SACRAMENTO STATE™

SPORT CLUBS

Style Guide

SACRAMENTO STATE SPORT CLUBS
Style Guide

The 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 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
- University Marketing
- Student Organizations & Leadership.

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

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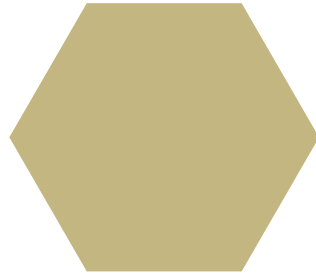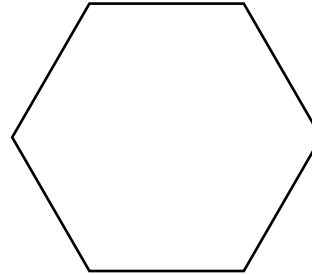
COLOR PALETTE

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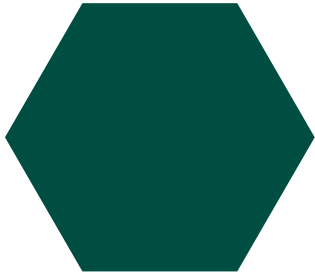
SAC STATE GREEN
PMS 343 C
CMYK: 89-19-72-60
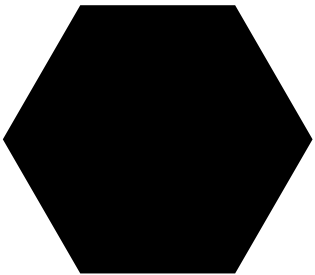RGB: 0-78-56
HEX: 043927

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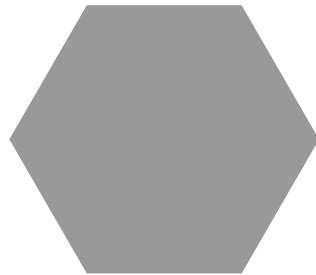HEX: c4b581

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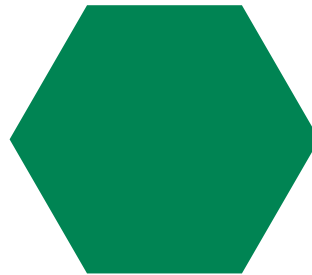CMYK: 0-0-0-0
RGB: 255-255-255
HEX: FFF

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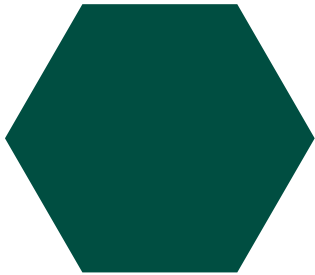
BLACK
PMS N/A
CMYK: 0-0-0-100
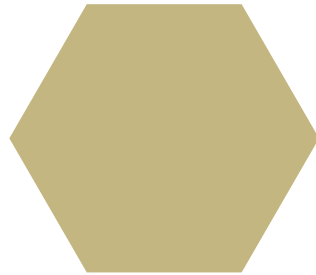RGB: 0-0-0
HEX: 000

GRAY
BLACK TINT 40%
HEX: D3D3D3

STINGER GREEN
PMS 341 C
CMYK: 95-5-82-24
RGB: 0-132-83
HEX: 00573d

COLOR PALETTE // UNIFORM TOPS

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

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 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.
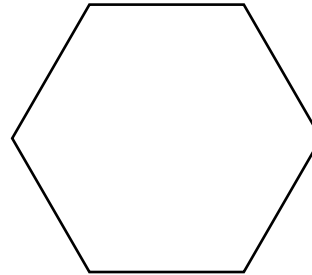
COLOR PALETTE // UNIFORM BOTTOMS

APPROVED COLORS FOR UNIFORM BOTTOMS

SAC STATE GREEN
PMS 343 C
CMYK: 89-19-72-60
RGB: 0-78-56
HEX: 043927
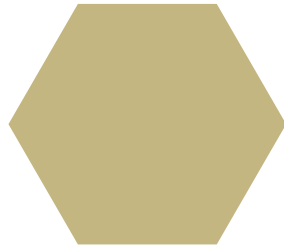
SAC STATE GOLD
PMS 4525 C
CMYK: 9-12-47-18
RGB: 196-182-129
HEX: c4b581

WHITE
PMS N/A
CMYK: 0-0-0-0
RGB: 255-255-255
HEX: FFF
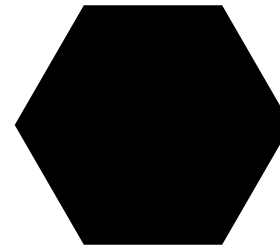
BLACK
PMS N/A
CMYK: 0-0-0-100
RGB: 0-0-0
HEX: 000
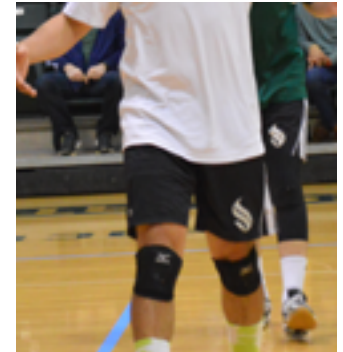
If black is the material color, white must be the print color on uniform bottoms.
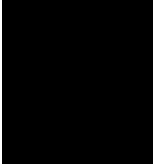
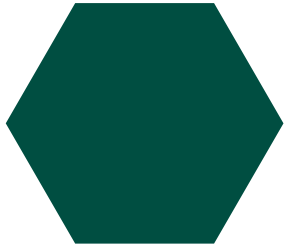Black wordmarks or logos may not appear on uniform bottoms.

