The following pages represent a new day for the NE10. They enliven our essence, unify our identity and solidify the values ingrained in Division II Athletics. These elements will guide us into a brilliant future by communicating all aspects of the NE10 brand to member schools, student-athletes, students, alumni, fans and partners.

We are an exemplary collegiate athletic conference, united by our quest to champion the development and well-being of our student-athletes. Every aspect of our brand reflects these pursuits and reinforces our commitment to never compromising the student-athlete experience.

I hope you find this guide an inspiring display of where the NE10 brand is today and how far we can go in the future.

Sincerely,

Julie Ruppert
Commissioner - NE10 Conference
The NE10 brand represents far more than sports, championships or individual athletic success. It is a unifier, a source of pride that connects each member school’s students, alumni and communities together. It’s a bond we hold dear to our hearts. We’re all part of the NE10.

- BRAND PLATFORM
- BRAND PILLARS
- CORE VALUES
- BRAND PERSONALITY
- OUR AUDIENCES
- BRAND MANTRA
- THE BRAND AT A GLANCE
WHAT IS A BRAND PLATFORM?

The NE10 brand platform embodies the essence of who we are and what we represent. It establishes the foundation for our messaging and identity, serving as a framework for all communication efforts and an internal compass to guide the development of the NE10 brand.
UNCOMPROMISED STUDENT-ATHLETES
UNCOMPROMISED STUDENT-ATHLETES WHY?

The NE-10 is built around the values and lessons ingrained in Division II collegiate athletics. We believe in competing at the highest level, giving back to our campuses and communities, collaborating with our fellow member schools, and most importantly, championing the academic and physical development of our student-athletes. Our platform celebrates these pursuits and reinforces our commitment to never compromising the student-athlete experience.
“Today integrity is a very significant value. It is a significant value on the part of the student population also. **There is integrity in the NE10.**"
We believe in and celebrate the values and ideals of the DII mission.

In everything we do, the student-athlete comes first. We lead by example in embracing a student-first culture.

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The Northeast represents more than our geographic footprint; it shapes who we are and what we believe in.

Our success resides in the impact we make on the field, in the classroom and in the community. Making a difference counts.
INFLUENCE  WHY?

- Cultural and Socioeconomic Diversity
- Opportunities for All
- A Positive Championship Culture
- Unyielding Commitment to Excellence
- Personal Development, Collective Progress
- Dedication
- Sacrifice and Service
- Drive and Passion
- Achievement
- Engagement
- Because Outcomes Matter
- A Source of Pride
- Team Impact
- Teaching Life Lessons on the Field
- Building Careers in the Classroom
- Leaders in the Community
- More than Athletes, More than Students
- Positive Change Through Athletics
- Our Expectations
- Our Mandate
- Our Philosophy
**NORTHEAST WHY?**

- The Very Best of Higher Education
- Private and Public Institutions
- Urban and Rural Campus Locations
- Multiple Institutional Perspectives
- Tradition
- Future Forward
- Progressive
- Innovative
- Diverse
- A Driver of Culture and Industry
- A Region of Opportunity
- Open to New Ideas
- Ambitious
- Hard Working
- Founded on Strong Principles
STUDENT-CENTRIC WHY?

- Rethinking the Student-Athlete Experience
- True Student-Athletes
- Balancing Athletic Endeavors and Academic Pursuits
- Creating Pros in Everything We Do
- Positive Experiences
- Life Preparation
- Prioritizing What’s Most Important
- Goal-Oriented
- Humility
- Personal Development
- Teamwork & Hard Work
- Different
- Innovative
- Smart
- Student-Led Initiatives
- The Complete College Experience
- Outstanding APR and GSRs
- World-Renowned Faculty
NCAA DII WHY?

• Collegiate Athletics the Right Way
• Ethical Conduct and Sportsmanship
• Opportunity to Compete and Succeed
• Partial Scholarship Model
• Affordable and Sustainable
• Outstanding Academic Institutions
• DII Reality > DI Perception
• Community Members
• Not a Different Level, A Different Athletic Philosophy
• Make It Yours
• Life in the Balance
• Creating Productive Citizens
• NE10 = Dominant DII Conference in the East Region
• NE10 = National Relevance Within DII
• A Different Measure of Success
• Athletics as a Part of Campus Life
• Integrity
• Community Service
• Institutional Cooperation and Collaboration
• A Commitment to Each Other as Athletes and Schools
• Friends and Peers
“Our students are student-athletes, not athlete-students. When you look at how we do academically, we stand out in all Division II.”
CORE VALUES

Our values dictate how we behave, what we stand for and the unwavering principles we live by. This is our brand religion.

