



UnISA SPORT

Branding and Uniform Guidelines

UNISA SPORT



University of
South Australia

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1. Introduction/ Background

UniSA sport aims to promote itself in a unified and consistent manner across all facets of its operation – clubs, facilities and events.

These guidelines have been developed to assist UniSA Sport Clubs when developing, designing and updating uniforms, promotional materials and merchandise.

All Uniforms, promotional materials and merchandise must be approved by UniSA Sport Staff prior to production. Failure to comply with these guidelines may result in a club being disaffiliated/ endorsed with UniSA Sport.

1.1 Definitions

'Club' refers to	A UniSA Sport endorsed or affiliated club
'Promotional material' refers to	Including but not limited to any collateral for example: poster, flyer, postcard, signage, website, social media, booklet, banners etc. that is used to promote the club and its activities
'Uniform' refers to	Including but not limited to all items of the club's playing/competition/training uniform range
'Merchandise' refers to	Including but not limited to all other clothing/accessories items that the club offers (excluding pub-crawl t-shirts)
'Logo' refers to	Official UniSA Sport Logo or Team UniSA Logo and University of South Australia logo and co-branded logos.

2. Logos

UniSA Sport has a logo suite and image library available on request.

To access logos or images please email UniSA Sport with a request for the individual files you require. The logos can be provided in either a Jpeg or EPS format.

Email: unisasport@unisa.edu.au

2.1 Selection of UniSA Sport Logos on Uniforms

For clubs, any uniforms and/or merchandise must include at least one of the UniSA Sport Primary Logos.

Primary Logos 1 – Separated



The UniSA Sport Logo and the UniSA Logo must both appear on the uniform. This option allows the two logos to be split across the uniform or merchandise.

2. Logos

Primary Logo 2 - Vertical Co-Brand Logo



Primary Logo 3 - Horizontal Co-Brand Logo



2. Logos

Secondary/Optional Logo



The Team UniSA Logo is a feature of the UniSA Sport representative uniforms and merchandise and is an optional inclusion for clubs.

2. Logos

2.2 Logo Colour Requirements

The correct logo colours should be used on all club uniforms, merchandise and promotional materials. The colours should not be changed or altered in any way. If the uniform or merchandise cannot facilitate the coloured logos then use of the black and white logos respectively may be used. Logos in black may only be used on a white or grey background.

If the logos are reproduced in black or white they must be solely produced in that colour.

Full Colour Logo Reference is as follows:

CMYK Colour Codes



PMS Colour Reference



2. Logos

Using UniSA Sport Logos on a non-solid background

Using any of the UniSA Sport logos (primary or secondary) across non-solid backgrounds should be avoided. In cases where it cannot, the Logo must be produced within a white or black squared edge background. See image below for example.



2.3 Logo Size Requirements

To maintain continuity and ensure legibility and consistency on uniforms, merchandise and promotional materials all logos have a minimum reproduction size, this is detailed on the following page.

Should a club not be able to meet the minimum requirements they must apply for an exemption with UniSA Sport. Exemptions will not be given unless the club can provide visual examples of why they cannot meet the minimum requirements. We will endeavor to assist the club with alternative solutions, however the decision of UniSA Sport will be final.

UniSA Sport and club logos must be the predominant feature logo on all promotional material, uniform and merchandise with sponsor logos smaller in size.

2. Logos

UniSA Sport (single):

For Uniform and Clothing, Merchandise and Promotional Materials: Minimum 70mm wide
For Promotional Materials: A5 - Min 25mm wide | A4 - Min 30mm wide | A3 - Min 40mm wide



UniSA Logo (Blue):

For Uniform and Clothing, Merchandise and Promotional Materials: Minimum 60mm wide
UniSA logo must not be used on its own for Promotional Materials (use co-brand logo instead)



Vertical Co-Brand Logo:

