

# NICA Graphic Standards Guide **Team Graphics**



National  
Interscholastic  
Cycling  
Association

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# NICA Brands: Basic Use Guidelines

## Your League Brandmark

Your league brandmark is contained in an oval shape – some sample league brandmarks are shown to the right (fig. 1).

Whenever possible, the league brandmarks share common colors, enabling the NICA leagues to economize print and production costs (fig. 2). The colors shared most often are also the NICA colors; Pantone 072 Blue and Pantone 1807 Red. 072 Blue, because of its dark color and high contrast against most backgrounds, is commonly used as the outside oval color.

Whatever colors are used in your league's brandmark – do not change them. When applying your league brandmark to your team's materials, never alter, distort or change the league logo in any way.

Be sure to allow ample clearspace around the league brandmark, so that it does not appear crowded.

When reversing the league brandmark out of a dark background, always surround the oval shape with a white border, so that the edges of the league brandmark are clearly defined.



fig. 1



fig. 2



fig. 3 Clearspace. Allow no other design element inside the space marked by the solid box surrounding the oval league brandmark above. X = the widest part of the oval border, located on the side of the oval.



fig. 4 League Brandmark on Dark Background. Always make certain there is sufficient contrast to define the edges of the league logo against a dark background. This is achieved by creating a 2-3 pt. white border around the oval shape.

# NICA Brands: Basic Use Guidelines

## The NICA™ Brandmark

The NICA symbol is a red and blue rectangle containing the silhouette of a cyclist (fig. 1). The NICA Red is Pantone® 1807. NICA Blue is Pantone® 072. Do not substitute other colors for the official NICA colors, or alter the NICA brandmark in any way.

When reversing the NICA brandmark out of a dark background, always surround the oval shape with a white border, so that the edges of the brandmark are clearly defined.

## Using the NICA & League Brandmarks Together

When using your league brandmark with the NICA brandmark, use the approved “lock-up” art (fig. 3). This lock-up consists of the league brandmark and the NICA brandmark, separated by a dark grey vertical rule. The dark gray rule is PMS 424 (61% black). To obtain art for this lock-up, contact NICA at [support@nationalmtb.org](mailto:support@nationalmtb.org).



Pantone: 072 Blue  
4/C process: C100 M88 Y0 K5  
RGB: R=23 G=63 B=148  
Web Safe: 1C 3F 94



Pantone: 1807 Dark Red  
4/C process: C0 M100 Y96 K28  
RGB: R=181 G=18 B=27  
Web Safe: B5 12 1B

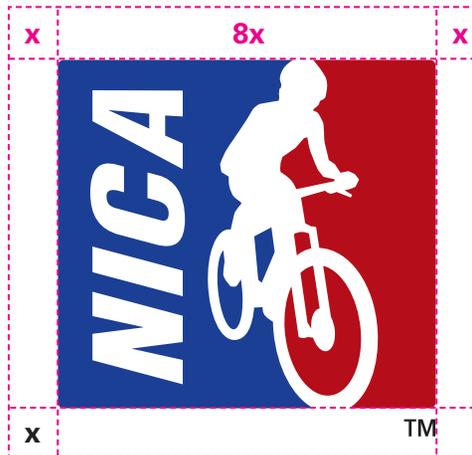


fig. 1 **Clearspace.** Do not allow any other design element inside the space marked by the solid box surrounding the NICA brandmark above.  $x = 1/8$  of the width of the NICA brandmark.



fig. 2 **NICA Brandmark on Dark Background.** Always make certain there is sufficient contrast to define the edges of the league logo against a dark background. This is achieved by creating a 2-3 pt. white border around the rectangular shape.



fig. 3 **Brand Lock-up.** Note how the top and bottom of the league mark overhangs the horizontal guides. By aligning the horizontal guides with the *inside* of the oval, the oval shape becomes *visually aligned* with the rectangular shape of the NICA mark.

When the two brandmarks are staged together, the league brandmark must always appear first, to the left of the NICA brandmark. Rules regarding clearspace apply.

# NICA Brands: Basic Use Guidelines

## Unacceptable Use

Consistent use of both our league brandmarks and the NICA brandmark is essential to efficient communication, projecting a coherent message, and to protecting our trademark rights.

Examples of incorrect usage, which must be avoided, are shown on this page. Inconsistent application of our brands dilutes perceived brand quality, degrades brand awareness and weakens our legal trademark.

Demonstrated on this page is only a small sampling of common mistakes made when using league and NICA brandmarks.

**DO NOT** place brandmark on a dark or textured background without a white border around it.



**DO NOT** place the league brandmark among all the sponsor logos. The league brandmark should be relatively prominent, and placed by itself.



