



Gonzaga University Visual Identity and Graphics Standards Guide
ATHLETIC LOGOS

Updated January 2017



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ATHLETIC LOGOS



GONZAGA UNIVERSITY ATHLETIC LOGO USAGE POLICY

This policy provides information and guidelines to the Gonzaga community regarding the use of Gonzaga's athletic logos. The intention is to protect the integrity of the institution's athletic logos, and to ensure such logos are used in an appropriate manner.

All athletic logos must always maintain approved colors, proportions and design integrity. No alterations may be made, nor shall design elements be placed inside any of the athletic logos.

CONTACT INFORMATION

Gonzaga University
502 E. Boone Ave.
Spokane, WA 99258

University Marketing and Communications
509.313.6398
marketing@gonzaga.edu

Gonzaga Athletic Department
801 N. Cincinnati Ave.
Spokane, WA 99258

Director of Trademarks and Licensing
509.313.7093
licensing@gonzaga.edu

Collegiate Licensing Company
Tiffany Swenson
Partner Services Representative
801.209.9416
tswenson@clc.com

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GONZAGA PRIMARY ATHLETIC LOGOS

The primary athletic logos, shown below, consists of the “Gonzaga University” primary typeface and the stand alone bulldog head. These are for official Athletic Department use only. **No other departments, organizations or clubs may use this logo without expressed permission from athletics.**



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GONZAGA UNIVERSITY INSTITUTIONAL LOGO

See the University Visual Identity and Graphic Standards Guide (Graphic Standards) for proper usage of the institutional logo: <http://www.gonzaga.edu/logos>. See page 21 for “Co-branding Athletic and University Marks” information.



Gonzaga University Primary Institutional Logo



Gonzaga University Logotype Institutional Logo

ATHLETIC LOGOS



GONZAGA PRIMARY ATHLETIC TYPEFACE

The Athletic "Gonzaga University" and "Gonzaga Pinstripe" typeface are for official Athletic Department use only. No other departments, organizations or clubs may use these typefaces.



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GONZAGA SECONDARY ATHLETIC LOGOS

The secondary athletic logos, shown below, are allowable for campus use in compliance with the Gonzaga University Athletic Logo Campus Guidelines on the following pages.



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APPROVED PRIMARY & SECONDARY ATHLETIC LOGO COLORS

These are the official specifications for reproducing the athletic logo colors. When reproducing these colors, always visually match approved color swatches.

Color	PANTONE Coated / Uncoated	CMYK	RGB	HEX#	Thread Color	
	Athletic Blue	282 C / U	100c 90m 13y 68k	4r 30g 66b	041E42	Madeira 1368 Polyneon 1543
	Athletic Red	186 C / U	2c 100m 85y 6k	200r 16g 46b	C8102E	Madeira 1147 Polyneon 1838
	Athletic Gray	428 C / U	10c 4m 4y 14k	193r 198g 200b	C1C6C8	Madeira 1147 Polyneon 1811

Athletic logo colors are based on the PANTONE® Color Standard. For matching, refer printers and other suppliers to the current editions of PANTONE Color Publications. The correct Pantone colors should be matched wherever possible. PANTONE is Pantone, Inc.'s check-standard for color reproduction and color-reproduction materials.

Since differences in substrate and process can affect color, the CMYK and RGB equivalents provided below are guidelines only and should not be considered to provide an exact match. Because screen percentages will vary from printer to printer and from monitor to monitor, a slight difference can significantly affect a color. These percentages are to be used only as a reference. Each vendor is responsible for making the necessary adjustments to visually match approved color swatches.

Specialty Color Applications

For unique applications and special promotions, the athletic logos may be foiled, embossed, utilize color changes, etc., but only with prior approval. See "Approval Process" on page 20 of this guide for instructions how to request logo approval.

ATHLETIC LOGOS



OFFICIAL ATHLETIC FONT

The official font of Gonzaga Athletics is **Franklin Gothic Heavy**. The official athletic font or other fonts closely resembling the athletic font MAY NOT be used in any non-athletic logo or mark.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:@%*+ -?!#&\$)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:@%*+ -?!#&\$)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:@%*+ -?!#&\$)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:@%*+ -?!#&\$)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:@%*+ -?!#&\$)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:@%*+ -?!#&\$)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:@%*+ -?!#&\$)

ATHLETIC LOGOS



PRIMARY ATHLETIC LOGO - COLOR OPTIONS

The only approved color options for the logo are shown below. The Primary Athletic logo may not be reproduced in any other color. The individual color specifications are provided here.



While the preferred means of reproducing the Primary Athletic logo is in full color, there may be occasional instances that require it to be reversed out of a color to provide sufficient contrast. Approved logo and background color combinations are shown to the right.

Note that on dark backgrounds, the logo has a white stroke around it to provide visual separation between the logo and the background.