For Uniform and Clothing, Merchandise and Promotional Materials: Minimum 100mm wide
For Promotional Materials: A5 - Min 50mm wide | A4 - Min 60mm wide | A3 - Min 100mm wide



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2. Logos

Horizontal Co-Brand Logo:

For Uniform and Clothing, Merchandise and Promotional Materials: Minimum 130mm wide
For Promotional Materials: A5 - Min 60mm wide | A4 - Min 70mm wide | A3 - Min 130mm wide



Team UniSA Logo:

For Uniform and Clothing, Merchandise and Promotional Materials: Minimum 70mm wide
For Promotional Materials: A5 - Min 30mm wide | A4 - Min 35mm wide | A3 - Min 45mm wide



2.4 Logo Positioning

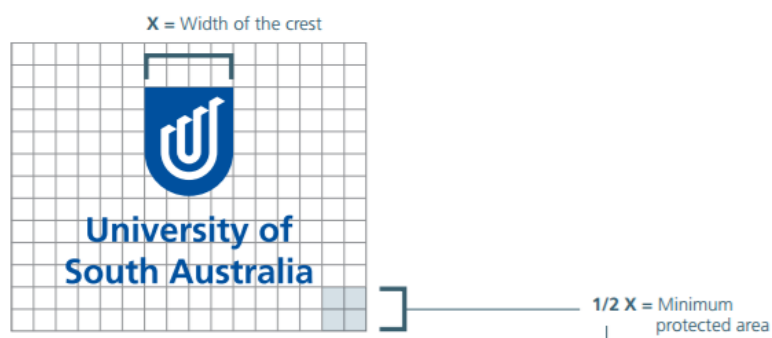
UniSA Sport acknowledges that the placement of the logo should fall at the discretion of the club during the design process. During the consultation period with UniSA Sport if the logo placement is deemed to be inappropriate then the club may be asked to alter the positioning before the item is sent off for production. Logos must always be in full view on uniforms and/or promotional material.

2. Logos

2.5 Minimum Spacing Around UniSA Sport and UniSA Logos

When using any of the UniSA Sport logos, a minimum clear space should be no less than 10mm from logo's edge as demonstrated below. When using the UniSA logo, the minimum clear space should be half the width of the crest, distributed around the logo's edge. If producing at a large scale please increase clear space to an appropriate measurement.

UniSA Sport and UniSA logos should not overlap with other logos, text or graphical elements to ensure the logo has maximum stand out.



2. Logos

2.6 Logo Text and Sizing

Any UniSA Sport text must stay in its original form and not be altered in any way. The logos must not be altered and must be printed as they appear.

2.7 Incorrect Usage of Logos

Clubs must not:



Distort the logo either by shrinking or enlarging



Change the colours of the logos



Delete portions of the logo



Tilt the logo



Add other graphics or text



Scan the logo (always seek an original file from UniSA Sport for reproducing)

2. Logos

UniSA logo must not:



Be recoloured



Be cropped – the crest should never stand alone



Be resized out of proportion



Be invaded with other design elements



Be placed on a low contrast background colour (if the background is dark, use the white/reversed logo)



Be dominated by other more prominent logos

2. Logos

2.8 Use of Club Logos

Use of the club Logos is recommended on Uniforms, as long as they meet all the requirements.

Examples of approved uniforms below.



4. Uniform and Merchandise

4.1 Uniform and Merchandise Design

UniSA Sport acknowledges that each club should have the right to design their own uniforms and merchandise, as long as all the requirements and rules set out in the Branding and Uniform Guidelines are adhered to. It is highly recommended that each club involves UniSA Sport in the design process. Each club will be requested to send through final designs for approval prior to production.

For those UniSA Sport Affiliated clubs the adoption of the guidelines is non-negotiable. For those UniSA Sport Endorsed clubs we can negotiate on a case by case basis.

If uniforms are not to be in the UniSA Sport colours by design clubs are required to incorporate a Primary or Secondary logo that is visible on the uniform item of clothing.

