

USU Club Sports Marketing & Trademark Information

UtahStateUniversity®



Logo Management + Visual Identity

Strategic Pillars

1. Leverage our \$2.2 billion brand to its fullest.
2. Concentrate visual brand equity in the U-State mark by making it more accessible.
3. Create a unified, invested visual brand identity community.



Club Sports Badges

- New this year, are access to individual club sport badges
- These badges can be used on all materials in lieu of using the Student Success logo
 - You can still use the Student Success logo instead of the badge if you prefer
- If you **ONLY** use the badge and no other University logos, you do **NOT** need to get materials approved through UMAC's Logo Management Team
 - All materials will need to go through internal Campus Recreation approval
 - Branded goods still need to use a licensed vendor
 - All materials including a 3rd party logo will need approval, even with the badge
- Reach out to the Campus Rec marketing department to get access to badges
 - Baily.kruzan@usu.edu or campusrecmarketing@usu.edu



Using University Logos

- You are required to use a Utah State logo, your Club Badge, or the Student Success logo on a variety of materials
 - Print materials - posters, handouts, etc
 - Apparel - shirts, backpacks/bags, warm up gear, etc
 - Jerseys
- All materials with a University logo must be approved by UMAC's Logo Management Team
 - Submit designs through ServiceNow request
- You DO NOT have to use University logos on social media posts
 - If you do, they technically have to get approved and follow all spacing guidelines
- To use University logos or your Club Badge email Campus Rec marketing department
 - Baily.kruzan@usu.edu or campusrecmarketing@usu.edu



Student Success
UtahStateUniversity



3rd Party Sponsor Logo Use

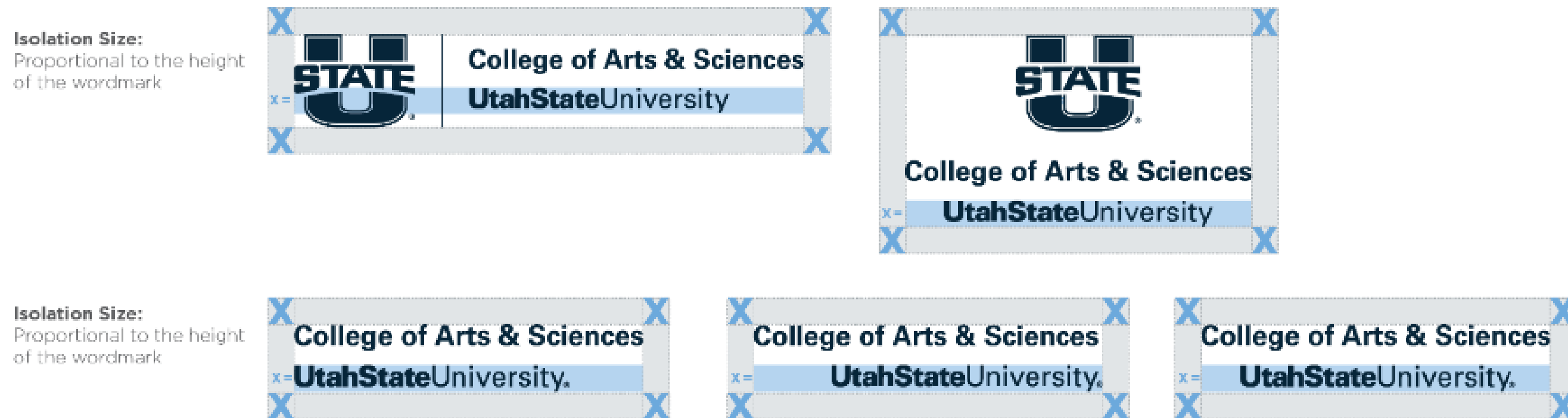
- To feature a sponsor's logo, you must:
 - Obtain approval through Advancement via the Sponsorship process.
 - Submit written authorization with your ServiceNow request from the third party's email or contact person
 - This can be done in the form of a screenshot, PDF, or other written document
 - Submission: Use the "Branded Goods - Artwork Review Request" in ServiceNow
 - Click this box on the form to submit your written logo use approval

Outside Entity Information

☐ I am using logos from entities outside of Utah State University

Mark Area of Isolation

- When using logos, you must follow the area of isolation rule (see image below)



- This applies when using logos on jerseys, apparel, posters, social media - everything

Club Logos

- As clubs, you are able to create your own team logo
- However, you cannot include any University marks



Jerseys/Apparel

Do's

- Include “club”, “club sports”, or club badge on apparel AND jerseys
- Include university marks/club badge 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



Ordering Apparel/Jerseys

- Must use a licensed vendor
- Can be found online at clc.com/license-search
- If you do not go through a licensed vendor, the University can confiscate any apparel
- If you have a vendor that is not on the list, you can work with the Licensing and Brand Activation Team to do a one-time approval
 - licensing.brandactivation@usu.edu
- That only works if the vendor is willing to sign paperwork and go through the University process

