

UQ SPORTING CLUBS BRAND **GUIDELINES**

MARCH 2023

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WELCOME

The University of Queensland has maintained a reputation for excellence for more than a century by delivering knowledge leadership for a better world. UQ consistently ranks among the world's top universities, reflecting UQ's global standing, the high quality of our researchers, teaching staff and alumni, and our reputation for excellence.

Complementing this, UQ Sport set the standard for sport and recreation at UQ and has been an exemplar for more than 100 years. UQ Sport provides the facilities, programs and services that allow those who study at, work at, or visit UQ to enrich their lives, receiving the physical and mental benefits that sport and active recreation can bring.

Through the direction provided in these guidelines, we invite you to join in protecting our brand identities by maintaining a high standard and consistent look and feel for all our sporting clubs.

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

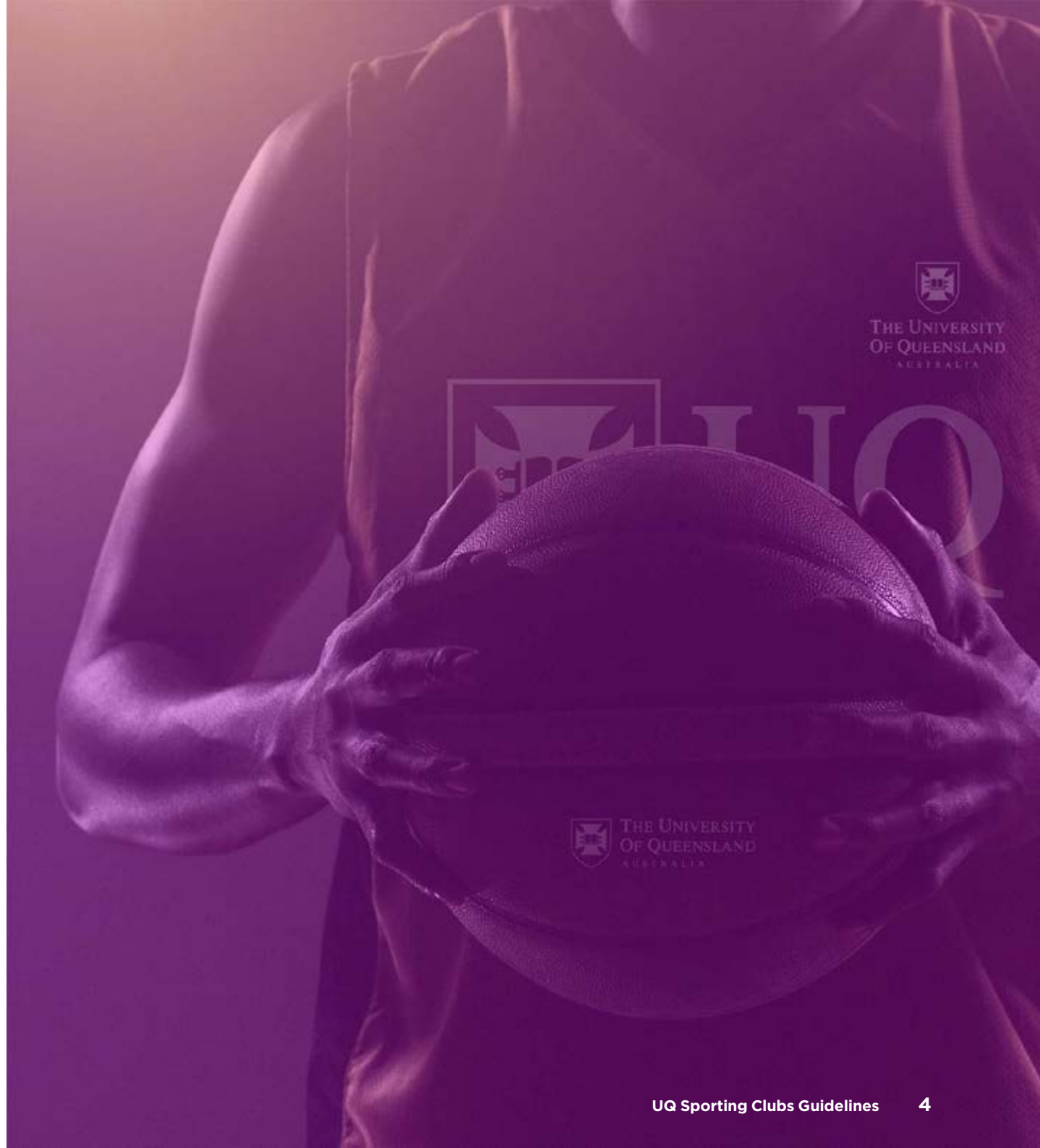
All UQ Sporting Clubs are required to perform in official UQ-branded uniforms.

