

**WE ARE**  **ONE**

**BRAND CAMPAIGN PLAYBOOK**

2024 VERSION 1.0





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# **IT'S NOT ENOUGH THAT WE HOLD SAM HOUSTON STATE UNIVERSITY SO DEAR TO OUR HEARTS.**

We know what makes our community special. We understand the many ways we impact the lives of those we serve, and we're proud of them all. It's time we share this with others; it's time people know what it means to be part of the Bearkat Family.

The following pages define and communicate our Athletic Programs brand pillars, personality, and tone of voice. These elements constitute our brand essence and serve as the foundation from which we share our story and build even stronger relationships with our stakeholders and audiences.

I encourage you to become familiar with our brand through this book, as doing so will allow you to express the great love we all share for Sam Houston State University. I hope you find our brand story an inspiring look at where our university is today and what we will become in the future. Thank you for all that you do.

BEARKATS DNA



Our Brand DNA is our foundation. It builds credibility and trust. It is made up of four specific elements, unique to the Sam Houston State University Bearkats:

**OUR TEAM,  
OUR CAMPUS,  
OUR PURPOSE,  
OUR FANS.**

The Bearkats Brand DNA defines who we are, what we believe, and how our fans and the nation should experience the Bearkats brand.



# OUR TEAM

TOGETHER, WE WIN.

The Bearkats Athletics philosophy is built on the idea of a family.

A relentless spirit that drives each person to work, support, and fight for one other to achieve the ultimate goal: to bring Championships to our campus and our community.

Like our campus, our teams are stronger and more powerful as a whole. Our success requires unity through necessity and sets an example for all.





# OUR CAMPUS

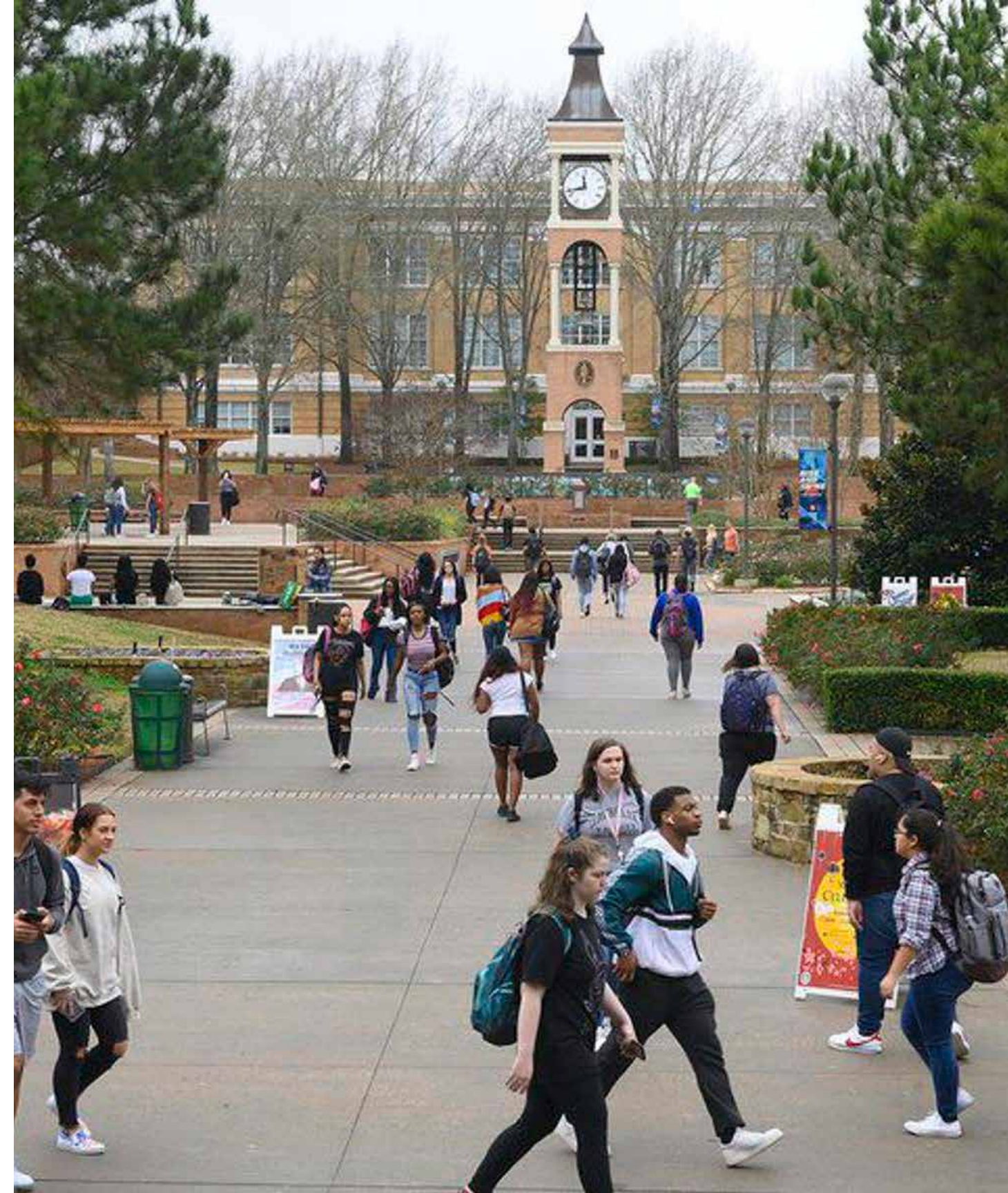
THERE'S NO COMMUNITY LIKE HUNTSVILLE AND WE STRIVE TO REFLECT THOSE WE REPRESENT.

There's no place like Sam Houston State University. Whether you're new here or from here, all are welcome.

A thriving micropolitan city, Huntsville is an epicenter of culture, cuisine, creativity and commerce.

From young to old, music to technology, artists to activists – where our similarities outweigh our differences, but our differences make us richer and more diverse.

