



***SPORT CLUBS BRANDING GUIDE***













## SPORT CLUBS LOGO PATCH

The Sport Clubs Logo Patch is **REQUIRED** on all club related materials including uniforms, apparel, or media which display or reference the University of Florida in any way. The logo patch must be at least 2.5" in diameter on any apparel.



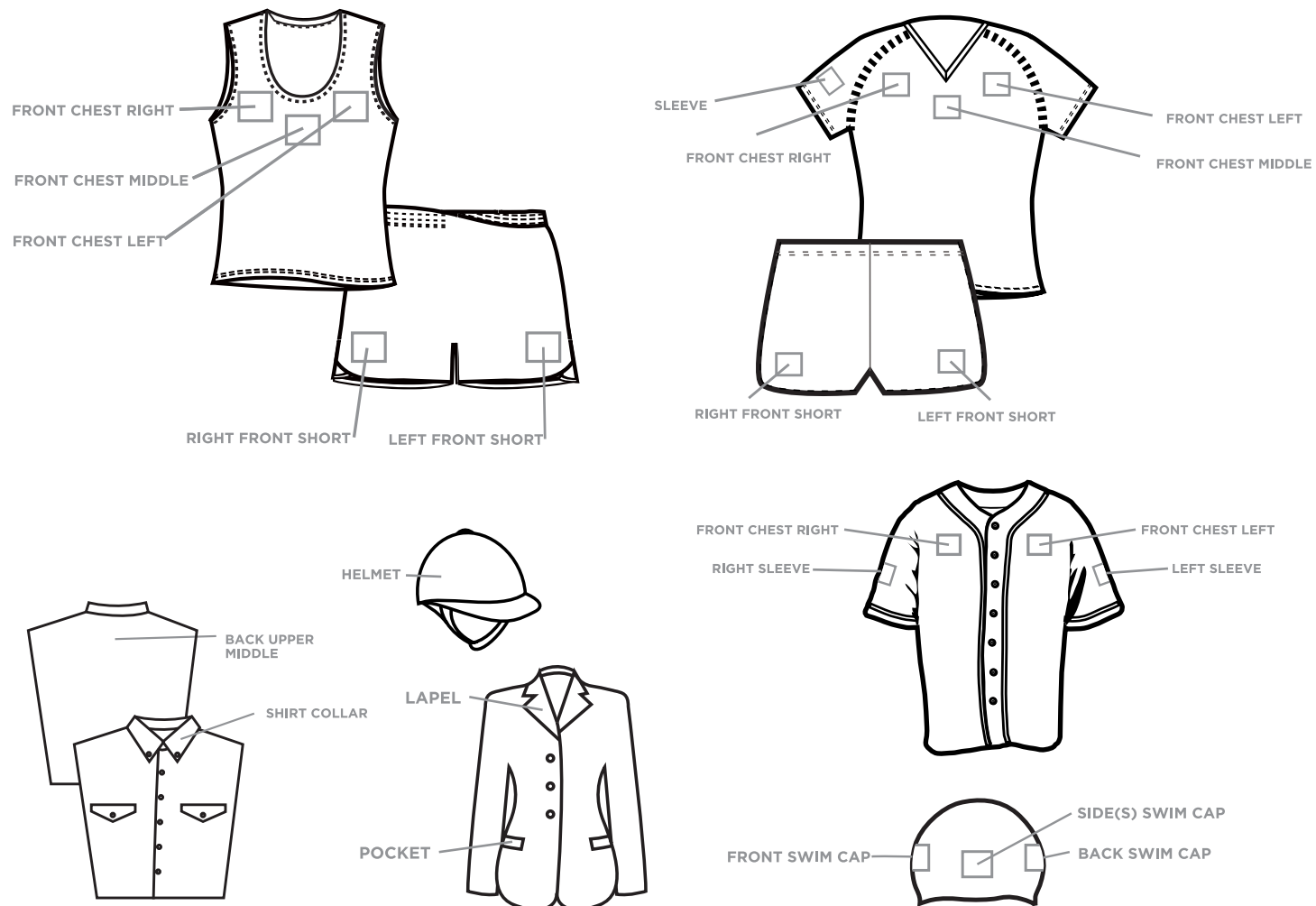
## APPROVED LOGOS

- Any uniform, apparel, or media that displays or references the University of Florida in any way **MUST INCLUDE** the Sport Clubs Logo Patch shown on page 2.
- Any media or non-gameday apparel **MUST INCLUDE** the “club” wordmark in the proper size and font, exactly as it appears in the examples below.
- Any sponsor or brand logos present on apparel or media **MUST** be in accordance with standing sponsors of the University Athletic Association and the University of Florida. Conflicting sponsors or brands may not be utilized (i.e. Adidas, Under Armor, etc.).

