



**SAM HOUSTON ATHLETICS
BRAND GUIDELINES**

gobearkats.com

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INTRODUCTION



We know what makes Sam Houston Athletics special. We understand the many ways we impact the lives of those we serve, and we're proud of them all. It's time we share this with others; it's time people know what it means to be part of the Bearkat Family.

Our brand is one of our most valuable assets. It defines who we are, what we do and what we represent as an organization. The following pages help ensure all members and partners of Sam Houston Athletics are working together to communicate a consistent brand image and visual expression. The Sam Houston Athletics identity elements used to represent our brand must be replicated and produced according to the associated guidelines contained herein.

As a representative of Sam Houston Athletics, it is your role to follow these guidelines and protect the foundational elements upon which our brand is built. Adhering to these guidelines will allow us to communicate our brand in a consistent, compelling and unified manner. Correct application is crucial in helping Sam Houston Athletics carve out a unique and relevant position throughout the competitive landscape of Division I NCAA Athletics.

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FONTS & COLORS

Brand Fonts • Color Palette



Typography and color help create a cohesive and harmonious visual experience across all brand touchpoints. When they are used thoughtfully, typography and color become powerful brand assets that can add visual meaning to what we say. Our two typefaces provide clear and clean communication, with enough flexibility for a wide range of situations, and our brand colors are used to compliment that communication.

While the brand contains two typefaces, the primary font for the brand is used under very strict guidelines. To maintain the integrity of the wordmark and the overall brand, the typeface TT Polls Bold Italic is only used for our wordmarks. Other extremely limited uses are to be approved only by Russell Martinez or Zack Jones.

FONTS

The Sam Houston Athletics brand features a duo of new fonts paired for maximum visual impact and improved dynamic.

TT Polls Bold Italic is a display font and is only used for the brand wordmark. This is done intentionally to set our wordmark apart from other verbiage and headings used on campus. Its appeal comes from its rigid, engineered structure and striking character that is rooted in athletics. This font should always appear in all caps and should never be used in lowercase form. The italic nature of the font shows moment as we propel forward as a university and as a team.

Gotham is a sans-serif font that works well for large, expressive headlines, as well as subheads, callouts and even short body copy. This typeface has a modern but friendly appeal and pairs well with TT Polls Bold Italic, thanks to its many weights and widths.

TT POLLS BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

COLOR PALETTE

Consistent use of our color palette is key to building brand awareness and equity. Our primary color palette uses five colors: These colors shown below identify our school and should be the most prominent colors in any piece. For specific color values and codes, please refer to the information below. It is important to note the correct color values and codes for the medium in which it is intended. This will ensure our colors reproduce correctly on screen and in print. For print, use PMS and CMYK color values. For digital, including on screen, broadcast, web and PowerPoint, use RGB and HEX.

PMS 021 C
c0 m72 y90 k0
r245 g100 b35
hex F56423

c0 m0 y0 k0
r255 g255 b255
hex FFFFFFFF

c0 m0 y0 k100
r0 g0 b0
hex 000000

PMS Cool Gray
10C
c0 m2 y0 k60
r87 g89 b91
hex 57595B

PMS Cool Gray 7C
c43 m35 y35 k2
r152 g152 b154
hex 98989A

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VISUAL IDENTITY

Primary Mark • Secondary Mark • Wordmarks • Sport-Specific Wordmarks



The Sam Houston Athletics logo, symbol and wordmarks are important expressions of our brand identity. They have each been carefully designed and constructed to achieve visual harmony and should never be altered, modified or redrawn. Because these elements are such recognizable and highly visible brand assets, it is vital that they are always applied consistently.

We use brand consistency to help create trust, clarity and response.

When we hear two pieces of competing information, it's difficult to trust what we've heard or to know how to respond effectively. The same thing happens when we see visual inconsistency. It subtly tells us that the information is not reliable or trustworthy. And as a result, we're less likely to respond to it.

PRIMARY MARK

The Sam Houston Athletics logo pictured here anchors the entire visual identity system. It is a unique mark, and care should be taken to make sure it is reproduced consistently in all applications. It should never be recreated or redrawn. By adhering to a standardized use of our logo elements, we reinforce the image of Sam Houston Athletics as a cohesive, powerful entity and amplify the impact of our visual communications. A variety of formats and colors have been created to be used in different applications.



PRIMARY MARK CLEARSPACE

When using the logo in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is where clearspace and margins come into play. The logo's clearspace defines the distance between the logo and any graphic element it may be sitting next to in a composition. Use the Bearkat paw from the logo as a reference for the appropriate clearspace. Paw height = X. For margins, use 1/2 X for the distance to the edge of a composition.

