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**BRAND STANDARDS GUIDE**

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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
As a representative of the conference your role is to protect the value of our brand and honor the foundation upon which it is built by communicating a clear and consistent brand message.

This guide provides instruction on the visual, verbal and written articulation of the NE10 brand. It is essential that these guidelines be adhered to for all prospective brand development initiatives. Correct application is crucial to helping the conference carve out a unique, relevant and ownable position within the collegiate athletics landscape.
APPROVAL PROCEDURE

FILE FORMATS AND USAGE

Please direct all requests to the appropriate contact listed below. All requests for approval must be made at least three (3) business days prior to the release of the final artwork.

The NE10 reserves the right to deny approval for any request found not to be in line with these established guidelines. Because each situation creates unique challenges and new modes and methods of communication frequently arise, this outline embodies a certain degree of flexibility pending consultation with the contact below. The NE10 is ultimately responsible for approving applications that interpret the established standards. In any situation of question, please reach out as early as possible in the process to ensure timely completion and approval. Such uses will be considered and directed on an individual basis. The goal is to meet the needs of every NE10 marketing partner without adversely affecting the basic uniformity upon which a successful brand identity program is based.

The NE10 will thus provide all digital assets and instruct all partners to use only original artwork for reproduction of these marks. Printed images extracted from publications should never be used for scanning or paste up when preparing graphics for an application. Elements and logos may not be electronically or manually altered.

All questions or inquiries should be directed to:

JULIE RUPPERT
Commissioner
Northeast-10 Conference

Office: 508.230.9844 ext. 100
Mobile: 617.512.0950
The success of the NE10 brand identity relies on the clarity and consistency with which it is implemented. Marks are available for use per the enclosed Brand Style Guidelines in the formats listed to the right.

**FILE FORMAT SELECTION**

**SUPPLIED FILE FORMATS:**

File formats are limited to specific use scenarios; any questions on format selection should be directed to the NE10 brand team:

AI, EPS - Resolution independent vector files used for logos, icons and other line art.

PNG, JPEG - Compressed image files for web or Microsoft Office applications.
*PNG's allow transparency.

**USAGE FORMATS:**

**PRINT:**

AI, EPS (CMYK)

On Screen, Broadcast:

PNG, JPEG (RGB)

Internet, PowerPoint
THE NE10 BRAND

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.

• OUR NEW BRAND IDENTITY
• BRAND PILLARS
• BRAND PLATFORM
• CORE VALUES
• BRAND PERSONALITY
OUR NEW BRAND IDENTITY

The NE10 brand identity refresh is the external representation of our new platform, beliefs and personality.

The new identity portrays our position as a premier Division II conference: the bold and steady typeface reflects our stability, strength and reliability, while the compass point within the 'N' symbolizes our region, forward-thinking approach and our student-athlete’s brilliant futures.
Pillars are the foundation of a sound NE10 brand strategy: one that will effectively communicate and activate our brand across all platforms and initiatives. They affirm our platform and core beliefs, allowing us to differentiate the NE10 from other Division II conferences.
OUR PILLARS

INFLUENCE

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

NORTHEAST

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

STUDENT-CENTRIC

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

NCAA DII

We believe in and celebrate the values and ideals of the DII mission.
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
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
Our values dictate how we behave, what we stand for and the unwavering principles we live by. This is our brand religion.

**CORE VALUES**

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.
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 NE10 BRAND IDENTITY
The following pages demonstrate how our brand identity is organized and applied across all media.

• PRIMARY MARK
• SECONDARY MARK
• SCHOOL SPECIFIC MARKS
• EXPRESSING OUR BRAND
The NE10 Primary Mark is shown here in a variety of color ways.

The full color versions should be used whenever possible; however, additional marks are provided for situations where grayscale or single color versions are needed for production.

Full Color - White Background

Grayscale - White Background

Single Color - White Background
On this page are specifications to determine the minimum distance between the NE10 Primary Mark and other visual elements.

Adherence to these clear space standards ensures the consistent application of the NE10 Primary Mark.

The shaded square shown to the right should be used as a buffer on all sides of the identity upon which no visual element intrudes.

* No design elements should intrude within the area designated by the dotted line above.
The minimum size required for the NE10 Primary Mark is shown here.

For digital or print applications, the NE10 Primary Mark should be reduced no smaller than 1/2 inch wide.

For embroidery or merchandise applications, the NE10 Primary Mark should be reduced no smaller than 1 inch wide.
The NE10 Primary Mark must be treated consistently in order to maintain the integrity of the NE10 brand identity and platform.

Although only the Primary Mark is shown here, these misusage rules apply to all iterations of the NE10 brand identity.

---

**PRIMARY MARK MISUSAGE**

- Never remove elements.
- Never outline or stroke.
- Never rotate.
- Never alter colors beyond those presented in this guide.
- Never skew.
- Never invade clear space.
- Never use drop shadows.
- Never stretch or squish.
- Never incorporate gradients.
When applied to imagery, the NE10 Primary Mark must be surrounded by ample clear space to ensure it is not impeded by or competing with other visual elements.

Applied to light area of image.

Applied to dark area of image.
SECONDARY MARK

The NE10 Secondary Mark is shown here in a variety of color ways.

The full color versions should be used whenever possible; however, additional marks are provided for situations where grayscale or single color versions are needed for production.
On this page are specifications to determine the minimum distance between the NE10 Secondary Mark and other visual elements.

Adherence to these clear space standards ensures the consistent application of the NE10 Secondary Mark.

The shaded square shown to the right should be used as a buffer on all sides of the identity upon which no visual element intrudes.

