



## Club Sports Branding Resource Guide

### Start with These Three Documents

Everything covered during Branding 101 begins with these three resources. Before creating graphics, posting branded content, or ordering apparel, review these documents first.

#### 1. Branding Cheat Sheet

Use this as your starting point for day-to-day branding questions.

Includes:

- Approved colors
- Basic logo use
- Graphic design expectations
- Social media guidance
- Accessibility and readability basics
- Box Out Sports guidance

#### Access the Branding Cheat Sheet Document:

<https://gmu.bynder.com/share/4034C9E1-3E8A-4C07-89C0D863F5CBE054?viewType=grid>

**Reminder:** No apparel or uniform orders should be placed without review and approval through our office.

#### 2. Club Sports Style Guide

Use this for official club logos and brand standards specific to Club Sports.

Includes:

- Club-specific logos
- Approved logo variations
- EPS, PNG, and JPEG file usage
- Social media profile logo guidance
- Logo usage restrictions

#### Access the Club Sports Style Guide:

<https://gmu.bynder.com/share/4034C9E1-3E8A-4C07-89C0D863F5CBE054?viewType=grid&mediaId=0BADEDB5-8201-469D-8BOC8BB5AFC45DFF>

### 3. Social Media Profile Requirements

All clubs are required to use the approved Social Media logo found within their club logo folder as their social media profile image.

This logo is square and on a gold background with the clubs' name below.



Important:

- This logo may only be used as your social media profile image
- It may not be used on posts, flyers, event graphics, apparel, or any other branded materials
- All clubs are expected to use this logo consistently across their social media accounts

#### Social Media Account Naming

Club social media account names should identify your organization using the following format: Club [Sport Name] at George Mason University

Example:

- Club Baseball at George Mason University
- Club Soccer at George Mason University

Do Not Use:

- George Mason University Club Baseball
- GMU Club Baseball

This naming convention supports consistency across Club Sports and aligns with university brand expectations.

### 4. Uniform and Apparel Style Guide

Use this before designing or ordering any apparel or uniforms.

Includes:

- Uniform requirements
- Apparel standards
- Logo placement guidance
- Approved fonts, colors, and numbering guidance
- Examples of compliant and non-compliant designs
- Vendor expectations
- Trademark and copyright requirements

Access the Uniform and Apparel Style Guide: <https://recreation.gmu.edu/wp-content/uploads/2026/04/George-Mason-Brand-Cheat-Sheet-3.pdf>

## **Additional Resources**

### **1. Club Logo Files**

Accessing Your Club Logo Files

- Check your club Gmail account for the shared folder link
- The logo file folder has already been shared with your organization
- Ask previous club officers if you need help locating access information (ie. passwords)
- If you need the folder link shared again, email [masoncs@gmu.edu](mailto:masoncs@gmu.edu) to request access

### **2. Box Out Sports**

Create approved social media graphics here:

Link: <https://boxoutsports.com/>

#### **Accessing Your Club Account**

- Check your club Gmail account for password information
- Ask previous club officers for access credentials
- If access has been lost, email [masoncs@gmu.edu](mailto:masoncs@gmu.edu) to request a password reset or account reactivation

### **3. Design Review Submission Form**

Submit apparel and branding requests for review here via Mason360:

Link: <https://cglink.me/2d7/s95436>

### **4. Approved CLC Licensed Vendors and Licensing Information**

Before using any vendor that will produce items using the George Mason name, trademarks, or logos, confirm the vendor is properly licensed.

#### **CLC Licensing Information**

Learn more about university licensing requirements here:

<https://brand.gmu.edu/trademark-licensing/become-licensee>

### **Approved Internal Vendors**

View approved internal vendor information here:

<https://brand.gmu.edu/trademark-licensing/internally-licensed-vendors>

### **For External Vendors Seeking Licensure**

If a vendor is not currently licensed, information on becoming a licensed vendor can be found here: <https://brand.gmu.edu/trademark-licensing/become-licensee>

### **Important Reminders**

- Not all vendors are authorized to produce licensed university merchandise
- Always confirm vendor approval before placing an order
- Vendors using university marks may need to obtain licensure before production
- All apparel and uniform designs must still be reviewed through our office before ordering

## **Before You Post, Publish, or Order, Ask Yourself**

### **Branding**

- Am I using approved university and club colors?
- Am I using the appropriate fonts or type treatments?
- Am I using approved logos correctly without altering them?
- Am I using the correct logo file for this purpose?

### **Content Review**

- Is this content appropriate and aligned with university expectations?
- Does this avoid explicit language, lyrics, or references that could reflect poorly on the club or university?
- Does this represent our organization in a professional and responsible way?

### **Accessibility and Design**

- Is the graphic readable?
- Is text easy to see with sufficient contrast?
- Is the design accessible and viewable for all audiences?

### **Apparel and Vendor Review**

- Has this been reviewed before ordering?
- Is the vendor approved and, if required, CLC licensed?

### **A Final Reminder**

You are not only representing your club. You are also representing George Mason University. Access to university names, marks, and trademarks comes with responsibility. Good judgment matters just as much as following a style guide.

When in doubt, ask questions before posting, printing, or ordering.