

Clarke University Apparel Guidelines

A consistent identity across all mediums is essential to promoting and maintaining a brand. To ensure this, Clarke University has established the following standards for apparel, defined as any item worn by an individual (including, but not limited to shirts, pants, headwear, footwear and outerwear).

Each piece of apparel produced for Clarke should comply with these standards and, with the exception of the Whitlow Campus Store, must be approved by the Clarke University Marketing and Communication Office prior to production.

Official Apparel

University Identity

Only official apparel ordered may use the Clarke University logomark and typeface, representing in an official capacity.

The following versions of the Clarke University identity are recommended for apparel usage:



The following may also be used, but require approval from the marketing and communication office.



Requirements for use:

1. The identity may be used in one of its **six** color variants. Apparel may not feature the university identity of the same color (e.g. navy fabric with navy and white logo). The color variants are as follows:
 - Navy
 - Gold
 - White
 - Navy and white
 - Gold and white
 - Navy and gold

2. Use of the identity may be placed on the following material colors
 - Navy
 - Royal blue
 - Gold
 - Yellow
 - White
 - Gray
 - Black
 - Denim
3. Each apparel product's features, style and quality vary. It is recommended that you consult with the marketing and communication office on how to best reproduce the university identity, whether by embroidery, screen printing, appliqué or combination.
4. For artwork and design to be provided to vendors, please fill out the marketing and communication project request online at www.clarke.edu/marketing. Please be sure to specify file type needed.

Athletics Identity

The following versions of the Clarke Pride identity are recommended for apparel usage:

Horizontal



Primary



The following may also be used, but require approval from the marketing and communication office.

Vertical



Vertical 2



Wordmark



Lion head
and shield



Lion head



Lion



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Requirements for use:

5. The identity may be used in one of its **six** color variants. Apparel may not feature the Pride identity of the same color (e.g. navy fabric with navy and white logo). The color variants are as follows:
 - Navy
 - Gold
 - White
 - Navy and white
 - Gold and white
 - Navy and gold
6. Use of the identity may be placed on the following material colors
 - Navy
 - Royal blue
 - Gold
 - Yellow
 - White
 - Gray
 - Black
 - Denim
7. Each apparel product's features, style and quality vary. It is recommended that you consult with the marketing and communication office on how to best reproduce the Pride identity, whether by embroidery, screen printing, appliqué or combination.
8. If you need logos and/or graphics to be provided to vendors, please fill out the marketing and communication project request form online at www.clarke.edu/marketing. Please be sure to specify file type needed.
9. All outside vendor artwork and design must be approved by the director of athletics before sending to the Clarke marketing and communication office for final approval. The marketing and communication office may be able to provide design services by request.

Non-Official Apparel

Non-official apparel consists of any item that does not feature the Clarke University logomark and typeface and is ordered by clubs, teams and organizations. It may display the Clarke University name and/or the Clarke Pride identity. In non-official apparel, the Pride identity is considered a substitute for the official university identity.

Without Pride Identity

1. Any color combination for non-official apparel (that does not include the Pride identity) may be used EXCEPT THE FOLLOWING combinations of other local colleges and universities:
 - Black and gold
 - Purple
2. All artwork and design must be approved by the director of student activities before sending to the Clarke marketing and communication office for final approval. The marketing and communication office may be able to provide design services by request.

With Pride Identity

Requirements for use:

If the Pride identity is being used on non-official apparel, please see section above entitled “Athletics Identity”

Approved Vendors

To ensure quality, Clarke University has pre-existing relationships with a variety of vendors who provide materials and often have special pricing for Clarke. Following are preferred vendors. *If you would like to use another vendor for apparel, please contact the marketing and communication office before you place an order.*

Plane Art Designs - 3033 Asbury Road, Dubuque - (563) 690-2787

Advance Designs - 2685 Kerper Boulevard - (563) 557-8229

While both companies offer a broad-range of services, Plane Art Designs is recommended for screenprinting and Advance Designs is recommended for embroidery and appliqué.