



THE UNIVERSITY  
OF QUEENSLAND  
AUSTRALIA



UQ SPORT

# UQ SPORTING CLUBS GUIDELINES

JULY 2024

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## **A VISION FOR SPORT AT UQ**

### **Move. Achieve. Belong.**

Our vision is to be the university that empowers athletes of all abilities to achieve their personal best, on and off the field, contributing to a sporting community where you can strive for excellence, get involved and truly belong.

# MESSAGE FROM THE VICE-CHANCELLOR



Maintaining a strong reputation in a highly competitive, global marketplace hinges on having an instantly recognisable brand that embodies the distinct values, culture, experience and identity of our University.

Given that UQ is such a large organisation with so many distinct entities within the university ecosystem, it's vital that we all rally behind one visual identity, with a unifying look and feel. This includes UQ Sport and the UQ sporting clubs, many of which have a long history and high profile in the wider community.

To support a unified approach and build a brand that we can collectively be proud of, all entities associated with UQ should look like they belong to the UQ family by embracing our brand colour.

Your support is essential in ensuring the success of a unified UQ brand that's applied consistently across every club. I thank you for the role that you play as brand ambassadors for our University in the wider community.

**Professor Deborah Terry AO**  
Vice-Chancellor and President  
The University of Queensland

# INTRODUCTION

All UQ Sporting Clubs are required to perform in official UQ-branded uniforms.

This document provides guidelines for the correct application of The University of Queensland (UQ) and UQ Sport brands to uniforms, apparel, merchandise and collateral.

It is intended to assist in the design process, provide direction and showcase approved application of our brands.

Please follow these guidelines in full.

For questions and approvals, contact UQ Sport Marketing Department  
**[marketing@uqsport.com.au](mailto:marketing@uqsport.com.au)**.



# EXISTING CLUB BRANDING

## Club logos/graphics and mascots

UQ operates under a 'One UQ' masterbrand.

Individual club logos are not permitted on playing kits. The only logos permitted on sporting uniforms are the UQ logo, UQ Sport logo and any relevant sponsorship logos.

However, existing club branding including graphics, icons and mascots are permitted on kit and merchandise—placement must follow the guidance set out on page 21 and be approved by UQ Sport Marketing Department.

## Naming conventions

Club names must follow the UQ Sporting Club naming convention by including the University of Queensland name spelled in full or the UQ initials in front of the club name (see example at right).

Club acronyms can confuse and alienate unfamiliar audiences. Abbreviations should be completely avoided when referring to UQ Sporting Clubs.

Website URL naming should following the same guidelines and have their URL as the full club name rather than an acronym.

For clubs that are comprised of multiple disciplines, we recommend referring to them as 'squads'. Eg the UQ Athletics Club should refer to their running team as a Running Squad.

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## THE UNIVERSITY OF QUEENSLAND TENNIS CLUB

### UQ TENNIS CLUB

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UQ Sporting Club naming convention

#### Transition timeline

Adopting UQ branding will create visual consistency that will unify UQ Sporting Clubs and in turn build brand recognition.

Consistency in brand colours is vital, this includes your logo, website, uniform, and social media.

Phase 1 on the timeline comprises consultation meetings and guideline discussions with UQ Sport and UQ Brand Advisors.

We recommend UQ Sporting Clubs consider transitioning their current branding as soon as possible. We also understand with existing uniforms and apparel, this might not be possible immediately.

## Up-cycling Team UQ branding

There are multiple ways to up-cycle existing merchandise and uniforms, such as:

- Contact charity organisations such as Life Line (not all facilities will take donations with branding).
- Donate to childcare centres where children can use them as painting smocks.
- Total Uniform Solutions has a textile recycling program that disposes of corporate uniforms responsibly and keeps them out of landfill.
- Some fashion retailers have garment collection programs for recycling textiles and offer collection points in their store, such as H&M.
- Old towels and clothing can often be used by animal shelters and vets.
- Donate to staff and students.