	Dark backgrounds - MUST include white outline				Light backgrounds - no white outline	
4 colors						
3 colors						
2 colors						
1 color						

ATHLETIC LOGOS



PRIMARY ATHLETIC LOGO - CLEAR ZONE

When applying the Primary Athletic logo, it is essential to leave a measured amount of space around the logo to maintain optimum readability. Always maintain at least a minimum of space of 1X, where X is the height of the "Gonzaga University" portion of the logo, on all sides of the logo. Keep this area clear of other elements such as text, other artwork, rule lines and page edges. More space is always preferred.



PRIMARY ATHLETIC LOGO - MINIMUM SIZES

Adherence to minimum logo sizes ensures logo readability and recognition in small sizes. Logo size is determined by measuring the width of the mark. Never reproduce the Primary Athletic logo smaller than the minimum sizes shown.

High-Resolution: Three-, Two- and One-Color Logos (Blue, Red and Gray; Blue and Red; Blue or Black)



Low-Resolution: One-Color Logos (Blue or Black only)



ATHLETIC LOGOS



SECONDARY ATHLETIC GU LOGO - COLOR OPTIONS

The only approved color options for the logo are shown below. The Secondary Athletic GU logo may not be reproduced in any other color. The individual color specifications are provided below.



Dark backgrounds - MUST include white outline

Light backgrounds - no white outline

While the preferred means of reproducing the Secondary Athletic GU logo is in full color, there may be occasional instances that require it to be reversed out of a color to provide sufficient contrast. Approved logo and background color combinations are shown to the right.

Note that on dark backgrounds, the logo has a white stroke around it to provide visual separation between the logo and the background.

	Dark backgrounds - MUST include white outline				Light backgrounds - no white outline	
3 colors						
2 colors						
1 color						

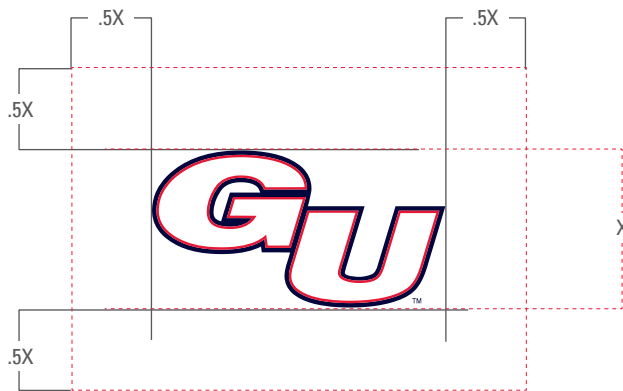
White or blue one color logo can be used on light backgrounds.

ATHLETIC LOGOS



SECONDARY ATHLETIC GU LOGO - CLEAR ZONE

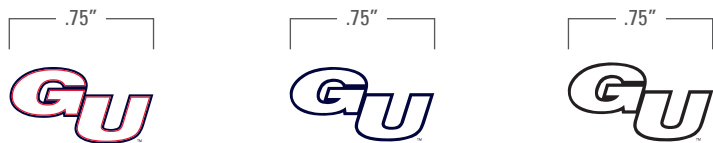
When applying the Secondary Athletic GU logo, it is essential to leave a measured amount of space around the logo to maintain optimum readability. Always maintain at least a minimum space of $.5X$, where X is the height of the GU graphic, on all sides of the logo. Keep this area clear of other elements such as text, other artwork, rule lines and page edges. More space is always preferred.



SECONDARY ATHLETIC GU LOGO - MINIMUM SIZES

Adherence to minimum logo sizes ensures logo readability and recognition in small sizes. Logo size is determined by measuring the width of the mark. Never reproduce the Secondary Athletic GU logo smaller than the minimum sizes shown.

High-Resolution: Two- and One-Color Logos (Blue and Red; Blue or Black)



Low-Resolution: One-Color Logos (Blue or Black only)



ATHLETIC LOGOS



SECONDARY ATHLETIC GU WITH BULLDOG LOGO - COLOR OPTIONS

The only approved color options for the logo are shown below. The Secondary Athletic GU with Bulldog logo may not be reproduced in any other color. The individual color specifications are provided below.



Dark backgrounds - MUST include white outline

Light backgrounds - no white outline

While the preferred means of reproducing the Secondary Athletic GU with Bulldog logo is in full color, there may be occasional instances that require it to be reversed out of a color to provide sufficient contrast. Approved logo and background color combinations are shown to the right.

Note that on dark backgrounds, the logo has a white stroke around it to provide visual separation between the logo and the background.

