



BRAND GUIDELINES

INTRODUCTION

The National Association of Intercollegiate Athletics (NAIA) is committed to standardizing and driving visual consistency across the organization. To achieve this goal, we've developed a comprehensive and cohesive brand guidelines document to help answer any questions you may have when deciding how to visually represent the NAIA brand.

BRAND PROMISE

The experts in the business of small college athletics.

MISSION

Position member institutions to maximize Return on Athletics® and optimize the student-athlete experience.

VALUE PROPOSITION

The NAIA is the ONLY athletic association that serves the interests of small colleges through holding national championships and by driving student-athlete enrollment and financial sustainability.

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NAIA BRAND GUIDELINES

THE NAIA ADVANTAGE

- ▼ High-caliber athletics at a reasonable cost
- ▼ Increased enrollment through athletics
- ▼ Autonomy with limited bureaucracy
- ▼ Simple, sensible rules
- ▼ Character-driven athletics

BRAND ATTRIBUTES

- ▼ Character-focused
- ▼ Personal
- ▼ Confident
- ▼ Approachable
- ▼ Balanced
- ▼ Student-centric
- ▼ Community
- ▼ Team
- ▼ Discipline
- ▼ Commitment
- ▼ Accountability
- ▼ Diversity

NAIA BOILER PLATE

The National Association of Intercollegiate Athletics (NAIA), headquartered in Kansas City, Mo., is a governing body of small athletics programs that are dedicated to character-driven intercollegiate athletics. Since 1937, the NAIA has administered programs dedicated to championships in balance with the overall college educational experience. Each year more than 83,000 NAIA student-athletes have the opportunity to play college sports, earn over \$1.3 billion in financial aid, and compete for a chance to participate in 29 national championships.

naia.org | @NAIA

NAIA NATIONAL ASSOCIATION LOGO

The NAIA logo is often times referred to as the “Bridge logo.”

BRIDGE LOGO



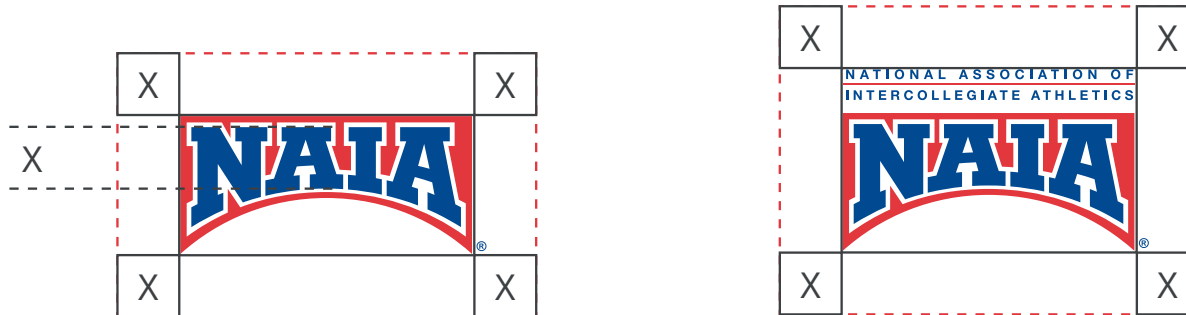
FULL NAME LOGO

NATIONAL ASSOCIATION OF
INTERCOLLEGIATE ATHLETICS



The Bridge logo and the Full Name logo may be used interchangeably. If you have questions about which version to use based on space requirements or clarity, please contact the Marketing department.

LOGO POSITIONING



THE X-HEIGHT RULE

Whenever you use the NAIA logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Clear space is developed from the height of the middle letters in the logo and is shown as “x.”



EXCEPTION TO THE X-HEIGHT RULE

When creating advertising materials, NAIA National Partners may add the words that state “Proud/Official Sponsor/Partner of” within the x-height space.

LOGO SIZE

Minimum size of the associated logos should be no smaller than indicated. Increase the size of the logos as needed.



1”

LOGO VARIABLES

Shown on dark and light backgrounds.



NATIONAL ASSOCIATION OF
INTERCOLLEGIATE ATHLETICS



NATIONAL ASSOCIATION OF
INTERCOLLEGIATE ATHLETICS



NATIONAL ASSOCIATION OF
INTERCOLLEGIATE ATHLETICS



NATIONAL ASSOCIATION OF
INTERCOLLEGIATE ATHLETICS



LOGO DON'TS

The NAIA logo should not be altered. These logo standards apply for all content that is owned and controlled by NAIA, including cobranding and partnerships.



Do not flatten, squish or stretch the logo



Do not change the color of the logo to match institution colors



Do not crop the logo



Do not alter the thickness of the red line



Do not use the logo as a pattern



Do not use the logo in a sentence



Do not angle the logo



Do not use the logo on top of a face



Do not add words to the logo



Do not shrink the logo smaller than stated on page 10



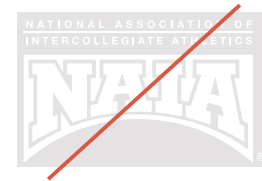
Do not use the logo without the registration mark



Do not use the grayscale logo unless as a watermark



Do not use the logo on a busy background without a color overlay



Do not use the white logo on anything but a dark background



Do not change the arrangement of the logo

LOGO – BALL ADOPTION

The official balls used at NAIA National Championships are imprinted with the bridge logo. The logo must be printed in the primary NAIA colors (see page 44). An exception is made for basketball and women's volleyball, where a gold foil print may be used instead.





PRODUCTS & SERVICES

NAIA PRODUCTS AND SERVICES

ELIGIBILITY CENTER *pg 14*



CHAMPIONS OF CHARACTER® *pg 16*



RETURN ON ATHLETICS® *pg 21*

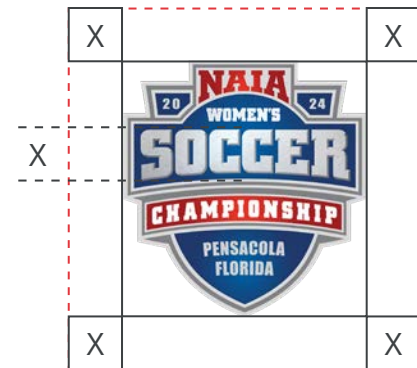
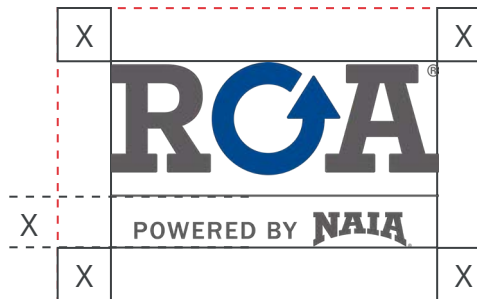
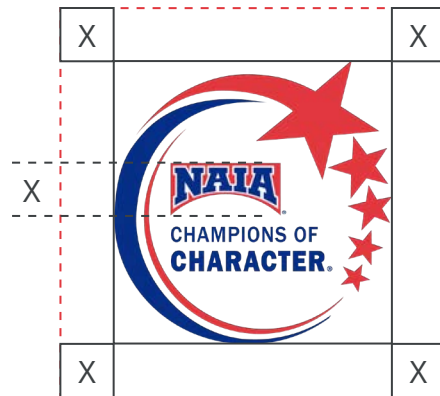


CHAMPIONSHIPS *pg 26*



NAIA PRODUCTS AND SERVICES

LOGO POSITIONING



LOGO SIZE

Minimum size of the associated logos should be no smaller than indicated. Increase the size of the logos as needed.



NOTE: PlayNAIA logo may be reduced to 1" wide if tagline is removed.



ELIGIBILITY CENTER - PLAYNAIA

NAIA ELIGIBILITY CENTER LOGO



LOGO VARIATIONS

Shown on dark and light backgrounds.



LOGO POSITIONING

The logo should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

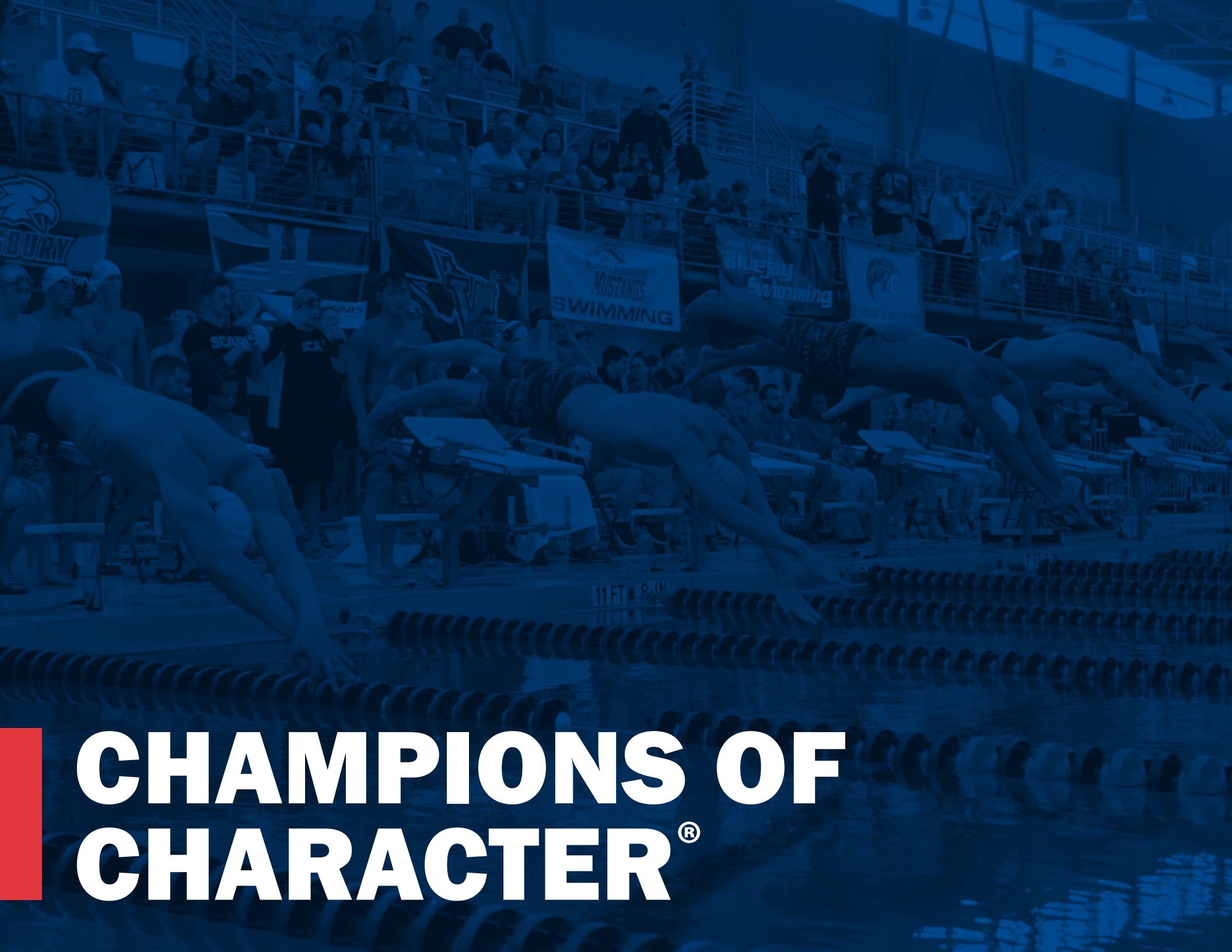


LOGO SIZE

Minimum size of the logo should be no smaller than indicated. Increase the size of the logos as needed.



1 3/4"



**CHAMPIONS OF
CHARACTER®**

5 CHARACTER CORE VALUES



INTEGRITY

Know and do what is right.



RESPECT

Treating others the way you want to be treated.



RESPONSIBILITY

Embrace opportunities to contribute.



SPORTSMANSHIP

Bring your best to all competition.



SERVANT LEADERSHIP

Serve the common good.



