



Marketing & Branding Guide

Created July 2021



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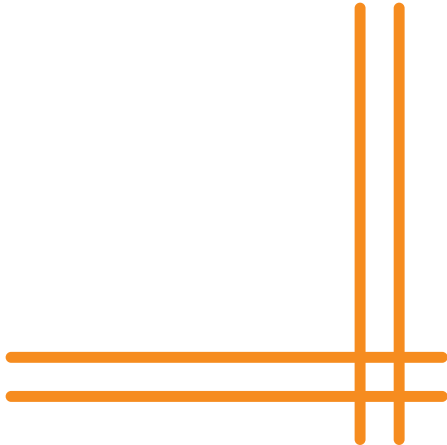
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Questions?
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Our Fair Shot

The inequity between women's and men's college athletics must end. By giving women a fair shot at excelling through their time as athletes we will have a great impact on future athletes. We want to compete on a level playing field on and off the court. We will always continue to fight and advocate for women's basketball by encouraging the expansion of the brand. The time for gender equity in basketball is now.

- Give us **OUR FAIR SHOT** to compete on a level playing field on and off the court.
- Give us **OUR FAIR SHOT** by providing commensurate sales, marketing and promotional muscle so our women student-athletes get the visibility and recognition for their talents, competitive play and championships they deserve, which will fuel their ability to inspire and serve as role models.
- Give us **OUR FAIR SHOT** by providing female student-athletes the same state-of-the-art resources, training facilities, amenities and branded courts as the men.
- Give us **OUR FAIR SHOT** by giving coaches the same tools for recruitment and other incentives that allow us to identify and nurture the superstars of tomorrow.
- Give us **OUR FAIR SHOT** by recognizing the superior achievements of our female student-athletes when they outperform academically, ascend to leadership roles after graduation and achieve positive life outcomes.

To learn more about Our Fair Shot visit OurFairShot.com

Primary Mark

To promote the Our Fair Shot and its values, it is recommended that the Our Fair Shot primary mark be used whenever appropriate. This logo must be used consistently across all association related materials. Please adhere to the following guidelines.

1. The primary logo must be surrounded by ample clear space with no overlapping of a non solid background.
2. It cannot be displayed any smaller than 1" in width.
3. The colors of the logos may not be changed for any reason other than to be used in black and white.
4. Additional logo restrictions can be found on page 9.



Secondary Logo

To further promote Our Fair Shot it is recommended that the secondary mark be used whenever appropriate. When the primary mark is not appropriate please adhere to the following guidelines.

1. The primary logo must be surrounded by ample clear space with no overlapping of a non solid background.
2. It cannot be displayed any smaller than .5" in width.
3. The colors of the logos may not be changed for any reason other than to be used in black and white.
4. Additional logo restrictions can be found on page 9.



Logo Sizes

The primary mark shall appear no less than 1" wide, while the secondary mark shall appear no less than .5" wide. Additional logos, lock ups, and initiative logos shall appear no less than 1" wide.

There are no restrictions to how large a logo can appear.

