

USU CLUB BRANDING

A DESIGN GUIDE

FOREWORD

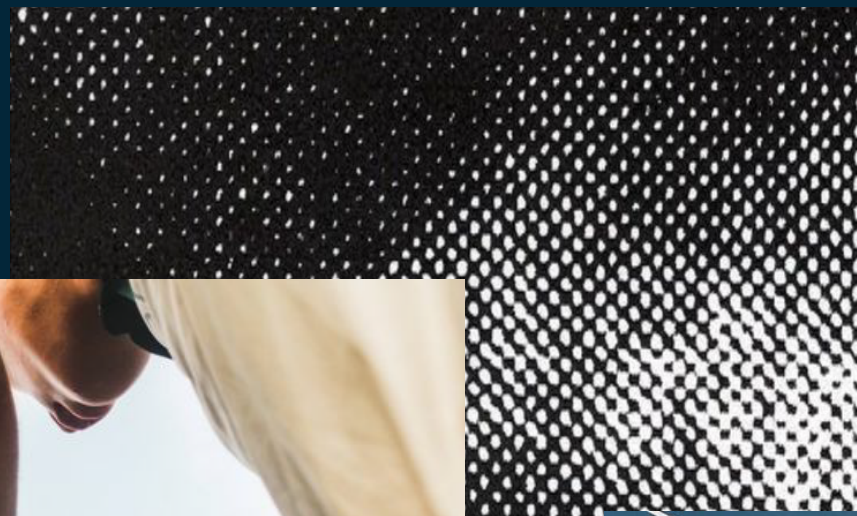
We are here to help you. Our team can help create flyers, apparel, logos, and more. These templates and tools help streamline the design process to get you what you need.

You can either edit the included templates yourself (note, do not move or edit University logos) or send us your information and we can create materials.