CHAMPIONS OF CHARACTER® LOGO



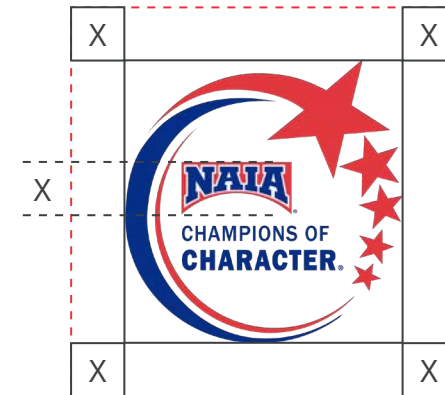
LOGO VARIATIONS

Shown on dark and light backgrounds.



LOGO POSITIONING

The logo should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



LOGO SIZE

Minimum size of the logo should be no smaller than indicated. Increase the size of the logos as needed.



3/4"



**RETURN ON
ATHLETICS®**

RETURN ON ATHLETICS®

BRAND ATTRIBUTES

- ▼ Member-focused
- ▼ Data foundation
- ▼ Advancing individual campus priorities
- ▼ Association support of institutional priorities
- ▼ Analytics
- ▼ Technology
- ▼ Processes
- ▼ Thought leadership



BOILER PLATE

Return on Athletics (ROA) is the only resource available to maximize the business performance of NAIA athletic departments. Through the collection and analysis of member data, ROA leverages simple and consistent calculations across 250 small colleges and universities to provide the most complete athletics department financial data available. Institutions can compare their data with that of their NAIA peers to identify opportunities to maximize their return on athletics.

naia.org/roa

VALUE PROPOSITION

Return on Athletics (ROA) is the only resource available to maximize the business performance of NAIA athletic departments. Through the collection and analysis of member data, ROA leverages simple and consistent calculations across 250 small colleges and universities to provide the most complete athletics department financial data available. Institutions can compare their data with that of their NAIA peers to identify opportunities to maximize their return on athletics.

RETURN ON ATHLETICS® LOGO



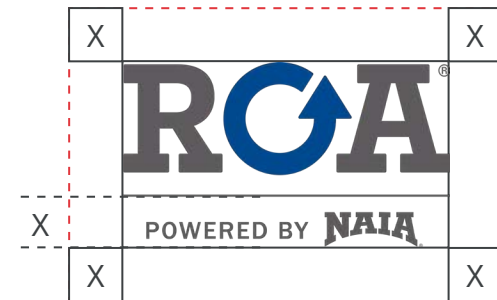
LOGO VARIATIONS

Shown on dark and light backgrounds.



LOGO POSITIONING

The logo should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



LOGO SIZE

Minimum size of the logo should be no smaller than indicated. Increase the size of the logos as needed.

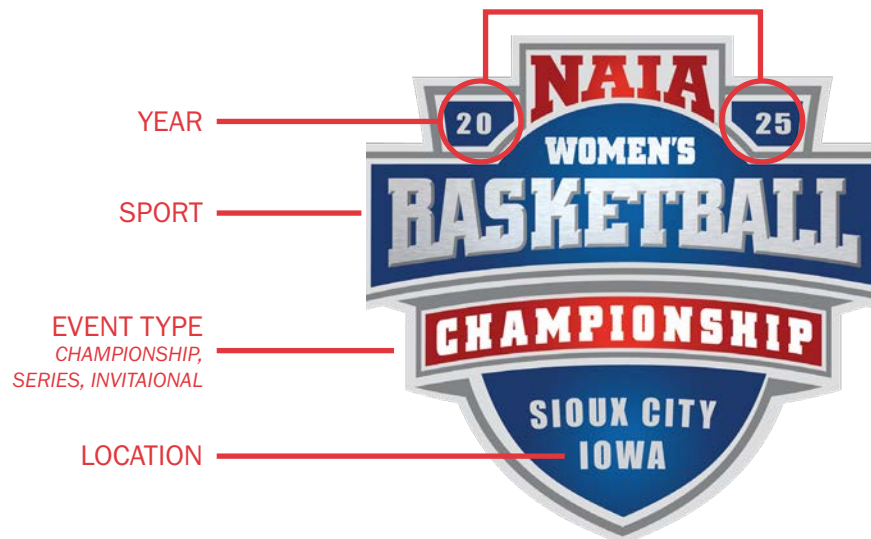




CHAMPIONSHIPS

CHAMPIONSHIP LOGOS

The championship logos are to remain the same from sport to sport. Each year, the follow following fields will be updated:



Championship logos without the year are to be used for banners and other signs that will be used over many years.

The NAIA will provide an official championship logo for each event. This championship logo must be used when creating any material referencing the specific championship event, such as collateral, signage, social media, and other media outlets. Do not include the NAIA bridge logo in addition to this logo. Championship logos include the NAIA logo.

All opening round and championship logos can be accessed at naia.org/marketing.

CHAMPIONSHIP LOGOS & SPONSORS

Title sponsor logos will be integrated into the championship logo as shown below. Presenting sponsor logos will appear below the champ logo, with “Presented by.” They must be gray (black 60%) and may not touch the championship logo.



TITLE
SPONSOR



Presented by

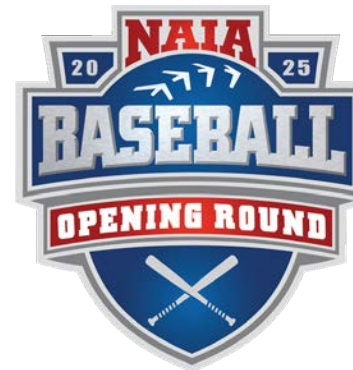
PRESENTING
SPONSOR

The
WHARF
ORANGE BEACH

Note: The NAIA blue (100/87/02/11) or white may also be used for presenting sponsor logos when printed on a photo overlay background. Please contact the marketing department if you have any questions.

CHAMPIONSHIP LOGOS

Championship logos are available for championship series, world series, opening rounds, and invitationals.



Please contact the marketing department if any modifications are requested by hosts or vendors.

CHAMPIONSHIP LOGO USE – CHAMPIONSHIP COLLATERAL



Do not modify or add to the championship logo.



Championship logos should stand alone and never be incorporated into a design.

CHAMPIONSHIP THEMES

Championship themes should be included on program covers, print ads, and tv spots.

The image displays three examples of NAIA championship themes, each featuring the slogan "COMPETE WITH THE BEST" and "EXPERIENCE THE DIFFERENCE."

Video Player Example: A video player interface showing the NAIA logo and the slogan. A green line points from the text "Championship theme" to the slogan.

Program Cover Example: A program cover for the 66th Annual Men's Soccer Championship, Nov 21-23, 2024. It features a collage of soccer players and the slogan. A green line points from the text "Championship theme" to the slogan.

Print Ad Example: A print advertisement for the 66th Annual Men's Soccer Championship, Nov 21-23, 2024. It features a collage of soccer players and the slogan. A green line points from the text "Championship theme" to the slogan.

Championship theme

COMPETE WITH THE BEST
EXPERIENCE THE DIFFERENCE.

83,000 student-athletes

21 conferences

29 championships

\$1.3B in financial aid
awarded by NAIA institutions

NAIA

120 W. 12th Street, Suite 700, Kansas City, Mo. 64105

naia.org #ExperienceNAIA #PlayNAIA

66TH ANNUAL MEN'S SOCCER
NAIA NATIONAL CHAMPIONSHIP
NOV 21-23, 2024

NAIA MEN'S SOCCER
1ST & 2ND ROUNDS

[VENUE]
[CITY, STATE]
NAIA.ORG/MSOC | #NAIAMSOCCER

★ **BATTLE FOR THE RED BANNER** ★

CHAMPIONSHIP MARKETING FOR HOSTS

The following guidelines should be practiced by all championship hosts. See the Championship Hosts Manual & Style Guide on the [Marketing Tools](#) webpage for more host guidelines.

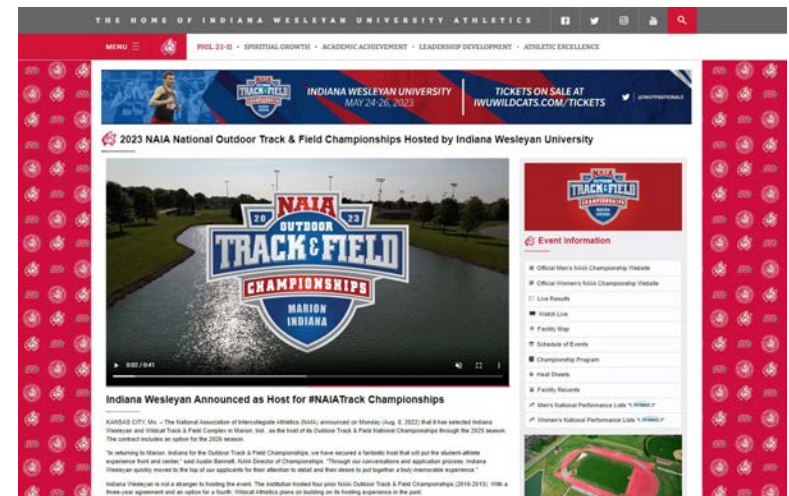
Social

- Hosts are encouraged to use their own social outlets to promote the championship, but they may not use the NAIA championship logo or claim to be representing the NAIA in an official capacity.
- Host must tag the official social handles of the NAIA (see page 59).
 - Twitter: @NAIA
 - Instagram: @PlayNAIA
 - Facebook: @PlayNAIA
- The official NAIA hashtags should also be included (see pages 65-66).



Microsite

- The official NAIA Championship logo may be used on the host's microsite.
 - Any modifications to logos or official NAIA graphics must be requested from and approved by the NAIA marketing department.
- The microsite may include language that identifies the host.
- The microsite must include the official NAIA social handles (see page 59).
- See the requirements for logo do's and don'ts – spacing around logos, use of trademarks, etc. – on pages 7-9.





ASSOCIATIONS & COMMITTEES

LOGOS – ASSOCIATIONS, COMMITTEES & COUNCILS



Athletics Compliance
Administrative
Association



Conference
Commissioners
Association



National
Administrative
Council



**Respect
Inclusivity
Support
Education**



Athletics
Directors
Association



Council of
Faculty Athletics
Representatives



National
Coordinating
Committee



Association of
Student-Athletes



Council of
Presidents



Registrars
Association



Athletic
Trainers
Association



Council for
Student-Athletes



Sports Information
Directors Association



Coaches
Association



Faculty Athletics
Representatives
Association



Senior Woman
Leader
Association

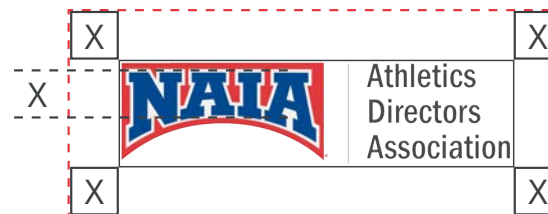
ALTERNATE LOGOS

Alternate versions of
associated logos are
also available.



LOGO POSITIONING & SIZE

Logo must be surrounded by a clear space equal to the "x" height as shown. Minimum size of the associated logos should be no smaller than indicated. Increase the size of the logos as needed.



3/8"



Athletics
Directors
Association

NON-NAIA LOGOS

Not a part of the NAIA unless co-sponsoring an event or presenting on behalf of the NAIA.

ESPORTS



INCRED



LOGO POSITIONING



LOGO SIZE

Minimum size of the associated logos should be no smaller than indicated. Increase the size of the logos as needed.



LOGO DON'TS

These logo standards apply for all content that is owned and controlled by NAIA, including cobranding and partnerships.