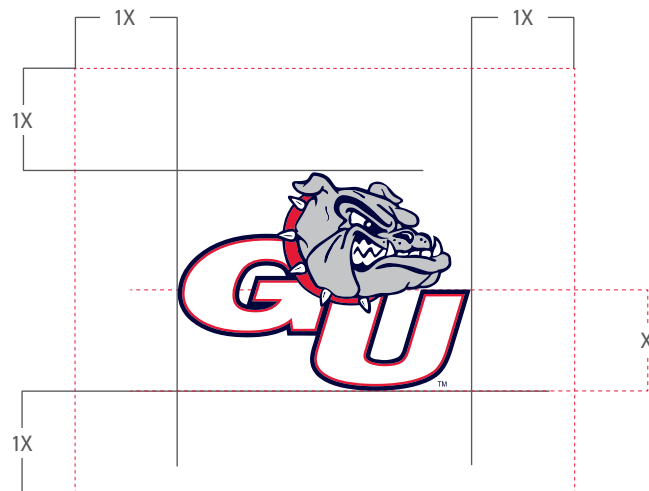
4 colors						
3 colors						
2 colors						
1 color						

ATHLETIC LOGOS



SECONDARY ATHLETIC GU WITH BULLDOG LOGO - CLEAR ZONE

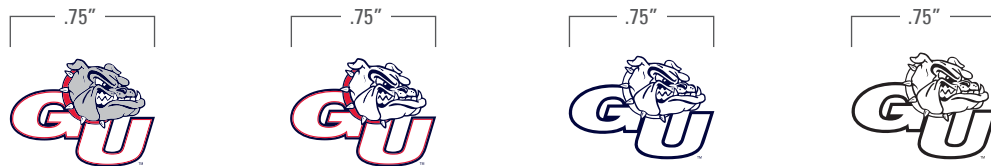
When applying the Secondary Athletic GU with Bulldog logo, it is essential to leave a measured amount of space around the logo to maintain optimum readability. Always maintain at least a minimum space of 1X, where X is the height of the U, on all sides of the logo. Keep this area clear of other elements such as text, other artwork, rule lines and page edges. More space is always preferred.



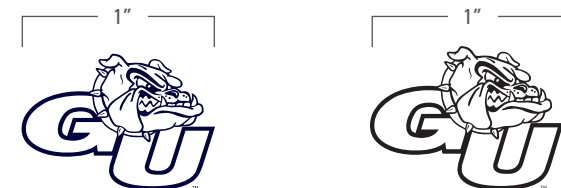
SECONDARY ATHLETIC GU WITH BULLDOG LOGO - MINIMUM SIZES

Adherence to minimum logo sizes ensures logo readability and recognition in small sizes. Logo size is determined by measuring the width of the mark. Never reproduce the Secondary Athletic GU with Bulldog logo smaller than the minimum sizes shown.

High-Resolution: Three-, Two- and One-Color Logos (Blue, Red and Gray; Blue and Red; Blue or Black)



Low-Resolution: One-Color Logos (Blue or Black only)



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SECONDARY ATHLETIC BULLDOG HEAD LOGO - COLOR OPTIONS

The only approved color options for the logo are shown below. The Secondary Athletic Bulldog Head logo may not be reproduced in any other color. The individual color specifications are provided below.



Dark backgrounds - MUST include white outline

Light backgrounds - no white outline

While the preferred means of reproducing the Secondary Athletic Bulldog Head logo is in full color, there may be instances from time to time that require it to be reversed out of a color to provide sufficient contrast. Approved logo and background color combinations are shown to the right.

Note that on dark backgrounds, the logo has a white stroke around it to provide visual separation between the logo and the background.

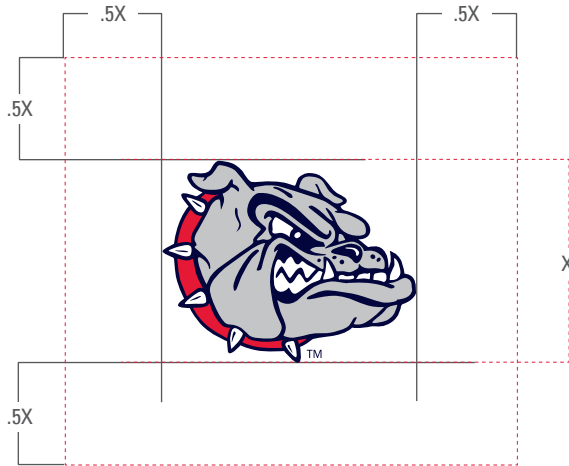


ATHLETIC LOGOS



SECONDARY ATHLETIC BULLDOG HEAD LOGO - CLEAR ZONE

When applying the Secondary Athletic Bulldog Head logo, it is essential to leave a measured amount of space around the logo to maintain optimum readability. Always maintain at least a minimum space of $.5X$, where X is the height of the bulldog head graphic, around all sides of the logo. Keep this area clear of other elements such as text, other artwork, rule lines and page edges. More space is always preferred.

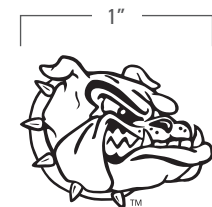
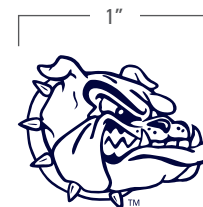
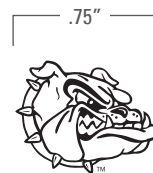


SECONDARY ATHLETIC BULLDOG HEAD LOGO - MINIMUM SIZES

Adherence to minimum logo sizes ensures logo readability and recognition in small sizes. Logo size is determined by measuring the width of the mark. Never reproduce the Secondary Athletic Bulldog Head logo smaller than the minimum sizes shown.