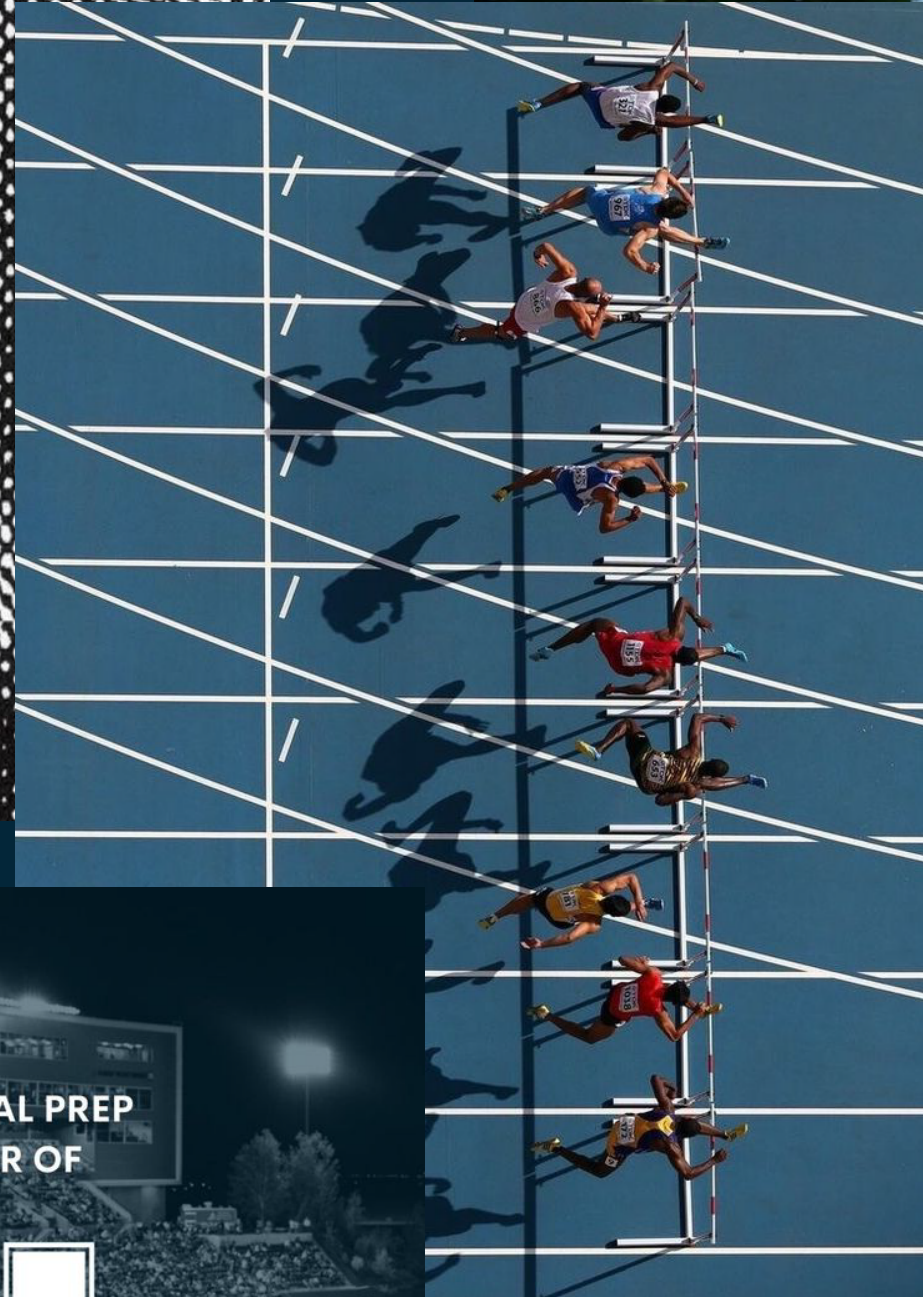
Thank you!
The Marketing Team

contact us
baily.kruzan@usu.edu

ABCDEF
GHIJK
LMNOP
QRSTU
VWXYZ



PROCEED
AND BE
BOLD!



MOODBOARD

Fonts

MONTSERRAT BLACK
AGGIES!

HELVETICA BOLD
AGGIES!

ARIAL
AGGIES!

FONTS

GENTY

Aggies!

HEY OCTOBER

Aggies!

CANDICE

Aggies!

AVALLON

Aggies!

