

2021 Women's Basketball Coaches Association  
**Marketing & Branding Guide**

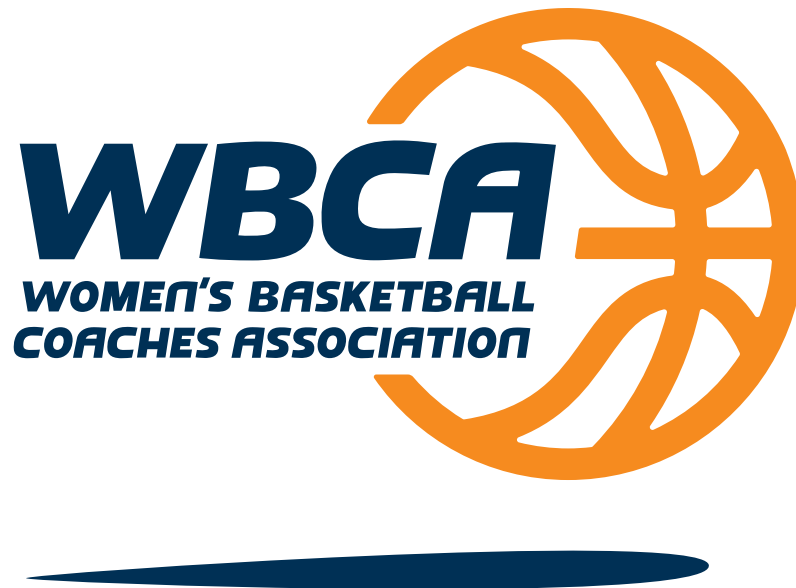
*Updated August 2021*

## **This is *your* WBCA.**

We're coaches. We're leaders and teachers, dreamers and winners. We build excellent people, not just excellent players. We improve lives, not just records.

We're team and community transformation agents. We're talent managers, masters of the game, but committed to learning and pushing the limits of our own potential. We build and nurture the network of our hardworking peers. We're driven to improve and advance the game we love through the women and girls we lead, through the fellow coaches we are lucky to call peers.

This is where we are celebrated. This is where we grow. This is where leadership lives. This is *your* WBCA.



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# Code of Ethics

## WBCA Values

WBCA member coaches are stewards of the game, conducting ourselves with professionalism and integrity, and putting foremost the safety, welfare and educational interests of the women and girls we coach. The WBCA membership, board of directors and staff conduct ourselves in such a manner that the women and girls who play basketball gain self-respect, self-esteem and self-confidence, as well as educational development. These qualities empower women and girls to succeed in life and to become leaders in their professions, communities and society. The association expects all members to honor and abide by these values and standards as a condition of membership.

## WBCA Standards

### Integrity

- We follow both the letter and spirit of the rules and regulations that govern our sport.
- We watch for actions that could influence other coaches, staff members, athletes and fans to behave in a way that is contrary to these standards.
- We report conduct or suspected conduct that is not in keeping with these standards as well as the rules and regulations that govern our sport.
- We acknowledge that winning is important, but never at the expense of sportsmanship, safety and integrity.

### Athlete Experience

- We place the physical and mental well-being of the women and girls who play basketball above all else; their health and safety is paramount.
- We maintain strictly professional relationships with the athletes with whom we interact.
- We respect the dignity and individuality of each person with whom we interact and promote a diverse and inclusive culture in which every individual is valued.

### Education & Empowerment

- We teach by example and instill in our athletes the fundamental values of honesty, integrity, respect, civility, self-discipline, personal responsibility and fairness.
- We educate women and girls in a manner that prepares them to succeed in life and become leaders in their communities.
- We strive in all we do to expand athlete experiences and support their academic and educational interests.

### Professionalism

- We perform with excellence and good sportsmanship and require the same of each other and our athletes.
- We commit to growing and enhancing the sport of women's basketball and seek opportunities to grow personally and professionally.
- We respect the game, fellow coaches, administrators, game officials and the women and girls we coach and teach.
- We conduct ourselves according to the WBCA values and standards and are accountable for our decisions and actions.