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.



EXISTING CLUB BRANDING

Club logos/graphics and mascots

UQ operates under a 'One UQ' masterbrand.

Individual club logos are not permitted. Existing club branding including logos, graphics and mascots will need to be phased out in preference of the UQ brand.

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

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 follow 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.

THE UNIVERSITY OF QUEENSLAND TENNIS CLUB

UQ TENNIS CLUB

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.

A considered and timely transition to the new brand is understood. Consider prioritising major items, such as signage, website, and other definitive brand assets.

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

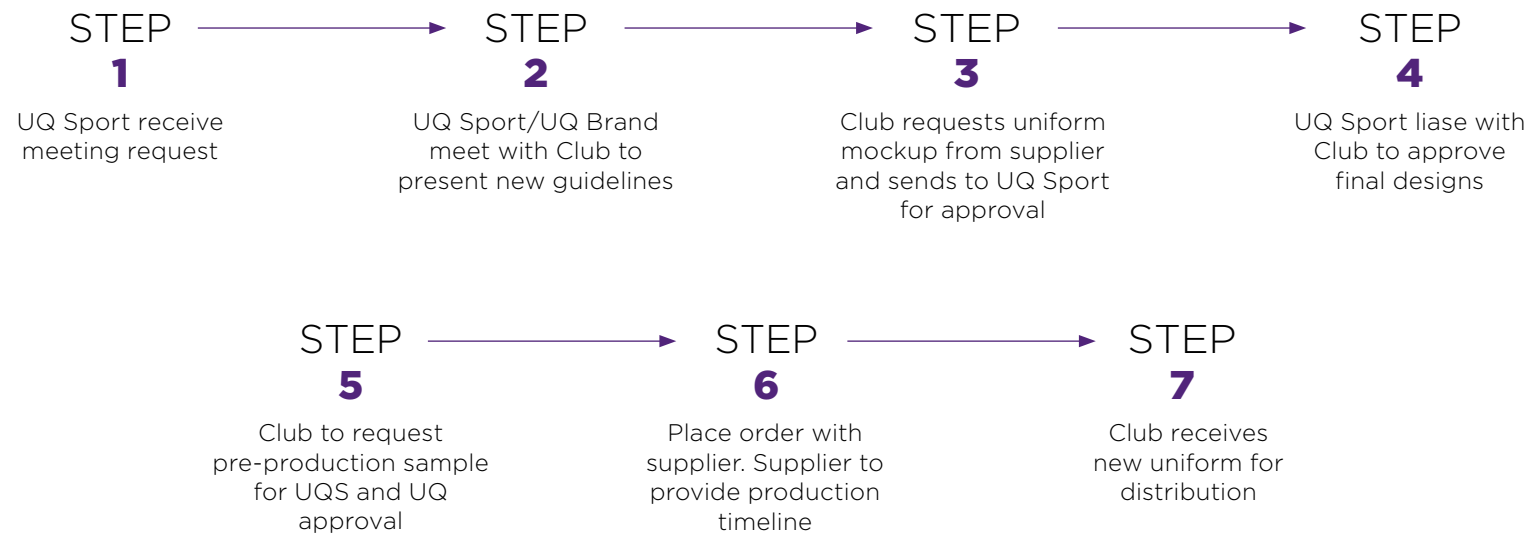
We recommend UQ Sporting Clubs consider transitioning their current branding as soon as possible. We also understand with existing uniforms and apparel, this might not be possible immediately. Phase 1 for transitioning should be completed by **date to be confirmed**.

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.

REBRAND PROCESS



NB total process can vary between 12-16 weeks

UQ BRAND

Conditions of use

The following instructions relate to all UQ Sporting clubs (recreational and competitive) that are affiliated with UQ and UQ Sport.

UQ logo

UQ affiliated sporting clubs acknowledge their association with UQ through use of The University of Queensland name as documented in the **Affiliated Club Agreement**.

