



## **About NACE**

NACE is a member driven organization that focuses on the positive development of esports programs at the collegiate level, and advocates for members to create varsity programs that include scholarships for its participants and a strong institutional commitment to the sport. NACE is the only association of college and university sponsored esports programs that promotes the education and development of students through intercollegiate esports.

We are: Committed to helping our members grow strong esport programs to benefit colleges and students alike.

#### **Brand Attributes:**

Fresh High-tech Community
Energetic Confident Commitment
Exciting Student-centric Diversity

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# **LOGO Options**









There are three options when using the NACE logo:

Standard: For white or light backgrounds, either photo or color, where "E SPORTS"

is clear and easy to read.

Reverse Orange: For darker backgrounds, either photo or color.

Reverse Gray: For colored backgrounds, either photo or color so "E SPORTS" is clear

and easy to read.

Reverse White: For colored backgrounds, either photo or color so "E SPORTS" is clear

and easy to read.

## **LOGO** Positioning + Size





Whenever you use the NACE logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Clear space is determined from the half height of "NAC" in the logo and is shown as "x".

The minimum print size of the NACE is 1" wide. The logo may be enlarged as needed.

# **COLOR** Print + Digital

	PMS	СМҮК	RGB	HEX
ORANGE	1375	7.46.100.0	232.150.35	E89623
GRAY	423	48.39.39.3	138.140.140	8a8c8c
BLUE	300	100.62.7.0	0.92.185	005cb9



Use of our approved color pallete is integral in maintaining the NACE brand. Orange and Gray are our primary colors and Blue is our secondary color. When using the NACE logo, in print or digital, use the correct color values.

## FONTS Print + Digital

**Print Headline** Franklin Gothic Demi

Franklin Gothic Demi Oblique

**Print Content** Tahoma Regular

**Tahoma Bold** 

**Digital Headline** Gotham Black

**Digital Content** Tahoma Regular

Use the appropriate NACE font when preparing print or digital communications.

# FONTS Email Body + Sign-Off

**EMPLOYEE NAME: TAHOMA** 

**BOLD** 

SIZE: 15

COLOR: **RBG 0.92.185** 

**COMPANY NAME: TAHOMA** 

Bold

Size: 10

Color: Black

**CONTENT: TAHOMA** 

Regular

Size: 10

Color: Black

**LOGO** 

NACE\_Email\_Logo.png

#### **BODY**

Email body text should not be smaller than 10 pt and not any greater than 12 pt. It should always be in the font Tahoma.

#### **FORMAT**

#### **NAME**

#### **National Association of Collegiate Esports**

Title

Address

Office Number | Mobile Number

LinkedIn | Blog | Twitter | Facebook | YouTube

**Brand Logo** 

#### **EXAMPLE**

#### **MICHAEL BROOKS**

#### **National Association of Collegiate Esports**

**Executive Director** 

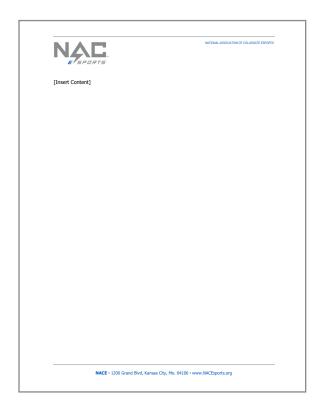
1200 Grand Boulevard | Kansas City, MO 64106

(816) 595-8110 | nacesports.org

<u>LinkedIn</u> | <u>Twitter</u> | <u>Facebook</u>



# **LETTERHEAD** Print + Digital





Letterhead and Second Page Letterhead Templates

## **BUSINESS CARDS Print**





### **Front**

First Name Title E-Mail Address Phone/Fax Numbers Back NACE logo

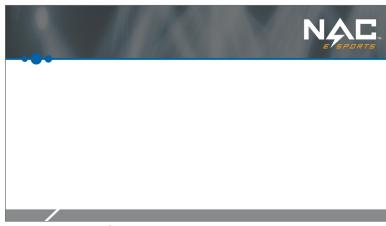
## **POWERPOINT Presentation**



Title Slide



Content Slide 1



Section Header



Content Slide 2

# **NACE Flyer**



### **Championing Collegiate Esports Nationwide**

The National Association of Collegiate Esports (NACE), headquartered in Kansas City, Mo. is a nonprofit membership association organized by and on behalf of our member institutions and is the only governing body of college esports in North America. Since 2016 our members started developing the structure and tools needed to advance collegiate esports in the varsity space.

#### www.nacesports.org

- 80+ member schools
- 1,500+ student-athletes
- \$9 million in esports scholarships and aid
- Annual national convention
- Private discord server (voice-over software) for athletic directors, coaches, and more



#### **NACE Provides:**

- Standardized rules and compliance
- Lobbying arm with media and publishers
- Professional development
- Business intelligence
- Student-athlete recruitment
- Competition between varsity programs

#### The Purpose

NACE's purpose is to promote the education and development of students through intercollegiate esports participation. Member institutions, although varied and diverse, share a common commitment to high standards through participation in organized esports competition and serve as an integral part of the total educational process.

