SACRAMENTO STATE SPORTS CLUBS STYLE GUIDE
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.
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UNIFORMS TOPS

Sac State Green

PMS 343

Sac State Gold

PMS 4525

White

On uniform tops, Sac State Green PMS 343 must be the material or print color.

If either Sac State Gold 4525 or white is the material color, the logo, wordmark, text, or graphic element must be Sac State Green PMS 343.
If black is the material color, white must be the print color on uniform bottoms.

Black wordmarks or logos may not appear on uniform bottoms.

If either Sac State Gold PMS 4525 or white is the material color, the logo, wordmark, text, or graphic element must be Sac State Green PMS 343.

If Sac State Green PMS 343 is the material color, the logo, wordmark, text, or graphic element must be Sac State Gold PMS 4525 or white.
other applications

Gold PMS 4525, black, Gray PMS 423, white, and Green PMS 343 may be used as the material color on practice apparel, club apparel, club equipment, gear, bags, swag, merchandise, marketing materials, websites, posters and banners, but the print color(s) must follow the chart below.

<table>
<thead>
<tr>
<th>Material / Background Color</th>
<th>Print Color</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Green</strong> PMS 343</td>
<td>White</td>
</tr>
<tr>
<td><strong>Gold</strong> PMS 4525</td>
<td>White</td>
</tr>
<tr>
<td><strong>White</strong></td>
<td><strong>Gold</strong> PMS 4525</td>
</tr>
<tr>
<td><strong>Gold</strong> PMS 4525</td>
<td><strong>Green</strong> PMS 343</td>
</tr>
<tr>
<td><strong>Black</strong></td>
<td><strong>Green</strong> PMS 343</td>
</tr>
<tr>
<td><strong>Gray</strong> PMS 423</td>
<td><strong>Green</strong> PMS 343</td>
</tr>
</tbody>
</table>

*Black logos or wordmarks may only be used on black and white print materials.

*Logo, wordmarks, or graphic elements should never appear in gray.
This logo should appear on all program related materials, such as staff apparel, program apparel, banners, fliers, 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.
CLUB SPECIFIC LOGOS

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.

This includes the following clubs:*  
• Baseball  
• Gymnastics  
• Men’s Soccer  
• Tennis  
• Women’s Soccer  
• Women’s Softball  
• Women’s Volleyball  
* As of 07/2016
These Wordmarks can be used on club uniforms, but must stand alone and be separate from the Double S element if used independently of the Official Sport Club Logo or Club Specific Logo.

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

Download here:

http://www.losttype.com/font/?name=liberator.
Approved Wordmarks on Other Applications

Sacramento State

Sac State

The wordmarks above can be used on practice apparel, club apparel, club equipment, gear, bags, swag, merchandise, marketing materials, websites, posters and banners, but must be accompanied by the official club name (i.e. “Sacramento State Triathlon Club or “Sac State Triathlon Club) when the official Sport Club logo or Club Specific logo is not used.

Club names must also stand alone and be separate from the Double S element if used independently of the club specific logo.

Hornets

The “hornets” wordmark can be used on practice apparel, club apparel, club equipment, gear, bags, swag, merchandise, marketing materials, websites, posters and banners, but may not be combined with the club name.

The “hornets” wordmark must also stand alone and be separate from the Double S element and the Official Sport Club logo or Club Specific logo.
The Double S element 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 or wordmarks if used independently of the official Sport Club Logo or Club Specific Logo.

When the Double S element is used on practice apparel, club apparel, marketing materials, websites, posters, and banners instead of the official sport club logo or club specific logo, the official club name (i.e. “Sacramento State Triathlon Club” or “Sac State Triathlon Club”) must also be present on the item.

Sports that have both an Intercollegiate team and Sport Club team should not use this Double S element independently of the Club Specific Logo unless the Club Specific Logo also appears on the uniform (e.g. Baseball, Gymnastics, Men’s Soccer, Tennis, Women’s Soccer, Women’s Softball, Women’s Volleyball).

