



UCC SPORT

Gear Branding Guidelines

22.23



**UCC
SPORT**
PRIDE. BELIEF. PASSION.

Why These Guidelines?



- UCC Sport has introduced purchasing and design of gear and these guidelines provide details on the policies for Clubs to follow
- The reason for this is due to a high variation across clubs in the design and types of clothing purchased in previous years.
- UCC has a registered trademark for the UCC Skull and Crossbones logo. To ensure that we keep this trademark and retain our exclusive rights to the logo it must be used correctly and in the precise format(s)/colour schemes which are registered as the [Trade Mark](#)
- Following the guidelines that follow and staying in regular contact with the Clubs Executive through the process of ordering gear will mean the clubs stays within the requirements and that UCC Sport is properly represented on your gear.
- Failure to comply to the guidelines will result in penalties.

Branding

The official colours of UCC Sport are black and red, with white for text, accents and a third colour when needed. Pictured across are the colours with their corresponding hex codes and rgb values.

UCC Sport's preferred font is **Gotham Bold**. Any gear suppliers should be able to provide the font on clothing. If you would like the image of the Skull and Crossbones with your club name underneath contact the Clubs President or PRO.

The UCC Crest and UCC Sport logo may not be altered in any way from their original forms. Failure to comply with this (continued use of modified skull and crossbones) will result in sanctions e.g. withholding of club grants and funding.



Black
#000000
0,0,0



White
#FFFFFF
255,255,255



Red
#CE1F2C
206,31,44



Playing/Competitive Gear Designs

- The three essential logos on every piece of competitive club gear are: **the Bank of Ireland logo, UCC Crest and UCC Sport Skull and Crossbones.**
 - The UCC Skull and Crossbones should appear on the front of playing gear. These may not be edited in any way from their original forms, but there are different choices of colour for the Bank of Ireland logo (navy or white). It is very important to note that the skull and crossbones MUST be as shown below. It can not be modified in any sense (shape, colour etc.)
-



7cm (minimum)



Bank of Ireland

30cm (mandatory)



7cm (minimum)

If for any reason it is not possible for your club to have any of these logos on your gear, email pro@uccclubs.ie, vp@uccclubs.ie or Kellianne (president@uccclubs.ie) to explain why.

Non-playing gear

- For non-playing gear there are no minimum sizes of any of the logos. Non playing gear is attire not worn when competing, i.e. to training, at competitions (including but not limited to half-zips, hoodies, jackets.)
- It is mandatory to have the **Skull and Crossbones and The Bank of Ireland logo** on all non playing gear.
- All non-playing gear must remain in the colour scheme of the UCC Sport colours - red, black and white. There can be no variation to this.



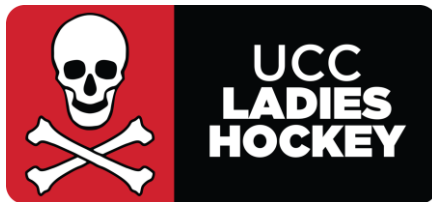
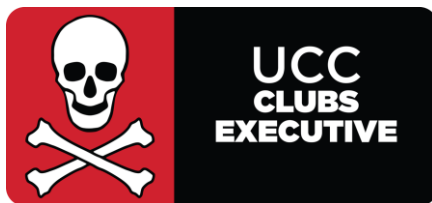
Bank of Ireland



If for any reason it is not possible for your club to have any of these logos on your gear, email pro@uccclubs.ie, vp@uccclubs.ie or Kellieanne (president@uccclubs.ie) to explain why.

New VIG / Club Logo's

- UCC Sport have updated our branding and through this we've designed new club logos to go on gear / emails or wherever you see necessary.



- If you don't already have your club VIG, please contact president@uccclubs.ie and I will send it on.

Coaches Gear

For coaches and club official's equipment a club can choose one of two options:

- 1) A coach can be provided with a club jersey identical to the team they coach. In place of where the player's name usually goes the word "COACH" must be shown.
- 2) The alternative option is a plain black, plain white or plain red polo shirt, jumper or jacket. This must have the UCC Crest on the right breast, the skull and crossbones on the left breast ("UCC COACH" or "UCC CLUB OFFICIAL" may be underneath) and Bank of Ireland logo on the right sleeve. Any other adornments are subject to Clubs Executive approval.



Bank of Ireland



If for any reason it is not possible for your club to have any of these logos on your gear, email pro@uccclubs.ie, vp@uccclubs.ie or Kellianne (president@uccclubs.ie) to explain why.

Other Sponsors/Logos



When searching for other sponsors or placing logos on clothing there are two rules that must be followed:

- No sponsorship deal can be made with any company or business where their main trade is based around alcohol. Any deal of this nature will be in breach of UCC's Alcohol Policy.
- No sponsorship deal can be made with any company or business in direct competition with Bank of Ireland. This includes any financial or insurance institutions.

This is subject to the agreement between UCC Sport and Bank of Ireland.

Gear Orders



- UCC Sport has approved the following suppliers for the 22.23 year: O’Neills, Kukuri, Victory Teamwear (Nike), McKeever, Macron, Samurai Sportswear and Welch Sports.
- All clubs MUST order their competitive gear from these companies.
- Exceptions will only be approved where there is no possible way of purchasing the clothing from these suppliers. To be granted permission to buy clothing outside of these six companies a proposal must be emailed to Kellieanne (president@uccclubs.ie) stating very clearly the reasons why the club must go outside this group and the proposed alternative supplier. Such reasons may include requirements for specialist gear not manufactured by these companies, e.g. wetsuits, buoyancy aids or gymnastics leotards.