There is no maximum size for this logo. Minimum sizes for this logo are: 40px height for digital and 0.4 inches for print.

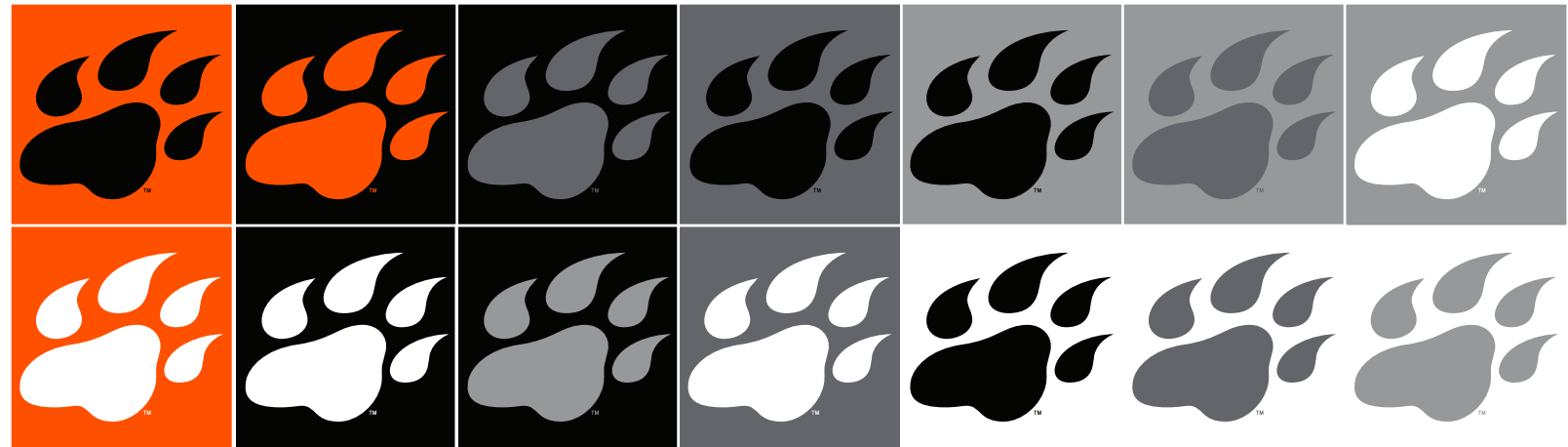


Example:



SECONDARY MARK

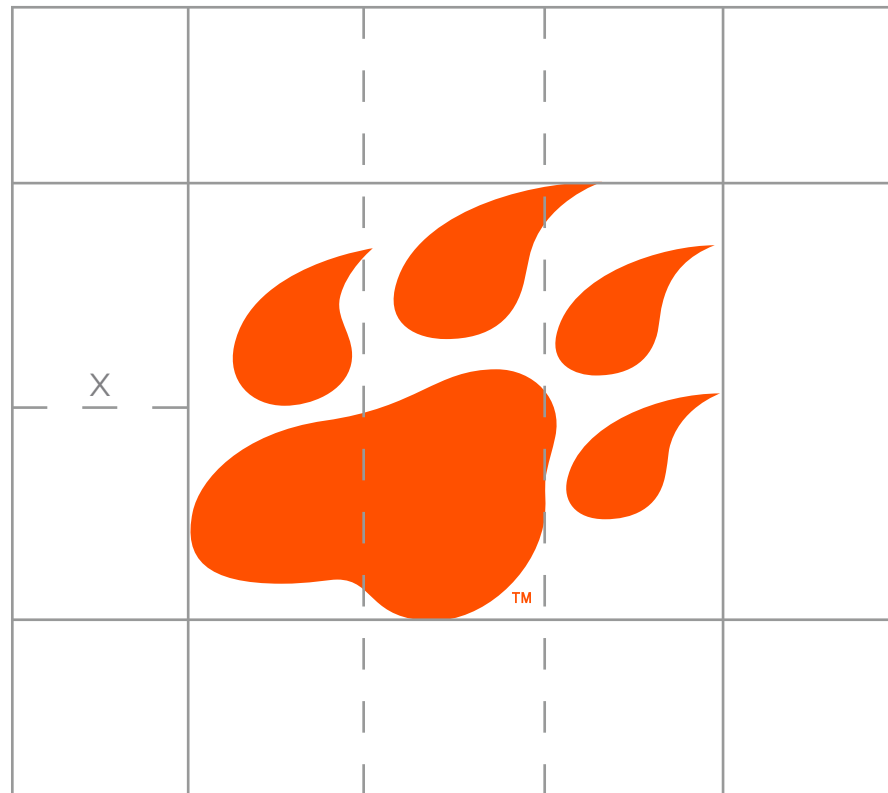
This is the Sam Houston Athletics secondary mark, or *symbol*. This secondary mark is often referred to as the “paw”. The symbol can be used on its own in certain, very specific situations when the context and association with Sam Houston Athletics is clearly established and controlled (example: on uniforms), or when the Sam Houston Athletics brand is meant to take on a secondary, supporting role (example: on a watermark). A variety of formats and colors have been created to be used in different applications.