All individual items of uniform and merchandise must be predominately blue, green and/ or white unless negotiated with UniSA Sport Staff.

Example of the UniSA Sport Iaijutsu and Kendo Club training jacket



4. Uniform and Merchandise



An example of the UniSA Volleyball Club Uniform



An example of the UniSA Basketball Club Uniform

4. Uniform and Merchandise

4.2 Preferred Uniform Supplier

S-Trend

When choosing a manufacturer for your uniforms and merchandise clubs are encouraged to use UniSA Sport's preferred supplier, S-Trend. S-Trend can work with you during the design process and have a range of products on offer to suit all sporting and merchandise needs.

The advantage of S-Trend is they have all the correct UniSA Sport colours, UniSA and UniSA Sport logos and have a short turn around period of approximately four weeks from placement of order to delivery.

Please contact UniSA Sport or our S-Trend representative, James McKensie, directly at jamesmckensie@s-trend.com.au or (03) 9077 2638.

S-Trend have a copy of the UniSA Sport Branding & Uniform Guidelines and will require confirmation from UniSA Sport before production of club merchandise begins.

4.3 Uniform/Merchandise Approval Time

UniSA Sport requires a minimum of two weeks to approve any uniform or merchandise before they are sent for production. If UniSA Sport believes that the designs do not meet the standards as set out in the guidelines they will work with clubs to ensure the designs comply.

Clubs who do not follow this process and produce uniforms or merchandise that breaches these guidelines may risk their affiliation with UniSA Sport and withholding of any grant funds.

5. Promotional Materials Guidelines

UniSA Sport acknowledges that the design of many of the promotional materials should fall at the discretion of the club. UniSA Sport have developed a standard club flyer to be used for general recruitment during events such as O-Week and the Clubs Fest. This flyer will be easily identifiable by students as belonging to a UniSA Sporting club, and the information provided on the flyer will be consistent across the sports. All promotional materials must have a predominant colour scheme of blue, green and/or white.

Outside of this flyer clubs may produce other materials for use during the year and for events only with the approval of UniSA Sport. The rules surrounding the misuse of logos detailed earlier still apply for anything deemed by UniSA Sport to be promotional materials. The logo sizing for promotional materials as detailed earlier apply across any form of publication and or promotional material. NB All logo requirements detailed in section 2 apply to Promotional Materials.

It is important to remember that any promotional material a UniSA Sport Affiliated or Endorsed club produces represents the University of South Australia. Any material that is deemed offensive or inappropriate, doesn't comply with the UniSA Sport brand positioning and ethos or puts the University in disrepute will be removed from circulation, and clubs breaching the guidelines risk their affiliation/ endorsement with UniSA Sport.

5.1 Social Media, Website and Online Communications

UniSA Sport Club Members must be mindful that the things they say or do on social media are publically available, searchable, may be forever accessible and can be then associated to UniSA Sport. Comments, expressions, language, and other postings on social media and other online forums must be honest, respectful of others, maintain confidentiality where appropriate, comply with all applicable laws as well as UniSA Sport and the University of South Australia policies and procedures.

There is the opportunity for you to have your messages leveraged by the UniSA Sport Facebook account if it is appropriate for that audience. People following the UniSA Sport FB account are interested in upcoming events open to people outside of your Club, messages about joining the Club, or times that your teams have had success in competitions – especially if we have beaten another University!

To have your message considered by the staff managing the UniSA Sport Facebook account, please follow and tag our account in these types of posts: facebook.com/unisasport

Email: unisasport@unisa.edu.au for clarification should it be required.

Example of the poster template – This is available on the UniSA Sport website under club resources



6. Useful Contacts

UniSA Sports Office:

Pridham Hall

City West Campus

E: unisasport@unisa.edu.au

T: 08 8302 0661

Preferred Uniform Supplier:

S-Trend

James McKensie

E: jamesmckensie@s-trend.com.au

P: (03) 9077 2638

*These guidelines were last updated September 2021