SACRAMENTO STATE
SPORT CLUBS

Sacramento State Sport Club Style Guide  
Effective as of August 2014
The new Sacramento State Sport Club logo connects the sport clubs to the University and unites the clubs as one, while adopting the feel of an athletic mark.

This Style Guide has been created in order to provide clubs and club leaders with a detailed overview of proper logo usage. It is the responsibility of each sport club receiving this Style Guide to uphold the policies surrounding the mark through all forms of communication. To ensure the Style Guide is followed appropriately, all artwork must be submitted to the Sport Club Office for approval.

The creation of the Style Guide and Sport Club Logo involved a group effort between the following units: Sport Club Council, Hornet Athletics, Public Affairs, and Student Organizations & Leadership.

Please contact the Sport Club Office at (916) 278-6731 or sportclubs@csus.edu if you have any questions or need clarification on anything covered in this guide.
Color Options

Sac State Green PMS 343
White
Hornet Gold PMS 4515

These color options should be used on uniforms, practice apparel, club apparel, club equipment, gear, bags, swag, merchandise, marketing materials, websites, posters, banners, etc.

On uniform tops, Sac State Green PMS 343 must be the primary or secondary color.

If either Hornet Gold 4515 or white is the primary color, Sac State Green PMS 343 must be the secondary color.

Sacramento State Sport Club Style Guide

Black

Black may be used as the primary color only on uniform bottoms, practice apparel, club apparel, club equipment, gear, bags, swag, merchandise, marketing materials, websites, posters and banners.

If black is the primary color, white must be the secondary color on the aforementioned applications (see Men’s Volleyball uniform bottoms).

On uniform tops, black should not be used as the primary or secondary color.

Black should not be used on logos or wordmarks except on black and white print materials.

Gray PMS 423

Gray PMS 423 may be used as the primary color on practice apparel, club apparel, club equipment, gear, bags, swag, merchandise, marketing materials, websites, posters and banners.

If Gray PMS 423 is the primary color, Sac State Green PMS 343 must be the secondary color on the aforementioned applications.

Gray should not be used on uniforms or on logos or wordmarks.

Sacramento State Sport Club Style Guide
This logo should appear on all program related materials, such as staff apparel, program apparel, banners, flyers, posters, websites, newsletters, brochures, forms, training materials and swag. All office materials that promote the program should include this logo. Student groups are not required to use this logo for club specific items, although it is highly encouraged.

The configuration of the official logo should not be altered, distorted, cropped, etc.
These Club Specific Logos should appear on practice apparel, club apparel, club equipment, gear, bags, swag, merchandise, marketing materials, websites, posters and banners. They may also be used on club uniforms.

Sports that have both an Intercollegiate team and Sport Club team must use the Club Specific Logo on club uniforms. As of 08/2014 this includes the following clubs:

- Baseball
- Tennis
- Women's Volleyball

The configuration of the official logo should not be altered, distorted, cropped, etc.
Wordmarks

**SACRAMENTO STATE**
Liberator Font

**SAC STATE**
Liberator Font

**SACRAMENTO**
Liberator Font

**HORNETS**
Liberator Font

These Wordmarks can be used on club uniforms, practice apparel, club apparel, and club equipment, but must stand alone and be separate from the Double “S” Graphic if used independently of the Official Sport Club Logo and Club Specific Logo.

Liberator font is the official Sport Club font and should be used on all applications, including headers for marketing materials. Liberator font is available for download here:

http://www.losttype.com/font/?name=liberator.
The Double “S” Graphic can appear on uniforms, practice apparel, club apparel, club equipment, gear, bags, swag, merchandise, marketing materials, websites, posters and banners, but it must stand alone and be separate from text if used independently of the Official Sport Club Logo or Club Specific Logo.

Sports that have both an Intercollegiate team and Sport Club team should not use this Double “S” Graphic independently of the Club Specific Logo unless the Club Specific Logo also appears on the uniform (e.g. Baseball, Tennis, Women’s Volleyball).
Here is an example of the Official Sport Club Logo, Club Specific Logo, Wordmarks, and the Double “S” Graphic, using Liberator font in white with a Sac State Green PMS 343 background.
Here is an example of the Official Sport Club Logo, Club Specific Logo, Wordmarks, and the Double “S” Graphic, using Liberator font in Sac State Green PMS 343 with a white background.
Here is an example of the Official Sport Club Logo, Club Specific Logo, Wordmarks, and the Double “S” Graphic, using Liberator font in Hornet Gold 4515 with a Sac State Green PMS 343 background.
Here is an example of the Official Sport Club Logo, Club Specific Logo, Wordmarks, and the Double “S” Graphic, using Liberator font in Sac State Green PMS 343 with a Hornet Gold 4515 background.
Here is an example of the Official Sport Club Logo, Club Specific Logo, Wordmarks, and the Double “S” Graphic, using Liberator font in white with a black background. The black background with white font should not be used on uniform tops, but may be used on other applications.
Here is an example of the Official Sport Club Logo, Club Specific Logo, Wordmarks and the Double “S” Graphic, using Liberator font in Sac State Green PMS 343 with a Gray PMS 423 background. The Gray PMS 423 background with Sac State Green PMS 343 font should not be used on uniform tops or bottoms, but may be used on other applications.
Sponsorship Logos may appear on practice apparel, club apparel, club equipment, gear, bags, swag, merchandise, marketing materials, websites, posters, and banners IF they comply with the following guidelines:

⇒ The Sports Club logo is dominant.
⇒ The sponsorship logo(s) must be smaller than the Sports Club logo.
⇒ The sponsorship logo(s) must be in a separate location and secondary to the Sports Club logo.
⇒ The sponsor must be approved by the Sport Club Office before their logo appears on the aforementioned items.
⇒ Design approval is at the discretion of the Sport Club Office.

Sport clubs may not endorse or promote products or companies associated with alcohol, drugs, or other illegal substances. Clubs may not enter into sponsorship agreements with companies that may be regarded as controversial.
Shown above are examples of incorrect uses of the Double “S” Graphic, Wordmarks, Club Specific Logos, and the Official Sport Club Logo. The aforementioned graphics must only be used in the configuration in which they were intended and not combined or made part of other design components. Always use the approved designs outlined in this document and always follow this Style Guide when using them.
Examples of Proper Logo Use

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Student Organizations & Leadership
sportclubs@csus.edu
916-278-6731

Sacramento State Sport Club Style Guide