Do not flatten, squish or stretch the logo



Do not change the color of the logo



Do not crop the logo



Do not alter the thickness of the line



Do not use the logo as a pattern



Do not use the logo in a sentence



Do not angle the logo



Do not use the logo on top of a face



Do not add words to the logo



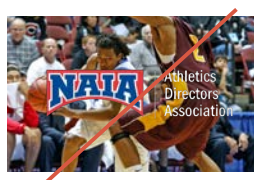
Do not shrink the logo smaller than stated on page 11



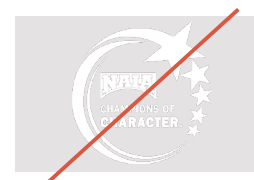
Do not use the logo without the registration mark



Do not use the grayscale logo unless as a watermark



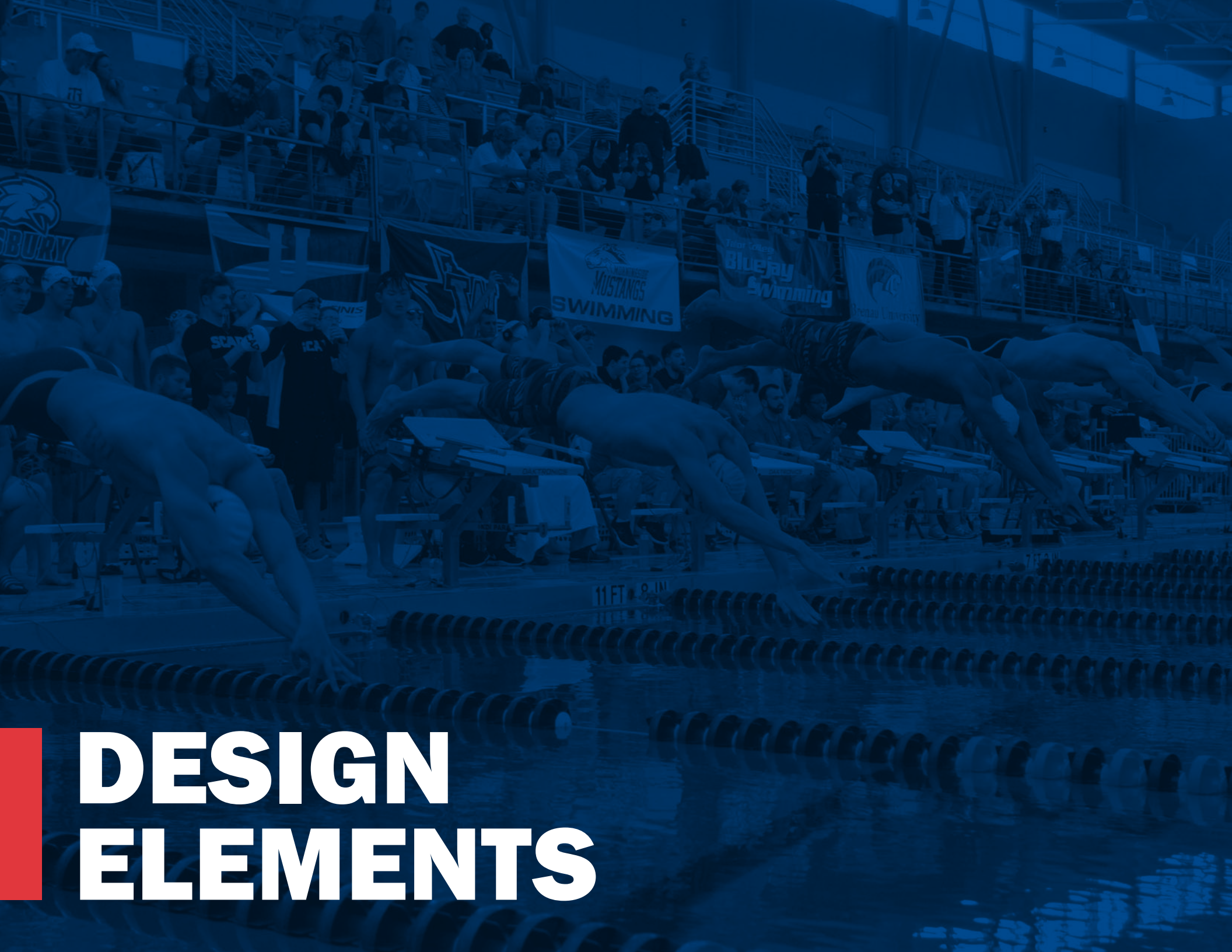
Do not use the logo on a busy background without a color overlay



Do not use the white logo on anything but a dark background



Do not change the arrangement of the logo



DESIGN ELEMENTS

FONTS: PRINT

The following NAIA Brand fonts are to be use in all printed materials.

HEADLINES: FRANKLIN GOTHIC

DEMI CONDENSED

DEMI CONDENSED ITALIC

CONDENSED

CONDENSED ITALIC

SUB-HEADLINES: FRANKLIN GOTHIC

Regular

Italic

Bold

Bold Italic

Heavy

Heavy Italic

CONTENT: TAHOMA

Bold

Regular

USAGE EXAMPLE

WOMEN'S BASKETBALL NATIONAL CHAMPIONSHIP

FONT SIZE: 17-24

**44th Annual Women's Basketball
National Championship, Presented by
Wells Fargo**

FONT SIZE: 12-16

March 20-25, 2025

Tyson Events Center

Sioux City, Iowa

FONT SIZE: 11-12

FONTS: DIGITAL

The following web-safe NAIA Brand fonts are to be use in all digital/web materials.

HEADLINES: ROBOTO

Regular *Italic*
Bold ***Bold Italic***
Black ***Black Italic***

SUB-HEADLINES: ROBOTO CONDENSED

Regular *Italic*
Bold ***Bold Italic***

SUB-HEADLINES (ALT): TAHOMA

Bold

CONTENT: TAHOMA

Bold Regular

FOOTER: ROBOTO

Bold Regular

USAGE EXAMPLE

REGISTRARS ASSOCIATION RESOURCE CENTER

FONT SIZE: 24-32px
(18-24pt)

About the Registrars Association

FONT SIZE: 22-24px
(16-18pt)

As key academic compliance officers,
registrars play a vital role in our institutions –
and in the NAIA's success – by maintaining
the academic integrity of our association.

FONT SIZE: 12-14px
(10-12pt)

NAIA | 120 W. 12th St., Suite 700, Kansas City, MO 64105

FONT SIZE: 11-12px
(8-9pt)

*NOTE: Web fonts are measured in pixels (px).
Approximate point (pt) sizes are noted.*

COLORS

PRIMARY COLORS

	PRINT		SCREEN/ONLINE	
	PANTONE	C.M.Y.K	R.G.B	HEX
BLUE	PMS 287 C	100.87.20.11	0.73.144	004990
RED	PMS 186 C	10.100.90.2	213.33.48	d52130
WHITE		0.0.0.0	255.255.255	ffffff

Blue and red are an integral part of the NAIA brand. Our secondary color palette is designed to complement our primary colors and allow them to stand out, while providing flexibility in design layouts.

Keep the following guidelines in mind when using the secondary color palette:

- All pieces should include blue and red as the predominate colors.
- Supporting colors should be used as accents. Tints of each may be used when necessary to extend the number of colors, for example, in charts, graphs and diagrams.
- Our secondary colors provide variability, but please exercise restraint. Limit the number of secondary colors used in a single piece so they do not create an environment in which the NAIA is unrecognizable.

SECONDARY COLORS

	PANTONE	C.M.Y.K	R.G.B	HEX
NAVY	PMS 2766 C	100.96.39.41	25.29.74	191d4a
LIME GREEN	PMS 376 C	55.11.100.0	131.178.49	83b231
TEAL	PMS 5467 C	89.60.61.55	17.54.57	113639
DARK GREEN	BLACK 6 C	83.64.66.77	8.27.28	081b1c
GRAY	COOL GRAY 7 C	45.36.35.1	147.149.152	939598

PHOTOGRAPHIC STYLES: COLOR OVERLAYS



FULL COLOR OVERLAY INSTRUCTIONS

- Photo should be grayscale before applying a full color overlay
- Set photo on top of branded color shape and set to multiply between 60-75% (designer preference on contrast)

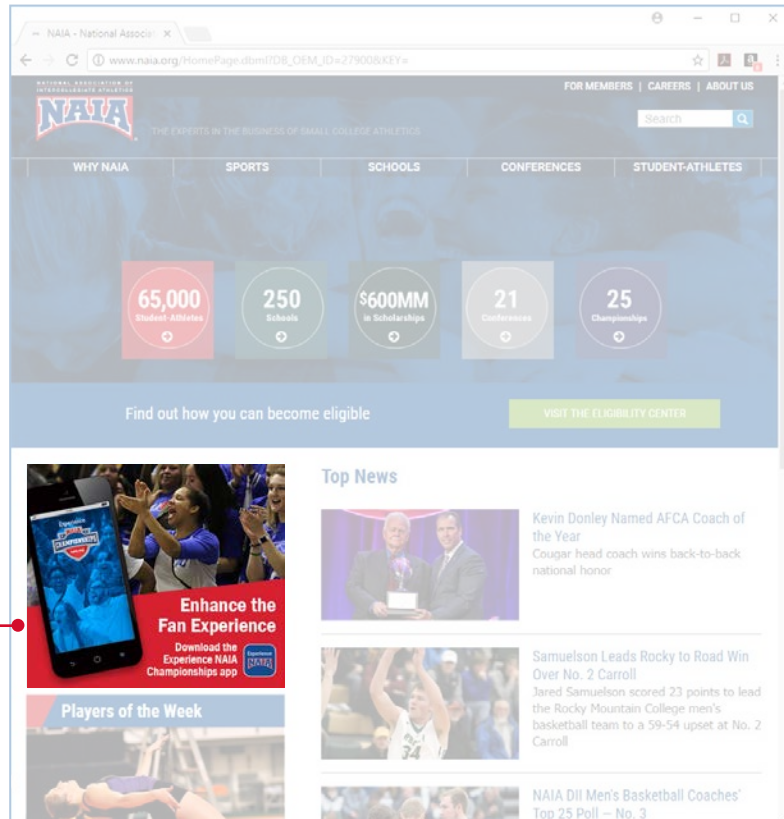
PHOTOGRAPHIC STYLES: COLORED PHOTOS WITH ANGLES



FULL COLOR PHOTOS WITH GRAPHIC ELEMENTS

- Use branded color triangles (no specific angle).
- Set to multiply 60-75% or keep at 100% (designer preference)
- Include multi-dimension strokes (in brand colors or white)

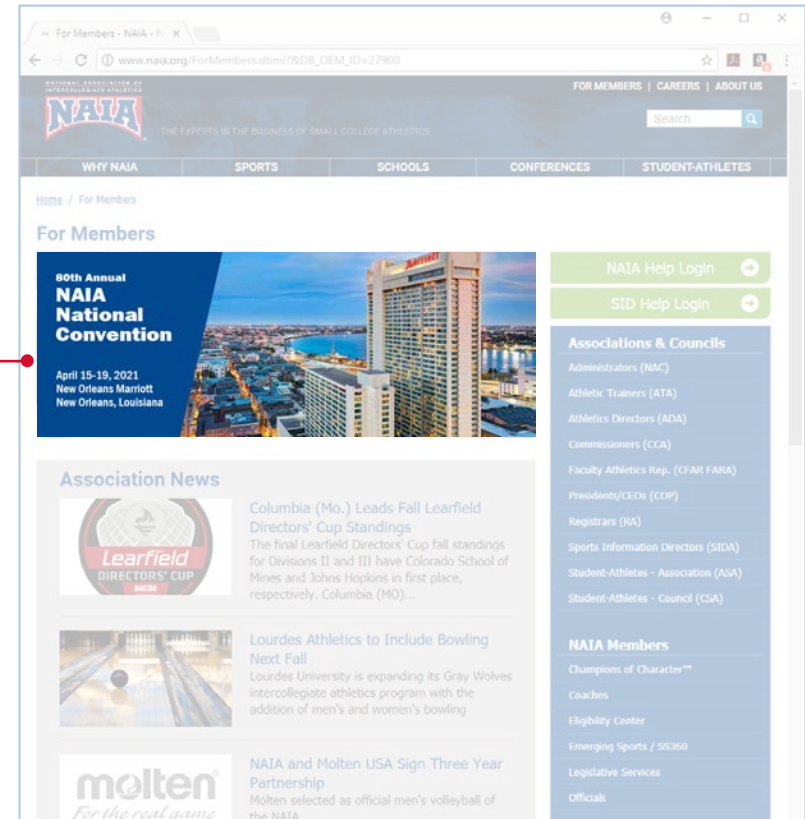
PHOTOGRAPHIC STYLES: PROMOS & CAROUSEL IMAGES



