

# DIII 50<sup>TH</sup> ANNIVERSARY CELEBRATION



## COMMUNICATIONS KIT





## DIII 50<sup>TH</sup> ANNIVERSARY BRAND ASSETS

### LOGOS



PRIMARY



CHARTER MEMBERS ONLY



TWO COLORS



ONE COLOR



SOCIAL AND VIDEO BUGS

### COLORS



**PANTONE 484**  
CMYK: 25-91-98-21  
RGB: 154-51-36  
HEX: 9A3324



**PANTONE 295**  
CMYK: 100-63-0-67  
RGB: 0-40-85  
HEX: 002855



**PANTONE 3005**  
CMYK: 100-35-0-2  
RGB: 0-119-200  
HEX: 0077C8



**PANTONE 4515**  
CMYK: 20-22-59-10  
RGB: 179-163-105  
HEX: B3A369



**PANTONE 2925**  
*Only for NCAA Disk*  
CMYK: 75-18-0-0  
RGB: 0-156-222  
HEX: 009CDE



**BLACK**  
CMYK: 0-0-0-100  
RGB: 0-0-0  
HEX: 231F20

### FONTS

DIII 50th anniversary brand fonts Abolition, Century Gothic and Supria Sans are all Adobe fonts and can be activated on [fonts.adobe.com](https://fonts.adobe.com).

#### ABOLITION

ABCDEFGHIJKLMNOPQRSTUVWXYZ

#### Century Gothic Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### Supria Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### GRAPHIC ELEMENTS





## INFORMATION ON THE DIVISION III 50TH ANNIVERSARY

The 50th anniversary of NCAA Division III marks a significant milestone in collegiate sports. Established in 1973, Division III provides an equitable and inclusive environment for student-athletes to take responsibility for their own paths, follow their passions and discover their potential through a comprehensive educational experience.

Division III student-athletes are fueled by passion. They strive to do their best on the field and in the classroom because they realize the value in athletics lies beyond a scoreboard. Student-athletes push themselves to achieve excellence and build upon their academic success with new challenges and life skills within an environment that fosters health and wellness. This milestone celebrates the enduring legacy of Division III and its commitment to a transformative collegiate experience for student-athletes.

## WHEN IS THE DIVISION III 50TH ANNIVERSARY?

Division III was established Aug. 6, 1973. The celebration will begin on Aug. 6, 2023, and continue through the 2023-24 academic year, ending on Aug. 1, 2024.

This communications kit includes a link to download Division III 50th anniversary logos and editable social media graphics. No logos or editable social media graphics should be posted publicly before the division's celebration begins Aug. 6.

## CONTENT IDEAS

### What Sort of Content Should Be Created and Shared?

When creating content for the Division III 50th anniversary, schools and conferences are encouraged to highlight one or more of the following themes:

- Historical Division III moments in your conference or school's history, including any championships won.
- The evolution of your conference or school since it joined Division III.
- Why your student-athletes enjoy being in Division III.
- How your student-athletes embrace the division's "Discover, Develop, Dedicate" philosophy.
- Ways that your school embraces the division's six attributes: proportion, comprehensive learning, passion, citizenship, sportsmanship and responsibility.
- Your student-athletes participating in community engagement.
- Your department participating in activities that celebrate the Division III partnership with Special Olympics.
- Successful alumni who are making a difference in their professional career or in their community.
- What makes your institution unique within Division III.

## AMPLIFYING YOUR CONTENT

Inform your student-athletes about your athletics department's participation in the Division III 50th anniversary celebration. Encourage them to share your school's content and to share their own. Student-athletes may consider posting content about how they enjoy being in Division III, embrace the division's "Discover, Develop, Dedicate" philosophy and make a difference on campus and in the community.

Inform your university marketing, development/fundraising and communications offices about your athletics department participating in the Division III 50th anniversary. Ask whether they would be interested in sharing content that is produced by your athletics department or creating their own.

Inform your media about your school or conference office participating in the Division III 50th anniversary. Pitch your content plan and share your content with them to encourage your media to further amplify your messaging.





## EDITABLE GRAPHICS

Editable graphics branded with the 50th anniversary logo and attributes are available to Division III schools and conferences to use on social media. These include Photoshop documents that serve as templates that athletics communications professionals can update. These graphics should not be used publicly prior to Aug. 6.

## USING SOCIAL MEDIA TEMPLATES

Text can be edited by selecting the Photoshop Type tool and double-clicking on the “Editable Text” layer.

Photos can be replaced by double-clicking the photo icon on the “Photo” layer (marked in green). The photo layer is a smart object and will apply a photo treatment equally to all photos placed in the file.

