

Club Sports Uniform & Apparel Style Guide

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Purpose of This Guide

This guide outlines the branding and design standards for all club sport uniforms and apparel. Any club pursuing new uniforms, general apparel, or equipment must follow these standards and use an approved vendor with a current CLC license. All artwork, marks, and color applications must align with the university's established brand guidelines, and all items must be produced only through licensed vendors to ensure accuracy, compliance, and protection of institutional marks.

Approved Color Options

All uniform elements—including base colorways, accent colors, numbers, lettering, and graphic elements—may only use George Mason Green (PMS 357C), George Mason Gold (PMS 123C), Black, White, or Gray. When exact Mason brand colors are unavailable through a vendor, acceptable substitutes include Forest, Dark, or Hunter Green for Mason Green and Yellow, Daisy, or Sunshine for Mason Gold. Teams must work with their vendor to ensure all colors used in the uniform design are the closest possible match to the official George Mason color standards.



George Mason Green

HEX #005239

RGB 0, 82, 57

CMYK 83, 19, 73, 58

Pantone 357C

George Mason Gold

HEX #FFC733

RGB 255, 199, 51

CMYK 0, 23, 91, 0

Pantone 123C

Logo Black

HEX #333333

RGB 51, 51, 51

CMYK 65, 61, 64, 54

Pantone Black 7C

Approved Front of Jersey Branding Options:

- **George Mason** (must include the required copyright mark)
- **Patriots** (must include the required trademark mark)
- **GM two-color monogram** *when accompanied by the official Club Sports patch*
- **Official club sport logo**

Clubs are not permitted to use the athletics "Patriots" script font or three-color GM monogram in any uniform application.

Approved Fonts:

Preferred font: *Industry Inc* (Cutline & Base). If vendor does not have it, we will supply the file. Acceptable alternatives: Plain Block, *Pro Full Block* or *Full Block* family.



Guidelines for GM Monogram Application (Game Day Uniforms Only)

Whenever a club sport chooses to use the GM monogram by itself on a uniform, the monogram must be accompanied by the official Club Sports logo/patch. This secondary mark must appear either on a sleeve or at the back neck of the jersey. The GM monogram is a trademarked institutional mark and cannot be used as a standalone identifier for club teams. *Club patch/logo is only required when using the monogram independently.

Sublimation and Background Pattern Guidelines

Any sublimated pattern or background artwork must remain subtle and secondary to the university branding. Patterns may not overpower, obscure, or visually compete with the primary logo or wordmark. The institutional branding should always be the dominant visual element on the uniform.



Logo Integrity Standards

Official George Mason logos must always appear exactly as provided. Logos may be resized proportionally to fit the item they are being placed on, but no other modifications are permitted. Logos cannot be recolored, stretched, distorted, rotated, cropped, or combined with any additional graphics or symbols. No elements may be placed behind, around, or overlapping an official logo. Logos must be used only in their approved formats and may not be recreated or altered in any way.



Use of Other Trademarks

Club sports teams may only use their club sports logos, and may not use any of the other athletic, spirit marks, wordmarks, or trademarks of the university. Examples include:



Use of Retired Logos

Club sports teams may not use any legacy university or legacy athletic logos. These marks have been retired by the university and are no longer in regular use. Examples include:



Hats and Helmets

Teams may use the official GM monogram on the front of hats and helmets, and the monogram must include the required trademark symbol in all applications. When using the monogram on a hat or helmet, the club must add “George Mason” to the item on the back or side.

Two versions of the GM monogram are approved for use. Clubs are not permitted to utilize the three-color monogram logo for athletics.



General Apparel Standards

General apparel items such as polos, quarter-zips, sweatshirts, jackets, T-shirts, shorts, and similar non-competition pieces must use only the club-specific logos provided by the Club Sports Office and the Office of University Branding. These marks must appear exactly as issued and may not be altered, recolored, combined, or modified in any way. Logos on general apparel may only be placed on the left chest, right chest, or centered on the front, as shown in the examples within this guide. The GM monogram is not permitted on any general apparel at this time.