SECONDARY MARK CLEARSPACE

When using the symbol in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is where clearspace and margins come into play. The symbol's clearspace defines the distance between the secondary mark and any graphic element it may be sitting next to in a composition. Use 1/3 of the Bearkat paw width as a reference for the appropriate clearspace. 1/3 paw height = X. For margins, use 1/3 X for the distance to the edge of a composition.

There is no maximum size for this logo. Minimum sizes for this logo are: 40px height for digital and 0.4 inches for print.



Example:



SAM HOUSTON WORDMARK

This is the Sam Houston wordmark. It has been engineered to work at scale across all media and channels and can be used in place of the full logo in any situation where the full logo cannot be used. A variety of formats and colors have been created to be used in different applications.

SAM HOUSTON[®]



SAM HOUSTON WORDMARK CLEARSPACE

When using the wordmark in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is where clearspace and margins come into play. The wordmark's clearspace defines the distance between the wordmark and any graphic element it may be sitting next to in a composition. Use 1/3 of cap height as a reference for the appropriate clearspace. Cap height = X. For margins, use 1/2 X for the distance to the edge of a composition.

There is no maximum size for this logo. Minimum sizes for this logo are: 11px height for digital and 0.15 inches for print.



BEARKATS WORDMARK

This is the Bearkats wordmark. It has been engineered to work at scale across all media and channels and can be used in place of the full logo in any situation where the full logo cannot be used. A variety of formats and colors have been created to be used in different applications. *Note: This wordmark may be used with or without the Sam Houston addition.*



BEARKATS WORDMARK CLEARSPACE

When using the wordmark in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is where clearspace and margins come into play. The wordmark's clearspace defines the distance between the wordmark and any graphic element it may be sitting next to in a composition. Use 1/3 of cap height as a reference for the appropriate clearspace. Cap height = X. For margins, use 1/2 X for the distance to the edge of a composition.

There is no maximum size for this logo. Minimum sizes for this logo are: 18px height for digital and 0.25 inches for print.



SPORT-SPECIFIC WORDMARK

This is the sport-specific Sam Houston wordmark. It has been engineered to work at scale across all media and channels and can be used in place of the Sam Houston wordmark in a situation where an individual sport should be highlighted. A variety of formats and colors have been created to be used in different applications. While the example below is specific to football, this wordmark can be used for any official Sam Houston Athletics sport such as: baseball, basketball, bowling, cross country, football, golf, soccer, softball, sports medicine, strength, tennis, track & field and volleyball.

SAM HOUSTON
FOOTBALL



SPORTS-SPECIFIC WORDMARK CLEARSPACE

When using the wordmark in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is where clearspace and margins come into play. The wordmark's clearspace defines the distance between the wordmark and any graphic element it may be sitting next to in a composition. Use 1/3 of cap height as a reference for the appropriate clearspace. Cap height = X. For margins, use 1/2 X for the distance to the edge of a composition.

There is no maximum size for this logo. Minimum sizes for this logo are: 18px height for digital and 0.25 inches for print.



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MASCOT

History • Mascot Marks • Rally Marks • Caricature Marks • Sport-Specific Sammys



A MESSAGE FROM SAMMY

Hey! I'm Sammy Bearkat! I'm sure you've seen me at Sam Houston sporting events or around campus. Over the years, I've had quite a few looks that I've tried out as you can on the next page. Some have been great, and some were short lived. My current look incorporates elements of previous iterations of our mascot marks and pays homage to logos of the past.

As a part of the Sam Houston Athletics brand, I have a set look that I need to maintain to keep my image and reputation intact. Please make sure that you take a look at the Sammy Bearkat logos on the following pages so that our mascot marks are used correctly and reflect our university in the best possible way.

The mascot marks featured in this book are intended to be used only for athletic events unless otherwise noted, however they may be used for general university spirit uses such as apparel and signage.