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*The association expects all members to honor and abide by the WBCA Code of Ethics as a condition of membership. The WBCA Board of Directors' Executive Committee has the authority and discretion to determine if a member has violated the WBCA Code of Ethics and to terminate membership, not renew a membership, or not accept a new membership application.*

# WBCA Pillars



## WBCA Pillars

We are passionate advocates and supporters of the game of women's basketball at all levels of the sport.

We serve coaches of women's basketball.

We are proud of the impact coaches make on student-athletes who play women's basketball.

# Primary Mark

To promote the WBCA and its values, it is recommended that the WBCA primary mark be used whenever appropriate. This logo must be used consistently across all association related materials.

The WBCA primary logo consists of three elements — the WBCA wordmark and the shadow in PMS 540 blue (or its global process equivalent) and the basketball in PMS 151 orange (or its global process equivalent).

When using this logo please adhere to the following guidelines:

1. The primary logo must be surrounded by ample clear space or an “area of isolation” the size of the “W” to keep other visual elements from conflicting with it.
2. It cannot be displayed any smaller than 0.5” in width.
3. The colors of the logos may not be changed for any reason other than to be used in black, white, PMS 540 blue, and PMS 151 orange.
4. Additional logo restrictions can be found on [page 13](#).



**Primary logo with clear area of isolation**



**Primary logo in white with clear area of isolation**



**Primary logo in black with clear area of isolation**



**Primary logo in white with clear area of isolation**



**Primary logo in black with clear area of isolation**

# Expanded Mark

To further promote the WBCA and its values, it is recommended that a WBCA mark be used whenever appropriate.

The WBCA expanded logo consists of four elements – the WBCA workmark, the Women’s Basketball Coaches Association wordmark, and the shadow in PMS 540 blue (or its global process equivalent) and the basketball in PMS 151 orange (or its global process equivalent).

When using this logo please adhere to the following guidelines:

1. The expanded logo must be surrounded by ample clear space or an “area of isolation” the size of the “W” to keep other visual elements from conflicting with it.
2. It cannot be printed or displayed any smaller than 1.5” in width.
3. The colors of the logos may not be changed for any reason other than to be used in black, white, PMS 540 blue, and PMS 151 orange.
4. Additional logo restrictions can be found on [page 13](#).



Expanded logo with clear area of isolation



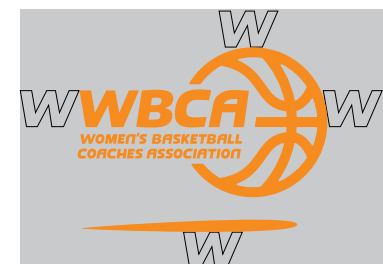
Expanded logo in white with clear area of isolation



Expanded logo in black with clear area of isolation



Expanded logo in PMS 540 blue with clear area of isolation



Expanded logo in PMS 151 orange with clear area of isolation

# 40<sup>th</sup> Anniversary Marks

For the 40<sup>th</sup> year of the WBCA, we will celebrate. We will have a year of coming together and celebrating the WBCA being leaders in women's basketball since 1981.

Our gradients and fonts will stay the same to provide consistency and we will have new logos to use throughout the year. Below are the approved marks that must follow all primary and expanded logos guidelines on page [6](#) and [7](#).



**40<sup>th</sup> Anniversary logo with clear area of isolation**



**40<sup>th</sup> Anniversary logo in white with clear area of isolation**



**40<sup>th</sup> Anniversary logo in black with clear area of isolation**



**40<sup>th</sup> Anniversary logo in PMS 540 blue with clear area of isolation**



**40<sup>th</sup> Anniversary logo in PMS 151 orange with clear area of isolation**



# Logo Sizes

The primary mark shall appear no less than .5" wide, while the expanded mark shall appear no less than 1.5" wide. Additional logos, lock ups, and initiative logos shall appear no less than .5" wide.

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



# The WBCA Colors

The WBCA colors are a mix of the old and new. The WBCA blue is the original blue used when the association was founded. The WBCA orange is the official color of a basketball game ball according to the NCAA.