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 the **Conditions of Use** on the following page.

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 following the process outlined in the **Affiliated Clubs Handbook**.

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 Baseball Club.

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

Any club that is not directly affiliated with UQ Sport or UQ via an official signed agreement does not have permission to use the UQ initials.

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 timeframe, 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.

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 timeframe, 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 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.

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** 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**.

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 must always be applied correctly and consistently as per the brand guidelines.

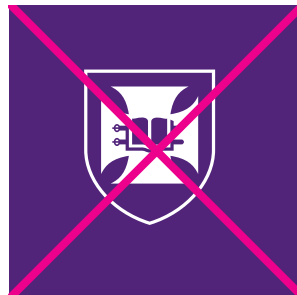
Don'ts



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



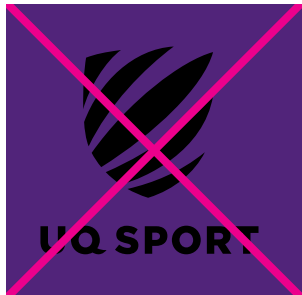
Don't place on busy backgrounds

LOGO DON'TS

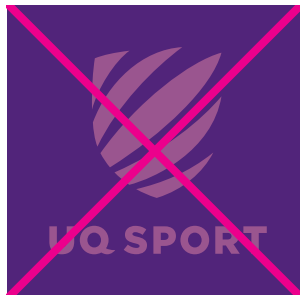
UQ Sport logo

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

LOGO DON'TS

UQ shield and initials

Never alter, re-draw or re-create the logo in any way. The UQ shield and initials must always be applied correctly and consistently as per these guidelines.

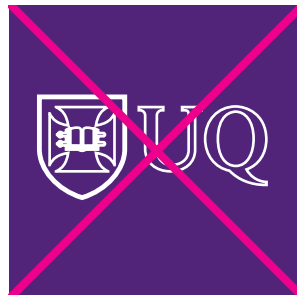
Don'ts



Don't use black logo



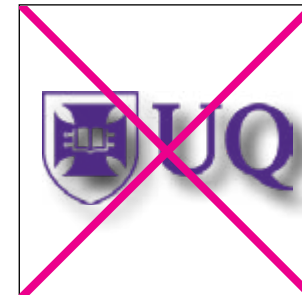
Don't use a different colour



Don't outline logo



Don't rotate or distort logo



Don't use a drop shadow



Don't place logo on distracting backgrounds

TYPOGRAPHY

Gotham font

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 for assistance.

Primary

GOTHAM BLACK

abcdefghijklmnopqrstuvwxyz

1234567890

Secondary

GOTHAM BOLD

abcdefghijklmnopqrstuvwxyz

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

APPLICATION APPLICATIONS



PRIMARY LOGO PLACEMENT—HOME KIT



LOGO AND NAME POSITIONING—HOME KIT

Logos should appear as shown on these uniform mock-ups. The UQ logo must appear on the left hand side in a clear space free from any other graphics or text. The UQ Sport logo should appear in one position only (refer options below).



LOGO AND NAME POSITIONING—HOME KIT

Logos should appear as shown on these uniform mock-ups. The UQ logo must appear on the left hand side in a clear space free from any other graphics or text.



COLOUR BREAKDOWN—HOME KIT

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.

