

# CLUB SPORTS STYLE GUIDE

## DESIGN/LOGO USAGE

### Design Considerations

- Number of print colors determine pricing
- Must use correct pantone colors if using purple and gold
- Logos must be on correct background
- Hand drawn images can be scanned
- The size of the imprint area for front and back of apparel
- Correct file types
  - Vendors prefer vector files
  - Use software that can create an .eps file
- Some suggested design software: Gimp, Photoshop, Illustrator, Corel Draw
- Can request for design assistance from the Student Affairs graphic designer
- Do not alter, crop, or distort any configuration of the official WCU Athletics logos or Club Sports Logos of the approved WCU cat head athletics logo or Club Sport logos shown
- Digital files of WCU and club sport logos are available to clubs for use upon request and usage approval.
- Do not combine official logos with other design components.

### Uniforms Guidelines

- Be aware of your governing bodies uniform requirements.
- Must have WCU representation on the uniforms.
- The WCU stacked/cat head logo without your club name can be used.
- If using the WCU stacked/cat head logo with no club name, can't be worn by/sold to anyone other than club sport members.
- Western Carolina, WCU or Western Carolina University without club name as text fonts may be used as long as not in WCU's branded marks.

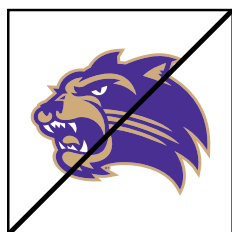
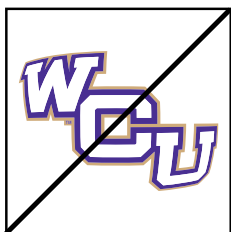
### Practice/Warm Ups/Casual/Fundraising Guidelines

- If using the WCU stacked cat head logo, only the one with your club sport name be used.
- Clubs may opt to use their own logo or the club sport specific logos
- Western Carolina, WCU or Western Carolina University without club name as text fonts may be used as long as not in WCU brand marks.
- There is more flexibility for creative design.

## WCU ATHLETIC LOGO



## LOGO MISUSE EXAMPLES



### BACKGROUND COLOR



### PANTONE 267 C

C:76 M:97 Y:0 K:0

### PANTONE 465 C

C:25 M:40 Y:73 K:3

## CONTACT

### JONATHAN JOHNSTON

Associate Director for Intramural and Club Sports

jdjohnston@wcu.edu

828.227.8807

# CLUB SPORTS STYLE GUIDE

## PROPER APPAREL & LOGO USAGE



## CONTACT

### JONATHAN JOHNSTON

Associate Director for Intramural and Club Sports

[jdjohnston@wcu.edu](mailto:jdjohnston@wcu.edu)

828.227.8807

# CLUB SPORTS STYLE GUIDE

## APPAREL GUIDELINES AND PURCHASING PROCESS

### Guidelines

- If selling apparel in anyway, can't use any WCU logos, marks or brands.
- Uniforms, warm up/practice, team and fundraising attire are classified as apparel.
- The Associate Director of Intramural and Club Sports must approve all apparel designs and purchases.
- Follow all branding, logo and design requirements (branding.wcu.edu).
- Purchases can only be made through your club's account and the entire purchasing amount must be in your account before approval is given.
- Personal purchases cannot be made.
- Apparel must be billed and shipped to the Campus Recreation Center.
- This process takes time, so plan in advance.
- Failure to follow these guidelines may result in delay of apparel, payment with personal funds and no reimbursement, reduced budget allocation for following year, lower priority on practice times, etc.

### Funding Classification

- Allocation - Apparel is property of WCU and needs to be inventoried at the end of every academic year
- Revenue - Apparel may be the property of individuals or classified as WCU property
- Fundraising - Comes from revenue account. Apparel can be for team or supporters. Must have fundraised the cost of the apparel before purchasing. It is not considered fundraising until the money raised exceeds amount spent on the apparel.

### The Entire Process

- Start a design concept. An outside vendor or the Student Affairs graphic designer can assist you with creating a design.
- Get initial price quotes of design and apparel from various vendors for price comparison.
- Send designs to Associate Director of Intramural and Club Sports. Some changes may be requested until final design draft.
- After final design is approved and all money is in the club's account, then can start the final purchase and printing process.
- A final quote from the vendor is required. Quote should have vendor name, billed to CRW, item description, quantity, sizes and itemized total. The university is tax-exempt.
- Once the quote is received, a purchase order (PO) (takes a week or two) will be set up with the vendor or if online source a university credit card transaction (instant) can be made.
- Once PO is received, approval is given to begin the printing process.
- Once apparel is received, we will notify you to pick up and a final invoice will be requested from the vendor.
- The original quote must match the final invoice.
- Enjoy your new apparel!

## CLUB SPORT VARIATION LOGOS



**WOMEN'S CLUB VOLLEYBALL**



**TENNIS CLUB**



## CONTACT

### JONATHAN JOHNSTON

Associate Director for Intramural and Club Sports  
jdjohnston@wcu.edu  
828.227.8807