

# Club Sports Visual Branding Guide

## Primary Logo



For club sports, the team will substitute 'RecWell' for the club sport. See below for an example.



Color options for the 'JAX' logo with club sport underneath:

- White
- Black
- JU Green
- JU Gold
- JU Gray
- Lime green
- Blue to green gradient



Accent Colors



## Gear and Equipment Color Combinations

- Black/JU Green
- Black/White
- JU Green/White
- JU Green/JU Gold
- JU Green/JU Gray
  
- Any other combination must be approved.

Secondary Logos allowed on the back or sleeve of gear. These logos are allowed on equipment.

SECONDARY LOGOS

