

Athletic Apparel and NCAA Division III Guidelines

The official College colors are royal blue (PMS 294) and gold (PMS 129). All uniforms and team apparel will utilize one or both these colors in the design of the garments.

The colors of white or gray can be used for accent and in the design elements and can also be used as the predominant background uniform color. Black or navy blue can be used as an accent color, but **cannot be used as the predominant background color and/or fabric color of the uniform.**

July 2009 Update

Cabinet approved black as an option for fabric with the following contingencies:

- A maximum of four apparel items per sport, per ordering cycle or season, can be made of black fabric, as long as the apparel items are not part of the official uniform of the sport. Examples include travel pants, practice shorts, weather apparel, i.e., rain gear.
- The total number of apparel items made of black fabric cannot exceed 1/2 of the total apparel items for each particular sport.
- All apparel made of black fabric must be branded with an official MSJ logo. See “Logo Sets” in the [brand standards](#) for logo usage on black fabric.
- Related gear, i.e., equipment bags, can be made of black fabric but must be branded with an official MSJ logo.

Uniforms should be designed to be functional, tasteful and not offensive to participants and spectators. The director of athletics must approve for items that may be considered controversial or offensive.

Special care should be taken in design of uniforms to be compliant with NCAA Bylaw 12.5.3, Use of Logos on Equipment, Uniforms and Apparel.

New Logo for Athletics

A new MSJ logo was approved by Cabinet in August 2005, thus creating a subset of logos to be used by Athletics only, to represent all Mount NCAA Division III teams. Cabinet approved the implementation of the new logos with the following restrictions:

- Existing uniforms and the use of the Lions’ logo (classic logo) will remain the same until the designated time for a team to purchase new uniforms. The same applies to sports equipment and bags.
- Existing usages of the Lions’ logo (classic logo) will remain the same, i.e., Harrington Center, Schueler Field.
- All uniforms, sports apparel and sports equipment will adhere to the College brand standards, including color palette, logo usage, and typography. Items will not be paid for by the College unless these guidelines are followed.

Brand Standards

- When new uniforms are needed, the coaches will follow the guidelines issued by the athletic director. These guidelines indicate that a purchase order must be completed by the coach and approved by the athletic director before an order is placed. Nothing will be paid to athletic vendors without the athletic director's prior approval.

12.5.3 Use of Logos on Equipment, Uniforms and Apparel

A student-athlete may use athletics equipment or wear athletics apparel that bears the trademark or logo of an athletics equipment or apparel manufacturer or distributor in athletics competition and pre- and post-game activities (e.g., celebrations on the court, pre- or post-game press conferences), provided the following criteria are met. Violations of this bylaw shall be considered institutional violations per Constitution 2.8.1; however, they shall not affect the student-athlete's eligibility: *(Revised: 1/11/94, 1/10/95, 1/9/96 effective 8/1/96)*

a) Athletics equipment (e.g., shoes, helmets, baseball bats and gloves, batting or golf gloves, hockey and lacrosse sticks, goggles and skis) shall bear only the manufacturer's normal label or trademark, as it is used on all such items for sale to the general public, and *(Revised: 1/10/95)*

b) The student-athlete's institution's official uniform (including numbered racing bibs and warm-ups) and all other items of apparel (e.g., socks, head bands, T-shirts, wrist bands, visors or hats, swim caps and towels) shall bear only a single manufacturer's or distributor's normal label or trademark (regardless of the visibility of the label or trademark), not to exceed 2 1/4 square inches in area (i.e., rectangle, square, parallelogram) including any additional material (e.g., patch) surrounding the normal trademark or logo. *(Revised: 1/11/94, 1/10/95)*

12.5.3.1 Laundry Label

If an institution's uniform or any item of apparel worn by a student-athlete in competition contains washing instructions on the outside of the apparel on a patch that also includes the manufacturer's or distributor's logo or trademark, the entire patch must be contained within a four-sided geometrical figure (i.e., rectangle, square, parallelogram) that does not exceed 2 1/4 square inches. *(Adopted: 1/10/95)*

12.5.3.2 Pre- or Post game Activities

The restriction on the size of a manufacturer's or distributor's logo is applicable to all apparel worn by student-athletes during the conduct of the institution's competition, which includes any pre- or post-game activities (e.g., post game celebrations on the court, pre- or post-game press conferences) involving student-athletes. *(Adopted: 1/10/95)*

12.5.3.3 Outside Team Uniforms and Apparel

The provisions of Bylaw 12.5.3-(b) do not apply to the official uniforms and apparel worn by outside teams.

12.5.3.4 Title-Sponsor Recognition

Brand Standards

Racing bibs and similar competition identification materials (e.g., bowl-game patches) worn by participants may include the name of the corporate sponsor of the competition, provided the involved commercial company is the sole title sponsor of the competition.

** Updated October 2009*