



MOUNTAIN WEST

2024-2025 SEASON BRAND GUIDE



INTRODUCTION

PURPOSE

Transformative opportunities and experiences for students, schools and sport

PROOF OF PURPOSE

How we do it: With extraordinary integrity, inclusivity and visionary leadership

What we do: We deliver an elite and highly competitive D1 athletic experience with equal priority on our student-athlete's well-being, academic pursuits and outlook for a successful future

VISION

While supporting its student-athletes, the Mountain West seeks to become the most highly-respected, best-in-class national athletics Conference recognized for its achievements and endeavors successful future



COMPLIANCE

The 2024-2025 Mountain West Brand Guidelines are a complete overhaul from previous years. The updated MW Brand Guidelines are intended to ensure proper usage of the MW logo and maximize the broadcast exposure of the Mountain West in venues and on uniforms. While the goal is to have 100 percent alignment and accountability moving forward, there will be exceptions on updates to facilities and uniforms over the next two years if requests are submitted to the Mountain West. Proper court and uniform placement will be best efforts and will not be required until your next cycle occurs. The goal will be 100 percent compliance by the 2026-2027 academic year.



APPROVALS

All logo placements on fields, courts, uniforms, or other equipment must be submitted for approval before the logo is permanently applied or uniforms are ordered. Please submit proofs to **BrandApprovals@TheMW.com**

Please refer to the following pages of this document for guidance on the proper use of logos, colors, court and field application, and uniform logo placement.

Proper use of this document is critical to maintaining the integrity of The Mountain West brand. Non-member use must be authorized by the Conference.



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IDENTITY GUIDANCE



MW Rock



Wordmark



MOUNTAIN WEST BRAND GUIDE

BRAND FAMILY

The MW Rock and Wordmark are the two primary logos that make up our identity system. Proper use of the logos ensures a cohesive brand experience with every interaction.

All applications, including print, digital, advertising, retail, signage, and on-campus use of The Mountain West logos, must be consistent with the guidelines outlined in the following pages or otherwise approved by the Conference.



PRIMARY LOGOS

MW Rock on a white background



MW Rock on a dark background



MW ROCK

The MW Rock is the preferred mark for most purposes. This logo appears in MW Purple, MW Gray, and white and is considered a full-color logo.

The MW Rock can be read upside down, but the correct application is when the “M” appears in purple.

All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.

Make sure proper contrast is maintained when placing the logo.

The Trademark (TM) symbol must always appear with the MW Rock for print and digital purposes; exceptions include minimum size, fields/courts, embroidery, etc. Please see the following pages for guidance.

MW Rock on a black background



MW Rock on a light background





Wordmark on a white background



Wordmark on a dark background



Wordmark on a black background



Wordmark on a light background

MOUNTAIN WEST BRAND GUIDE

PRIMARY LOGOS

WORDMARK

The Wordmark contains the full Conference name in addition to the MW Rock. This logo appears in MW Purple, MW Gray, and white and is considered a full-color logo.

The Wordmark is best suited for applications where the logo is viewed outside the context of college athletics. Examples include sponsorships, business cards, or signage where the viewer is less familiar with the Conference or college sports.

All MW Rock logos have a white outline — this outline is part of the logo and must be present on every use.

Ensure proper contrast is maintained when choosing between the logo with the Wordmark in MW Purple or white.

The Trademark (TM) symbol must always appear with the Wordmark for print and digital purposes; exceptions include minimum size, fields/courts, embroidery, etc. Please see the following pages for guidance.



SECONDARY LOGOS

MW Rock and Wordmark on a white background



GRAYSCALE

Full-color versions of the logos are preferred, but occasionally, a grayscale version of the logo is needed.

Please see the following page for 1-color: MW Purple, black, or white versions of the logos.

All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.

MW Rock and Wordmark on a light background



MW Rock and Wordmark on a black background





SECONDARY LOGOS

1-color logos on a white background



1-COLOR

Full-color versions of the logos are preferred, but a 1-color version of the logo is occasionally needed.

1-color logo versions are acceptable in MW Purple, black, or white.

All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.

1-color logos on a light background



1-color logos on a dark background



1-color logos on a black background





SECONDARY LOGOS

1-color logos on a white background



1-COLOR

Full-color versions of the logos are preferred, but a 1-color version of the logo is occasionally needed.

1-color logo versions are acceptable in MW Purple, black, or white.

All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.

1-color logos on a light background



1-color logos on a dark background



1-color logos on a black background





MW Graduate logo



The Mountain West Network and App logo



MOUNTAIN WEST BRAND GUIDE

SUPPORTING BRAND LOGOS

MW GRADUATE LOGO

The MW Graduate logo is made up of the “Graduate” ribbon underneath the MW Rock. It may be worn on uniforms by student-athletes in each institutions school colors who have completed their undergraduate program and are pursuing a postgraduate degree.

MOUNTAIN WEST NETWORK AND APP LOGO

The Mountain West Network logo contains the network name in addition to the MW Rock. It may be used for streams and videos which are produced by The Mountain West Network staff in the Conference office or on campus.

The Mountain West App logo can be used in all app-related applications.

Special use case logo treatments



Black on black
MW Rock logo



American flag
MW Rock logo



California flag
MW Rock logo



Colorado flag
MW Rock logo



Nevada flag
MW Rock logo



New Mexico flag
MW Rock logo

SPECIAL USE CASE LOGO TREATMENTS

These logos are only to be used in specific instances for a limited time and only with the explicit consent of The Mountain West.

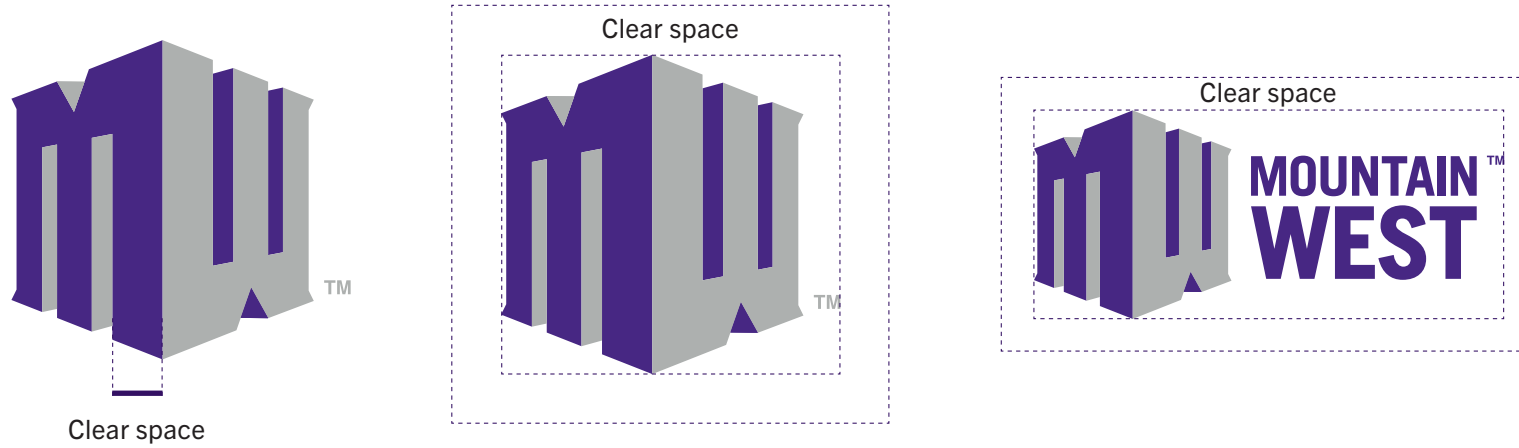
Please apply all applicable usage guidance previously stated to the Supporting Brand logos on this page.



MW Football
logo



Clear space



Minimum size



MOUNTAIN WEST BRAND GUIDE

LOGO USAGE

CLEAR SPACE

Always keep the logos visible and legible by maintaining the minimum required clear space. While more space is ideal, use the width of the right leg of the “M” to determine the minimum clear space required. Measure from the tallest and widest point of the logo.

MINIMUM SIZE

A minimum size has been established to protect the integrity, detail, and legibility of the logos. All marks may be bigger but never smaller than the sizes listed.

When the MW Rock is scaled to .5” or below, removing the Trademark (TM) symbol is acceptable.

When the Wordmark is scaled to 1” or below, removing the Trademark (TM) symbol is acceptable.



LOGO MISUSE

Correct logo use ensures a consistent visual experience and aids brand recognition. These are examples of unacceptable and misused treatments.



Do not change the colors



Do not remove the white outline around the MW



Improper contrast between the logo and the background



Do not rotate



Improper contrast between the logo and the background



Improper contrast between the logo and the background



Do not crop



Do not remove the MW Rock



Do not rearrange elements of the logo



Do not remove the triangles from the "M" or the "W"



MOUNTAIN WEST BRAND GUIDE

DISCONTINUED BRAND ASSETS

Please refrain from using the following.



Please refrain from using the old version of the wordmark with “Mountain” and “West” in different colors.



Please refrain from using “At the Peak” in messaging and its associated marks.



Please refrain from using old versions of the logo.



Please refrain from using old versions of the logo.



Please refrain from using “Above The Rest” in messaging and its associated marks.



Please refrain from using “This Is Our Time” in messaging and its associated marks.



Primary colors and logo color palette

MW Purple



PMS 268


CMYK 86, 100, 0, 12

RGB 79, 45, 127

HEX 4F2D7F

Madeira Thread 1112

MW Gray



PMS Cool Gray 6


CMYK 18, 11, 8, 23

RGB 173, 175, 175

HEX AFAFAF

Madeira Thread 1011

White



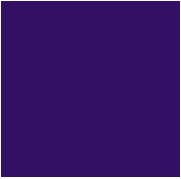
CMYK 0, 0, 0, 0

RGB 255, 255, 255

HEX FFFFFFFF

Secondary colors

MW Dark Purple




PMS 2685

CMYK 86, 100, 0, 40

RGB 52, 17, 99

HEX 341163

MW Dark Gray



PMS Cool Gray 10

CMYK 18, 11, 8, 65

RGB 97, 101, 107

HEX 61656B

Black



CMYK 0, 0, 0, 100

RGB 0, 0, 0

HEX 000000

Color usage ratio



MOUNTAIN WEST BRAND GUIDE

COLOR PALETTE

When creating materials for The Mountain West, use the logo colors as primary colors.

Always use black for the body text color; on dark backgrounds, use white for the body text color. Headlines and callout copy can be MW Purple or Gray.

Opacities of the gray colors are acceptable. Avoid using opacities of the purples—especially making the purple lighter or a softer tone.

COLOR USAGE RATIO

When designing communications, the primary color palette should always receive priority, with white being a primary element. The primary color palette should visually represent 50% of the total color used on any single layout. All materials should include generous proportions of white space.

Our secondary colors are used in smaller percentages compared to our primary colors. Secondary colors should be used as supplemental accents and never exceed 50% of the total color on any single layout.



Primary typeface for design purposes

Trade Gothic Next LT Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Next LT Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Next LT Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Next LT Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary typeface for non-designed purposes

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPEFACES

Trade Gothic Next LT Pro is the preferred font for all formally designed Mountain West communications. For all other non-designed executions, i.e., Microsoft Office, PowerPoint Word, Keynote, Google Docs, etc., use Arial.

Trade Gothic Next LT Pro can be found at: <https://fonts.adobe.com/fonts/trade-gothic-next>



Correct use of the name ensures clarity and a consistent brand experience. In spoken and written applications, “The Mountain West” is the proper name of the Conference. Using the word “Conference” in the name, i.e., “The Mountain West Conference,” is also acceptable.

ABBREVIATIONS AND ACRONYMS

In written text, the entire name, “Mountain West,” should be mentioned in the first instance, and then it is acceptable to proceed with “MW” “or “the Conference.”

It is unacceptable to refer to the Conference as “MWC,” “Mtn. West,” or “Mt. West.”

Players, Teams and Institutions

- We refer to our athletes as athletes, student athletes or players.
- Our teams are Women’s and Men’s teams.
- When possible, list member institutions in alphabetical order.

ON SOCIAL

Incorporate The Mountain West hashtags on social media posts and collaborate with The Mountain West to share each other’s posts on social media.