PRIMARY LOGO PLACEMENT—HOME KIT SINGLET



Front - **option 1**
with UQ shield and initials



Front - **option 2**
with jersey number



Back

PRIMARY LOGO PLACEMENT—TRAVEL KIT



PRIMARY LOGO PLACEMENT—TRAINING KIT



 Pink indicates sponsor logo placement

COLOUR BREAKDOWN—AWAY KIT

AWAY KIT

COOL GREY

TOP

WHITE

COLLAR, PIPING & TRIM

PMS 268

SLEEVE

BLACK

PANT



PRIMARY LOGO PLACEMENT—AWAY KIT



PRIMARY LOGO PLACEMENT—AWAY KIT SINGLET



Front - **option 1**
with UQ shield and initials



Front - **option 2**
with jersey number



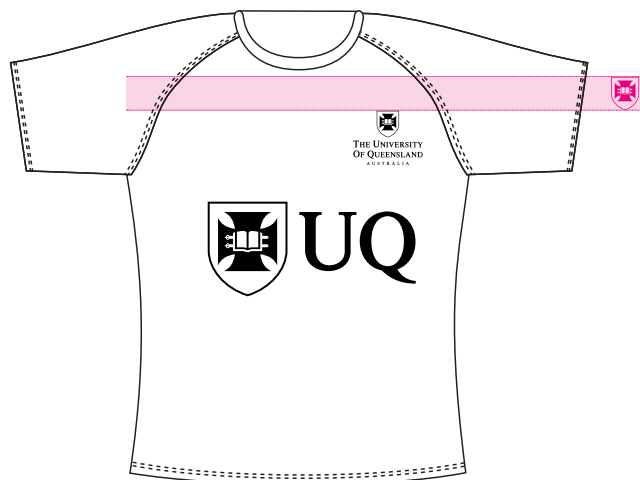
Back

LOGO CLEAR SPACE AND MINIMUM SIZE

Front

The UQ logo and UQ Sport logo must be 80mm (w) when placed on the front side of playing tops. A large UQ shield and initials must be a minimum of 200mm (w) when placed on the front of playing tops.

Distance from collar is to be height of The University of Queensland crest (within the full UQ logo).



Front
with UQ shield
and initials

Back

The UQ Sport logo on the back is to be same size as UQ Sport logo on the sleeve and centred to the back of the garment.

Distance from collar is to be height of The University of Queensland crest (within the full UQ logo).



Back - option 1
with name and
jersey number



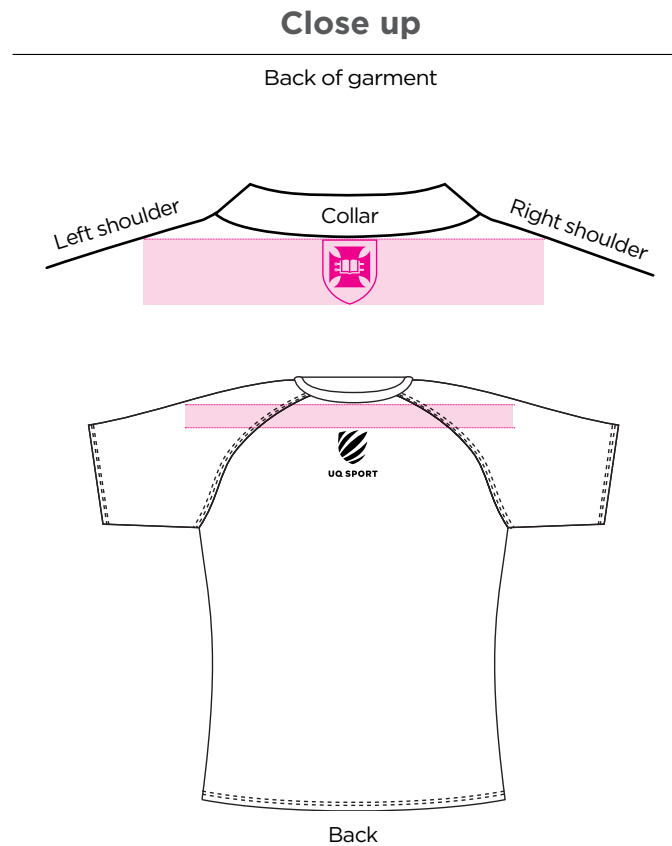
Back - option 2
with jersey number



LOGO CLEAR SPACE AND MINIMUM SIZE

When placing the UQ Sport logo on the back of garments ensure the spacing is consistent across all uniforms.

This measurement is taken using the height of the corresponding UQ logo which sits on the front of the uniform.



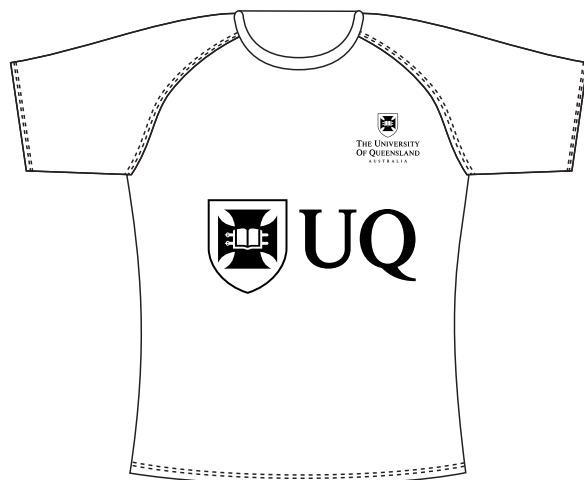
NUMBER AND NAME PLACEMENT

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.