COLORS

PRIMARY



AGGIE BLUE

PANTONE 539

CMYK: 100 65 22 80

RGB: 0 38 58

HEX: #0F2439



FIGHTING WHITE

WHITE

CMYK: 0 0 0 0

RGB: 255 255 255

HEX: #FFFFFF



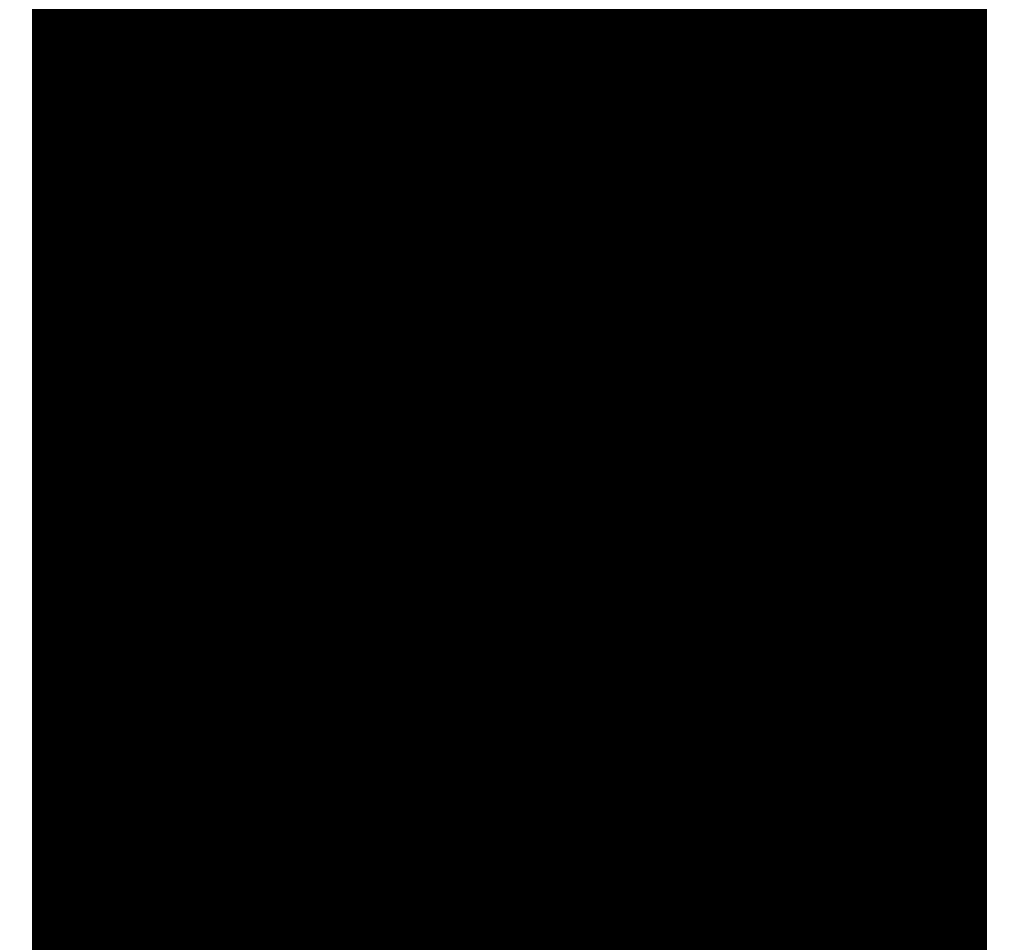
GRAY

PANTONE 429

CMYK: 35 23 19 2

RGB: 162 170 173

HEX: #A2AAAD



BLACK

BLACK

CMYK: 0 0 0 100

RGB: 0 0 0

HEX: #000000

COLORS

SECONDARY



HUNTER GREEN

PANTONE 3425C

CMYK: 90 36 84 30

RGB: 0 98 66

HEX: ##006242



SAGE GREEN

PANTONE 556C

CMYK: 60 22 53 2

RGB: 110 159 135

HEX: ##6B9E85



SKY BLUE

PANTONE 7689C

CMYK: 78 33 7 0

RGB: 40 141 194

HEX: #288DC2



ELECTRIC BLUE

PANTONE 638C

CMYK: 73 11 7 0

RGB: 1 173 216

HEX: #01ADD8

COLORS

SECONDARY



SAND

PANTONE 7534C

CMYK: 18 16 24 0

RGB: 209 203 189

HEX: #00938F



WATERMELON

PANTONE 709C

CMYK: 0 77 37 0

RGB: 241 98 120

HEX: #F16278



TANGERINE

PANTONE 151C

CMYK: 0 60 100 0

RGB: 245 130 32

HEX: #F58220



SUNFLOWER

PANTONE 7408C

CMYK: 3 26 100 0

RGB: 246 189 23

HEX: #F6BD17

**DO NOT
USE RED.
EVER.**

**DO NOT
USE COW PRINT
OR TARTAN
PATTERN.**



COLLABORATIONS

PRINT MATERIALS

Do's

- Add “in collaboration with” by organization logo.
- Get written approval from the organization to use their logos.

