Athletic Logos
Gonzaga University Athletic Logo Usage Policy
This policy provides information and guidelines to the Gonzaga community regarding the use of Gonzaga’s athletic logos. The intention is to protect the integrity of the institution’s athletic logos, and to ensure such logos are used in an appropriate manner.

All athletic logos must always maintain approved colors, proportions and design integrity. No alterations may be made, nor shall design elements be placed inside any of the athletic logos.

Gonzaga Primary Athletic Logo
The primary athletic logo, shown below, consists of the Bulldog Head above the “Gonzaga University” primary typeface and is for official Athletic Department use only. No other departments, organizations or clubs may use this logo.

Gonzaga Primary Athletic Typeface
The Athletic “Gonzaga University” and “Gonzaga Pinstripe” typeface are for official Athletic Department use only. No other departments, organizations or clubs may use these typefaces.

Gonzaga Secondary Athletic logos
The secondary athletic logos, shown below, are allowable for campus use in compliance with the Gonzaga University Athletic Logo Campus Guidelines on the following pages.

Gonzaga University Institutional Logo
See the University Visual Identity and Graphic Standards Guide (Graphic Standards) for proper usage of the institutional logo: http://www.gonzaga.edu/logos
Gonzaga University Athletic Logo Campus Guidelines
The guidelines below explain correct usage of the Gonzaga secondary athletic logos by campus departments, registered clubs, programs and organizations, and student groups. For questions regarding the proper use of the Gonzaga athletic logos, please contact the Marketing and Communications Department at 509.313.6398 or marketing@gonzaga.edu.

Approval Process
Every use of any secondary athletic logo must be approved in advance by the Gonzaga Marketing and Communications department. Marketing and Communications will solicit co-approval from the Director of Athletic Marketing before final approval.

To request approval, follow the appropriate steps below.

Academic Departments, Non-Academic Departments and Registered Clubs, Programs or Organizations requesting approval of items for institutional use (items that will not be sold):

1. Select an approved licensed vendor who will produce your item. For a list of approved licensed vendors, go to www.gonzaga.edu/logovendors. Note that many licensed vendors offer services to help you produce a design that follows logo usage guidelines.
2. When your design is ready for approval, email the Marketing & Communications Department (marketing@gonzaga.edu) with the following information:
   a. Department, club, or organization name;
   b. Requestor’s name, email address, and telephone number;
   c. Description of the products/items to be ordered (e.g. T-shirts, static stickers, folders);
   d. Description of the purpose or event for which the product is being ordered;
   e. Start and end date of the event;
   f. Quantity desired;
   g. Date the product is needed;
   h. A color proof of the artwork that includes all department names, and logos that will appear on the final product. All proofs must be submitted electronically, be in color, and must include an example of what the final product will look like. Artwork should be attached as .JPG, .PNG, or .PDF files.
3. Allow a minimum of two weeks for the review and approval process. Changes to artwork may be requested if it does not meet requirements.
4. After receiving approval, work with your vendor on production of your item.

Academic Colleges, Schools and Departments
Gonzaga academic colleges, schools and departments must always identify themselves with the university institutional logo and official school/college/department designation, per the Graphic Standards. Examples showing correct institutional logo usage for an academic school is shown below. Athletic logos are never to be used in place of the institutional logo and may not be placed on items representing the academic schools, colleges, and departments.

However, in rare cases secondary athletic logos may be used in conjunction with athletic related events. In these cases, secondary athletic marks cannot be used in place of the institutional logo. The use of marks is to follow co-branding guidelines as defined in the Graphic Standards. Contact Gonzaga Marketing and Communications for approval.
Non-Academic Departments
For non-academic departments, secondary athletic logos may be used in marketing materials as a secondary graphic element to the official institutional logo. The official athletic font (Franklin Gothic Heavy) or other fonts that closely resemble the athletic font MAY NOT be used in any non-athletic logo or mark.

Secondary athletic logos may be used in conjunction with Gonzaga spirited or athletic related events (e.g., GEL Weekend, Fall Family Weekend).