380 Homepage Promo/Carousel

- Size: 380 x 330 px
- Headline: Franklin Gothic Demi Condensed 48pt
- Subhead: Tahoma 21pt

808 x 300 px



808 Promo/Carousels

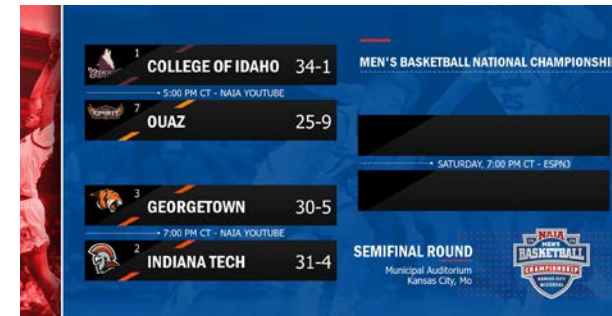
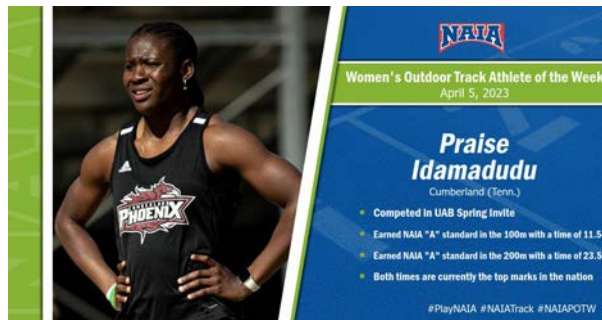
For Members, Champions of Character®, Coaches Corner, Legislative Services, and NAIA-SIDA:

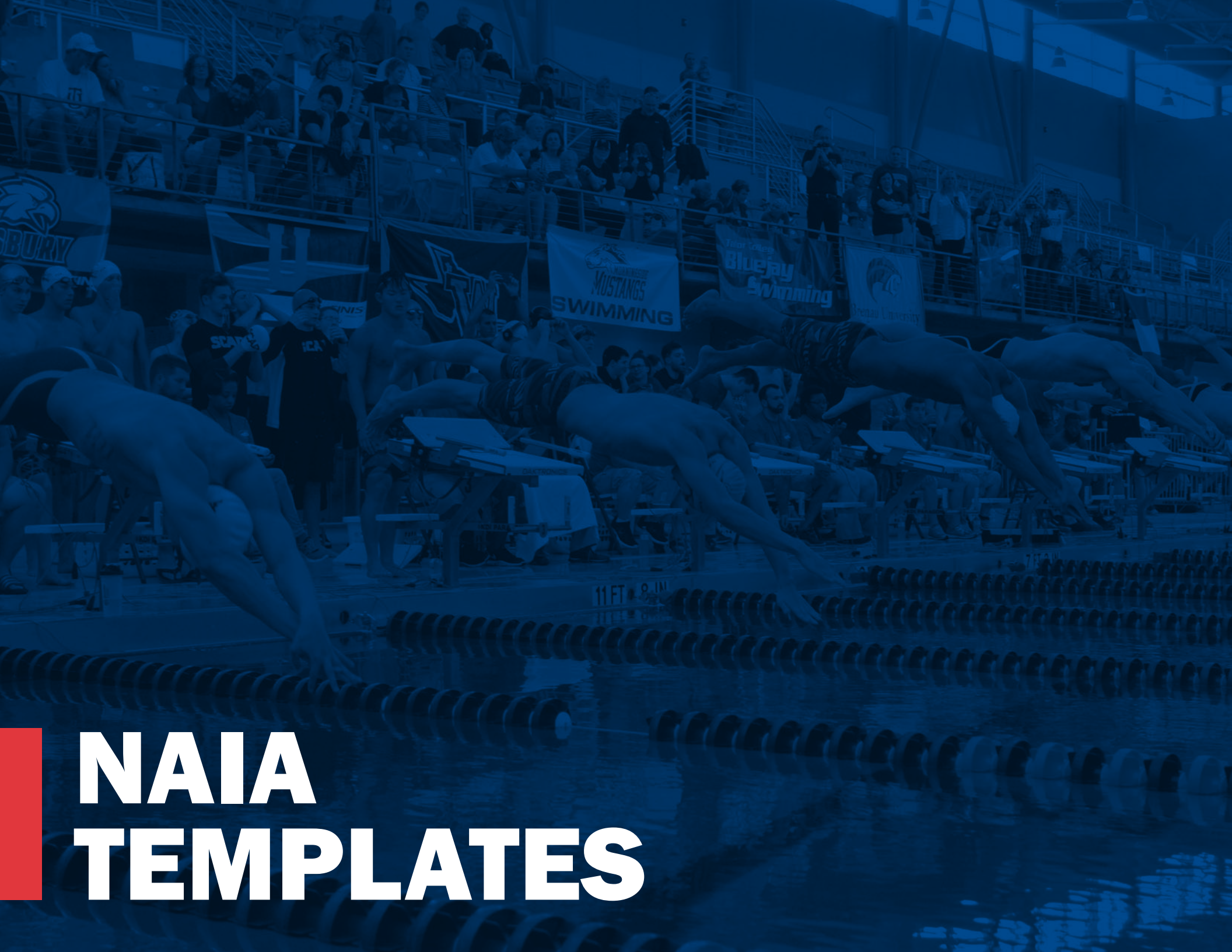
- Size: 808 x 300 px
- Headline: Franklin Gothic Demi Condensed 48pt
- Subhead: Tahoma 21pt

BOXOUT SPORTS GRAPHICS

Graphics templates are also available in **BoxOut Sports**, a web-based, mobile-friendly, graphics-generating software. Customizable templates with NAIA branding are available for many different graphic needs. Please contact the Marketing or Athletics Communications teams for assistance.

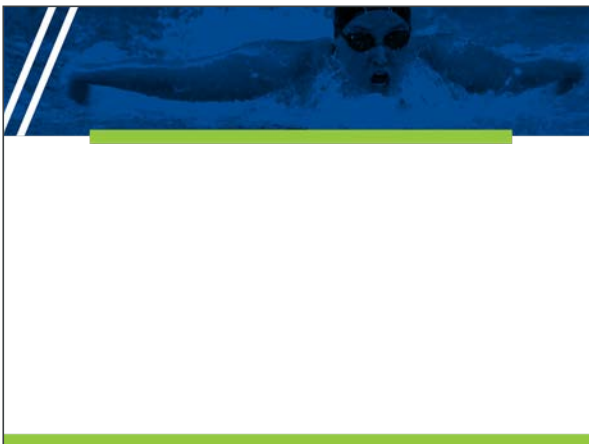
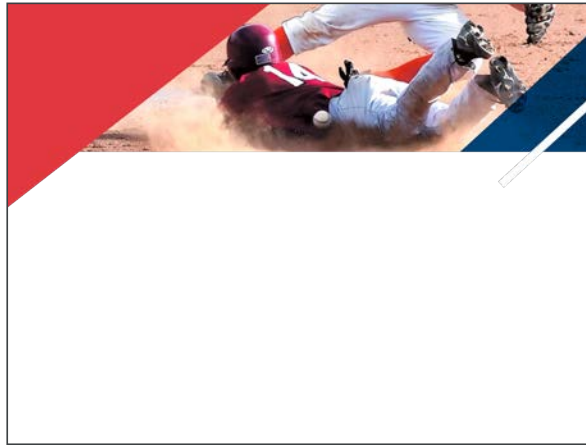
<https://boxoutsports.com/naia/athletics/graphics>



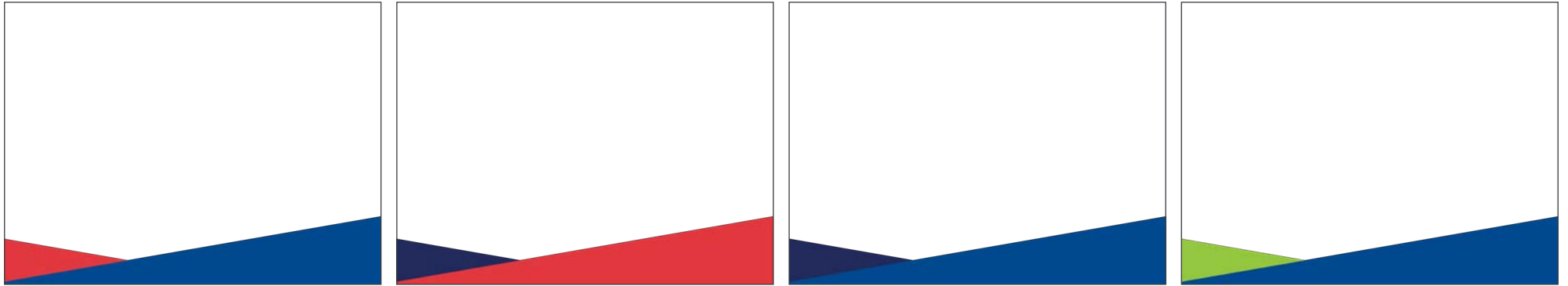


NAIA TEMPLATES

POWERPOINT PRESENTATION PHOTO LAYOUTS



POWERPOINT GRAPHICS & ELEMENTS

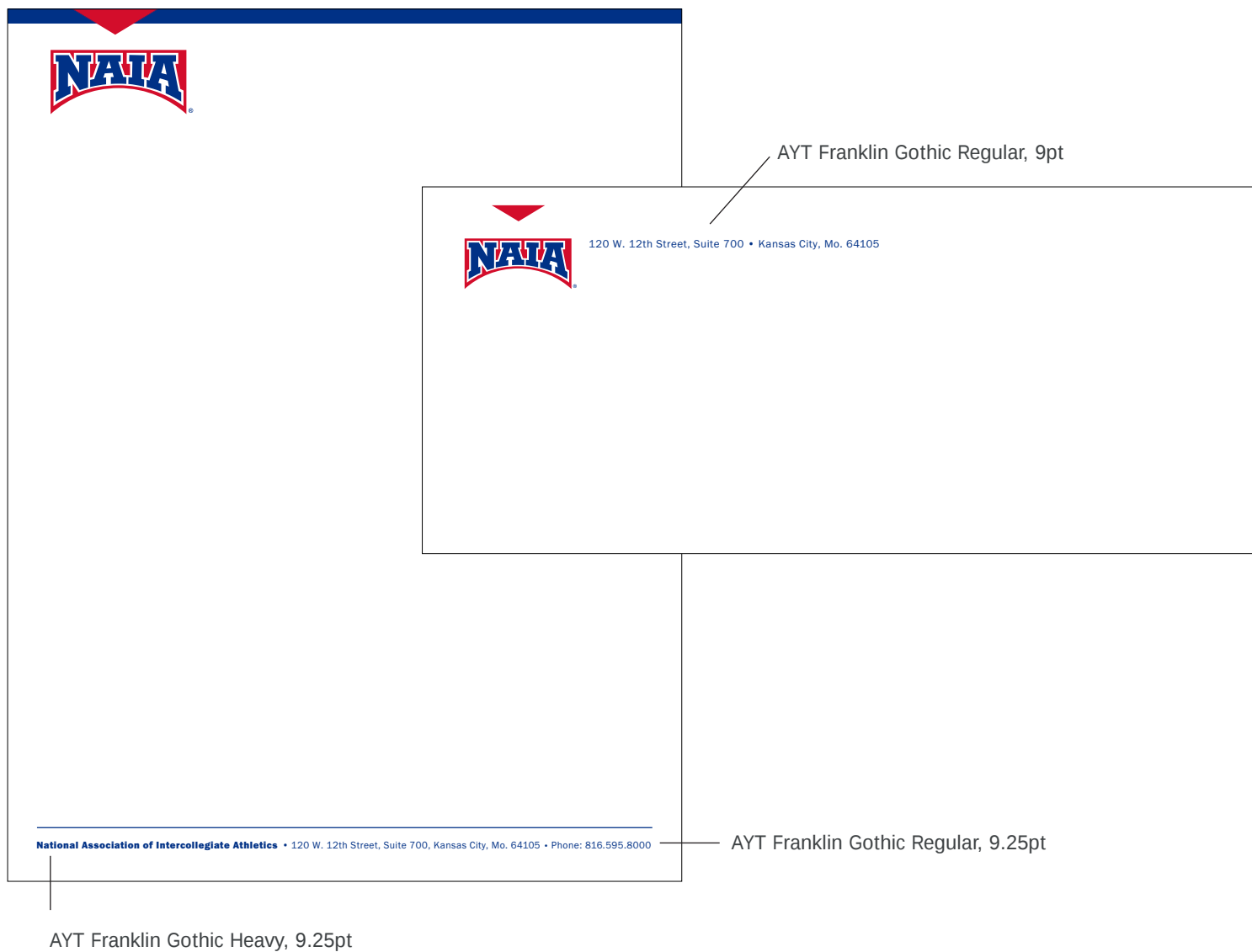


NAIA LOGO WITH TRIANGLE

NAIA logo can be paired with a triangle in Powerpoint presentations.