Facebook: MountainWestConference

Instagram: mountainwestConference

X: MountainWest

YouTube: mountainwestconf

TikTok: themountainwest

Hashtags

Baseball: #MWBSB

Men’s Basketball: #MWMBB

Women’s Basketball: #MWWBB

Cross Country: #MWXC

Football: #MWFB

Men’s Golf: #MWMGOLF

Women’s Golf: #MWWGOLF

Gymnastics: #MWGYM

Soccer: #MWWSOC

Softball: #MWSB

Swimming Diving: #MWSD

Men’s Tennis: #MWMTEN

Women’s Tennis: #MWWTEN

Indoor Track & Field: #MWITF

Outdoor Track & Field: #MWOTF

Volleyball: #MWVB

Mountain West Basketball Tournaments: #MWMadness

Women’s Sports: #MakingHerMark



MOUNTAIN WEST BRAND GUIDE

EXPOSURE ELEMENTS

- A Mountain West logo and a link to www.TheMW.com must be prominently displayed on each institution's website.
- When speaking of the league, endeavor to promote The Mountain West. Rather than saying "This is a tough Conference.", state such things as "The Mountain West is..."
- Strongly consider cross-promotional elements, such as putting The Mountain West logo on the sleeve of shirts with your official logo on the left chest.
- When possible, place a Mountain West logo on tickets.
- Place The Mountain West logo and website address in season ticket brochures and other mailings to booster club members and season ticket holders.
- Incorporate The Mountain West logo in backdrop banners for all interviews, see the suggested step and repeat patterns below.
- Incorporate The Mountain West logo on social media graphics. Collaborate with The Mountain West to share each other's posts on social media channels.

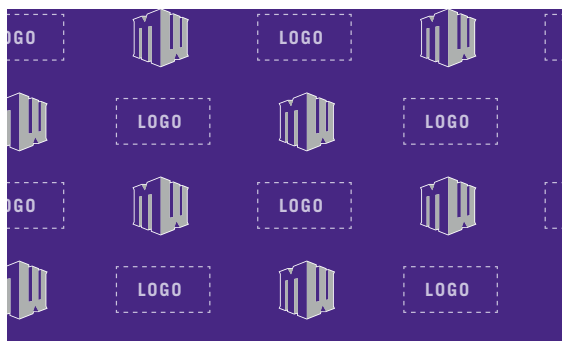
MW Step & Repeat + URL



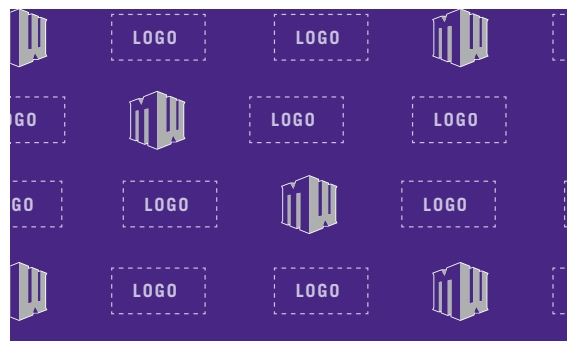
MW Step & Repeat + URL and App



MW Step & Repeat + 1 Sponsor or School



MW Step & Repeat + 2 Sponsors or Schools

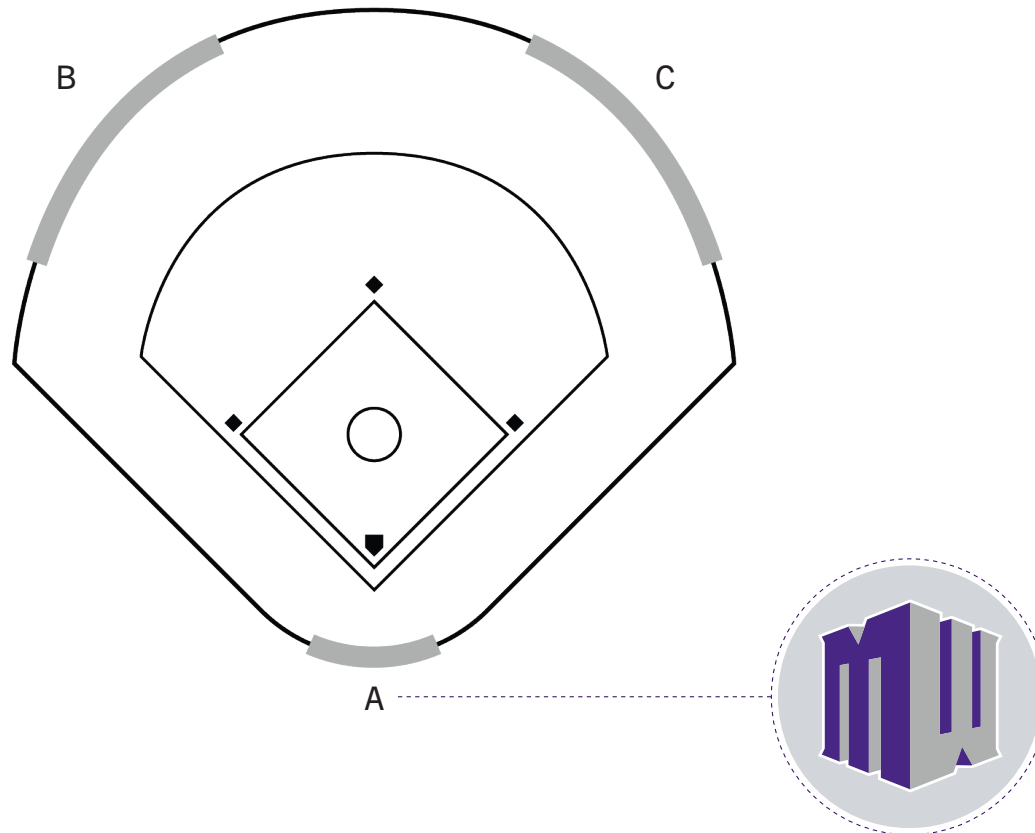




FACILITY-SPECIFIC APPLICATIONS



BASEBALL AND SOFTBALL



All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.

The MW “M” always appears in purple or the primary institutional color.

MOUNTAIN WEST BRAND GUIDE

SPORT-SPECIFIC APPLICATIONS

LOGO SPECIFICATIONS

The MW Rock logo is required on all baseball and softball fields.

The MW Rock is required to appear on the wall behind home plate (A) and on the outfield wall on either location (B) or (C).

The logo should be utilized in the official Mountain West colors (or institutional colors) with a white outline.

It is not necessary to include the Trademark (TM) symbol.

APPROVALS

All logo placements on fields, courts, uniforms, or other equipment must be submitted for approval before the logo is permanently applied or uniforms are ordered. Please submit proofs to BrandApprovals@TheMW.com



BASKETBALL

- All institutions will incorporate The Mountain West logo on the playing surface of their basketball court. Final location must be approved by The Mountain West.
- Each institution is required to use the Conference-provided MW logo apparel for the current academic year on the scorers table at every men's and women's basketball game.
- Each institution must use The Mountain West Slipp-Notts for every men's and women's game.
- To promote championship ticket sales, each institution must show the official championship logo and dates on the scorer's table signage/digital fascia or hang banners in other highly-visible locations throughout the year.
- Each institution is required to post the MW Basketball Championships ticket graphics on the home page, men's and women's basketball pages, and ticket pages on its athletics website. All ticket packages (All-Session VIP, Premium, lower bowl) and ticket add-ons (VIP Hospitality) and prices are required to be included on the website ticket page and hyperlinked to the graphics.
- Each institution must read The Mountain West PA announcements promoting the basketball tournaments and ticket sales at their institution.
- Each institution must run The Mountain West radio spots promoting the tournament and ticket sales at their institution.
- Each institution must place a full-page Mountain West game program ad promoting the tournament and ticket sales at their institution.
- Each institution must run television/video spots to promote the tournament on in-arena video boards and on local television broadcasts.
- Each institution must place the Mountain West logo on cover of all basketball publications, including media guides, schedule cards, posters, etc.

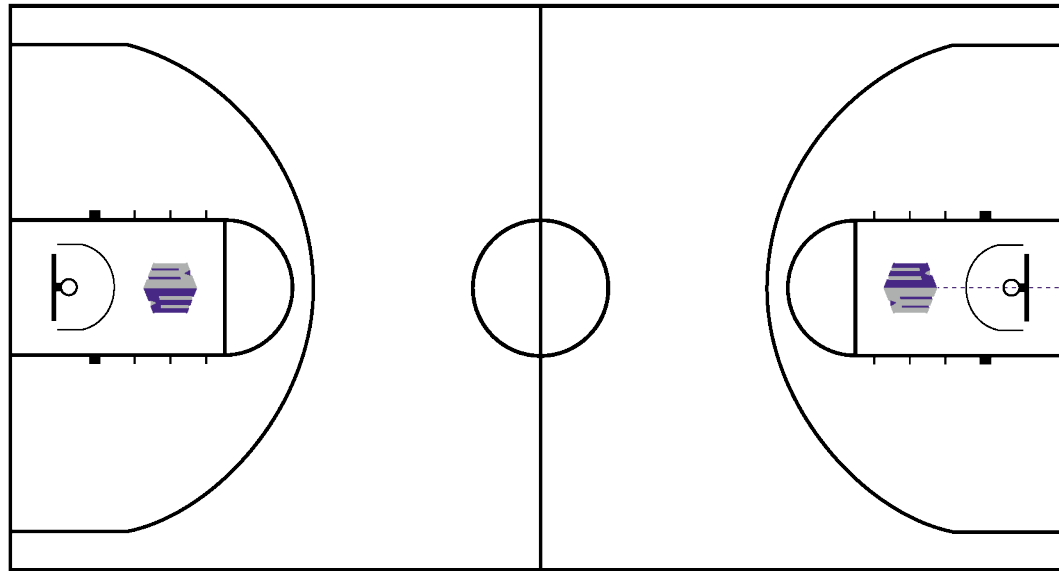
SPORT-SPECIFIC APPLICATIONS

APPROVALS

All logo placements on fields, courts, uniforms, or other equipment must be submitted for approval before the logo is permanently applied or uniforms are ordered. Please submit proofs to BrandApprovals@TheMW.com

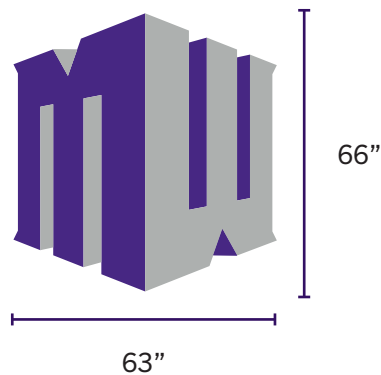


BASKETBALL COURT



Primary camera view of the court

MW Rock court size



All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.

The MW “M” always appears in purple or the primary institutional color.

MOUNTAIN WEST BRAND GUIDE

SPORT-SPECIFIC APPLICATIONS

LOGO SPECIFICATIONS

The MW Rock logo is required on all basketball courts.

The logo should be placed in the key at both ends of the court and centered below the free throw line.

The logo should be utilized in the official Mountain West colors (or institutional colors) with a white outline.

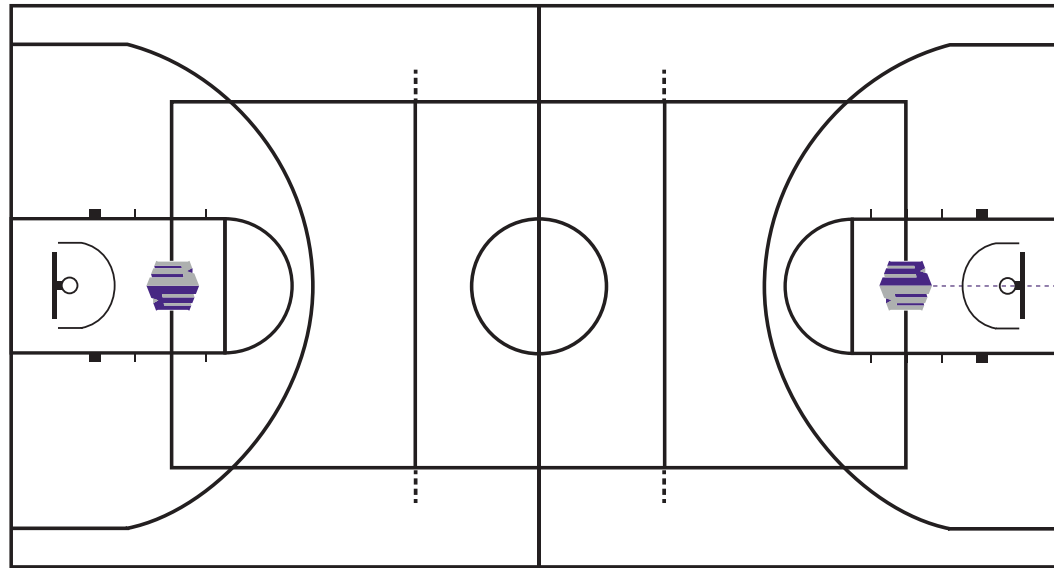
The size of the MW logo on the court should be 66” high by 63” wide. It is not necessary to include the Trademark (TM) symbol.