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.
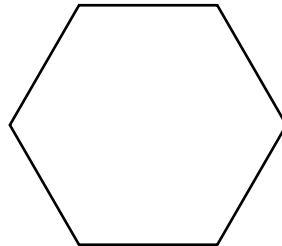
COLOR PALETTE // OTHER APPLICATIONS

Sac State Green, Sac State Gold, white, black, and gray may be used as the material color on any non-uniform applications such as 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.

MATERIAL OR BACKGROUND COLOR	INK/DESIGN COLOR OPTIONS	EXAMPLES
GREEN PMS 343 C	SAC STATE GOLD WHITE	SAC STATE GOLD WHITE
GOLD PMS 4525 C	SAC STATE GREEN	SAC STATE GREEN
WHITE	SAC STATE GREEN (Black logos or wordmarks may only be used on black and white print materials.)	SAC STATE GREEN
GRAY**	SAC STATE GREEN **Gray may never be used as an ink/design color.	SAC STATE GREEN
BLACK	SAC STATE GREEN SAC STATE GOLD WHITE STINGER GREEN* (*may only be used on black.)	SAC STATE GREEN WHITE SAC STATE GOLD STINGER GREEN

LOGOS // OFFICIAL SPORT CLUBS LOGOS

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.

Sports that have both an Intercollegiate team and Sport Club team must use the Club Specific Logo on club uniforms. As of Fall 2019, these sports include baseball, men's soccer, softball, tennis, women's soccer, and women's volleyball.

LOGOS // DOUBLE S ELEMENT

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.

LOGOS // SPONSORSHIP LOGOS

Sponsorship Logos may appear on uniforms, practice apparel, club apparel, club equipment, gear, bags, swag, merchandise, marketing materials, websites, posters, and banners IF they comply with the following guidelines:

- The Sport Clubs logo is the dominant logo.
  - The sponsorship logo(s) are smaller than the Sport Clubs logo.
  - The sponsorship logo(s) is in a separate location and secondary to the Sport Clubs logo.
- The sponsor(s) have been approved by the Sport Clubs Professional Staff.

*Sponsorship(s) and design approval are at the discretion of Sport Clubs Professional Staff.

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.
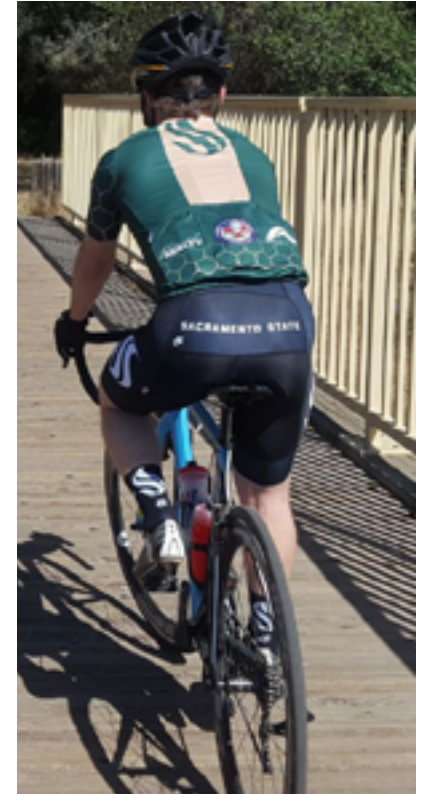
WORDMARKS // FOR UNIFORMS

SACRAMENTO STATE

SAC STATE

SACRAMENTO

HORNETS

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.

WORDMARKS // FOR 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. If the "hornets" wordmark is used, a campus identifier must also be used on the item. (i.e. Sport Club logo, Club Specific logo, "Sacramento State" or "Sac State" wordmarks, Official Club Name, etc.)

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.

IMPROPER USE // DOUBLE S ELEMENT

Do not distort, squeeze, or skew the Double S element

Do not angle the Double S element

Do not use the Double S element upside-down

Do not cut off a portion of the Double S element

HORNETS

Do not place wordmarks directly above Double S element

SAC STATE

Do not place wordmarks directly below Double S element

SAC STATE

Do not place wordmarks next to the Double S element

Only the color Sac State Green is acceptable when used against a white background

SACRAMENTO STATE

Do not use the University's logo or logotype

Do not outline the Double S element or use a border

Wordmarks must only be one color

Do not place a pattern inside Double S element

Do not place Double S element on unspecified background color

TRIATHLON

Do not combine the club name with the Double S element

SACRAMENTO STATE SPORT CLUBS

Do not combine the club logo with the Double S element

IMPROPER USE // CLUB LOGOS

SACRAMENTO STATE TRIATHLON SPORT CLUBS

Do not stretch out the height of the logo

SACRAMENTO STATE TRIATHLON SPORT CLUBS

Do not stretch out the width of the logo

SAC STATE TRIATHLON

Do not combine the Double "s" and the club name.

SACRAMENTO STATE TRIATHLON

Do not remove portions of the logo

SACRAMENTO STATE TRIATHLON SPORT CLUBS

Do not alter sizes on portions of the logo

SACRAMENTO STATE TRIATHLON 20TH ANNIVERSARY

Do not change any of the wording on the logo

SACRAMENTO STATE TRIATHLON SPORT CLUBS

Logos must be only one color

HORNET TRIATHLON

Do not combine wordmarks "Hornet" or "Sacramento" with the club name

SAC STATE TRIATHLON

The word "club" must be used after the club name.

f /csussportclubs

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csus.edu/soal

916-278-6595

SACRAMENTO STATE
Student Organizations & Leadership