Secondary athletic logos may be used as graphic elements in apparel design for internal usage only (e.g., polo shirts or hats for Admissions counselors.) An example is shown below. When using secondary athletic logos, keep the following in mind:

- Graphic elements cannot replace the School/Department Institutional Logo and must be consistent with the co-branding guidelines as defined in the Graphic Standards or page 21 of this document.
- Internal apparel and promotional items must be approved by Gonzaga Marketing and Communications.

Secondary athletic logos may be used as graphic elements in items for retail sale or giveaway. All retail sale or giveaway items must be produced and submitted through a local licensed CLC vendor. For a list of local licensed vendor please visit www.gonzaga.edu/logovendors.
Registered University Clubs

Registered University clubs may use the secondary athletic logos as part of their club design only when identified as “Club ABC” or “ABC Club.” Secondary athletic logos must always maintain approved colors, proportions and design integrity. No alterations may be made nor shall design elements be placed inside any other athletic logos.

See “Restrictions on the Use of Gonzaga University Athletic Logos” on page 7 to check if your registered University Club proposed design or logo usage qualifies for the use of the University and/or athletic logo(s).

Secondary athletic logos may have distinct identifiable objects behind the logos (e.g., shapes, ellipse, shamrock) as long as the objects do not diminish the integrity of the logos.

Registered club marks must be approved by Gonzaga Marketing and Communications at 509.313.6398 or marketing@gonzaga.edu.

Approved designs utilizing the Gonzaga Institutional or athletic logos cannot be made available for retail sale.

Another option for University clubs is to create their own, distinct logo (ex. GURU Ultimate Frisbee logo below). However, in this case, the mark may not contain any secondary athletic marks, nor may it contain any alternate representation of the institutional logo (“Spires”) or athletic logos (e.g., a different bulldog image).

Original club marks must be approved by Gonzaga Marketing and Communications.
Registered University Organizations and Programs:
Registered University organizations and programs (e.g., New Student Orientation Program) may use the secondary athletic logos in conjunction with Gonzaga spirited or athletic related events only when identified as “The ABC organization/program.”

See “Restrictions on the Use of Gonzaga University Athletic Logos” on Page 7 to see if your registered University organization/program qualifies for the use of the University logos.

Secondary athletic logos may have distinct identifiable objects behind the logos (e.g., shapes, ellipse, shamrock) as long as the objects do not diminish the integrity of the logos.

Designs utilizing the Gonzaga institutional or athletic logos cannot be made available for retail sale.

All Registered University organizations and programs producing items that contain the secondary athletic logos must have their artwork approved by the Gonzaga Marketing and Communications department. See “Approval Process” on page 2 of this guide for instructions on how to request logo approval.

Use of Vendor Names or Logos
If a vendor or sponsor is donating an item to a registered university club, organization, or program and the item will not be sold, a vendor’s name or logos may appear on the item. However, placement of the name or logo must be consistent with the co-branding guidelines as defined on page 21 of this document. Additionally, a statement indicating that the item was donated or sponsored by the vendor (e.g. “T-shirt donated by”) should appear with the vendor’s name or logo.

An example of acceptable use is shown below.

All artwork showing vendor names or logos on items must be approved by the Gonzaga Marketing and Communications Department. See “Approval Process” on page 2 of this guide for instructions on requesting approval.
Information for Vendors

Retail Sale
Gonzaga Athletic logos may be used on apparel, signs, and promotional items for retail sale. Please follow the Collegiate Licensing Company (CLC) guidelines for approval.

Any vendor wishing to produce items for retail sale must have a Local License from the CLC. For information on purchasing a local license, contact:

Denise Lamb  
Senior Director - University Services  
The Collegiate Licensing Company  
Email: dlamb@clc.com  
Phone: 406.360.4628

Apparel, Sign and Promotional Items
To ensure consistency in the use of Gonzaga’s secondary athletic logos and compliance with a wide range of requirements associated with the manufacture and use of the logos, products bearing Gonzaga’s secondary athletic logos may be purchased only from vendors that are officially licensed by Gonzaga to manufacture or distribute products bearing its logos.

For instructions on submitting a request for approval, see the Approval Process section on page 2. For a list of approved vendors, go to www.gonzaga.edu/logovendors.

Print items
All print items that incorporate the secondary athletic logos or Gonzaga’s institutional logos must be approved by Gonzaga Marketing and Communications. Gonzaga Marketing & Communications will solicit co-approval from the Director of Athletic Marketing before final approval.