APPROVALS

All logo placements on fields, courts, uniforms, or other equipment must be submitted for approval before the logo is permanently applied or uniforms are ordered. Please submit proofs to BrandApprovals@TheMW.com

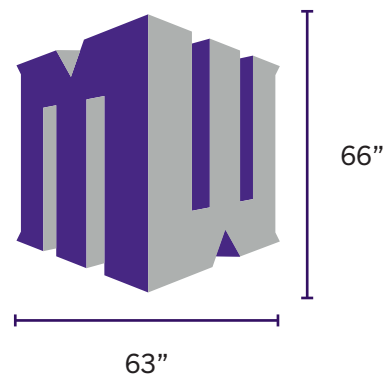


BASKETBALL AND VOLLEYBALL COURTS COMBINED



Primary view of the court

MW Rock court size



All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.

The MW “M” always appears in purple or the primary institutional color.

MOUNTAIN WEST BRAND GUIDE

SPORT-SPECIFIC APPLICATIONS

LOGO SPECIFICATIONS

The MW Rock logo is required on all combined basketball and volleyball courts.

The logo should be placed in the key at both ends of the court and centered below the free throw line.

The logo should be utilized in the official Mountain West colors (or institutional colors) with a white outline.

The size of the MW logo on the court should be 66” high by 63” wide. It is not necessary to include the Trademark (TM) symbol.

APPROVALS

All logo placements on fields, courts, uniforms, or other equipment must be submitted for approval before the logo is permanently applied or uniforms are ordered. Please submit proofs to BrandApprovals@TheMW.com



FOOTBALL

- The logo should be utilized in the official Mountain West colors (or institutional colors) with white outline and placed on the 25-yard lines, facing the press box (MW Purple or primary institutional color “M” should be on the left side from the press box vantage point), between the numbers and the hashes as illustrated on the following page.
 - Logos should be centered on the 25-yard line facing the press box side of the field.
 - For those that paint, the logo must be reapplied before every home game. The Mountain West will supply field stencils from Missouri Turf Paint.
 - The size of the MW Rock logo on the field should be 21’ high by 20’ wide. It is not necessary to include the Trademark (TM) symbol.
- Chain crew must wear Conference-provided MW logoed chain crew vests and hats
- Ball persons must wear Conference-provided MW logoed vests, t-shirt, sweatshirt, hat or beanie.
- All football teams must wear The Mountain West uniform patches. Patches must be 2.25” x 2.25.”
- All football teams must place The Mountain West logo decal on the back of their helmets.
- Each institution must place a full-page Mountain West advertisement in game programs (black and white) that will be supplied by the Conference.
- Each institution must place full-page bowl game or television partner advertisement (at The Mountain West’s discretion) in game programs black and white that will be supplied by The Mountain West.
- The Mountain West logo must be displayed on cover of all publications, including media guides, schedule cards, posters, etc.
- Each institution must run The Mountain West PSAs on local television broadcasts.
- Each institution must run The Mountain West PSAs on video boards (if available).
- Each institution must run The Mountain West audio PSA on radio network games.

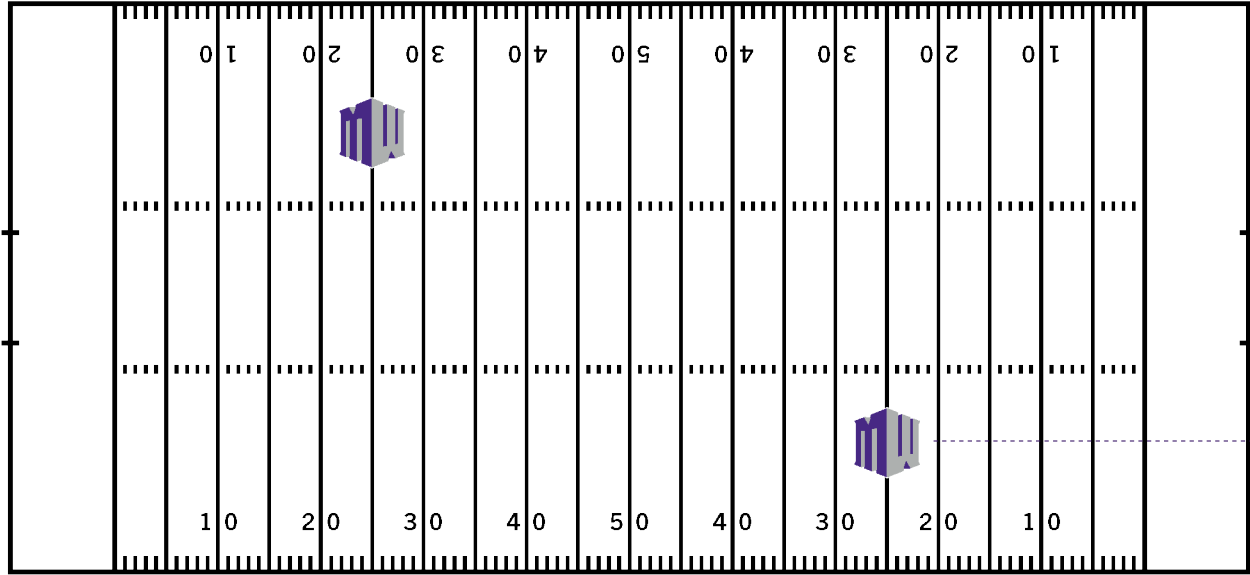
SPORT-SPECIFIC APPLICATIONS

APPROVALS

All logo placements on fields, courts, uniforms, or other equipment must be submitted for approval before the logo is permanently applied or uniforms are ordered. Please submit proofs to BrandApprovals@TheMW.com

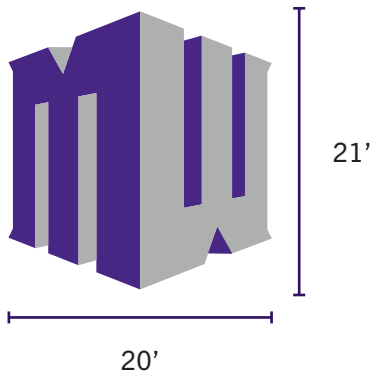


FOOTBALL FIELD



Press box side of the field

MW Rock field size



All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.

The MW “M” always appears in purple or the primary institutional color.

SPORT-SPECIFIC APPLICATIONS

LOGO SPECIFICATIONS

The MW Rock logo is required on all football fields. The logo should be utilized in the official Mountain West colors (or institutional colors) with a white outline and placed on the 25-yard lines, facing the press box.

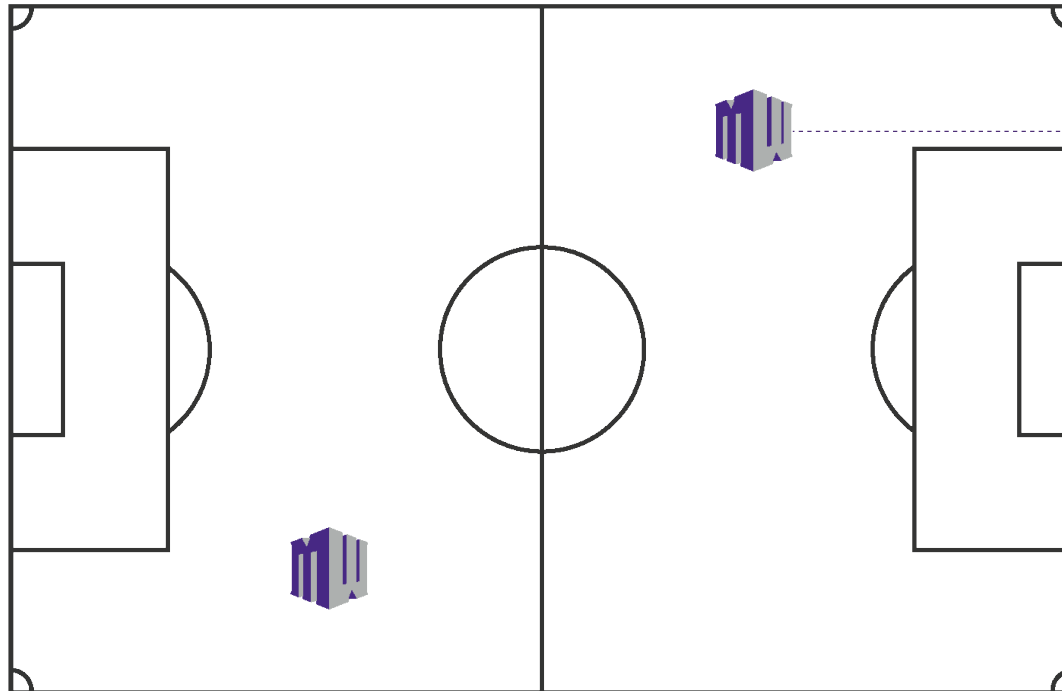
The size of the MW logo on the field should be 21’ high by 20’ wide. It is not necessary to include the Trademark (TM) symbol.

APPROVALS

All logo placements on fields, courts, uniforms, or other equipment must be submitted for approval before the logo is permanently applied or uniforms are ordered. Please submit proofs to BrandApprovals@TheMW.com



SOCCER



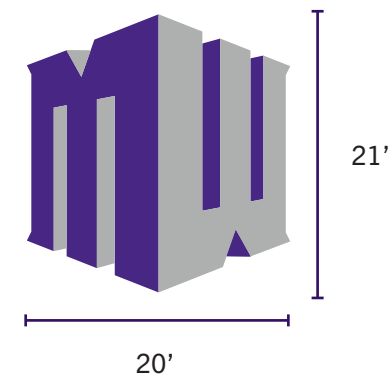
Primary camera view of the field



All MW Rock logos have a white outline — this outline is part of the logo and must be present on every use.

The MW “M” always appears in purple or the primary institutional color.

MW Rock field size



MOUNTAIN WEST BRAND GUIDE

SPORT-SPECIFIC APPLICATIONS

LOGO SPECIFICATIONS

The MW Rock logo is required on all soccer fields. The logo should be utilized in the official Mountain West colors (or institutional colors). MW Purple or primary institutional color “M” should be on the left side from the viewer or camera vantage point.

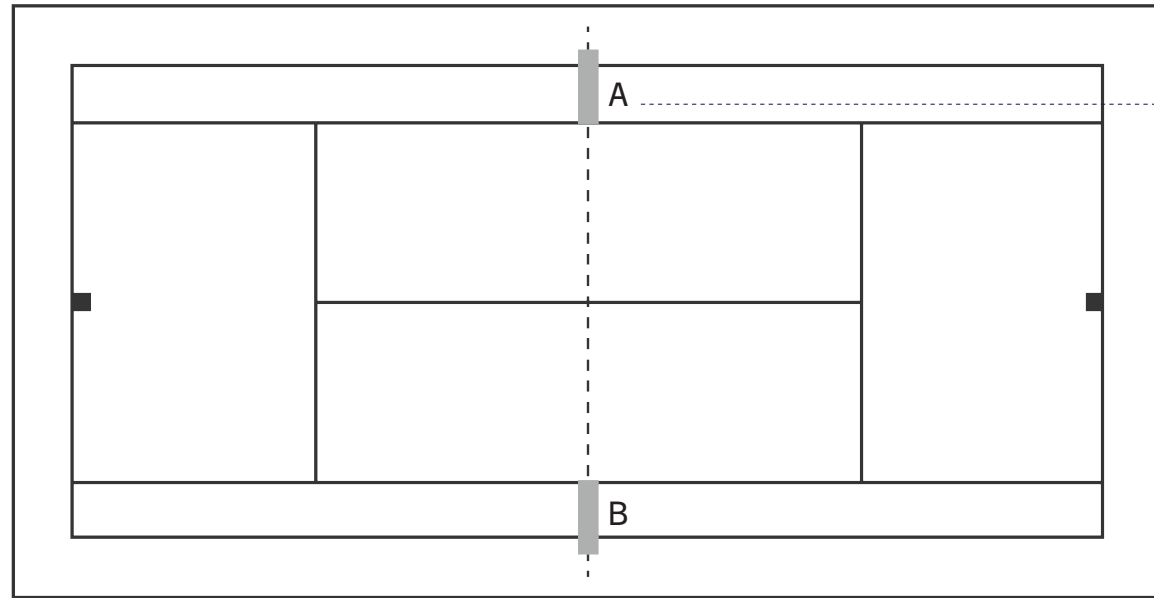
It is not necessary to include the Trademark (TM) symbol.