HISTORY

When Sam Houston Normal Institute was changed to Sam Houston State University in 1923, they decided to retire the previous athletic nickname of Normals. The team adopted the new name Bearkats, spelled interchangeably as Bearcats and Bear Cats in those early days of the new name. A bearkat is a mythical creature and was thought to be a “good fighting name at the time” by 1920s SHSU student-athlete Reed Lindsey.



*1950 - 1955



*1955 - 1965



*1965 - 1969

HISTORY

Below are examples of previous logos used by the university over the years. The logos on these pages are for reference only and shouldn't be used under any circumstances without approval from Russell Martinez or Zack Jones.



*1978 - 1985



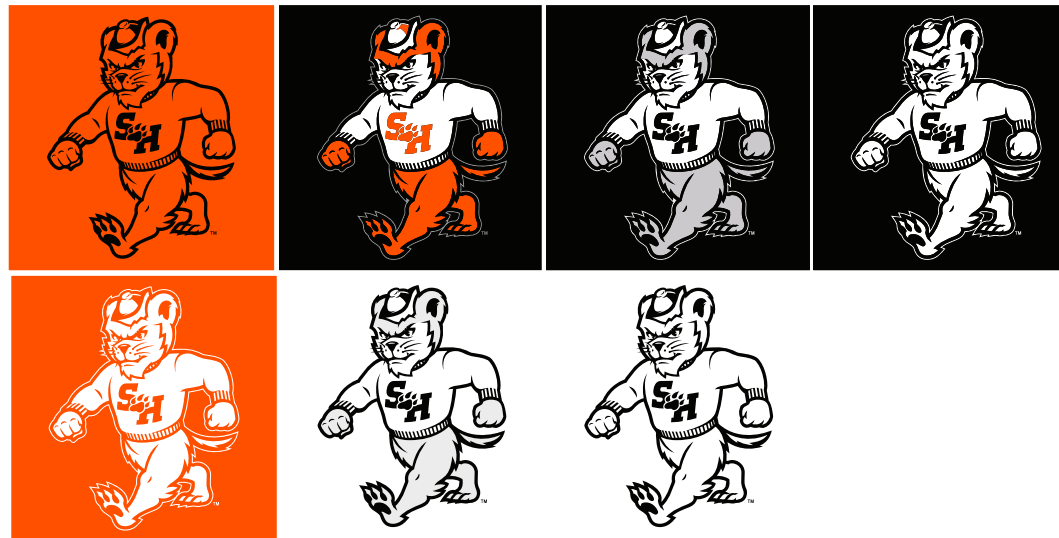
*1985 - 2001



*2001 - 2019

PRIMARY WALKING SAMMY MARK

This is the primary walking Sammy mascot mark. The components of the mascot mark must not be altered or changed from the options shown below. A variety of colors have been created to be used in different applications. This mascot mark is only permitted to be used on top of Sam Houston Athletics official colors.



PRIMARY WALKING SAMMY MARK CLEARSPACE

When using the primary walking Sammy mark in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is where clearspace and margins come into play. The mark's clearspace defines the distance between the mark and any graphic element it may be sitting next to in a composition. Use $\frac{1}{3}$ of the height as a reference for the appropriate clearspace. Sammy height = X. For margins, use $\frac{1}{2}$ X for the distance to the edge of a composition.

There is no maximum size for this logo. Minimum sizes for this logo are: 45px height for digital and 0.625 inches for print.



SECONDARY SAMMY HEAD MARK

This is the secondary Sammy head mark. The components of this mascot mark must not be altered or changed from the options shown below. A variety of colors have been created to be used in different applications. This mascot mark is only permitted to be used on top of Sam Houston Athletics official colors.



SECONDARY SAMMY HEAD MARK CLEARSPACE

When using the secondary Sammy head mark in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is where clearspace and margins come into play. The mark's clearspace defines the distance between the mark and any graphic element it may be sitting next to in a composition. Use $\frac{1}{3}$ of the width as a reference for the appropriate clearspace. Sammy width = X. For margins, use $\frac{1}{2}$ X for the distance to the edge of a composition.

There is no maximum size for this logo. Minimum sizes for this logo are: 36px height for digital and 0.5 inches for print.



