Club Apparel Guidelines

Active Sport Clubs under the direction of the Department of Recreational Services may have their own club apparel that is separate from their club uniform. However, all proofs for this apparel will be drafted up by the Department of Recreational Services. Here are the procedures for the request for concerning club apparel:

1. A club wishing to have apparel for their club will send an email request to the Sport Clubs Coordinator at tverdin1@gsu.edu.
2. The email will contain: type of apparel (t-shirt, hoodie, sweatshirt, etc.), color, words and potential images to go on the apparel.
3. Once the request is received, the Department of Recreational Services Marketing Coordinator will create 3 designs with different fonts.
4. Designs will be sent to club for approval/edits via the Sport Clubs Coordinator.
5. Once the club has selected a specific design but would like an edit (i.e. word placement, design on back size, etc.) this will be requested one time.
6. Edits will be requested to the Sport Clubs Coordinator who will then send it to the Department Marketing Coordinator for further review.
7. Once the design has been selected and the one edit made (if necessary) it will be sent to the Student Affairs Marketing Team for final & official approval.
8. Once approved by the Student Affairs Marketing team, the club must produce a final proof to the Sport Clubs Coordinator from their vendor of choice for each apparel order. This is to ensure there are NO alterations to a design approved by Student Affairs.
9. NO CLUB APPAREL SHALL BE PRINTED AND PURCHASED BY THE CLUB WITHOUT AN OFFICIAL EMAIL REQUEST AND/OR OFFICIAL APPROVAL FROM THE SPORT CLUBS COORDINATOR.
10. Please allow for multiple weeks to receive the request, create a design, and gain the proper approvals.
11. Club apparel is a personal item and shall be funded by the club. This does not qualify as a reimbursed expense out of the club’s allocated budget.
12. The front of the apparel will require an official University logo as seen on page 2. No other wording or images will be placed on the front of the apparel.
13. The back of the apparel may consist of club name, nicknames, sponsors, and/or club images.
14. The color of the apparel may consist of any color and does NOT have to be restricted to the University colors of blue and white.
15. The Department of Recreational Services will NOT produce proofs to the club of apparel that will manipulate the University logo or flame in any way.

16. The Department of Recreational Services will NOT produce proofs to the club of apparel that will use the university mascot Pounce.

17. The Department of Recreational Services will NOT produce proofs to the club of apparel that contain the phrase GSU or simply Georgia State.

18. The Department of Recreational Services will NOT produce proofs to the club of apparel that precede Georgia State University with the name of the club team. The terms are to be separated out or to be phrased as “Club team at Georgia State University.”

19. Club apparel is allowed to be sold as a fundraiser in person to participants/spectators at practices, competitions, and other organized club activities. It is also permissible to attempt to sell the club apparel through email blasts. However, the club apparel shall NOT be sold through a club website or facebook page. Club apparel shall NOT be sold during non-club activities on Georgia State University property. Clubs also will NOT be able to sell apparel by tabling at any time on Georgia State University property.

**IF THE CLUB IS OBSERVED WITH WEARING NON-REQUESTED AND NON-APPROVED APPAREL IT WILL RESULT IN A POINT DEDUCTION FROM THE CLUB’S YEARLY POINT VALUE**