* No design elements should intrude within the area designated by the dotted line above.
SECONDARY MARK MINIMUM SIZE REQUIREMENTS

The minimum size required for the NE10 Secondary Mark is shown here.

For digital or print applications, the NE10 Secondary Mark should be reduced no smaller than 3/8" wide.

For embroidery or merchandise applications, the NE10 Secondary Mark should be reduced no smaller than 5/8" wide.
SECONDARY MARK MISUSAGE

The NE10 Secondary Mark must be treated consistently in order to maintain the integrity of the NE10 brand identity and platform.

Although only the Secondary Mark is shown here, these misusage rules apply to all iterations of the NE10 brand identity.

Never remove elements.
Never rotate.
Never stretch or squish.

Never invade clear space.
Never alter colors beyond those presented in this guide.
Never Skew

Never outline or stroke.
Never use drop shadows.
Never incorporate gradients.
SECONDARY MARK PHOTO APPLICATION

When applied to imagery, the NE10 Secondary Mark must be surrounded by ample clear space to ensure it is not impeded by or competing with other visual elements.
SCHOOL SPECIFIC NE10 PRIMARY MARKS

The white background versions of the NE10 member school Primary Marks are presented here.
The first set of dark/color background versions of the NE10 member school Primary Marks are presented here.
The second set of dark/color background versions of the NE10 member school Primary Marks are presented here.

SCHOOL SPECIFIC NE10 PRIMARY MARKS

ADELPHI
AMERICAN INTERNATIONAL
ASSUMPTION
BENTLEY
FRANKLIN PIERCE
LE MOYNE
MERRIMACK
NEW HAVEN
PACE
SAINT ANSELM
SAINT MICHAEL'S
SAINT ROSE
SOUTHERN CONNECTICUT
SOUTHERN NEW HAMPSHIRE
STONEHILL
The white background versions of the NE10 member school Secondary Marks are presented here.
The first set of dark/color background versions of the NE10 member school Secondary Marks are presented here.
SCHOOL SPECIFIC NE10 SECONDARY MARKS

The second set of dark/color background versions of the NE10 member school Secondary Marks are presented here.
EXPRESSING OUR BRAND

The following guidelines dictate the use of “NE10” and “Northeast-10 Conference.” No other iterations of the name (e.g. NE-10, The NE10 etc.) are permissible. “NE10” should always be typed in ALL CAPS with NO HYPHEN between the ‘NE’ and ‘10.’

NE10

is the public facing expression of the conference brand, applied to all commercial, informal and promotional communications, such as: presentation materials, advertisements and licensed products.

NORTHEAST-10 CONFERENCE

is the administrative [rules & regulations] expression of the conference brand. Applied to all official or formal communications, such as: legal documentation, formal communication and administrative policies.

+NOTE

For press releases, always lead with and use “Northeast-10 Conference.” Subsequent mentions of the conference can take the form of “NE10” however, the initial mention must always be presented as "Northeast-10 Conference" to ensure that awareness is maintained as the “NE10” name builds equity.
THE NE10 IDENTITY LOOK TOOLS

The following pages demonstrate our brand elements and how they are used in tandem with the NE10 brand identity to create a unified and strong brand.

- TYPOGRAPHY
- COLOR
- THE COMPASS POINT
- APPLYING THE TOOLS
To the right are the primary font treatments for all print materials.

Evogria Regular should be used for all headlines and primary messages.

Klavika Light should be used for long passages of text and extended body copy.

Klavika Bold should be used as headline sub copy.
NE10 BRAND
TYPOGRAPHY APPLIED

To the right is an example of the font treatment of the NE10 as used in the ‘Embrace Campaign.’

Note the font usage in the headline, sub coby and body copy.

**HEADLINE**
The headline is comprised of Klavika Bold and Evogria Regular.

**BODY**
The body copy is comprised of Klavika Light.

**LOGO**
The NE10 mark is used as a sign off on all school advertisments.
To the right is a breakdown of the NE10 Color Palette. Included are PMS, CMYK and RGB values.

**PANTONE 287 C**
HEX: #002F86
CMYK: 100 / 87 / 20 / 10
RGB: 0 / 47 / 143

**PANTONE 186 C**
HEX: #CF0A2C
CMYK: 12 / 100 / 92 / 03
RGB: 207 / 10 / 44

**WHITE**
HEX: #FFFFFF
CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
NE10 BRAND IDENTITY 
LOOK TOOLS KIT

THE COMPASS POINT

The compass point is a graphic element derived from the conference’s brand identity. It can be used as a retainer, divider, footer, header or folio.
Follow these steps to utilize the compass point in a composition.
NE10 BRAND IDENTITY
LOOK TOOLS KIT
THE COMPASS POINT

Follow these steps to utilize the compass point as a header.
NE10 BRAND IDENTITY 
LOOK TOOLS KIT
THE COMPASS POINT

Other uses for the compass point as a graphic element.
NE10 BRAND IDENTITY LOOK TOOLS KIT
THE COMPASS POINT APPLIED

Here are examples of how the compass point can be used as a design element for media credentials and as a lower third for video.
NE10 BRAND IDENTITY
LOOK TOOLS KIT
APPLYING THE TOOLS - EMAIL SIGNATURE

Here is an example of how the look tools come together to create an email signature element.

Letter From The Commissioner

Julie Ruppert <jruppert@northeast10.org>

The following pages represent a new day for the NE10. They enrich 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
Division II Commissioner
Here is an example of how the look tools come together to create a business card.
Here is an example of how the look tools come together to create a letterhead.
THANK YOU!