# EXISTING CLUB BRANDING

## Branding - early 1990s



**UQ logo developed in 1991** – following adoption by the University of a Corporate Identity Program.

## Branding - from 2020



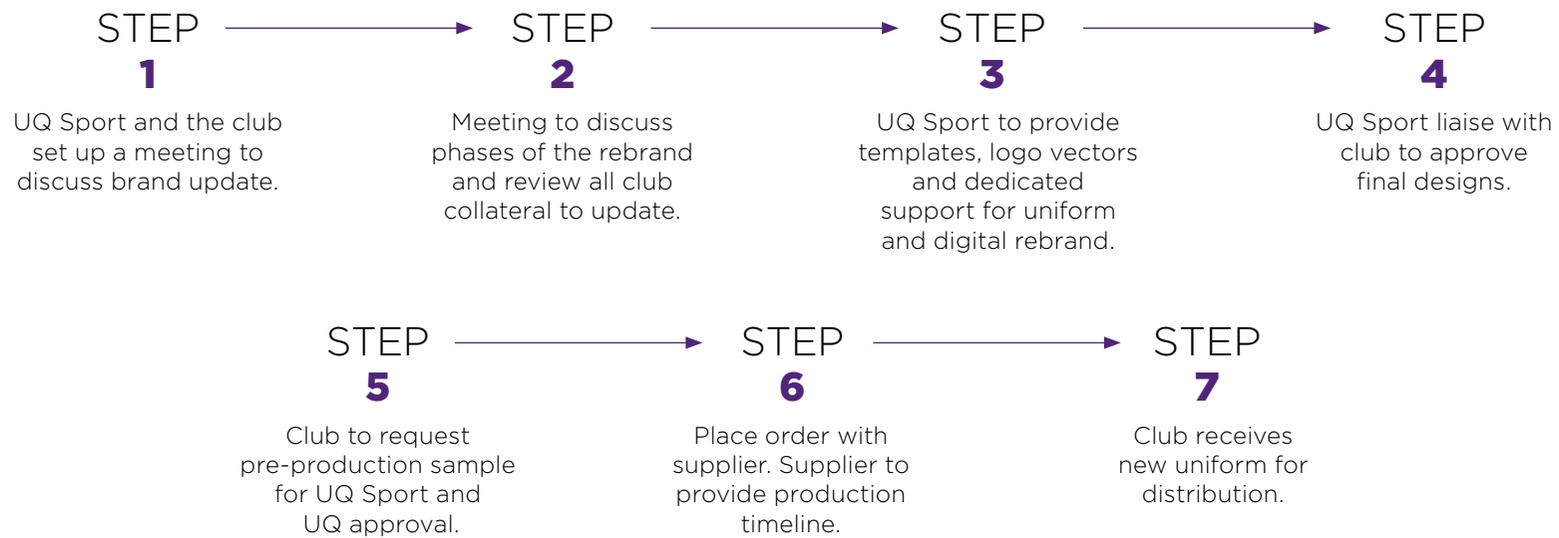
**UQ logo developed in 2018** – following a brand refresh adopting a singular use of colour, simplified crest and updated namestyle.

**UQ  
CLUB  
NAME**

From 2020, standard approach to branding UQ Sporting Clubs adopted with club name and UQ logo visually separated.



# REBRAND PROCESS



# UQ BRAND

## Conditions of use

### The following instructions relate to all UQ Sporting clubs (recreational and competitive).

#### UQ logo

UQ sporting clubs acknowledge their association with UQ through use of The University of Queensland name.

Use of the UQ logo and shield is restricted and permission must be obtained from Marketing and Communication (M&C). In addition, approval is required for all applications of the UQ brand and is subject to supervision by UQ Sport.

The University logo must stand alone, not be altered in any way and should never be incorporated into the club logo. Refer to

**Application guidance** on page 10.

UQ sporting clubs must not use the UQ logo for any purpose that has not been approved by M&C or is inconsistent with the **UQ Brand Guidelines**.

All proposals and requests for club use of the UQ logo must be submitted to UQ Sport by emailing [marketing@uqsport.com.au](mailto:marketing@uqsport.com.au).

#### UQ Name

The registered name of the university is 'The University of Queensland'. All clubs should use the name in full eg: The University of Queensland Beach Volleyball Club.

Use of the 'UQ' acronym is permitted for use on uniforms, merchandise and social media profile names only eg: UQ Beach Volleyball Club.

#### Inappropriate or unauthorised use of the UQ brand

M&C will contact any person or group using the UQ logo inappropriately, without authorisation or inconsistent with the UQ Brand Guidelines to resolve non-compliance issues.

If non-compliance is not resolved within a reasonable time frame, the matter will be referred to:

- UQ's Chief Marketing and Communication Officer, or
- UQ Legal Services.

