



STYLE GUIDE // GVSU CLUB SPORTS FOR PRINT AND DIGITAL APPLICATIONS

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Primary Club Sport marks for all print and digital application.

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LOGO GUIDELINES

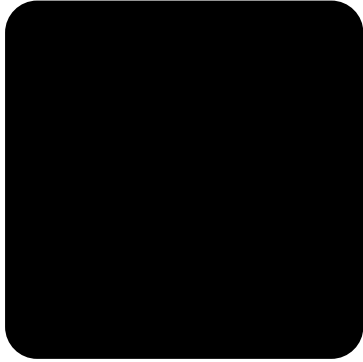
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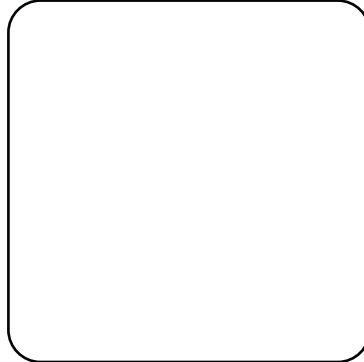
SECTION ONE //
PRIMARY IDENTITY

GVSU CLUB SPORTS // COLOR PALETTE



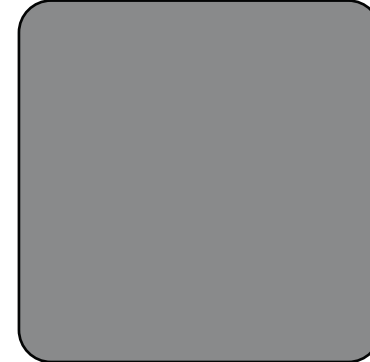
***GVSU COLOR NAME:
BLACK***

**CMYK: 100-100-100-100
RGB: 0-0-0
HEX: #000000**



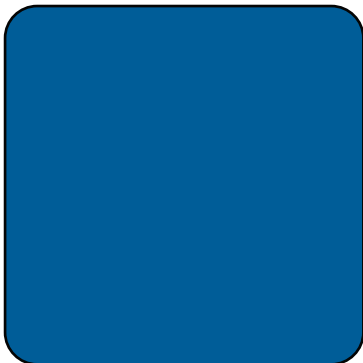
***GVSU COLOR NAME:
WHITE***

**CMYK: 0-0-0-0
RGB: 255-255-255
HEX: #FFFFFF**



***GVSU COLOR NAME:
GRAY***

**CMYK: 49-40-40-4
RGB: 125-147-147
HEX: #7D9393**

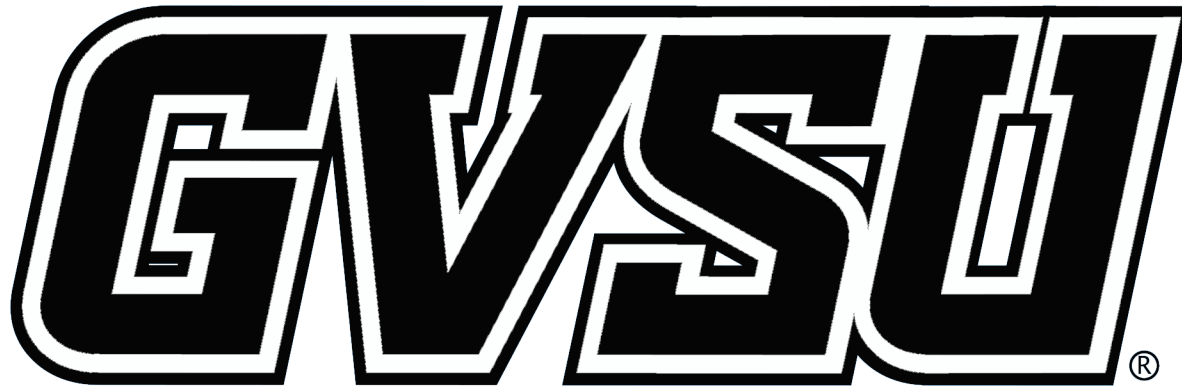


***GVSU COLOR NAME:
PANTONE 301***

**CMYK: 100-45-0-26
RGB: 0-101-164
HEX: #0065a4**







GVSU CLUB SPORTS // COMPETITION UNIFORM OR JERSEY LOGO 1



NOTE: THIS LOGO MAY NOT BE USED FOR ANY ITEMS BEING SOLD FOR FUNDRAISING



NOTE: THIS LOGO MAY NOT BE USED FOR ANY ITEMS BEING SOLD FOR FUNDRAISING



NOTE: THIS LOGO MAY NOT BE USED FOR ANY ITEMS BEING SOLD FOR FUNDRAISING

PLUMBER'S GOTHIC

***NOTE: SHEAR TEXT AT 10 DEGREES OR ITALICIZE AND USE ALL CAPS.
DOWNLOAD HERE***

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
!@()?,..-+=***

COLLEGE

NOTE: ALL CAPS AND SET TO BOLD. DOWNLOAD HERE

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
!@()?,.-+=**

GVSU CLUB SPORTS // PRIMARY AND SECONDARY FONT COLORS

GRAY



BLUE



BLACK



WHITE



**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
!@()?,..+=**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
!@()?,..+=**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
!@()?,..+=**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
!@()?,..+=**

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
! @ () ? , . - + =

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
! @ () ? , . - + =

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
! @ () ? , . - + =

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
! @ () ? , . - + =

GOTHAM

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**PLAYERNAME
ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**PLAYERNAME
ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**PLAYERNAME
ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**PLAYERNAME
ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

NOTE: FONT NAME IS PLUMBER'S GOTHIC WITH A 10 DEGREE SHEER, ALL CAPS

1234567890

1234567890

1234567890

1234567890

NOTE: FONT NAME IS PLUMBER'S GOTHIC WITH A 10 DEGREE SHEER, ALL CAPS

***SECTION TWO //
SPORT-SPECIFIC LOGOS***

GVSU CLUB SPORTS // SPORT-SPECIFIC LOGOS: PRIMARY LOGO

GVSU
BASEBALL CLUB

GVSU
WOMEN'S CLUB
BASKETBALL

GVSU
BASS ANGLERS
CLUB

GVSU
BOWLING CLUB

GVSU
BOXING CLUB

GVSU
CYCLING &
TRIATHLON CLUB

GVSU
DAGORHIR CLUB

GVSU
DANCE CLUB

GVSU
DODGEBALL CLUB

GVSU
EQUESTRIAN CLUB

GVSU
FENCING CLUB

GVSU
GOLF CLUB

GVSU
GYMNASTICS CLUB

GVSU
HEMA CLUB

GVSU
MEN'S D2 CLUB
ICE HOCKEY

GVSU
MEN'S D3 CLUB
ICE HOCKEY

GVSU
WOMEN'S CLUB
ICE HOCKEY

GVSU
KUNG FU CLUB

GVSU
MEN'S CLUB
LACROSSE

GVSU
WOMEN'S CLUB
LACROSSE

GVSU CLUB SPORTS // SPORT-SPECIFIC LOGOS: PRIMARY LOGO (CONT.)



GVSU CLUB SPORTS // SPORT-SPECIFIC LOGOS: PRIMARY LOGO (CONT.)



GVSU CLUB SPORTS // SPORT-SPECIFIC LOGOS: SECONDARY LOGO 1

GVSU
BASEBALL CLUB

GVSU
WOMEN'S CLUB
BASKETBALL

GVSU
BASS ANGLERS
CLUB

GVSU
BOWLING CLUB

GVSU
BOXING CLUB

GVSU
CYCLING &
TRIATHLON CLUB

GVSU
DAGORHIR CLUB

GVSU
DANCE CLUB

GVSU
DODGEBALL CLUB

GVSU
EQUESTRIAN CLUB

GVSU
FENCING CLUB

GVSU
GOLF CLUB

GVSU
GYMNASTICS CLUB

GVSU
HEMA CLUB

GVSU
MEN'S D2 CLUB
ICE HOCKEY

GVSU
MEN'S D3 CLUB
ICE HOCKEY

GVSU
WOMEN'S CLUB
ICE HOCKEY

GVSU
KUNG FU CLUB

GVSU
MEN'S CLUB
LACROSSE

GVSU
WOMEN'S CLUB
LACROSSE

GVSU CLUB SPORTS // SPORT-SPECIFIC LOGOS: SECONDARY LOGO 1 (CONT.)

GVSU
POMPON CLUB

GVSU
QUIDDITCH CLUB

GVSU
RIFLE CLUB

GVSU
**MEN'S CLUB
ROLLER HOCKEY**

GVSU
ROWING CLUB

GVSU
**MEN'S CLUB
RUGBY**

GVSU
**WOMEN'S CLUB
RUGBY**

GVSU
**CROSS COUNTRY
& TRACK CLUB**

GVSU
SAILING CLUB

GVSU
**SKI & SNOWBOARD
CLUB**

GVSU
**MEN'S CLUB
SOCCER**

GVSU
**WOMEN'S CLUB
SOCCER**

GVSU
SOFTBALL CLUB

GVSU
STRENGTH CLUB

GVSU
SWIM CLUB

GVSU
**SYNCHRONIZED
SKATING CLUB**

GVSU CLUB SPORTS // SPORT-SPECIFIC LOGOS: SECONDARY LOGO 1 (CONT.)