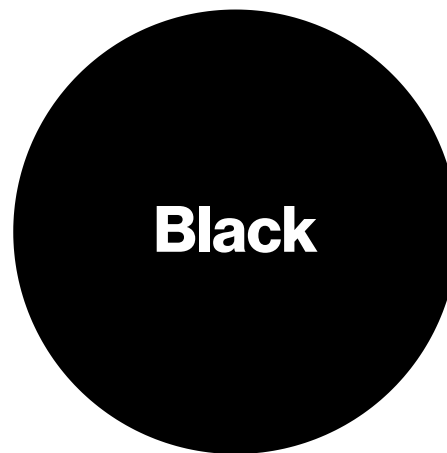


Colors

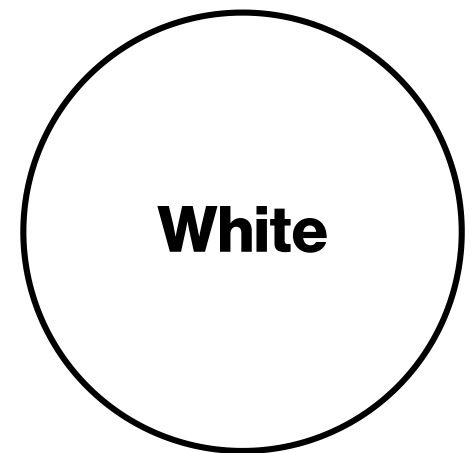
The Our Fair Shot Orange is consistent with the color the WBCA uses and it is considered the official basketball game ball according to the NCAA. The logos are also used with a solid black and white.



CMYK: 0, 55, 100, 0
RGB: 255, 121, 0
HEX: FF7900



CMYK: 75, 68, 67, 90
RGB: 0, 0, 0
HEX: 000000



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFFF



Typography

The primary font family of the Our Fair Shot is Neue Haas Grotesk. All Our Fair Shot branding, signage, and marketing materials are required to use these fonts.

Neue Haas Grotesk	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789
<i>Neue Haas Grotesk Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<i>0123456789</i>
Neue Haas Grotesk Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789
<i>Neue Haas Grotesk Bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<i>0123456789</i>
Neue Haas Grotesk Display Pro 75	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789
<i>Neue Haas Grotesk Display Pro 75 Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<i>0123456789</i>
Neue Haas Grotesk Display Pro 95 Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789
<i>Neue Haas Grotesk Display Pro 95 Black Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<i>0123456789</i>

Logo Usage Restrictions

All logo restrictions apply to both the primary, secondary, and partnership lock ups.



Do not squish



Do not stretch



Do not rotate



Do not edit the shade of orange



Do not add a shadow



Do not recolor outside of white or black



Do not allow the logo to appear pixelated



Do not use on a distracting background

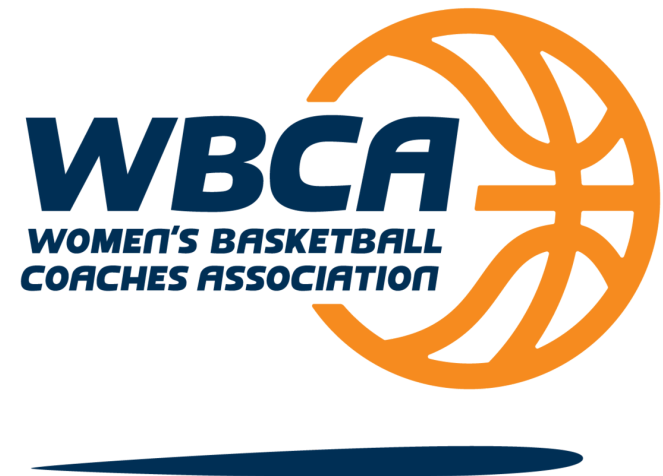


Do not add a border

Partnership & Sponsor Lockups

When using the Our Fair Shot logos with a partner or sponsor logo please adhere to the following guidelines:

1. The Our Fair Shot logo must be on the left side in a lock up.
2. Logos are roughly the same size.
3. All Our Fair Shot logo restrictions apply as shown on page 4 and 9.





Social Media

Our Fair Shot utilizes various social media platforms to increase brand awareness and increase traffic OurFairShot.com

It is required that social media efforts for Our Fair Shot are consistent across platforms and within this team. Supporters, fans, schools, conferences, etc. should use the following social media accounts and hashtags when engaging with Our Fair Shot online.

Accounts:

Our Fair Shot Facebook.....	Our Fair Shot
Our Fair Shot Instagram.....	@ourfairshot
Our Fair Shot Twitter.....	@OurFairShot
Our Fair Shot Tik Tok.....	@OurFairShot
Our Fair Shot Youtube.....	Our Fair Shot

Hashtags:

#OurFairShot
#OurShiningMoment



**Our
Fair
Shot**