**DO NOT** place the NICA brandmark so that it reads before the league brandmark.



**DO NOT** change the colors of the brandmark to match your team colors.



**DO NOT** alter or distort the shape of the brandmarks to fit into your layout.



**DO NOT** attach other graphic elements to the brandmark, unless approved by NICA.



**DO NOT** allow other graphic elements to encroach into the clearspace surrounding the brandmark.



# Your Team & the NICA Brands

## Layout Your Team Jersey

When laying out your jersey, remember that it's primary function is to identify your team's name from the other side of the race course – and on a fast-moving athlete! So... have fun with your design and be creative – but make certain your schools' name is clearly legible at a great distance, especially from the sides. The course marshals, scorekeeper and fans will appreciate it.

The best way to ensure readability is to use high contrast colors – white letters on navy blue, or red letters on white, for example. Using colors that are too close in value such as blue letters on black, red on gray, or complex letters on textured backgrounds, is sure to yield disappointing results.

A good rule of thumb: make your school's name bigger and clearer than you think you need to, it will always look smaller on the race course. A simple test: Can you read it from the other side of the room?

And keep in mind that these kits get dirty! Those white kits may look great on road cyclists, but they turn transparent in the rain. Solid colors hide dirt from the trail.

Allow three months for the design and production of your jersey.

## Mascot or school name on your jersey?

Either works, but did you know that *Wildcats* is the most common mascot in America? The point is, while there may be three other *Bulldogs* at the race, it's unlikely there's another team with the same school name. Also watch out for abbreviations such as SRHS. Is that Santa Rosa, San Ramon or San Rafael High School?

**Options for League & NICA brandmark placement** (in order of preference, see below, pick one):

1. League on right sleeve, NICA on center back pocket
2. Both brandmarks on center back pocket (league larger, and on top)
3. NICA on neck band, League on sleeve or center back pocket



The preferred placement of the oval League brandmark is on the right sleeve.

The preferred placement of the NICA brandmark is on the center back pocket.

# Your Team & the NICA Brands

## Brand Hierarchy: League & NICA Brandmarks as an Endorsement

On applications such as your banner, tent and website, your team name is the most important message. When adding the League & NICA brandmarks to your application, your League brandmark takes priority over the NICA brandmark, which is secondary.

Your league brandmark is a consumer-facing product & services brand of NICA. It is supported by NICA, our national brand – sometimes called a parent brand. The NICA brandmark should be placed at an endorsement level on your team application, meaning that it is usually placed at the bottom or back of the application. Consistent use of the NICA brandmark, at an endorsement level, provides recognition, support, and quality reassurance for your League and each of its teams.

NICA is a registered trademark. Its use must be in accordance with the guidelines contained within this guide. Use of the NICA brandmark by agents, brokers, or any person, organization, or corporation other than NICA, or its operating Leagues and affiliates, is strictly prohibited without prior written permission from NICA.

## Layout Your Tent & Banner

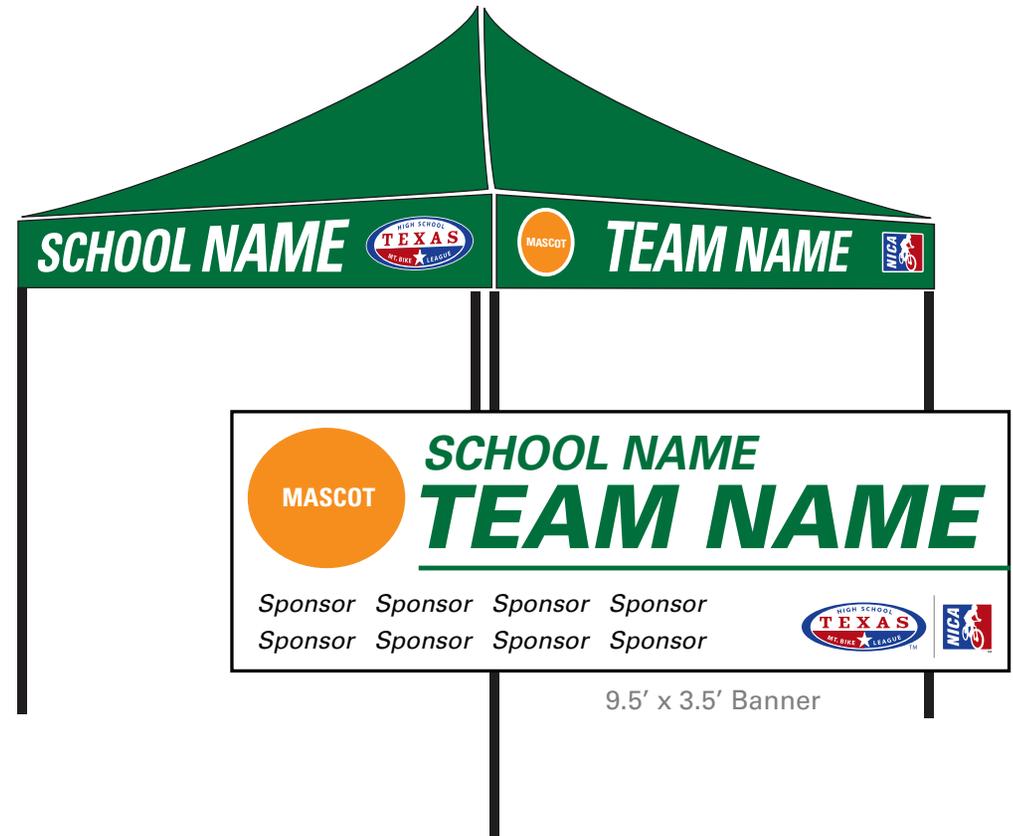
When laying out a banner or tent, less is more. In the Pit Area, race attendees are bombarded with information and soon succumb to visual overload. So it's best to promote a simple, unique and bold design that is easy to read, at-a-glance, from the other side of the venue.

