



SAC STATE

CLUB SPORTS

Brand Identity Guide

Sacramento State Club Sports Brand Identity Guide

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

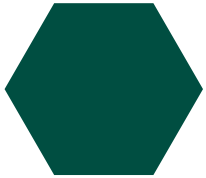
The creation of the Brand Identity Guide involved a group effort between the following units:

- Hornet Athletics
- University Communications
- Student Organizations & Leadership.

Please contact Student Organizations and Leadership at (916) 278-6595 or sportclubs@csus.edu if you have any questions or need clarification on anything covered in this guide.

Official Colors

PRIMARY COLOR PALETTE



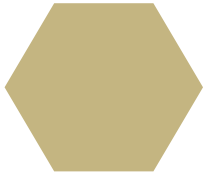
SAC STATE GREEN



PMS 343 C
CMYK: 89-19-72-60
RGB: 17-87-64
HEX: 043927



PMS 4525 C
CMYK: 9-12-47-18
RGB: 197-183-131
HEX: c4b581



SAC STATE GOLD

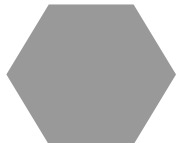
SECONDARY COLOR PALETTE



WHITE



PMS N/A
CMYK: 0-0-0-0
RGB: 255-255-255
HEX: FFF



GRAY



Black Tint 40%
CMYK: 45-35-35-1
HEX: D3D3D3



BLACK



PMS N/A
CMYK: 0-0-0-100
RGB: 0-0-0
HEX: 000

Fonts

The primary font used by Club Sports is the Hornet Font. This font should be used on all applications, including headers for marketing materials.

Headline, subhead font:

HORNET FONT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ! #&()

Secondary fonts are used by Club Sports to keep materials fresh and not too repetitive. Refrigerator Deluxe is the secondary font used by Club Sports. Geom Graphic can also be used when a wider font is applicable.

Headline, subhead, or body font:

REFRIGERATOR DELUXE LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

REFRIGERATOR DELUXE REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

REFRIGERATOR DELUXE BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

REFRIGERATOR DELUXE EXTRABOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

REFRIGERATOR DELUXE HEAVY

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Fonts (continued)

Headline, subhead, or body font:

GEOM GRAPHIC LIGHT

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

GEOM GRAPHIC LIGHT ITALIC

*abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()*

GEOM GRAPHIC REGULAR

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

GEOM GRAPHIC REGULAR ITALIC

*abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()*

GEOM GRAPHIC SEMIBOLD

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

GEOM GRAPHIC SEMIBOLD ITALIC

*abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()*

GEOM GRAPHIC BOLD

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

GEOM GRAPHIC BOLD ITALIC

*abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()*

Logos - The S-Logo

Sport Clubs uses the S-Logo as its primary mark. Sac State Green and Sac State Gold are the two colors that are used in the logo. A keyline is added around the logo when used on a darker background. Use of the S-Logo must be accompanied by the "Club Sports" or "Club (Name)" designation.



The S-Logo can also be used in one color.

Examples:



Logos - Official Club Sports Logo

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 (i.e. club apparel, marketing materials, etc), although it is highly encouraged.

The configuration of the official logo should never be altered, distorted, cropped, etc.



Logos - 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.



Logos - Proper Stacking

The logo is stacked with “Sac State” as the Header and “Club Sports” as the sub-header, using the hornet font.

The height of the sub-header (x) is used as the base height for the rest of the logo. Each element of the logo along with the spacing is proportioned to (x).

The tracking of the header is set to 50 and the tracking of the sub-header is set to 100.



The sub-header can be changed for specific clubs within Club Sports and must follow the same color guide.

“Hornets” can also replace “Sac State” as the main header on club specific attire.

Use of this logo must have the “Club” designation.

Club names cannot be used as a header when “Sacramento State,” “Sac State,” or “Hornets” is the sub-header.

“Sacramento State,” “Sac State,” or “Hornets” cannot be used as a sub-header.

