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ADELAIDE UNIVERSITY SPORT

Uniform Guidelines



Adelaide University Sport Uniform and Merchandise Guidelines

The following guidelines have been developed by Adelaide University Sport for affiliated clubs to refer to when designing club uniforms and merchandise. AU Sport is looking to move toward a unified look across all sports and at University Games, which is in line with other Universities.

The guidelines are not an attempt to impose on clubs. They have been developed to encourage the promotion of AU Sport clubs whilst bringing each club together under a unified image.

It is strongly encouraged that the design of all AU Sport club uniforms and merchandise complies with the standards set out below by 2017.

Definitions

'AU Sport' refers to	Adelaide University Sport
'Club' refers to	an Adelaide University Sport affiliated club
'Merchandise' refers to	all items of the club's merchandise range (i.e. non-competition items)
'Uniform' refers to	all items of the club's competition/playing uniform

Time Frame

Clubs are encouraged to follow these guidelines when designing new uniforms and/or merchandise.

Guidelines for Club Uniforms

Uniform Colours

Uniforms should be predominantly black and white and/or grey.

Use of other colours should be limited.

Logos

Use of logos on club uniforms and/or merchandise must be approved by the AU Sport (refer to the 'Logo Approval Process' on page 11 for further details).

Selection of AU Sport Logos on Uniforms

For clubs, all uniforms and/or merchandise should include one of the AU Sport logos (corporate and/or mascot logos) from the "essential" list. Clubs may also use any of the logos from the "optional" list in conjunction with the essential logo.

Sports seeking club affiliation through the AU Sport (i.e. on an 18 month probation period), may only use the AU Sport mascot logos (a) and/or (b) from the 'optional' list. Once the sport is an AU Sport affiliated club, use of the other logos may be approved and should be phased in to meet these guidelines over a 12 month period.

Clubs are not required to use logos on event-specific merchandise (i.e. pub crawl t-shirts).

ESSENTIAL LOGOS (at least one logo must be used on club uniforms)

AU SPORT Corporate Logo:



AU SPORT Mascot Logo (horizontal):



AU SPORT Mascot Logo (vertical):



OPTIONAL LOGOS

(a)



(b).



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(c). As an example only



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Logo Colour Requirements

AU Sport logo colour specifications:

The correct colours should be used for all applications of the AU Sport corporate and mascot logos on uniforms and merchandise. Colours should not be changed on the logos unless being produced on a black background or if the logo is being screen printed (see below).

Using AU Sport logos on a black background:

For AU Sport Corporate Logo - if the AU Sport corporate logo is used on a black background, the text should be reproduced in white and the sweep image colours should remain the same.



For AU Sport Mascot Logo – if the AU Sport mascot logo is used on a black background, the lion image and text should be reproduced in white.



Screen Printing AU Sport logos:

For AU Sport Corporate Logo – if the AU Sport corporate logo is being screen printed, the graded colours in the sweep may be made into solid colours to reduce the number of print colours.



2 colour

4 colour

Using AU Sport logos on a non-solid background:

The use of the AU Sport corporate and mascot logos extended across two different background colours should be avoided (e.g. across white and black). However, in the case where it cannot, both logos should be reproduced within a white or black square background.



Sizing Requirements

AU Sport logo sizing specifications:

The AU Sport corporate and mascot logos have a minimum reproduction size to ensure legibility. The minimum width of the sweep (from the corporate logo) and the lion (from the mascot logo) symbols, not including the name typography, is 5cm. The text on each logo should expand relative to the symbol(s). Do not distort the logos if rescaling the logos (i.e. the logo should only be resized from the corners, not from the top or sides).



✓ Correct rescaling of logo



✗ Incorrect scaling of logo

Logo Positioning

Placement of logos:

Placement of the AU Sport corporate and mascot logos is at the discretion of the club during the design process. Clubs may be asked to change the placement during the logo approval process if the location is not deemed appropriate.

Minimum spacing around AU Sport logos:

The minimum clear space around the AU Sport corporate and mascot logos is no less than 50 per cent of each logo's height and width. To ensure that the logos stand clear on the garment, no other graphic or typographic element should appear within this space.

Logo Text

For AU Sport corporate logo - the text and the sweep image must remain as one unit (i.e. the text must always appear on the right hand side of the sweep image).

For AU Sport Mascot Logo – the text may appear on the right hand side or directly underneath the lion image. The text must not be reproduced to the left hand side or directly above the lion image. This applies to all versions of the mascot logo (e.g. “The Blacks”, “The Blacks: Adelaide University Sport”, “The Blacks: Pride Passion Sport” and “The Blacks: Adelaide University (name) Club”).

