

WBCA Logo Guidelines

These guidelines are given in order to ensure that all WBCA logos are used appropriately in all applications. This is vital to the development in the public's mind of this identity with the WBCA.

It is essential that these guidelines are abided to by those who are involved with preparing printed and visual communications for the WBCA. The WBCA staff is committed to projecting this consistent identity. Feel free to consult with the communications department regarding your various usages of the mark. Please contact Summer McKesson at smckesson@wbca.org if you have any questions or if you need other versions of the logos.



WBCA mark

The WBCA mark is made up of three main elements, the basketball player pictogram, the Women's Basketball Coaches Association (WBCA) wording and the WBCA initials. The positioning of the basketball player pictogram, the wording and the initials must be maintained at all times. The pictogram must always appear with the logo type.

Reproduction of the WBCA mark should be from authorized WBCA reproduction art, available from the WBCA.

Incorrect application of the logo

The following key principles apply when using the WBCA logo:

1. Do not alter or modify the mark in any way. Ensure the mark is reproduced from art provided by the WBCA. Do not add any tag-lines or other descriptors to the mark.
2. Do not use the mark within text. The mark should always stand-alone. Do not change the typesetting or style of the mark.
3. Do not rotate, distort or reshape the mark. Be especially aware of this when importing the mark into different programs and when reducing the size. Please ensure that the horizontal and vertical scale are reduced or enlarged equally.

Background

The preferred background color is white for the logo, unless using a transparent background. Requests for exceptions must be approved by the WBCA.

Protected Area

In order to ensure that the WBCA mark is not infringed upon, there is a protected area surrounding the mark. Draw an imaginary rectangle around the mark. This represents the minimum distance between the WBCA mark and all neighboring graphic elements. The area contained within this rectangle is

protected. No text, graphic elements, trade names, trademarks, symbols, logos, marks, emblems, or service marks may intrude upon this protected area.

Color

The WBCA's PMS colors are 193 (red) and 281 (blue). The black and white version of the logo can be used when necessary.