Branding Approvals 2
Under Armour Apparel 2
General Apparel Guidelines 2
Campus Recreation Resources 2
University Marks 3
Branding Colors 3
Word Mark 4
Team Signatures 4
Ram Head Use 4
Custom Team Logos 5
Standard Design Options 6
Standard Design Mockups 7
Team Name Mockups 8
Use of the Word “Club” 8
Block COLORADO STATE Mockups 9
Custom Team Logo Mockups 10
Uniform Mockups 11
Approved Vendors/Printers 12
General Guidelines

This Sport Club Style Guide is meant to serve as a reference for club teams as they make decisions regarding uniform and apparel design. Specific information regarding branding requirements, logo use, and apparel examples are offered throughout. If you have additional questions, please contact the Assistant Director of Sport Clubs.

Branding Approvals

Sport Clubs must obtain approvals for all uniform and apparel designs through the Assistant Director of Sport Clubs prior to ordering or usage. Using this guide will help to cut down on needed changes or edits to meet branding standards.

Licensed Apparel Vendors/Printers

All apparel must be produced by licensed vendors. A full list of approved vendors can be located at brand.colostate.edu, but a list of preferred vendors for Sport Clubs is listed on page 12 of this Style Guide.

Under Armour Apparel

As an Under Armour sponsored campus, all performance apparel must be produced on official UA attire by an approved UA licensed vendor. This extends to all sport uniforms, warm up gear, and other performance-type gear. Cotton t-shirts and other items are not considered performance, and therefore do not fall under this policy. A list of approved printers is located at the end of this Style Guide. For help with UA contract questions, or if you wish to purchase non-UA performance apparel, contact the Assistant Director of Sport Clubs.

Apparel General Guidelines

T-shirts, uniforms, apparel, and other specialty items produced by or on behalf of Sport Clubs for events, identification, marketing, or fundraising purposes must legibly display one of the official identifiers listed in the subsequent pages of this Style Guide. All apparel designs must be approved by the Assistant Director of Sport Clubs prior to production. All logos and symbols associated with the University are registered trademarks, and only licensed vendors are approved to produce these items. All designs must be in good taste, and consideration must be given to ensure materials are not sexist, racist, or derogatory in any manner.

Resources

Publicity Resources

While publicity for sport club events is primarily the responsibility of the individual sport clubs, Campus Recreation has a marketing office designed to assist sport clubs with advertising and promotion. Publicity of sport club events is two-fold, that occurring prior to the event designed to interest fans and the publicity after the event which communicates the success of the sport club program.

Campus Recreation Marketing

Clubs can utilize Campus Recreation marketing resources for two projects each semester. Additionally, the can advertise using Student Recreation Center advertising space once per semester. Please see the Assistant Director, Sport Clubs for additional information.
Block Colorado State

In order to best accommodate the unique branding needs of Sport Clubs, Campus Recreation Marketing has worked closely with CSU Creative Services to develop a new uniform standard for club teams. Similar to the branding guidelines for NCAA athletic teams, Sport Clubs have explicit permission to use the blocked COLORADO STATE identifier on uniforms. This is the preferred University identifier for uniforms, but additional options, including the use of the Word Mark or team signature are explained on the following page.

The following guidelines apply to the use of the block COLORADO STATE:

- The block COLORADO STATE must always be used in its original font
- Do not stretch, tilt, or distort the font in any way
- Do not use the block COLORADO STATE in any other color than green, white, or gold
- The block COLORADO STATE must appear clearly on a uniform ensemble, but does not have to be on each piece of apparel. For example, if the font appears on the sleeve of a uniform top, then it does not need to appear on the pants and vice versa
- The block COLORADO STATE should be used in place of the University Word Mark or team signature (see next page) when the font is preferred for overall uniform look, but only one of the three should on a uniform ensemble

For application examples of the block COLORADO STATE, see page 9.

Colorado State Branding Colors

CSU uses the following palette as the official brand colors of the University. Game uniforms should follow this palette and either have a CSU White or CSU Green base color with Aggie Orange as an option for special game attire.

<table>
<thead>
<tr>
<th>CSU Green</th>
<th>CSU Gold</th>
<th>CSU White</th>
<th>Aggie Orange</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1E4D2B</td>
<td>#C8C372</td>
<td>#FFFFFF</td>
<td>#D9782D</td>
</tr>
<tr>
<td>RGB 30,77,43</td>
<td>RGB 200,195,114</td>
<td>RGB 255,255,255</td>
<td>RGB 217,120,45</td>
</tr>
<tr>
<td>CMYK 92,18,94,61</td>
<td>CMYK 11,6,64,13</td>
<td>CMYK 0,0,0,0</td>
<td>CMYK 0,65,100,0</td>
</tr>
<tr>
<td>Pantone 357</td>
<td>Pantone 617</td>
<td>Pantone 617</td>
<td>Orange 021</td>
</tr>
</tbody>
</table>
Brand Guidelines - University Marks

University Word Mark

The CSU Word Mark is the official rendering of the words “Colorado State University.” The Colorado State University Word Mark is used on formal communications (letterhead, envelopes, notecards, etc.).

While other arrangements of the Colorado State University Word Mark were previously allowed, the linear version is the only recommended application.

• Do not pair the word mark with any other logo or team name
• The word mark should always be used against a clean, contrasting background
• The Word Mark should be used in place of the block COLORADO STATE or team signature when it is preferred for overall uniform look, but only one of the three should on a uniform ensemble

Team Signatures

The new University Signature and Unit Identifier System was developed to allow the name of on-campus entities to be more clear and prominent in communications, such as Sport Club teams.