High-Resolution: Three-, Two- and One-Color Logos (Blue, Red and Gray; Blue and Red; Blue or Black)

Low-Resolution: One-Color Logos (Blue or Black only)



ATHLETIC LOGOS



SECONDARY ATHLETIC ZAGS LOGO - COLOR OPTIONS

The only approved color options for the logo are shown below. The Secondary Athletic Zags logo may not be reproduced in any other color. The individual color specifications are provided below.



While the preferred means of reproducing the Secondary Athletic Zags logo is in full color, there may be instances from time to time that require it to be reversed out of a color to provide sufficient contrast. Approved logo and background color combinations are shown to the right.

Note that on dark backgrounds, the logo has a white stroke around it to provide visual separation between the logo and the background.

	Dark backgrounds - MUST include white outline				Light backgrounds - no white outline	
3 colors						
2 colors						
1 color						

White or blue one color logo can be used on light backgrounds.

ATHLETIC LOGOS



SECONDARY ATHLETIC ZAGS LOGO - CLEAR ZONE

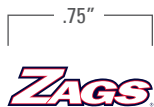
When applying the Secondary Athletic Zags logo, it is essential to leave a measured amount of space around the logo to maintain optimum readability. Always maintain at least a minimum space of .5X, where X is the height of the 'Z' in Zags, around all sides of the logo. Keep this area clear of other elements such as text, other artwork, rule lines and page edges. More space is always preferred.



SECONDARY ATHLETIC ZAGS LOGO - MINIMUM SIZES

Adherence to minimum logo sizes ensures logo readability and recognition in small sizes. Logo size is determined by measuring the width of the mark. Never reproduce the Secondary Athletic Zags logo smaller than the minimum sizes shown.

High-Resolution: Two- and One-Color Logos (Blue and Red; Blue or Black)



Low-Resolution: One-Color Logos (Blue or Black only)



ATHLETIC LOGOS



PRIMARY AND SECONDARY ATHLETIC LOGO MISUSE

It is essential that the athletic Primary and Secondary Athletic logos be presented accurately and consistently every time they are used. All misuse examples are applicable to the GU and Bulldog logo, Bulldog Head logo, GU logo, and Zags logo and all other approved Bulldog formats. **Please avoid these common violations:**



DO NOT combine Primary or Secondary Athletic logos with any other Gonzaga University logo, such as the Alumni Association Logo.



DO NOT allow the Primary or Secondary logos to become distorted due to improper scaling.



DO NOT violate the Primary or Secondary Athletic logos with text, graphic elements, imagery, page edges, etc.



DO NOT replace "university" text with any non-department or group name in the Primary Athletic logo.



DO NOT display an incomplete Primary Athletic logo.



DO NOT realign any elements in the Primary or Secondary Athletic logos.



DO NOT change the colors of the Primary or Secondary Athletic logos.



DO NOT reverse the Bulldog Head in the Primary or Secondary Athletic logos.



DO NOT display the Primary or Secondary Athletic logos on a background that provides inadequate contrast or is overly busy.



DO NOT overlap primary and/or secondary logos.



DO NOT flip primary and secondary logos vertically or horizontally.



DO NOT remove University and Bulldog head from primary mark.

ATHLETIC LOGOS



ATHLETIC DEPARTMENT DESIGNATIONS

Only those departments, teams, groups, etc., within the athletic department may replace "UNIVERSITY" with their name in the following two formats of the Athletic logo. Any other department, club, program, or organization names MAY NOT be added under the primary athletic logo.

GONZAGA
ATHLETICS

GONZAGA
BASEBALL

GONZAGA
BASKETBALL


GONZAGA
CROSS COUNTRY


GONZAGA
GOLF


GONZAGA
FITNESS CENTER

GONZAGA
ROWING

GONZAGA
SOCCER

GONZAGA
TENNIS


GONZAGA
TRACK & FIELD


GONZAGA
VOLLEYBALL



CAMPUS GUIDELINES

The guidelines below explain correct usage of the Gonzaga secondary athletic logos by campus departments, registered clubs, programs and organizations, and student groups. For questions regarding the proper use of the Gonzaga athletic logos, please contact the Director of Trademarks and Licensing at licensing@gonzaga.edu or 509-313-7093.

Campus Approval Process

Every use of any secondary athletic logo must be approved in advance by the Director of Trademarks and Licensing. Athletics Marketing and Communications will solicit co-approval from the University's central Marketing and Communications department.