The height of the shield in the UQ logo is the clear space allocation between the bottom of the name and the top of the number.

Note

Number sizing is to adhere to sport-specific requirements.



Front
with UQ shield
and initials



Back - **option 1**
with name and
jersey number



Back - **option 2**
with jersey number



Pink indicates minimum clear space

PRIMARY LOGO PLACEMENT - SOCKS

The UQ shield and initials on socks are optional. Socks can be white or matched to UQ purple PMS 268 with UQ shield and initials reversed (white) and appear no smaller than 50mm(h). It can also appear repeated around the top of ankle sock no smaller than 10mm(h).

Socks may appear in black if wearing black bottoms OR to meet sport governing body and competition requirements.

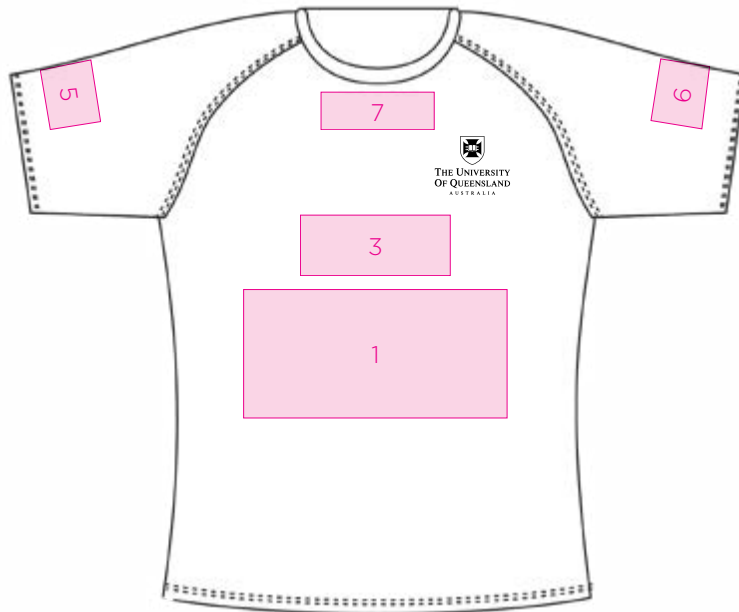


 Pink indicates minimum clear space

SPONSORSHIP LOGO PLACEMENT

OPTION 1

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



Front - **option 1**



Back

 Pink indicates sponsorship logo placement

SPONSORSHIP LOGO PLACEMENT

OPTION 2

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



Front - option 2



Back

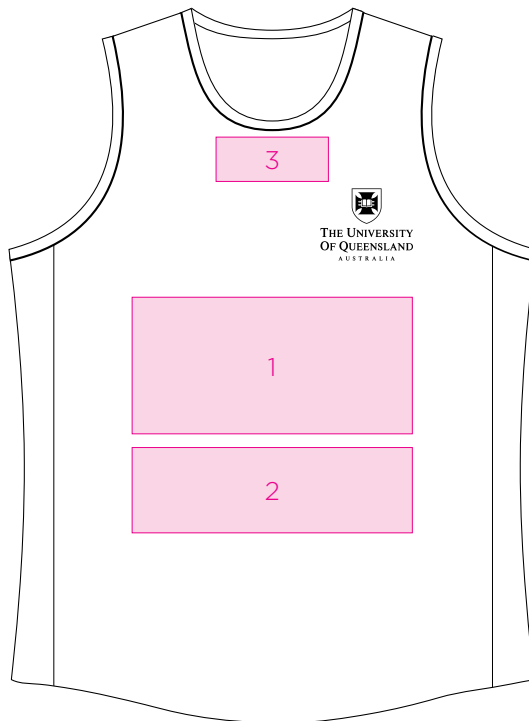


Pink indicates sponsorship logo placement

SPONSORSHIP LOGO PLACEMENT

OPTION 1

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



Front - **option 1**



Front - **option 2**



Back

 Pink indicates sponsor logo 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 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 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 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: The University of Queensland Underwater Club.

