



BOSTON UNIVERSITY CLUB SPORTS

UNIFORM AND APPAREL
BRAND GUIDELINES

2024/2025

BU BRAND AND TONE

The Club Sports program is granted permission to use certain Boston University Athletics logos for uniforms and casual apparel.

Club Sports are considered Boston University entities, and are exempt from royalties for products that are not for resale. However, any uses of BU's registered marks and logos must be approved beforehand by the team advisor and are subject to the guidelines contained in this document. Team advisors are specific designated professional staff members in the Department of Physical Education, Recreation, and Dance.

Products must be ordered from approved licensed vendors registered with the Collegiate Licensing Company. A condensed list of approved apparel vendors can be found on the final page of this document.

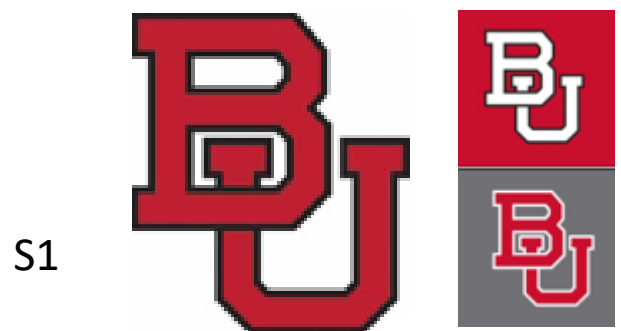
BU prevents misrepresentation of its mission, goals, and reputation through careful monitoring of products carrying our indicia. Club Sports uniforms or apparel should not reference any product or type of product not befitting the BU mission including but not limited to alcohol, drugs, gambling, or tobacco. Apparel should also not include any obscene/disparaging language or any sexually suggestive references.



LOGOS

LOGOS AND WORDMARKS

The specific logos featured below may be used to represent Boston University Club Sports. **Note that P1-P4 also have white versions used for red or dark grey backgrounds. P5 and S1 are the only logos that can be used on black casual apparel.** Only official versions provided to vendors or teams from the Club Sports management team should be utilized. Do not manipulate these logos in any way including, but not limited to, turning them on their side, changing the colors, adding words, redrawing them, using different fonts, or adding the mark to, over, or under another graphic.



LOGO USAGE – CLEAR SPACE

Clear space is the area around the logo that is free of all other graphic elements such as type, images or other logos. Clear space ensures that the logo will always appear unobstructed and distinct on all apparel. Always keep the logo visible and legible by maintaining required clear space. Adding names or numbers below a logo – most commonly seen on jersey fronts or backpacks - is permitted as long as sufficient clear space is maintained.



LOGO USAGE – PERMITTED PLACEMENT

A single side of a garment may feature a maximum of one BU brand mark. For instance, while you may have a logo on the front, back, and sleeve of a garment, you cannot have two logos on the front, or two logos on the back.

Primary logos P2, P3, P4, and P5, may be used in either primary or secondary locations on uniforms or casual apparel. The P1 “Arched Boston” logo below can only be used on team practice or competition uniforms. It cannot be used on casual apparel. P1 logo should be in the most prominent position for that sport’s specific uniform type – typically across the chest for traditional uniforms.



Secondary logos S1 and S2 should be used only in secondary locations. For casual apparel, S1 and S2 should only be used as secondary decorations when a primary logo with the words “Boston University” or “Boston” are already featured on that garment. For uniforms, these secondary logos may be used alone on a piece of the uniform (i.e. basketball shorts) if a primary logo is featured prominently elsewhere on the uniform (such as on the jersey top).



LOGO USAGE – PERMITTED PLACEMENT CONT.

For casual apparel, standard logo placement should be utilized for certain apparel pieces. For team uniforms, we understand each sport has their own specific uniform standards. Please speak with your advisor prior to creating your design. For digital/screen printing, the text must be the fabric as a show through. If using embroidery, the color of the thread must be as close as possible to the color as the garment.



“Center Chest” – Shirts, sweatshirts, tank tops, etc. can feature a primary BU logo centered on the chest. Secondary logos (“Rhett”, “Interlocking BU”) cannot be featured in this location.



“Left Chest” – Shirts, polos, quarter zips, sweatshirts, etc. can feature a primary BU logo on the left chest. Secondary logos (“Rhett”, “Interlocking BU”) cannot be featured in this location. Right chest should be utilized only when apparel brand mark is present on left chest.



“Left Thigh” – Pants can feature a primary BU logo high on the left leg. Shorts can feature a primary BU logo low on the left leg. BU logos should not be printed on or near the apparel brand mark.



