

TEAM STORE DESIGN GUIDE

Prepared for:
St. Joseph Lacrosse



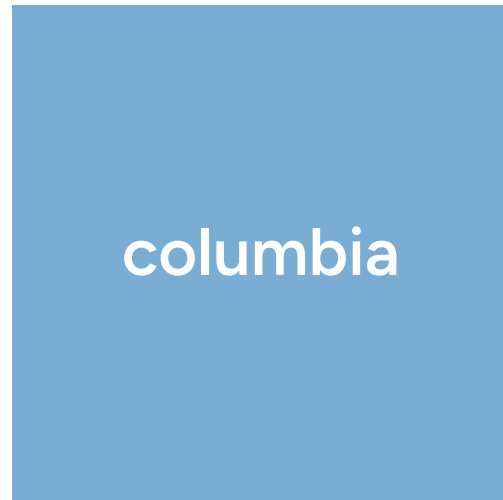
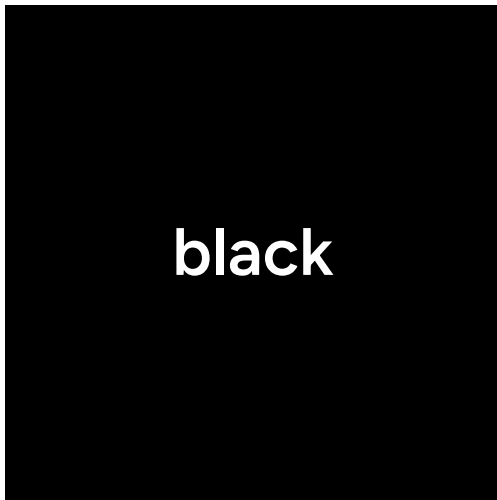
contents

This guide is an example of how we use your logo and branding when building an online store. Once you provide us your logo, we will create a personalized design guide for your review.

If you don't have a logo at the moment and want us to design something for you, please feel free to browse our [design flipbook](#) with various options and layouts that can be customized for your organization.

design colors	3
full chest logos	4
small logos	7
embroidery	10
laser	13

design colors



your team color palette

Your color palette represents the imprint colors we will use for decorating items in your team store via printing and embroidery. Please note that colors on your monitor vary slightly from actual colors on your garments.

full chest logo



full chest logo usage

The printed full chest logo is the most widely used logo in your store. It will appear on all t-shirts, wicking performance tees, hoodies, blankets, and crew sweatshirts.



SAINT JOSEPH

HUSKIES™



SAINT JOSEPH

HUSKIES™



SAINT JOSEPH

HUSKIES™



SAINT JOSEPH

HUSKIES™





full chest

The printed full chest logo is the most widely used logo in your store. It will appear on all t-shirts, wicking performance tees, hoodies, blankets, and crew sweatshirts.



small logo



small logo placements

The printed small logo is a key part of your team store apparel decoration. It is primarily used for the left chest on polo shirts, 1/4 zip pullovers, upper hip areas of pants & sweats, and the lower leg area of shorts.

SJ

SJ

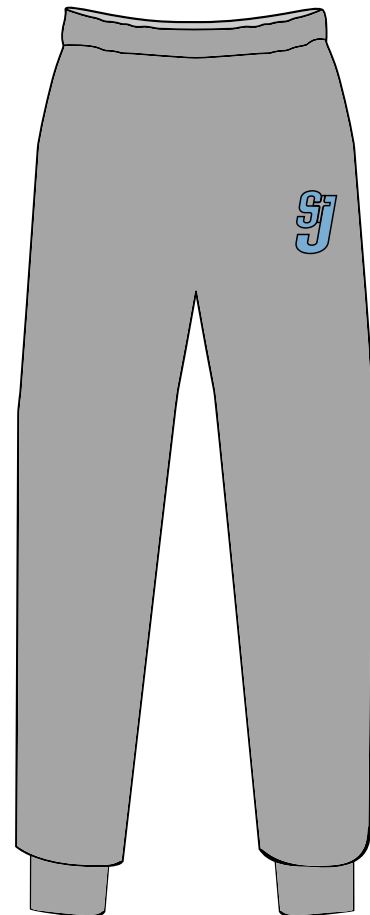
SJ

SJ



small logo

The printed small logo is a key part of your team store apparel decoration. It is primarily used for the left chest on polo shirts, 1/4 zip pullovers, upper hip areas of pants & sweats, and the lower leg area of shorts.



embroidery



embroidered logos

Embroidery is an important decoration method for a variety of items in your store. We use embroidered logo's on backpacks, baseball hats, knit beanies, visors, jackets, and fleece outerwear.

HUSKIESTM

The logo features the word "HUSKIES" in a bold, italicized, black sans-serif font. Below the text is a horizontal line with a small blue diamond shape centered on it.

HUSKIESTM

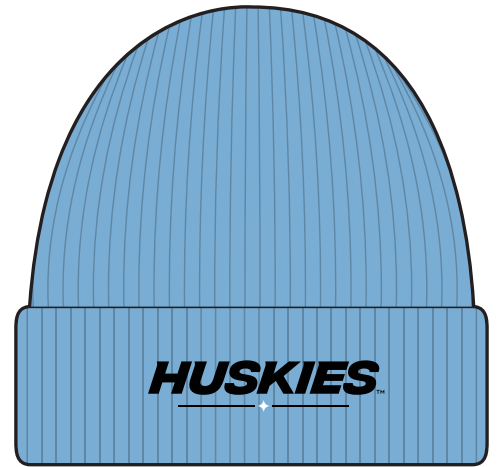
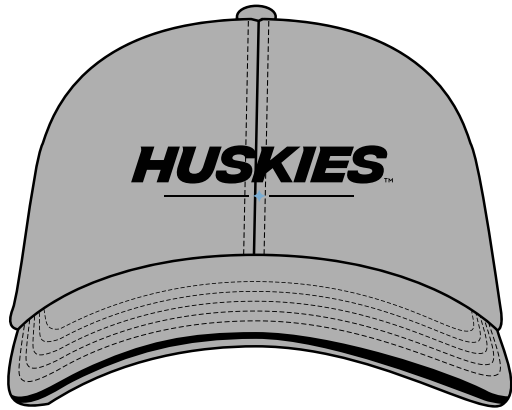
The logo features the word "HUSKIES" in a bold, italicized, black sans-serif font. Below the text is a horizontal line with a small blue diamond shape centered on it.

HUSKIESTM

The logo features the word "HUSKIES" in a bold, italicized, white sans-serif font. Below the text is a horizontal line with a small white diamond shape centered on it.

HUSKIESTM

The logo features the word "HUSKIES" in a bold, italicized, black sans-serif font. Below the text is a horizontal line with a small white diamond shape centered on it.



embroidery

Embroidery is an important decoration method for a variety of items in your store. We use embroidered logo's on backpacks, baseball hats, knit beanies, visors, jackets, and fleece outerwear.



laser



APPROX. 1.7" x 2"



laser decoration

Lasering is used for several of the accessories and drinkware items in your team store. We laser etch the powder coated surface of an item to reveal the satin stainless steel color.