For the banner, a lot of teams like the 9.5' x 3.5' size so they can hang it in-between the posts of a 10' square tent.

When applying the League & NICA branding together, it is preferable to use the brand lock-up shown on the bottom of page 3 of this graphics standards guide (see banners below). If space does not permit, try placing the League brandmark and NICA brandmark on separate panels (see tent below).



Vertical Banner



9.5' x 3.5' Banner

# Your Team & the NICA Brands

## The League & NICA Brandmarks on Your Team Website.

Your team blog or website can serve as an effective central meeting place for your team, especially when linked to social media. It's a great place to assemble your training schedule, coordinate parent support, embed race photos and videos, demonstrate training tips from coaches, and share links to your school and to your league.

Many teams find that WordPress is an easy-to-use web software for setting up their team blog or website. Go to: [www.wordpress.org](http://www.wordpress.org)

When applying the League & NICA brandmarks to your blog or webpage, use the brand lock-up shown at the bottom of page 3 of this graphics standards guide. The best place to put the League/NICA brand lock-up is in the lower right corner, as an endorsement, away from all team sponsor logos (see web page to the right). If the brandmarks are placed over a dark background, remember to use League and NICA art with a white border around it to provide separation from the background color. This art can be obtained by contacting [support@nationalmtb.com](mailto:support@nationalmtb.com)

The mockup shows a website header with the team name 'Your Team Name' in a large, bold, italicized font. To the right of the header are links for 'Contact' and 'School', and social media icons for Facebook, Twitter, YouTube, and RSS. Below the header is a main content area with a large image of mountain bikers racing, overlaid with the text 'This is High School Mountain Bike Racing'. To the left of the main content is a sidebar with a menu: 'Calender', 'Photos', 'Resources', and 'News'. Below the menu is a video player showing a woman smiling. To the right of the video player is a small logo for 'WFA MTB' and a text box that reads: 'The League will be hosting a WFA-MTB course on January 23-24, 2013. Registration is now open. Class is limited to 20 students, so register now! [For more information >](#)' Below this is another text box: 'Reminder, Jersey orders are due this week! [Contact >](#)'. To the right of the main content area is a '2013 Race Schedule' section with a list of races: '3.7 East Garrison, Ft. Ord (Monterey)', '3.21 Folsom Lake', '4.11 Billy Goat Challenge, Pilarcitos (Salinas)', '5.2 Boggs Mountain, Lake County', and '5.16 State Championships, Nevada City'. Below the race schedule is an 'Upcoming Events' section with a list of events: '1.23-24 WFA-MTB, Wilderness First Aid Course Camp Tamarancho', '2.6-7 Team Meeting, Jan 12, Lunch, Room AB 305', and '2.20-21 Beginner Overnight Camp, Tamarancho'. At the bottom of the mockup is a dark grey footer with five 'Sponsor' placeholders and logos for 'NorCal HIGH SCHOOL CYCLING LEAGUE' and 'NICA'.

# Your Team & the NICA Brands

## The League & NICA Brandmarks on Your Team Merchandise

Your League brandmark and the NICA brandmark must always appear in their original colors. The NICA brandmark must appear in 072 blue and 1807 red. If you have access to these colors, then the NICA logo can appear in color on your application. If your team does not use 072 blue and 1807, or these colors are not available, then it is acceptable for the League and NICA brandmarks to appear in black or white, if available.

While not preferred, it is acceptable for League and NICA brandmarks to reverse white out of very dark backgrounds (fig. 1.), to print black with a white outline on medium value backgrounds (fig. 2.), or print black on light backgrounds (fig. 3).

Never print your League brandmark or the NICA brandmark in your team colors. Use the brand lock-up shown at the bottom of page 3 of this graphics standards guide whenever possible.

On small applications, when only one color is available, it may be necessary to use a simplified version the League brandmark (fig. 3).



fig. 1



fig. 2



fig. 3

It is not necessary to use the TM trademark indicator when printing on merchandise.