For instructions on submitting a request for approval see the Approval Process section on page 2. For a list of approved vendors, go to www.gonzaga.edu/logovendors.
Restrictions on the Use of Gonzaga University Athletic Logos
The Gonzaga Athletic Department reserves the exclusive rights for endorsement of other organizations, companies, products and/or services. At no time may any other entity use the athletic logos in a way that suggests or implies the endorsement of other organizations, companies, products, services, political parties or views.

- Gonzaga’s athletic logos may not be used in any way that discriminates or implies discrimination against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation or veteran status, or in any other way that would be a violation of Gonzaga’s anti-discrimination policies or practices.
- Gonzaga departments, academics, clubs and student organizations may not assign rights to or otherwise grant permission to any other entity for use of athletic trademarks for any purpose.
- No one other than Gonzaga may claim copyright or logo rights or seek to register any design that uses Gonzaga athletic logos.
- All uses of Gonzaga athletic logos on products will incorporate the appropriate logo designation symbol, i.e., all designs using Gonzaga athletic logos will include the trademark symbol (TM) in the location indicated on the official athletic logos.
- It is impermissible to create a design that gives the impression of being a Gonzaga athletic logo.
- It is impermissible to create a design that incorporates a Gonzaga athletic logo into, or make it a part of, another design.

Gonzaga will not approve the use of Gonzaga athletic logos in connection with certain types of products. These include, but are not limited to the following:

- Products that could be used to injure or kill;
- Tobacco-related products;
- Illegal drug-related products;
- Sexually suggestive products or language;
- Products that present an unacceptable risk of liability;
- Products that may be harmful to the mission or image of the institution.

Certain artwork or designs depicting or implying the use or endorsement of the following will not be approved for use in conjunction with Gonzaga’s athletic logos. These include, but are not limited to:

- Illegal drugs;
- Tobacco products;
- Racist, sexist, hateful, demeaning or degrading language or statements;
- Profanity;
- Political groups/views/statements;
- Sexual acts;
- Statements impugning other universities;
- Designs that may be harmful to the mission or image of the institution.

One-Time Use
Approval to use a Gonzaga athletic logo for a one-time application only (for example, a t-shirt) does not constitute approval to use the athletic logo again, or in connection with any other item, or to change the design in any way, without seeking additional approval. A one-time use approval form can be requested by contacting Gonzaga Marketing and Communications.

Contact: Gonzaga Marketing and Communications
509.313.6398, marketing@gonzaga.edu
Approved Primary & Secondary Athletic Logo Colors
These are the official specifications for reproducing the athletic logo colors. When reproducing these colors, always visually match approved color swatches.

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone*</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K**</th>
<th>R</th>
<th>G</th>
<th>B**</th>
<th>HEX***</th>
<th>Thread Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athletic Blue</td>
<td>281 C</td>
<td>100</td>
<td>89</td>
<td>28</td>
<td>27</td>
<td>0</td>
<td>41</td>
<td>103</td>
<td>002967</td>
<td>Madeira 1242 RA 2439 GS/SULKY 1200</td>
</tr>
<tr>
<td></td>
<td>281 U</td>
<td>83</td>
<td>74</td>
<td>28</td>
<td>11</td>
<td>72</td>
<td>80</td>
<td>121</td>
<td>485079</td>
<td></td>
</tr>
<tr>
<td>Athletic Red</td>
<td>186 C</td>
<td>11</td>
<td>100</td>
<td>85</td>
<td>2</td>
<td>179</td>
<td>25</td>
<td>52</td>
<td>B31736</td>
<td>Madeira 1147 RA 2263 GS/SULKY 1147</td>
</tr>
<tr>
<td></td>
<td>186 U</td>
<td>11</td>
<td>83</td>
<td>52</td>
<td>1</td>
<td>188</td>
<td>81</td>
<td>97</td>
<td>BC5161</td>
<td></td>
</tr>
<tr>
<td>Athletic Gray</td>
<td>428 C</td>
<td>23</td>
<td>16</td>
<td>14</td>
<td>0</td>
<td>195</td>
<td>199</td>
<td>203</td>
<td>C3C7CB</td>
<td>Madeira 1147 RA 2263 GS/SULKY 1147</td>
</tr>
<tr>
<td></td>
<td>428 U</td>
<td>36</td>
<td>26</td>
<td>23</td>
<td>0</td>
<td>167</td>
<td>171</td>
<td>179</td>
<td>A7ABB3</td>
<td></td>
</tr>
</tbody>
</table>