## POSSIBLE SOCIAL MEDIA LANGUAGE

Social media posts should focus on celebrating Division III and provide engaging content for audiences that will inform and create interest in the benefits of the division for student-athletes. Potential copy for graphics, photos, captions and videos includes:

**Celebrating the past. Honoring the present. Looking forward to the future.**

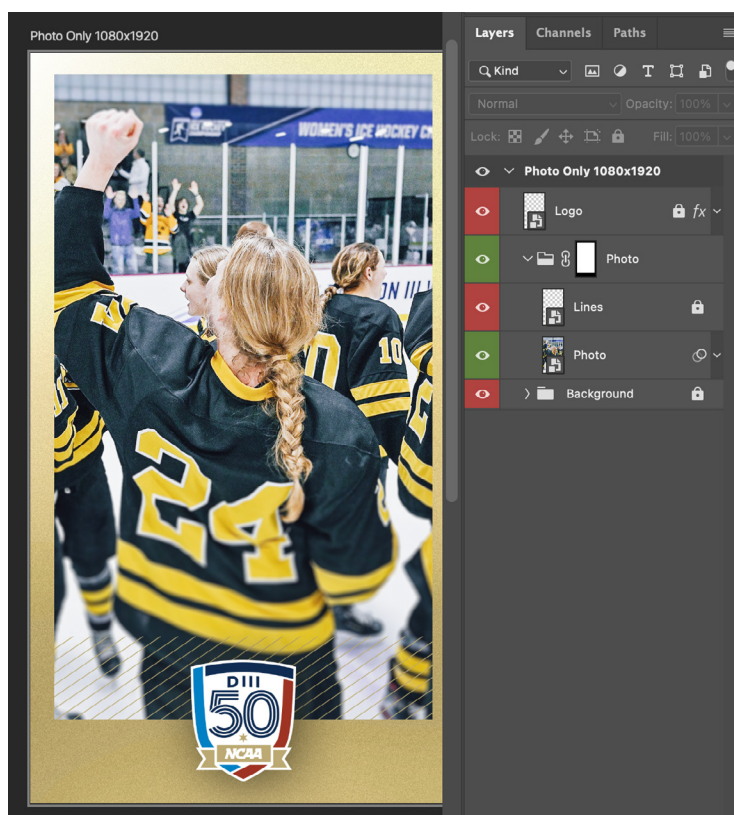
**XYZ University is proud to celebrate the 50th anniversary of Division III.**

## SOCIAL MEDIA HASHTAG

Consider sharing posts on social media on the Division III 50th anniversary using the hashtag **#DIII50**. Encourage others to use the hashtag as well.

## ACCESSING THE DIVISION III 50TH ANNIVERSARY LOGO AND EDITABLE GRAPHICS

The Division III 50th anniversary logo and social media editable graphics are available [here](#). The editable graphics should not be used publicly prior to Aug. 6.





## JOIN THE SOCIAL BLITZ

Conference offices and athletics departments are encouraged to participate in a social media blitz on Monday, Aug. 7, at 3 p.m. Eastern time to celebrate the Division III 50th anniversary by posting the graphic that will be labeled with the file name “**Social Blitz Graphic.psd**.” The social blitz graphic will be uploaded to the resources page on NCAA.org by Aug. 1. The suggested copy for the post is:

**Celebrating the past.**

**Honoring the present.**

**Looking forward to the future.**

**We are proud to celebrate 50 years of Division III.**

**#DIII50 | #WhyD3**

## SAAC CELEBRATION OF DIVISION III 50TH ANNIVERSARY

Engage your campus or conference Student-Athlete Advisory Committee with this celebration, as it is a great time to launch or promote your SAAC’s involvement on campus and in the community. Resources for SAACs are available on the national [Division III SAAC page](#).

## GAME DAY ACTIVATION

Schools are encouraged to repurpose videos they create for the Division III 50th anniversary during their home game broadcasts during the 2023-24 academic year. An editable document containing public address announcements promoting the celebration will be uploaded to the 50th anniversary resources page on NCAA.org by Aug. 18. The reads can be repurposed for in-game broadcasts.

Schools and conferences are welcome to use the Division III 50th anniversary logo in their game day promotions.

## OTHER PROMOTIONAL ITEMS

Below are other items the division has in store to help conferences and schools participate in the celebration and create plans to honor their own Division III history.

- 50th anniversary branding kits that include two vinyl banners, a foam core sign and stickers for all conferences and institutions.
- Division III championships jersey patch.
- Division III Week of Service.
- Division III 50th anniversary branded items on the SourceOne purchasing website.

For questions, please email **Katie Mucci**, assistant director of Division III governance communications ([kmucci@ncaa.org](mailto:kmucci@ncaa.org)).