CMYK: 0, 55, 100, 0

RGB: 255, 121, 0

HEX: FF7900



CMYK: 100, 57, 12, 61

RGB: 0, 51, 89

HEX: 003359

# Typography

The primary font family of the WBCA is Gotham. All WBCA branding, signage, and marketing materials are required to use these fonts.

**Gotham Black**

***Gotham Black Italic***

**Gotham Bold**

***Gotham Bold Italic***

Gotham Book

*Gotham Book Italic*

Gotham Extra Light

*Gotham Extra Light Italic*

Gotham Light

*Gotham Light Italic*

**Gotham Medium**

***Gotham Medium Italic***

Gotham Thin

*Gotham Thin Italic*

**Gotham Ultra**

***Gotham Ultra Italic***

**Gotham Narrow Black**

***Gotham Narrow Black Italic***

**Gotham Narrow Bold**

***Gotham Narrow Bold Italic***

Gotham Narrow Book

*Gotham Narrow Book Italic*

Gotham Narrow Extra Light

*Gotham Narrow Extra Light Italic*

Gotham Narrow Light

*Gotham Narrow Light Italic*

**Gotham Narrow Medium**

***Gotham Narrow Medium Italic***

Gotham Narrow Thin

*Gotham Narrow Thin Italic*

**Gotham Narrow Ultra**

***Gotham Narrow Ultra Italic***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

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# The Gradient

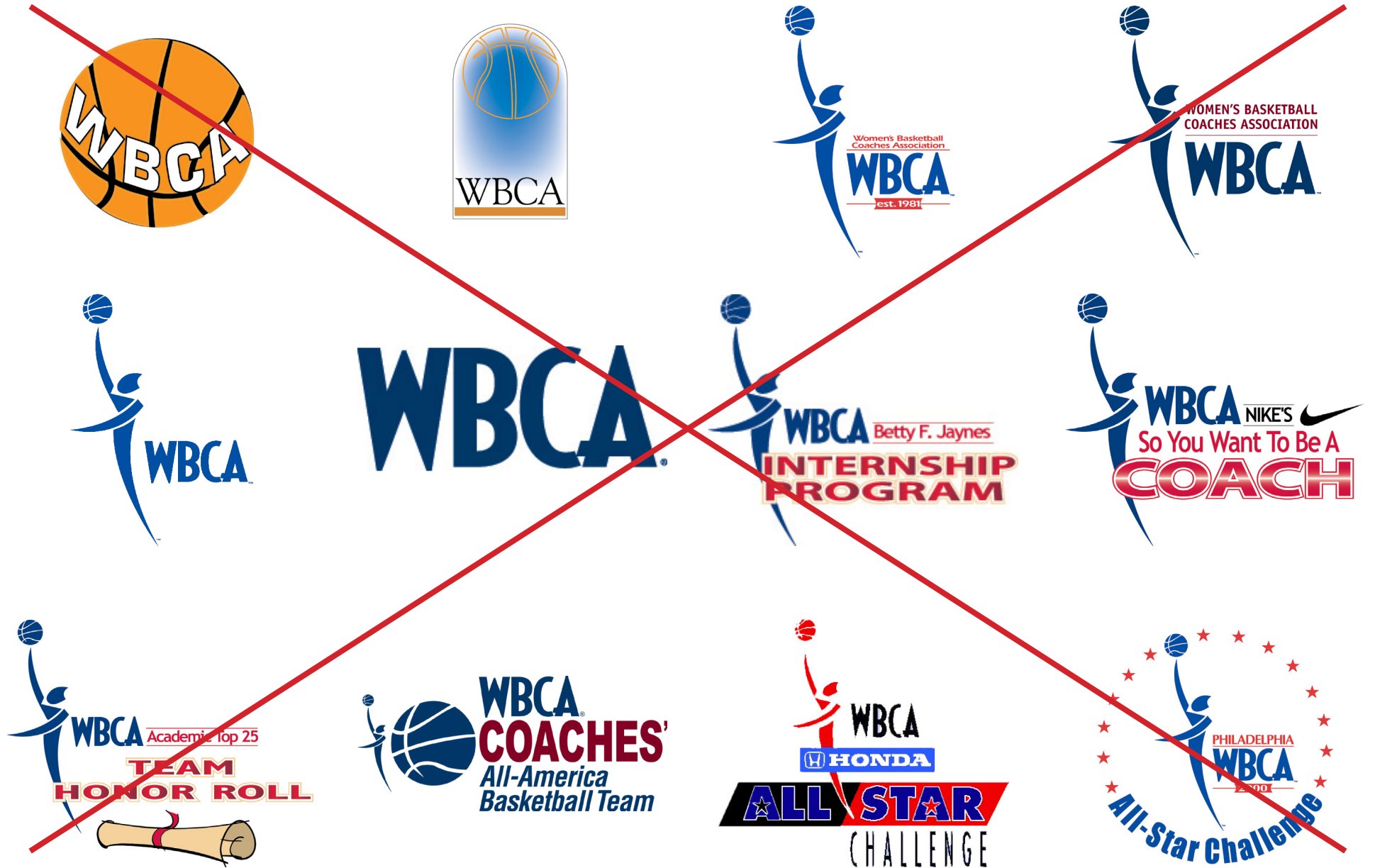
The WBCA gradient is a mix of the WBCA Orange and WBCA Blue. This gradient is to be use on all marketing, branding and WBCA materials when appropriate.

