

**ADELAIDE
UNIVERSITY
SPORT**

Uniform and Merchandise Guidelines

DOCUMENT PURPOSE

This document contains the uniform and merchandise guidelines for Adelaide University Sport & Fitness (AUSF) and its teams, clubs and the Adelaide University Fitness Hub. Its purpose is to ensure that AUSF maintains a consistent look and feel, strengthen our brand and ensure our clubs adhere to their affiliation requirements. A breach of the AUSF Uniform Guidelines is a breach of club affiliation and may result in restrictions on funding and facility use for clubs.

APPROVAL PROCESS

All uniform and merchandise products must be approved by AUSF before they are sent off to be manufactured. Designs should be created using this document as a guide, and must be sent to the Marketing and Communications Coordinator for review (currently jahan.emery@adelaide.edu.au). If approval is granted, manufacturing may begin. However, if approval is not given, the Marketing and Communications Coordinator will provide feedback and any required changes, which must be actioned in order to receive approval. Uniform designs will be reviewed within 7 business days, so AUSF clubs should factor this into their manufacturing timelines. If your uniform or merchandise does not fall under any of the guidelines in this document, they must be sent through to the Marketing and Communications Coordinator for consultation and approval. Producing uniforms or merchandise products that do not follow the approval process will cause a club to be in breach of their AUSF affiliation.

AUSF LOGO USE

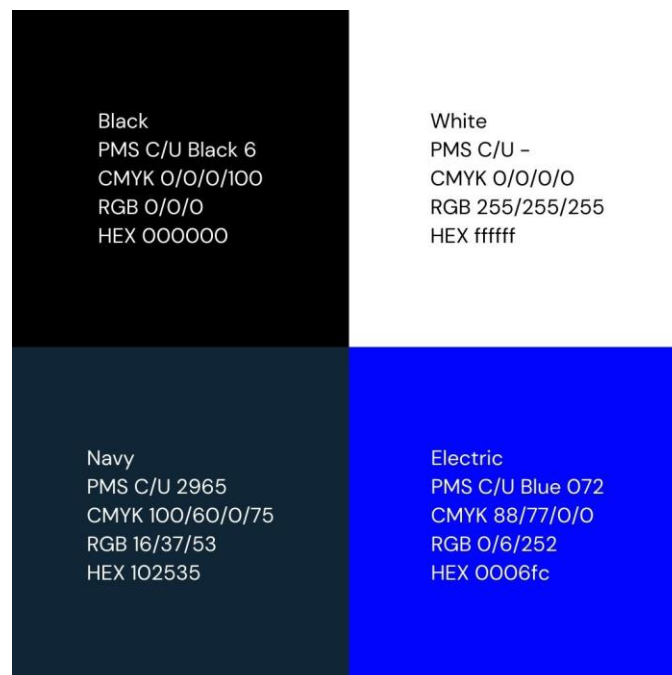
The AUSF primary logo must be clearly visible on each uniform or merchandise product. This is also inclusive of any smaller products such as hats and beanies. In the event that this is not possible due to manufacturing restrictions, an exemption must be sought from AUSF.

To avoid any reproduction issues, the minimum size (proportionally scaled) of the logo produced on uniforms is 30mm high. To keep balance and proportion, we recommend aligning the height of the AUSF and each club logo to ensure a sizing and design consistency. The AUSF logo has been distributed to AUSF club committees, but in the event your club needs a new copy, contact the Marketing and Communications Coordinator for our suite of AUSF logos. Any Adelaide University Fitness Hub uniforms or merchandise must follow the same set of guidelines set out in this document; however, where the AUSF logo is referenced, this should be replaced with the Adelaide University Fitness Hub logo.

If a club product is manufactured without following these guidelines and without an exemption from AUSF, it is a breach of AUSF club affiliation.

COLOUR PALETTE

AUSF has three primary colours that may be used when designing any uniform pieces or merchandise products. They are black, white and navy blue. AUSF also permits electric blue be used as a secondary colour. The exact AUSF colour codes are available in the image below.



No other colour should be used without seeking an exemption from AUSF. The manufacturing of any uniform or merchandise products that use of colours outside of the AUSF colour palette is a breach of AUSF club affiliation.

FONTS

Fonts used on AUSF staff, volunteer, Fitness Hub uniforms and merchandise must be either Adieu – Bold, Tobias – Regular or DM Sans – Regular.

AUSF clubs are encouraged to use these fonts or their free alternatives (Ramabhadra – Regular, Playfair Display – Regular and DM Sans – Regular), but are not bound by these recommendations.

UPPER BODY UNIFORM ITEMS

All upper body uniform items must only use colours from the AUSF colour palette, and have the AUSF logo clearly on them. If club competition regulations do not allow a team at your club to adopt the AUSF colour palette, an exemption must be requested through AUSF; however, AUSF will work to make the exemption colour as close as possible to the AUSF colour palette. Any upper body club uniform items manufactured without using the AUSF colour palette and without an AUSF exemption will be a breach of club affiliation.