#### UQ Sport logo

Use of the UQ Sport logo and device is restricted and permission must be obtained from UQ Sport Marketing for its application.

The UQ Sport logo must stand alone, not be altered in any way and should always be consistent with the UQ Sport Brand Guidelines.

All approval requests for club use of the UQ Sport logo must be submitted to UQ Sport Marketing prior to any potential use or distribution by emailing [marketing@uqsport.com.au](mailto:marketing@uqsport.com.au).

#### Inappropriate or unauthorised use of the UQ Sport brand

UQ Sport Marketing will contact any person or group using the UQ Sport Brand inappropriately, without authorisation or inconsistent with the UQ Sport Brand Guidelines to resolve non-compliance issues. If not resolved within a reasonable time frame, the matter will be referred to UQ Sport's Chief Executive Officer and/or Board.

# BRAND IDENTITIES



## CORE BRAND ELEMENTS

The approved logos for use by UQ sporting clubs are the UQ logo, UQ Sport logo and UQ shield and initials as shown on this page. The UQ shield and initials must not appear on apparel without the UQ logo, however the UQ logo can appear independently.

The UQ Sport logo must not be used in a pattern or as an artistic device on apparel.

Club names are permissible on uniforms and merchandise, however unique Club logos/mascots are not permitted.



# UQ BRAND

## Logo requirements

### Approval for use

Approval is given to use The University of Queensland logo **only** for the purpose requested. The UQ logo is not to be used to advertise, or to imply the University's endorsement of, an external organisation, company, product or service, or for any purpose other than outlined in your request.

These conditions of use must be included if forwarding the UQ logo to an external party.

### File formats

Requested files may include stacked or standard versions of the UQ logo (examples pictured).

The logo files are available in:

- **png format** – rgb-colour raster format with transparent background recommended for web and screen-based applications
- **eps format** – cmyk-colour vector format with transparent background recommended for print applications.

If alternate formats of the logo are required – such as reverse (white) or mono (black), or another digital file type such as jpeg – email [marketing@uqsport.com.au](mailto:marketing@uqsport.com.au) with details of your request.

### Application guidance

The shield and the words 'The University of Queensland' and 'Australia' in the supplied configuration and colours comprise the UQ logo.

**None of these elements should be moved, amended or recoloured.** The logo should only be resized in proportion – do not squash or stretch it.

The logo must stand alone in a clear area, free of any other material. Use a measure equal to half the width of the shield in the logo to determine the minimum area that must be left clear around the entire logo.

Files should not be opened directly in programs such as Word, Publisher, InDesign, PowerPoint etc, use the place/insert/get picture/get graphic commands. However, where required to suit layout and space requirements of collateral such as web pages, png files may be resized in Photoshop and smaller versions saved for placement. Note that eps files are not supported by Microsoft Word and PowerPoint and should not be used in these applications.

### More information

If you have any questions or require advice, email [marketing@uqsport.com.au](mailto:marketing@uqsport.com.au).

UQ logo – stacked



UQ logo – standard



# UQ SPORT BRAND

## Logo requirements

### Approval for use

Approval is given to use UQ Sport logo **only** for the purpose requested.

### File formats

Requested files may include vertical or horizontal versions of the UQ Sport logo (examples pictured).

The logo files are available in:

- **png format** – rgb-colour raster format with transparent background recommended for web and screen-based applications
- **eps format** – cmyk-colour vector format with transparent background recommended for print applications.

If alternate formats of the logo are required – such as reverse (white) or mono (black), or another digital file type such as jpeg – email [marketing@uqsport.com.au](mailto:marketing@uqsport.com.au) with details of your request.

### Application guidance

Our preferred logo is the UQ Sport vertical variation, either full colour on white or reverse on a purple background. The logo must stand alone in a clear area, free of any other material. Use a measure equal to half the width of the shield in the logo to determine the minimum area that must be left clear around the entire logo.

Files should not be opened directly in programs such as Word, Publisher, InDesign, PowerPoint etc, use the place/insert/get picture/get graphic commands. However, where required to suit layout and space requirements of collateral such as web pages, png files may be resized in Photoshop and smaller versions saved for placement. Note that eps files are not supported by Microsoft Word and PowerPoint and should not be used in these applications.

### More information

If you have any questions or require advice, email [marketing@uqsport.com.au](mailto:marketing@uqsport.com.au).