Don'ts

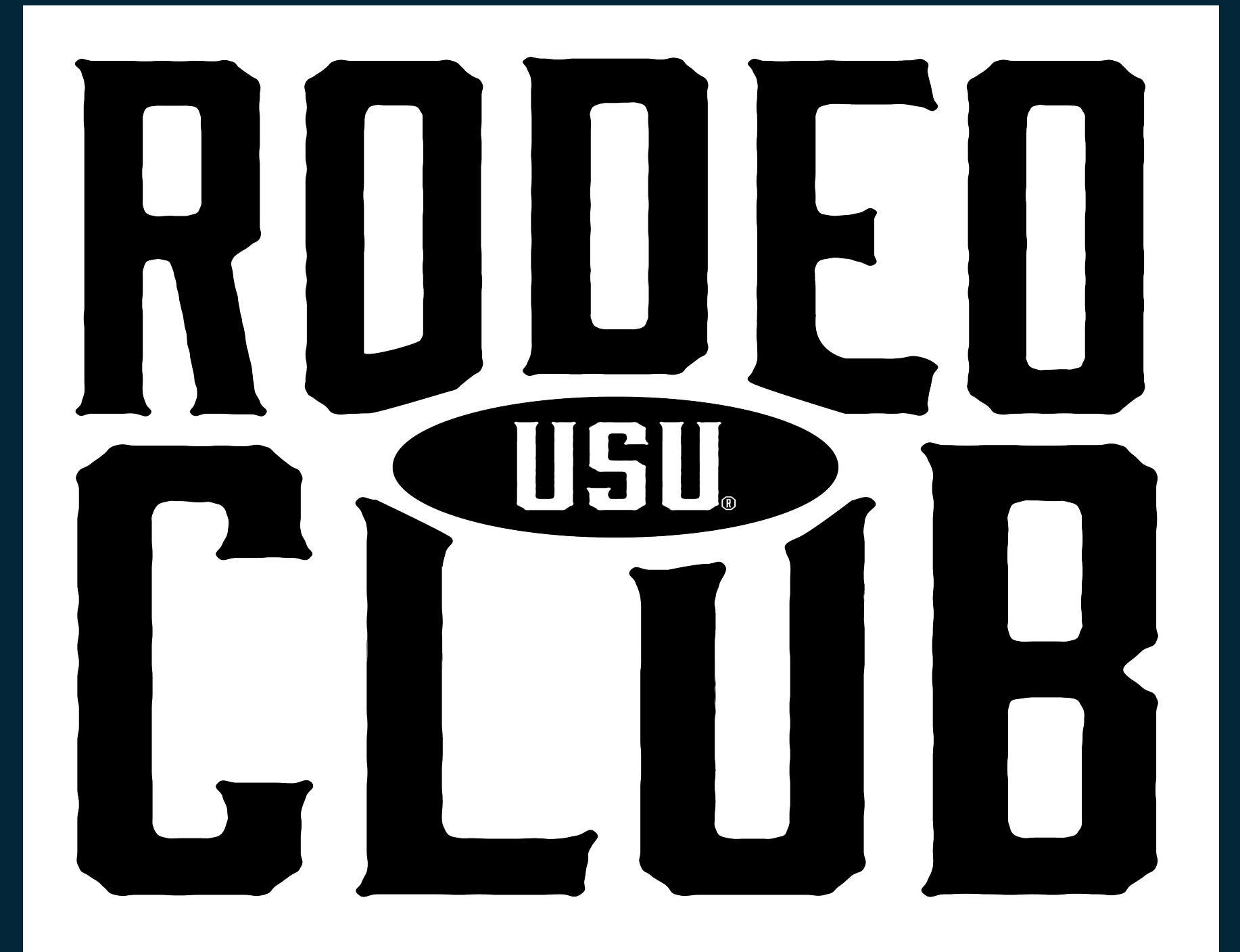
- Use a logo with red (if possible).
- Make the organization logo larger than university or Student Success logos.

CLUB LOGOS

As clubs, you are able to create your own team logo. You can not, however, include any University marks (U-State, block A) in designs. Use “Utah State” in place of “Utah State University” and include a small registered symbol (covered on a following page).

Examples on next page.

CLUB LOGOS



CLUB LOGOS

UTAH STATE[®]

