



# **SPORT CLUB GUIDEBOOK**

# Wichita State University Sport Club Guidebook



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## Naming Guidelines & Requirements

All club sports must identify themselves on all apparel, web, or advertising as “Wichita State (insert sport) Club”. Example: Wichita State University Wrestling Club, Wichita State Wrestling Club, or Shocker Wrestling Club.

## WICHITA STATE UNIVERSITY WRESTLING CLUB

**SHOCKER WRESTLING CLUB**  
acceptable use

**WICHITA STATE UNIVERSITY  
WRESTLING TEAM**  
unacceptable use

**SHOCKER WRESTLING**  
unacceptable use

**WICHITA STATE WRESTLING**  
unacceptable use

# Brand Guidelines

## Font, Colors, and Team Signature



### Klavika

Klavika is the university font and must be used when branding all university affiliated media, gear, and with the university name.

- The font Klavika must be used for the name of the university. Other fonts or look-alikes are not to be used for the name of the university or its acronym.
- Do not distort the font by disproportionally resizing it in any direction, rotating it, or stretching it.
- Do not use the font in any colors but university colors.
- It is required the font be used in medium or bold for use on large media like shirts or other gear.

### Backcheck Regular

The font Backcheck Regular must be used for the text SHOCKERS on all jerseys. Use of Backcheck Regular must abide by the same rules as listed above for Klavika.

### Colors

WSU color palette is three colors: WSU Yellow, black, and white.

- The font Klavika must appear in one of these colors.
- Any club gear should be university colors, though heirarchy of the colors and use of the colors is at the club's discretion.
- The club name may be in any color, though university colors are reccomended.
- The color combinations below are reccommended. These color rules applies to any outlined text as well.



WSU Yellow  
Pantone 109U



Black



White

WRESTLING CLUB  
WICHITA STATE UNIVERSITY  
unacceptable use

WRESTLING CLUB  
WICHITA STATE UNIVERSITY  
unacceptable use

WRESTLING CLUB  
WICHITA STATE UNIVERSITY  
acceptable use

BACKCHECK REGULAR

WRESTLING CLUB  
WICHITA STATE UNIVERSITY  
acceptable use

WRESTLING CLUB  
WICHITA STATE UNIVERSITY  
unacceptable use

# Brand Guidelines

## Wu Shock, Custom Logos



### Team Signature

The team signature is the name of the team paired with the name of the university and Wu. The team signature should appear in klavika. Team signatures must be formatted as shown below. Team signatures do not need to be used if not desired.

### Wu Shock

Wu Shock is the university mascot and is owned by the athletics department. Full details regarding the use of Wu can be found in the university brand guidelines available online.

- Do not alter Wu in any way. This includes color, shape, and adding or subtracting things to the logo.
- Always resize Wu proportionally.
- Do not crop Wu. The full logo must show in all uses.
- Allow adequate space around Wu. Wu should not be cut off or hidden by any other shapes or objects.
- The copyright symbol must be present in any use of Wu. The symbol may change color to black or white depending on background color.
- Old or alternate versions of Wu are forbidden.

### Custom Logos

Custom logos can be used. Campus Recreation Graphics and Marketing department is available and recommended for this.

- Custom logos must be exclusively for the sport club. Logos in use by any other entity are forbidden.
- Team signatures and team logos are not to be used in tandem.
- If the custom logo does not contain the university name, the university name must appear elsewhere on the item or piece of media.
- All team logos must be approved by head of Campus Recreation Competitive Sports department.
- Custom logos requested to Campus Recreation Graphics and Marketing department must be placed a minimum of a month in advance of desired due date.



ULTIMATE FRISBEE  
WICHITA STATE UNIVERSITY

example of team signature



only acceptable use



unacceptable use



unacceptable use



WICHITA STATE UNIVERSITY

example of compliant custom logo

# Logo Design Options



## Standard Designs

The following designs have been created by the Campus Recreation Graphics and Marketing department. They are available for use by any sport club. The words sport club would be replaced with the name of the club.



# Design Mock-Ups



## Gear Design Mock-ups

Mock-ups of potential gear featuring the standard design options appear below. Standard design options can be edited to fit size and color contrast criteria for any gear. Most standard design options will work on any potential gear.



# Design Mock-Ups



## T-Shirt Design Mock-ups

Mock-ups of potential t-shirts featuring standard design options appear below. Standard design options can be edited to fit size, placement, and color criteria for any shirt. All standard design options are suitable for use on t-shirts.



# Design Mock-Ups



## Jersey Design Guidelines/Mock-ups

Standard design jersey mockups appear below. Jersey designs must show the team name and the text “Shockers” in the font Backcheck Regular. Colors used must abide by color contrast rules shown on page 2. Other standard jersey designs are available.