 CLUB ARCHERY	 CLUB ARCHERY	 CLUB ARCHERY	 CLUB ARCHERY
 CLUB ARCHERY	 CLUB ARCHERY	 CLUB ARCHERY	 CLUB ARCHERY
 CLUB ARCHERY	 CLUB ARCHERY	 CLUB ARCHERY	 CLUB ARCHERY

## GAMEDAY APPAREL

The Sport Clubs Logo Patch **MUST APPEAR** on any game-worn uniforms. Below are examples of approved placements.



## NON-GAMEDAY APPAREL

All non-gameday apparel **MUST ALWAYS** include:

- The **SPORT CLUBS LOGO PATCH** as shown on page 2.



To use any approved Florida Athletics logos or marks, all non-gameday apparel **MUST ALWAYS** include:

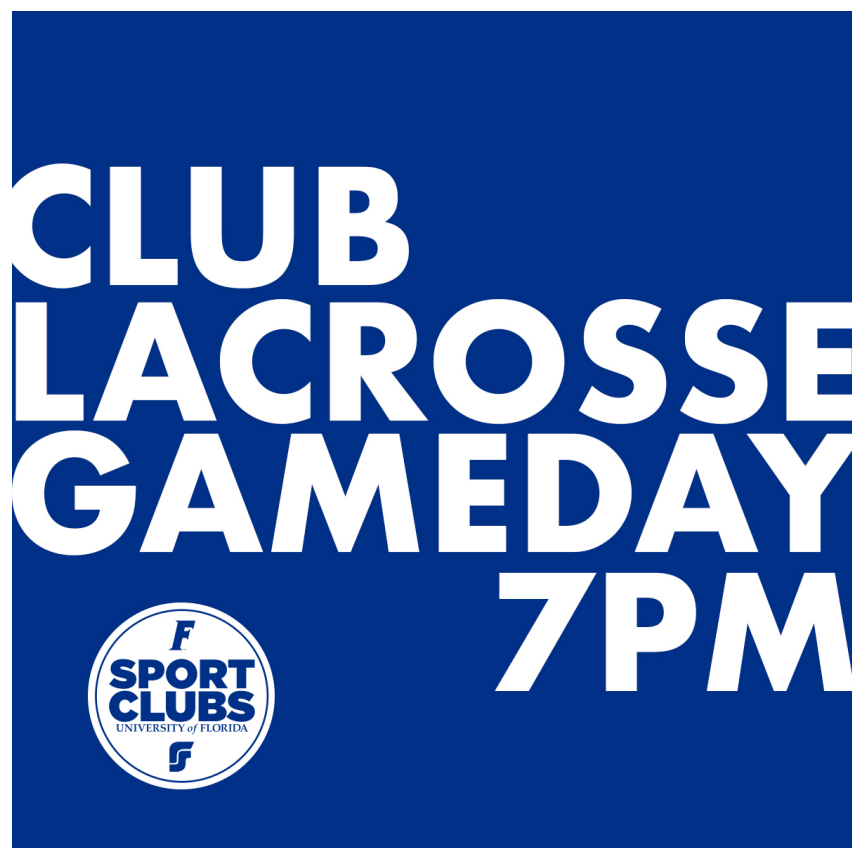
- The **SPORT CLUBS LOGO PATCH** as shown on page 2.
- The **"CLUB" WORKMARK** as shown on page 3.



## PRINT & DIGITAL MEDIA

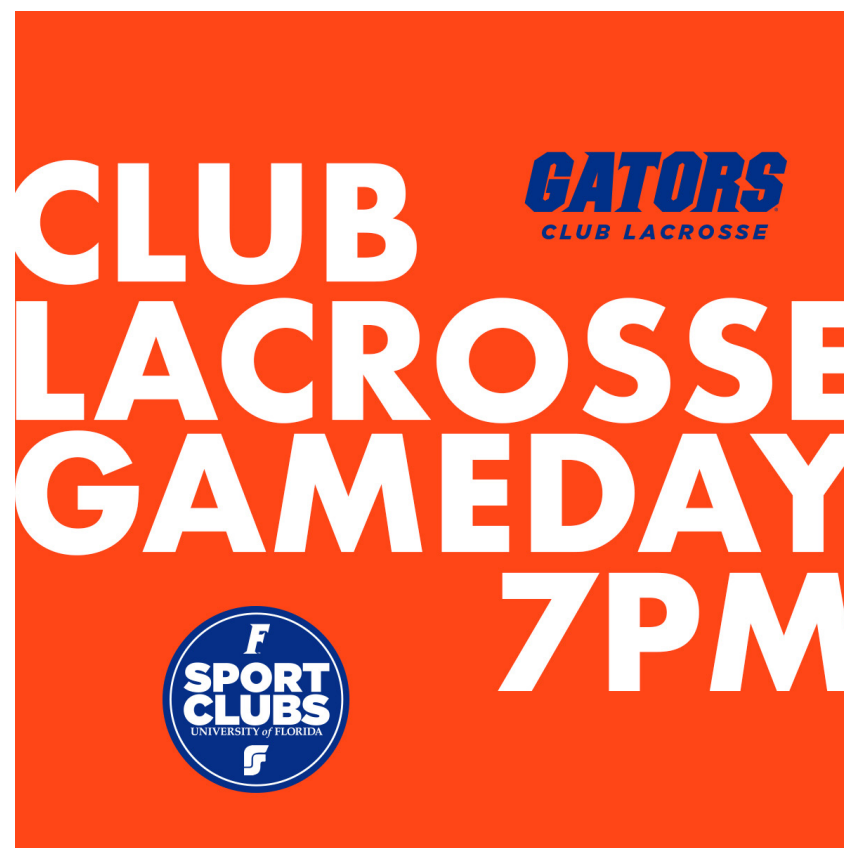
All print or digital media **MUST ALWAYS** include:

- The **SPORT CLUBS LOGO PATCH** as shown on page 2.



To use any approved Florida Athletics logos or marks on print or digital media, clubs **MUST ALWAYS** include:

- The **SPORT CLUBS LOGO PATCH** as shown on page 2.
- The **"CLUB" WORKMARK** as shown on page 3.



## COLORS

- The proper Florida Athletics colors **MUST ALWAYS** be used on uniforms, apparel, or media with approved Florida Athletics logos or marks. The values of those colors are shown below.
- Clubs may also utilize neutral colors (i.e. white, grey, black etc.) in conjunction with the proper Florida Athletics colors.



**PMS172c**

**CMYK: 0, 80, 100, 0**  
**RGB: 255, 70, 22**



**PMS287c**

**CMYK: 100, 60, 0, 20**  
**RGB: 0, 48, 135**



**PMS349c**

**CMYK: 90, 12, 95, 40**  
**RGB: 4, 106, 56**

## UNAPPROVED LOGOS

The following retired Florida Athletics logos or marks **CANNOT** be used on any club related apparel or media.

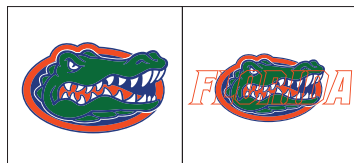




## UNAPPROVED LOGO USAGE

Alterations **CANNOT** be made to any Florida Athletics logo or mark under any circumstance. Examples include the following:

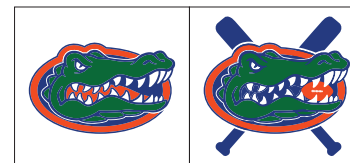
- At no time should anything (other logos, type, etc.) be placed over any Florida athletic logos.



CORRECT

INCORRECT

- Do not add additional elements to any of the Florida athletic logos.



CORRECT

INCORRECT

- At no time should the elements from any logos be used separately.



CORRECT

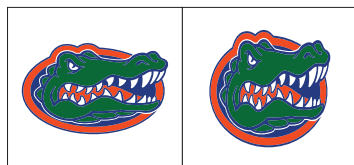
INCORRECT

- Logos should not appear against any distracting textures or repeated patterns.



INCORRECT

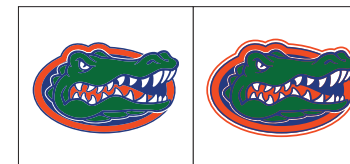
- The Florida athletic logos should not be modified, stretched or distorted in any way.



CORRECT

INCORRECT

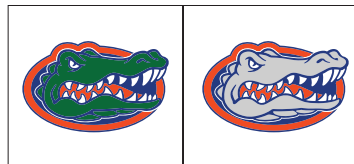
- Logos should not have additional outlines placed upon them.



CORRECT

INCORRECT

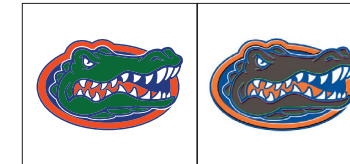
- The Florida athletic logos should not be used in any other color combinations other than those specifically listed on page 5. Some color variations may be acceptable (pink games, etc.). Color variations are not acceptable unless approved by licensing as a special case.



CORRECT

INCORRECT

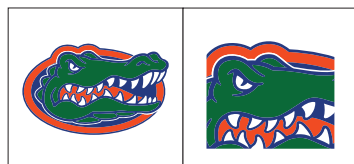
- At no time should effects be used to any of the Florida athletic logos (glow, posterize, etc.)



CORRECT

INCORRECT

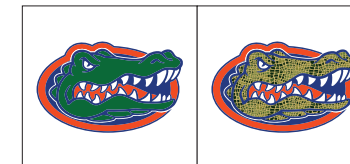
- Do not crop Florida athletic logos in any way.



CORRECT

INCORRECT

- Do not fill the Florida athletics logos with any gradients, textures, or patterns.



CORRECT

INCORRECT

