



LEEDS SPORT

Home of the Gryphons

Launched in 2015, Leeds Sport is the name and brand for the collaborative delivery of sport by Leeds University Union and the University of Leeds. You'll have seen more and more evidence of the brand as we've rolled it out over the last year. As most clubs will already know, both playing and off-field leisure kit should fall in line with the new brand, and these Playing Kit Guidelines should be adhered to by clubs, to ensure that the new Leeds Sport branding is used in the correct way, and that kits are updated from 2015/16 Kukri designs

Along with some specific rules, guidelines and do's and don'ts, pages 10-14 show a small sample of club kit employing these guidelines, utilising existing Kukri designs but branded in the correct Leeds Sport way, to demonstrate the rules we would like to put in place.

Kit design sign-off:

All playing kit designs need to be signed off by the Leeds Sport Marketing team before an order is placed. They can also deal with any queries regarding the correct branding of Leeds Gryphons playing kit. Please contact:

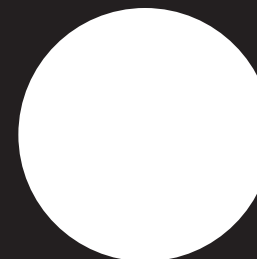
Emily Halsall
Marketing and Communication Executive
e.halsall@leeds.ac.uk

UNIVERSITY OF LEEDS COLOUR PALETTE

Pantone 3435



White



Pantone 187



RULES AND GUIDELINES

UNIVERSITY CREST

1. University crest to be used within a fixed size range on the left chest of tops **ONLY**. It must not appear in any other location.
2. The University crest will appear as white on Green or Green on white. To ensure it is clearly legible, it should not be placed over a background of two or more colours. The correct artwork file will be supplied on request.

No other marks or text, aside from the Stacked Club Name (see page 3), or Kit partners logo should appear on the upper chest of any playing top.

THE UNIVERSITY CREST AND ALL OTHER LEEDS GRYPHONS
BRANDING ELEMENTS ARE PROTECTED BY COPYRIGHT AND FULLY
OWNED BY THE UNIVERSITY OF LEEDS. THEY SHOULD NOT BE USED
IN ANY WAY WHICH CONTRAVENES THESE GUIDELINES, UNDER
ANY CIRCUMSTANCES. IF IN DOUBT, PLEASE CONTACT:

Emily Halsall
Marketing and Communication Executive
e.halsall@leeds.ac.uk

80mm minimum depth -
110mm maximum depth



RULES AND GUIDELINES

STACKED CLUB NAME

1. The Stacked Club Name should appear within these sizes on the right chest or the right arm **ONLY**.
2. No other marks or text, aside from the University Crest (see page 2), or Kit partners logo should appear on the upper chest of any playing top.
3. No other Marks, logos or text should appear alongside or close to the Stacked Club Name in any location.
4. Artwork will be supplied to each club for these on request.
The artwork must not be created by the club or kit partner.

Flexible depth
(Sport dependent)
Maximum depth:
110mm



UNIVERSITY OF LEEDS
**RUGBY
UNION**

Fixed width 60mm
(Irrespective of sport)

RULES AND GUIDELINES

SUPPLEMENTARY LEEDS SPORT BRANDING

Other elements of Leeds Sport/Leeds Gryphons/Club branding may appear on the other items that go to make up playing kit (eg shorts, skorts, socks).

These include:

1. The Gryphon

Should appear as a standalone emblem on the right-hand side/leg of any lower garment. Should be printed white on green or green on white. No other wording should appear with the Gryphon in this location. Depth: Min 40mm, Max 60mm.

2. The Official Club Acronym with Rose

This can be used as a supplementary identifier / design feature only if the official naming convention is followed. So a mutually agreed acronym eg UOL RL (Rugby League club), UOL MCC (Men's Cricket Club), UOL MHC (Men's Hockey Club), UOL WFC (Women's Football Club) can be used.

The artwork for this will be supplied to each club on request. Under no circumstances should this artwork be recreated using alternative acronym styles (eg LUUMCC, RODSOC etc). It is fine if any club does not wish to use the UOL acronym, however they must not use an alternative in any form on official University of Leeds playing kit.

