

UCC Sport Gear Branding Guidelines

25/26



Why These Guidelines?

- Since 2021, UCC Sport has placed greater oversight on club gear purchasing and design.
- The reason behind the increase in oversight is to maintain consistency across all clubs, protect the registered UCC Skull & Crossbones trademark, and to honour the terms of UCC Sport's sponsorship agreement with Bank of Ireland.
- Following these guidelines and gaining prior approval will ensure your club stays compliant and ensures proper representation of UCC Sport.
- Clubs found in **breach of these guidelines may face sanctions**, e.g. funding/grant reductions.

Approval of Gear Order

- All gear design proposals must be approved by the Clubs' Executive prior to making the order. Each design must be uploaded to the Clubs Portal. Please contact the following in regards to:
 - **vp@uccclubs.ie** - Any general queries in regards to ordering gear
 - **president@uccclubs.ie** - Supplier exceptions, individual logo requests, or other exceptional circumstances
- Please read all gear guidelines prior to sending a proposal

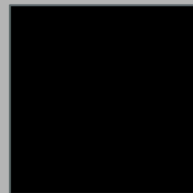
Branding

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 Sports 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 Vice-President.

The UCC Crest and UCC Sport logo may not be altered in any way from their original forms.

Failure to comply with this will result in sanctions to the club.



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 skull and crossbones should appear on the front of the 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 vp@uccclubs.ie to explain why.

Non-playing gear

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 & Bank of Ireland logo on all leisurewear. The University Shield is at the discretion of the club committee. For non-playing gear, there are no minimum sizes of any of the logos. 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 vp@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.

Font & Logos on the Back of Gear

- Clubs can choose to have a large Skull & Crossbones with **Gotham Bold** font on the back of competitive and non-competitive gear.
- There is no maximum size but the minimum size is 7 x 7cm for the Skull & Crossbones.
- Individual logos can appear on the bottom back or sleeve of **non-competitive** gear with a maximum size of 7 x 7cm.

Individual Club Logos

UCC Clubs' Executive recognise that clubs may from time to time want an individual logo on non-competitive gear due to tradition or individuality.

This logo can only be used after approval by the Clubs' Executive **between June 1st and October 31st**. The club must email the logo to president@uccclubs.ie with justification. Any logos submitted outside of these dates will not be considered until the following academic year upon re-submission.

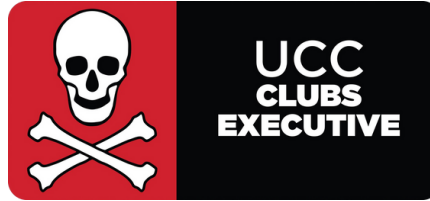
Individual logos cannot replace the skull & crossbones or be used as the social media logo.

Subject to approval, individual logos can appear on gear at the **bottom back or on the sleeve** with a maximum size of 7 x 7 cm

The committee should take into account the increased cost for members with the addition of an individual logo

New VIG / Club Logos

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



- If you don't already have your club VIG, please contact vp@uccclubs.ie to receive your VIG

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 vp@uccclubs.ie to explain why.

Policy Surrounding Purchase of Gear

Club's own funds can only be used for competitive gear, such as jerseys, that stay within the club and are purchased at the beginning of the year / prior to the beginning of club competitions - subject to the clubs budget.

It is advised that competitive gear that individuals keep is paid for in full by each member of the club. In the event that the club wishes to subsidise competitive gear they can pay a maximum of 20% of the overall cost, subject to club budgets pending approval of the clubs executive committee. Please email president@uccclubs.ie for approval

Club grant funds cannot be used for committee gear or leisurewear. The purchase and ordering of this gear can only be completed after collection of full payment from each member via the clubs portal. In exceptional circumstances the Clubs' Executive Committee will review requests for subsidising gear, in this instance email president@uccclubs.ie

All gear payments must be made via the clubs portal shop

Gear Orders

UCC Sport has six approved sportswear suppliers, for the 2025/26 year which can be seen below. All clubs **Must** order their gear from these approved suppliers.

Exceptions will only be approved by the Clubs' Executive 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 president@uccclubs.ie stating very clearly the reasons why the club must go outside the approved suppliers and the proposed alternative supplier. Such reasons may include requirements for specialist gear not manufactured by these six 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 mockup of the design **MUST** be uploaded to the Clubs Portal for approval. Any gear designs that have not been approved by the Vice-President 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 may be **subject to a club-wide penalty**.