C = Coated, U = Uncoated
* Pantone (PMS) is a registered trademark of PANTONE, Inc.
** The four-color process percentages and RGB (Red, Green, Blue) specifications given here are for approximation only. Because screen percentages will vary from printer to printer and from monitor to monitor, a slight difference can significantly affect a color. These percentages are to be used only as a reference. Each vendor is responsible for making the necessary adjustments to visually match approved color swatches.

Specialty Color Applications
For unique applications, the athletic logos may be foiled, embossed, etc., but only with prior approval. See “Approval Process” on page 2 of this guide for instructions how to request logo approval.
Primary and Secondary Athletic Logo Misuse
It is essential that the athletic Primary and Secondary Athletic logos be presented accurately and consistently every time they are used. All misuse examples are applicable to the GU and Bulldog logo, Bulldog Head logo, GU logo, and ZAGS logo and all other approved Bulldog formats. **Please avoid these common violations:**

- **DO NOT** combine Primary or Secondary Athletic logos with any other Gonzaga University logo, such as the Alumni Association Logo.
- **DO NOT** allow the Primary or Secondary logos to become distorted due to improper scaling.
- **DO NOT** violate the Primary or Secondary Athletic logos with text, graphic elements, imagery, page edges, etc.
- **DO NOT** replace “university” text with any non-department or group name in the Primary Athletic logo.
- **DO NOT** display an incomplete Primary Athletic logo.
- **DO NOT** realign any elements in the Primary or Secondary Athletic logos.
- **DO NOT** reverse the Bulldog Head in the Primary or Secondary Athletic logos.
- **DO NOT** display the Primary or Secondary Athletic logos on a background that provides inadequate contrast or is overly busy.
- **DO NOT** change the colors of the Primary or Secondary Athletic logos.
Primary Athletic Logo Color Options
The only approved color options for the logo are shown below. The Primary Athletic logo may not be reproduced in any other color. The individual color specifications are provided here.

<table>
<thead>
<tr>
<th>4 colors</th>
<th>3 colors</th>
<th>2 colors</th>
<th>1 color</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Logo" /></td>
<td><img src="image2.png" alt="Logo" /></td>
<td><img src="image3.png" alt="Logo" /></td>
<td><img src="image4.png" alt="Logo" /></td>
</tr>
<tr>
<td><img src="image5.png" alt="Logo" /></td>
<td><img src="image6.png" alt="Logo" /></td>
<td><img src="image7.png" alt="Logo" /></td>
<td><img src="image8.png" alt="Logo" /></td>
</tr>
<tr>
<td><img src="image9.png" alt="Logo" /></td>
<td><img src="image10.png" alt="Logo" /></td>
<td><img src="image11.png" alt="Logo" /></td>
<td><img src="image12.png" alt="Logo" /></td>
</tr>
<tr>
<td><img src="image13.png" alt="Logo" /></td>
<td><img src="image14.png" alt="Logo" /></td>
<td><img src="image15.png" alt="Logo" /></td>
<td><img src="image16.png" alt="Logo" /></td>
</tr>
</tbody>
</table>

While the preferred means of reproducing the Primary Athletic logo is in full color, there may be occasional instances that require it to be reversed out of a color to provide sufficient contrast. Approved logo and background color combinations are shown below. Note that on dark backgrounds, the logo has a white stroke around it to provide visual separation between the logo and the background.

White or blue one color logo can be used on light backgrounds.
Primary Athletic Logo Clear Zone
When applying the Primary Athletic logo, it is essential to leave a measured amount of space around the logo to maintain optimum readability. Always maintain at least a minimum of space of 1X, where X is the height of the “Gonzaga University” portion of the logo, on all sides of the logo. Keep this area clear of other elements such as text, other artwork, rule lines and page edges. More space is always preferred.

Minimum Primary Athletic Logo Sizes
Adherence to minimum logo sizes ensures logo readability and recognition in small sizes. Logo size is determined by measuring the width of the mark. Never reproduce the Primary Athletic logo smaller than the minimum sizes shown.

