



Big Ten Academic Alliance Identity Guidelines
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Overview

These guidelines are intended to help anyone who is authorized in writing by the Big Ten Academic Alliance to use the Big Ten Academic Alliance 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 Academic Alliance logo is used in a variety of media and applications.

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

communications@btaa.org

Color and Usage

The Big Ten Academic Alliance color scheme has been selected to work in print, on digital displays, and for online media. All colors used in applications of the logo should be selected with the intended medium in mind.

The primary blue has been selected to stand out from the various school logos, but in some cases, black, white, or gray may be used in conjunction with or in place of the identity's 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 Academic Alliance logo must always be accompanied by an appropriate registered trademark symbol.



Blue

For Print Use

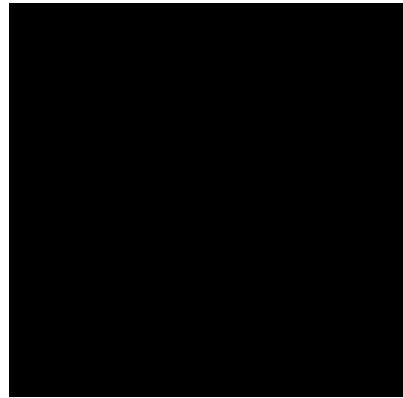
Pantone: PMS Process Blue
CMYK: C=100, M=13, Y=1, K=3

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 Palette



Black and Blue



White on Blue



White and Blue on Black



Black on White



Primary Logo



The “protected area” is a clear margin surrounding the Big Ten Academic Alliance logo. 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.”

Restrictions

The Big Ten Academic Alliance follows APA style guidelines. In text, the full name of the organization is standard.

An abbreviation—BTAA—will only be used in listserv addresses and URLs and will not be used as a colloquial reference.

The Big Ten Academic Alliance logo has been carefully designed to work within the context of a mixed variety of media. Nevertheless, there are some ways in the which the logo should never be used.

The following pages will address a few key logo restrictions in the use of all Big Ten Academic Alliance 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.



Unacceptable:
Changing the position relationship of the logo's components.



Unacceptable:
Changing the size relationship of the logo's components.



Unacceptable:
Changing the typeface of the tag line.



Unacceptable: Using other color combinations.



Acceptable:
Black and blue on white



Acceptable:
White on color background, with adequate contrast



Acceptable:
White on photographic background



Unacceptable:
Black logo on dark background



Unacceptable:
Color on color background, with inadequate contrast



Unacceptable:
Color on photographic background

Typography

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 or Black is to be used for all supporting headlines, while Benton Sans Regular and light is to be used for all supporting body text.

Benton Sans may be purchased from Font Bureau.
<http://www.fontbureau.com/fonts/BentonSans/>

Benton Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

STUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

(For use in headlines or emphasis)

Benton Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

STUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

(For use in body text)

Benton Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

STUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

(For use in headlines or emphasis)

Benton Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

STUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

(For use in body text)

Sample Institutional Identity Applications

The following images demonstrate a few sample applications of the Big Ten Academic Alliance identity applied to social media, marketing materials, and licensed merchandise.

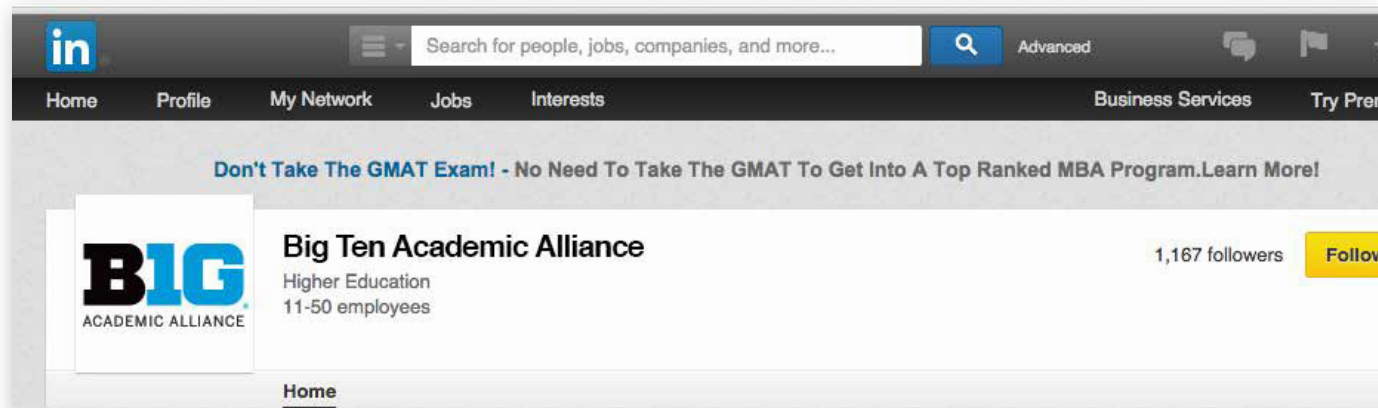


Social media icon for:
 LinkedIn
 Twitter
 Facebook

Instagram



LinkedIn



Twitter



Facebook