GVSU[®]

TAEKWONDO CLUB

GVSU[®]

TENNIS CLUB

GVSU[®]

***ULTIMATE
FRISBEE CLUB***

GVSU[®]

***VERTICAL
EARTH CLUB***

GVSU[®]

***MEN'S CLUB
VOLLEYBALL***

GVSU[®]

***WOMEN'S CLUB
VOLLEYBALL***

GVSU[®]

***MEN'S CLUB
WATER POLO***

GVSU[®]

***WOMEN'S CLUB
WATER POLO***

GVSU[®]

***WATER SKI &
WAKEBOARD CLUB***

GVSU[®]

WRESTLING CLUB

GVSU CLUB SPORTS // SPORT-SPECIFIC LOGOS: SECONDARY LOGO 2

GVSU
BASEBALL CLUB

GVSU
WOMEN'S CLUB
BASKETBALL

GVSU
BASS ANGLERS
CLUB

GVSU
BOWLING CLUB

GVSU
BOXING CLUB

GVSU
CYCLING &
TRIATHLON CLUB

GVSU
DAGORHIR CLUB

GVSU
DANCE CLUB

GVSU
DODGEBALL CLUB

GVSU
EQUESTRIAN CLUB

GVSU
FENCING CLUB

GVSU
GOLF CLUB

GVSU
GYMNASTICS CLUB

GVSU
HEMA CLUB

GVSU
MEN'S D2 CLUB
ICE HOCKEY

GVSU
MEN'S D3 CLUB
ICE HOCKEY

GVSU
WOMEN'S CLUB
ICE HOCKEY

GVSU
KUNG FU CLUB

GVSU
MEN'S CLUB
LACROSSE

GVSU
WOMEN'S CLUB
LACROSSE

GVSU CLUB SPORTS // SPORT-SPECIFIC LOGOS: SECONDARY LOGO 2 (CONT.)

GVSU[®]
POMPON CLUB

GVSU[®]
QUIDDITCH CLUB

GVSU[®]
RIFLE CLUB

GVSU[®]
**MEN'S CLUB
ROLLER HOCKEY**

GVSU[®]
ROWING CLUB

GVSU[®]
**MEN'S CLUB
RUGBY**

GVSU[®]
**WOMEN'S CLUB
RUGBY**

GVSU[®]
**CROSS COUNTRY
& TRACK CLUB**

GVSU[®]
SAILING CLUB

GVSU[®]
**SKI & SNOWBOARD
CLUB**

GVSU[®]
**MEN'S CLUB
SOCCER**

GVSU[®]
**WOMEN'S CLUB
SOCCER**

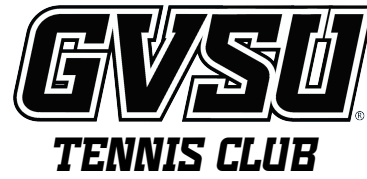
GVSU[®]
SOFTBALL CLUB

GVSU[®]
STRENGTH CLUB

GVSU[®]
SWIM CLUB

GVSU[®]
**SYNCHRONIZED
SKATING CLUB**

GVSU CLUB SPORTS // SPORT-SPECIFIC LOGOS: SECONDARY LOGO 2 (CONT.)



***SECTION THREE //
BRAND RESTRICTIONS***

GVSU CLUB SPORTS // PRIMARY AND SECONDARY LOGO RESTRICTIONS



***DO NOT DISTORT
THE LOGO.***



***DO NOT STRETCH
THE LOGO.***



***DO NOT RECOLOR THE LOGO IN ANY
NON-APPROVED COLORWAY.***



***DO NOT PLACE TEXT
IN FRONT OF THE LOGO.***



***DO NOT ROTATE
THE LOGO COUNTER
CLOCKWISE.***



***DO NOT USE A DIFFERENT COLOR
BACKGROUND IN ANY
NON-APPROVED COLORWAY***



DO NOT FADE THE LOGO.