#### **NACE Student-Athletes**

- Earn athletic and academic aid
- Be a part of an emerging industry
- Direct coach-to-student mentorship
- Play the games you love

The National Association of Collegiate Esports • 1200 Grand Blvd, Kansas City, Mo. 64106 • www.NACEsports.org

Front



Back

## **SOCIAL MEDIA Accounts**

#### Facebook:

https://www.facebook.com/NACesports/

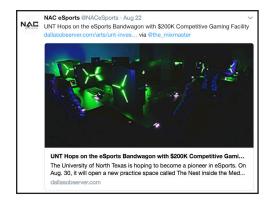


#### LinkedIn:

https://www.linkedin.com/company/16230398



## Twitter: @NACesports



#### **NACE Hashtags:**

- #NACEInvitational
- #PlayNACEsports
- #NACesports

### **Industry Hashtags:**

- #CollegeEsports
- #esports

## SOCIAL MEDIA Facebook

#### DO

- Post at least 1-3 times per day
- Tag locations and pages that are being referenced (type @ then page name for a list to populate, then click the correct page to tag)
- Share news-worthy posts from other pages
- Upload videos directly on Facebook page
- When sharing a video from YouTube, upload the video directly to Facebook.
- Go live when possible
- Create events for each NAIA event
- Create events for each NAIA event

#### **DON'T**

- Do not use hashtags
- Do not use Twitter or Instagram handles

- Create 1 photo album for each event
- This gives people a place to engage, tag themselves & share
- Use relevant emojis sparingly (ctrl command space to access on a Mac)
- Schedule & post via facebook.com or Facebook Pages App
- Update cover photo seasonally, or as events arise (example: could be your invitational, celebrating new schools to the association etc.)
- Pin an important post to the top of the page (example: could be your invitational, upcoming events etc.)

### **SOCIAL MEDIA Twitter**

#### DO

- Tweet often: post 10-20+ times per day during events
- Use relevant hashtags events, sports, locations, schools of association
- Use the 'official' hashtags for each event ex: #NACEinvitational
- Tag who you're talking about (school, place, team, sponsor)
- Include photos and links when possible (photos do not count against the 140 characters)
- Engage in conversations

- Reply to people engaging with your account
- Like, reply or retweet mentions
- Use relevant emojis
- Live-tweet events: highlights, accomplishments & announcements
- Schedule tweets via Tweetdeck or Sprout Social
- Tweet promotions, announcements, special events and opportunities
- Use Tweetdeck to monitor who you follow, mentions, direct messages and hashtags

#### **DON'T**

- Tweet the same message constantly
- Over-tweet live events
- Engage with just your followers

- Overuse hashtags. 1-3 is best
- Be too self-promotional

## **SOCIAL MEDIA** Best Practices

#### **COPYRIGHT, TRADEMARKS & PUBLICITY**

Use of Trademarks & Copyrighted Material

#### What it is:

Use of a trademark for commercial purposes without the prior written consent of the trademark owner may constitute trademark infringement and unfair competition in violation of federal and state laws. Copyright law protects a creator's right to his/her original work and generally prohibits commercial use of copyrighted work without the owner's consent. The protection arises automatically the moment the original work is "fixed in a tangible medium of expression."

#### **Examples:**

Names, titles, logos and taglines are common examples of trademarks. Photographs, videos (including, tv and movie clips) and songs are common examples of copyrighted material.

- Do not use a registered trademark or copyrighted material without the permission of the trademark or copyright owner.
- Do not use a photograph, a still frame from a movie or tv show, a video clip, or a song or song lyric in any commercial message without the consent and/or license of the copyright owner.
- Do obtain consent or permission; this is typically obtained via a license agreement that outlines the rights and responsibilities associated with use and charges a fee for the license to use the trademark. In other instances, the permission from and attribution to the owner may be sufficient.
- Do ensure that any restrictions or requirements related to an approved use are followed, include any required disclaimers and avoid giving undue prominence to the trademark or copyrighted material. Include a copyright notice if requested by the copyright owner.

## **SOCIAL MEDIA** Best Practices

#### cont'd

- Do obtain consent from all copyright holders.
   With respect to film footage, television clips and other motion picture elements, there may be several copyrightable elements within a single piece of work, including concept, script, still images, music, etc.
- Do use another's trademark for comparative advertising, but only in a manner not likely to cause consumer confusion or dilution of the mark. Additional restrictions apply when using the trademark for comparative advertising purposes. Check with your legal counsel.

## Misappropriation, False Endorsement & Right of Publicity

#### What it is:

The right of publicity prevents the unauthorized commercial use of an individual's name, likeness, or other recognizable aspects of one's persona. It gives an individual the exclusive right to license the use of their identity for commercial purposes.

### **Examples:**

- A person's name or image, voices, gestures, distinctive phrases or objects associated with a person
- Any trait from which a person is uniquely identifiable

### **GRAMMAR** Best Practices

### **Esports vs. E-Sports vs. eSports**

The correct punctuation is **esports** – lowercase with no hyphen. If used at the beginning of a sentence, the first letter should be capitalized.

- Esports athletes put in hours of training to reach the pinnacle.
- While esports have long been a part of the culture of gaming, competitions have seen a large surge in popularity in recent years.

#### A vs. An

A is used before a word that begins with a consonant sound. An is used before a word that begins with a vowel sound. When using the NACE acronym, use an. When spelling out the National Association of Collegiate Esports, use a.

- An NACE representative will return your call.
- A National Association of Collegiate Esports institution is visiting this week.