The Gryphon

Minimum
40mm -
Maximum
60mm depth



UOL  ATH

The Official Club Acronym with Rose
Minimum 60mm - Maximum 90mm width

RULES AND GUIDELINES

KIT PARTNER LOGOS

1. Kit partner logo can appear anywhere on the garment, but always in a different location to any Leeds elements - never alongside/ adjacent.
2. If it is placed on the chest, it must be on the right-hand side (when Stacked Club Name moves to right arm)
3. We would prefer a maximum of two visible manufacturer logos per garment (front and back) and that they are white on green background or green on white background.
4. Do not use kit partner logos in any other visible location (eg within numbers).

RULES AND GUIDELINES

COLOUR

There are some rules we would like our clubs to adhere to when designing their playing kit:

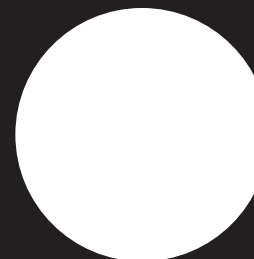
1. Green should be used as the predominant (90% minimum) base colour.
2. AWAY KIT - White should be used as the predominant (90% minimum) base colour.
3. The other colours can be added subtly. White and red (or green and red for away kits) to 10% maximum. We are looking to achieve a simpler, more classic look. Many of the existing Kukri designs are quite busy and similar to/derivative of our peers. We want Leeds Gryphons to be distinctive, within BUCS and beyond.
4. Use flat colours only – no shaded designs.

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White



Pantone 187



RULES AND GUIDELINES
NUMBERS (and Names)

1. Use the font GT Walsheim Bold for numbering and names, wherever required on the garment. If they don't already hold the font, a set of numbers and alphabet can be supplied to your chosen kit partner as outlines.
2. Do not add kit partners logo within numbers.

1 2 3

4 5 6

7 8 9 0

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

RULES AND GUIDELINES SPONSOR LOGOS

We appreciate that sponsorship can be vital to each club, and that sponsor logos on playing kit is a requirement of their support. We would appreciate it if each club can consider the overall aesthetic of their kit when agreeing sizing and placement of a sponsors logo, in line with the Leeds Gryphons brand of classic understatement. The images opposite illustrate how some top-level clubs incorporate sponsor logos, usually white in colour, or a colour that complements the rest of the kit. So, with that in mind, could we ask that:

1. Sponsor logos shouldn't be too large and sized in relation to the other kit branding.
2. They should ideally be white on green or green on white, or a colour that complements the rest of the kit.
3. Only one sponsor logo per panel is allowed (ie one front, one back maximum)
4. Please ask your sponsor to supply a vector file (.eps) of their logo to your kit partner to achieve sharpest reproduction.



RULES AND GUIDELINES

GENERAL DO'S AND DONT'S

1. Do not use the Leeds University Union logo anywhere on playing kit.
2. Do not use ANY previous versions of Leeds Gryphons branding on playing kit. This has now been superceded by the new Leeds Sport/Leeds Gryphons brand and will be phased out as clubs order new kit over the coming months/year.

Leeds University Union.