APPROVALS

All logo placements on fields, courts, uniforms, or other equipment must be submitted for approval before the logo is permanently applied or uniforms are ordered. Please submit proofs to BrandApprovals@TheMW.com



TENNIS



Primary view of the court



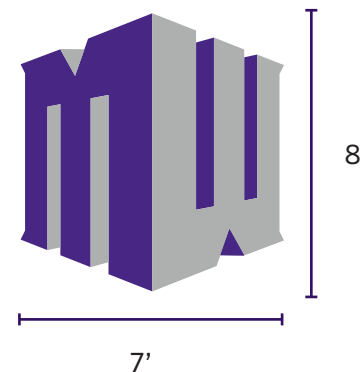
All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.

The MW “M” always appears in purple or the primary institutional color.



12' Fencing

MW Rock fence size



MOUNTAIN WEST BRAND GUIDE

SPORT-SPECIFIC APPLICATIONS

LOGO SPECIFICATIONS

The MW Rock logo is required on all tennis court nets, a net flag on either location A or B, and wind sails or fences when available. The logo should be utilized in the official Mountain West colors (or institutional colors).

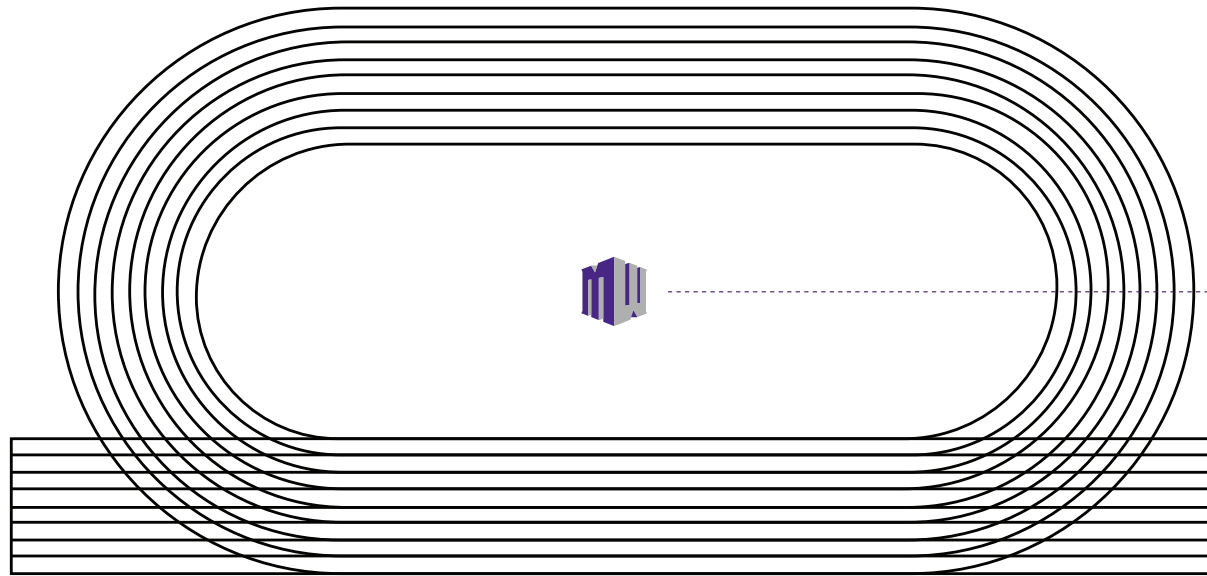
It is not necessary to include the Trademark (TM) symbol.

APPROVALS

All logo placements on fields, courts, uniforms, or other equipment must be submitted for approval before the logo is permanently applied or uniforms are ordered. Please submit proofs to BrandApprovals@TheMW.com



TRACK



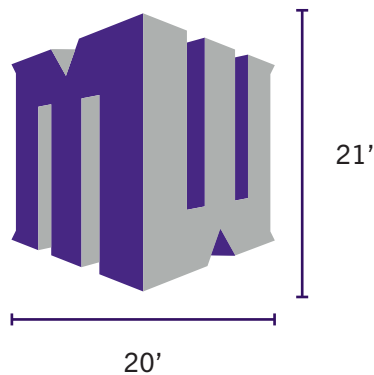
Primary view of the track/field



All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.

The MW “M” always appears in purple or the primary institutional color.

MW Rock field size



MOUNTAIN WEST BRAND GUIDE

SPORT-SPECIFIC APPLICATIONS

LOGO SPECIFICATIONS

The MW Rock logo is required on all track fields. The logo should be utilized in the official Mountain West colors (or institutional colors) with a white outline and placed in the center.

The size of the MW logo on the field should be 21' high by 20' wide. It is not necessary to include the Trademark (TM) symbol.

APPROVALS

All logo placements on fields, courts, uniforms, or other equipment must be submitted for approval before the logo is permanently applied or uniforms are ordered. Please submit proofs to BrandApprovals@TheMW.com



VOLLEYBALL

- All institutions will incorporate The Mountain West logo on the playing surface of their volleyball court. Final location must be approved by The Mountain West.
- Each institution is required to use the Conference-provided MW logo apparel for the current academic year on the scorers table at every women's volleyball game.
- To promote championship ticket sales, each institution must show the official championship logo and dates on the scorer's table signage/digital fascia or hang banners in other highly visible locations throughout the year.
- Each institution must read The Mountain West PA announcements promoting the volleyball tournaments and ticket sales at their institution.
- Each institution must run television/video spots to promote the tournament on in-arena video boards and on local television broadcasts.
- Each institution must place the Mountain West logo on cover of all volleyball publications, including media guides, schedule cards, posters, etc.

MOUNTAIN WEST BRAND GUIDE

SPORT-SPECIFIC APPLICATIONS

LOGO SPECIFICATIONS

The MW Rock logo is required on all volleyball courts. The logo should be utilized in the official Mountain West colors (or institutional colors). MW Purple or primary institutional color "M" should be on the left side from the viewer or camera vantage point.

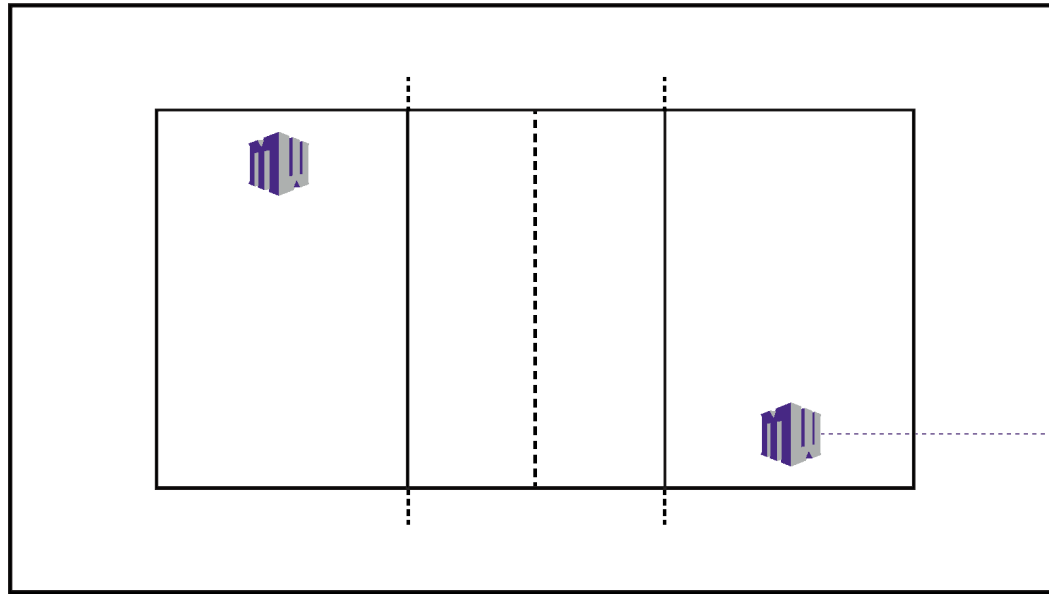
It is not necessary to include the Trademark (TM) symbol.

APPROVALS

All logo placements on fields, courts, uniforms, or other equipment must be submitted for approval before the logo is permanently applied or uniforms are ordered. Please submit proofs to BrandApprovals@TheMW.com



VOLLEYBALL



Primary camera view of the court



All MW Rock logos have a white outline — this outline is part of the logo and must be present on every use.

The MW “M” always appears in purple or the primary institutional color.

MOUNTAIN WEST BRAND GUIDE

SPORT-SPECIFIC APPLICATIONS

LOGO SPECIFICATIONS

The MW Rock logo is required on all volleyball courts. The logo should be utilized in the official Mountain West colors (or institutional colors). MW Purple or primary institutional color “M” should be on the left side from the viewer or camera vantage point.

It is not necessary to include the Trademark (TM) symbol.

APPROVALS

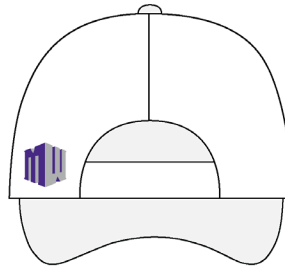
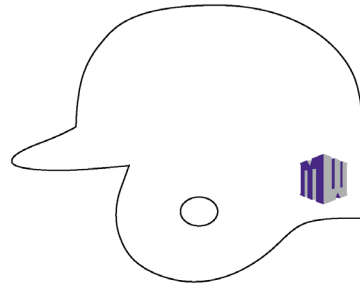
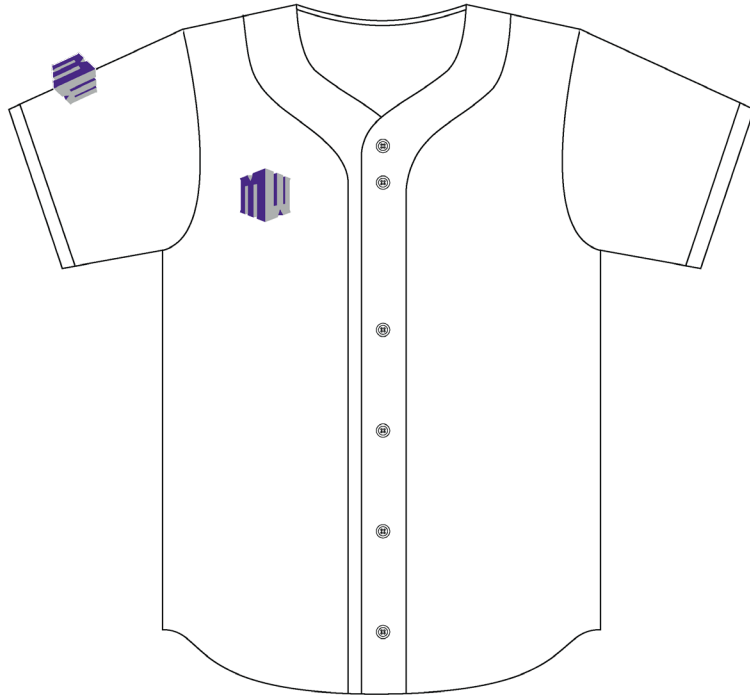
All logo placements on fields, courts, uniforms, or other equipment must be submitted for approval before the logo is permanently applied or uniforms are ordered. Please submit proofs to BrandApprovals@TheMW.com



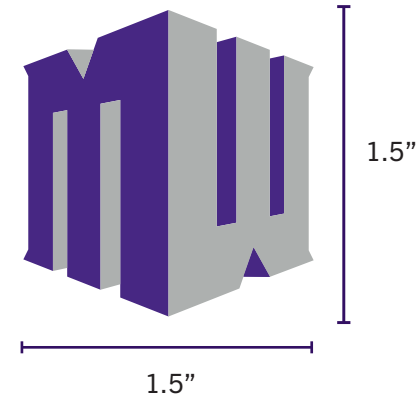
UNIFORM APPLICATIONS



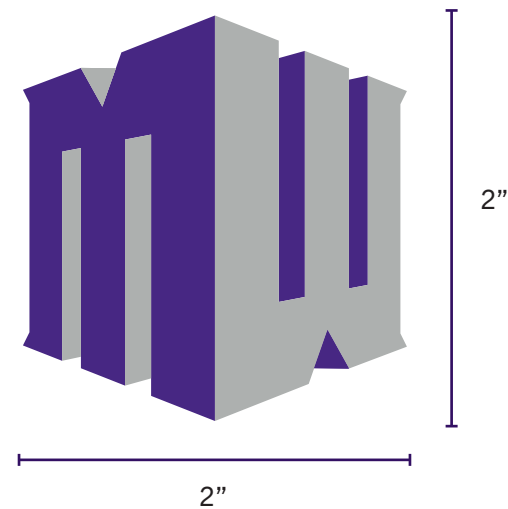
BASEBALL



MW Rock helmet/hat size



MW Rock uniform size



All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.