Double S element can only appear in the colors above and cannot be cropped or distorted.
SACRAMENTO STATE SPORTS CLUBS

SACRAMENTO STATE WRESTLING

SACRAMENTO STATE SAC STATE SACRAMENTO HORNETS

UNIFORMS TOPS, UNIFORM BOTTOMS, AND OTHER APPLICATIONS.

SACRAMENTO STATE SPORTS CLUBS

SACRAMENTO STATE WRESTLING

SACRAMENTO STATE SAC STATE SACRAMENTO HORNETS

UNIFORMS TOPS, UNIFORM BOTTOMS, AND OTHER APPLICATIONS.
SAC STATE GOLD PMS 4525 W/ SAC STATE GREEN PMS 343 BACKGROUND

SAC STATE GREEN PMS 343 W/ SAC STATE GOLD PMS 4525 BACKGROUND

UNIFORMS TOPS, UNIFORM BOTTOMS, AND OTHER APPLICATIONS.
SACRAMENTO STATE
SPORTS CLUBS
SPONSORSHIP
LOGOS
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.
MISUSE AND IMPROPER ALTERATIONS

<table>
<thead>
<tr>
<th>Icon</th>
<th>Rule</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Distorted Double S Element]</td>
<td>Do not distort, squeeze, or skew the Double S element</td>
</tr>
<tr>
<td>![Angled Double S Element]</td>
<td>Do not angle the Double S element</td>
</tr>
<tr>
<td>![Double S Element Upside-Down]</td>
<td>Do not use the Double S element upside-down</td>
</tr>
<tr>
<td>![Mislabeled Double S Element]</td>
<td>Do not cut off a portion of the Double S element</td>
</tr>
<tr>
<td>![Wordmark Below Double S Element]</td>
<td>Do not place wordmarks directly below Double S element</td>
</tr>
<tr>
<td>![Wordmark Next to Double S Element]</td>
<td>Do not place wordmarks next to the Double S element</td>
</tr>
<tr>
<td>![Wordmark Only One Color]</td>
<td>Wordmarks must only be one color</td>
</tr>
<tr>
<td>![Green on White Background]</td>
<td>Only the color green is acceptable when used against a white background</td>
</tr>
<tr>
<td>![Pattern Inside Double S Element]</td>
<td>Do not place a pattern inside Double S element</td>
</tr>
<tr>
<td>![Wordmark Directly Above Double S Element]</td>
<td>Do not place wordmarks directly above Double S element</td>
</tr>
<tr>
<td>![Double S Element Upside-Down]</td>
<td>Do not use the Double S element upside-down</td>
</tr>
<tr>
<td>![Double S Element Must Be One Color]</td>
<td>Double S element must only be one color</td>
</tr>
<tr>
<td>![Wordmark On Unspecified Background]</td>
<td>Do not place Double S element on unspecified background color</td>
</tr>
<tr>
<td>![Combine Club Name With Double S Element]</td>
<td>Do not combine the club name with the Double S element</td>
</tr>
</tbody>
</table>

**HORNETS**
- Do not place Double S element on unspecified background color
- Only the color green is acceptable when used against a white background
- Do not outline the Double S element or use a border
- Do not place wordmarks directly above Double S element

**SAC STATE**
- Do not place wordmarks directly below Double S element
- Do not place wordmarks next to the Double S element
- Wordmarks must only be one color
- Do not use the University’s logo or logotype

**SACRAMENTO STATE**
- Do not use the Double S element

**TRIATHLON**
- Do not place Double S element on unspecified background color
MISUSE AND IMPROPER ALTERATIONS

- Do not stretch out the height of the logo.
- Do not stretch out the width of the logo.
- Do not combine the Double “s” and the club name.
- Do not remove portions of the logo.
- Do not alter sizes on portions of the logo.
- Do not change any of the wording on the logo.
- Logos must be only one color.
- Do not combine wordmarks “Hornet” or “Sacramento” to club name.
- The word “club” must be used after the club name.
SACRAMENTO STATE
SPORTS CLUBS
EXAMPLES
EXAMPLES OF PROPER LOGO USE