Make sure to order gear with plenty of time in advance of when you’ll need it!

- Before finalising any gear order a mock up of the design MUST be emailed to either pro@uccclubs.ie or vp@uccclubs.ie. Any gear designs that have not been approved by an exec. member will not be processed through the portal. If a club is found to have purchased gear without prior approval or to be in breach of the gear guidelines they will be subject to a penalty of up to **5% of their main grant.**

Gear Orders



Kukri

Anthony Horgan
anthony.horgan@kukrisports.com
0872036672

O'Neills

Frank Murphy
frankmurphy@oneills.ie
0861714831

Victory Teamwear (Nike)

Gerry Smith
gerrys@victoryteamwear.ie
014136870

Macron

John O'Rourke
John.Orourke@macronstore.com
0866640916

McKeever

Padraig McKeever
p.mckeever@mckeeversports.com
+44 2838392233

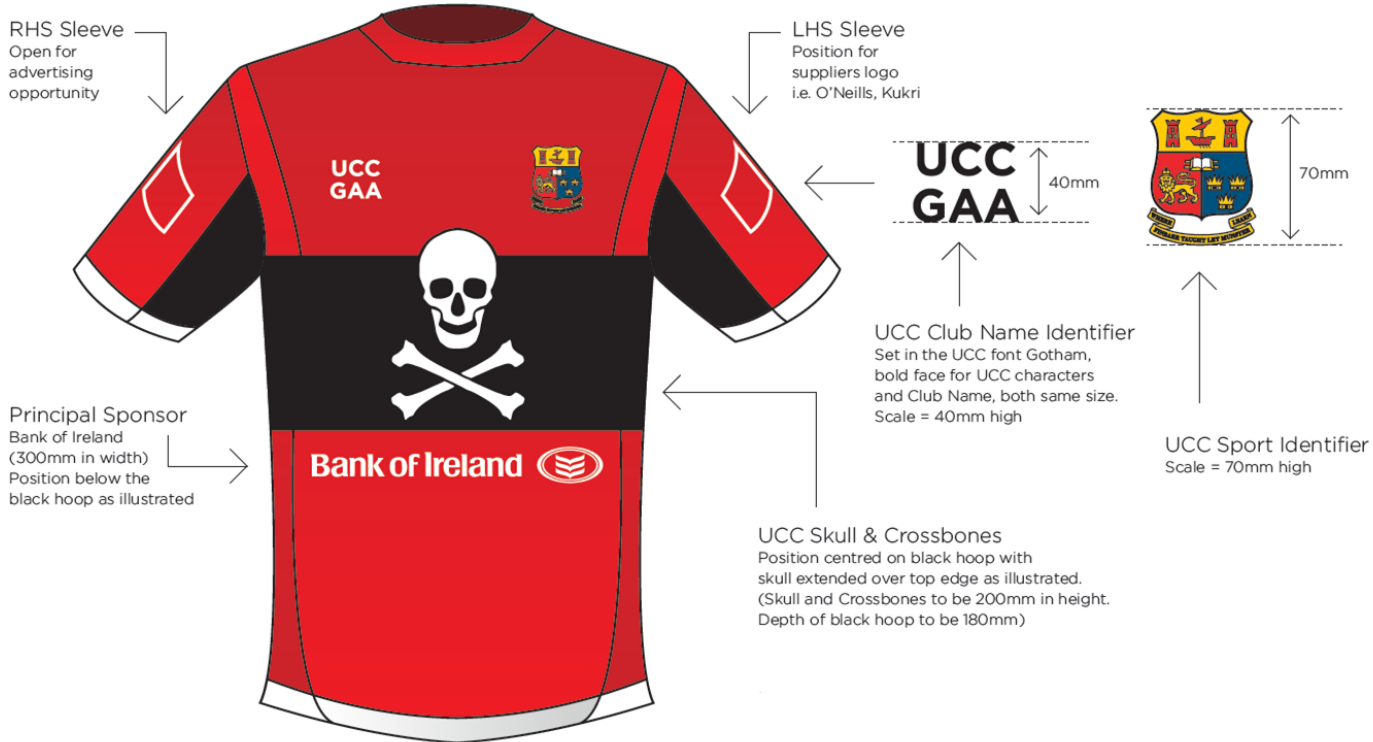
Hockey World

Neil Welch
neil@corkclothing.ie
0212038088

Good Examples



UCC Playing Jersey: Red with Black Hoop



Good Examples



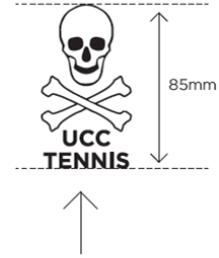
UCC Playing Jersey: Red

RHS Sleeve
Open for
advertising
opportunity

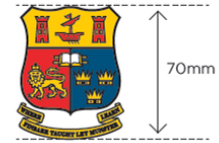
LHS Sleeve
Position for
suppliers logo
i.e. O'Neills, Kukri



Principal Sponsor
Bank of Ireland
(300mm in width)
Position centred



UCC Club Name Identifier
Set in the UCC font Gotham,
bold face for UCC characters
and Club Name, both same size.
Scale = 85mm high



UCC Sport Identifier
Scale = 70mm high