UQ Sport master logo vertical



UQ Sport master logo horizontal



# LOGO DON'TS

## UQ logo

By following these simple rules, we can ensure our logo always appears correctly. Never alter, re-draw or re-create the logo in any way. The UQ logo and UQ shield and initials must always be applied correctly and consistently as per the brand guidelines.

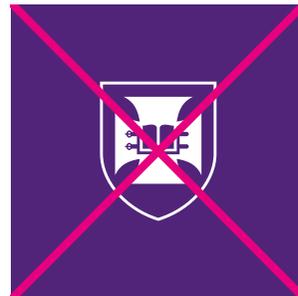
### Don'ts



*Don't use black logo*



*Don't use a different colour*



*Don't use the shield on its own*



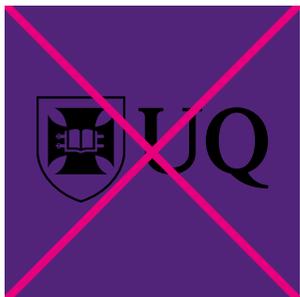
*Don't rotate or distort logo*



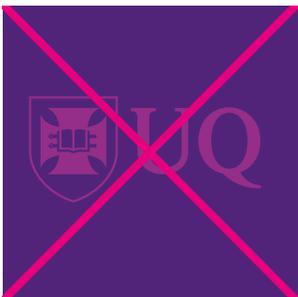
*Don't use a drop shadow*



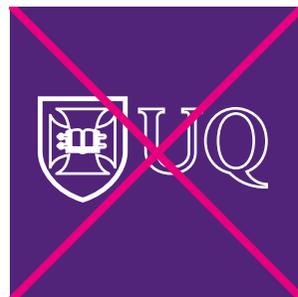
*Don't place on busy backgrounds*



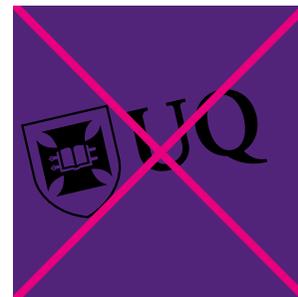
*Don't use black logo*



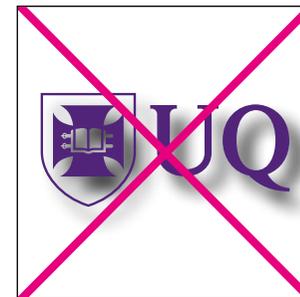
*Don't use a different colour*



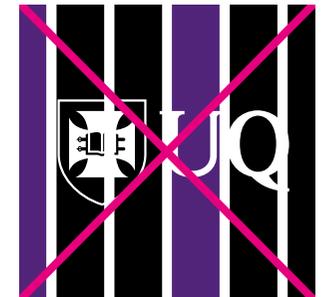
*Don't outline logo*



*Don't rotate or distort logo*



*Don't use a drop shadow*



*Don't place on busy backgrounds*

# LOGO DON'TS

## UQ Sport logo

Never alter, re-draw or re-create the logo in any way. The UQ Sport logo must always be applied correctly and consistently as per the UQ Sport brand guidelines. Never use the UQ Sport device without the text.

### Don'ts



*Don't use black logo*



*Don't use a different colour*



*Don't use the device on its own*



*Don't use different fonts*



*Don't use a drop shadow*



*Don't place on busy backgrounds*

# TYPOGRAPHY

## Gotham font

All Club names need to use Gotham Black. Upon starting to rebrand, clubs will be issued the club name set up in Gotham for various uses.

### **Primary font: Gotham Black**

For all signage purposes use 'Gotham Black'.

### **Secondary font: Gotham Bold**

For all other purposes eg numerals, club names and marketing collateral, use the font 'Gotham Bold'. Do not substitute Gotham font with look-a-like fonts.

### **Substitute font: Gotham Narrow Bold**

There may be instances where the use of surnames on uniforms may need additional space. When Gotham Bold is too wide to use, substitute with Gotham Narrow Bold (excluding numerals).

Email [marketing@uqsport.com.au](mailto:marketing@uqsport.com.au) for assistance.

Primary

**GOTHAM BLACK**

**abcdefghijklmnopqrstuvxyz  
1234567890**

Secondary

**GOTHAM BOLD**

**abcdefghijklmnopqrstuvxyz  
1234567890**

Substitute (limited use only)

**GOTHAM NARROW**

# COLOUR PALETTE

We are a purple brand. Purple is our logo colour and all primary applications should be driven by a strong use of purple. No other tint or shade of purple is permissible.