COLOR PALETTE

COLOR PALETTE – UNIFORS AND APPAREL

The correct use of the approved color palette reinforces the Boston University brand, providing a consistent visual experience and ensuring recognition with every interaction. All Boston University Club Sport uniforms and apparel should adhere to our color palette. When designing uniforms, our color palette should always receive priority with red, white, or grey being primary elements. **Black uniforms/jerseys are not permitted. Black casual apparel can feature ONLY logos P5 and S1.**

COLOR INFORMATION				
Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.				
SCHOOL COLORS		PANTONE COLORS	CMYK/RGB	THREAD COLOR
Scarlett Red		PANTONE 186 C	CMYK: 0, 100, 75, 4 RGB: 165, 0, 0	1447
BU Dark Red		PANTONE 187 C	CMYK:30, 95, 75, 30 RGB: 130, 16, 25	1384
Light Gray		PANTONE COOL GRAY 5 C	CMYK: 13, 9, 10, 27 RGB: 177, 179, 179	1118
Dark Gray		PANTONE COOL GRAY 11 C	CMYK: 44, 34, 22, 77 RGB: 83, 86, 90	1440
Black		PANTONE PROCESS BLACK C	CMYK: 0, 0, 0, 100 RGB: 44, 42, 41	1000
White		WHITE	CMYK: 0, 0, 0, 0 RGB: 255, 255, 255	WHITE
RED	DARK RED	LIGHT GRAY	DARK GRAY	BLACK



Logo Color and Background combinations (applicable to all marks – not only the logo shown)

White Background = Red Logo version

Red Background = White Logo version

Light Grey Background = Red Logo version

Dark Grey Background = White Logo version

Black Background = White Logo version



Two-tone designs or ombré are permitted as long as the colors contained are red/grey/white.

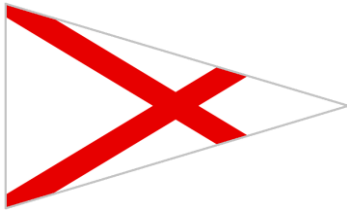
Logo color choice would depend on location of placement. This should apply to both the marks and members' names.



OTHER MARKS

OTHER MARKS

For the purposes of brand uniformity, when referencing Boston University on uniforms or apparel, teams must use only the approved logos found in this guide. Certain “other” marks are permitted under limited circumstance and must be approved by your team advisor for both design as well as location on the garment.



Club Sport teams with recognized existing marks may continue to utilize them as part of their team identity. Should not be located next to another university mark. New team marks should not be created.



League/Conference Logos or Captains designations are permitted as long as their size and placement are secondary to the primary Boston University mark.



Team anniversary or memorial emblems are permitted for the duration of one season only. Should be located on the back of uniforms, hat, helmet, etc. No University mark can appear on the same side of the uniform or piece of apparel.



Approved sponsor logos are permitted on team uniforms and apparel. Must be located on the back. No University mark can appear on the same side of the uniform or piece of apparel.



ORDER/DESIGN PROCESS

ORDER/DESIGN PROCESS

Please follow the steps below to ensure the most efficient use of your time when designing and ordering custom uniforms/apparel for your team.

1. Email your team advisor with a general description of the apparel/uniform item(s) you are looking to produce. Include information on specific colors, logo, logo placement, etc.
2. Depending on simplicity or complexity of the design, your advisor may make suggestions, ask for a meeting/discussion, or advise you to begin contacting the vendor to create the design
3. Work with an approved vendor to create the design. Request a mock-up (art) of the design. The mock-up should include details on specific colors (pantone codes) and show exact placement of the logo(s) on the garment. Provide this mock-up to your advisor for approval or further comment.
4. Once approved by your advisor, request a quote from the vendor and submit that quote to your advisor along with a completed purchase request form which can be found on the Club Sports website. Ensure the 'bill to' and 'ship to' address is your advisors name and the address 915 Commonwealth Ave, Boston MA 02215.
5. Your advisor will inform you when your package has arrived.

APPROVED VENDORS

Only vendors approved through Exemplar for Boston University are permitted to produce custom Club Sports team apparel. Below is a condensed list of the most frequently used vendors. We highly suggest attempting first to utilize one of the vendors below. A full list can be [found here](#).

Company	Website	Rep Name	Email	Rep Phone
Tricon Sports	Link	Rob Tavilla	Email	781-861-8921
College Promo	Link	Tim Hart	Email	800-931-4697
4imprint	Link	Julie Johnson	Email	866-779-0581
Custom Ink	Link	N/A	Email	703-910-5018
Gear For Sports	Link	Trey Ham	Email	913-693-3261
Boathouse	Link	N/A	Email	215-425-4300
Kap7	Link	Wesley Paulson	Email	949-727-3535
Rhino Rugby	Link	Connor Mccollum	Email	844-877-4466
Black Biscuit	Link	N/A	Email	952-300-6555
BSN	Link	Butch Coughlin	Email	781-389-2144
Craft Sportswear	Link	Karl Schumann	Email	978-524-0032