

CLUB SPORTS

Style Guide

PURCHASING PROCEDURES

Apparel which will be kept by members of the club, may not be purchased with state funds. Fees collected to pay for personal apparel will not count towards your fundraising/revenue requirement (30%).

1. Have a design in mind and meet with the Assistant Director, Competitive Sports
2. Identify an approved vendor for internal use:
 - Licensed Vendors list: <https://trademarks.gmu.edu/licensed-vendors/>
 - Using a vendor from this list is the most pain free way to go. Using a non-licensed vendor can take weeks to months for approval.
 - Non-approved Vendors:
 - If you have a vendor that is not licensed to reproduce the Mason Athletics logo, the vendor will need to apply online and be approved before we may move forward with a purchase.
 - How to Obtain a License: <http://www.imgcollegelicensing.com/Licensing-Info.aspx>
3. Contact the vendor and have them create a mock-up (design draft) and send it to the Assistant Director, Competitive Sports for approval.
4. Create a list of sizes, #'s, and all other important information.
5. Send the invoice to the Assistant Director, Competitive Sports to be paid.
6. All new items that will remain in club possession **MUST** be inventoried immediately after they have been received.

MASON RECREATION LOGO

The George Mason University Recreation logo has been created in a precise electronic environment and should never be redrawn or redesigned for any application. It should be imaged only from its native electronic file which is in .eps (encapsulated postscript)

format. The native file is available by contacting the Competitive Sports office.

Clubs may request copies of the their logo or a copy of the fonts used with the recreation logos and branding bars in black



COLOR REGISTRATION INFORMATION

PANTONE PRINTING COLORS

A. George Mason University - Recreation color palette has been established to ensure consistency in reproduction on different printed surfaces. Refer to the chart below when selecting colors. Please specify colors whenever possible. Note the different Mason Gold colors to be used on coated vs. uncoated paper stock.

Mason Green

Coated paper: PMS 349C
Uncoated paper: PMS 349U

Mason Gold

Coated paper: PMS 130C
Uncoated paper: PMS 116U

Process Black is an approved color for use in one-color.

PROCESS PRINTING COLORS

Mason Green

IOOC - OM- 83Y- 47K

Mason Gold

OC-27M-100Y -OK

C: Cyan

M= Magenta

Y:Yellow

K:Black



*Pantone and PMS are registered trademarks of the Pantone Matching System, which is a nationally recognized system of printing ink colors.

ACCEPTABLE LOGO USAGE

The George Mason University Recreation logo must be used in its positive form, preferably on a light background. The logo should be used with a white border surrounding the image on colored or patterned backgrounds to ensure readability. Full cooperation in the observance of these guidelines will help strengthen the consistency of the Mason Athletics brand.

A. Four Color Process Usage

This is the preferred red form of reproduction. Please refer to the "Registration Colors" section for proper color selection.

A.



B. Two Color Usage

It is acceptable to use the logo in a two color variation using Mason Green and Mason Gold.

B.



C. One-Color Usage

It is acceptable to use the logo in a single color provided the color is Mason Green, Mason Gold, black or white.

C.



***Clubs may NOT use "Patriots." Clubs must always identify by the club name in the branding bar.**

ACCEPTABLE LOGO USAGE, CONT'D

D. Screened

The George Mason University Recreation logo can be screened back with the darkest portion tinting to 20% of Black, PANTONE 349C or 349U.



E. Usage on a Colored or Patterned Background

The George Mason University Recreation logo may be used on a colored or patterned background provided the white border is used to separate the pattern from the art.



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UNACCEPTABLE LOGO USAGE

These examples demonstrate some unacceptable uses of the George Mason University Recreation logo.

You may NOT:

- A. Alter the length of the logo relative to its height.
- B. Change any typeface or type style.
- C. Enclose the logo in any graphic or geometrical shape other than the permitted white outline.



UNACCEPTABLE LOGO USAGE, CONT'D

These examples demonstrate some unacceptable uses of the George Mason University Recreation logo.

You may NOT:

D. Place the logo over a complex background without the permitted white border.

D.



E. Use the logo in a negative form.

E.



F. Change the colors or tints of the logo in any fashion.

F.



Any alteration of the George Mason University Athletics logo, other than the variations shown to be acceptable, is not permitted.



CLOTHING ACCEPTABLE USAGE

Mason, George Mason, and/or Mason logo must be prominently displayed on all uniforms, warm ups, and practice gear. New uniforms must be approved by the Assistant Director, Competitive Sports. Uniforms must prominently display “MASON” or “GEORGE MASON” on the front. Club sports may not use the star bolt by itself.

A. Refrigerator Heavy (in all caps) is the only font to be used for "Mason" and "George Mason". Letters and numerals must be the same color. The font(s) may be requested by contacting the Assistant Director, Competitive Sports.