[Download the gradient here.](#)



# Restricted Marks

The use of old WBCA marks on current materials is strictly prohibited. This includes old convention, all-star game, and program, and award logos from previous years not all shown below.



# Logo Usage Restrictions

All logo restrictions apply to both the primary, expanded, convention, program, and partnership lock ups.



Do not squish



Do not stretch



Do not outline with white, black, or any other color



Do not rotate



Do not switch the orange and blue and recolor the logo



Do not recolor outside of white or black



Do not use on a distracting background



Do not run text or graphics over logo



Do not remove elements of the logo

# Ancillary Marks

Additional WBCA marks were created to further help promote the association, its programs, and its awards.

All logos consist of four elements — The WBCA wordmark, the program or award workmark, the shadow in PMS 540 blue (or its global process equivalent) and the basketball in PMS 151 orange (or its global process equivalent).

When using these logos, please adhere to the following guidelines:

1. The logos must be surrounded by ample clear space or an “area of isolation” the size of the “W” to keep other visual elements from conflicting with it.
2. Cannot be printed or displayed any smaller than 1.5” 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 13](#).



# Associations & Initiatives

When using these logos with an initiative please adhere to the following guidelines:

1. All associations and initiatives information must appear below the WBCA mark.
2. The first line must appear in Gotham Bold, ALL CAPS, and in PMS 540C. Any subsequent lines must appear in Gotham Light, ALL CAPS, and in PMS 540C.
3. The logos must be surrounded by ample clear space or an “area of isolation” the size of the “W” to keep other visual elements from conflicting with it.
4. Cannot be printed or displayed any smaller than 1.5” in width.
5. The colors of the logos may not be changed for any reason other than to be used in black and white.
6. Additional logo restrictions can be found on [page 13](#).





# Partnership & Sponsor Lockups

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

1. The WBCA must be on the left side in a lock up.
2. Logos must appear side by side equally separated by a solid vertical line that is PMS 540C.
3. Logos are roughly the same size.
4. All WBCA logo restrictions apply.



# #WBCAPodcast Logos

The #WBCAPodcast logo was created to promote the associations bi-weekly Growing Our Game podcast available on Apple Music & Spotify.

There are two versions of the logo (sponsored and unsponsored). When using these logos, please adhere to the following guidelines:

1. The logos must be surrounded by ample clear space or an “area of isolation” the size of the “W” to keep other visual elements from conflicting with it.
2. Cannot be printed or 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 13](#).



Sponsored version



Unsponsored version

# Social Media

The WBCA utilizes various social media platforms to increase brand awareness and increase traffic to [WBCA.org](http://WBCA.org). It is required that social media efforts for the WBCA are consistent across platforms and among its members.