Our secondary colours can be used to differentiate programs and offers and to add a level of uniform differentiation.

## Primary colours

These are the primary colours for the UQ sporting team uniforms.

### PMS 268 UQ Purple

C - 82      R - 81  
M - 98      G - 36  
Y - 0        B - 122  
K - 12

#51247A

### Black

C - 0        R - 0  
M - 0        G - 0  
Y - 0        B - 0  
K - 100

#000000

### White

C - 0        R - 255  
M - 0        G - 255  
Y - 0        B - 255  
K - 0

#FFFFFF

## Secondary colours

For use when necessary such as away uniforms.

### PMS Cool Grey 7C

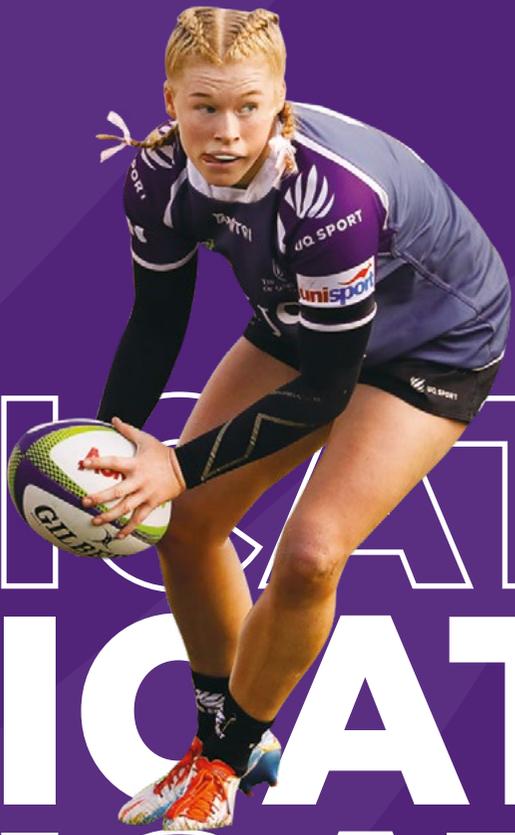
C - 20      R - 147  
M - 14      G - 149  
Y - 12      B - 152  
K - 40

#97999B

### PMS Silver 10077 C

C - 37      R - 166  
M - 28      G - 169  
Y - 29      B - 170  
K - 0

#97999B



APPLICATIONS  
APPLICATIONS  
APPLICATIONS

# PRIMARY LOGO PLACEMENT—PLAYING KIT

Logos must appear as shown on these uniform mock-ups.

## Front

The UQ logo must appear on the front left hand side in a clear space free from any other graphics or text, it should be 80mm in width.

The UQ shield and initials should appear on the front centre, at a minimum of 200mm in width.

## Back

The UQ Sport logo should appear in one position only (refer options below). Options 1 is the preferred placement.



# NAME AND NUMBER PLACEMENT—PLAYING KIT

When names and/or numbers are required, logos must appear as shown on these uniform mock-ups.

## Front

The UQ logo must appear on the front left hand side in a clear space free from any other graphics or text.

If a number is required on the front, the UQ shield and initials must appear on the sleeve.

## Back

If a sport requires a number and/or a last name to appear on the back of player tops, the placement must be spaced accordingly.

A space, no smaller than 20mm must be the clear space between the bottom of the name and the top of the number..

 indicates minimum clear space



# PRIMARY LOGO PLACEMENT—PLAYING KIT

Logos must appear as shown on these uniform mock-ups.

## Front

The UQ logo must appear on the front left hand side in a clear space free from any other graphics or text, it should be 80mm in width.

The UQ shield and initials should appear on the front centre, at a minimum of 200mm in width.

## Back

The UQ Sport logo should appear in one position on the back.



UQ logo width must be 80mm

UQ shield and initials width must be at least 200mm.

**When jersey number is required on front, no UQ shield and initials are required.**

**Front**  
with UQ shield and initials



UQ Sport logo must be 60mm

Name and number sizing is to adhere to sport-specific requirements.

**Back**  
with playing number

# PRIMARY LOGO PLACEMENT—SOCKS

The UQ shield and initials on socks are **optional**. Socks can be white, matched to UQ purple PMS 268, or black to meet sport governing body competition requirements.