**CL
UB
SPORTS**

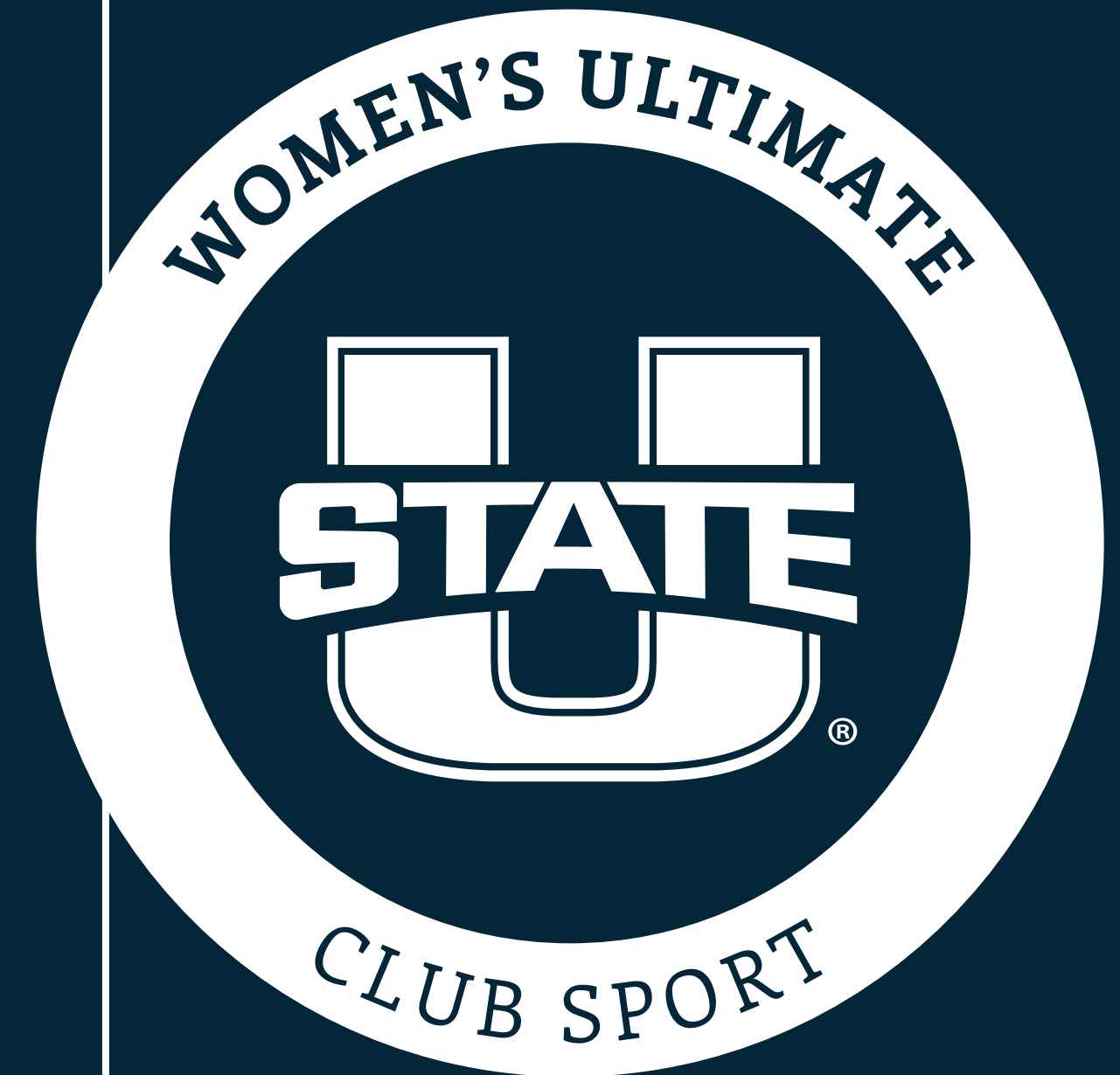
When writing out
“Utah State” or
“USU” be sure to
include the
registered
trademark symbol.
This detail can be
small.

CLUB BADGES

As of July 2026, all clubs have their own club badges to use on graphics, posters, jerseys, apparel, and more.

Details

- The badge may take the place of the Student Success logo.
- If the badge is used, the term “club” is not required.
- Badges are specific to each club. Please email the marketing director to receive your badge and ask any questions.



APPAREL/JERSEYS

These are just examples, designs can be as intricate or simple as you want. If you have ideas, reach out and we can see what is possible under Trademark & Licensing.



APPAREL/JERSEYS

Do's

- Include "club", "club sports", or club badge on apparel AND jerseys.
- Include university marks on apparel AND jerseys.
- Use appropriate isolation space.

Don'ts

- Add university marks into club logos.
- Hide "club", "club sports", or badge (placing it on a hem, making it too small to read, etc.).
- Write out "Utah State University".
- Use restricted patterns (cow print and tartan)

Also refer to the club logo guidelines when designing apparel and jerseys!