B. Embroidery or screen printing of the logo:

1. Mason logo may only be used with “Recreation” banner or club name.

2. Acceptable full-logo usage:

1. Polos (left or right chest)
2. Jackets (left or right chest)
3. T-shirts (full front and left or right chest)
4. Sweatshirts (full front and left or right chest)
5. Caps
6. Shorts (left or right near the knee)

3. Unacceptable use of the logo:

1. Full front of uniforms *see example to right



UNACCEPTABLE

***Clubs may NOT use “Patriots.” Clubs should always identify by the club name in the branding bar.**

CLOTHING ACCEPTABLE USAGE

- A. Uniforms, warm ups and practice gear may only have the base colors of Mason Green, Mason Gold, white, gray or black. Material should be dark green and/or gold.
1. **White/ cream uniforms:** Mason Green must be the dominant trim color. Letters and numbers may be either Mason Green or Mason Green outlined in Mason Gold (preferred). No other colors may be used.
 2. **Green uniforms:** Mason Gold must be the dominant trim color. Letters and numbers may be either white or white outlined in Mason Gold. No other colors may be used.
 3. **Gold uniforms:** Mason Green must be the dominant trim color. Letters and numbers may be either Mason Green or Mason Green outlined in white. No other colors may be used.
 4. **Black uniforms:** Mason Green must be the dominant trim color. Letters and numbers must be white outlined with Mason Green. No other colors may be used. Green letters and numbers outlined in Gold can be used excluding soccer and lacrosse due to visibility issues.
 5. **Gray uniforms:** Mason Green must be the dominant trim color. Letters and numbers must be Mason Green outlined in Mason Gold. No other colors may be used.
- B. Coaches' apparel, team apparel, recreation department apparel and accessories may be Mason Green, Mason Gold, white, black or gray with the logo prominently displayed on the left chest. Travel sweat suits must be dark green or gray.



A2.



A4.

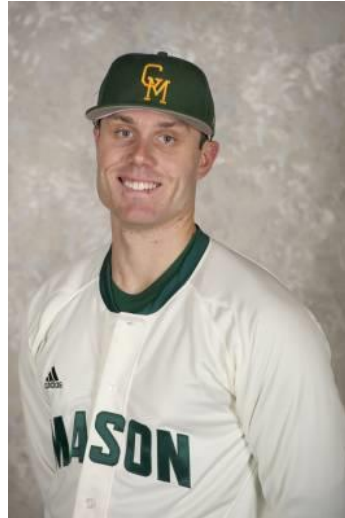


B.

Traditional uniform requests can be made but must be reviewed and approved by the Assistant Director, Competitive Sports before ordering.

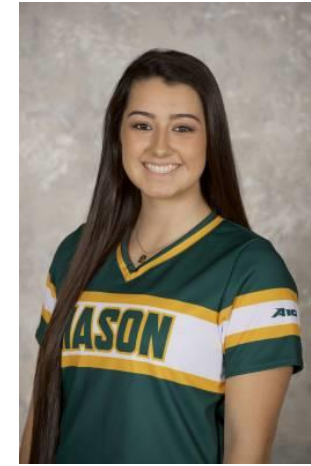
White/ cream uniforms: Mason Green must be the dominant trim color. Letters and numbers may be either Mason Green or Mason Green outlined in Mason Gold (preferred). No other colors may be used.

CLOTHING ACCEPTABLE USAGE - WHITE



Green uniforms: Mason Gold must be the dominant trim color. Letters and numbers may be either white or white outlined in Mason Gold. No other colors may be used.

CLOTHING ACCEPTABLE USAGE - GREEN



Black uniforms: Mason Green must be the dominant trim color. Letters and numbers must be white outlined with Mason Green. No other colors may be used. Green letters and numbers outlined in Gold can be used excluding soccer and lacrosse due to visibility issues.

CLOTHING ACCEPTABLE USAGE - BLACK



Gold uniforms: Mason Green must be the dominant trim color. Letters and numbers may be either Mason Green or Mason Green outlined in white. No other colors may be used.

CLOTHING ACCEPTABLE USAGE - GOLD



Special requests may be made for competition apparel and only if it is common among your sport. Approval is not guaranteed, but a request can be submitted for review. You will need to provide reasoning for deviating from the style guide. Requests should be submitted to the Assistant Director, Competitive Sports.

SPECIAL REQUESTS



Ski & Snowboard Club

- Competition Jacket – logo was requested to be used on the back of the jacket to help identify racers on the mountain.

UNACCEPTABLE USAGE



HEADGEAR, ACCEPTABLE USGE

- A. Club logos with the team branding bar is required. "Patriots" may not be used by Recreation or Club teams.
- B. The interlocking GM may be used for club baseball and club softball hats or visors only.



UNIFORM UNACCEPTABLE USAGE

- A. "Patriots" may not be used on Club uniforms or apparel.
- B. "GMU" is unacceptable on any apparel or print items.
- C. "Mason" or "George Mason" written in script on a uniform is not permitted.
- D. It is unacceptable to embroider or screen print words around the logo. Above the logo is also unacceptable.