If applying UQ shield and initials they are to appear no smaller than 50mm(h). Or repeated around the top of ankle sock no smaller than 10mm(h).

The UQ shield and initials are to appear only in the below colour combinations:



White on purple



Purple on white



White on black

 indicates minimum clear space



# LOGO PLACEMENT—SPONSORSHIP

## OPTION 1

Sponsor logo placement is numbered in order of preference. Tiered sponsorship value should also be considered. Space 1 is reserved for major sponsors only, if there is no major sponsor UQ shield and initials are to be used.

Sponsorship logos are recommended on travel kits only, as sponsorships can change annually only one playing kit will need updating yearly.



**Front**  
Option 1



**Back**

# LOGO PLACEMENT—SPONSORSHIP

## OPTION 2

When player number is used on the front, sponsorship placements shift. Numbered in order of preference. Tiered sponsorship value should also be considered.

-  Pink indicates sponsor logo placement
-  Yellow indicates icon/mascot placement



**Front**  
Option 2



**Back**

# SPONSORSHIP LOGO PLACEMENT

## OPTION 1 & 2

Numbered in order of preference. Tiered sponsorship value should also be considered.

-  Pink indicates sponsor logo placement
-  M Yellow indicates icon/mascot placement



**Front**  
Option 1



**Front**  
Option 2



**Back**

# COLOUR BREAKDOWN—HOME KIT

Colours for home playing kits must consist of the below colour combination.

UQ Purple should be the predominant colour, sports that have a standardised kit, for example Karate, are exempt.

## HOME KIT

PMS 268

TOP

WHITE COLLAR, PIPING & TRIM

BLACK

SLEEVE

BLACK

PANT



**Please note:** Black is the primary colour for all pants. When sport governing bodies and competitions require matching tops and shorts, UQ purple PMS 268 is also acceptable.

# COLOUR BREAKDOWN—AWAY KIT

Colours for away playing kits must consist of the below colour combination.

Cool Grey is the preferred alternate predominant colour for away kits. Sports that have a standardised kit, for example Karate, are exempt.

## AWAY KIT

COOL GREY

TOP

WHITE

COLLAR, PIPING & TRIM

PMS 268

SLEEVE

BLACK

PANT



**Please note:** Black is the primary colour for all pants. When sport governing bodies and competitions require matching tops and shorts, Cool Grey is also acceptable.

# PRIMARY LOGO PLACEMENT—OFF-FIELD RANGE

M Yellow indicates icon/mascot placement



# SPONSORSHIP LOGO PLACEMENT—OFF-FIELD RANGE

-  Pink indicates sponsor logo placement
-  M Yellow indicates icon/mascot placement

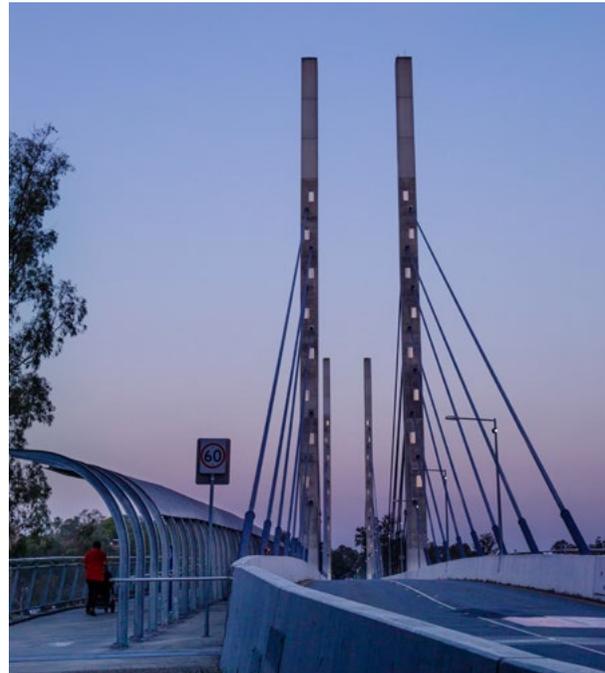


# ELEANOR SCHONELL BRIDGE PATTERN

The Eleanor Schonell Bridge (also known as the Green Bridge) is a 390 metre-long cable-stayed bridge which crosses the Brisbane River between Dutton Park and UQ's St Lucia campus, connecting the UQ Lakes and Dutton Park Place busway stations.