LAYOUTS

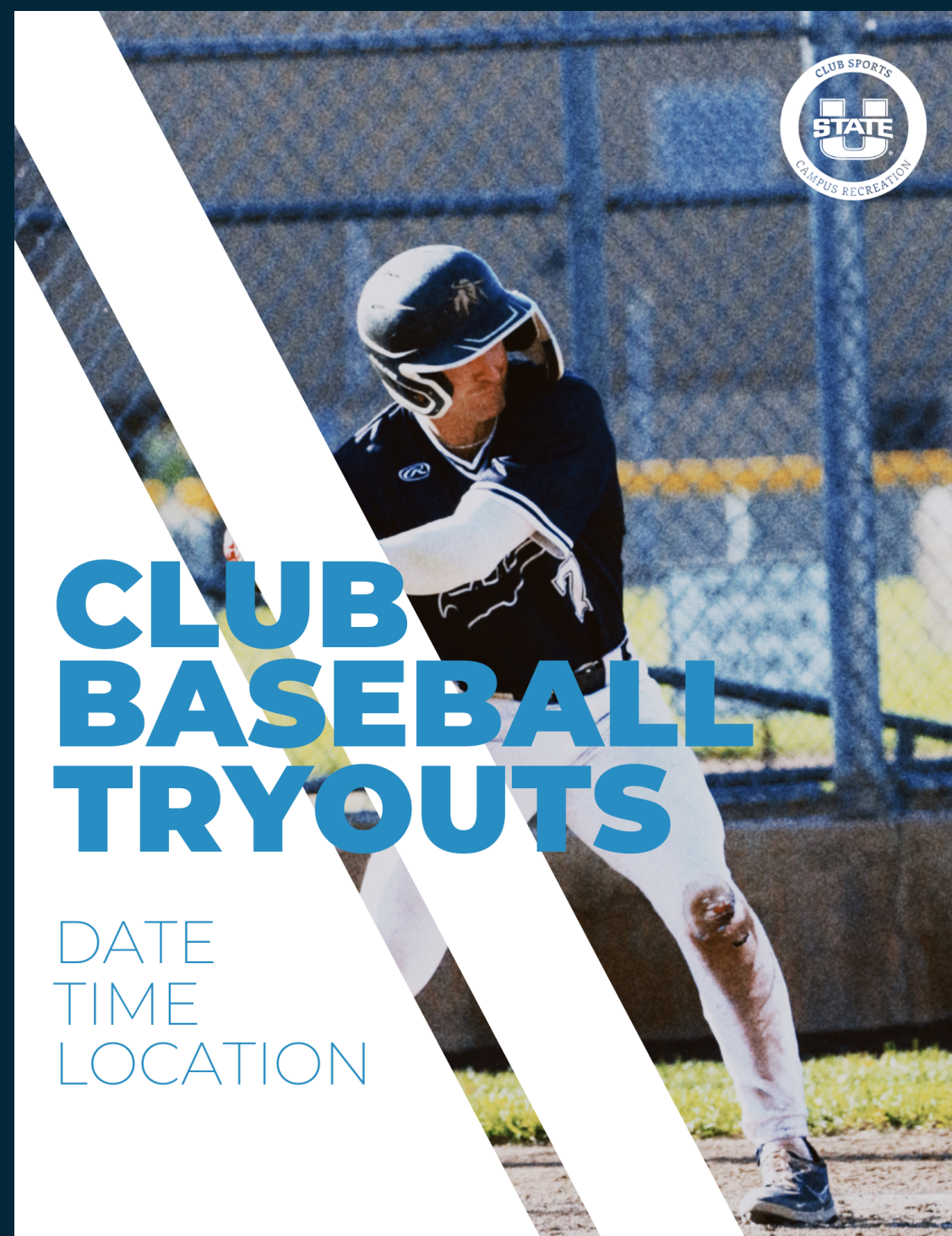
If you would like to use any of the included layouts, click on “Template.” On the page it directs you to, please select **“Use template for new design”** to use the layout for your project. ***Please make sure to replace the badge with one specific to your club.***

Thank you!

