



WICHITA STATE ATHLETICS

BRAND GUIDE



PRIMARY LOGO

The WuShock logo is the primary visual component of the Wichita State Athletics brand identity. WuShock anchors the brand and is used as the main identifying device for ICAA (InterCollegiate Athletics Association).

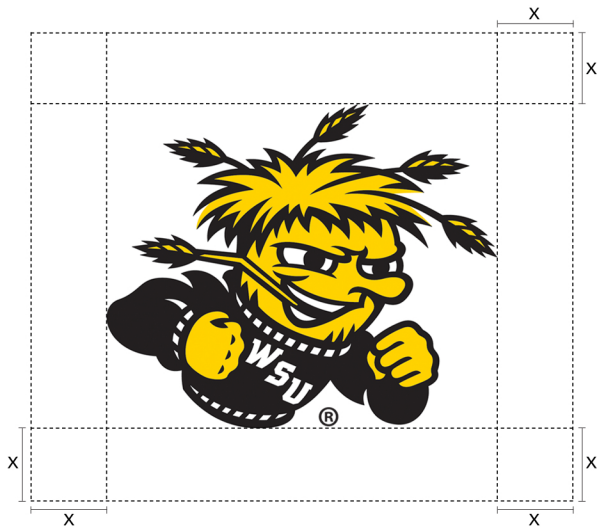
The Shockers are the athletic team of Wichita State University, and the WuShock logo is an important component of the university brand. It is the preferred athletic identity mark and should be used wherever possible. Reinforcement of the primary identity will build equity in Wichita State Athletics.

Using the following brand guide in a consistent manner will build credibility for the brand, speed recognition, and differentiate Wichita State from the competition.



PROTECTED AREA

The protected area around the logo ensures that no other graphic components interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of 'X'. The logo shall not be intergrated with other elements or marks without prior written approval.



COLOR VARIATIONS

The logo may be used in the following color variations:



SECONDARY & SCRIPT LOGOS

The secondary and script logos were created to compliment the primary identity of Wichita State Athletics.

The Flying W logo is exclusively reserved for the use and representation of Wichita State Athletics. The Shockers and Shocks script logos are primarily used for merchandise and licensing purposes but may be used when promoting Wichita State University at any time.

All rules that apply to the primary logo also apply to the secondary and script logos.



ATHLETIC WORDMARKS

The representation of the words **Wichita State** and **Shockers** are visual symbols of Wichita State Athletics. These custom wordmarks incorporate unique design elements to create a powerful look that distinguishes Wichita State Athletics wordmarks from other schools, creating a clear, consistent and visually memorable identity.

To promote effective recognition in the market, the Athletic Wordmarks has limited use. The wordmarks have been specially designed and cannot be created by typesetting the wording and should not be used to create additional words.

Athletic Wordmarks are exclusively reserved for the use and representation of Wichita State Athletics. Athletic wordmarks are not available within the licensing program, with the exception to our official sideline licensee and vendors.

All rules that apply to the primary logo also apply to the Athletic wordmarks.

WICHITA STATE
SHOCKERS

COLOR VARIATIONS

The wordmarks may be used in the following color variations:



SPORT-SPECIFIC WORDMARKS

Sport-specific wordmarks supply freshness and uniqueness to athletic gear, as well as represent specific athletic programs. Sport-specific wordmarks unify athletics and promote consistency across the brand by sharing a common visual language.

Each sport benefits from identification as part of Wichita State Athletics. These marks also communicate the diversity of the athletics program while building the core brand.

The secondary sans-serif typeface Klavika was selected to complement the Athletic Wordmarks and directly tie back to the University's identity.

Sport-Specific Wordmarks are exclusively reserved for the use and representation of Wichita State Athletics. Sport-specific wordmarks are not available within the licensing program, with the exception to our official sideline licensee and vendors.

WICHITA STATE
ATHLETICS
SHOCKER
ATHLETICS

Wheatshocker Collection

· VINTAGE LINE ·

Wichita State University legacies live on with these logos from our college vault so that school pride may pass on from generation to generation. The purpose of the Wheatshocker Collection is to give new life to the retired logos, icons and images of Wichita State.

Wheatshocker Collection logos are reserved for merchandise and licensing purposes only. Select approved vendors have access to produce these logos.

The official Wheatshocker Collection logo must appear on all items bearing one of the marks within the Collection. For apparel, the graphic must appear somewhere on the garment (sleeve, back collar, back/side of hat, etc.). For non-apparel, the graphic should appear on the product unless the surface is not conducive to application of the mark.