The MW “M” always appears in purple or the primary institutional color.

MOUNTAIN WEST BRAND GUIDE

UNIFORM APPLICATIONS

BASEBALL UNIFORMS

The MW Rock logo is required on all uniforms, helmets, caps, visors and coaching sideline gear.

The MW Rock logo, in the official Mountain West or institutional colors, shall be located on the right sleeve or right chest on short sleeve jerseys. The logo should be 2” x 2” in size.

The preferred location for a batting helmet sticker is the left backside of the helmet. The preferred location for a hat logo is the left backside of the hat. Logos should be 1.5” x 1.5” in size.

If needed, patches will be provided by The Mountain West.

The equipment manager has the option to use a heat seal logo instead of a patch, if they choose to. However, it is the responsibility of the institution to produce the heat seal logo option.

APPROVALS

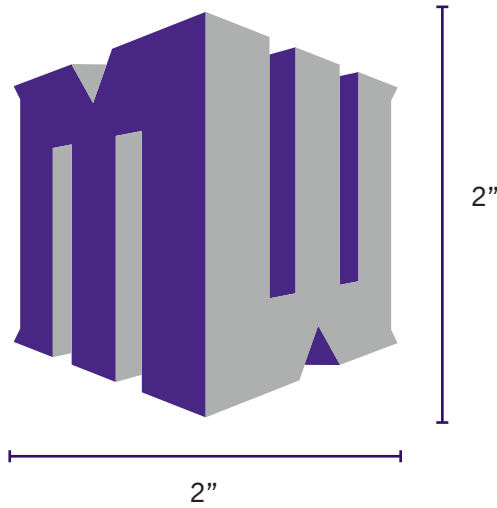
For approvals or questions about the use of The Mountain West brand assets, please contact BrandApprovals@TheMW.com



BASKETBALL



MW Rock uniform size



All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.

The MW “M” always appears in purple or the primary institutional color.

MOUNTAIN WEST BRAND GUIDE

UNIFORM APPLICATIONS

BASKETBALL UNIFORM

The MW Rock logo is required on all uniforms, helmets, caps, visors and coaching sideline gear.

The MW Rock logo, in the official Mountain West or institutional colors, shall be heat sealed on the left or right chest of the game uniform. The logo should be 2” x 2” in size.

If needed, patches will be provided by The Mountain West.

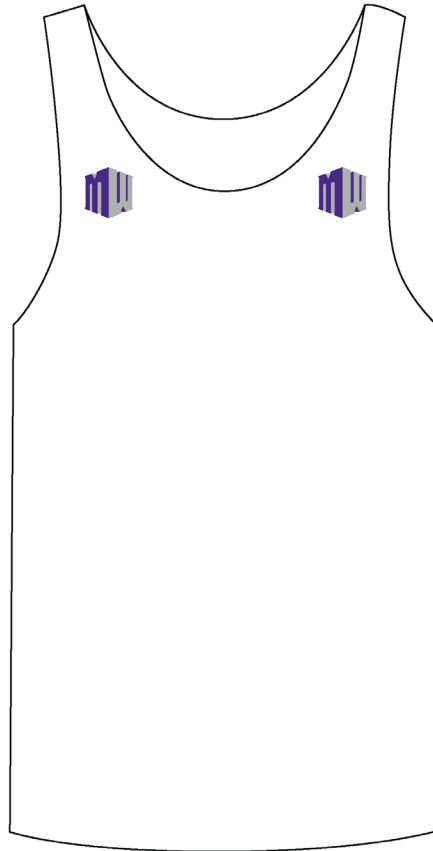
The equipment manager has the option to use a heat seal logo instead of a patch, if they choose to. However, it is the responsibility of the institution to produce the heat seal logo option.

APPROVALS

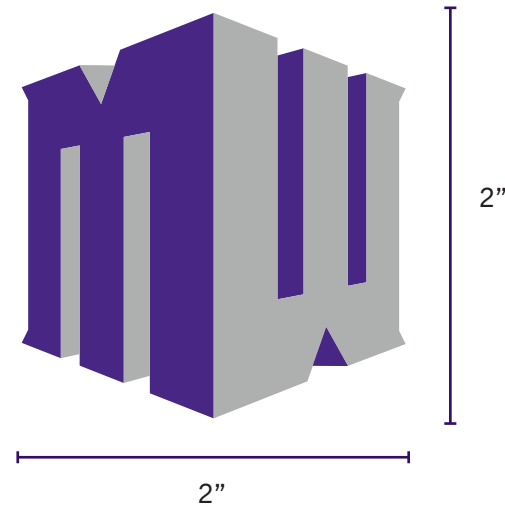
For approvals or questions about the use of The Mountain West brand assets, please contact BrandApprovals@TheMW.com



CROSS COUNTRY



MW Rock uniform size



All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.

The MW “M” always appears in purple or the primary institutional color.

MOUNTAIN WEST BRAND GUIDE

UNIFORM APPLICATIONS

CROSS COUNTRY UNIFORM

The MW Rock logo is required on all uniforms, helmets, caps, visors and coaching sideline gear.

The MW Rock logo, in the official Mountain West or institutional colors, shall be placed on the left or right chest of the jersey. The logo should be 2” x 2” in size.

If needed, patches will be provided by The Mountain West.

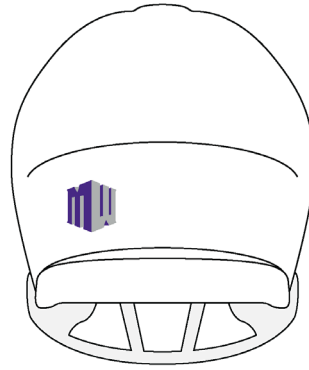
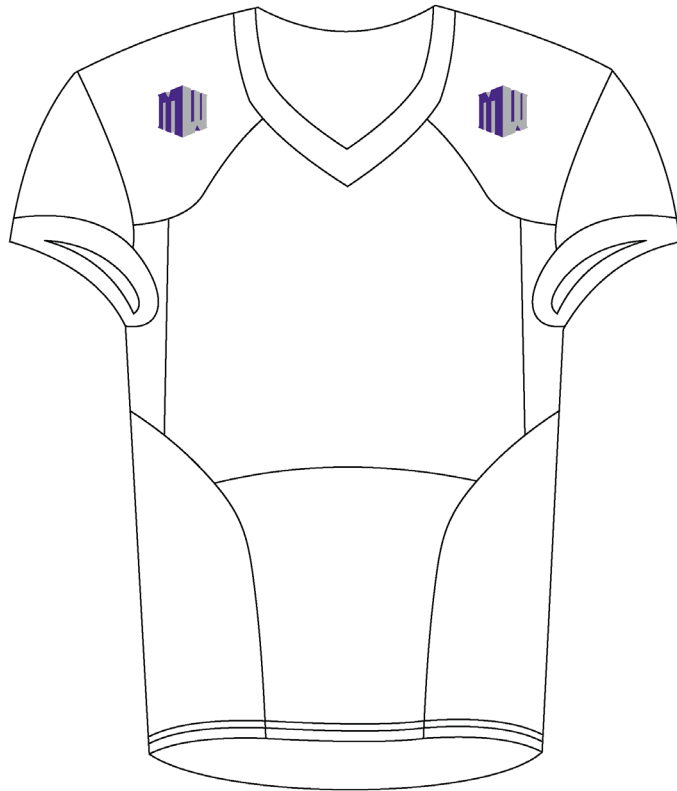
The equipment manager has the option to use a heat seal logo instead of a patch, if they choose to. However, it is the responsibility of the institution to produce the heat seal logo option.

APPROVALS

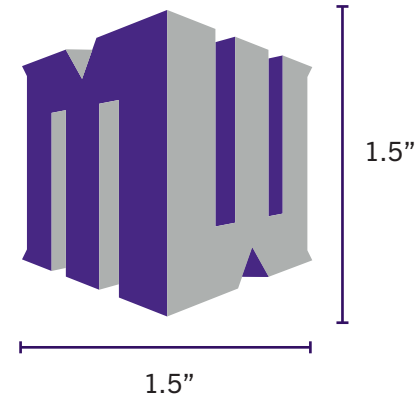
For approvals or questions about the use of The Mountain West brand assets, please contact BrandApprovals@TheMW.com



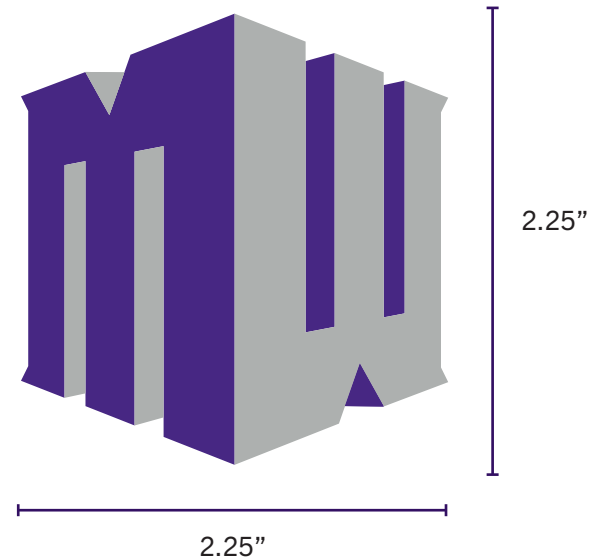
FOOTBALL



MW Rock helmet size



MW Rock uniform size



All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.

The MW “M” always appears in purple or the primary institutional color.

MOUNTAIN WEST BRAND GUIDE

UNIFORM APPLICATIONS

FOOTBALL UNIFORM

The MW Rock logo is required on all uniforms, helmets, caps, visors and coaching sideline gear.

The MW Rock logo, in the official Mountain West or institutional colors, shall be placed on the left or right chest of the uniform. Patches provided by The Mountain West are 2.25” x 2.25” in size.

The MW Rock decal, in institutional colors, will be placed on the left backside of the helmet. The logo should be 1.5” x 1.5” in size. The Mountain West office provides decals.

If needed, patches will be provided by The Mountain West.

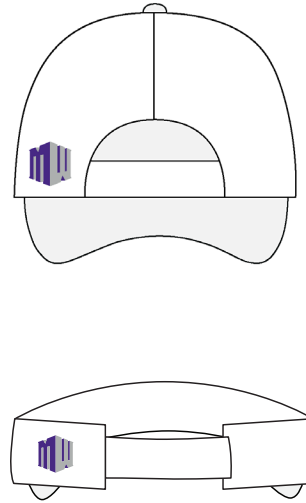
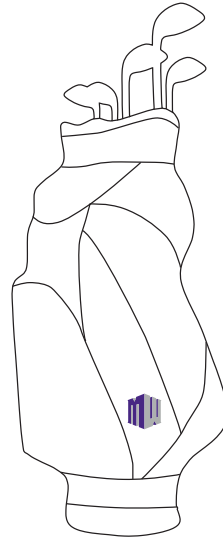
The MW Rock logo size should be 2.25” x 2.25” for direct embroidered by the manufacturer. Institutions that display the MW Rock logo in institutional colors should communicate this to the manufacturer. It is not necessary to include a Trademark (TM) symbol.

