s not just succeeding on the field or even in the classroom. It’s bigger than that. It’s the ultimate goal for every endeavor in life.

Going above and beyond expectations is at the core of what our students, athletes and faculty strive for every day. The word “great” serves as a reminder to our members to always aim for excellence. To always reach for greatness. And, ultimately, to rise above what may seem impossible.

The members of our conference come from many different places on the American landscape. And our conference is much more than a simple geographic region. It’s long been said that any organization is only as great as the sum of its parts. And our conference allows the greatness of our members to shine through.

The colleges in our conference will come together to make the athletic experience at each of these institutions more relevant, more competitive and more meaningful to our athletes, student, faculty alumni and supporters.

In short, we are all striving for greatness.
MEMBER SCHOOLS

University of Arkansas at Monticello
Arkansas Tech University
East Central University
Henderson State University
Harding University
Ouachita Baptist University
Southeastern Oklahoma State University
Southern Arkansas University
Southwestern Oklahoma State University
“THE SPIRIT, THE WILL TO WIN, THE WILL TO EXCEL. THESE ARE THE THINGS THAT ENDURE.”

- VINCE LOMBARDI
To signify our commitment to greatness, the Great American Conference logo uses strong imagery to convey our dedication to excellence. The colors are all chosen to give the audience a sense of our strength and of our all-American values.

This logo consists of the logotype accompanied by an abstract shield. The relative size and position of the logo elements to each other have been carefully predetermined to ensure legibility, aesthetic balance and consistency. Absolutely no attempts should be made to restructure, redraw or in any other way alter the logo. Consistent use of the logo helps maintain the integrity of the brand and ensures greater brand recognition.
SECONDARY LOGOS

While the primary logo is the preferred version, there are also two alternative “GAC” versions of the logo provided to give greater flexibility for all applications. No attempts should be made to restructure, redraw or in any other way alter the signature.
“TALENT WINS GAMES, BUT TEAMWORK AND INTELLIGENCE WINS CHAMPIONSHIPS.”

- MICHAEL JORDAN
**AREA OF ISOLATION**

Maintaining adequate open space around a signature contributes greatly to its recognition, legibility and legal protection. This area is referred to as the “area of isolation.” It is to remain free of trim or surface edges, typography, rule lines, folds or any distracting graphic elements. The logos below demonstrate the imaginary border lines of the area of isolation, expressed in terms of “X,” which is the width of a “red stripe” in the primary logo and the width of the “star” in the secondary logos. This area is only the minimum; more generous space is recommended.

**PRIMARY LOGO** (X = WIDTH OF RED STRIPE)

**SECONDARY LOGOS** (X = WIDTH OF STAR)
**LOGO USAGE**

Use of the preferred 4 color process logo with gradient is strongly encouraged whenever possible.

4 Color Process - CMYK

1 color - Black

A three-spot color and a two-spot color logo can be reproduced when spot colors are required.

3 color - PMS 289, PMS 1807 and PMS Cool Gray 5

1 color - PMS 289

A one-color logo can also be reproduced in black, blue (PMS 289) and red (1807) when color choices are limited.

2 color - PMS 289 and PMS 1807

1 color - PMS 1807

1 color - PMS 289
LOGO MISUSAGE

The consistent presentation of the Great American Conference logo is important and helps promote the recognition of the brand. Below are examples to help avoid any misuses of the logo.

- **Do not** remove elements from the logo.
- **Do not** re-typeset logotype.
- **Do not** alter approved colors.
- **Do not** add drop shadows to the logo in printed applications.
- **Do not** skew, arc or distort the logo.
- **Do not** tilt or rotate the logo.
BACKGROUNDs

Regarding background colors, the Great American Conference logo is most effective when placed on a white background. The guidelines below should help you determine the best course of action when that isn’t possible.

**Do not** place the logo on visually distracting backgrounds, photos, or patterns.

The reversed one-color version is most effective when reversed out of a color field that is no less than the value of a 60 percent black screen.

**NOTE** > Special care must be taken to maintain adequate contrast when printing the logo over photography, illustrations or otherwise visually varied backgrounds.

**SOLID-COLOR BACKGROUND APPLICATIONS**

When logo is used on a solid color background such as a field or court, the preferred logo usage is the “GAC_Logo_WhiteStencil”.

__GREAT AMERICAN CONFERENCE GRAPHICS STANDARDS GUIDE PAGE 11__
“The way a team plays as a whole determines its success.”

- Babe Ruth
COLOR

The Great American Conference logo utilizes three spot colors: blue, red and gray. The full-cover version is the preferred usage for all printed materials or promotional items. Pantone Matching System (PMS) colors are specified here for those purposes. When four-color offset printing is used for printed materials, the logo may be reproduced in the four-color equivalents of the Pantone colors. RGB values are provided for onscreen usage, i.e., web.

**PANTONE® (PMS) COLOR**

- **PANTONE® 1807 C**
- **PANTONE® 289 C**
- **PANTONE® Cool Gray 5 C**

**CMYK BREAKDOWN OF COLOR**

- **C:** 0
- **M:** 100
- **Y:** 96
- **K:** 28
- **C:** 100
- **M:** 64
- **Y:** 0
- **K:** 60
- **C:** 0
- **M:** 0
- **Y:** 0
- **K:** 29

**RGB BREAKDOWN OF COLOR**

- **R:** 181
- **G:** 18
- **B:** 27
- **R:** 0
- **G:** 43
- **B:** 92
- **R:** 190
- **G:** 192
- **B:** 194
Typography is important to any communications system, serving two important functions. First, it is a basic graphic element for good visual communications. A successful typographic style will provide the qualities of consistency, clarity and readability. Second, when properly used, it is an element of identification equal in importance to any other element in the system. Since typography is largely responsible for the general character or appearance of printed material, its coordinated and consistent use is essential to establish and maintain a graphic “look” for all internal and external visual communications.

The Vitesse Sans typeface family has been selected as the primary typeface for printed stationery, business cards, forms and other elements of corporate identification.

Helvetica Regular is recommended for all body copy included in stationery, collateral or e-mail. When Helvetica is not available, Arial may be used as a substitute.

### Vitesse Sans
- **Medium**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ  
  abcdefghijklmnopqrstuvwxyz  
  1234567890  

- **Black**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ  
  abcdefghijklmnopqrstuvwxyz  
  1234567890  

- **Black Italic**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ  
  abcdefghijklmnopqrstuvwxyz  
  1234567890  

### Helvetica
- **Regular**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ  
  abcdefghijklmnopqrstuvwxyz  
  1234567890  

- **Oblique**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ  
  abcdefghijklmnopqrstuvwxyz  
  1234567890  

- **Bold**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ  
  abcdefghijklmnopqrstuvwxyz  
  1234567890  

- **Bold Oblique**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ  
  abcdefghijklmnopqrstuvwxyz  
  1234567890
“Champions keep playing until they get it right.”

- Billy Jean King
Any of the logos discussed in this manual are available to download at any time just by visiting greatamericanconference.com.

For any questions you have about this manual or to obtain a new or additional Graphic Standards Guide, contact Will Prewitt at (479) 356-2090.