Style Guide – Uniforms & Apparel for Mason Recreation Clubs
(Last Update: August 25, 2015)

IMPORTANT:
• Clubs must request approval from the Club Sports Office well in advance of the date that the uniform/apparel is required.
• Failure to do so will result in disciplinary action up to and including club termination.
• Clubs may not create their own logo (the modified Mason Athletics logo (not using the term ‘Patriots’) or the George Mason University logo is the logo for all Mason Recreation Clubs).
• The Modified Athletics logo is the Mason Athletics logo with the club’s name replacing the word ‘Patriots’ in the black bar of the logo.
• No club may use the Mason Athletics Patriot logo.

All clubs must use a Mason approved vendor for all orders in which either logo is being printed, screened or embroidered. Clubs may purchase the apparel from alternate vendors, but the alternate vendor may not print the logo. A list of approved logo Licensees is available here: http://trademarks.gmu.edu/list-of-licensend-vendors/

Clubs may sell logoed apparel, for profit, as long as the apparel is purchased from an approved vendor. Mason receives royalty fees from the approved vendor, which in turn allows the club to sell the apparel for a profit.

Clubs must follow the same logo branding guidelines as Mason Athletics. The Mason Athletics Logo Usage and Style Guide is available on the Club Sports webpage.

If using the ‘George Mason University’ logo, the guidelines established in the Visual Identity Guide must be followed: http://logo.gmu.edu/downloads/vid.pdf

The information below is a summary of the most important guidelines that must be followed by clubs. Please use the full Logo Usage and Style Guide as your primary guide.

Logos may be found online here: http://trademarks.gmu.edu/files/logosheet.pdf

UNIFORMS
REQUIRED Elements

Design:
• Must be simple and clean

Colours:
• The only acceptable colours are:
  1. White
  2. Mason Green (Pantone # 349 or as close as possible)
  3. Mason Gold (Pantone # 116 or as close as possible)
  4. Black

One of these must be on the front:
• Modified Mason Athletics logo or George Mason University logo on upper left chest (see below for more details) OR
• Words “MASON” or “GEORGE MASON” (see below for more details)
• Clubs may NOT use the acronym ‘GMU’

Logos:
• The logo used should be used in full color or in one of the approved single color versions (Mason Green, Mason Gold, Black)
• Minimum logo height: 2 inches
• Maximum logo height: 4 inches
• Acceptable locations:
  o Upper left chest
  o Shoulder – starbolt only
  o Upper middle of back – starbolt only
• Logo may not be used as a large chest patch on a uniform
• May use secondary logo marks in approved manor

OPTIONAL Elements

Home & Away Uniforms:
• If a club only has one set of uniforms, the most prominent color can be white, Mason Green, or Mason Gold
• If a club has “home” and “away” uniforms:
  • The most prominent color of “home” uniforms must be white or Mason Gold
  • The most prominent color of “away” uniforms must be Mason Green or Mason Gold

The words “MASON” OR “GEORGE MASON”:
• Font must be “Refrigerator Heavy”
• Letter height must be between 1.5 and 3 inches
• Letters must be in either white, Mason Green or Mason Gold, so that they contrast the dominant color of the uniform

Player numbers:
• On front, the number height must be between 4 and 6 inches
• On back, the number height must be between 8 and 10 inches (or compliant with the sport specific rules)
• On shoulder(s), the number height must be between 2 and 4 inches
• Numbers must be in either white, Mason Green or Mason Gold, so that they contrast the dominant color of the uniform

Player name bars:
• Height of this bar must be 2 inches
• Font must be “Refrigerator Heavy”
• Letters must be in either white, Mason Green or Mason Gold, so that they contrast the dominant color of the uniform

Sponsor logos:
• Maximum one sponsor logo may be used on a club uniform (all pieces combined)
• The uniform’s manufacturer’s logo:
  o Does not count as a sponsor logo
  o Must not exceed 2.5 square inches
• The Mason logo must more dominant (larger and in a more prominent location) than the sponsor and uniform manufacturer’s logos
• Before adding a sponsor logo to a uniform, the club must get written approval from Mason Recreation

APPAREL
Apparel includes ALL items used, worn, sold or given away by the club members:
• All club clothing
• All club accessory items (e.g. bags, water bottles, wrist bands, etc.)
• All club SWAG* and promotional items (i.e. anything with the club name or a Mason logo on it)
  * Something We All Get
Colors:
- The only acceptable colours are:
  1. White
  2. Mason Green (Pantone # 349 or as close as possible)
  3. Mason Gold (Pantone # 116 or as close as possible)
  4. Gray
  5. Black

Text:
- Apparel may use only this text:
  - “Mason”, “George Mason” or “George Mason University” and/or
  - Club name (i.e. the official club name that has been approved by Mason Recreation)
- All text must be in this font: “Refrigerator Heavy” or “Blair ITC Light”

Mason Athletics of George Mason University Logo:
- The logo used must be used in full color
- Minimum logo height: 1 inches
- Maximum logo height: 4 inches
- Logo may not be used as a large chest patch on apparel

Sponsor logos:
- The Mason logo must more dominant (larger and in a more prominent location) than all sponsor logo(s)
- **Reminder:** Clubs must get written approval from Mason Recreation before entering into any sponsorship agreements

**EXCEPTIONS**
If a club would like Mason Recreation to consider an exception to the above style guidelines, the club must submit this request at least 1 month in advance (the approval process involves multiple Mason departments).