APPROVALS

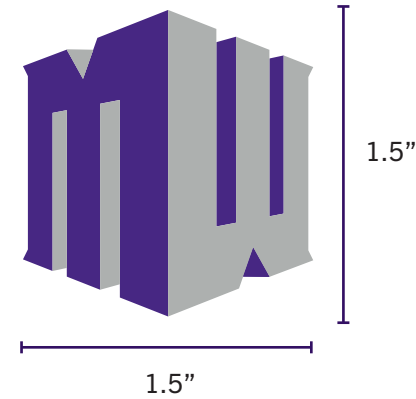
For approvals or questions about the use of The Mountain West brand assets, please contact BrandApprovals@TheMW.com



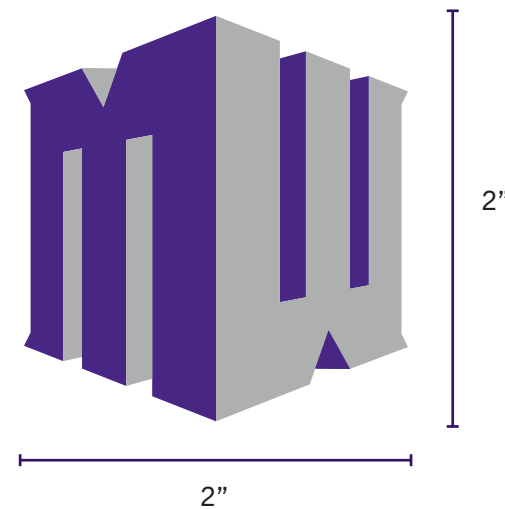
GOLF



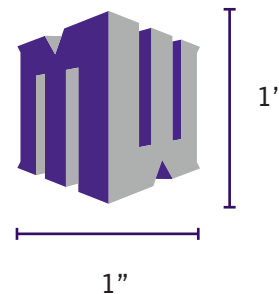
MW Rock hat size



MW Rock uniform size



MW Rock visor size



All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.

The MW “M” always appears in purple or the primary institutional color.

MOUNTAIN WEST BRAND GUIDE

UNIFORM APPLICATIONS

GOLF UNIFORM

The MW Rock logo is required on all uniforms, helmets, caps, visors and coaching sideline gear.

The MW Rock logo, in the official Mountain West or institutional colors, shall be placed on the right sleeve of the polo. The logo should be 2” x 2” in size.

The preferred location for a baseball hat is on the left backside. Logos should be 1.5” x 1.5” in size.

The preferred location for a visor is on the left backside. Logos should be 1” x 1” in size.

The preferred location for a golf bag is on the side. Logos should be 2” x 2” in size.

If needed, patches will be provided by The Mountain West.

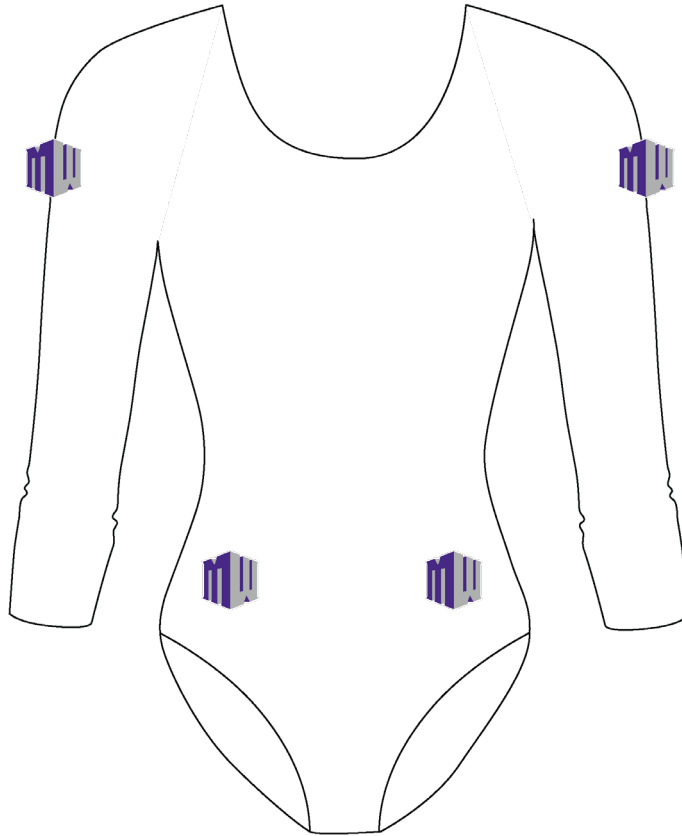
The equipment manager has the option to use a heat seal logo instead of a patch, if they choose to. However, it is the responsibility of the institution to produce the heat seal logo option.

APPROVALS

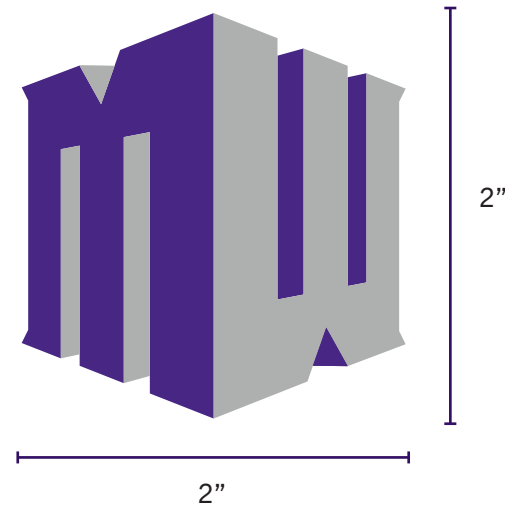
For approvals or questions about the use of The Mountain West brand assets, please contact BrandApprovals@TheMW.com



GYMNASTICS



MW Rock uniform size



All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.

The MW “M” always appears in purple or the primary institutional color.

MOUNTAIN WEST BRAND GUIDE

UNIFORM APPLICATIONS

GYMNASTICS UNIFORM

The MW Rock logo is required on all uniforms, helmets, caps, visors and coaching sideline gear.

The MW Rock logo, in the official Mountain West or institutional colors, shall be placed on the left or right hip, or the left or right sleeve of the leotard. The logo should be 2” x 2” in size.

If needed, patches will be provided by The Mountain West.

It is acceptable to bead the MW Rock logo to match the design of the leotard.

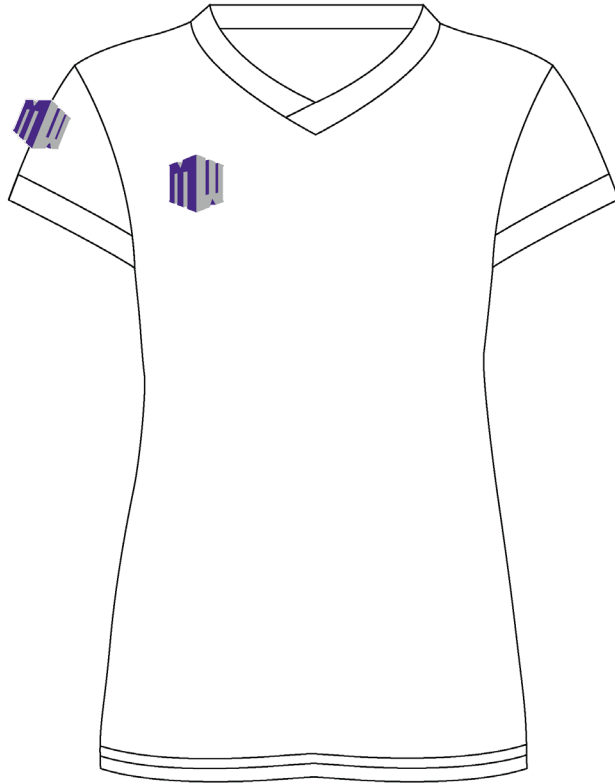
The equipment manager has the option to use a heat seal logo instead of a patch, if they choose to. However, it is the responsibility of the institution to produce the heat seal logo option.

APPROVALS

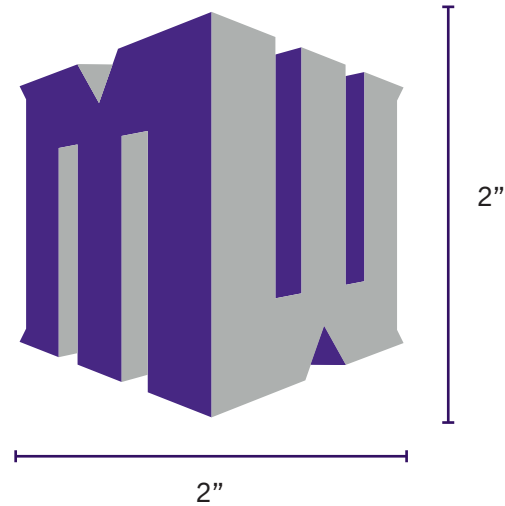
For approvals or questions about the use of The Mountain West brand assets, please contact BrandApprovals@TheMW.com



Soccer



MW Rock uniform size



All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.

The MW “M” always appears in purple or the primary institutional color.

MOUNTAIN WEST BRAND GUIDE

UNIFORM APPLICATIONS

Soccer Uniform

The MW Rock logo is required on all uniforms, helmets, caps, visors and coaching sideline gear.

The MW Rock logo, in the official Mountain West or institutional colors, shall be placed on the right sleeve or the right chest of the jersey. The logo should be 2” x 2” in size.

If needed, patches will be provided by The Mountain West.

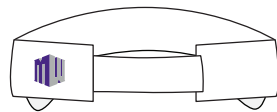
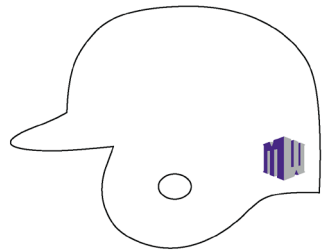
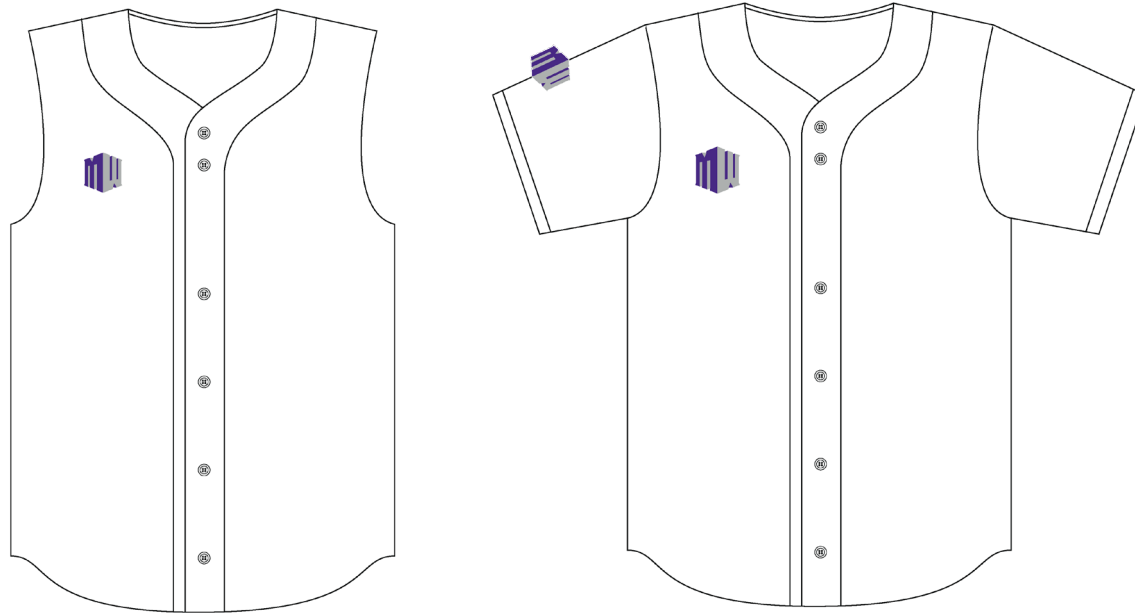
The equipment manager has the option to use a heat seal logo instead of a patch, if they choose to. However, it is the responsibility of the institution to produce the heat seal logo option.

Approvals

For approvals or questions about the use of The Mountain West brand assets, please contact BrandApprovals@TheMW.com



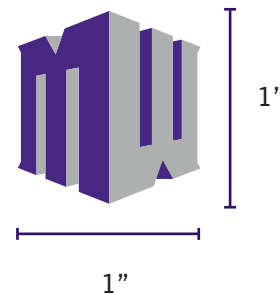
SOFTBALL



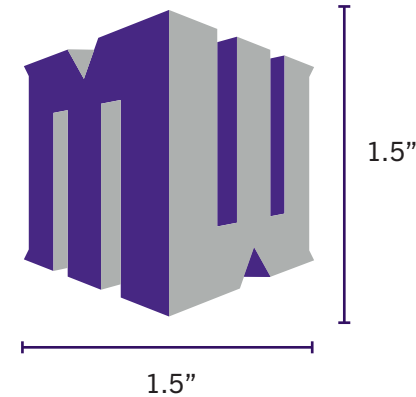
All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.

