

# CLUB SPORTS BRAND GUIDELINES

**2024-2025**

# CLUB SPORT VALUES

**Inclusive. Experience. Leadership**



# THE BRAND



# LOGO USAGE



# LOGO USAGE



⊗ Do not use outdated versions of the brand.



⊗ Do not bevel, emboss or add other digital effects that alter the appearance of the brand.



⊗ Do not use the classic version of the Brand without consulting the Messaging and Branding Panel.



⊗ Do not use the Marshal Badge on any new materials.



⊗ Do not stretch or distort the brand in any way.



⊗ Do not add gradients or render the brand in any color other than orange, black, white or gray.



⊗ Do not add extra outlines or borders to the brand.



⊗ Do not add glowing effects to the brand.



⊗ Do not render the brand in colors other than orange, black, white or gray without consulting the Messaging and Branding Panel.



# PRIMARY LOGO | FULL COLOR



# PRIMARY LOGO | SINGLE COLOR



# SECONDARY LOGO | PISTOL PETE



- Pistol Pete logo usage is allowed with approval from OSU Licensing
- No modifications may be made to Pistol Pete
  - Example: Pete throwing a cornhole bag





**COLORS**



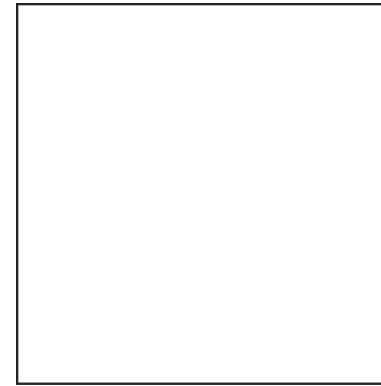
# OSU COLORS



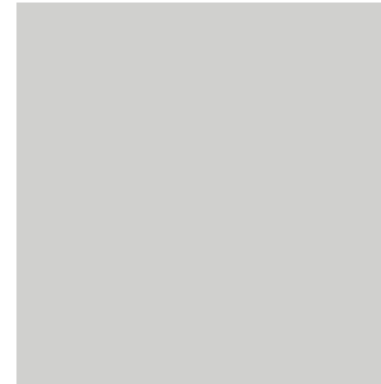
- PANTONE | 021 Spot
- CMYK | 0, 75, 100, 0
- RGB | 250, 100, 0
- HEX | Fe 5c 00



- CMYK | 0, 0, 0, 100
- RGB | 0, 0, 0
- HEX | 00 00 00



- CMYK | 0, 0, 0, 0
- RGB | 255, 255, 255
- HEX | ff ff ff



- PANTONE | Cool Gray 2 Spot
- CMYK | 5, 3, 5, 11
- RGB | 208, 208, 206
- HEX | dd dd dd
- BLACK | 15%



- PANTONE | Cool Gray 10 Spot
- CMYK | 40, 30, 20, 66
- RGB | 99, 102, 106
- HEX | 75 75 75
- BLACK | 80%



FONTS



# FONTS

## Gotham

- Gotham Narrow is the primary sans serif typeface for Oklahoma State University. The Gotham Narrow font family is a versatile typeface with a variety of weights that can be used in several applications.

## Fjalla One

- Fjalla is a secondary typeface for Oklahoma State University. Fjalla is intended for use at large sizes to lend impact to messaging and headings, rather than for body text.



# PURCHASING APPAREL



# PURCHASING APPAREL



- Apparel / Jerseys with OSU official marks must go through [approved vendor](#) list
- [Follow Branding Guidelines](#)



- Use of logos below from an unapproved vendor is prohibited



# PURCHASING APPAREL



- Apparel / Jerseys without OSU official marks may go through other vendors



- Purchase with OSU licensed logos will not be approved if not from approved vendor
- Clubs are not exempt from paying licensing fees for logo usage
  - Be aware / prepared for this



UNIFORMS





# UNIFORMS

- Establishing a similar look for all teams makes a stronger and more recognizable OSU brand across the region and country. Because of the importance of establishing and maintaining a strong brand, all uniform designs must be approved by the Competitive Sports Office.
- Recommended:
  - The OSU Brand or OKLAHOMA STATE verbiage should be used in primary locations on uniforms and competition apparel.
  - The two-color OSU Brand is the primary logo to be used. Other color variations may be used with approval



# THE BRAND

- Additional branding help
  - [Athletic Style Guide](#)
- All OSU Athletics styles, fonts and logos are not be available for clubs
- For ideas / references, utilize link above
- Follow guidelines
- Do not make edits to Athletics / Sport Specific designs from athletics



# BSN SPORTS x OSU PARTNERSHIP

- BSN is an OSU Approved Vendor
- BSN Benefits
  - 35% Discount on Nike Stock Apparel & Uniforms
  - 30% Discount on Nike Team Footwear
  - 15% Discount on BSN Sports Products
- MY TEAM SHOP Opportunity
  - Access to Products & Colors
  - Discount Code
  - [bsnsports.com/vault](https://bsnsports.com/vault)



**BSN SPORTS™**



# COMPETITIVE SPORTS

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