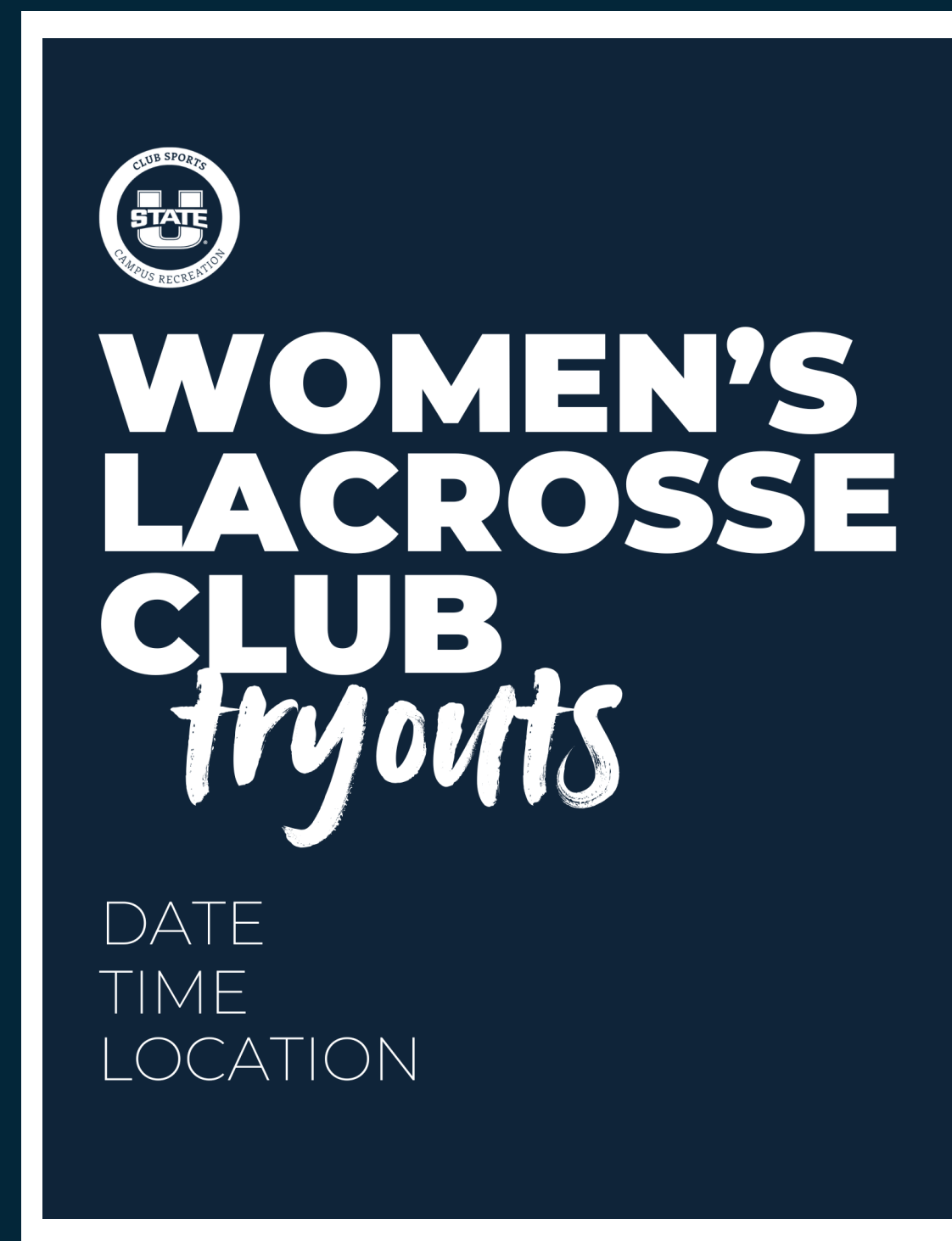
LAYOUTS

HAND-OUTS

8.5 x 11 can
fit four to a page for
printing!



TEMPLATE



TEMPLATE



TEMPLATE



TEMPLATE

LAYOUTS

SOCIALS



TEMPLATE



TEMPLATE



TEMPLATE

LAYOUTS

SOCIALS

Do's

- Use your club badge, colors, and photos as desired.

Don'ts

- Manipulate any university logos.
- Use cow print or tartan pattern.

If you choose to use AI for any designs, please ensure it is still brand compliant.

LAYOUTS

SOCIALS

Want to create your own? Remember, logos are not required for social media posts. Make sure you create the post with the right dimensions and in RGB color mode.