High-Resolution Three-, Two- and One-Color Logos (Blue, Red and Gray; Blue and Red; Blue or Black)

Low-Resolution One-Color Logos (Blue or Black only)
Secondary Athletic GU Logo Color Options
The only approved color options for the logo are shown below. The Secondary Athletic GU logo may not be reproduced in any other color. The individual color specifications are provided below.

<table>
<thead>
<tr>
<th>Color Options</th>
<th>Dark backgrounds - MUST include white outline</th>
<th>Light backgrounds - no white outline</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 colors</td>
<td><img src="logo_options_3_colors.png" alt="Logo Options" /></td>
<td><img src="logo_options_light_backgrounds.png" alt="Logo Options" /></td>
</tr>
<tr>
<td>2 colors</td>
<td><img src="logo_options_2_colors.png" alt="Logo Options" /></td>
<td><img src="logo_options_light_backgrounds.png" alt="Logo Options" /></td>
</tr>
<tr>
<td>1 color</td>
<td><img src="logo_options_1_color.png" alt="Logo Options" /></td>
<td><img src="logo_options_light_backgrounds.png" alt="Logo Options" /></td>
</tr>
</tbody>
</table>

White or blue one color logo can be used on light backgrounds.

Secondary Athletic GU Logo Color Options
While the preferred means of reproducing the Secondary Athletic GU logo is in full color, there may be occasional instances that require it to be reversed out of a color to provide sufficient contrast. Approved logo and background color combinations are shown below. Note that on dark backgrounds, the logo has a white stroke around it to provide visual separation between the logo and the background.
Secondary Athletic GU Logo Clear Zone
When applying the Secondary Athletic GU logo, it is essential to leave a measured amount of space around the logo to maintain optimum readability. Always maintain at least a minimum space of .5X, where X is the height of the GU graphic, on all sides of the logo. Keep this area clear of other elements such as text, other artwork, rule lines and page edges. More space is always preferred.

Primary Athletic Logo

Minimum Secondary Athletic GU Logo Sizes
Adherence to minimum logo sizes ensures logo readability and recognition in small sizes. Logo size is determined by measuring the width of the mark. Never reproduce the Secondary Athletic GU logo smaller than the minimum sizes shown.

High-Resolution Two- and One-Color Logos (Blue and Red; Blue or Black)

Low-Resolution One-Color Logos (Blue or Black only)
Secondary Athletic GU and Bulldog Logo Color Options
The only approved color options for the logo are shown below. The Secondary Athletic GU and Bulldog logo may not be reproduced in any other color. The individual color specifications are provided below.

- Dark backgrounds - MUST include white outline
- Light backgrounds - no white outline

While the preferred means of reproducing the Secondary Athletic GU and Bulldog logo is in full color, there may be occasional instances that require it to be reversed out of a color to provide sufficient contrast. Approved logo and background color combinations are shown below. Note that on dark backgrounds, the logo has a white stroke around it to provide visual separation between the logo and the background.

White or blue one color logo can be used on light backgrounds.
**Secondary Athletic GU and Bulldog Logo Clear Zone**
When applying the Secondary Athletic GU and Bulldog logo, it is essential to leave a measured amount of space around the logo to maintain optimum readability. Always maintain at least a minimum space of 1X, where X is the height of the U, on all sides of the logo. Keep this area clear of other elements such as text, other artwork, rule lines and page edges. More space is always preferred.

*Secondary Athletic GU and Bulldog Head Logo*

**Minimum Secondary Athletic GU and Bulldog Logo Sizes**
Adherence to minimum logo sizes ensures logo readability and recognition in small sizes. Logo size is determined by measuring the width of the mark. Never reproduce the Secondary Athletic GU and Bulldog logo smaller than the minimum sizes shown.

*High-Resolution Three-, Two- and One-Color Logos (Blue, Red and Gray; Blue and Red; Blue or Black)*

*Low-Resolution One-Color Logos (Blue or Black only)*
Secondary Athletic Bulldog Head Logo Color Options
The only approved color options for the logo are shown below. The Secondary Athletic Bulldog Head logo may not be reproduced in any other color. The individual color specifications are provided below.