A community that continues to rise but is built on a foundation of southern charm - crafted with soul and a little bit of that blue collar grit.





# OUR PURPOSE

**WE WERE FOUNDED ON THESE IDEALS AND PRINCIPLES  
AND CONTINUE TO UPHOLD THEM EVERYDAY.**

The Bearkats have a proud tradition of bringing people together from all walks of life in a culture of excellence – that’s our purpose, plain and simple.

We take a people-first approach in everything we do. Like our motto says, “The measure of a Life is its Service,” we have instilled a set of core values throughout the organization, reminding us that we are all custodians of the team and stewards of the brand to fans well beyond our campus.

We are proud to represent Sam Houston State University and as our campus continues to rise, so too do we.





# OUR FANS

FROM OLD-TIMERS TO FIRST TIMERS,  
THE FANS MATTER MOST.

Bearkats fans are our lifeblood. Simply put, we do not exist without them.

From the admin offices to the film rooms to the field and everywhere in between, the fans are why we grind.

Fans fuel our energy and fuse the bond between the campus community and the teams.

They show up. They give it their all every game – and we owe it to them to do the same.





# UNIVERSAL TRUTHS

OUR PILLARS, THE BENCHMARKS WE'VE ESTABLISHED  
TO PUSH US TO ACCOMPLISH OUR GOALS.

1. Build a brand that represents the pride of Huntsville and Sam Houston State University.
2. Respect/honor our history, but embrace the future.
3. Bring the passion and grit.
4. Celebrate the bond of our Athletic Program as a direct reflection of the unity and connection between our teams, our fans, and our campus.





BRAND ESSENCE



# **WE ARE ONE.**

**OUR BRAND ESSENCE, THE STANDARD TO WHICH WE STRIVE FOR.**

Not just a number, an homage to the Lone Star State...a powerful and versatile symbol that brings together a wide range of ideas...hard work, determination, unity, common goals, attitude and the impact we make. Whether it's a single athlete pushing themselves to reach new heights, a team working together to achieve a common goal, or a coach inspiring their players to greatness, the individual efforts of each person involved impact on the outcome. With our focus, grit and perseverance, we can overcome obstacles and achieve great things.



# OUR MANIFESTO

OUR MANIFESTO MAKES A STATEMENT ABOUT WHO WE ARE AND OUR PROGRAM IS A REFLECTION OF THE CAMPUS WE REPRESENT.

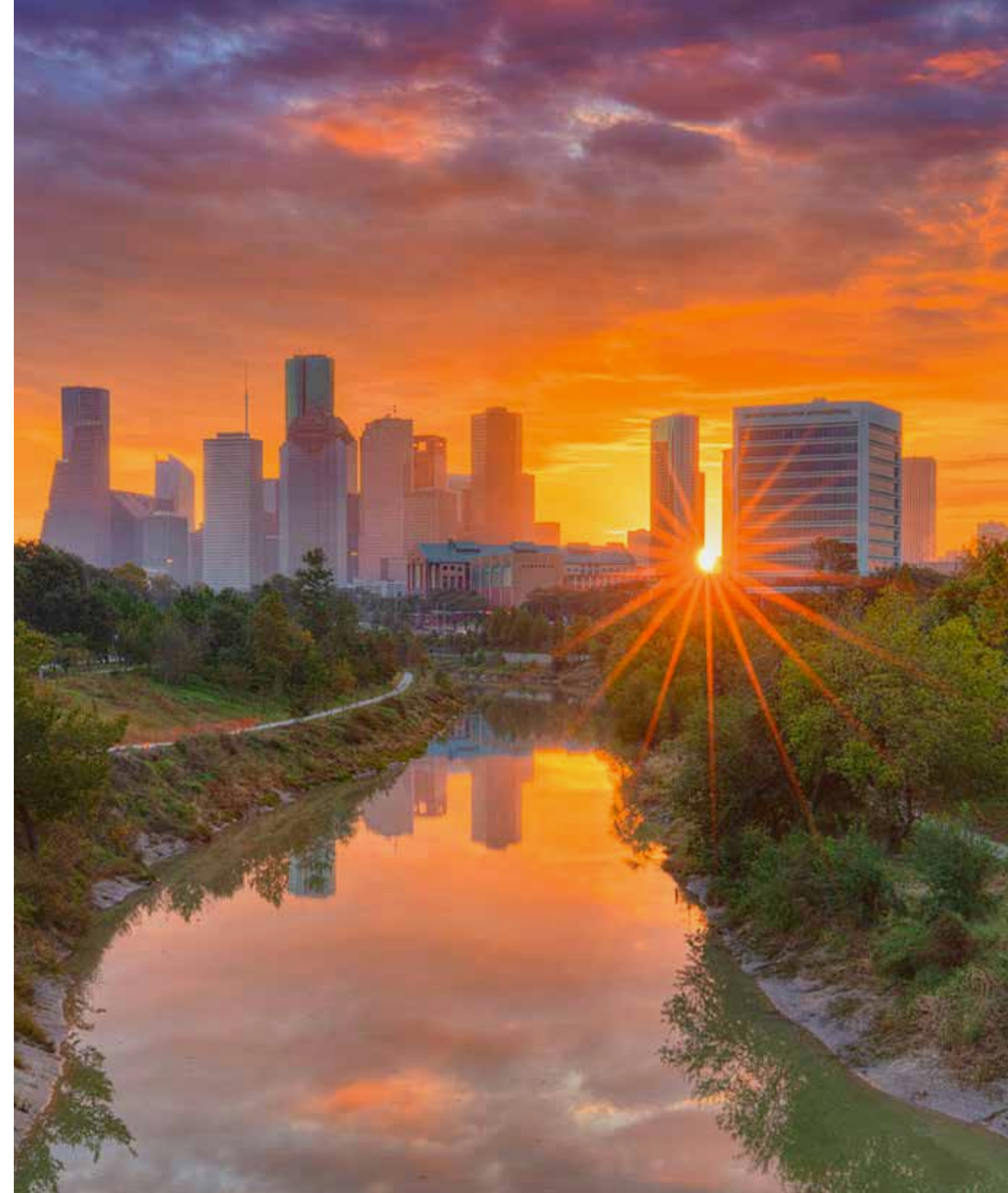
Every morning brings a new sunrise.  
A new day in our journey.