Gear Orders

Kukri

Diarmuid Byrne

diarmuid.byrne@kukrisports.com

087 9417875

O'Neills

Frank Murphy

frankmurphy@oneills.ie

086 171 4831

McKeever

Ronan Milner

r.milner@mckeeversports.com

083 486 1693

Macron

John O'Rourke

John.orourke@macronstore.com

086 664 0916

Samurai

Barry Hilliard

barryh@sumurai-sports.com

083 0520 006

Hockey World

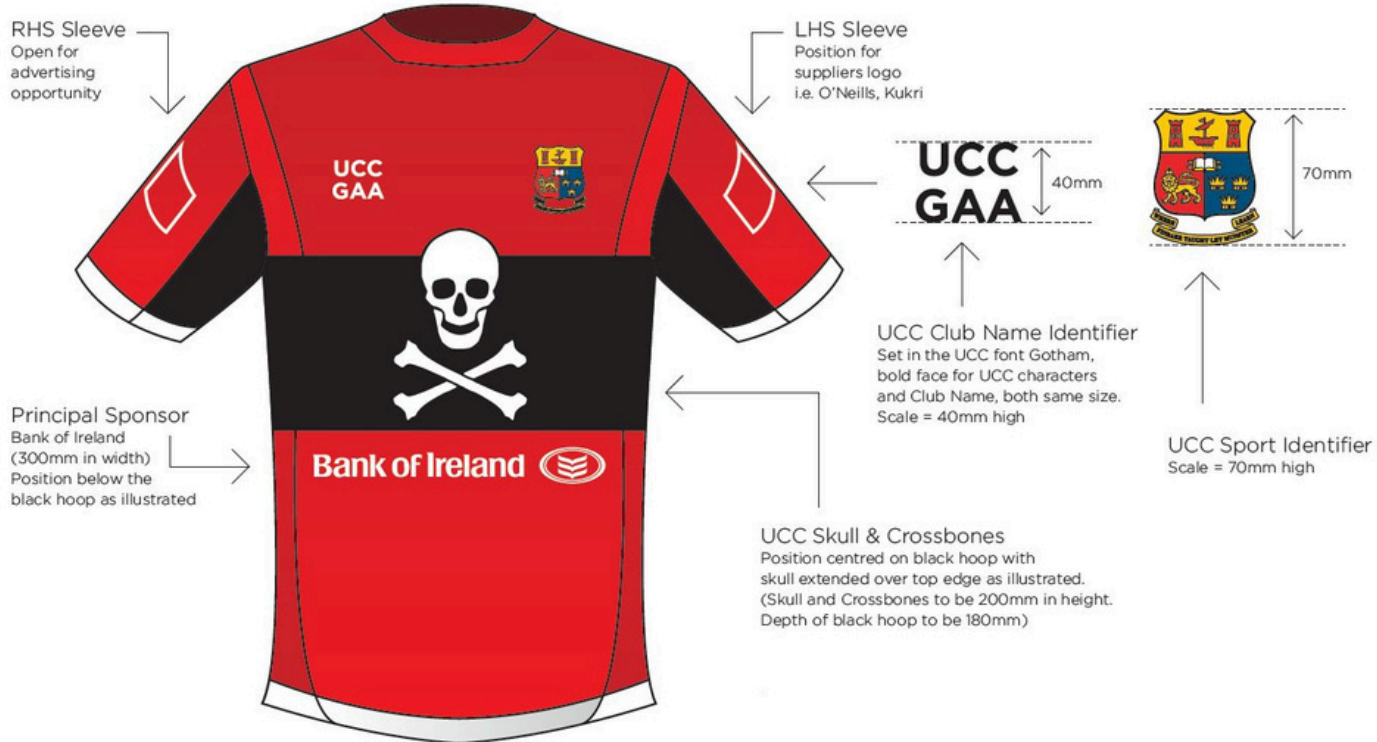
Neil Welch

neil@corkclothing.ie

021 203 8088

Good Examples

UCC Playing Jersey: Red with Black Hoop



Good Examples

UCC Playing Jersey: Red