RALLY MARKS

Rally marks are marks that are used for specific purposes and don't apply for general-use marketing needs. These would include variations of the secondary Sammy head marks, for both athletic and academic marketing usage. Below are the forward-facing versions of the secondary Sammy head mark for athletics. The same clearspace rules apply for the forward-facing marks as the standard secondary Sammy head mark. **Note: The athletic version of this mark always wears a hat as a distinguishing feature.**



RALLY MARKS

Below are the forward-facing versions of the secondary Sammy head mark for academics. The same clearspace rules apply for the forward-facing marks as the standard secondary Sammy head marks. **Note: The academic version of this mark always has the hat removed as a distinguishing feature.**



CARICATURE MARKS

Caricature marks are marks that are used for specific purposes and don't apply for general-use marketing needs. These would include variations of the primary walking Sammy mark for both athletic and academic marketing usage. The Sammy holding up a #1 is used for athletic use *since he is wearing a hat*. The same clearspace rules apply for the caricature marks as the primary walking Sammy mark.



CARICATURE MARKS

This caricature mark features Sammy with his hands on his hips. It is intended for academic use *since Sammy isn't wearing a hat*. The same clearspace rules apply for the caricature marks as the primary walking Sammy mark.



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COMPOSITE MARKS

*Secondary Composite Mark • Alternate Composite Mark, Walking Sammy
Alternate Composite Mark, Sammy Head*



A composite mark is any mark that combines multiple approved marks found in this book. Only the combined marks shown in this book are approved for use without appropriate clearspace. Composite marks are for general use and are never sport-specific. Our set of composite marks consist of three marks, our secondary composite mark (or paw composite mark), our alternate composite mark with walking Sammy and our alternate composite mark with Sammy head. While it is preferred to use the primary marks and wordmarks for Sam Houston Athletics, these composite marks are also permitted for marketing use.

SECONDARY COMPOSITE MARK

This secondary composite mark contains the Bearkats wordmark with the secondary mark, or paw. It has been engineered to work at scale across all media and channels. A variety of formats and colors have been created to be used in different applications.



SECONDARY COMPOSITE MARK CLEARSPACE

When using the composite mark in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is where clearspace and margins come into play. The mark's clearspace defines the distance between the mark and any graphic element it may be sitting next to in a composition. Use $1/3$ of mark height as a reference for the appropriate clearspace. Mark height = X. For margins, use $1/2$ X for the distance to the edge of a composition.

There is no maximum size for this logo. Minimum sizes for this logo are: 36px height for digital and 0.5 inches for print.



ALTERNATE COMPOSITE MARK

This alternate composite mark contains the Bearkats wordmark with the primary walking Sammy mark. It has been engineered to work at scale across all media and channels. A variety of formats and colors have been created to be used in different applications.

SAM HOUSTON
BEARKATS™



ALTERNATE COMPOSITE MARK CLEARSPACE

When using the composite mark in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is where clearspace and margins come into play. The mark's clearspace defines the distance between the mark and any graphic element it may be sitting next to in a composition. Use 1/3 of mark height as a reference for the appropriate clearspace. Mark height = X.
For margins, use 1/2 X for the distance to the edge of a composition.

There is no maximum size for this logo. Minimum sizes for this logo are: 45px height for digital and 0.625 inches for print.



ALTERNATE COMPOSITE MARK

This composite mark contains the Bearkats wordmark with the secondary Sammy head mark. It has been engineered to work at scale across all media and channels. A variety of formats and colors have been created to be used in different applications.



ALTERNATE COMPOSITE MARK CLEARSPACE

When using the composite mark in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is where clearspace and margins come into play. The mark's clearspace defines the distance between the mark and any graphic element it may be sitting next to in a composition. Use $1/3$ of mark height as a reference for the appropriate clearspace. Mark height = X. For margins, use $1/2$ X for the distance to the edge of a composition.

There is no maximum size for this logo. Minimum sizes for this logo are: 36px height for digital and 0.5 inches for print.



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INCORRECT USAGE



INCORRECT USAGE

Presented here are the no-nos — incorrect usages you shouldn't do with our brand. Our identity is who we are. Below are various examples of ways you shouldn't express it. Though only the primary mark is shown here, these same incorrect usage examples apply to any of our marks. In specialty cases where off brand colors are needed (for example: breast cancer awareness month, etc.), use the white logo on a specialty colored background instead of coloring the Sam Houston logo with alternative colors.



Don't pick your own colors



Don't skew or shear



Don't stretch or squish



Don't add effects



Don't use images in the mark



Don't use gradients



Don't obstruct or block the mark



Don't change the opacity



CONTACT



QUESTIONS?

Please contact the following if you have questions about the brand or any logo usage. All logo approvals for external use must be approved by IMC.

RUSSELL MARTINEZ
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or

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SAM HOUSTON
BEARKATSTM



MEMBER THE TEXAS STATE UNIVERSITY SYSTEM