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:

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1819 South Neil Street, Suite D
Champaign, IL 61820-7271
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

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**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

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**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

Primary Logo / Color Palette
Primary Logo Color Variations

- Black and Blue
- White and Blue on Black
- White on Blue
- 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 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.
Logo use on Backgrounds

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
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 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
(For use in headlines or emphasis)

Benton Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
(For use in headlines or emphasis)

Benton Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
(For use in body text)

Benton Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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.
Big Ten Academic Alliance
Social media icon for:
LinkedIn
Twitter
Facebook
Sample Identity Applications