The UQ Sporting Clubs 'bridge' pattern has been created to represent the dynamic structure and intersecting lines of this unique bridge that stands as a central gateway to the campus. The application of the Eleanor Schonell bridge pattern on club uniforms has several design applications and variations available.

UQ Sport Marketing Department will liaise with external suppliers to provide approved design concepts, contact [marketing@uqsport.com.au](mailto:marketing@uqsport.com.au) for further advice.



The Eleanor Schonell 'Green' Bridge



# SPECIAL USE ONLY

## RECONCILIATION ACTION PLAN ARTWORK

After developing its inaugural Reconciliation Action Plan (RAP), UQ commissioned a major artwork in 2019 as an iconic depiction of UQ, a visual representation of how we are working towards embodying reconciliation in all our core business.

Quandamooka artists Casey Coolwell and Kyra Mancktelow produced *A Guidance Through Time* that recognises our three major campuses, while also championing the creation of a strong sense of belonging and truth-telling about Aboriginal and Torres Strait Islander histories, and ongoing connections with Country, knowledges, cultures and kin.

The Brisbane River pattern (derived from the artwork and representing UQ's core value, *excellence*) has been designed for reproduction across a number applications including apparel.

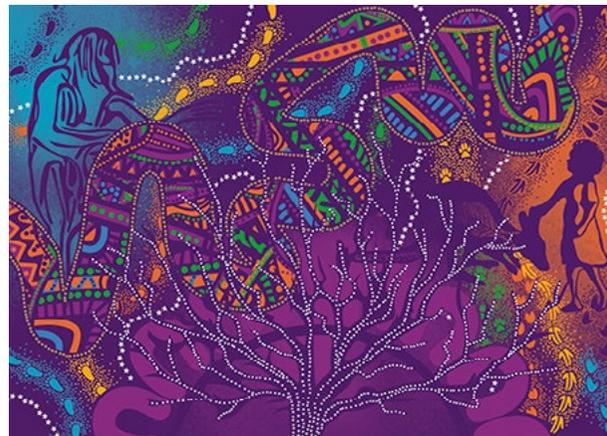
**The application of RAP artwork on club uniforms is used to promote UQ's commitment, and the individual sporting club's commitment to reconciliation and Indigenous activities.**

**Use of the RAP artwork on club uniforms is subject to approval and will be considered on a case-by-case basis.**

Design options must adhere to **strict guidelines** and can only be applied to specific playing kits. UQ Sport Marketing Department will liaise with external suppliers to provide approved RAP design concepts, contact [marketing@uqsport.com.au](mailto:marketing@uqsport.com.au) for further advice.



Brisbane River pattern (taken from 'A Guidance Through Time')



*A Guidance Through Time* by Quandamooka artists Casey Coolwell and Kyra Mancktelow. Not for reproduction.



# SPECIAL USE ONLY

## PRIDE ROUND ARTWORK

Pride Round promotes and supports diversity and inclusion of LGBTQIA+ communities and families, and acknowledges a journey towards more inclusive sports.

The six-coloured rainbow flag is recognised as an international symbol of the LGBTQIA+ community and has become a branding essential of Pride Month. In 2018, another evolution of the rainbow flag incorporating brown, black, and traditional trans flag colours is the Progress Flag known today.

**The application of the Pride Progress on club Pride Round uniforms is used to promote UQ's commitment, and the individual sporting club's commitment to diversity and inclusivity of LGBTQIA+ community.**

Design options must adhere to **strict guidelines** and can only be applied to playing kits. UQ Sport Marketing Department will liaise with UQ Ally to provide approved pride design concepts, contact [marketing@uqsport.com.au](mailto:marketing@uqsport.com.au) for further advice.



Pride Progress Flag



Front

Back



# DIGITAL WEBSITE

Club website design does not need to follow a template, however, we recommend keeping it simple with high quality images.

## Heading

The Club name should be spelled in full on the website header. eg: UQ Handball Club.

Contact UQ Sport Marketing Department [marketing@uqsport.com.au](mailto:marketing@uqsport.com.au) to obtain graphic.

## Colour

Club websites should use UQ purple as the main colour with options to include black and grey.

**UQ Purple**  
#51247A

**Black**  
#0000

**Grey**  
#97999B



# DIGITAL SOCIAL MEDIA

## Username

Usernames can begin with 'UQ', followed by a space then club name. eg: UQ Beach Volleyball Club. Acronyms should not be used.