Incorrect Usage of Logos

Do not:

- delete or alter the words of the logos
- add graphics to the logos
- distort the logos when rescaling
- set the logos smaller than the minimum size specified (5cm)
- tilt the design of the logos
- rearrange the design of the logos
- scan the logo (always use master digital artwork obtained from AU Sport)

Use of the University of Adelaide Logo on Uniforms

The University of Adelaide below logo may be used on uniforms, pending approval from the University of Adelaide marketing department. When using the logo, refer to the visual identity requirements of the University, which can be downloaded at <http://www.adelaide.edu.au/vi>

As part of the approval process, AU Sport will seek approval from the marketing department on behalf of the club (refer to the 'Logo Approval Process' on page 9 for further details).



Use of Club Logos

It is up to the discretion of each club of how the club logo is utilised on the uniform and/or merchandise.

Lion Image

The lion image (from the AU Sport mascot logo) may be used as an optional image on its own (i.e. without text) for club uniforms and/or merchandise. This image must still be used in conjunction with one of the essential logos.



Accessing Logos/Images

For a copy of the logos and for all enquiries regarding your design, please contact the AU Sport Sports Development Officers.

P: (08) 8313 5403

E: sdo@theblacks.com.au

Blues Recognition on Club Uniforms

In response to the ongoing need to raise the profile of the Blues awards amongst the AU Sport community, in particular students and graduates, AU Sport Clubs may recognise a Blues Award on its athlete's playing or sport/recreation attire.

The recognition shall be 'subtle' in design, be blue in colour and not include the year of the award.

Due to the differing sport/recreation regulations across the AU Sport affiliated clubs, a club may request slight variations to the style of recognition for integration into a club uniform or a club warm up uniform.

As the number of Blues for a club over time may be few in number, it is also understood that a club may wish to suggest designs for both Blue and Half Blue awardees.

The first "Blues recognised" uniform would be to the cost of AU Sport (maximum provision of \$100), but any future replacement would be to the club's cost. A past Blues awardee will be able to purchase a "Blues recognised" uniform/sports attire, however, it would be to the cost of the awardee/club.

Uniform and Merchandise Design

Uniform Design

When designing uniforms, it is essential that the above logo guidelines are followed, however the overall design of uniforms is at the discretion of each club. Please refer to the examples below of some current designs.

Although not compulsory, the 'V' is strongly preferred as a unified look for all AU Sport clubs.

(a) Adelaide University Soccer Club



(b) Adelaide University Touch Club



(b) Adelaide University Volleyball Club



(d) Adelaide University Cycling Club



Merchandise Design

The overall design of merchandise is at the discretion of each club, however the above logo guidelines must be followed.

Preferred Suppliers

It is strongly encouraged that clubs utilise one of the AU Sport preferred suppliers for all club uniforms and merchandise:

- Blackchrome Sportswear
Blackchrome will provide a 10% rebate on all club orders.
- Sandy Nelson Teamwear
SNT will provide clubs a rebate, in the form of product, on all orders invoiced during the sponsorship period, using the following matrix:

TOTAL SPEND (\$)	RECEIVE IN PRODUCT (\$)
4,000	500
7,000	800
10,000	1,200
13,000	1,500
16,000	2,000
20,000	2,400
25,000	3,000
30,000	3,600
35,000	4,200
<i>amounts are inclusive of GST</i>	

- Sports Bureau Australia
SBA will pay clubs a 10% rebate and provide the 100+ price for all pieces of playing uniforms and merchandise. Orders in excess of 150 garments will be offered a negotiated price.

Each of these suppliers can offer great incentives and discounts and a professional, experienced team.

For all your uniform and merchandise needs, contact:

Blackchrome Sportswear

Shannon Thaller
8244 5500
shannont@blackchrome.com.au

Sandy Nelson Teamwear:

Cameron Nelson
8357 9066
cameron@sandynelson.com.au

Sports Bureau Australia:

Tony Roach
0430 967 512
tony.roach@internode.on.net

Logo Approval Process

Approval for AU Sport Logos

Use of AU Sport logos must be approved by the AU Sport General Manager before going to print.

Clubs should allow up to 48 hours for logo approval from AU Sport.

Approval for University of Adelaide Logo

Use of the University of Adelaide logo must be approved by the University of Adelaide marketing department. AU Sport will act on behalf of the club for this process.

Clubs should allow up to two weeks for logo approval from the University of Adelaide.

Approval Process

To gain approval for use of the AU Sport logos and/or the University of Adelaide logo on club uniforms and/or merchandise, please forward your design to:

Tom Sharpe or Sara Lane
Sports Development Officers

E: sdo@theblacks.com.au