Footer

To reference the clubs affiliation with UQ Sport, the footer can contain the following graphic:

Affiliated with  **UQ SPORT**

Contact UQ Sport Marketing Department marketing@uqsport.com.au to obtain graphic.

Colour

Club websites should use UQ purple as the main colour with options to include black, grey and aqua. The use of aqua as a secondary colour is **strictly limited** to website use and must comply to a 80/20 rule—no more than 20% can be used.

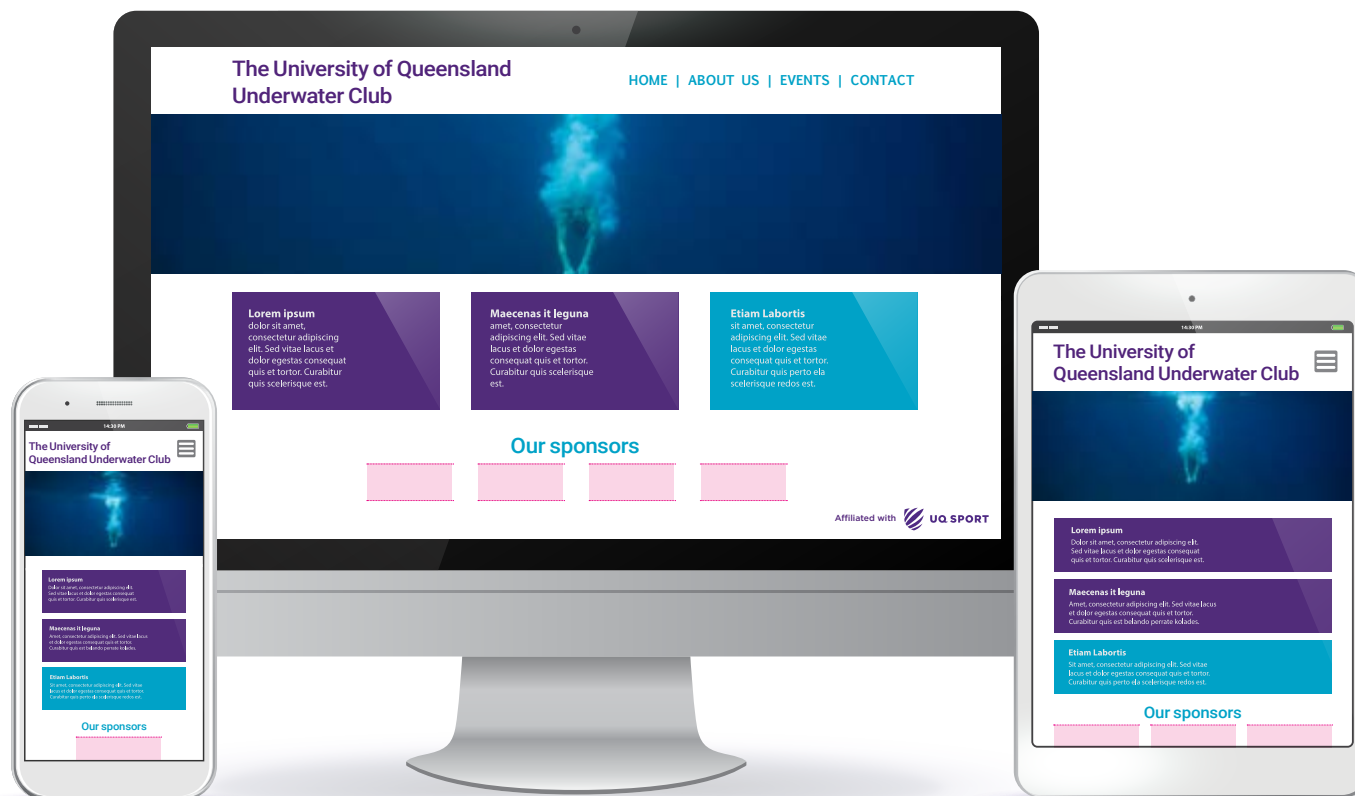
UQ Purple
#51247A

Black
#0000

Aqua
#00A2C7

The UQ logo or UQ shield and initials is not to be used.

*indicative designs only



DIGITAL

SOCIAL MEDIA—FACEBOOK

Username

Username can begin with 'UQ', followed by a space and reference to the respective club. eg: UQ Basketball Club. Acronyms should not be used.

