

## NDSU CSO Club Sport Logo and Team Title Policy

With the Athletic Department's move to update their logo package in an attempt to unify the athletic brand, other North Dakota State University groups and club teams on campus will have to be aware of new policies regarding the decoration of their apparel and gear.

- Club Sports must use only the approved logo attached to this document. The logo cannot be altered in any way (i.e. – change the colors, alter the orientation of the image, add anything to the image, etc.)
- The new Bison Bold font is NOT permitted to be used on any apparel used by groups or club athletic teams within CSO. This font is trademarked by the Athletic Department and you need special permission from their administrative office to use the font.
- All club athletic teams within CSO are required to include the word “Club” on apparel. For example, “NDSU Women’s Volleyball” is not permitted. Instead, it must read, “NDSU Women’s Club Volleyball”. Other examples of acceptable club names are, “NDSU Women’s Club Lacrosse” or “NDSU Men’s Club Rugby”.
  - You are permitted to use both “NDSU” and/or “Bison” in your team title as long as “Club” is included in your team title.
- To avoid confusion between the new logo package and old logo package, teams and groups should use only licensed vendors when screen printing or embroidering apparel. These companies can be found on [www.gobison.com](http://www.gobison.com).
- Special permissions can be given for special logos, but they must be approved through the Graduate Assistant for Club Sports.
- Notice: any unproven logo or apparel can be banned and can be disallowed from being worn at any NDSU events.

### Acceptable Logo:



When requesting a logo for your organization, the banner will state what organization you are a part of.

### **Social Media Policy**

All Twitter, Facebook, Instagram, and other accounts must state in the title that you are a club. For example: "NDSU Men's Hockey" should be to "NDSU Men's Club Hockey", etc. for all NDSU Club Sports. It must be clear on the fact that the organization is not a part of the varsity sports at NDSU.

This will be enforced by the Graduate Assistant for Club Sports.