Please contact the Licensing and Branding department before use.



1964



1959



1948



1920



1998



1978

COLOR PALETTE

Black and yellow are the two primary colors that should be used on all brand applications, both internally and externally.



PANTONE 116C

Process: C0 M14 Y100 K0
Video: R255 G205 B0
Websafe: ffc000



PROCESS BLACK

Process: C0 M0 Y0 K100
Video: R39 G37 B31
Websafe: 27251f



WHITE

Process: C0 M0 Y0 K0
Video: R255 G255 B255
Websafe: ffffff

There may be opportunities to expand the color palette or to use colors outside of the core palette. This is typically seen in alternate uniforms or in support of special initiatives (i.e. military appreciation or breast cancer awareness). While acceptable for special occasions, it is not intended for long-term use. Retail brands will have seasonal flexibility on a case-by-case basis.



GENERAL GUIDELINES

Specific usage standards have been established to provide a quality control system. The following standards should be adhered to in order to maintain the integrity of the Wichita State Athletics brand.

- Wichita State logos are registered trademarks and may not be altered in any way. The examples on the next page illustrate some of the most common application errors. Following these guidelines will ensure proper reproduction and application of the identity.
- The names and marks of Wichita State Athletics will not be used in the promotion of the following items: alcohol, tobacco, drugs or illegal substances, sexually suggestive products or language, political parties, religious organizations or beliefs, weapons, or gambling. Subject to ICAA approval or sponsorship agreement.
- The ® and ™ must be included on all promotional and retail products. The marks can be done in any size that best fits the needs of the overall design. These marks may appear in a tonal application.
- Merchandise that bears a Wichita State trademark or logo must be approved, in writing, by the Licensing and Branding Department. Merchandise produced without written authorization may be considered counterfeit and subject to all legal remedies, including seizure of the merchandise.
- Any group, booster club, fan organization or individuals wanting to use University trademarks on product, regardless of use, must purchase the product from a current University licensee. The licensee is responsible for getting the design approved by the Licensing and Branding Department.
- Use of the WuShock logo when sharing messages related to the Department of Intercollegiate Athletics Association (ICAA). The primary user of the WuShock logo is the ICAA, but occasional use by units working with admissions, alumni and other groups is permitted with written approval.
- “Shockers” is only to be used as a noun. When used as an adjective (e.g. “Shocker Basketball”), the singular version is to be used. The abbreviated version of the word “Shockers” is to be written as “Shocks,” and not “Shox.”
- NO use of current players’ names, images, or likenesses are permitted on commercial products, as per NCAA rules and regulations.
- Logos or other Wichita State Athletics trademarks may not be used to endorse or promote a private group or business unless authorized by a formal contract or sponsorship agreement. Implying approval or underwriting of any organization, product, activity or service is prohibited. Prohibited items include: print, radio or television advertising, banners, websites, giveaways or retail merchandise.
- Businesses may use the marks in a non-permanent fixture (i.e. window painting, removable lettering on marquees) supporting athletic events.
- Wichita State Athletics does not allow its logos to be used in conjunction with not for profit organizations unless it is tied to a specific athletics event.

LOGO RESTRICTIONS

Restrictions to logos include, but are not limited to, the following examples.



Do not alter proportions, i.e. distort stretch, bend, or warp the logo.



Do not rotate the logo in any direction.



Do not blur, weather, distress, bevel, emboss, texture or disintegrate.



Do not add additional outlines.



Do not fade the logo or use it as a watermark.



Do not use the logo as a silhouette.



Do not fill the logo with a pattern or any other elements.



Do not make the logo left-facing.



Do not add elements.



Do not eliminate the border or white areas of the logo.



Do not thicken the border.



Do not invert the logo colors.



Do not use a gradient or color overlay.



Do not change any colors within the logo.

- All rules that apply to the primary logo will also apply to secondary logos, script logos and wordmarks.
- The protected area around marks ensure that no other graphic elements interfere with clarity and integrity. It shall not be co-mingled or integrated with other marks or elements.
- Use good judgement to ensure legibility. A mark that is too small to be legible does not serve any purpose.
- It is very important that designers or desktop publishers do not attempt to build the logo themselves.
- Do not reproduce marks by scanning a previously printed version or pulling one from the internet. Second generation logos will degrade the quality and alter the scale of marks.

LOGOS NO LONGER USED

Older versions of the Wichita State Athletics logos below. Their use is no longer approved.