Members, fans, schools, conferences, etc. should use the following social media accounts and hashtags when engaging with the WBCA online.

## Accounts

WBCA Facebook.....	<a href="#">@WBCA1981</a>
WBCA Instagram .....	<a href="#">@WBCA1981</a>
WBCA LinkedIn .....	<a href="https://www.linkedin.com/company/wbca">linkedin.com/company/wbca</a>
WBCA Snapchat.....	<a href="#">@WBCA1981</a>
WBCA Twitter .....	<a href="#">@WBCA1981</a>
WBCA YouTube.....	<a href="#">@WBCA1981</a>

## Hashtags

2022 WBCA Convention.....	<a href="#">#WBCA22</a>
4Fans .....	<a href="#">#WBCA4Fans</a>
Coaches' Classroom.....	<a href="#">#WBCACC</a>
Season of Service.....	<a href="#">#WBCASeasonofService</a>
“So You Want To Be A Coach” .....	<a href="#">#WBCASO</a>
WBCA Podcast: Growing Our Game.....	<a href="#">#WBCAPodcast</a>
Women’s Basketball Coaches Association.....	<a href="#">#WBCA</a>

## Social Media Marks in WBCA Blue PMS 540C



## Social Media Marks in WBCA Orange PMS 151C



# WBCA PSA's

The WBCA has created Public Service Announcements (PSA's) to be used to promote the association and its mission. PSA's have a neutral tone, so that any division, school, conference, and level, can utilize them to promote the association to their applicable markets and use as they see fit.

There are two versions of PSA's (0:15 and 0:30) so that conferences, members, associations, etc. have options on when and which they would like to use. All WBCA PSA's can be downloaded in the link below.

[Download the videos here.](#)



**We are the coaches of women's basketball.**

# Graphics, Flyers & Templates

The WBCA has created graphics and flyers to be used to help increase awareness about the association. Graphics are available for use as members, divisions, school, and conferences see fit. As additional graphics are created they will be added to the link below for use.

Specific graphics and templates can be made available upon request via email to [membership@wbca.org](mailto:membership@wbca.org)  
[Download graphics here.](#)

**JOIN THE WBCA TODAY!**

**CONNECT**  
Mentoring Programs | Open Practice, Camp & Clinic Registry | Access to WBCA Career Center

**LEARN**  
Coaching Library | WBCA Convention | #WBCAPodcast: Growing Our Game | Coaches' Classrooms

**RECOGNIZE**  
Divisional Head and Assistant Coaches of the Year | Coaches' All-America | Players of the Year  
Players of the Week | Weekly Top 25 Polls

**TO BECOME A MEMBER VISIT WBCA.ORG**

## Seven Ways to Get the Most Out of Your WBCA Membership

- 1 Coaching Library**  
The online coaching library is a year-round resource with more than 800 videos, plays and drills on every coaching topic.
- 2 #WBCAPodcast: Growing Our Game**  
In our new podcast series we discuss topics of the game with coaches and industry leaders. Subscribe and listen on Apple Podcasts and Spotify.
- 3 Awards**  
Nominate your team, players and colleagues for one of the WBCA awards. *Celebrate the present. Honor the past. Look to the future.*
- 4 Mentoring Programs**  
Join one of our mentoring programs and connect with coaches to discuss challenges, triumphs and share advice.
- 5 Coaches' Classrooms**  
Attend one of the WBCA's coaches' classrooms happening around the country. Dates and locations can be found at WBCA.org.
- 6 Benevolent Fund**  
The fund assists member coaches who experience financial hardship through no fault of their own. Donate today or apply for funding at WBCA.org.
- 7 Career Center**  
Looking for a new opportunity? Head over to the WBCA Career Center to find your next coaching job.



WBCA.org | @WBCA1981

# TV Broadcasts & Streaming Guidelines

Below are basic guidelines and elements for TV broadcasts and streams.