Square Post

1080 x 1080

4:5 Post

1080 x 1350

Insta Story

1080 x 1920

LAYOUTS

DIGITAL DISPLAYS

Horizontal 1920 x 1080
Vertical 1080 x 1920



WOMEN'S LACROSSE CLUB *tryouts*

DATE
TIME
LOCATION

ADDITIONAL
INFO

VERTICAL

HORIZONTAL



WOMEN'S LACROSSE CLUB *tryouts*

DATE
TIME
LOCATION

ADDITIONAL
INFO



CLUB BASEBALL TRYOUTS

DATE
TIME
LOCATION
ADDITIONAL
INFO

VERTICAL

HORIZONTAL

CLUB BASEBALL TRYOUTS

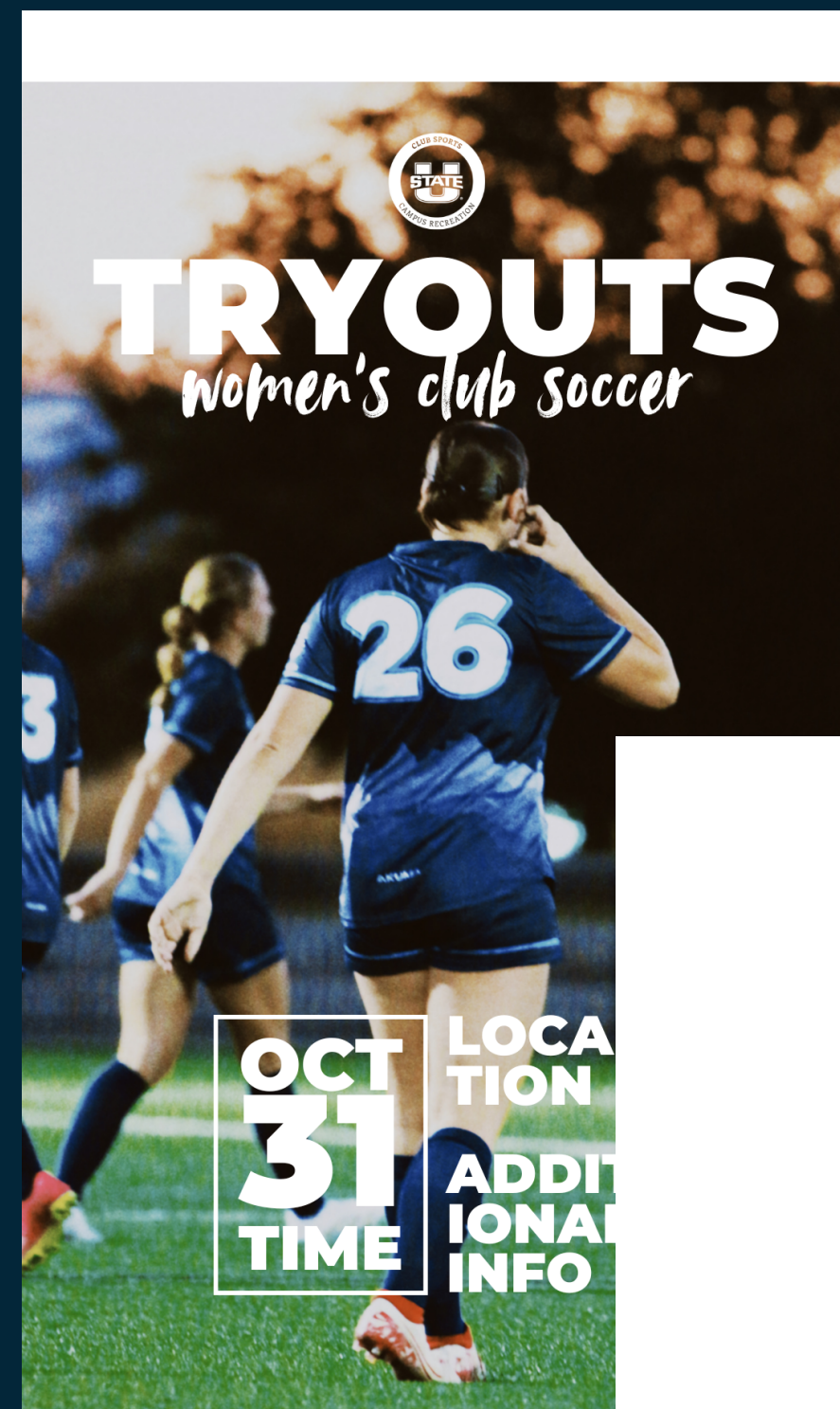
DATE
TIME
LOCATION
ADDITIONAL
INFO



LAYOUTS

DIGITAL DISPLAYS

Horizontal 1920 x 1080
Vertical 1080 x 1920



VERTICAL

HORIZONTAL



VERTICAL

HORIZONTAL



INSPIRATION



START CREATING.

CAMPUS RECREATION



Student Success
UtahStateUniversity