For over 140 years,  
we've stood tall on the shoulders  
of those who came before us.

Dedicated. Determined. Proud.  
And united in our quest.

Today, we are ready to face challenges,  
embrace possibilities, and achieve greatness.  
Because we've trained for these moments.  
We live for these moments.

We are a team.  
We are family.  
We are a nation.  
We are all Bearkats.





# BRAND MESSAGING

BRAND MESSAGING CONSISTS OF FOUR PILLARS, EACH COMMUNICATES SOMETHING TO FANS ABOUT OUR CHARACTER.

## **Show them what we stand for.**

Bearkats Athletics is about more than athletics. By connecting our message to the values, mission and success of our athletes, our reputation and our identity will grow in power and meaning.

## **Connect with their values.**

Demonstrate that Sam Houston State aligns with the sorts of things that our audiences believe in and feel passionately about. Show that our program is relevant to their lives.

## **Motivate them to act.**

Always give them clear indications of what they should do next, whether it's seek out more information, buy tickets, tune in, or make a donation.

## **Make it real to them.**

There's a lot about the Bearkats Athletics Program that our audiences don't know. Connect our story to actual stories of the work and success that students, faculty, alumni, and other Bearkats are doing on the field, on campus and in the community.



# **VOICE + TONE**

**OUR WORDS MATTER AS MUCH AS THE WAY WE CARRY OURSELVES ON AND OFF THE FIELD. TWO DISTINCT BUT EQUALLY IMPORTANT PARTS OF OUR VERBAL BRAND STRATEGY ARE VOICE AND TONE.**

Voice is how we convey our personality, which is a reflection of Sam Houston State University. Our words should feel authentic to us and the people we connect with.

If Voice is what we say, then TONE is how we say it. Our Tone must make fans feel like the Bearkats represent them, but even more so, it should make them proud to be part of the Bearkat family. To that end, our words will convey confidence, determination, hope, passion, grit and unity. Our Tone should establish us as both a unifier and a competitive force within Conference USA and beyond.



# VOICE + TONE EXAMPLES

OUR WORDS MATTER AS MUCH AS THE WAY WE CARRY OURSELVES ON AND OFF THE FIELD. LIKE THE EXAMPLES BELOW, OUR WORDS SHOULD FEEL AUTHENTIC TO OUR FELLOW BEARKATS.

When we come together, great things are achieved.

When we stand together, we are unstoppable.

We are moving toward something bigger, better.

One, Since 1879.

Opportunity Awaits Us.

Rooted in Tradition, We are One.

Inspired by Greatness.

Powered by One.

United by Determination and Grit.

United by History.



# VOICE + TONE EXAMPLES

OUR WORDS MATTER AS MUCH AS THE WAY WE CARRY OURSELVES ON AND OFF THE FIELD. LIKE THE EXAMPLES BELOW, OUR WORDS SHOULD FEEL AUTHENTIC TO OUR FELLOW BEARKATS.

## **Football**

Surrounded by One Family of 14,000.

## **Cross Country/Track**

Run as One.

## **Soccer**

Eleven as One.

## **Basketball**

One Team. One Goal.

## **Baseball/Softball**

All In. One Game at a Time.

## **Band**

One by One, We March Together.



**VISUAL BRAND**

**LANGUAGE**



# **VISUAL BRAND**

**THE BEST BRANDS SHAPE PERCEPTION THROUGH A UNIFIED VOICE AND A CONSISTENT VISUAL PRESENTATION.**

Our “We Are One” campaign takes many disparate elements (logos, typography, color, photography/video and graphics) and unifies them in a visual brand language.

The more distinct, specific and cohesive these elements are the stronger our brand will be and inherently, easier to remember and immediately recognizable.

Through the effective application of our design language, a precise, common ‘language’ is applied, enabling those ways in which our brand will be consistently executed across all media and platforms. We have designated our suite of brand elements as those assets that inform and enable you to execute the Bearkats brand in a precise and consistent manner.

Our visual brand assets, across our groupings of Logos, Typography, Color, and Photography/Video guidelines will inform and enable you to effectively present our brand.

## KEY MARKS + LOGOS

THE BEST BRANDS SHAPE PERCEPTION THROUGH A UNIFIED VOICE AND A CONSISTENT VISUAL PRESENTATION.

The Sam Houston State University brand uses several important marks and logos. Each has a specific role in representing the university. Our identity assets must never be manipulated, altered, or modified for use by other entities.

The “We Are One” Campaign Identity element complements other elements of our brand expression. It should not be used as an identifier for the university or athletics program. This graphic element has been created for several uses, whether that of a headline, sign off, or pattern element, it may also be used for licensed merchandise.

PMS, CMYK, RGB, and monochromatic versions are available for all key brand marks and graphic elements. Please ensure you are using the correct file for the color space and medium with which you are working.

WE ARE  ONE

WE ARE  
 ONE

WE ARE  ONE



# KEY MARKS + LOGOS

THE BEST BRANDS SHAPE PERCEPTION  
THROUGH A UNIFIED VOICE AND A CONSISTENT  
VISUAL PRESENTATION.

This graphic element has been created for use as a sign off or tagging  
element across social media and advertising when space is limited and  
the audience already knows us by our full name.



# KEY MARKS + LOGOS

THE BEST BRANDS SHAPE PERCEPTION  
THROUGH A UNIFIED VOICE AND A CONSISTENT  
VISUAL PRESENTATION.

These sport specific graphic element have been created for use as a sign off or tagging element across social media and advertising to bring a custom and ownable identity to each sport. These marks have also been produced for licensing and merchandising by each sport with the written approval of Brand Manager.