These applications include:
• As brand identification on apparel when a team logo has not been created or is used
• When pairing the name of the University with the name of Sport Club team
• In marketing or promotional communications

To request a team signature, email the Assistant Director of Sport Clubs.

Full branding guidelines for appropriate uses of the University Word Mark and Signatures are available at brand.colostate.edu.

Ram Head

The Ram’s Head is the University’s official logo. It can be paired with the University word mark and signature. While the Ram’s Head artwork is available as a standalone piece of art, it should never appear in external communication without the logo or signature. CSU marks are registered trademarks. Do not alter the artwork in any way. When reproducing, use only the master copies available at brand.colostate.edu.

• Do not make the face gold or any color besides white
• Do not invert the colors
• Do not use a different shade of green
• Do not stretch, tilt, or distort the Ram Head in any way
• Do not use as a gradient
• Do not place over busy or complicated photos with a drop shadow
• Do not cut the logo in half to create new art

Full branding guidelines for use of the University Ram Head are available at brand.colostate.edu.
Custom Created Team Logos

Campus Recreation’s marketing office can create a custom logo for Sport Clubs teams via request through the Assistant Director of Sport Clubs. Team logos must be used in conjunction with the block COLORADO STATE (see page 3) and must be appropriately colored to fit University branding guidelines on all apparel and uniform items.

Specific guidelines for team logos include:

- Team logos must be used separately and interchangeably from team signatures (if created). For example, if a team logo is used on a uniform, the signature should not be used anywhere else on ensemble
- Team logos must be used on a uniform with the block COLORADO STATE
- Team logos must be created by Campus Recreation’s marketing office
- If a logo was created by another entity, the team must get explicit permission from the Assistant Director of Sport Clubs in order to use it
- Requests to create a team logo should be sent to the Assistant Director of Sport Clubs, who will send the request to the appropriate marketing team members
- Creation of team logos take a minimum of two weeks
Design Options

Standard Design Options

The following designs have been created by Campus Recreation’s marketing office to offer Sport Clubs a variety of t-shirt and apparel options with quick turn-around times. The words “Sport Club” below are replaced with the team name. For application examples, see the following page.
Design Mock-Ups

Standard Design Options Application Examples

The following apparel items are to serve as an example of the standard design options’ application on team attire. Design options are shown on warm up and identifier attire pieces, and are not meant to serve as game uniforms. Game uniform design assistance is available from Campus Recreation’s marketing office at a special request through the Assistant Director of Sport Clubs.
**Design Mock-Ups with Team Names**

**Team Name in Standard Design Options**

The following apparel items display the application of the team name into the standard design options on page 6. Sport Clubs teams that do not have an NCAA Athletic team counterpart at the University are allowed to only use their team name (Baseball, Triathlon, Rugby, etc). Sport Clubs teams that have an NCAA Athletic team counterpart at the University (Women’s Volleyball, Swimming, Tennis, and Women’s Soccer) must use the word “Club” in conjunction with their team name (Club Swimming, Club Tennis). For clarification on this rule, contact the Assistant Director of Sport Clubs.
Design Mock-Ups, Continued

Block COLORADO STATE Placement Examples

The following apparel items display a variety of ways in which the block COLORADO STATE identifier can be incorporated into a uniform design. As shown below, if two pieces will be worn together (i.e. shorts and a top uniform ensemble), then the block COLORADO STATE only needs to appear on one piece of the uniform.
Design Mock-Ups with Custom Team Logo

Reminder: Team logos must be used on a uniform with the block COLORADO STATE
Branding Colors and Block COLORADO STATE

The following apparel items display various examples of appropriate use of the CSU branding colors and application of the block COLORADO STATE preferred University identifier. Each piece has a proper base color (CSU Green, CSU White, or Aggie Orange for special, occasional game uniforms), the block COLORADO STATE is used appropriately, and CSU Gold is reserved for accent use.
Approved Vendors

All Colorado State University and Sport Clubs apparel and items must be printed by an official vendor of the University. Below is a list of the most frequently used vendors by Sport Clubs. A full list of approved vendors and printers is available at brand.colostate.edu.

GoJo Sports

Approved Vendor

gojosportsftc.com • 1437 Riverside Ave • Fort Collins, CO 80524 • 970-493-0440
Main Sport Club Contact: Chris Moddelmog • chrismoddelmog@hotmail.com • cell: 970-658-6316

BSN Sports

Approved Vendor

BSNSports.com • Denver, CO
Main Sport Club Contact: Chuck Rieb • crieb@bsnsports.com • cell: 303-808-1857

Garretson’s

Approved Vendor

garretson-sports.com • 3817 W 10th Street • Greeley, CO 80634 • 1-800-234-0255
Main Sport Club Contact: Brandon Valdez • brandon@garretson-sports.com • 970-481-3243

Kollege Town

Approved Vendor

kollegetown.com • 6111 Pepsi Way • Windsor, WI 53598 • 608-842-2516
Main Sport Club Contact: Kyle Simon • kjsimon@kollegetown.com

Burt’s Shirts

Approved Vendor

burtslogoapparel.com • 142 Remington St • Ft. Collins, CO 80524 • 970-484-7417
Main Sport Club Contact: Jane Good • jane@burtslogoapparel.com

Direct Link to Vendor List:
http://webcms.colostate.edu/licensing/media/sites/127/2017/03/03-2017-Vendor-List.pdf
Contact Information
Sport Clubs Office (970) 491-3793
sportclubs@colostate.edu