The MW “M” always appears in purple or the primary institutional color.

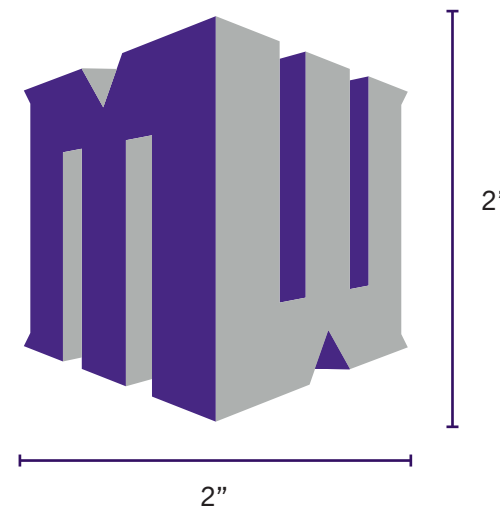
MW Rock visor size



MW Rock helmet/hat size



MW Rock uniform size



MOUNTAIN WEST BRAND GUIDE

UNIFORM APPLICATIONS

SOFTBALL UNIFORMS

The MW Rock logo is required on all uniforms, helmets, caps, visors and coaching sideline gear.

The MW Rock logo, in the official Mountain West or institutional colors, shall be located on the right chest of sleeveless uniforms or on the right sleeve or right chest on short sleeve uniforms. The logo should be 2” x 2” in size.

The preferred location for a batting helmet sticker is the left backside of the helmet. Logo should be 1.5” x 1.5” in size.

The preferred location for the visor logo is on the left backside of the visor. Logo should be 1” x 1” in size.

If needed, patches will be provided by The Mountain West.

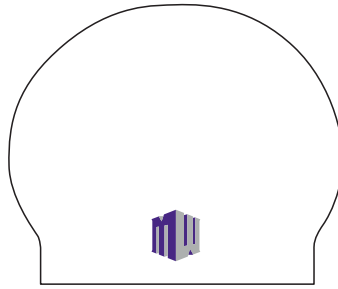
The equipment manager has the option to use a heat seal logo instead of a patch, if they choose to. However, it is the responsibility of the institution to produce the heat seal logo option.

APPROVALS

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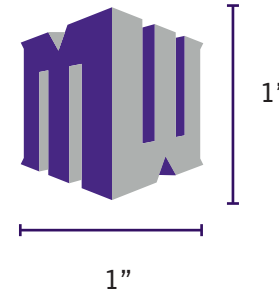


SWIMMING & DIVING



Back of swim cap

MW Rock cap size



All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.

The MW “M” always appears in purple or the primary institutional color.

MOUNTAIN WEST BRAND GUIDE

UNIFORM APPLICATIONS

SWIMMING & DIVING UNIFORM

The MW Rock logo is required on swim caps, visors and coaching sideline gear.

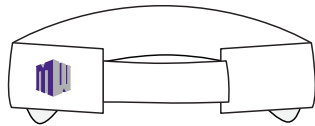
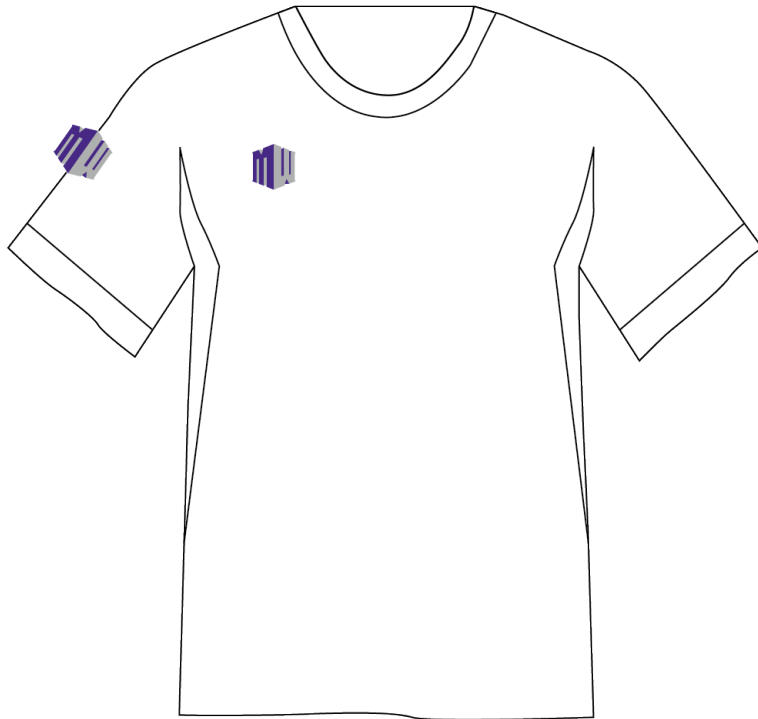
The MW Rock logo, in the official Mountain West or institutional colors, shall be placed in the center of the cap in the back. Logo should be 1” x 1” in size.

APPROVALS

For approvals or questions about the use of The Mountain West brand assets, please contact BrandApprovals@TheMW.com



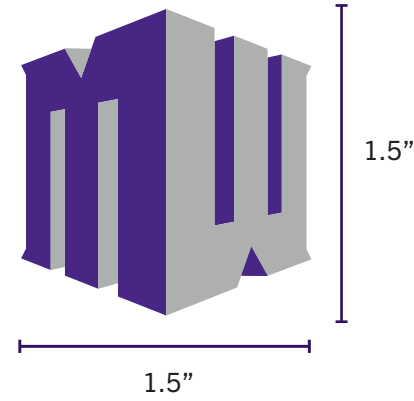
TENNIS



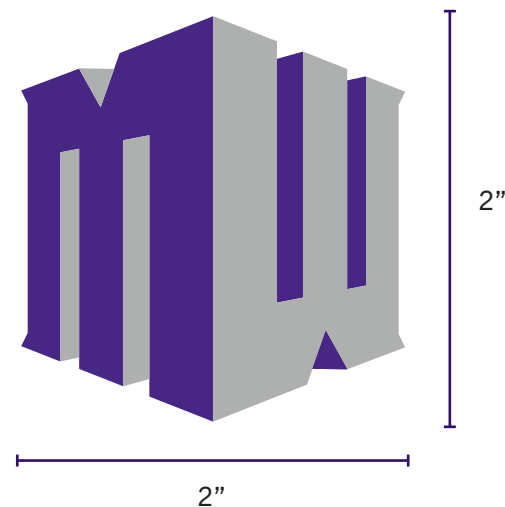
All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.

The MW “M” always appears in purple or the primary institutional color.

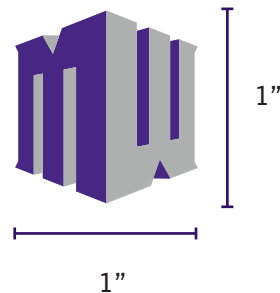
MW Rock hat size



MW Rock uniform size



MW Rock visor size



MOUNTAIN WEST BRAND GUIDE

UNIFORM APPLICATIONS

TENNIS UNIFORM

The MW Rock logo is required on all uniforms, helmets, caps, visors and coaching sideline gear.

The MW Rock logo, in the official Mountain West or institutional colors, shall be located on the right chest of sleeveless uniforms or on the right sleeve or right chest on short sleeve uniforms. The logo should be 2” x 2” in size.

The preferred location for the visor logo is on the left backside of the visor. Logos should be 1” x 1” in size.

If needed, patches will be provided by The Mountain West.

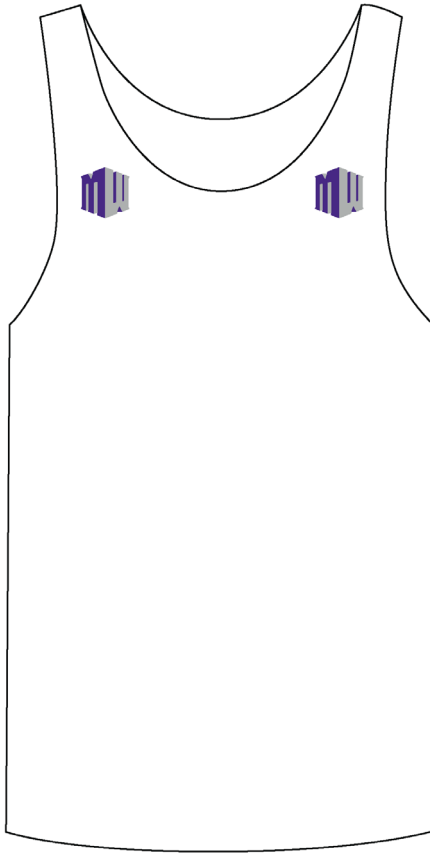
The equipment manager has the option to use a heat seal logo instead of a patch, if they choose to. However, it is the responsibility of the institution to produce the heat seal logo option.

APPROVALS

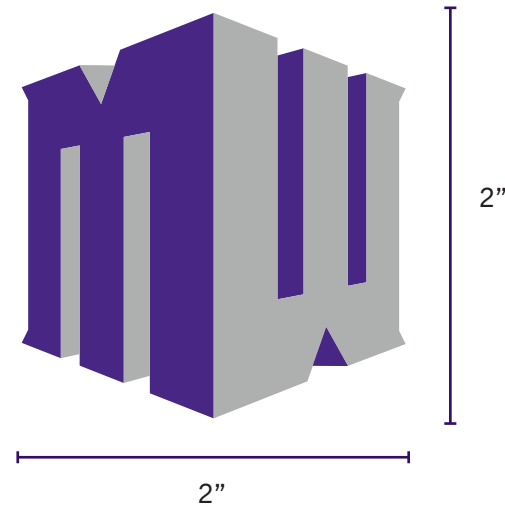
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TRACK & FIELD



MW Rock uniform size



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The MW “M” always appears in purple or the primary institutional color.

MOUNTAIN WEST BRAND GUIDE

UNIFORM APPLICATIONS

TRACK & FIELD UNIFORM

The MW Rock logo is required on all uniforms, helmets, caps, visors and coaching sideline gear.

The MW Rock logo, in the official Mountain West or institutional colors, shall be placed on the left or right chest of the jersey. The logo should be 2” x 2” in size.

If needed, patches will be provided by The Mountain West.

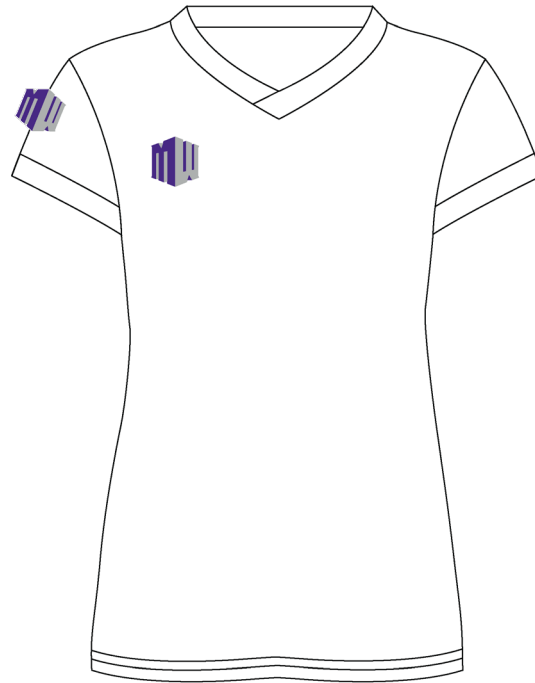
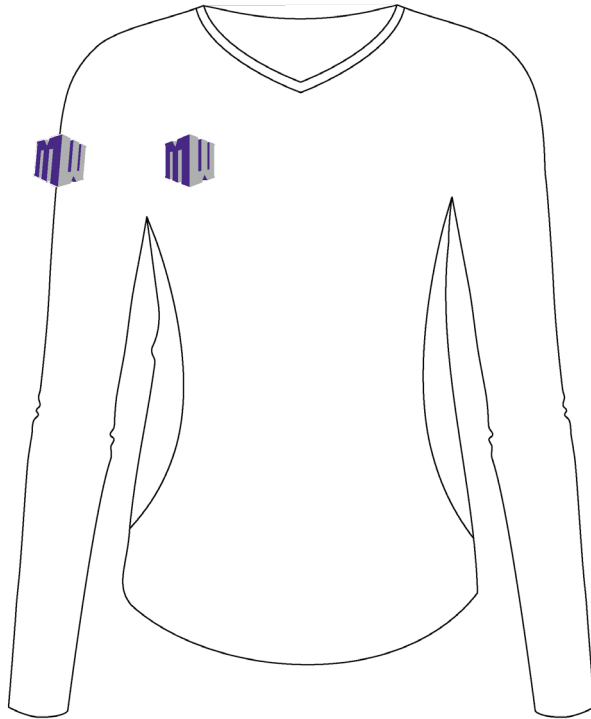
The equipment manager has the option to use a heat seal logo instead of a patch, if they choose to. However, it is the responsibility of the institution to produce the heat seal logo option.

