



Gear Branding Guidelines 26/27



Overview

- 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 and protect the registered UCC Skull & Crossbones trademark.
- 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.

Transition of Sponsor

The following guidelines apply to Clubs in relation to the **conclusion of the sponsorship agreement** between **UCC Sport** and **Bank of Ireland** in September 2026:

- Any new Club gear for 2026/27 must be ordered **without Bank of Ireland branding**.
- **Existing Club gear with Bank of Ireland branding** can continue to be used.
- Where Club gear is being ordered to replace only a small quantity of existing gear (e.g. damaged or lost team jerseys), these may be ordered with Bank of Ireland branding to ensure consistency among this set of gear.

Approval of Gear

All gear design proposals must be uploaded to the Clubs Portal for **approval by the Clubs' Executive** prior to making the order. Please contact the following in regards to:

- **vp@uccclubs.ie** - Any general queries in regards to gear
- **president@uccclubs.ie** - Supplier exceptions, individual logo requests, or other exceptional circumstances

Please read all gear guidelines prior to sending a proposal.

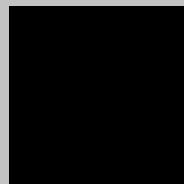
Branding

The official colours of UCC Sport are **black and red**, with **white** for text, accents and a third colour when needed. Their corresponding hex codes and RGB values are pictured across.

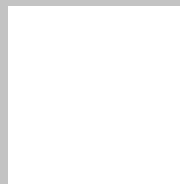
UCC Sports preferred font is **Gotham Bold**. Gear suppliers should be able to provide this font on clothing.

The image of the Skull and Crossbones with your Club name can be found in the [UCC Clubs Branding folder](#) on the Google Drive.

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

All playing gear must remain in the colour scheme of UCC Sport - **red, black and white**.

The two essential logos on every piece of competitive Club gear are the **UCC Crest** and the **UCC Sport Skull and Crossbones**.

These may not be modified in any way
from their original forms (shape, colour etc.)
They must be as shown here:

The Skull and Crossbones should appear
on the front of competitive gear.



7cm (minimum)



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-Competitive Gear/Leisurewear

Non-competitive gear is attire not worn when competing, i.e. to training (including but not limited to beanies, half-zips, hoodies).

All non-competitive gear must remain in the colour scheme of UCC Sport - **red, black and white**.

It is mandatory to have the **Skull and Crossbones** on all non-competitive gear, however the UCC Crest is at the discretion of the Club committee.

Logos have a minimum size of 7cm.

If for any reason it is not possible for your Club to have the Skull and Crossbones logo on your gear, email vp@uccclubs.ie to explain why.



Individual Club Logos

UCC Clubs' Executive recognise that Clubs may want to include 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.

Individual logos can be placed on non-competitive gear on the upper back, lower back, or on the sleeve with a maximum size of 30 x 30cm (subject to approval).

Individual logos cannot replace the Skull & Crossbones on Club gear or be used as the social media logo.

Please note the increased cost for members with the addition of an individual logo.

Other Sponsors/Logos

- 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.
- Sponsors must be approved by the Clubs' Executive Committee.
- Sponsor logos can be placed on the upper back, lower back, or on the sleeve, with a maximum size of 30 x 30cm (subject to approval).

Coaches Gear

For coaches and Club officials gear, a Club can provide one of the following two options:

- 1) 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) A plain black, plain red, or plain white polo shirt, jumper or jacket. This must have the UCC Crest on the right breast and the Skull and Crossbones on the left breast ("UCC [CLUB] COACH" or "UCC [CLUB] OFFICIAL" may be underneath). Any other adornments are subject to Clubs' Executive approval.



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

Clubs' 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 Club's budget.

It is advised that competitive gear which individuals keep is paid for in full by each member of the Club. If the Club wishes to subsidise competitive gear, they can pay a **maximum of 20% of the overall cost**, subject to Club budgets being approved by the Clubs' Executive Committee.

Club grant funds cannot be used for committee gear or leisurewear. The purchase and ordering of this gear must 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. Please email president@uccclubs.ie for approval.

All gear payments must be made via the **Clubs Portal Shop**.

Gear Orders

UCC Sport has **six approved sportswear suppliers** for 2026/27 (see below). All Clubs must order their gear from these approved suppliers.