The AUSF logo must be clearly visible on the front chest area of all upper body club uniform items.



If, due to manufacturing or State Sporting Organisation (SSO) restrictions, the logo cannot be placed on the front chest area, an exemption must be requested by AUSF to place the AUSF logo on either the back at the bottom of the neck area or on the upper arm; however, the AUSF logo must take precedent over sponsor logos.



All upper body club uniform items must be approved by AUSF before being manufactured.

LOWER BODY UNIFORM ITEMS

All lower body uniform items must only use colours from the AUSF colour palette, and have the AUSF logo clearly on them. Any lower body club uniform items manufactured without using the AUSF colour palette will be a breach of club affiliation.

The AUSF logo must be clearly visible on the front of all club lower body uniform items. If, due to manufacturing or SSO restrictions, the logo cannot be placed on the front of the item, it must be placed on the side.



All lower body club uniform items must be approved by AUSF before being manufactured.

COMBAT SPORT UNIFORM ITEMS

Combat sports such as martial arts or sports involving weapons should follow the above uniform guidelines as close as possible; however, in the event that competition or SSO regulations forbid logo placement in AUSF's desired locations, a patch with the AUSF logo should be added to the uniform in the most visible location available, and this must be approved by AUSF before uniforms are used. If AUSF is not consulted throughout this process, it will result in a breach of club affiliation.

CELEBRATORY ROUND UNIFORM ITEMS

AUSF clubs are able to seek an exemption to the AUSF colour palette where appropriate, and within reason, for celebratory rounds such as Indigenous Round or Pride Round. Uniforms created with this exemption are only to be used for the specific round they are made for, and if they are worn in competition outside of that round, it is a breach of club affiliation. There are no exemptions for AUSF logo placement.

If an AUSF club wishes to also have the University of Adelaide's logo on a celebratory uniform, they must make a request with AUSF to determine whether it is appropriate, and if AUSF deem it appropriate, we will seek approval from the University of Adelaide on the club's behalf. Clubs are not to use the University of Adelaide's logo under any circumstances unless they have sought approval from AUSF and the University of Adelaide has allowed it.

LARGE MERCHANDISE ITEMS

All large merchandise items must only use colours from the AUSF colour palette, and have the AUSF logo on them. The AUSF logo must clearly visible, ideally on the front of the merchandise. For upper body merchandise, the AUSF logo must be either on the front in the chest area, on the back at the bottom of the neck area or on the upper arm. For lower body merchandise, the AUSF logo must be either at the front or on the side of merchandise.

All large merchandise must be approved by AUSF before being manufactured.

SMALL MERCHANDISE ITEMS

All small merchandise items must only use colours from AUSF colour palette, and have the AUSF logo on them either at the front, side or back of the item and it must be able to clearly be seen when the merchandise is worn.

All small merchandise must be approved by AUSF before being manufactured.

If due to manufacturing requirements you can only use one logo, clubs must prioritise the AUSF logo over their own logo; however, a hybrid logo may be used with the AUSF crest and the club's name underneath. This logo can be created by AUSF upon request. An example of a hybrid club logo can be seen below.



AUSF INTERVARSITY TEAM UNIFORMS

Any uniforms manufactured by AUSF for intervarsity teams must comply with the competition uniform guidelines previously mentioned in this document; however, the AUSF logo must be placed on the front chest area of upper body uniform items, and the front leg area of any lower body uniform items. All AUSF intervarsity uniforms must also have the University of Adelaide's logo clearly visible on them on the opposite side of the chest or opposite leg to the AUSF logo. Use of their logo must be approved by the University of Adelaide before it is manufactured. If a uniform item is not approved by the University of Adelaide, it must be redesigned to meet their requirements.

NEW BALANCE PARTNERSHIP

AUSF has partnered with New Balance as our preferred supplier for AUSF staff, teams, Fitness Hub uniforms and merchandise. Clubs may also use New Balance as their supplier, and while this is our preference, it is not a requirement. We encourage AUSF clubs to explore the option of transitioning from their current suppliers to one of the largest sporting apparel brands in the world in New Balance.

Clubs will have the ability to set up an online storefront where they can sell their merchandise to members and supporters, and will receive a 5% rebate on orders made through the website which will be paid to the club. When ordering playing uniforms for competition, the club will be able to place their orders directly through New Balance. Clubs will be able to design their own custom uniforms or

keep it simple using New Balance's readymade stock range. There is a minimum order on custom uniforms of 10 items, and a minimum of order of 1 on stock items.

All AUSF members will receive a one off discount code that they will be able to use when making purchases at www.newbalance.com.au as part of our Member Benefits Program.

[Click here for New Balance's Team Sport Pricelist.](#)

[Click here for New Balance's Core Range catalogue.](#)