## References

When referring to the association for the first time on air please use “Women’s Basketball Coaches Association”. Any subsequent times, the association can be referred to as the “W-B-C-A”.

## Promos

0:15 Promo Copy: The Women’s Basketball Coaches Association is the professional association for coaches of women’s and girls’ basketball at all levels of competition. For information and to join the WBCA visit [WBCA.org](http://WBCA.org)!

## Commercial Usage

The 0:15 and 0:30 WBCA PSA’s are permissible to use on TV broadcasts and streams.

[Download all WBCA elements here.](#)



# “The Champion”

“The Champion” pictogram was retired from the WBCA logo in 2015 but lives on in the form of The Champion statuette which is presented to all WBCA award recipients.

When using “The Champion”, please adhere to the following guidelines:

1. “The Champion” must be surrounded by ample clear space or an “area of isolation” to keep other visual elements from conflicting with it.
2. Cannot be printed or 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, white, and brown.
4. Additional logo restrictions can be found on [page 13](#).

[For more information on all WBCA awards click here.](#)



The Champion in PMS 614C



The Champion in black



The Champion in white



The Champion in PMS 412C

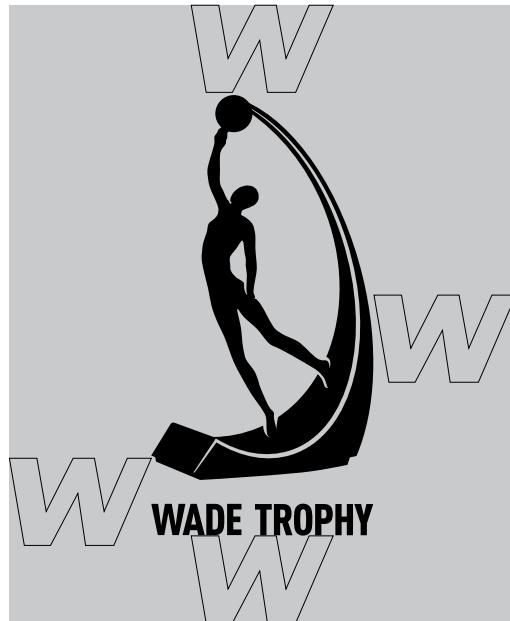
# The Wade Trophy

Named after the late, legendary Lily Margaret Wade, coach of three-time national champion Delta State University, the Wade Trophy debuted in 1978 as the first-ever college women's basketball national player of the year award and is awarded annually to the best college women's basketball player in the country.

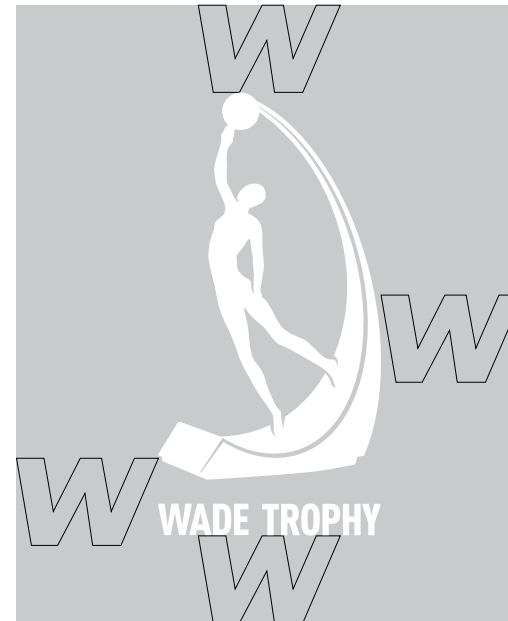
When using the Wade Trophy logo, please adhere to the following guidelines:

1. The logo must be surrounded by ample clear space or an “area of isolation” to keep other visual elements from conflicting with it.
2. Cannot be printed or 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 13](#).

[For more information on the Wade Trophy click here.](#)



**The Wade Trophy logo in black with clear area of isolation**



**The Wade Trophy logo in white with clear area of isolation**



**WBCA**

**WOMEN'S BASKETBALL  
COACHES ASSOCIATION**