Exceptions will only be allowed where there is no possible way of purchasing the gear from any of these suppliers. For these cases, Clubs must email president@uccclubs.ie for approval, stating their proposed supplier and explaining why the Club must use them. Such reasons may include requirements for specialist gear which is not manufactured by the approved suppliers, e.g. wetsuits, buoyancy aids or gymnastics leotards.

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 will not be processed through the Portal. If a Club **purchases gear without prior approval or is in breach of gear guidelines** they may be **subject to a Club-wide penalty**.

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

Gear Orders

Kukri

Aidan Kearney

aidan.kearney@kukrisports.com

087 9417875

Macron

John O'Rourke

john.orourke@macronstore.com

086 664 0916

O'Neills

Frank Murphy

frankmurphy@oneills.ie

086 171 4831

Cork Clothing Company/Hockey World

Neil Welch

neil@corkclothing.ie

021 203 8088

McKeever

Ronan Milner

r.milner@mckeeversports.com

083 486 1693

Samurai/O'Reilly's

Barry Hilliard

barryh@sumurai-sports.com

083 0520 006

VIGs/Club Logos

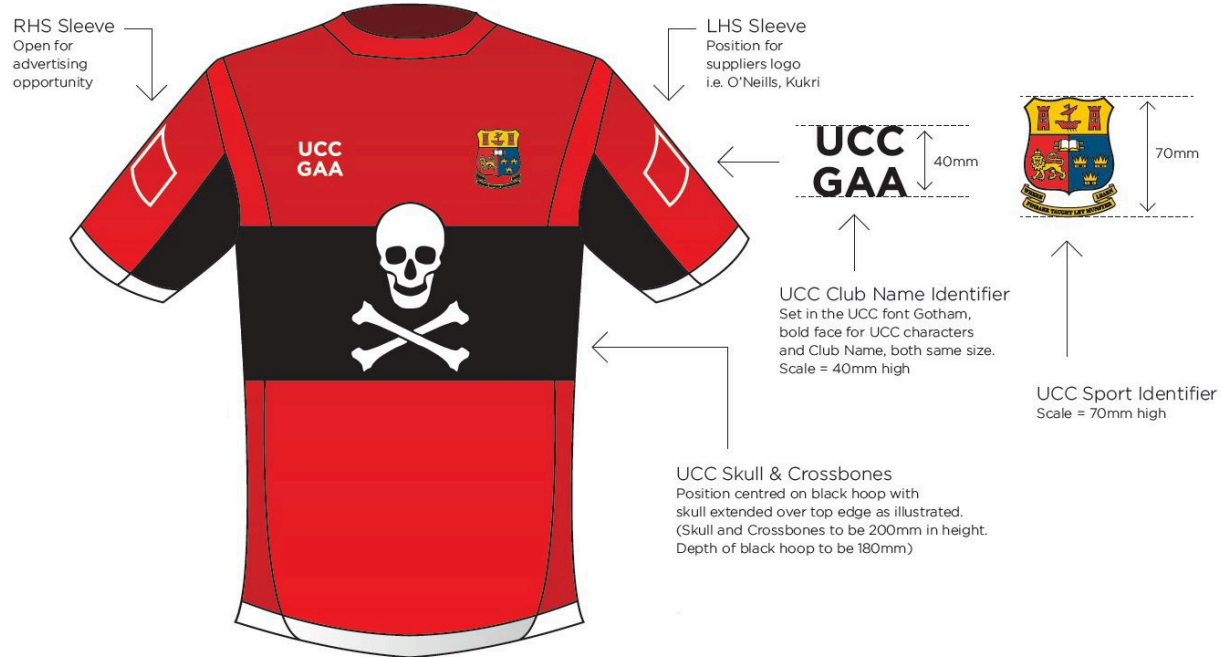
- Following the update of UCC Sport branding, Club VIG logos have been designed to go on gear, emails, or wherever else is deemed necessary.



- Club VIG logos can be found in the [UCC Clubs Branding folder](#) on the Google Drive.

Good Examples

UCC Playing Jersey: Red with Black Hoop

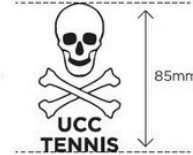


Good Examples

UCC Playing Jersey: Red

RHS Sleeve
Open for
advertising
opportunity

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



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