



# STYLEGUIDE

**HBCUAC isn't just an athletic conference.**

**We are a lifestyle.**

**One that focuses on the process, the grind,  
the hustle, and ultimately the WIN.**

**Everything else is just black and white.**

**Through this lens, we solidify our place  
in sports and culture to create  
the winner's lifestyle ... the place**

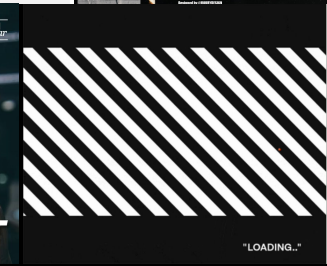
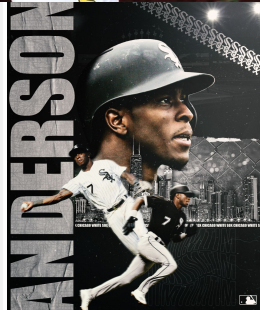
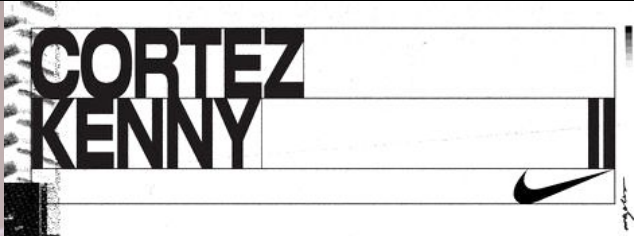
**WHERE WINNERS THRIVE**

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A NEW BRAND  
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This is a mood board with found examples that represent the overall visual vibe of the brand. This will continue to be updated as core brand assets are developed.





# ***Visual Assets***



**This is the primary HBCUAC logo. It should be used in all instances except otherwise specified.**



This is the black and white logo that should be used only when color is unavailable.



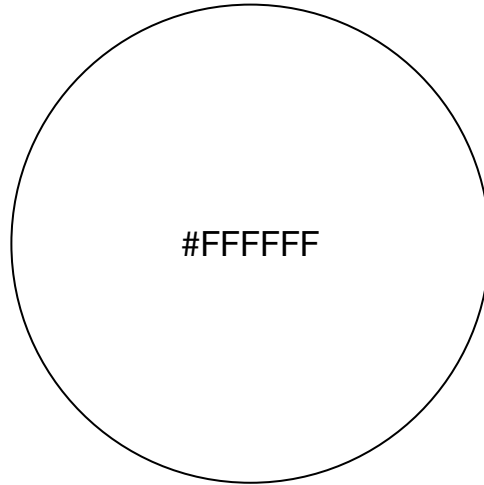
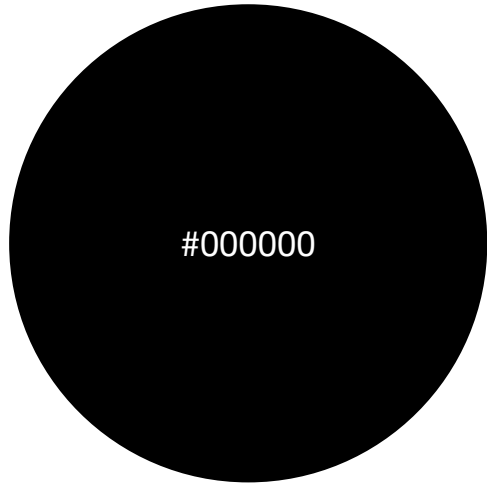
This secondary mnemonic should be used only when directed by the HBCUAC.



The Winner's Lifestyle  
*The Winner's Lifestyle*  
The Winner's Lifestyle  
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The Winner's Lifestyle  
*The Winner's Lifestyle*  
**The Winner's Lifestyle**  
***The Winner's Lifestyle***  
**The Winner's Lifestyle**  
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Helvetica Now Display is the brand's main font family.  
Any of the styles can be used unless otherwise specified.



The brand employs an entirely black-and-white aesthetic with very minimal accents of the brand blue.



All color comes through the brand images. Visuals are gritty, slightly desaturated, and neutral in tone. Images must capture moments in action, celebrate the spirit of teamwork, employ interesting angles, and capture student-athletes on the field/court.