# COLOR

COLOR IS OFTEN THE STRONGEST ASSOCIATION AN AUDIENCE HAS WITH A BRAND BEYOND THE LOGO.

Consistent use of our color palette is key to building brand awareness and equity.

Our primary color palette uses four colors: PMS 021, Black, White, and PMS Cool Gray 7C. These colors identify our school and should be the most prominent colors in any piece.

PMS 021 C  
c0 m71 y90 k0  
r245 g100 b35  
hex F56423

c0 m0 y0 k0  
r255 g255 b255  
hex FFFFFFFF

c6 m0 y94 k0  
r250 g238 b31  
hex FAEE1F

c0 m0 y0 k100  
r0 g0 b0  
hex 000000

PMS Cool Gray 10C  
c0 m2 y0 k60  
r87 g89 b91  
hex 57595B

PMS Cool Gray 7C  
c43 m35 y35 k2  
r152 g152 b154  
hex 98989A

# TYPEFACE

TYPOGRAPHY HELPS CREATE A COHESIVE AND HARMONIOUS VISUAL EXPERIENCE ACROSS ALL BRAND TOUCHPOINTS.

When it's used thoughtfully, typography becomes a powerful brand asset that can add visual meaning to what we say. Our two typefaces provide clear and clean communication, with enough flexibility for a wide range of situations.

Gridiron is a display font, appropriate for brief titles, callouts, names, short statements and numbers, and for adding special emphasis. Its appeal comes from its rigid, engineered structure and striking character that is rooted in athletics.

Podium is a condensed sans-serif font that works well for large, expressive headlines, as well as subheads, callouts, and even short body copy. Podium can be used to maximize vertical space in layouts due to its condensed form. This typeface has a modern but friendly appeal and well with Gridiron, thanks to its many weights and widths.

## GRIDIRON BOLD

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

## GRIDIRON BLACK

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

## Podium 2.10

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

## Podium 2.11

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

## Podium 2.12

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

## Podium 2.13

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**



## TYPEFACE (IN USE)

TYPOGRAPHY HELPS CREATE A COHESIVE AND HARMONIOUS VISUAL EXPERIENCE ACROSS ALL BRAND TOUCHPOINTS.

TICKETS  
**ON SALE**

Gridiron Bold  
“On Sale” is 1/3 the height of “Tickets”

QB | **KEEGAN SHOEMAKER** | **05**

Podium 2.8 and 2.11 combined with Gridiron Bold for emphasis

**HERE WE GO. ALL IN.**  
**UNITED AS**  
 **ONE**  
**SEASON TICKETS ON SALE**

Podium 2.10 combined with Gridiron Bold for emphasis, with stylized ONE from our campaign lockup for impact

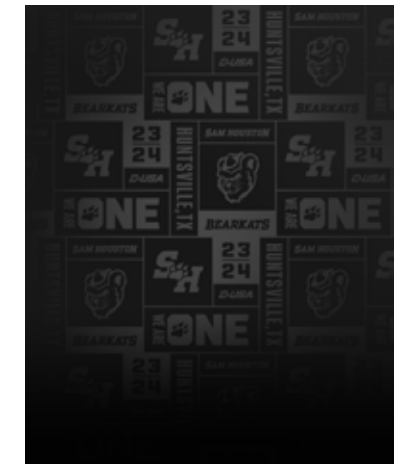
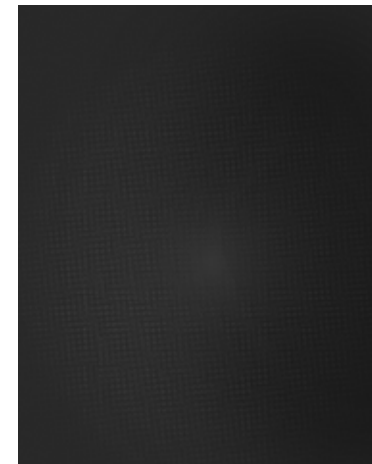
CTA: Podium 2.12

# GRAPHIC ELEMENTS + KEY ART

DISTINCTLY OURS AND KEY TO DIFFERENTIATING  
OURSELVES AMONG THE COMPETITION.

Our graphic elements and treatments are distinctly ours and are a key way to differentiate ourselves. The visual language is inspired by the vitality of our campus and athletes. Each element speaks differently but articulates from a single visual voice reinforcing our brand.

These elements have been created for use across all touchpoints in a spectrum of colors. Not shown here are also versions based in gray and white.