Cover image

The Facebook cover image (or video) provides an opportunity to highlight key marketing messages eg upcoming events, or themes aligned with the club.

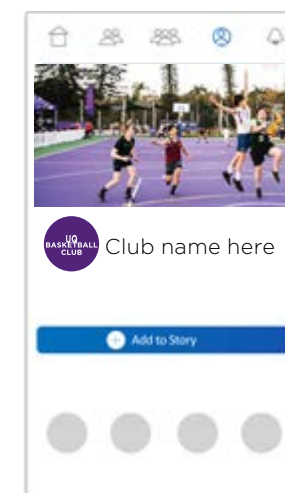
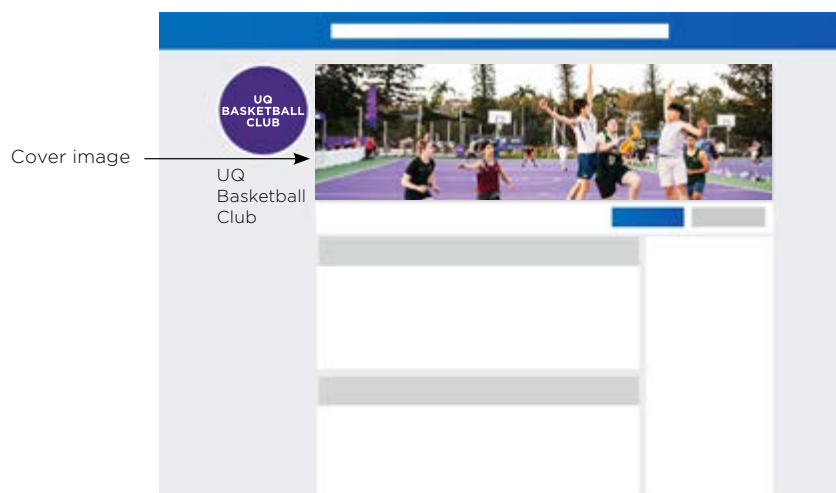
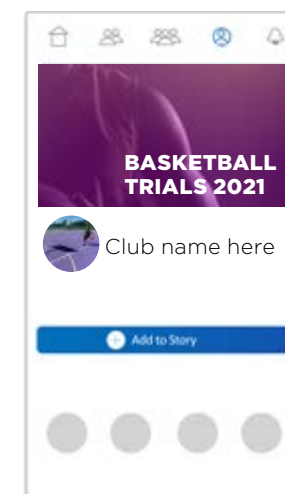
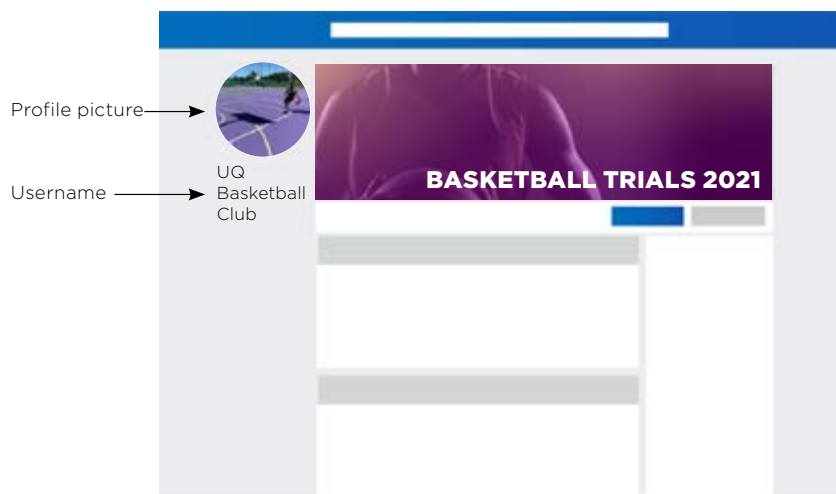
Profile picture

An image or UQ Club name should be used for the profile picture.

UQ Purple
#51247A

The UQ logo or UQ shield and initials is not to be used.

Contact UQ Sport Marketing Department
marketing@uqsport.com.au with any queries.



DIGITAL

SOCIAL MEDIA—INSTAGRAM

Username

Can be the same as your profile name or name of Club.

Profile name

Profile names should begin with 'UQ', followed by a space and reference to the respective club. eg: UQ Basketball Club

Profile photo

An image or Club name should be used for the profile picture.

