Colorado State University

SPORT CLUB STYLE GUIDE

2026 - 2027

CAMPUS RECREATION
COLORADO STATE UNIVERSITY

Colorado State University Sport Clubs

Style Guide

Table of Contents

General Guidelines	1
Branding Approvals	1
Licensed Apparel Vendors/Printers	1
Under Armour Apparel	1
Apparel General Guidelines	1
Campus Recreation Resources	1
University Marks	2
Block Colorado State	2
Ram head	2
Branding Colors	3
Team Logos	4
Custom Created Team Logos	4
Team Name in Standard Design Options	4
Sample Uniform	5
Ordering Apparel	6
Approved Vendors	7

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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 Coordinator Sport Clubs.

Branding Approvals

Sport Clubs must obtain approvals for all uniform and apparel designs through the Sport Clubs Office and University Marketing and Communications Department 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 by clicking "Internal Vendors (PDF)" at licensing.colostate.edu, but a list of vendors who have experience working with Sport Clubs is on page 7 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 and at licensing.colostate.edu. For help with UA contract questions, or if you wish to purchase non-UA performance apparel, contact the Coordinator, 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 Sport Clubs Office 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

Sport Clubs are able to promote competitions and major Club events on the Sport Club digital calendar, which is viewable by the public on the Sport Clubs website as well as screens in the Rec and the LSC. Home competitions requested, approved, and scheduled via the 'Home Competition Request Form' in Connect2 will be automatically advertised. Clubs can submit an Event Promotion Request in Connect for other competitions and events to be considered for addition to the digital calendar. Be sure to closely read all directions in the form to meet appropriate deadlines to exercise this privilege and ensure timely and accurate communication of your Club event(s).

Campus Recreation Marketing

Clubs can utilize Campus Recreation marketing resources for "up to two projects per academic year". Requests are dependent on the capacity and workload of the Marketing team throughout the year. Please contact the Coordinator, Sport Clubs for additional information.

Brand Guidelines - University Marks

For the most current information and additional details regarding University Brand and Mark use visit brand.colostate.edu

Block Colorado State

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 vise 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 be present on a uniform ensemble
- Block CSU and/or Ram's Head must always include a trademark designation or circle r

For application examples of the block COLORADO STATE, see page 5.

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/symbol

Brand Guidelines - Branding Colors

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.

CSU Green	CSU Gold	White	Aggie Orange	80% Black

Colorado State Energy Pallete

Oval Green	Lovers Lane	Energy Green	Flower Trial Red	Powered Purple

Horsetooth Blue	Stalwart Slate	Sunshine

Visit CSU's Brand webpage for additional details

https://col.st/p9LTW

Brand Guidelines - Team Logos

Custom Created Team Logos

Team logos must be appropriately colored and designed to fit University branding guidelines on all apparel and uniform items. Apparel has more flexibility.

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
- When team logos are used on a competition uniform, the block COLORADO STATE must also be visibly present on the uniform
- Team logos must be created or approved by Campus Recreation's marketing office
- If a logo was created by another entity, the team must get explicit permission from the Coordinator, Sport Clubs in order to use it
- Requests to create a team logo should be sent to the Coordinator, Sport Clubs, who will send the request to the appropriate marketing team members





Team Name in Standard Design Options

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 Coordinator, Sport Clubs.

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.

1



2



3



4



Sample Uniforms

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 and CSU White), the block COLORADO STATE is used appropriately, and CSU Gold is reserved for accent use.

Aggie Orange can also be used for special, occasional game uniforms









Ordering Apparel

Apparel Ordering Process

Below is a list of steps for Sport Club Officers to follow when ordering apparel. For any clarification on this process contact the Coordinator, Sport Clubs via email with sportclubs@colostate.edu CC'd.

1. Select a vendor
    a. Refer to the suggested vendors at the bottom of this guide for options, and see a full list of licensed vendors at licensing.colostate.edu.
    b. If you would like to work with an unlicensed vendor, contact the Coordinator, Sport Clubs directly. These orders will take additional time.
    c. For orders from BSN: there is an order form available in Connect2, with catalogs, that you can submit to get your desired order to BSN's sales rep without needing email communication.
2. Secure mock-up designs and a quote or estimate from your selected vendor
3. Submit a Purchase Request for your order. Include the mock-ups and quote/estimate from the vendor in your Purchase Request.
4. Once your Purchase Request is received by the Sport Clubs Office it will be reviewed and processed to make sure your selected vendor is licensed, receive approval for your design(s) from Marketing and Communications, and ensure your Club has enough money to place the order.
5. The Sport Clubs Office will comment on your Purchase Request in Wrike to let you know that your design is approved and you may tell the vendor to start production. Your Club should receive an email notification of this comment automatically from Wrike.
    a. Make sure all vendors are mailing your orders to our office address: ATTN: [Club Name] 8027 Campus Delivery, Fort Collins, CO 80523
6. Your vendor should send you an invoice to pay for the order when or after production has started. Upload the invoice to your Purchase Request and be sure to inform the vendor that it will not be paid until after the order is recieved in good contrition per CSU policy. We must pay them using an invoice they send, we cannot pay them off of the previously provided quote/estimate.
7. When your package arrives our office will message you to pick it up!
8. Once you've picked up the apparel and confirmed you've received everything you ordered, message our office to let us know that the entire order was received in good condition. We never pay for apparel, uniforms,

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. Vendors are listed in order of their historical business volume with our program. A full list of approved vendors and printers is available at licensing.colostate.edu.

BSN Sports

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

Required Team Gear

requiredteamgear.com • Fort Worth, TX
Main Sport Club Contact: Kellye Neuweiler • kellye@requiredteamgear.com
Online stores available for setup

Gojos [Division of Black Box Merch]

gojosteam.com • 1437 Riverside Ave • Fort Collins, CO 80524 • (970) 493-0440
Main Sport Club Contact: gary@blackboxmerch.com

BT Imprintables

btgreenandgoldshop.com • 1107 W Elizabeth St • Fort Collins, CO 80521 • (303) 797-2496
Main Sport Club Contact: Vincent Booker • venny3672@gmail.com

Absolute Graphics

agipromo.com • 2518 Midpoint Dr. Suite 1 • Fort Collins, CO 80525 • (970) 490-8914
Main Sport Club Contact: customerservice@agipromo.com

Burt's Shirts

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

Contact Information
Sport Clubs Office (970) 491-3793
sportclubs@colostate.edu