The Heart of America Athletic Conference has been aggressive about raising the profile of the conference and the member institutions it serves. A cohesive and uniform visual identity offers an efficient and effective way for the conference to communicate with key audiences.

A brand is much more than a logo. It is a collection of experiences and it defines what people most commonly associate with the Heart of America Athletic Conference. We help form the brand through who we are and what and how we communicate day-to-day. The guidelines presented explain the words and the characteristics to define what the Heart of America Athletic Conference represents; the member institutions and the student-athletes it serves while setting us apart from any other conference.

- The “A” symbolizes the institution shown as America – meaning freedom, independence and autonomy.
- The star represents the student-athlete within the institution – the heart of the institutions’ athletic programs.
- The three points of the star characterizes the common goals of each institution – education, cultivation and graduation.
- The forward movement of the “A” signifies the conference’s constant growth and transformation.

The conference expects every member institution to comply with the most critical components of our visual identity system. The conference asks everyone to consult with the conference before working with outside vendors on graphic design, production, photography, video production, or printing. Doing so helps us to implement the brand and visual identity program effectively and consistently.

Every member institution can take the first critical step toward credibility among its key constituencies through an affiliation with the conference. Making that connection begins with linking to the conference’s brand and visual identity.
Vertical Configuration

The **primary and preferred** use of the Heart of America signature is in its vertical configuration.

Horizontal Configuration

While the vertical configuration is preferred, the horizontal version may be used when space is limited or when the printed piece has a horizontal orientation.

Typography

The logo uses NEW ACADEMY in all uppercase font.

Primary Brand Colors

- Pantone 288 C
- CMYK 100, 61, 0, 55
- RGB 0, 45, 114
- HEX# 002d72

- Pantone 186
- CMYK 0, 100, 80, 5
- RGB 232, 0, 13
- HEX# E8000D

Secondary Palette

The basic colors of Black and White may be used.