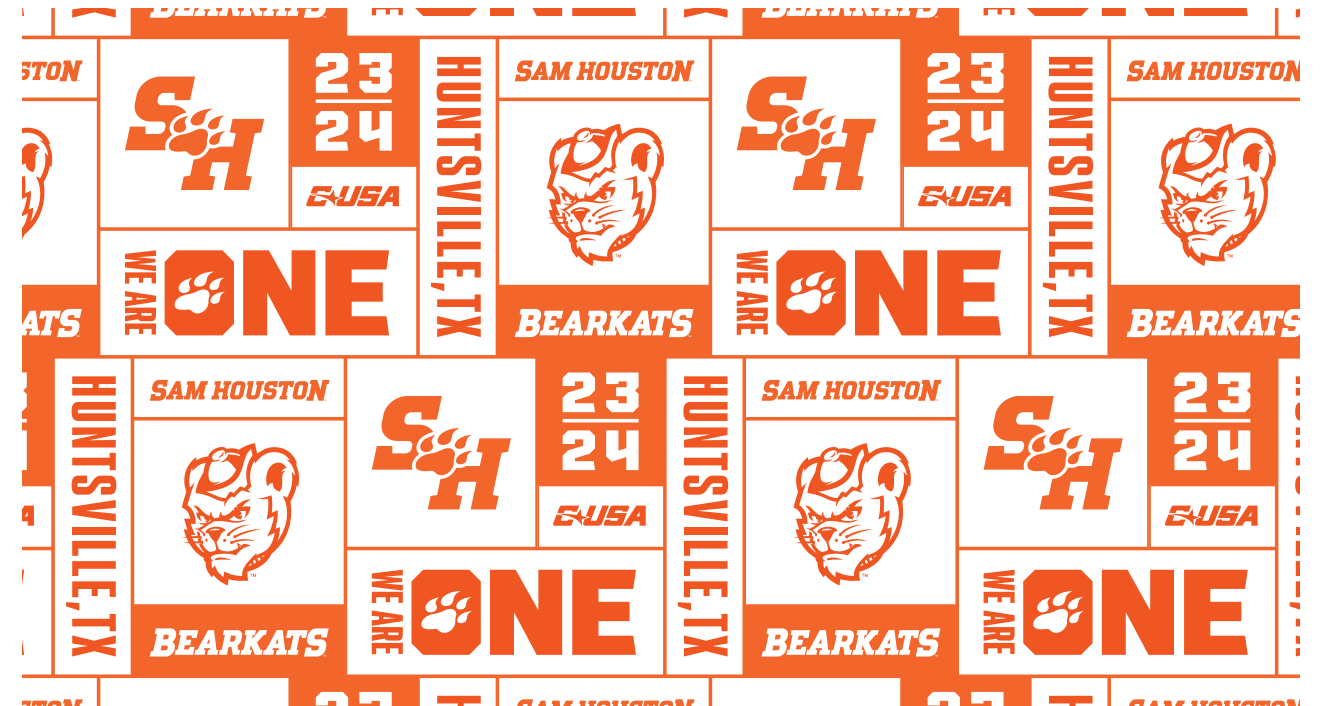


# GRAPHIC ELEMENTS + PATTERNS

DISTINCTLY OURS AND KEY TO DIFFERENTIATING OURSELVES AMONG THE COMPETITION.

Our graphic elements and treatments are distinctly ours and are a key way to differentiate ourselves. The visual language is inspired by the vitality of our campus and athletes. Each element speaks differently but articulates from a single visual voice reinforcing our brand.

Several patterns have been created to tell our story in various forms and shapes to be used as backgrounds within layouts for added visual interest.



# PHOTOGRAPHY + VIDEO

IMAGERY PLAYS AN IMPORTANT ROLE IN OUR BRAND COMMUNICATIONS BECAUSE IT TELLS OUR STORY VISUALLY.

It is important that we align our approach and carefully capture and select photos from our three categories: portraits, moments(action), and locations.

## Portraits:

These are the students athletics, coaches, staff, and fans who form our campus and program. It's important to portray them authentically, so these shots should always feel genuine. These images show personality, determination and passion.

## Moments:

Action shots should capture members of Bearkats Athletics in their natural element, whether that be training or competition. This style should capture moments of real emotion, spirit, and achievement. This can include smiles, determination, celebrations, and other expression, as well as introspection and hopeful reflection that connect and bring our fans in.

## Locations:

Imagery in this category should express a sense of place that can only be found at Sam Houston State University. This is the chance to capture the wide range of environments, indoors and out, and the activities of our student athletes, coaches, and on campus, in the gym, and beyond.

Whenever possible, capture students athletes with others, as they demonstrate our shared goal of "We Are One."





# PHOTOGRAPHY + VIDEO

IMAGERY PLAYS AN IMPORTANT ROLE IN OUR BRAND COMMUNICATIONS BECAUSE IT TELLS OUR STORY VISUALLY.

Here are some general considerations and best practices for shooting assets for our brand. Let's look at a list of practices that can help our photos be consistent.

By using a consistent style and approach, we can capture the best and most useful images, and we can continue to support the evolved look of our brand.

- Scenes and locations should be authentic.
- Each scenario should show individuals interacting. When situations present themselves, detail shots of moments can be captured as well.
- A range of emotions should be captured, from celebratory and fun to determined and serious. Emotions shouldn't be forced, and not everyone should always be smiling at the camera.
- A balance of horizontal and vertical compositions is needed with consideration for compositions that allow for ample negative space in design layouts.



**THE BRAND**

**IN ACTION**



SAMPLE CREATIVE - OOH

**WE ARE ONE**

IT STARTS NOW

BEARKATS  
1

**ONE**

TICKETS ON SALE

ONE USA



SAMPLE CREATIVE - OOH(LIGHT POLE BANNER)





HS  
FAMILY  
ONE  
TEAM  
ENO

BOWERS STADIUM



HS  
SPIRIT





SAMPLE CREATIVE - DIGITAL BANNERS (TICKET SALES)