INTERNAL USEAGE GUIDELINES

USE OF TRADEMARKS FOR CAMPUS DEPARTMENTS AND RECOGNIZED STUDENT ORGANIZATIONS

Individuals, groups and organizations seeking to use any marks within this brand manual must have prior approval from the Licensing and Branding Department.

All designs or product orders with University logos, wordmarks, or trademarks are required to use an approved University vendor.

Royalty Bearing Products:

- Any item for resale for any reason including, but not limited to: sold to the general public; sold to member, family and/or friends; sold to faculty, staff and/or students; sold for fundraising within the department; school or student club or student organization.
- Any item that features a sponsor or commercial message (subject to a promotional royalty and must have no conflict with corporate sponsor).
- Any item that is given away at an event that has a registration fee associated with it.
- All other uses of marks unless noted below.

Royalty Exempt Products:

CAMPUS DEPARTMENTS

- MUST be purchased with University/department funds; must include the name of the department of event (clearly differentiated from retail product).
- Items used for operation of the department such as stationary, business cards, nameplates, nametags, staff shirts/uniforms etc.
- Promotional items used to promote the department, instructional programs, or events directly sponsored by the University.

STUDENT ORGANIZATIONS & SPORT CLUBS

- Uniforms or competition required apparel for Sport Club Teams recognized through Wichita State University's recreational sports program.
- All designs must include the term "Club" and should be submitted to the Licensing and Branding Department for approval.
- Use of a licensed vendor required unless no licensed vendor can be identified by the Licensing and Branding Department.

STUDENT ORGANIZATIONS & CLUB SPORTS

Student organizations and club sports are excellent brand ambassadors for Wichita State University and are afforded special permission on aspects of licensing that are not available to others. These student organizations and clubs are able to identify with Wichita State subject to:

- The student organization identifying as a student-based organization or club and not to be confused with a University department, program or initiative.
- The student organization identity not interfering with the integrity of the Wichita State University trademarks, athletic brand or intellectual property.

Student organizations must clearly identify itself as a Club/ Association/Chapter. This will identify the organization as a student-based organization and distinguish club teams from Athletic teams.

If student organizations wish to use the words Wichita State, Wichita State University or "Shocker" in their name, the title of the University or mascot should come before the club name and/or make it clear that it is a student organization.

Permissible:

Wichita State University Gardening Club
Wichita State Bowling Club
Shocker E-Sports Club

NOT Permissible:

Wichita State University Gardening
Wichita State Bowling
Shocker E-Sports

All club sports must identify themselves on all apparel, web, or advertising as "Wichita State (insert sport) Club".

Registered Wichita State University sport clubs are granted the privilege of using our iconic WuShock logo (with registration mark) and club name. For travel wear they can either buy licensed athletics wear (Shocker branded but not sport-specific) or they can use the WuShock logo and their club name.

However, because of our large Athletics Multi-Media Rights partnerships and sponsorships, we cannot allow student clubs to conflict with existing Athletics sponsorships. Any club or organization is prohibited from using the WuShock logo in conjunction with a non-athletic sponsor.



LICENSING

A formal Licensing program has been established to insure University control of its identity; facilitate the process of securing authorization for legitimate third party uses; and to insure that the University secures a legitimate royalty from the promotional use of marks. Wichita State University has delegated the responsibility for this program to the InterCollegiate Athletics Association (ICAA).

The Licensing and Branding division of ICAA at Wichita State University has strict rules governing the look and use of licensing and trademarked words and marks associated with Wichita State University and Wichita State Athletics.

The Wichita State University trademark licensing program was established to protect and promote the names, marks, and logos of Wichita State University. Through a partnership with the Collegiate Licensing Company (CLC), the Licensing and Branding Department within ICAA monitors all commercial and internal use.

For those who are interested in becoming licensed with Wichita State University, please visit [GoShockers.com/Licensing](https://www.goshockers.com/Licensing) for more information.

All images, logos and other marks in this standards manual are trademarks owned by Wichita State University. By accessing and using any of the images, logos, or marks, you are agreeing not to reproduce or otherwise use, unless expressly permitted by an authorized University representative.

DO NOT alter any of the University's trademarks.

DO NOT create a caricature of the mascot or other Wichita State trademarks.

DO NOT include registered trademarks for other businesses, events or locations without the permission of Licensing and Branding and that business, event or location.

DO NOT use the University's brand on any products that may be harmful to the image or mission of the University.

DO NOT obstruct University marks with text, other trademarks, etc.

DO NOT assign trademark usage rights, or otherwise grant permission, to any other internal or external entity for any purpose.

CONTACT

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