LETTERHEAD & ENVELOPE TEMPLATE



WORD & EXCEL TEMPLATES



[Insert Title Here]

[Insert Text Here]



Headlines: Franklin Gothic Demi Cond, 16pt

Text: Tahoma, 11pt

Footer: Tahoma Regular, 8pt



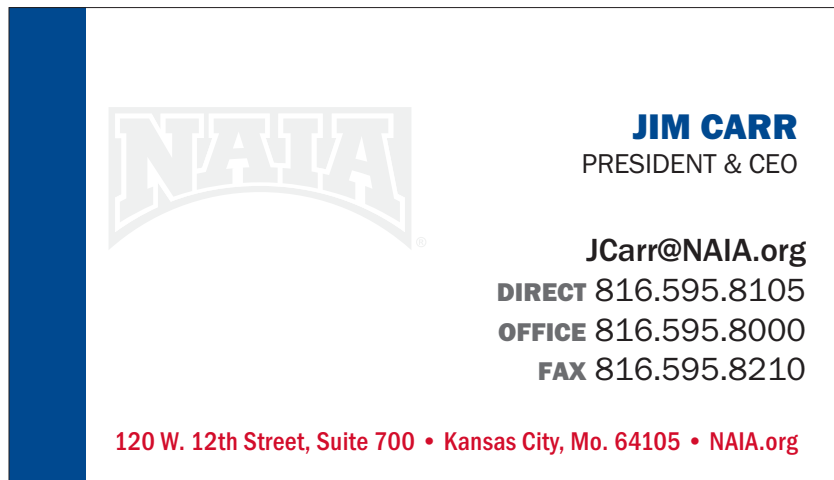
Insert title here

Insert content here

BUSINESS CARDS

Standard size: 3.5"w x 2"h

FRONT



FIRSTNAME LASTNAME (AYT Franklin Gothic Heavy, 13pt)

TITLE (AYT Franklin Gothic Regular, 8.5pt)

E-MAIL ADDRESS (AYT Franklin Gothic Bold, 10pt)

PHONE NUMBERS

(Label: AYT Franklin Gothic Heavy, 8pt;

Number: AYT Franklin Gothic Regular, 10pt)

OFFICE ADDRESS (AYT Franklin Gothic Bold Cond, 8pt)

BACK



NAME BADGES

NAIA



JIM CARR

SIZE: 3" x 1.75"

NAME: Franklin Gothic Book

InCred



LEAH McCORMACK

SIZE: 3" x 1.5"

NAME: Franklin Gothic Book

FONTS: EMAIL BODY & SIGN OFF

NAIA Brand fonts are interchangeable on both print and digital/web platforms.

EMPLOYEE NAME: TAHOMA

BOLD

SIZE: 15

COLOR: #004990

PRONOUNS*: TAHOMA

Regular

Size: 11

Color: #004990

COMPANY NAME: TAHOMA

Bold

Size: 10

Color: #000000

CONTENT: TAHOMA

Regular

Size: 10

Color: #000000

LOGO

NAIA_Email_Logo.png

(naia.org/marketing/logos/NAIA_Email_Logo.png)

BODY

Email body text should be Tahoma Regular, 11 pt.

FORMAT

NAME (pronouns*)

National Association of Intercollegiate Athletics

Title

Address

Office Number | Mobile Number

[LinkedIn](#) | [Twitter](#) | [Facebook](#) | [YouTube](#)

Brand Logo

USAGE EXAMPLE

JIM CARR (he/him)

National Association of Intercollegiate Athletics

President and CEO

120 W. 12th Street, Suite 700 | Kansas City, MO 64105

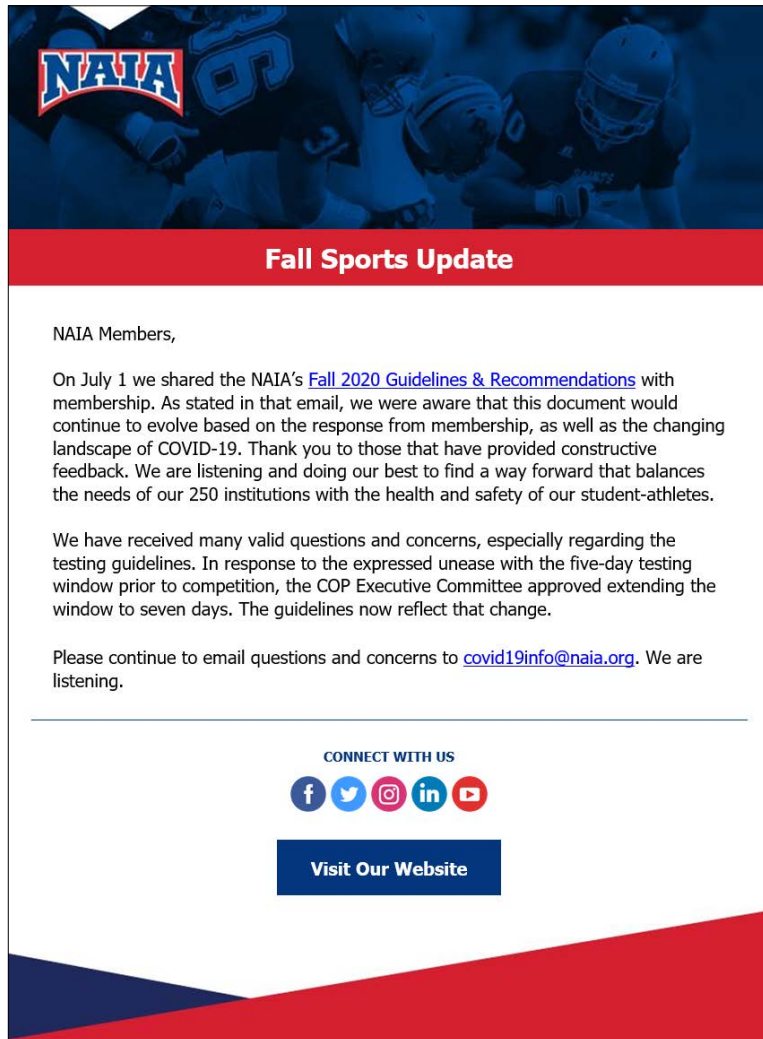
Office 816.595.8105 | Mobile 816.234.5678

[LinkedIn](#) | [Twitter](#) | [Facebook](#) | [YouTube](#)



*Pronouns are optional

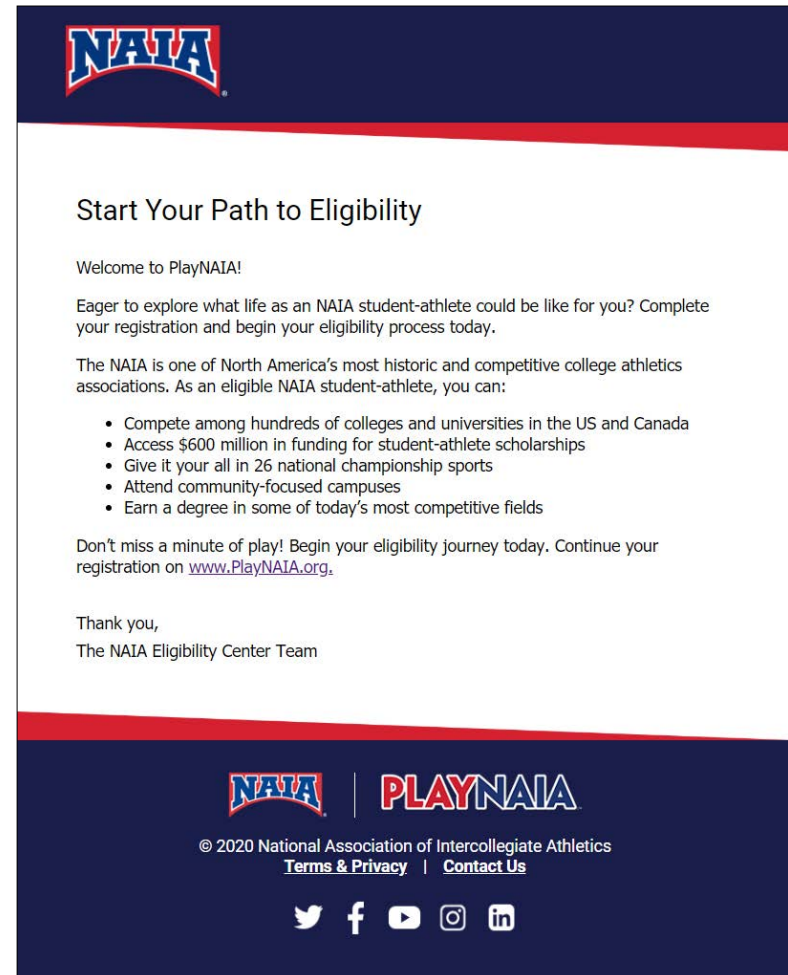
HTML EMAIL TEMPLATES



Headlines: Roboto, 24px

Text: Tahoma, 14px

Footer: Tahoma Regular, 11-12px





SOCIAL MEDIA

OFFICIAL NAIA SOCIAL MEDIA ACCOUNTS

FACEBOOK



Profile: 180 x 180 px

Cover: 828 x 315 px desktop / 828 x 465 px mobile

YOUTUBE

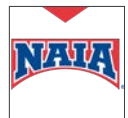


Channel icon: 800 x 800 px

YouTube Channel Art size: 2560 x 1440
(optimized for TV)

Text and logo safe area: 1546 x 423
Desktop Max: 2560 x 423

LINKEDIN



Profile: 400 x 400 px

Cover: 974 x 330 px

INSTAGRAM – @PlayNAIA



Profile: 180 x 180 px

TWITTER – @NAIA



Profile:
400 x 400 px

Header: 1500 x 500 px*

TWITTER – @PlayNAIA

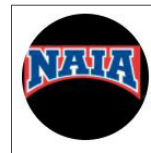


Profile:
400 x 400 px

Header: 1500 x 500 px*

*Header will get cropped top and bottom on desktop. The exact cropping will vary depending on the viewer's browser width, but plan on 40 to 60 pixels each top and bottom.