[Home](#)[About](#)

Licensee Search

Step 1: Pick a Product Category

 ▼

Step 2: Pick a School

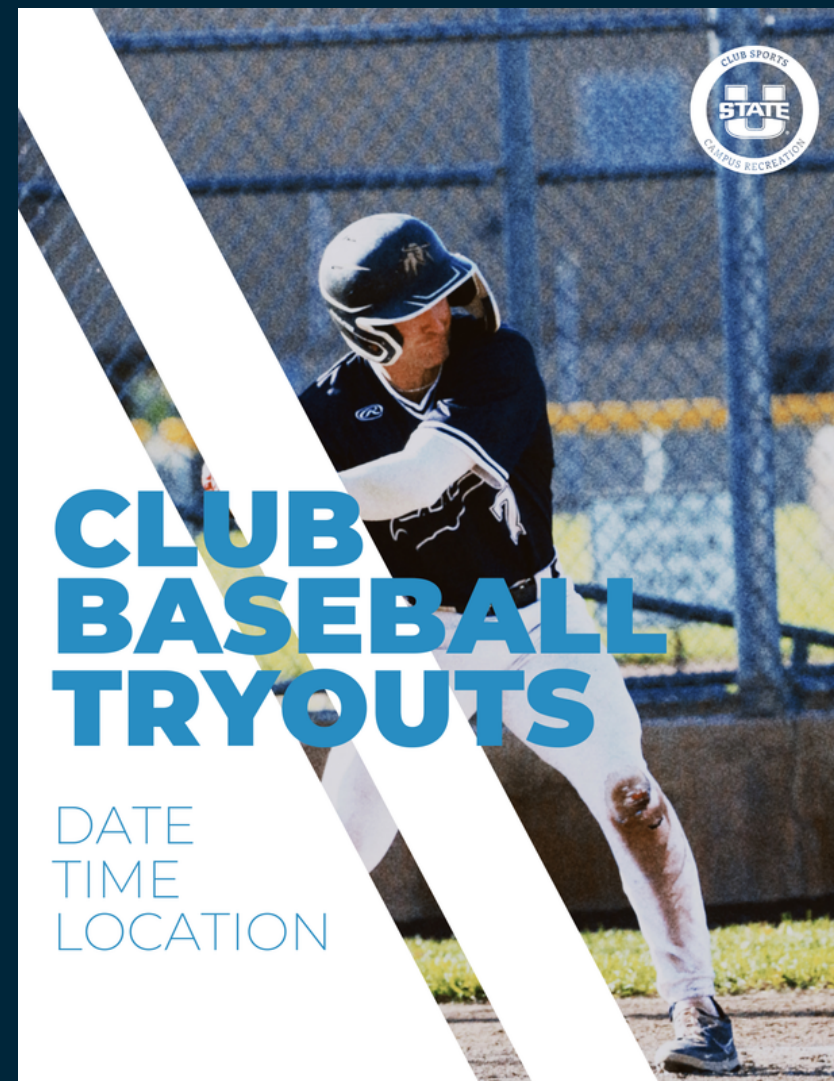
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Step 3: Search

[Search](#)[Reset](#)

Layouts/Templates

- We have a variety of pre-made templates available for clubs. They come in 8.5x11, social media posts/stories, and horizontal/vertical digital displays. All are approved and you can start using right away
- They're Canva templates, where you just have to make a copy and edit at will. Do not edit the template itself.
 - You can place your individual club badge logo in place of the general one on the designs



What Else Can We Do For You?

- Website edits
 - Anything you want updated online, reach out to baily.kruzan@usu.edu or campusrecmarketing@usu.edu
- Printing
 - Each club is allotted 50 free sheets of paper per school year. If you want more, it's just an \$8 charge for 500 more sheets
- Photography needs
 - Want team pictures or game day pictures? Reach out to us and we can work to send my student photographer and get them done
 - You'll get access to all the raws and a handful of edited versions

My team can help with a variety of needs your club is looking for. We ask for at least 2-3 weeks' notice.
Requests can be emailed.

Want More Info?

- Almost everything I just mentioned is put together in a document for all of you
 - Find it online, under the team resources page
- View University branding guidelines at brand.usu.edu
- Contact info:
 - Baily Kruzan | Coordinator of Marketing | baily.kruzan@usu.edu
 - Brand Help | brandhelp@usu.edu

USU CLUB SPORTS BRANDING

A DESIGN GUIDE

Marketing Tools

The Campus Rec marketing staff can help your team with a multitude of marketing initiatives. They can create promotional materials from flyers to digital displays, help you create apparel or logos, advertise on social media, and much more. You can request materials by emailing baily.kruzan@usu.edu or campusrecmarketing@usu.edu.

You're also welcome to create materials on your own. If you want to go that route, take a look at our branding guidelines to make sure you're staying in good standing with University Trademark and Licensing.

[Club Sport Branding Guidelines](#)