Introduction

This document provides an overview of the guidelines set for uniform and apparel requests and creation. It is intended to assist in the design process, provide direction to your request and showcase approved application of our brand marks and artwork.

For questions, please reach out to the area contacts listed to the right.

Approval Committee

Shaun Richard, Sport Administration
Karen Dertinger, Trademark & Licensing
Andy DeVito, Branding
John Dunn, Equipment Manager
Kyle McKee, Design/Artwork

Developed to guide the use of our logos, colors and artwork for our teams and departments with the goal of ensuring proper use across all apparel and maintaining a strong brand.

Area Contacts

Rob Lachey – Equipment
Karen Dertinger – BSN, Top of the World
Andy DeVito – Creative
Shaun Richard – Nike
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New Uniforms

1. coach/team requests new uniform from and approved by equipment staff

2. equipment gets approval from sport administrator

3. equipment submits New Uniform Design Request Form to creative services

4. creative services works with coach/team on new design

5. once approved by coach/team, design submitted to the approval committee for final sign-off

6. artwork submitted and uniforms are ordered by equipment

Apparel item

1. artwork requested to creative services designer for new apparel item

2. designer seeks approval within creative team to move forward with design/message
   *will share with approval committee if request requires further insight from the group

3. concept reviewed by creative services before submitting to staff member

4. final design sent to approval committee for awareness and sign-off

5. artwork submitted and apparel ordered by proper associate

Alumni/Booster/Parent Request

1. request for apparel is initiated to coach or team/department staff

2. coach/staff provides link to online internal request user form

3. form is completed and submitted

4. reviewed by trademark & licensing

5. final design sent to approval committee for awareness and sign-off

Items must be open to the public

*parent requests must be approved by compliance – Kacey Light, light.123@osu.edu*
Color

Scarlet and gray in combination are as well known as our name. They are our signature colors by which our audiences identify us as Ohio State.

Uniform colors must be scarlet, white, gray or anthracite. (home, away and alternate will vary by sport)

White, black and tints of gray are acceptable color selections to compliment the overall look.

Specialty uniform colors and elements are subject to use for themed games such as Buckeyes Go Pink

scarlet must be the prominent accent color on anthracite uniforms

black uniforms are ONLY permitted under special circumstances with the approval of the sport administrator and athletic director
Primary Mark

The primary mark on a uniform serves as the main identifier of the athletics brand in competition. The athletics logo OR wordmark must display as the most prominent visual on all uniforms.

Various color/stroke wordmark applications may be acceptable, but are subject to the discretion of the approval committee.

The “BUCKEYES” wordmark should only be implemented on uniforms intended for home use.

Alternate fonts are not permitted unless special exception has been granted. *ex: throwback jerseys, baseball script*

Baseball and football ONLY have been grandfathered in to use the Block O as a primary mark.
Big Ten Logo

For more than 100 years, Ohio State has been a proud member institution of the Big Ten Conference. Since its re-brand in 2011, the “BIG” logo has established itself as the primary visual identifier for the conference.

All athletic programs that compete in the Big Ten should have the university specific one-color BIG logo present on their uniforms.

For more information, see the Big Ten Identity Standards document.

Placement Location
2 3/4” x 1” unless otherwise noted

Football
right chest
Women’s Volleyball
left chest
Wrestling
back center (below neck)
Men’s Hockey
right chest (3” x 1 1/8”)
Baseball
right chest
Softball
right chest
Soccer
left chest
Field Hockey
right chest
Men’s Gymnastics
back center (below neck)
Women’s Gymnastics
left hip
Track & Field
right chest
Cross Country
right chest
Swimming & Diving
cap side
Golf
right sleeve/ opposite the manufacturer’s logo on all hats and visors
Tennis
back center (below neck)
Rowing
back center (below neck)
Lacrosse
right chest

Big Ten and Nike logos should be the same color

do not use two-color logo or alter the logo in any way
Additional Assets

To broaden our visual options, a series of secondary graphics are available. These assets tie back to the history and traditions that resonate with our athletic programs.

For more details on permissible uses of the assets, refer to the Ohio State Athletics Brand Guidelines.

**Buckeye Decal**

![Buckeye Decal](image)

**Decal Pattern**

![Decal Pattern](image)

**The Stripe**

![The Stripe](image)

**State of Ohio**

![State of Ohio](image)

**Restricted Artwork**

The following should not be utilized on uniforms worn in competition:

- Brutus
- "OSU"
- taglines
- sport name
Decal Usage

**Buckeye Decal**
The buckeye decal is a reference to the buckeye tree leaf. It is a sticker awarded to Ohio State football players for outstanding effort on the field and applied to their helmet. The decal has since grown to be used by many teams to represent high achievement.

The symbol is a secondary mark and a great asset to use. It must always be encased with a circle, whether a stoke or fill.

- Do not create any alternate two-color options.
- Decal must always be encased with a circle (stoke or fill).
- Do not rotate, flip or skew.
Font

Consistent use of typography is a simple way to align our visual identity. Names and numbers appear on a variety of athletic jerseys and it is important to maintain a uniform approach that connects the sports together as one.

**Numbers**

via Nike Team Uniform Builder

(Digital) Full Block (II)

1234567890

via Nike

Nike Jersey Numbers

1234567890

**Names (when applicable)**

via Nike Team Uniform Builder

Ithaca

ABCDEFGHJKLMNPQRSTUVWXYZ

(Condensed) Full Block

ABCDEFHJKLMNPQRSTUVWXYZ

other

Ohio State Rivalry

ABCDEFGHJKLMNPQRSTUVWXYZ

Proxima Nova Bold

ABCDEFGHJKLMNPQRSTUVWXYZ

XYZ
Restrictions

While the restrictions for team apparel are lesser than that of competition uniforms, artwork and design must still abide by standards set in the Ohio State Athletics Brand Guidelines and are subject to the discretion of the approval committee.

Team Mantras & Custom Artwork

Any team specific apparel designed with custom mantras or artwork can ONLY be worn internally (practice, workouts, etc.) and not outward facing or during competition (travel, pregame warmups, etc.)

Mantras and slogans need to be cleared through Trademark & Licensing before approved for use on apparel.

Approved Slogan/Tagline Examples

The People. The Tradition. The Excellence.

Let’s Go Bucks!

Our Honor Defend

OH – IO or O-H-I-O

#GoBucks

Custom Student-Athlete Apparel

NO student-athlete specific apparel or custom individual uniform creation will be granted approval. New artwork design requests can only be submitted by the team or head coach.
Themed Apparel

**Buckeyes Go Pink**
Ohio State has a strong tradition of leading breast cancer research, care and treatment. The color pink and a pink ribbon are the universal symbols for Breast Cancer Awareness. Use the pink logo applications OR stylized ribbons as visual representation.

Always use PMS 237 (pink) to maintain visual recognition.

do not change approved logo color(s)
do not place logo on incorrect background color
do not use outlined pink logo application on scarlet or gray
Military Appreciation

All 36 varsity sport programs appreciate and honor the United States military’s service through various gestures. The camouflage pattern is the most common graphic treatment to represent our armed forces and can be paired with Ohio State marks in a variety of ways.

A secondary mark translating the Buckeye stripe into a “military wing look” can also be utilized.