

## 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:

- A club wishing to have apparel for their club will send an e-mail request to the Competitive Sports Administrators at [compsports@gsu.edu](mailto:compsports@gsu.edu)
- The e-mail will contain: type of apparel (t-shirt, hoodie, sweatshirt, etc.), color, words and potential images to go on the apparel
- The front of the apparel will require the official University logo. No other wording or images will be placed on the front of the apparel
- The back of the apparel may consist of club name, nicknames, sponsors, and/or club images.
- All apparel is to be in two colors of blue & white or in one color of all blue or all white
- Once the request is received, the Department of Recreational Services Marketing Specialist will draft up the design to be approved by the Division of Student Success Marketing Director
- Once approved by the Division of Student Success, then a Competitive Sports Administrator will provide the club the approved design to move forward with a proof at a vendor of their choice, **however, the vendor must be licensed through Georgia State University's current licensing group**
- The club will then need to submit the proof to the Competitive Sports Administrators to verify it meets the University specifications
- Once the proof is approved then the club will proceed with the order
- **An order is NOT to be purchased and shipped without full approval of the proof**
- Please allow for multiple weeks to receive the request, create a design, and gain the proper approvals
- Club apparel is a personal item and shall be funded by the club. This does not qualify as a reimbursable expense out of the club's allocated budget
- The Department of Recreational Services will NOT produce proofs that:
  - manipulate the University logo or flame in any way
  - use the University mascot Pounce
  - contain the phrase GSU or simply Georgia State
  - 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"
- 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 e-mail 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

**NOTE: Club Coaches are to provide their own apparel for representing the club during competitions. In addition to that, any apparel possessed and/or worn by the coach shall NOT misrepresent the University logo, University name and/or Club name.**

**If the club is observed with wearing non-approved club apparel it will result in a point deduction from the club's yearly point value**

Space around logo should equal half of the flame



University Logo parts