UQ Purple
#51247A

The UQ logo or UQ shield and initials is not to be used.

Profile bio

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

Instagram story graphics

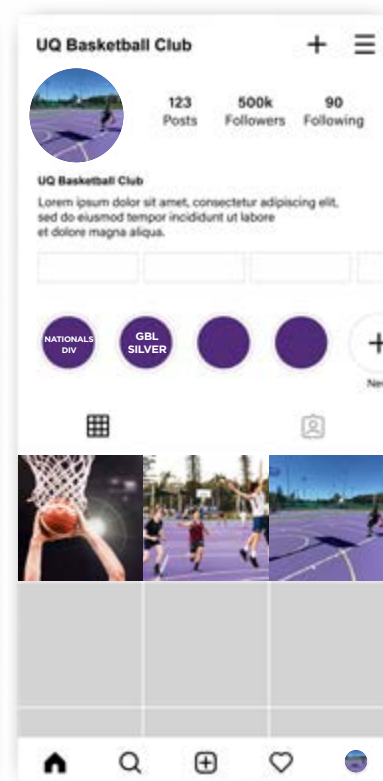
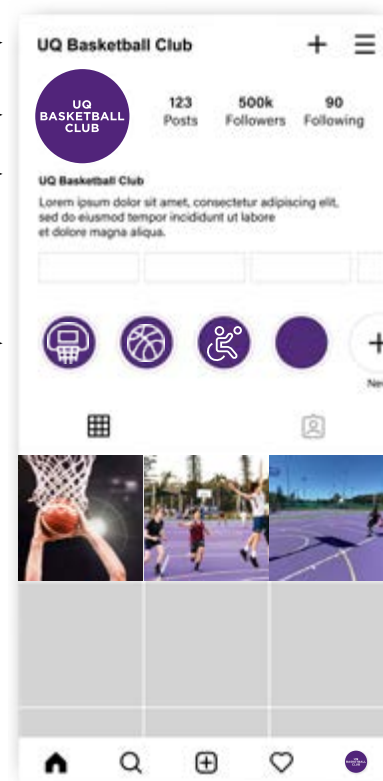
An image, white icon or text on a UQ purple background should be used. Do not use any tints or shades of the UQ purple.

Username →

Profile photo →

Profile name →

IG stories →



PRINT

OUTDOOR SIGNAGE

Signage should have a base colour of purple with white text written 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** for a standard pull up banner template (check dimensions with your printer).

Club name (text only) in Gotham Black all caps →

**UQ
BASKETBALL
CLUB**

Club website URL →

uqbasketballclub.com.au

Use a high resolution image to promote your Club/event →



UQ Logo and UQ Sport logo positioned bottom of banner →



*indicative designs only



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.

*indicative designs only



Use icons as visual references instead of text

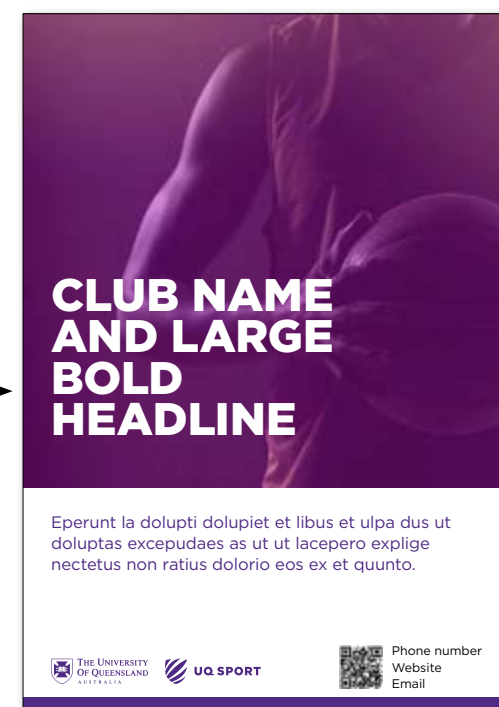
Call to action what do you want your audience to do?

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



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.









MERCHANDISE

APPAREL

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



LOGO USAGE GUIDE

		LOCATION	UNIFORM	TRAVEL KIT	APPAREL	MERCHANDISE	DIGITAL
	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		✓	✓	✓	✓

OVER TO YOU



For questions and approvals contact
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