**GREAT THINGS  
HAPPEN WHEN WE  
COME TOGETHER!  
WE ARE ONE**

**TICKETS**

**ON SALE**

**SH EUSA**

**TICKETS**

**STILL AVAILABLE**

**SAM HOUSTON**  
SOCCER

**BEARKATS**

**SECURE YOUR SEATS  
AND BE SURROUNDED  
BY FAMILY**

**SH WE ARE ONE EUSA**

**SAM HOUSTON**  
SOCCER

**ELEVEN AS ONE  
WE ARE ONE**

**TICKETS**

**ON SALE**

**SH EUSA**

**SAM HOUSTON**  
VOLLEYBALL

**BE ON THE  
FRONT ROW  
WE ARE ONE**

**TICKETS**

**ON SALE**

**SH EUSA**



# SAMPLE CREATIVE - PRINT COLLATERAL (SCHEDULE POSTER)

**WE ARE ONE**

2023 BEARKATS FOOTBALL

EUSA HEB

**WE ARE ONE**

2023 BEARKATS VOLLEYBALL

EUSA HEB

**WE ARE ONE**

2023 BEARKATS SOCCER

EUSA HEB

**WE ARE ONE**

2023 BEARKATS BASKETBALL

EUSA HEB

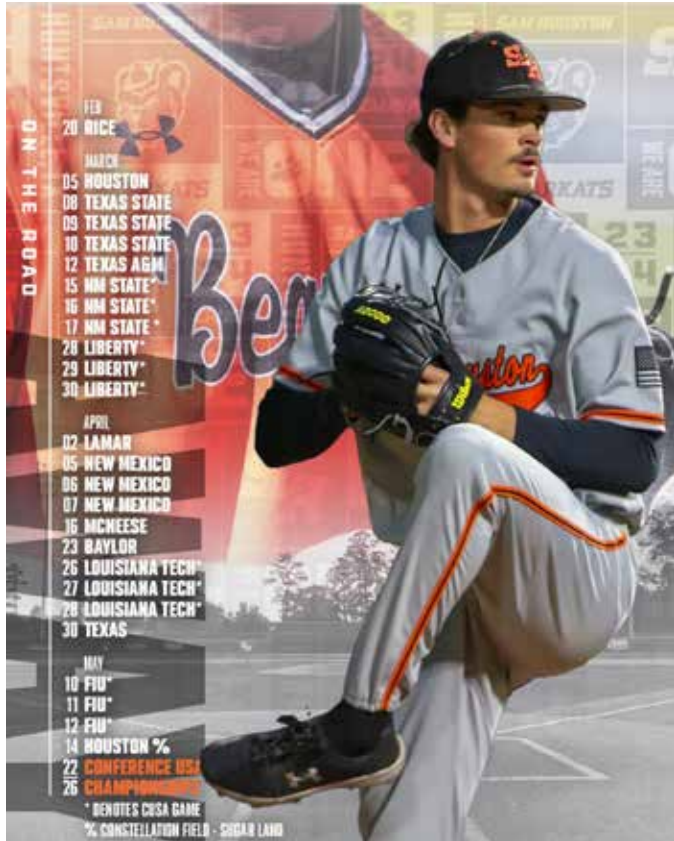
**WE ARE ONE**

2023 BEARKATS WOMEN'S BASKETBALL

EUSA HEB

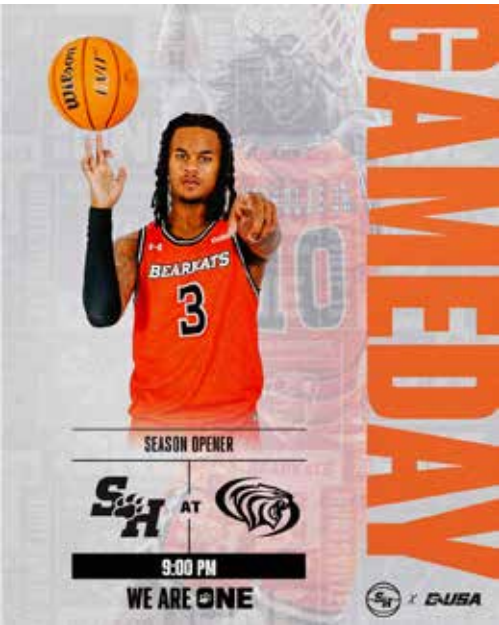


SAMPLE CREATIVE - SOCIAL (SCHEDULE POSTER)