TIKTOK – @PlayNAIA



Profile:
720 x 720 px (circle filter applied)

NAIA SOCIAL MEDIA BEST PRACTICES

FACEBOOK

DO

- Post at least 1-3 times per day
- Tag locations and pages that are being referenced (type @ then page name for a list to populate, then click the correct page to tag)
- Share news-worthy posts from other pages
- Upload native video directly in Facebook (the rest can be uploaded in Sprout)
- When sharing a video from YouTube, upload the video directly to Facebook. Best practice is to let the video live on YouTube for 24 hours before uploading to Facebook
- Go live
- Create 1 photo album for each event. This gives people a place to engage, tag themselves & share.
- Use relevant emojis sparingly 🏆👏🎉 (ctrl command space to access on a Mac)
- Schedule and post via facebook.com, Facebook Pages App, or Sprout
- Update cover photo seasonally, or as events arise

DON'T

- Do not use Twitter or Instagram handles

NAIA SOCIAL MEDIA BEST PRACTICES

FACEBOOK: HANDLES VS. TAGGING



Play NAIA

Published by Sprout Social [?] · March 20 at 9:26am · 🌐

2017 #NAIA @NABC1927 Shoot & Slam, Presented by @USBank
<http://bit.ly/2mInqcs>



2017 Slam Dunk Contest Champion
 - Henry French of Trinity
 International

French wins the 4th annual event, as part of the
 NABC-NAIA Shoot & Slam, presented by US Bank...

WWW.YOUTUBE.COM



Play NAIA

Published by Alan Grosbach [?] · 16 hrs · 🌐

Let's crown a champion! Lewis-Clark State Warriors & Oklahoma City
 University Stars #NAIADIWBB Championship



The hashtag in this post is an exception since it's essentially letting people know which hashtag to use or look for on Twitter and Instagram.

NAIA SOCIAL MEDIA BEST PRACTICES

INSTAGRAM

DO

- Use @PlayNAIA as a central hub for action photos, announcements, congratulatory posts, and to send traffic to the relevant website, Facebook, YouTube or Twitter
- Follow sponsors, members, coaches, colleges <— anyone relevant to NAIA that you want to see and engage with their content
- Tease YouTube videos — upload a snippet & direct fans to your YouTube Page
- Instagram Live — followers will receive a notification when you go live, but as soon as the live video is done, it's gone (the admin who went live can save the video, but it will not automatically live on Instagram)
- Instagram Stories — this is perfect for covering events vs posting each photo or video on Instagram. This is Instagram's version of Snap Chat — you can tag users and locations.
- Hashtags — sports, teams, cities, players, most popular relevant hashtags
- Engage with users you follow — hop on Instagram a couple of times a day and scroll through and like photos. This is a good recruiting tool, too
- Engage with users

- Reply or like comments on @PlayNAIA posts
- Like & engage with photos and videos users tag @PlayNAIA in
- Develop a style — this will be a deeper conversation
- Use relevant emojis

DON'T

- Post and leave — engage with your followers
- Over post
- Follow everyone who follows you
- Overuse hashtags; less than 10 is best
- Include detailed links in captions because they are not clickable
- Post graphics — post pictures or video that convey an emotion
- DO: “**Head to [naiahoops.com / tickets to for tickets.](https://www.ticketmaster.com/naia-basketball-tournament-tickets/artist/2774366)**” DON'T: “**Click <https://www.ticketmaster.com/naia-basketball-tournament-tickets/artist/2774366> to get tickets.**”

NAIA SOCIAL MEDIA BEST PRACTICES

TWITTER

DO

- Tweet often: post 15-30+ times per day
- Use relevant hashtags — events, sports, locations
- Use the 'official' hashtags for each event ex: #NAIACheer
- Tag who you're talking about (person, place, team, sponsor)
- Especially if it's another NAIA Twitter account
- Include photos and links when possible (photos do not count against the 140 characters)
- Engage in conversations
- Reply to people engaging with your account
- Sign with your initials. Ex: @Name, we'd be happy to help you further if you DM or email info@naia.org -CB (this way we know that it has been responded to and who responded)
- Like, reply or retweet mentions
- Go live

- Use relevant emojis 🏆🏀🎉
- Live-tweet events: highlights, accomplishments & announcements
- Schedule tweets via Tweetdeck or Sprout Social
- Tweet promotions, announcements, special events and opportunities
- Use Tweetdeck to monitor who you follow, mentions, direct messages and hashtags

DON'T

- Tweet the same message constantly
- Over-tweet live events
- Engage with just your followers
- Overuse hashtags. 1-3 is best
- Be self-centered or salesy

NAIA SOCIAL MEDIA BEST PRACTICES

ADDITIONAL COMMENTS

- Clear and consistent communication to athletes and attendees leading up to, and during events
 1. Facebook page
 2. Twitter handle
 3. Instagram handle
 4. NAIA[Sport] hashtag + [Event] hashtag (if applicable) + College[Sport] hashtag
Example: #NAIABaseball + #NAIABSBWorldSeries + #CollegeBaseball
- Review and condense accounts then create an action plan for updating icons and links on websites, blogs, email signatures and other communication
- Create a document with each network, login information, who will be using it and how
Recommend not giving access to non-NAIA employees or agencies (hosts)
- Clear internal communication of when events are, who will be using which account and how it will be used.
Ex: Jim, please go light this weekend as John will be at XYZ event and covering that with 1 Instagram photo, constant Instagram stories, and tweeting from @Account with #Hashtag
- Instagram and Twitter bios should include the relevant hashtag and refer to other NAIA accounts, if necessary
Ex: @NAIABaseball would include #playNAIA #NAIABaseball and @PlayNAIA
Ex: @NAIA would refer to @PlayNAIA & include #playNAIA

NAIA SOCIAL MEDIA BEST PRACTICES

The NAIA National Office is responsible for coordinating, editing and posting social media including blogs, Facebook, YouTube, Twitter, etc. Each national championship also has its own dedicated tab on the PlayNAIA Facebook site. Hosts are encouraged to promote and contribute information via NAIA social media. We encourage you to post directly on Facebook (facebook.com/PlayNAIA) or Twitter (twitter.com/PlayNAIA).

OFFICIAL NAIA HASHTAGS

CATEGORY/OCCASION	HASHTAGS	CATEGORY/OCCASION	HASHTAGS
BASEBALL	#NAIABaseball	ALL-AMERICAN AWARDS	#NAIAAllAmerican
BASKETBALL - M	#NAIAMBB	ALL-STAR GAME	#NAIAAllStar
BASKETBALL - W	#NAIAWBB	BASEBALL WORLD SERIES	#NAIABSBWorldSeries
BEACH VOLLEBALL	#NAIABeachVB	BATTLE FOR THE RED BANNER	#BattleForTheRedBanner
BOWLING	#NAIABowling	CHAMPIONS OF CHARACTER®	#NAIACofC
CHEER	#NAIACheer	COUNTDOWN	#NAIACampCountdown
CROSS COUNTRY	#NAIAXC	GAME OF THE WEEK	#NAIAGOW
DANCE	#NAIADance	GENERAL	#ExperienceNAIA
FOOTBALL	#NAIAFootball	NAIA RISE	#NAIARISE
GOLF - M	#NAIAMGolf	NAIA-SIDA	#NAIASIDA
GOLF - W	#NAIAWGolf	NAIA TOGETHER	#NAIATogether
LACROSSE	#NAIALax	PLAYER OF THE WEEK	#NAIAPOTW
SOCCER - M	#NAIAMSoccer	PLAYERS IN THE PROS	#NAIAPros
SOCCER - W	#NAIAWSoccer	PLAYNAIA/NAIA ELIGIBILITY	#PlayNAIA
SOFTBALL	#NAIASoftball	RATINGS	#NAIAPoll
SWIMMING & DIVING	#NAIASwimDive	RETURN ON ATHLETICS®	#NAIAROA
TENNIS	#NAIATennis	SCHOLAR-ATHLETES	#NAIAScholar
TRACK & FIELD	#NAIATrack	SHOOT & SLAM	#NAIASlam
VOLLEYBALL - M	#NAIAMVB	SLAM DUNK CONTEST	#NAIADunk
VOLLEYBALL - W	#NAIAWVB	SOFTBALL WORLD SERIES	#NAIASBWorldSeries
WOMEN'S FLAG FOOTBALL	#NAIAWFLAG		
WRESTLING - M	#NAIAMWrestle		
WRESTLING - W	#NAIAWWrestle		

NAIA SOCIAL MEDIA BEST PRACTICES

Clear and consistent use of hashtags is important. Follow these guidelines when determining the appropriate hashtags to include with each post.

For a Championship Event:

- NAIA[Sport] hashtag
- [Event] hashtag
- College[Sport] hashtag
- NAIATogether hashtag

Example:

#NAIABaseball
#NAIABSBWorldSeries
#CollegeBaseball
#NAIATogether

For Thought Leadership / Membership:

- [Topic] hashtag
- Higher Ed hashtag
- NAIATogether hashtag
- ExperienceNAIA hashtag

Example:

#SportsTourism
#HigherEd
#NAIATogether
#ExperienceNAIA

Diversity, Equity and Inclusion

- DEI Hashtag
 - Use #DiversityandInclusion when possible.
 - If space is limited, use #DEI.
- NAIA RISE hashtag
- NAIATogether hashtag

Example:

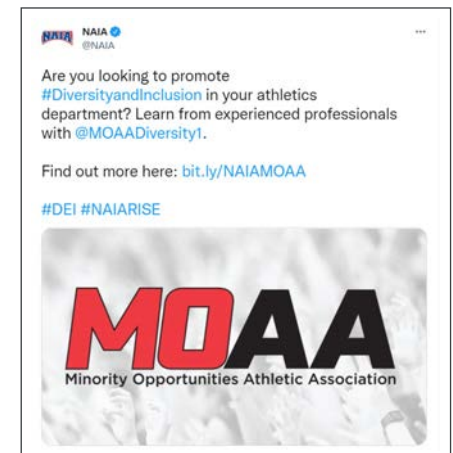
The NAIA is looking forward to partnering with the @NLBMuseumKC and Bob Kendrick @nlbmprez, who took us down memory lane while collaborating with our #DEI partner Stan Johnson @StanJ620 for our #DiversityandInclusion #NAIARISE initiatives. Learn more >>> <https://bit.ly/3qoiXjy>

MOAA Cobranded Posts

- DEI Hashtag
- NAIA RISE hashtag
- MOAA hashtag
- MOAA handle (@MOAADiversity1)

Example:

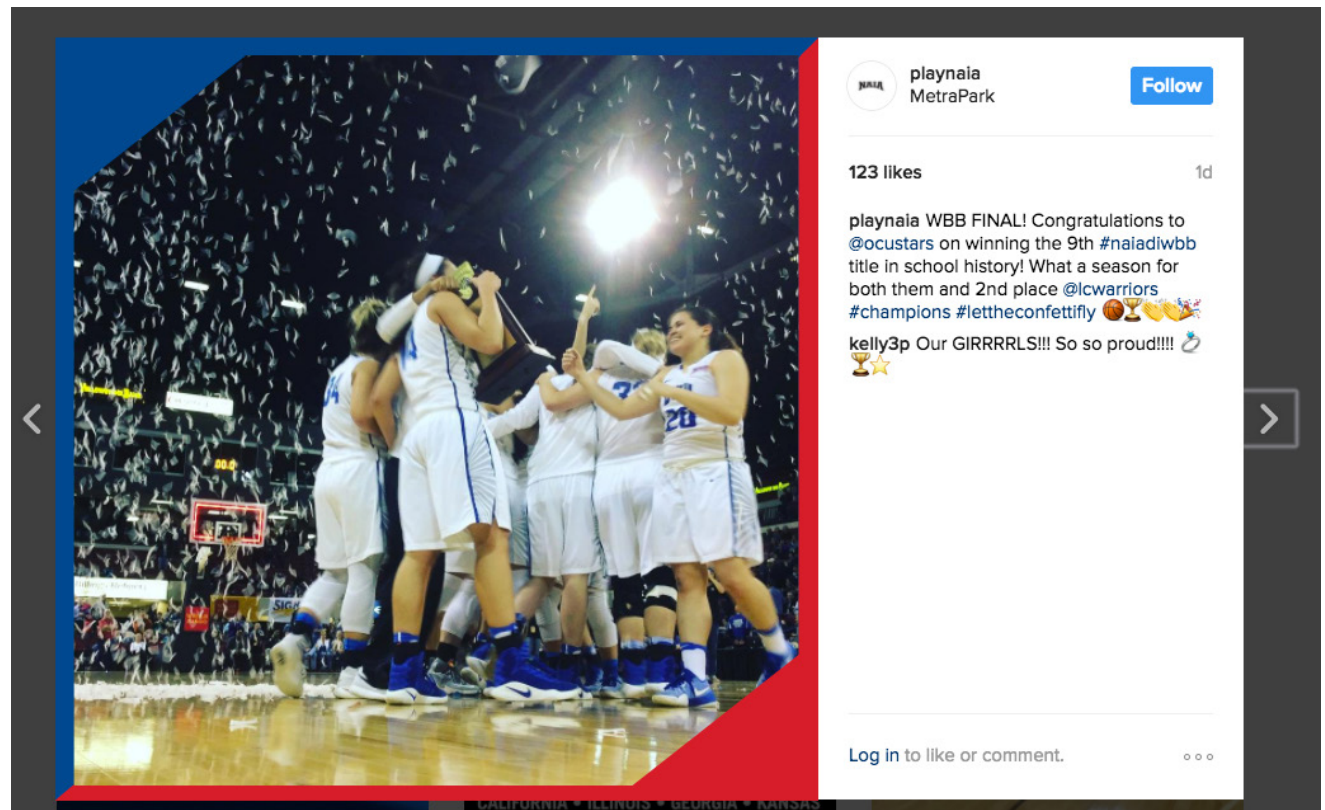
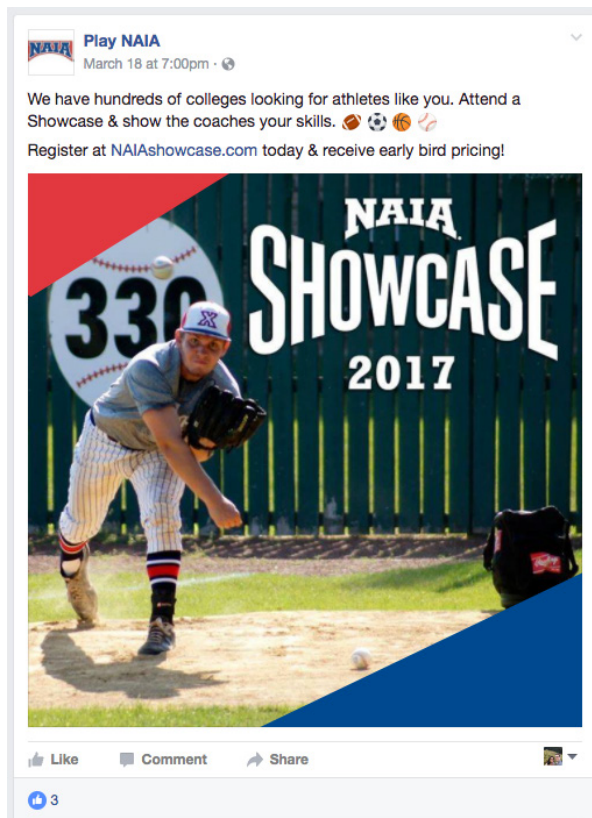
Are you looking to promote #DiversityandInclusion in your athletics department? Learn from experienced professionals with @MOAADiversity1. Find out more here: <https://bit.ly/NAIAMOAA> #DEI #NAIARISE #MOAAUnite



NAIA SOCIAL MEDIA BEST PRACTICES

#HASHTAGS & PHOTO FRAMING

When time/resources allow, frame social media photo posts with NAIA branded overlays.



NAIA SOCIAL MEDIA BEST PRACTICES

COPYRIGHT, TRADEMARKS & PUBLICITY

Use of Trademarks & Copyrighted Material

What it is:

Use of a trademark for commercial purposes without the prior written consent of the trademark owner may constitute trademark infringement and unfair competition in violation of federal and state laws. Copyright law protects a creator's right to his/her original work and generally prohibits commercial use of copyrighted work without the owner's consent. The protection arises automatically the moment the original work is "fixed in a tangible medium of expression."

Examples:

Names, titles, logos and taglines are common examples of trademarks. Photographs, videos (including, tv and movie clips) and songs are common examples of copyrighted material.

- Do not use a registered trademark or copyrighted material without the permission of the trademark or copyright owner.
- Do not use a photograph, a still frame from a movie or tv show, a video clip, or a song or song lyric in any commercial message without the consent and/or license of the copyright owner.
- Do obtain consent or permission; this is typically obtained via a license agreement that outlines the rights and responsibilities associated with use and charges a fee for the license to use the trademark. In other instances, the permission from and attribution to the owner may be sufficient.
- Do ensure that any restrictions or requirements related to an approved use are followed, include any required disclaimers and avoid giving undue prominence to the trademark or copyrighted material. Include a copyright notice if requested by the copyright owner.
- Do obtain consent from all copyright holders. With respect to film footage, television clips and other motion picture elements, there may be several copyrightable elements within a single piece of work, including concept, script, still images, music, etc.
- Do use another's trademark for comparative advertising, but only in a manner not likely to cause consumer confusion or dilution of the mark. Additional restrictions apply when using the trademark for comparative advertising purposes. Check with your legal counsel.

NAIA SOCIAL MEDIA BEST PRACTICES

COPYRIGHT, TRADEMARKS & PUBLICITY

Misappropriation, False Endorsement & Right of Publicity

What it is:

The right of publicity prevents the unauthorized commercial use of an individual's name, likeness, or other recognizable aspects of one's persona. It gives an individual the exclusive right to license the use of their identity for commercial purposes.

Examples:

- A person's name or image, voices, gestures, distinctive phrases or objects associated with a person
- Any trait from which a person is uniquely identifiable

Dos and Donts:

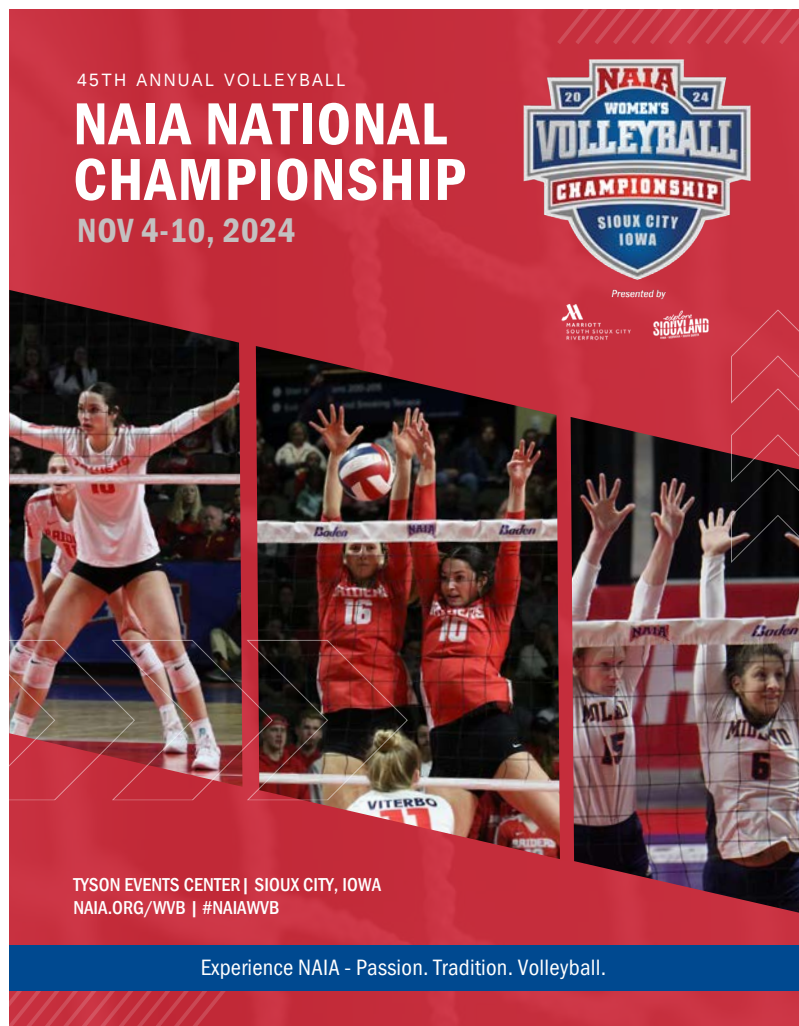
- Do not use a person's name, likeness or a characteristic clearly associated with a person in advertising or promotion without permission. This applies to “famous” and “non-famous” individuals alike.
- Do not use a persons' name, likeness or characteristic in a manner that implies that that person is endorsing or authorizing your product without such person's consent to be an endorser.
- Do not use a person's name, likeness or characteristic in a manner that is outside of the scope of an approved use.
- Do make sure you have consent to share or re-share user generated content.
- Do generally stay away from using/posting any content involving celebrities unless
- you have their express consent.



CO-BRANDING RULES

CO-BRANDING CHAMPIONSHIPS

Below are a few examples of marketing materials to be provided to the championship event hosts.



Championship email co-brand example (680x250)

Championship event program example

For full list of co-branding rules and guidelines, see the Championship Host Tool Kit (PDF).

CO-BRANDING CHAMPIONSHIPS

Presenting sponsors logo will be included in the bracket reveal broadcast. The co-branded logo will appear on each transition scene, while the standard logo will appear on all other scenes.

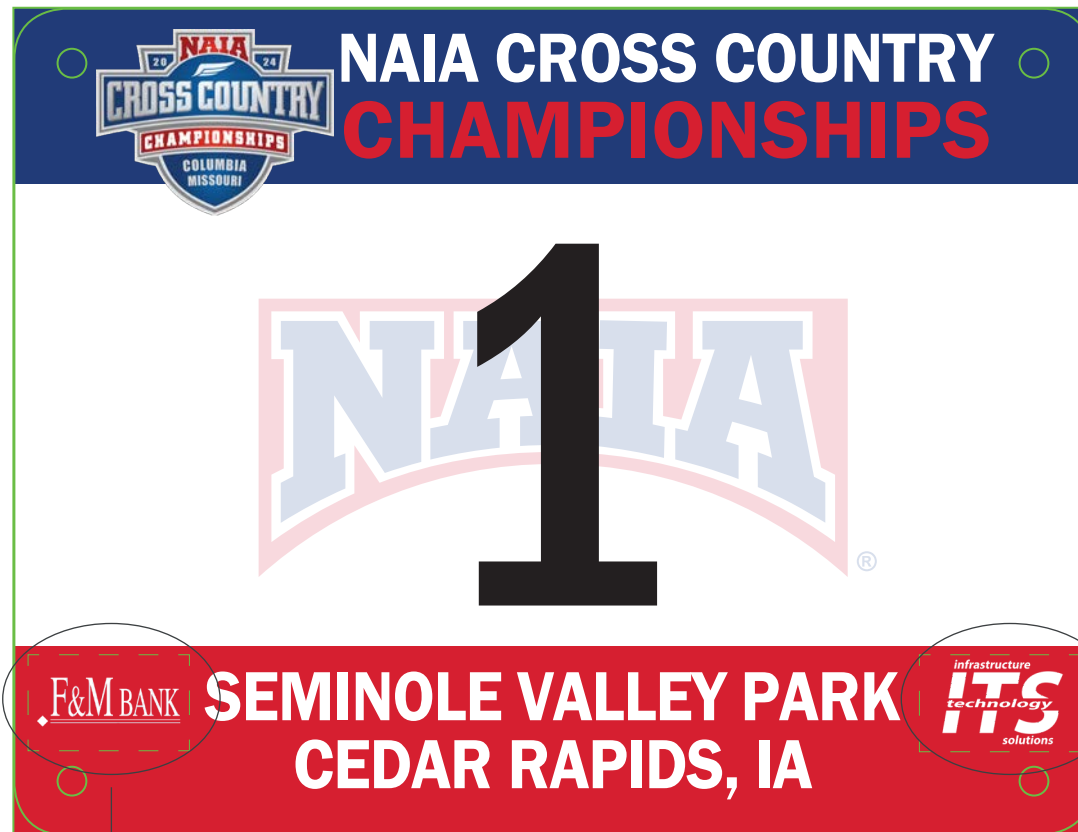


Bracket Reveal broadcast transition scene



Bracket Reveal broadcast match-up scene

CO-BRANDING CHAMPIONSHIPS



Presenting sponsor logo(s) may be added to the championship race bibs as noted on the diagram. Logos will be printed in white and will appear at the bottom of the bib.