***DO NOT ALTER OR
ELIMINATE A STROKE***



***DO NOT HAVE THE
BLOCK LETTERING
INSTEAD OF THE LOGO***

GVSU CLUB SPORTS // COMPETITION OR JERSEY LOGO RESTRICTIONS



**DO NOT DISTORT
THE LOGO.**



**DO NOT STRETCH
THE LOGO.**



**DO NOT RECOLOR THE LOGO IN ANY
NON-APPROVED COLORWAY.**



**DO NOT PLACE TEXT
IN FRONT OF THE LOGO.**



**DO NOT ROTATE
THE LOGO.**



**DO NOT USE A DIFFERENT COLOR
BACKGROUND IN ANY NON-
APPROVED COLORWAY. REGISTERED
TRADEMARK MUST BE VISIBLE.**



DO NOT FADE THE LOGO.



**DO NOT ALTER OR
ELIMINATE A STROKE**



**DO NOT HAVE THE BLOCK
LETTERING INSTEAD OF THE LOGO**

GVSU CLUB SPORTS // FONT RESTRICTIONS

~~ABCDEFGHIJKLM
NOPQRSTUVWXYZ
!@()?,.-+=~~

***YOU MUST SHEAR OR SLANT
PLUMBR'S GOTHIC 10 DEGREES.***

~~Abcdefghijklm
NoPqRstuVwXyz
!@()?,.-+=~~

***DO NOT TYPE WITH PLUMBR'S
GOTHIC IN LOWERCASE LETTERS.***

~~ABCDEFGHIJKLM
NOPQRSTUVWXYZ
!@()?,.-+=~~

***DO NOT SHEAR OR SLANT
PLUMBR'S GOTCHI -10 DEGREES.***

~~ABCDEFGHIJKLM
NOPQRSTUVWXYZ
!@()?,.-+=~~

DO NOT SLANT THE COLLEGE FONT.

~~ABCDEFGHIJKLM
NOPQRSTUVWXYZ
!@()?,.-+=~~

***DO NOT TYPE WITH COLLEGE
FONT IN LOWERCASE LETTERS.***

~~ABCDEFGHIJKLM
NOPQRSTUVWXYZ
!@()?,.-+=
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
!@()?,.-+=~~

***DO NOT STRETCH OR DISTORT
THE PLUMBR'S GOTHIC OR
COLLEGE FONT.***

SECTION FOUR //
LOGO GUIDELINES

GVSU CLUB SPORTS // LOGO GUIDELINES

USE OF PRE-APPROVED LOGOS AND ARTWORK AVAILABLE IN THIS BRAND BOOK DOES NOT REQUIRE A REQUEST TO BE SUBMITTED, BUT DESIGNS MUST BE USED AS IS AND CANNOT BE ALTERED.

- FAILURE TO ADHERE TO THE LOGO AND ARTWORK GUIDELINES LISTED WILL RESULT IN CONFISCATION OF SAID APPAREL/ MERCHANDISE PIECES.***
- PRE- APPROVED LOGOS AND ARTWORK ARE AVAILABLE AT THE END OF THE BRAND BOOK.***

OTHER ARTWORK USING GVSU INTELLECTUAL PROPERTY OR REPRESENTING A GVSU CLUB SPORTS ORGANIZATION MUST BE REQUESTED FOR APPROVAL BY CLUB SPORTS ADMINISTRATION VIA THE APPAREL REQUEST FORM (LINKED).

ONCE YOUR DESIGN HAS BEEN SELECTED (OR APPROVED), PLEASE WORK WITH THE DESIGN TEAM FROM ONE OF OUR LICENSED VENDORS TO CREATE ARTWORKS OR LOGOS. ALL VENDORS MUST BE LICENSED THROUGH THE COLLEGIATE LICENSING COMPANY (CLC) IN ORDER TO PRINT GVSU TRADEMARKS.

CLUBS ARE NOT PERMITTED TO CREATE THEIR OWN LOGOS WITHOUT SUBMITTING A REQUEST AND FOLLOWING THE SAID POLICIES OR THE GRAND VALLEY STATE UNIVERSITY INSTITUTIONAL MARKETING POLICIES.



**LAKERS
LAKER**

THESE CAN BE USED ON UNIFORMS, WARM UP GEAR, ETC... FOR TEAM USE ONLY. CANNOT BE USED FOR ANY FUNDRAISING PURPOSES, PARENT/COMMUNITY/ALUMNI SALES.

THE ANCHOR AND LAKERS/ LAKERS CAN BE ANY OF THE APPROVED CLUB SPORTS COLORS AND THE ATHLETICS "GV" CAN BE ANY OF THE APPROVED COLOR VERSIONS. ALTERATIONS OF ANY KIND OR RECOLORING ARE NOT PERMITTED.

SPONSORS CANNOT BE DISPLAYED IN CONJUNCTION WITH THIS LOGO.

MAY BE USED ON ALONE APPAREL ITEMS OR COMPETITION UNIFORMS BUT WITH NO ADDITIONAL WORDING OR ICONS.