Secondary Athletic GU and Bulldog Logo Color Options
While the preferred means of reproducing the Secondary Athletic Bulldog Head logo is in full color, there may be instances from time to time that require it to be reversed out of a color to provide sufficient contrast. Approved logo and background color combinations are shown below. Note that on dark backgrounds, the logo has a white stroke around it to provide visual separation between the logo and the background.

<table>
<thead>
<tr>
<th>1 color</th>
<th>2 colors</th>
<th>3 colors</th>
<th>4 colors</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image" /></td>
<td><img src="image2.png" alt="Image" /></td>
<td><img src="image3.png" alt="Image" /></td>
<td><img src="image4.png" alt="Image" /></td>
</tr>
<tr>
<td><img src="image5.png" alt="Image" /></td>
<td><img src="image6.png" alt="Image" /></td>
<td><img src="image7.png" alt="Image" /></td>
<td><img src="image8.png" alt="Image" /></td>
</tr>
</tbody>
</table>

Black or blue one color logo can be used on light backgrounds.
Secondary Athletic Bulldog Head Logo Clear Zone
When applying the Secondary Athletic Bulldog Head logo, it is essential to leave a measured amount of space around the logo to maintain optimum readability. Always maintain at least a minimum space of .5X, where X is the height of the bulldog head graphic, around all sides of the logo. Keep this area clear of other elements such as text, other artwork, rule lines and page edges. More space is always preferred.

Minimum Secondary Athletic Bulldog Head Logo Sizes
Adherence to minimum logo sizes ensures logo readability and recognition in small sizes. Logo size is determined by measuring the width of the mark. Never reproduce the Secondary Athletic Bulldog Head logo smaller than the minimum sizes shown.

High-Resolution Three-, Two- and One-Color Logos (Blue, Red and Gray; Blue and Red; Blue or Black)

Low-Resolution One-Color Logos (Blue or Black only)
Secondary Athletic ZAGS Logo Color Options

The only approved color options for the logo are shown below. The Secondary Athletic ZAGS logo may not be reproduced in any other color. The individual color specifications are provided below.

Light backgrounds - no white outline

While the preferred means of reproducing the Secondary Athletic ZAGS logo is in full color, there may be instances from time to time that require it to be reversed out of a color to provide sufficient contrast. Approved color combinations are shown below. Note that on dark backgrounds, the logo has a white stroke around it to provide visual separation between the logo and the background.

Dark backgrounds - MUST include white outline

While or blue one color logo can be used on light backgrounds.
Secondary Athletic ZAGS Logo Clear Zone
When applying the Secondary Athletic ZAGS logo, it is essential to leave a measured amount of space around the logo to maintain optimum readability. Always maintain at least a minimum space of .5X, where X is the height of the ‘Z’ in ZAGS, around all sides of the logo. Keep this area clear of other elements such as text, other artwork, rule lines and page edges. More space is always preferred.

Minimum Secondary Athletic ZAGS Logo Sizes
Adherence to minimum logo sizes ensures logo readability and recognition in small sizes. Logo size is determined by measuring the width of the mark. Never reproduce the Secondary Athletic ZAGS logo smaller than the minimum sizes shown.

High-Resolution Two- and One-Color Logos (Blue and Red, Blue or Black)

Low-Resolution One-Color Logos (Blue or Black only)
**Athletic Department Designations**

Only those departments, teams, groups, etc., within the athletic department may replace “UNIVERSITY” with their name in the following two formats of the Bulldog logo. Any other department, club, program, or organization names MAY NOT be added under the primary athletic logo.

![Athletic Logos](image)
Co-Branding
The purposeful linking of two or more brands for mutual benefit, co-branding requires particular attention to placement issues. In any Gonzaga co-branding effort, both the university logo and the athletic logos must stand alone. The reproduction of other logos, symbols, graphics, or logotypes is allowed only on the opposite, or reverse, of the application in question. The university logo and athletic logos must never appear side by side with another graphic. All co-branded usages of the university signature or athletic logos in advertising and marketing must be approved beforehand, in writing. All co-branded images of the university logo or athletic logos for apparel, dry goods, or gift items must be approved by the university’s Marketing and Communications Department (marketing@gonzaga.edu) or 509.313.6398.