CHAMPIONSHIP CREDENTIALS

The design and production of championship credentials is coordinated by the NAIA championship event manager. Following are some general guidelines for credentials.



Presenting sponsor logos may be added below the Championship logo. Logos must be white or gray (black 75%) and may not touch the Championship logo.

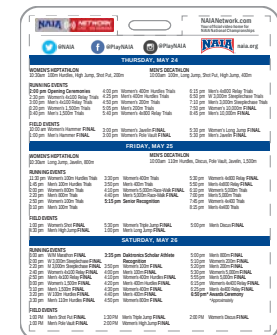
**PRESENTING
SPONSOR LOGO(S)**
Maximum size: 1" x 0.625"



HOST/SPONSOR —
INFORMATION
Franklin Gothic Demi Cond 10pt
Franklin Gothic Cond 9pt

Host or sponsor information may be added below the NAIA information. Including a logo is not recommend. However, if necessary, a gray logo may be added to the right.

Note: An exception is made for Indoor and Outdoor Track & Field and Swim & Dive credentials, which will include a schedule of events on the back.





BUSINESS ICONS

ICONOGRAPHY DIRECTION

When adding icons or infographics to presentations, avoid illustrations that are too cartoony or too realistic. Instead, use icons that are created using a clean and flat design. See examples below.



Partner



Evaluate



Simplify



Team



Build



Data



Idea



Partner



Evaluate



Simplify



Team



Build



Data



Idea



Partner



Evaluate



Simplify



Team



Build



Data



Idea



GRAMMAR GUIDELINES

STATE ABBREVIATIONS

When referencing a state or province in a sentence, use the AP abbreviation. (See list below.) Place one comma between the city and state/province, and another comma after the state/province, unless ending a sentence. Example: He was traveling from Nashville, Tenn., to Austin, Texas, en route to his home in Albuquerque, N.M.

Use the two-letter Postal Service abbreviations only with full addresses, including ZIP code.

STATE	POSTAL	AP
ALABAMA	AL	Ala.
Alaska	AK	Alaska
Arizona	AZ	Ariz.
Arkansas	AR	Ark.
California	CA	Calif.
Colorado	CO	Colo.
Connecticut	CT	Conn.
Delaware	DE	Del.
District of Columbia	DC	D.C.
Florida	FL	Fla.
Georgia	GA	Ga.
Hawaii	HI	Hawaii
Idaho	ID	Idaho
Illinois	IL	Ill.
Indiana	IN	Ind.
Iowa	IA	Iowa
Kansas	KS	Kan.
Kentucky	KY	Ky.
Louisiana	LA	La.
Maine	ME	Maine
Maryland	MD	Md.
Massachusetts	MA	Mass.
Michigan	MI	Mich.

STATE	POSTAL	AP
Minnesota	MN	Minn.
Mississippi	MS	Miss.
Missouri	MO	Mo.
Montana	MT	Mont.
Nebraska	NE	Neb.
Nevada	NV	Nev.
New Hampshire	NH	N.H.
New Jersey	NJ	N.J.
New Mexico	NM	N.M.
New York	NY	N.Y.
North Carolina	NC	N.C.
North Dakota	ND	N.D.
Ohio	OH	Ohio
Oklahoma	OK	Okla.
Oregon	OR	Ore.
Pennsylvania	PA	Pa.
Rhode Island	RI	R.I.
South Carolina	SC	S.C.
South Dakota	SD	S.D.
Tennessee	TN	Tenn.
Texas	TX	Texas
Vermont	VT	Vt.
Virginia	VA	Va.

STATE	POSTAL	AP
Utah	UT	Utah
Washington	WA	Wash.
West Virginia	WV	W.Va.
Wisconsin	WI	Wis.
Wyoming	WY	Wyo.

PROVINCE	POSTAL	AP
Alberta	AB	Alta.
British Columbia	BC	B.C.
Manitoba	MB	Man.
New Brunswick	NB	N.B.
Newfoundland and Labrador	NL	N.L.
Northwest Territories	NT	N.W.T.
Nova Scotia	NS	N.S.
Nunavut	NU	Nunavut
Ontario	ON	Ont.
Prince Edward Island	PE	P.E.I.
Québec	QC	Québec
Saskatchewan	SK	Sask.
Yukon Territory	YT	Yukon

GRAMMAR GUIDELINES

A versus An

A is used before a word that begins with a consonant sound. **An** is used before a word that begins with a vowel sound. **When using the NAIA acronym, use an.** When spelling out the National Association of Collegiate Athletics, use a.

- An NAIA representative will return your call.
- A National Association of Intercollegiate Athletics institution is visiting this week.

Acronym

Unless you are using a widely-known acronym (i.e. ATM, CEO), you should always spell it out at first reference, with the acronym immediately afterward in parentheses. Then use only the acronym for the remainder of the communication effort.

- The North Atlantic Treaty Organization (NATO) agreement was signed on April 4, 1949. NATO has 28 member states.

Affect vs. Effect

Affect is a verb. Effect is a noun.

- Your actions affect the entire staff.
- The entire staff felt the effect of your actions.

Capitalization (NAIA Specific)

1. When referring to the NAIA as the association, do not capitalize the word association.
2. NAIA National Convention is always capitalized. When referring to it as convention, do not capitalize.
3. Champions of Character® is always capitalized.
4. All NAIA official committees are uppercase. (e.g. Council of Presidents, National Coordinating Committee)
5. GPA is capitalized with no periods.
6. The phrases national office and national office staff are not capitalized.
7. NAIA Bylaws should be used in all instances.
8. Constitution and Bylaws should be capitalized.

Capitalization (Job Titles)

1. Capitalize a job title when it comes **before the person's name**.
 - I want to introduce NAIA President Jim Carr.
2. Do not capitalize a job title when it comes **after a person's name**.
 - Jim Carr, NAIA president, is meeting me for lunch.
3. Do not capitalize when the person's name is **set off by commas**.
 - The NAIA president, Jim Carr, is meeting me for lunch.

GRAMMAR GUIDELINES

4. Do not capitalize a job title when a **person's name is not included**.
 - I'm having lunch with the NAIA president.
5. When referring to **general jobs or functions**, do not capitalize.
 - athletics directors, faculty athletics representatives, coaches, registrars, member institutions chief executive officers, sports information directors

Hyphens

1. Hyphenate phrases used as **adjectives before a noun**.
 - There was a mile-long line in the parking garage.
 - We made a last-ditch effort.
2. Use a hyphen when a **number** or measure of unit is used as an adjective.
 - That's an eight-week course.
 - 12-Hour Enrollment Rule
3. Hyphenate compounds that use **all**.
 - The effort is all-encompassing.
4. **Like words** do not need a hyphen.
 - You're exhibiting childlike behavior.
5. **Self words** should be hyphenated.
 - She quit her job and is now self-employed.

6. Words with the **prefix co** should be hyphenated.
 - Jim is co-chair of that committee.

7. **Coursework** is one word.

8. **Full-time** and **part-time** are hyphenated.

Irregular Verbs

1. Run, ran, have run

The general rule is if you're using the word has or have, use run not ran.

Correct: She has run in every meet this season.

Incorrect: She has ran in every meet this season.

Correct: She ran in every meet this season.

2. Come, came, have come

If you're using the word has or have, use come not came.

Correct: She has come to every meet this season.

Incorrect: She has came to every meet this season.

Correct: She came to every meet this season.

It's versus Its

It's with an apostrophe is a contraction for "it is" or "it has." **Its** without an apostrophe shows possession.

- It's time to get started.
- Please put that in its place.

GRAMMAR GUIDELINES

Numbers

1. Spell out all **numbers under 10**.
2. **Percent** is one word and should always be spelled out when in a sentence with no hyphen.
 - We saw a 30 percent increase.

Seasons

Do not capitalize seasons unless it's the beginning of a sentence.

- **Fall** is my favorite time of year.
- In **fall 2015**, the Royals won the World Series.

Sports/Championships

1. Do not capitalize the **name of a sport** unless it is part of a specific event.
 - The NAIA Division II Basketball National Championship was held last week.
 - The coach thinks his team will win the national championship.
2. Do not capitalize the word **championship** unless it is part of a proper noun.
 - Are you going to the championship game tomorrow night?
 - Tickets are now on sale for the NAIA DI Men's Basketball National Championship.
3. Do not capitalize **opening rounds**.

Time and Dates

1. Spell out the **names of months** when using in a sentence.
 - They begin practice on August 15.
2. The correct way to **note time** is with lowercase a.m. or p.m., periods included. There should be a space before the abbreviation.
 - We will meet at 3 p.m.
 - Can we move the meeting to 1:30 p.m.?

There vs. They're vs. Their

1. **There** denotes a specific plan or is used to say something exists.
 - There are flowers on her desk.
 - We are driving there after lunch.
2. **They're** is a contraction short for they are.
 - They're not leaving until later this week.
3. **Their** shows possession.
 - Can you show them to their room?
 - TIP: Test by using the word **our** instead of **their**. If the sentence still makes sense, then their is correct.

COMMON GRAMMAR, PUNCTUATION & CAPITALIZATION QUESTIONS

24/36-Hour Rule

as follows: (use a colon)

Athletics Director – with an “s”

championship sport is lower case

Champions of Character® is not italicized.

The registered trademark symbol should be included on the first or most prominent mention on a page.

Committee and council names – All NAIA official committees are upper case and are written out

- Council of Presidents, National Coordinating Committee, etc.

Comprises – watch that it isn’t “comprised of”

conference/A.I.I. commissioner

Constitution and Bylaws – when referring to both;
NAIA Bylaws when referring just to the Bylaws

Coursework is one word

emerging sport is lower case

e.g. – Examples should be prefaced by e.g. with no comma after

forms, certificates – Capitalize the names of forms and certificates but not the words form or certificate after

- Declaration of Intent to Participate certificate

Full-time and **part-time** are hyphenated

GPA has no periods

NAIA Bylaws is correct reference in all instances

NAIA National Convention

NAIA President/Chief Executive Officer

NAIA staff liaison

national championship(s)

national championships opening round

Nine-Hour Rule

Non-term is hyphenated

Numbers under 10 are written out and we do not list the numeral in parentheses afterward.

Percent is one word

Preseason and **postseason** do not have hyphens.

Progress Rule

COMMON GRAMMAR, PUNCTUATION & CAPITALIZATION QUESTIONS

Reestablished is not hyphenated

Revert, not revert back

sport names are not capitalized and are listed as men's and women's _____. Exception are in the proper names of NCAA rule books and headings. No ampersands.

Unit modifiers are hyphenated

- two-year institution

Postal abbreviations are used in addresses

- 1200 Grand Blvd.

States are noted after an NAIA member school name. This helps avoid confusion between schools with similar/same names.

- No. 2 Columbia (S.C.) finishes 2nd at AAC Conference Lacrosse Tournament.

Teaming Up for Character™ should include the trademark symbol on the first or most prominent mention on a page.

Titles are capitalized when referring to the specific proper noun office or position within the NAIA. (Use AP style when referring to the person who holds that office.)

- President, Chair, Chair-elect, Vice-President (Refers to the office position of an NAIA committee or council. Note the hyphenated "vice.")
- Exception: Because the presidents of member institutions have many different titles, we refer to the top position at a member school to be a "member institution's chief executive officer."
- Generic references to titles of jobs or functions at the institution level are lower case:
 - athletics directors
 - faculty athletics representatives
 - coaches
 - registrars
 - member institutions chief executive officers
 - sports information directors