Uniforms

Wordmarks

The following word marks can be used on club uniforms, but must stand alone and be separate from the Club Sports Logo or Sport-Specific Logo.

SACRAMENTO STATE
SAC STATE
HORNETS

An outline may be added to wordmarks to provide contrast.



Numbers

Numbers on uniforms and jerseys will be displayed in Hornet Font.

1 2 3 4 5 6 7 8 9 0

An outline may be added to the number to provide contrast.



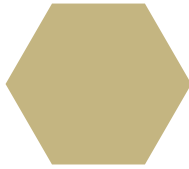
*Clubs are responsible for ensuring that uniform numbers comply with respective governing body regulations.

Uniform Colors

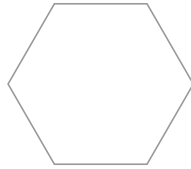
APPROVED COLORS FOR UNIFORM TOPS



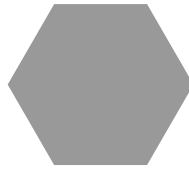
SAC STATE GREEN
PMS 343 C
CMYK: 89-19-72-60
RGB: 0-78-56
HEX: 043927



SAC STATE GOLD
PMS 4525 C
CMYK: 9-12-47-18
RGB: 196-182-129
HEX: c4b581



WHITE
PMS N/A
CMYK: 0-0-0-0
RGB: 255-255-255
HEX: FFF



GRAY
BLACK TINT 40%
HEX: D3D3D3



BLACK
PMS N/A
CMYK: 0-0-0-100
RGB: 0-0-0
HEX: 000

If Sac State Green PMS 343, Sac State Gold PMS 4525, Black, or Gray is the material color, a keyline must be added to the S-Logo.

The one-color S-Logo may be used but must adhere to the color palette.

Use of the S-Logo must be accompanied by “Club Sports” or “Club (Name)” designation.

Wordmarks or text must appear in colors that adhere to the color palette. Wordmarks and text are allowed to have a contrasting outline. Wordmarks and text on uniform tops must all be the same color.

*Clubs are responsible for ensuring that uniform color contrasts with respective governing body regulations.

Color Applications



Apparel, Gear, and Other Applications

Wordmarks

SACRAMENTO STATE
SAC STATE
HORNET(S)

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. "Club Triathlon") when the official Club Sports logo or Club specific logo is not used.

Color Applications



SAC STATE CLUB NAME



HORNETS CLUB NAME



SACRAMENTO STATE CLUB NAME



STINGER GREEN
PMS 341C
CMYK: 95-5-82-24
RGB: 10-184-35
HEX: 007A53

* Stinger Green may only be used for wordmarks on apparel where black is the material color. The S-Logo shall not appear in stinger green.

Sponsor Logos

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

Club Sports may not endorse or promote products or companies associated with drugs, alcohol, or other illegal substances. Clubs may not enter into sponsorship agreements with companies that may be regarded controversial.

Improper Uses

Improper Uses of the S-Logo

The following are some examples of improper uses of the S-Logo.

The color of the logo can be altered in some instances when using for a theme/event, subject to approval from the Student Organizations and Leadership office.



Do not distort the logo.



Do not use upside down.



Do not grayscale the logo.



Do not alter the color(s).



Use a keyline version on dark backgrounds.



Do not alter the keyline version of the logo.



Do not put a stroke or outline the logo.

Improper Uses of Wordmarks

**CLUB ROWING
HORNETS**

"Hornets" must appear
above the club name.

**SAC STATE
BASEBALL**

Club name must include the
word "Club" before the sport.

**HORNET
CLUB VOLLEYBALL**

Do not distort the proportions
of the wordmark.

**SAC STATE
CLUB BASEBALL**

"Sac State" must be more
prominant than the club name.

Retired Marks

The following are retired marks that are not to be used on any new Club Sports products unless given special permissions by the Student Organizations and Leadership office.



*And any other club-specific iterations of this logo.