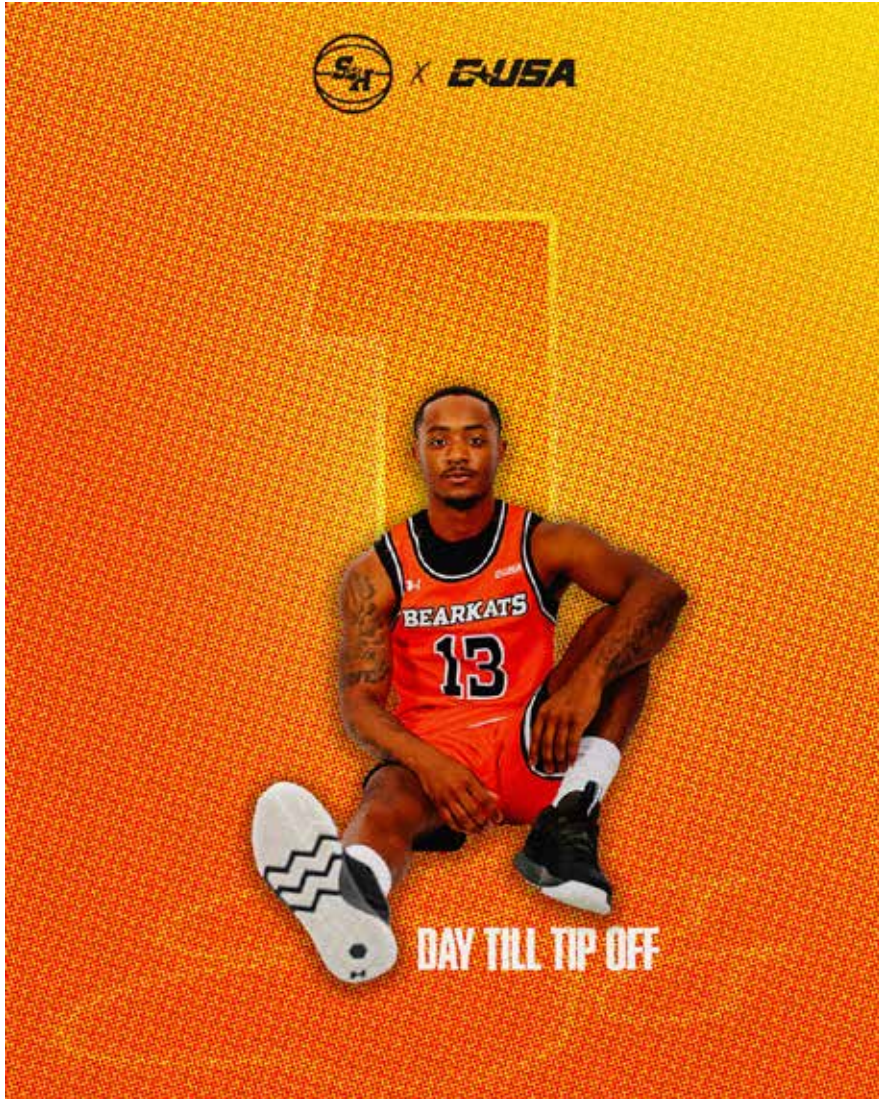


SAMPLE CREATIVE - GAMEDAY SOCIAL CREATIVE



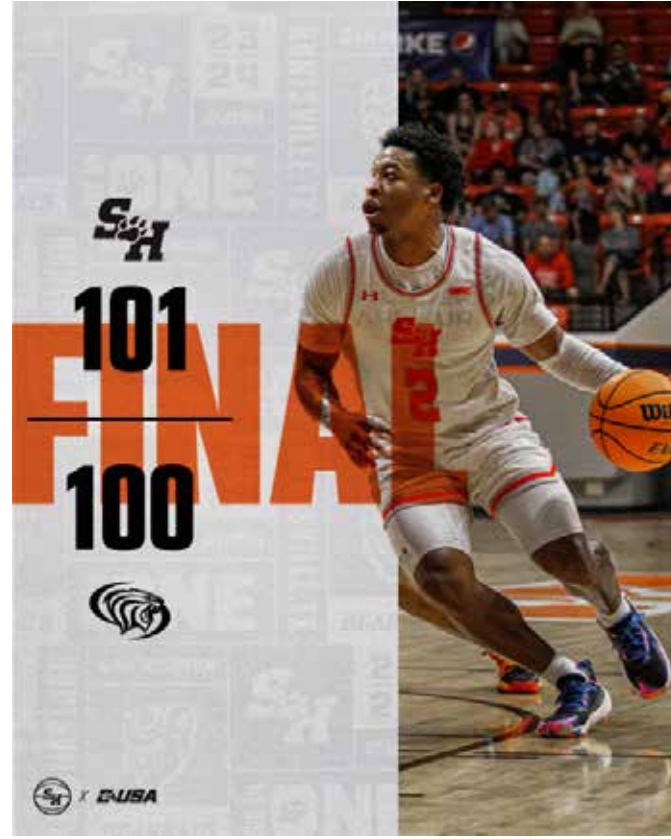
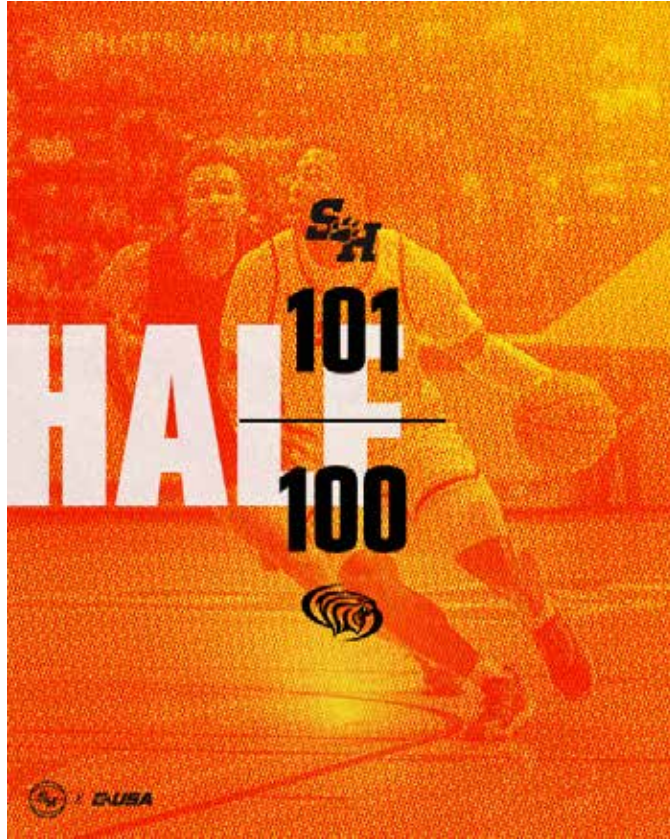