APPROVALS

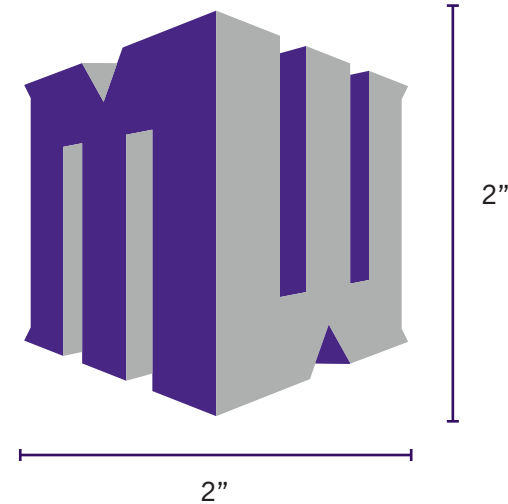
For approvals or questions about the use of The Mountain West brand assets, please contact BrandApprovals@TheMW.com



VOLLEYBALL



MW Rock uniform size



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The MW “M” always appears in purple or the primary institutional color.

MOUNTAIN WEST BRAND GUIDE

UNIFORM APPLICATIONS

VOLLEYBALL UNIFORM

The MW Rock logo is required on all uniforms, helmets, caps, visors and coaching sideline gear.

The MW Rock logo, in the official Mountain West or institutional colors, shall be placed on the right sleeve or right chest of long sleeve jersey's or in the case of short sleeves, on the right sleeve or right chest of the uniform. The logo should be 2" x 2" in size.

If needed, patches will be provided by The Mountain West.

The equipment manager has the option to use a heat seal logo instead of a patch, if they choose to. However, it is the responsibility of the institution to produce the heat seal logo option.

APPROVALS

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ALL SPORTS SUMMARY

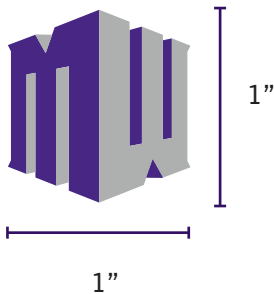
SPORT	UNIFORM LOCATION	HELMET/HAT LOCATION
Baseball	Upper right chest or sleeve	Left back
Basketball	Upper left or right chest	N/A
Cross Country	Upper left or right chest	N/A
Football*	Upper left or right chest	Left back
Golf	Right sleeve	Left back
Gymnastics	Lower left or right hip, or left or right sleeve	N/A
Soccer	Upper right chest or sleeve	N/A
Softball	Upper right chest or sleeve	Left back
Swimming & Diving	N/A	Centered back
Tennis	Upper right chest or sleeve	Left back
Track & Field	Upper left or right chest	N/A
Volleyball	Upper right chest or sleeve	N/A



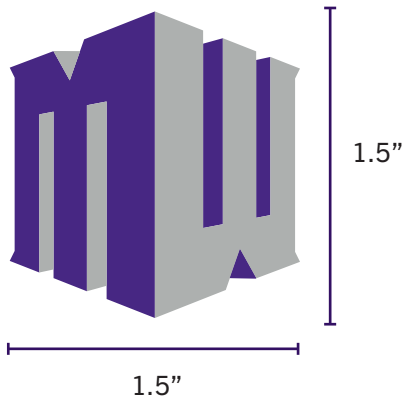
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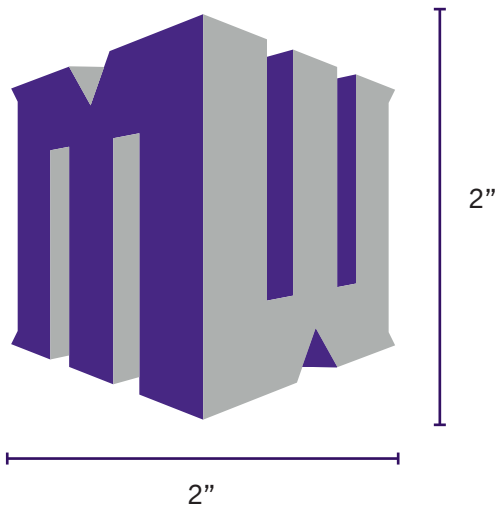
MW Rock visor/swim cap size



MW Rock helmet/hat size



MW Rock uniform size



MOUNTAIN WEST BRAND GUIDE

UNIFORM APPLICATIONS

UNIFORMS

The MW Rock logo is required on all uniforms, helmets, caps, visors and coaching sideline gear.

The MW Rock logo, in the official Mountain West or institutional colors, shall be placed prominently on the team uniform, the logo should be 2” x 2” in size.

The MW Rock logo, in the official Mountain West or institutional colors, shall be placed prominently on the team hat or helmet, the logo should be 1.5” x 1.5” in size.

The MW Rock logo, in the official Mountain West or institutional colors, shall be placed prominently on the team visor or cap, the logo should be 1” x 1” in size.

*Per NCAA policy, football uniform logos are the exception and should be 2.25” x 2.25”.

APPROVALS

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SCHOOL-SPECIFIC GUIDANCE



MW Rock on a white background



MW Rock on a light background



MW Rock on a dark background



MW Graduate Patch
on a dark background



MW Graduate Patch


MOUNTAIN WEST BRAND GUIDE

**SCHOOL-SPECIFIC
GUIDANCE**



U.S. AIR FORCE ACADEMY

 Academy Blue
PMS 661C
HEX 003594

 White
HEX FFFFFFFF

Only use the color options as they appear on this page. Always refer to the respective institution’s brand guidelines for the most up to date colors.

All MW Rock logos have a white outline — this outline is part of the logo and must be present on every use.



MW Rock on a white background



MW Rock on a light background



MW Rock on a dark background



MW Graduate Patch
on a dark background



MW Graduate Patch

MOUNTAIN WEST BRAND GUIDE

**SCHOOL-SPECIFIC
GUIDANCE**



BOISE STATE UNIVERSITY



Blue
PMS 286C
HEX 0033A0



Orange
PMS 172C
HEX FA4616

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All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.



MW Rock on a white background



MW Rock on a light background



MW Rock on a dark background



MW Graduate Patch
on a dark background



MW Graduate Patch

MOUNTAIN WEST BRAND GUIDE

**SCHOOL-SPECIFIC
GUIDANCE**



COLORADO COLLEGE



Black
HEX 000000



Gold
PMS 1235C
HEX FFB300

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All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.



MW Rock on a white background



MW Rock on a light background



MW Rock on a dark background



MW Graduate Patch
on a dark background



MW Graduate Patch

MOUNTAIN WEST BRAND GUIDE

**SCHOOL-SPECIFIC
GUIDANCE**



COLORADO STATE UNIVERSITY



Green
PMS 357C
HEX 1E4D2B



Gold
PMS 617C
HEX C8C372

Only use the color options as they appear on this page. Always refer to the respective institution’s brand guidelines for the most up to date colors.

All MW Rock logos have a white outline – this outline is part of the logo and must be present on every use.



MW Rock on a white background



MW Rock on a light background



MW Rock on a dark background



Alt color options

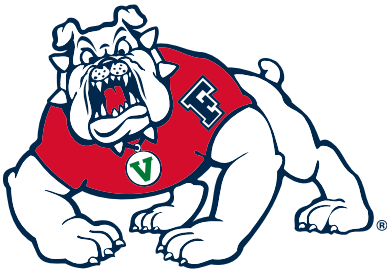


MW Graduate Patch
on a dark background




MW Graduate Patch

MOUNTAIN WEST BRAND GUIDE
**SCHOOL-SPECIFIC
GUIDANCE**



**CALIFORNIA STATE UNIVERSITY,
FRESNO**

 Navy
PMS 2767C
HEX 13284C

 Red
PMS 186C
HEX C41230

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MW Rock on a white background



MW Rock on a light background



MW Rock on a dark background



MW Graduate Patch
on a dark background



MW Graduate Patch

MOUNTAIN WEST BRAND GUIDE

**SCHOOL-SPECIFIC
GUIDANCE**



UNIVERSITY OF HAWAI'I AT MANOA



Green
PMS 3435C
HEX 154734



White
HEX FFFFFFFF

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MW Rock on a white background



MW Rock on a light background



MW Rock on a dark background



MW Graduate Patch
on a dark background



MW Graduate Patch

MOUNTAIN WEST BRAND GUIDE

**SCHOOL-SPECIFIC
GUIDANCE**



UNIVERSITY OF NEVADA, RENO



Blue
PMS 282C
HEX 041E42



Silver
PMS 877C
HEX 8A8D8F

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MW Rock on a white background



MW Rock on a light background



MW Rock on a dark background



MW Graduate Patch
on a dark background



MW Graduate Patch



MOUNTAIN WEST BRAND GUIDE

**SCHOOL-SPECIFIC
GUIDANCE**



UNIVERSITY OF NEW MEXICO



Cherry
PMS 200 C
HEX BA0C2F



Silver
PMS Cool Gray 6
HEX A7A8AA

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MW Rock on a white background



MW Rock on a light background



MW Rock on a dark background



MW Graduate Patch
on a dark background



MW Graduate Patch

MOUNTAIN WEST BRAND GUIDE

**SCHOOL-SPECIFIC
GUIDANCE**



SAN DIEGO STATE UNIVERSITY



Black
HEX 000000



Scarlet
PMS 187C
HEX B01C2E

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MW Rock on a white background



MW Rock on a light background



MW Rock on a dark background



MW Graduate Patch
on a dark background



MW Graduate Patch

MOUNTAIN WEST BRAND GUIDE

**SCHOOL-SPECIFIC
GUIDANCE**



SAN JOSÉ STATE UNIVERSITY



Blue
PMS 286C
HEX 0038A8



Gold
PMS 1235C
HEX FFB81A

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MW Rock on a white background



MW Rock on a light background



MW Rock on a dark background



MW Graduate Patch
on a dark background



MW Graduate Patch

MOUNTAIN WEST BRAND GUIDE

**SCHOOL-SPECIFIC
GUIDANCE**



UNIVERSITY OF NEVADA, LAS VEGAS



Scarlet
PMS 186C
HEX CF0A2C



Gray
PMS 423C
HEX CAC8C8

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MW Rock on a white background



MW Rock on a light background



MOUNTAIN WEST BRAND GUIDE

**SCHOOL-SPECIFIC
GUIDANCE**



UTAH STATE UNIVERSITY



Navy
PMS 539C
HEX 0F2539



Gray
PMS 429C
HEX A2AAAD

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MW Rock on a dark background



Alt color options



MW Graduate Patch
on a dark background



MW Graduate Patch



MW Rock on a white background



MW Rock on a light background



MW Rock on a dark background



MW Graduate Patch
on a dark background



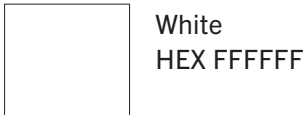
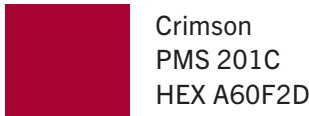
MW Graduate Patch

MOUNTAIN WEST BRAND GUIDE

**SCHOOL-SPECIFIC
GUIDANCE**



WASHINGTON STATE UNIVERSITY



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MW Rock on a white background



MW Rock on a light background



MW Rock on a dark background



MW Graduate Patch
on a dark background



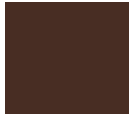
MW Graduate Patch

MOUNTAIN WEST BRAND GUIDE

**SCHOOL-SPECIFIC
GUIDANCE**



UNIVERSITY OF WYOMING



Brown
PMS 476C
HEX 4E3629



Gold
PMS 123C
HEX FFC72C

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