Academic departments, non-academic departments and registered clubs, programs or organizations requesting approval of items for institutional use (items that will not be sold):

1. Select an approved licensed vendor who will produce your item. For a list of approved licensed vendors, go to www.gonzaga.edu/logovendors. Note that many licensed vendors offer services to help you produce a design that follows logo usage guidelines.
2. When your design is ready for approval, email the Director of Trademarks and Licensing (licensing@gonzaga.edu) with the following information:
 - a. Department, club, or organization name;
 - b. Requestor's name, email address, and telephone number;
 - c. Description of the products/items to be ordered (e.g. T-shirts, static stickers, folders);
 - d. Description of the purpose or event for which the product is being ordered;
 - e. Start and end date of the event;
 - f. Quantity desired;
 - g. Date the product is needed;
 - h. A color proof of the artwork that includes any department names, sponsors and/or logos that will appear on the final product. All proofs must be submitted electronically, be in color, and must include an example of what the final product will look like. Artwork should be attached as .JPG, .PNG, or .PDF files.
3. Allow a minimum of two weeks for the review and approval process. Changes to artwork may be requested if it does not meet requirements.
4. After receiving approval, work with your vendor on production of your item.

ATHLETIC LOGOS



NON-ACADEMIC DEPARTMENTS

For non-academic departments, secondary athletic logos may be used in marketing materials, apparel, or promotional and giveaway items for Gonzaga-spirited or athletic-related events such as GEL Weekend, Fall Family Weekend, or alumni reunions. In these cases, three secondary athletic logos (GU with Bulldog, GU or Zags) should be used as a secondary graphic element to the official institutional logo. The official athletic font (Franklin Gothic Heavy) or other fonts that closely resemble the athletic font **MAY NOT** be used in any non-athletic logo or mark.



Apparel

Secondary athletic logos may be used as secondary graphic elements in apparel design for internal usage only (e.g., polo shirts or hats for Admissions counselors.) An example is shown below. When using secondary athletic logos, keep the following in mind:

Internal apparel and promotional items must be approved by Gonzaga's Director of Trademark and Licensing and abide by co-branding guidelines on page 28.



PROMOTIONAL OR GIVEAWAY ITEMS

Secondary athletic logos may be used as graphic elements in items for retail sale or giveaway. **All institutional, promotional, or giveaway items must be produced and submitted through a local licensed CLC vendor.** For a list of vendors with an ICS or Local License, please visit www.gonzaga.edu/logovendors.



REGISTERED UNIVERSITY CLUBS AND ORGANIZATIONS

Gonzaga encourages student-initiated clubs and organizations to display their pride and connection with the University through use of its institutional and secondary athletic logos. To ensure and maintain the integrity and value of the Gonzaga brand, it is important for university clubs to follow some simple guidelines. Specific guidelines for Athletic spirit groups and general student organizations are each listed on pages 24 and 25, respectively. Student organizations wishing to use institutional or athletic logos must be officially recognized by the University, in accordance with the Student Group Policy. For more information, on student clubs and organizations, visit www.gonzaga.edu/clubsandorgs.

Also see “Restrictions on the Use of Gonzaga University Athletic Logos” on page 26 to check if your proposed design or logo usage qualifies for the use of the University and/or athletic logo(s).

Registered club marks must be approved by Gonzaga’s Director of Trademarks and Licensing at 509.313.7093 or licensing@gonzaga.edu.

Royalties

Royalties are required if items are sold to any of the following: general public, members, family, friends, faculty, staff, and students. Royalties are also required on items sold for fundraising within a department, school, or student organization. Royalties are not required on items given to members of the club or organization as part of their membership (i.e. member t-shirts or club sport uniforms).

Vendors

Gonzaga grants licenses to companies to produce items featuring our trademarked logos and verbiage. Registered university clubs must use a licensed vendor when producing items to ensure the integrity of the marks and the proper approval process. One-time exceptions may be occasionally granted on a case-by-case basis.

Co-branding

Images, verbiage (such as tag-lines or slogans) and/or logos of external businesses or sponsors are not allowed to appear on any university department, student club, or organization apparel or promotional items that bear secondary Athletic logos, except for an Athletic Spirit Group that have been given consent by Gonzaga Athletics. See page 27 and 28 for co-branding guidelines.

Alternatives to Usage of Secondary Logos

University clubs and organizations may create their own, distinct logo mark. However, in this case, the mark may not contain any secondary athletic marks, nor may it contain any alternate representation of the institutional logo (“Spires”) or athletic logos (e.g., a different bulldog image). Original club marks, containing institutional and secondary athletic marks, must be approved by Gonzaga’s Trademarks and Licensing.

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ATHLETIC SPIRIT CLUBS OR GROUPS

Registered University student clubs can act as an Athletic Spirit Club or Group focused on supporting Gonzaga Athletics while bringing spirit, unity and sportsmanship to Gonzaga Athletic events and the Gonzaga community.

These may also be spirit groups overseen by Athletics such as the Gonzaga Bulldog Band and the cheer team. The specific marks that may or may not be used by these groups are shown below. Marks must always maintain approved colors, proportions and design integrity. No alterations may be made, nor shall design elements be placed inside any other athletic logos. Athletic Spirit Clubs or Groups must have marks approved by Gonzaga's Director of Trademarks and Licensing. See "Approval Process" on page 20 of this guide for instructions on requesting approval.