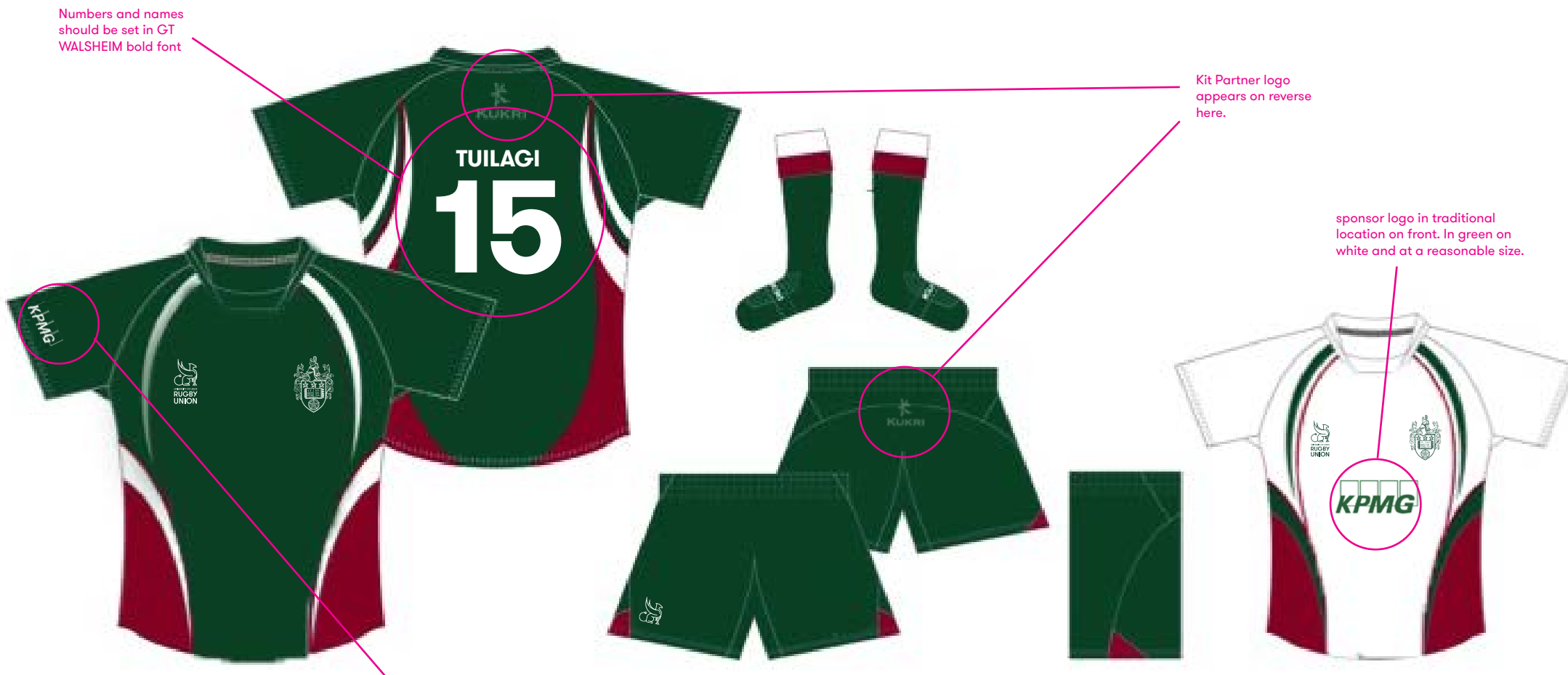
LEEDS SPORT

Home of the Gryphons

Leeds Sport Playing Kit guidelines
Version 1.2

MENS RUGBY UNION

PLEASE NOTE – WE ARE NOT SUGGESTING THAT THE PANELLING/COLOUR DESIGNS ON THESE EXAMPLES ARE FOLLOWED. THEY ARE ONLY USED TO ILLUSTRATE THE PLACEMENT OF THE NEW LEEDS SPORT BRANDING ELEMENTS.



WOMENS CRICKET

PLEASE NOTE – WE ARE NOT SUGGESTING THAT THE PANELLING/COLOUR DESIGNS ON THESE EXAMPLES ARE FOLLOWED. THEY ARE ONLY USED TO ILLUSTRATE THE PLACEMENT OF THE NEW LEEDS SPORT BRANDING ELEMENTS.

Kit Partner logo appears on reverse here and in a contrasting colour to Leeds branded elements.



MENS ATHLETICS

PLEASE NOTE – WE ARE NOT SUGGESTING THAT THE PANELLING/COLOUR DESIGNS ON THESE EXAMPLES ARE FOLLOWED. THEY ARE ONLY USED TO ILLUSTRATE THE PLACEMENT OF THE NEW LEEDS SPORT BRANDING ELEMENTS.



WOMENS HOCKEY

PLEASE NOTE – WE ARE NOT SUGGESTING THAT THE PANELLING/COLOUR DESIGNS ON THESE EXAMPLES ARE FOLLOWED. THEY ARE ONLY USED TO ILLUSTRATE THE PLACEMENT OF THE NEW LEEDS SPORT BRANDING ELEMENTS.



SWIMMING

PLEASE NOTE – WE ARE NOT SUGGESTING THAT THE PANELLING/COLOUR
DESIGNS ON THESE EXAMPLES ARE FOLLOWED. THEY ARE ONLY USED TO
ILLUSTRATE THE PLACEMENT OF THE NEW LEEDS SPORT BRANDING ELEMENTS.

