

# CLUB SPORTS BRAND GUIDELINES

**2026-2027**

# CLUB SPORT VALUES

Inclusive. Experience. Leadership



# THE BRAND



# LOGO USAGE



# LOGO USAGE



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Do not use outdated versions of the brand.



Do not bevel, emboss or add other digital effects that alter the appearance of the brand.



Do not use the classic version of the Brand without consulting the Messaging and Branding Panel.



Do not use the Marshal Badge on any new materials.



Do not stretch or distort the brand in any way.



Do not add gradients or render the brand in any color other than orange, black, white or gray.



Do not add extra outlines or borders to the brand.



Do not add glowing effects to the brand.



Do not render the brand in colors other than orange, black, white or gray without consulting the Messaging and Branding Panel.



# SECONDARY LOGO | PISTOL PETE



- Pistol Pete logo usage is allowed with approval from OSU Licensing
- No modifications may be made to Pistol Pete
  - Example: Pete throwing a cornhole bag



# COLORS



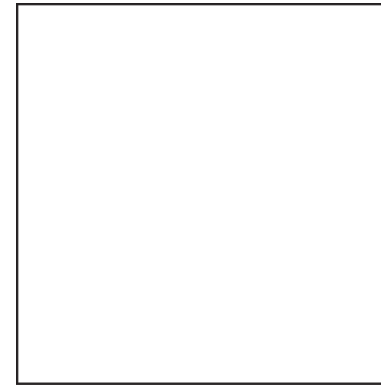
# OSU COLORS



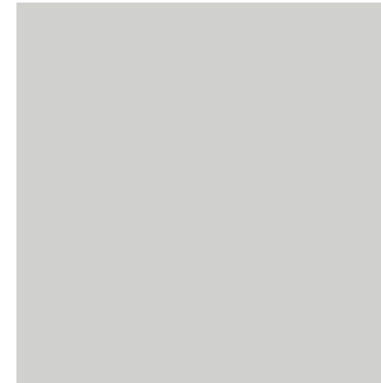
- PANTONE | 021 Spot
- CMYK | 0, 75, 100, 0
- RGB | 250, 100, 0
- HEX | Fe 5c 00



- CMYK | 0, 0, 0, 100
- RGB | 0, 0, 0
- HEX | 00 00 00



- CMYK | 0, 0, 0, 0
- RGB | 255, 255, 255
- HEX | ff ff ff



- PANTONE | Cool Gray 2 Spot
- CMYK | 5, 3, 5, 11
- RGB | 208, 208, 206
- HEX | dd dd dd
- BLACK | 15%



- PANTONE | Cool Gray 10 Spot
- CMYK | 40, 30, 20, 66
- RGB | 99, 102, 106
- HEX | 75 75 75
- BLACK | 80%



Fonts



# FONTS

## Gotham

- Gotham Narrow is the primary sans serif typeface for Oklahoma State University. The Gotham Narrow font family is a versatile typeface with a variety of weights that can be used in several applications.

## Fjalla One

- Fjalla is a secondary typeface for Oklahoma State University. Fjalla is intended for use at large sizes to lend impact to messaging and headings, rather than for body text.



# UNIFORMS



# UNIFORM RECOMMENDATIONS



**Primary Logo**

OKLAHOMA STATE  
OKLAHOMA  
STATE

HORIZONTAL AND VERTICAL PRIMARY WORDMARKS

COWBOYS COWGIRLS

COWBOYS AND COWGIRLS WORDMARKS

*Cowboys Cowgirls*

COWBOYS AND COWGIRLS SCRIPTS



# UNIFORMS

- Establishing a similar look for all teams makes a stronger and more recognizable OSU brand across the region and country. Because of the importance of establishing and maintaining a strong brand, all uniform designs must be approved by the Competitive Sports Office.
- Recommended:
  - The OSU Brand or OKLAHOMA STATE verbiage should be used in primary locations on uniforms and competition apparel.
  - The two-color OSU Brand is the primary logo to be used. Other color variations may be used with approval



# PURCHASING APPAREL



# PURCHASING APPAREL



- Apparel / Jerseys with OSU official marks must go through [approved vendor](#) list
- [Follow Branding Guidelines](#)



- Use of logos below from an unapproved vendor is prohibited



SOCIAL  
MEDIA



# SOCIAL MEDIA RECOMMENDATIONS



## Profile Photo

- Recommended to use the provided club profile photo for consistency and approved brand usage

## Account Name

- Recommended to use the following format:
- @okstateSPORT
- Examples
  - @okstaterowing
  - @okstatepolo
  - @okstatelacrosse

# SOCIAL MEDIA | CLUB POSTS & GRAPHICS

## **BRAND CONSISTENCY**

- Stay consistent with design language in photos and graphics.
- Use the correct logos, fonts and colors to help ensure consistent branding.
- Templates will be provided to help create graphics.

## **PROFILE ICONS**

- Use the assigned graphics for social media profile icons

## **HASHTAGS & TAGGING ACCOUNTS**

- Encouraged hashtags to use:
  - #okstate
  - Club specific hashtag
- Accounts to tag when posting:
  - @osuwell



# SOCIAL MEDIA | CLUB POSTS & GRAPHICS

## **POSTING TIPS**

- Let your photos and videos do the talking by keeping captions short and sweet.
- In many instances, a photo will be powerful enough to tell its own story without the need to add lengthy captions or extra graphics on top of it.

## **POST RESPECTFULLY & RESPONSIBLY**

- Offensive, discriminatory or inappropriate content is not allowed. Clubs face disciplinary action if this is not followed.

## **STAY ACTIVE AND TIMELY**

- Share updates, events, and achievements regularly.
- Use relevant hashtags and tag official accounts when appropriate.



# THE BRAND

- Additional branding help
  - [Athletics Brand Guide](#)
- All OSU Athletics styles, fonts and logos are not be available for clubs
- For ideas / references, utilize link above
- Follow guidelines
- Do not make edits to Athletics / Sport Specific designs from athletics



# BSN SPORTS



**BSN**SPORTS™



# BSN SPORTS x OSU PARTNERSHIP



**BSN SPORTS™**

## BSN Benefits

- 35% Discount on Nike Stock Apparel & Uniforms
- 30% Discount on Nike Team Footwear
- 15% Discount on BSN Sports Products

## BSN Vault

- <https://www.bsnsports.com/vault/>

## MY TEAM Shop

- Orders collected in time window
- Shipped once store closes
- Can add % to each purchase to generate funds

## Sprint Shop

- Sent within 2-3 days of order
- Can add % to each purchase to generate funds

# COMPETITIVE SPORTS

OKLAHOMA STATE UNIVERSITY

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E | daniel.fragel@okstate.edu

E | clifford.richardson@okstate.edu

E | competitivsports@okstate.edu

104 Colvin Center

Club Sports Website