SAMPLE CREATIVE - SOCIAL COUNTDOWN



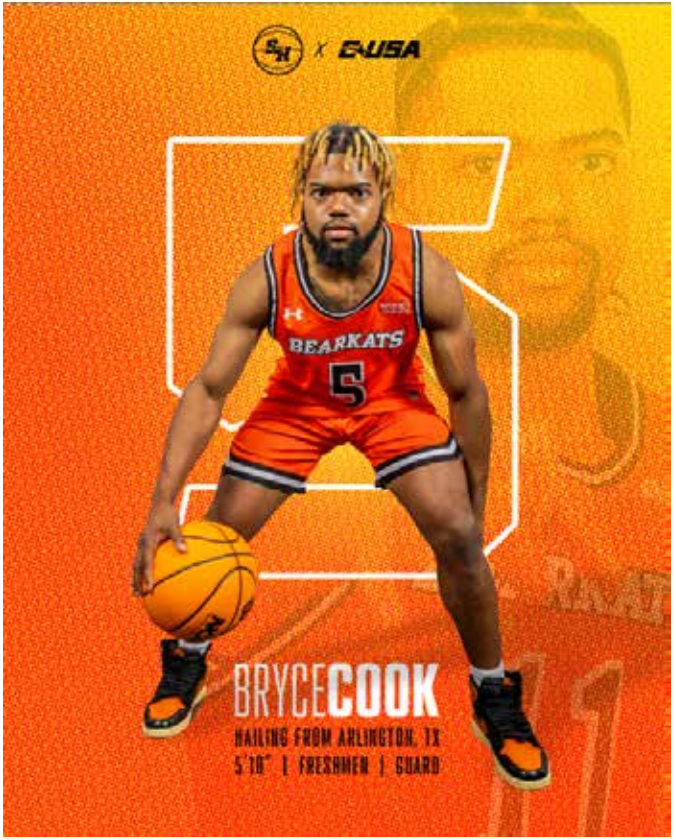
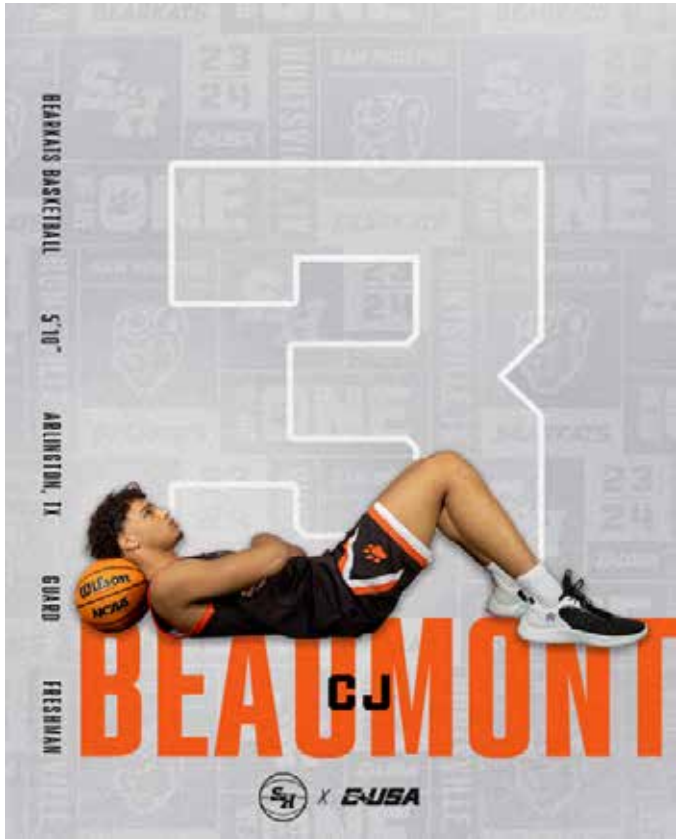
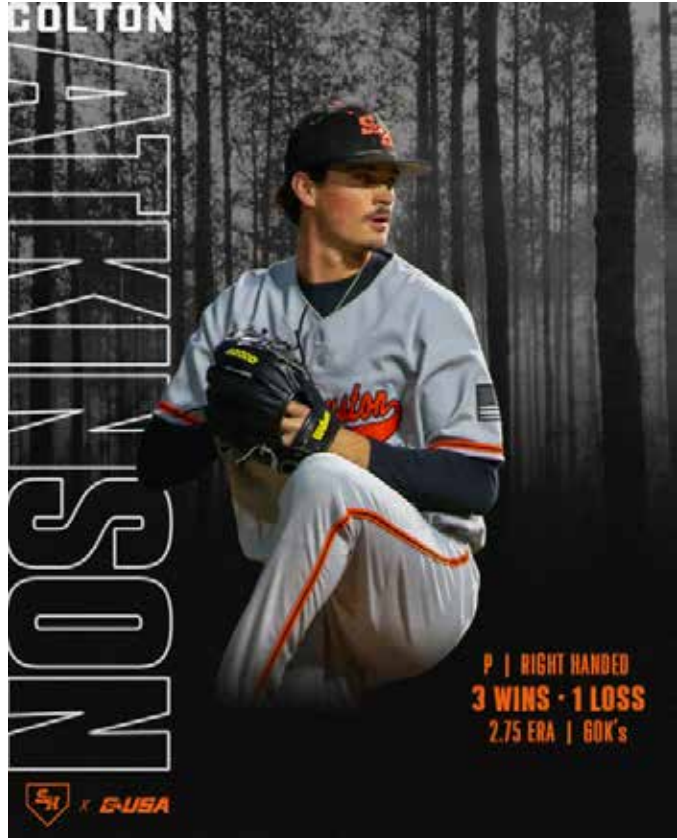
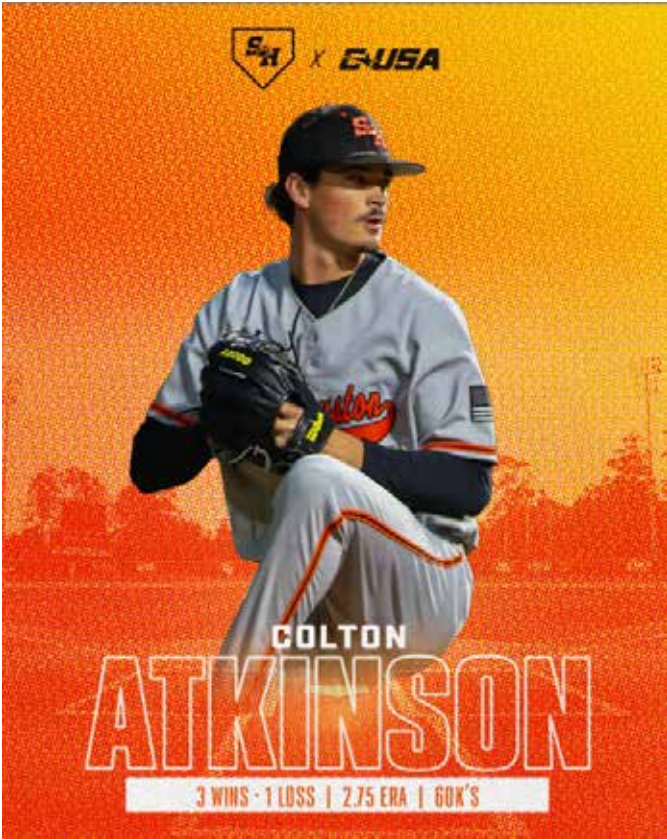


SAMPLE CREATIVE - SCORE UPDATES





SAMPLE CREATIVE - PLAYER PROFILE





# **NEED MORE INSPIRATION?**

**WE HAVE PLENTY MORE! JUST ASK.**

The previous pages are a sample of the work that has been created. We have worked to create templates for almost any need that may arise throughout our seasons. We are always working to push the Bearkat brand forward and build additional creative pieces for all touchpoints.

# QUESTIONS?

WE DON'T BITE! PLEASE CONTACT THE FOLLOWING:

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**THANK YOU**

**WE ARE ONE**