Athletic Spirit Clubs or Groups **MAY USE** the following:



Athletic Spirit Clubs overseen by Athletics **MAY USE** the following with **PRIOR APPROVAL**. Contact licensing@gonzaga.edu for approval.



Co-branding

See page 27 for guidelines for co-branding with external vendors or sponsors.
See page 28 for co-branding Gonzaga University and Gonzaga Athletic marks.

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GENERAL STUDENT CLUBS AND ORGANIZATIONS

General, registered University clubs may use the secondary athletic logos on marketing materials, apparel, or other items only when identifying themselves specifically as a club or organization. For example: Club Soccer. Club Sports may also use the secondary athletic logos shown below as part of their club design only when identified as “Club (Name of Sport)” or “(Name of Sport) Club.” Secondary athletic logos must always maintain approved colors, proportions and design integrity. No alterations may be made nor shall design elements be placed inside any other athletic logos. General, registered student clubs and organizations must have designs submitted to Gonzaga’s Director of Trademarks and Licensing for approval. See “Approval Process” on page 20 of this guide for instructions on requesting approval.

General Student Clubs **MAY USE** the following:



General Student Clubs **MAY NOT USE** the following:



Co-branding

See page 27 for guidelines for co-branding with external vendors or sponsors.
See page 28 for co-branding Gonzaga University and Gonzaga Athletic marks.

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REGISTERED UNIVERSITY ORGANIZATIONS AND PROGRAMS

University-run organizations and programs such as New Student Orientation may use the secondary athletic logos in conjunction with Gonzaga-spirited or athletic-related events only when explicitly identifying themselves as “organization” or “program” in the mark that represents their organization or program.

See “Restrictions on the Use of Gonzaga University Athletic Logos” on page 27 to see if your registered University organization/program qualifies for the use of the University logos.

Secondary athletic logos may have distinct identifiable objects behind the logos (e.g., shapes, ellipse, shamrock) as long as the objects do not diminish the integrity of the logos.

Any products produced for university-run programs or departments utilizing the Gonzaga institutional or athletic logos cannot be made available for retail sale.

All Registered University organizations and programs producing items that contain the secondary athletic logos must have their artwork approved by the Director of Trademarks and Licensing. See “Approval Process” on page 20 of this guide for instructions on how to request logo approval.

ACCEPTABLE USAGE:

Proper clear space between Secondary Athletic logo and Orientation program logo



NOT ACCEPTABLE USAGE:

Secondary athletic logo partially obscured by program logo





RESTRICTIONS ON THE USE OF GONZAGA UNIVERSITY ATHLETIC LOGOS

- The Gonzaga Athletic Department reserves the exclusive rights for endorsement of other organizations, companies, products and/or services.
- At no time may any other entity use the athletic logos in a way that suggests or implies the endorsement of other organizations, companies, products, services, political parties or views.
- Gonzaga's athletic logos may not be used in any way that discriminates or implies discrimination against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation or veteran status, or in any other way that would be a violation of Gonzaga's anti-discrimination policies or practices.
- Gonzaga departments, academic programs, clubs and student organizations may not assign rights to or otherwise grant permission to any other entity for use of athletic trademarks for any purpose.
- No one other than Gonzaga University may claim copyright or logo rights or seek to register any design that uses Gonzaga athletic logos.
- All uses of Gonzaga athletic logos on products must incorporate the appropriate logo designation symbol, such as the trademark symbol (TM), in the location indicated on the official athletic logos.
- It is impermissible to create a design that gives the impression of a mark being an official Gonzaga athletic logo.
- It is impermissible to create a design that incorporates a Gonzaga athletic logo into, or make it a part of, another design.

Gonzaga will not approve the use of Gonzaga athletic logos in connection with certain types of products. These include, but are not limited to the following:

- Products that could be used to injure or kill;
- Tobacco-related products;
- Illegal drug-related products;
- Sexually suggestive products or language;
- Products that present an unacceptable risk of liability;
- Products that may be harmful to the mission or image of the institution.

Certain artwork or designs depicting or implying the use or endorsement of the following will not be approved for use in conjunction with Gonzaga's athletic logos. These include, but are not limited to:

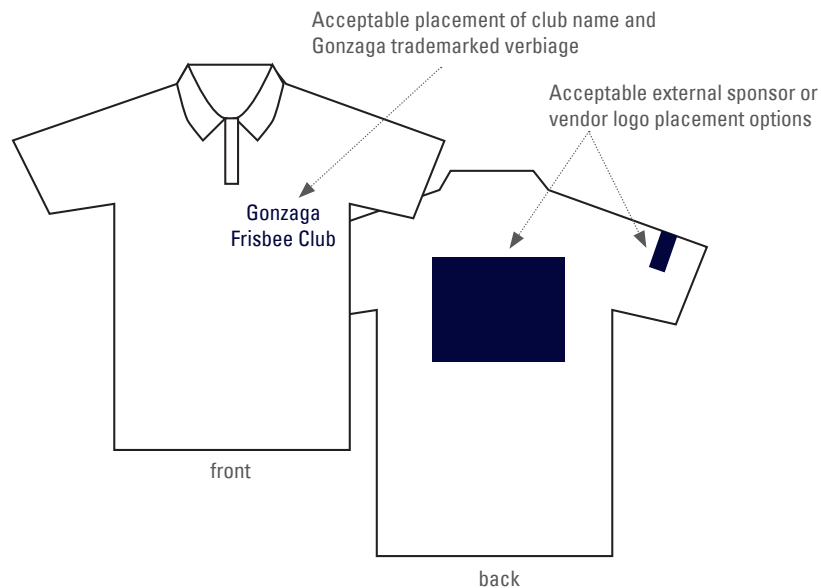
- Illegal drugs;
- Tobacco products;
- Racist, sexist, hateful, demeaning or degrading language or statements;
- Profanity;
- Political groups/views/statements;
- Sexual acts;
- Statements impugning other universities; and
- Designs that may be harmful to the mission or image of the institution.



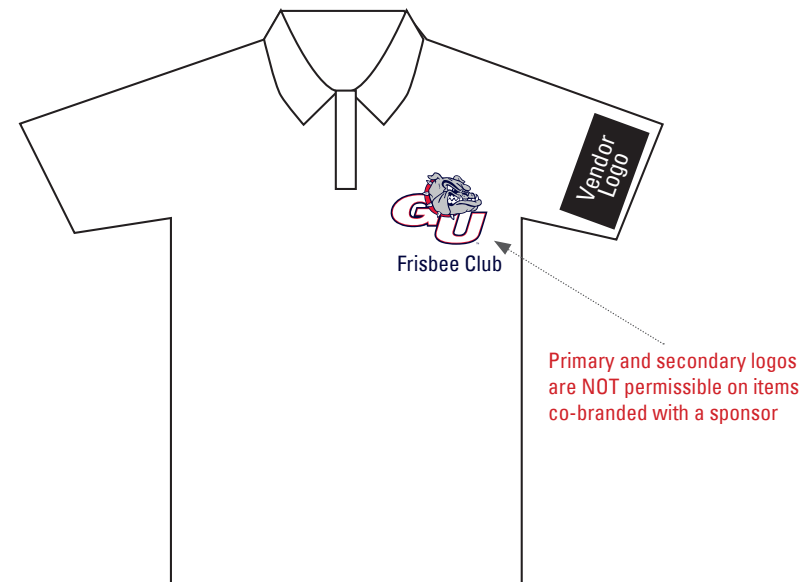
CO-BRANDING WITH EXTERNAL VENDORS OR SPONSORS*

If a vendor, business or sponsor is donating an item or providing financial support toward an item for a registered university club, organization, or program and the item will not be sold, the vendor's name and/or logos may appear on the item. However, only trademarked verbiage associated with Gonzaga may be placed on the item. Trademarked verbiage can be referenced on the Gonzaga art sheet. **Images and/or logos of external sponsors are not allowed to appear on apparel or promotional items that have Gonzaga marks.** All artwork showing vendor names or logos on items must be approved by Gonzaga's Director of Trademarks and Licensing. See "Approval Process" on page 20 of this guide for instructions on requesting approval.