**MUST CLEARLY IDENTIFY THEIR SPORT NAME AND WORD "CLUB" (E.G. DODGEBALL CLUB)
- BOTH THE SPORT NAME AND WORD "CLUB" MUST BE CLEARLY VISIBLE IN RELATION TO THE LOGO.**

**SPORT SPECIFIC GRAPHICS MAY BE USED WITH THE LOGO, BUT MUST INCLUDE THE SPORT NAME AND THE WORD "CLUB." SPORT SPECIFIC GRAPHICS MUST BE APPROVED BY RECREATION & WELLNESS BEFORE USE.
- GRAPHICS CANNOT BE BEHIND OR ON TOP OF THE UNIVERSITY LOGO.**

ANY USE OR RESEMBLANCE TO LOUIE THE LAKER IS NOT ALLOWED ON ANY ITEM.



ITEMS DO NOT NEED TO DISPLAY THE WORD "CLUB" NEXT TO A SPORT'S NAME UNLESS THERE IS A VARSITY COUNTERPART AT GVSU (E.G. SOFTBALL)

- THIS LOGO MAY ALSO BE USED ALONE ON APPAREL ITEMS OR COMPETITIVE UNIFORMS**

PLUMBER'S GOTHIC (BOLD, ITALICIZED, AND IN ALL CAPS) FONT OR THE COLLEGE (BOLD, ALL CAPS) FONT MUST BE USED FOR

- CLUB'S NAME**
- NUMBERS AND ATHLETE NAMES ON JERSEYS AND UNIFORMS**
- ANY ADDITIONAL TEXT IS PERMITTED AND CAN BE PRINTED IN ANY FONT.**
- THE USE OF NICKNAMES FOR INDIVIDUAL CLUBS ARE PERMITTED WITH THIS LOGO, WITH APPROVAL FROM RECREATION & WELLNESS. □**
- SPORT SPECIFIC GRAPHICS MAY BE USED WITH THIS LOGO, BUT MUST INCLUDE THE SPORT NAME AND THE WORD CLUB. SPORT SPECIFIC GRAPHICS MUST BE APPROVED BY RECREATION & WELLNESS BEFORE USE.**
- GRAPHICS CANNOT BE BEHIND OR ON TOP OF THE UNIVERSITY LOGO AND ALTERATIONS OF ANY KIND OR RECOLORING ARE NOT PERMITTED.**
- SPONSORS MAY BE DISPLAYED IN CONJUNCTION WITH THIS LOGO.**
- ITEMS WITH THIS LOGO CAN BE SOLD FOR FUNDRAISING PURPOSES THROUGH APPROVED VENDORS.**

VIOLATIONS WILL BE SUBJECT TO REVIEW BY INSTITUTIONAL MARKETING, THE STUDENT ORGANIZATION REVIEW BOARD, RECREATION & WELLNESS STAFF, AND THE CLUB SPORTS EXECUTIVE BOARD. SANCTIONS MAY INCLUDE: FINES, SUSPENSION OR CANCELLATION OF FACILITY RESERVATIONS, REVOCATION OF RECOGNIZED REGISTERED STUDENT ORGANIZATION STATUS, AND IMMEDIATE CONFISCATION OF NON-CONFORMING MERCHANDISE WITH REPLACEMENT COSTS CHARGED TO THE OFFENDING CLUB.

SECTION FIVE //
APPROVED ARTWORK

LINKED HERE IS A GOOGLE DRIVE FOLDER WITH ALL PRE-APPROVED ARTWORK/ DESIGNS THAT ARE AVAILABLE FOR TEAMS TO USE. TEAMS CAN CHOSE A DESIGN OR DOWNLOAD DESIGN ELEMENTS (SUCH AS A SPORT ICON) AND CREATE THEIR OWN DESIGN BASED ON ALL THE GUIDELINES PROVIDED. DESIGNS THAT ARE CREATED BY TEAMS MUST BE APPROVED BY CLUB SPORTS PRIOR TO USE.

GVSU CLUB SPORTS // QUESTIONS?

***ALL QUESTIONS AND SPECIAL
REQUESTS MUST BE SENT TO
CLUB.SPORTS@GVSU.EDU***

***ALL CLOTHING ITEMS MUST BE APPROVED
THROUGH CLUB SPORT ADMINISTRATIVE STAFF
IN THE RECREATION & WELLNESS DEPARTMENT
PRIOR TO PRINTING.***

GVSU®

CREATED BY GVSU CLUB SPORTS ADMINISTRATIVE STAFF. UPDATED 6.24.2019