## Profile name

Can be the same as your username or Club name.

## Profile picture

An image of UQ Club name should be used for the profile picture. The club name should be in the font Gotham Black, as provided by UQ Sport Marketing, and be white text on purple. The UQ logo or UQ shield and initials must not be used.

**UQ Purple**  
#51247A

## Profile bio

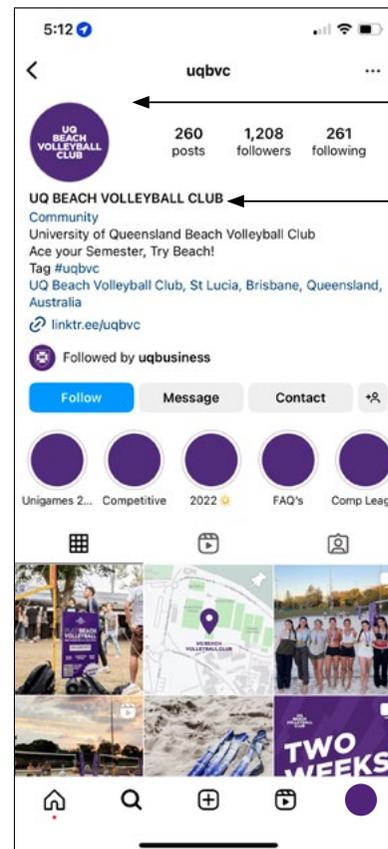
Ensure you include a short bio of your Club and your website URL.

## Cover image

The Facebook cover image provides an opportunity to highlight key marketing messages e.g. upcoming events

Contact UQ Sport Marketing  
[marketing@uqsport.com.au](mailto:marketing@uqsport.com.au) with any queries.

## Instagram



Profile picture

Profile name  
Profile bio

Story highlights

## Facebook



# PRINT OUTDOOR SIGNAGE

Signage should have a base colour of purple with white text in Gotham Black. It is recommended to use the Club name with the UQ logo and UQ Sport logo.

Contact UQ Sport Marketing Department [marketing@uqsport.com.au](mailto:marketing@uqsport.com.au) for a standard pull up banner template (check dimensions with your printer).

All signage for UQ building (inc. club houses) needs to be approved by UQ Sport Marketing Department prior to production.



# PRINT PROMOTIONAL POSTERS

Adobe Indesign and Microsoft PowerPoint poster templates are available for use by clubs to promote various events and marketing collateral. Contact UQ Sport Marketing Department [marketing@uqsport.com.au](mailto:marketing@uqsport.com.au).

\*indicative designs only



← Use icons as visual references instead of text

← **Call to action** what do you want your audience to do?

↑ UQ logo and UQ Sport logo positioned bottom of poster



← Use a high resolution hero image

→ Ensure text is legible when placed on a high resolution image

Call to action to go here



↑ Use a QR to link to your event or website, and contact details

# MERCHANDISE PROMOTIONAL

Promotional merchandise can have a base colour of purple, white, silver, or black. Use the appropriate base colour to maximise visibility. It is recommended to use the club name as text along with the UQ logo stacked version.

The UQ Sport logo is not to be used.

*\*indicative designs only*



# MERCHANDISE

## APPAREL

Apparel can have a base colour of purple, white, grey, or black with mixed variations an option. It is recommended to use the club name in text (front right chest and/or upper back) or the club icon/mascot. The UQ logo stacked should be positioned top left chest, and the UQ Sport logo on bottoms.



# LOGO USAGE GUIDE

		LOCATION	UNIFORM	TRAVEL KIT	MERCHANDISE		DIGITAL
					APPAREL	PROMOTIONAL	
	UQ logo	Front	✓	✓	✓	✓	
	UQ Sport logo	Back (tops)	✓	✓	✓		✓
	UQ Sport logo	Front (bottoms)	✓	✓	✓		
	UQ shield and initials—XL	Front	✓ (unless front numerals required)				
	UQ shield and initials—S	Sleeve	✓ (when front numerals required)				
	Sponsor logo	Ref pg 29-31	✓		✓	✓	✓
	Club name—text form	Ref pg 35-41		✓	✓	✓	✓
	Icon/Mascot	Right sleeve	✓	✓	✓	✓	

# OVER TO YOU



For questions and approvals contact  
UQ Sport Marketing Department  
[marketing@uqsport.com.au](mailto:marketing@uqsport.com.au)