ACCEPTABLE CO-BRANDING



NOT ACCEPTABLE CO-BRANDING

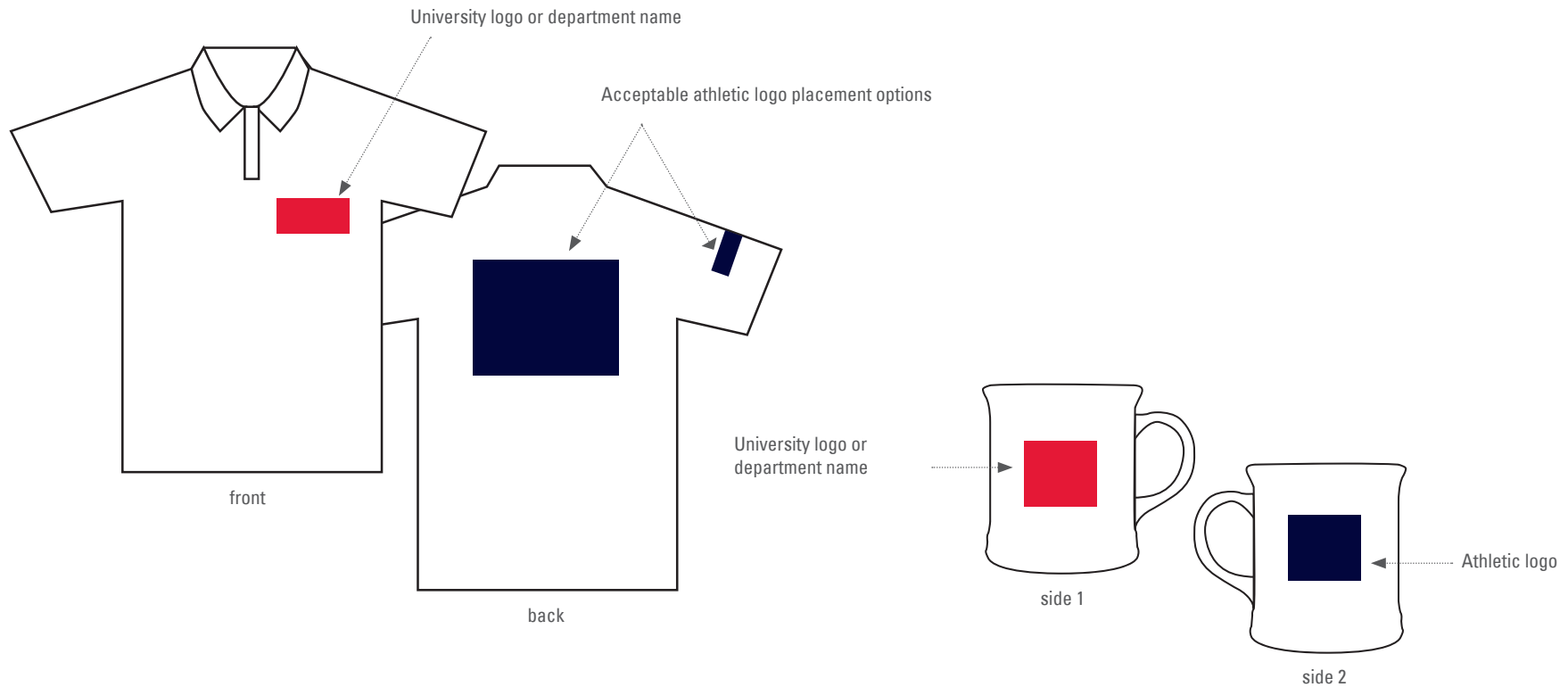


*Athletic Spirit Clubs or Groups may submit occasional requests to co-brand Gonzaga athletic marks with external vendors and sponsors. All requests must be approved by the Director of Trademarks and Licensing prior to printing.



CO-BRANDING ATHLETIC AND UNIVERSITY MARKS

The purposeful linking of two or more brands for mutual benefit, co-branding requires particular attention to placement of any logos, verbiage, slogans or other branding elements that represent the entities involved. In any Gonzaga co-branding effort, both the institutional logo and the athletic logos must stand alone. The reproduction of other logos, symbols, graphics, or logotypes is allowed only on the opposite, or reverse, of the application in question. Institutional logos and athletic logos must never appear side by side with another graphic. All co-branded usages of the institutional logos or athletic logos in advertising and marketing must be approved beforehand, in writing. All co-branded images of the institutional logo or athletic logos for apparel, dry goods, or gift items must be approved by Gonzaga's Director of Trademarks and Licensing (licensing@gonzaga.edu) or 509.313.7093.





USE OF VENDOR NAMES AND/OR LOGOS

Retail Sale

Gonzaga Athletic logos may be used on apparel, signs, and promotional items for retail sale. Please follow the Collegiate Licensing Company (CLC) guidelines for approval.

Any vendor wishing to produce items for retail sale must have a **Local License** from the CLC. For information on purchasing a local license, contact:

Tiffany Swenson
Partner Services
The Collegiate Licensing Company
tswenson@clc.com
801.209.9416

Apparel, Sign and Promotional Items

To ensure consistency in the use of Gonzaga's secondary athletic logos and compliance with a wide range of requirements associated with the manufacture and use of the logos, **products bearing Gonzaga's secondary athletic logos may be purchased only from vendors that are officially licensed by Gonzaga to manufacture or distribute products bearing its logos.**

For instructions on submitting a request for approval, see the Approval Process section on page 20.

For a list of approved vendors, go to www.gonzaga.edu/logovendors.

Print Items

All print items that incorporate the secondary athletic logos or Gonzaga's institutional logos must be approved by Gonzaga Marketing and Communications. Gonzaga Marketing & Communications will solicit co-approval from the Director of Trademark and Licensing before final approval.

For instructions on submitting a request for approval see the Approval Process section on page 2. For a list of approved vendors, go to www.gonzaga.edu/logovendors.

One-Time Use

Approval to use a Gonzaga athletic logo for a one-time application only (for example, a t-shirt) does not constitute approval to use the athletic logo again, or in connection with any other item, or to change the design in any way, without seeking additional approval. A one-time use approval form can be requested by contacting Gonzaga Athletics, Director of Trademark and Licensing at licensing@gonzaga.edu.

**THANK YOU FOR YOUR STEWARDSHIP AND ASSISTANCE
IN MAINTAINING A STRONG GONZAGA UNIVERSITY ATHLETIC BRAND.**



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