

#OPPORTUNITIESSTARTHERE



NATIONAL JUNIOR COLLEGE ATHLETIC ASSOCIATION ESPORTS

A world of opportunity awaits

Brand Guide



Who Are We?

NJCAA Esports, the international competitive body for colleges that offer two-year programs internationally, is proud to provide esports teams with support, competition, and championships.

NJCAA Esports also provides guidance and positive development for two-year college programs to build and operate esports on their campus.



Our Mission



NJCAA Esports (NJCAAES), the international competitive body for two-year college esports in the United States, is proud to provide two-year college esports teams with support, competition, and championships. The association also provides guidance and positive development for two-year colleges to build and operate esports programs. Established in the Fall of 2019, the association continues to establish new partner relationships that assist in the growth of esports programs, add new titles for increased participation, and dedicate resources to the recruitment of new members.

The NJCAAES is committed to removing barriers to entry for all participants, including students and member institutions. Through the bring your own device and play from anywhere model, even campuses that are strictly online can offer an opportunity to engage their students. While student engagement is always a priority, it has perhaps never been more important than right now. No one disputes that an engaged student is a student that completes!

Why Collegiate Esports?

According to an article in the Sport Journal, "For students who may lack the resources to high-end video game technology consistently at home, collegiate esports programs can level the playing field and help provide access to and appreciation for cutting-edge technology. Esport athletes often use technology to film each other playing games; they also edit sound and video and even publish how-to tutorials."

- **Scholarships**
- **Increased academic and social engagement**
- **Exposure**
- **New programs and degrees**
- **Exploration of STEM concepts and career paths**
- **Inclusion for students**
- **& much more...**

What is the correct way to spell esports?

By now we have seen all variations of the word esports in the esports community. So, what is the correct format?



Esports vs. E-Sports vs. eSports

esports

lowercase with no hyphen or capital s

If used at the beginning of a sentence, the first letter should be capitalized.

Brand Attributes and What We Stand For

01



Energy

02



Community

03



Student-centric

04



Diversity

The NJCAA Fonts and Logo



Compatible fonts for the NJCAA marks are Berthold City, Adelle, Antonio, Open Sans Extra Bold, and Montserrat.

Berthold City is the font used in the words "NATIONAL JUNIOR COLLEGE ATHLETIC ASSOCIATION" in our primary mark. It is a bold, readable font with multiple weights available. Adelle, Antonio, Open Sans Extra Bold, and Montserrat are also available in multiple weights.

FULL COLOR ESPORTS MARK



ON NJCAA BLUE



ON NJCAA GRAY/
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX
BACKGROUND

BLACK & WHITE ESPORTS MARK



ON NJCAA BLUE



ON NJCAA GRAY/
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX
BACKGROUND

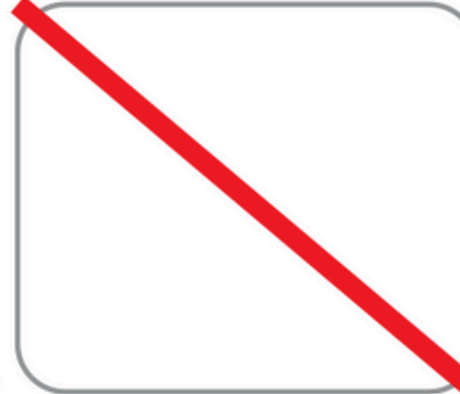
ALL WHITE ESPORTS MARK



ON NJCAA BLUE



ON NJCAA GRAY/
LIGHT COLOR



ON WHITE



ON DARK COLOR



ON COMPLEX
BACKGROUND

PRIMARY COLORS

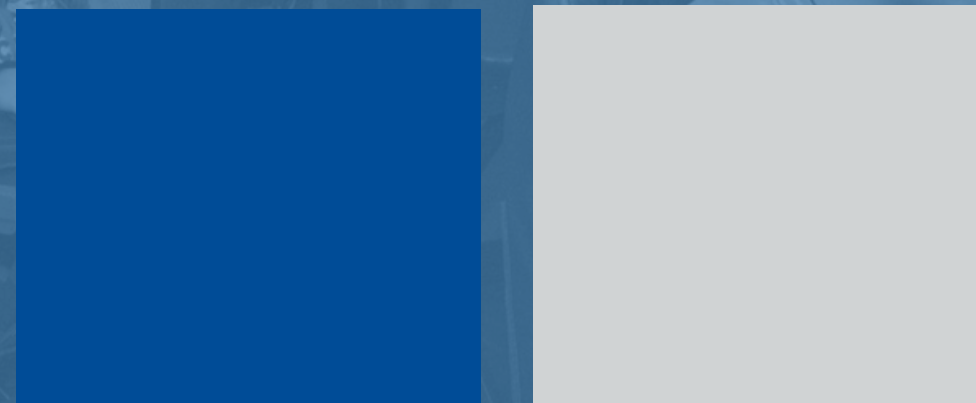
NJCAA Blue and NJCAA Gray are the official colors for the National Junior College Athletic Association brand. It is very important to match these colors faithfully when reproducing the NJCAA brand marks.

NJCAA BLUE

(in lieu of use *Pantone® 2945c) Process Equivalent: 100c 64m 0y 16k RGB Equivalent: 0r 76g 151b Madeira Thread: 1842
Hex Code: 004C97

NJCAA GRAY

(in lieu of use *Pantone® 427c) Process Equivalent: 14c 8m 4y 0k RGB Equivalent: 208r 211g 212b Madeira Thread: 1810
Hex Code: D0D3D4



SECONDARY COLORS

In addition to the primary palette, the NJCAA brand marks utilize white, NJCAA Navy, and NJCAA Gray 2 as secondary colors.

WHITE NJCAA NAVY

(in lieu of use *Pantone® 533c) Process Equivalent: 94c 73m 5y 69k RGB Equivalent: 32r 42g 68b Madeira Thread: 1764
Hex Code: 202A44

NJCAA GRAY 2 (in lieu of use *Pantone® 429c) Process Equivalent: 35c 23m 19y 2k RGB Equivalent: 162r 170g 173b Madeira Thread: 1611 Hex Code: A2AAAD





The NJCAAE logo has an established “safe zone”. This safe zone is intended to maintain the logo’s integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone.

The safe zone for the NJCAAE logo is equal to one-sixth the height of the logo. The safe zone spacing is uniform on all sides of the logo.