1. **DRIVE**
   To Continually Set The Standard For DII And Challenge The Expectations Of Collegiate Athletics.

2. **COMPETITION**
   To Compete At The Very Highest Level In Everything We Do.

3. **INTEGRITY**
   To Always Do Right By Our Institutions, Students And Athletes.

4. **OPPORTUNITY**
   To Shine A Light On, Empower, Develop And Create Opportunity For Every Single Student-Athlete.
“Success comes from knowing that you did your best to become the best that you are capable of becoming.”

- John Wooden
BRAND PERSONALITY
Our personality guides how we speak, how we communicate and what we say. It is the voice of a committed leader.

1 COMMITTED
We Put It All On The Line, Whether On The Court Or In The Classroom.

2 INSPIRATIONAL
We Are Dedicated To Inspiring Every Single Student-Athlete Because We Know The Power That We Represent.

3 UPSTANDING
We Are A Model Conference And Behave In A Manner Which Serves As An Example For Others To Follow.

4 LEADER
We Look To Blaze A Path Forward Within DII And Serve As A Voice For The Future Of College Sports.
“The measure of who we are is what we do with what we have.”

- Vince Lombardi
A STUDENT/ATHLETE APPROACH TO FAN ENGAGEMENT

By aiming to create relevance amongst students and athletes, we can develop a new conference culture which breeds success over time and directly impacts the NE-10’s perceived relevance amongst other audiences.
• Born After 1996 To Present Time - 25.9% Of U.S. Population
• Teenagers
• Active Athletes And Future Recruits
• Fans And Future Students
• Accustomed To High-Tech And Multiple Information Sources, With Messages Bombarding Them From All Sides. Multi-Screeners - 5+
• Value Authenticity And “Realness.” A Real And Unique College Athletics Experience
• Prefer Text To Talk - Keep It Short, Or Better Yet Use A Picture
• Socially Conscious
• An Imaginative Generation That Think Laterally
• Encourage Their Personal Investment And Pride In The NE-10
• Inspire Them To Excel
• Create Platforms That Provide Access To NE-10 Athletes And Coaches
• Be Prepared To Provide Them With Fun & Entertaining Content
• Show Them How The NE-10 Is Giving Back
GEN Z - WHY WILL THEY CARE ABOUT THE NE10?

1. We Are Empowering Athletes - "Make It Yours"
2. We Are Providing A Complete College Experience
3. We Are Putting Students First
4. We Are Creating Opportunities That Go Beyond The Athletics Arena
5. We Are Walking The Walk
6. We Are Giving Back
7. We Are Doing Things Differently And Challenging The Status Quo
8. We Are The Future Of College Sports

Born: 1996 – 2010
"Take pride in what you do. The kind of pride I'm talking about is not the arrogant puffed-up kind; it's the whole idea of caring--fiercely caring"

- Red Auerbach
BRAND MANTRA

WALKING THE PATH OF INTEGRITY
FOREVER EMBRACING A LIFE IN BALANCE

STANDING TALL & CONFIDENT
LEADERS IN THE CLASSROOM, COMMUNITY & FIELD OF PLAY

WITH CLEAR VISION AND A FULL HEART
LOOKING TO THE FUTURE, DEVOTED TO THE STUDENT-ATHLETE

REPRESENTING THE NORTHEAST
DIVERSE IN COMPOSITION, UNITED BY OUR VALUES

DETERMINED BY NATURE,
UNCOMPROMISED BY CHOICE

WE ARE THE NE10
THE NE10 BRAND AT A GLANCE

UNCOMPROMISED STUDENT-ATHLETES

Core (Gen Z)  Secondary (Millennials)  Peripheral (Gen X & Boomers)

Committed  Inspired  Upstanding  Leader

Driven  Competition  Integrity  Opportunity

Our Personality

Our Values

Our Fans

Brand Pillars
THANK YOU