



**ROYAL
HOLLOWAY
— SPORT —**



**USAGE
GUIDELINES**



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INTRODUCTION

THE ROYAL HOLLOWAY SPORT LOCKUP IS A SYMBOL OF THE PROUD SPORTING HERITAGE OF ROYAL HOLLOWAY.

These guidelines ensure that the important history of Royal Holloway is portrayed in all applications. Using the official Royal Holloway Sport lockup across communications creates a coherent and unified sport identity, and students can use these guidelines for the practical use of their team lockups within Royal Holloway's framework.

The guidelines are expanded for representative sport, with separate sub guidelines for commercial and other activity using the lockup. The initial section on strategy sets the tone and rationale for using the sports lockups. Following this, each application is clearly explained to indicate how best to use the different lockups, ensuring Royal Holloway's competitive spirit is always reflected.



STRATEGY & HISTORY

**ROYAL HOLLOWAY IS RANKED
AMONG THE TOP TIER OF UK
UNIVERSITIES, AND HAS AN
EXEMPLARY SPORTING HISTORY.**

The Royal Holloway Sport lockup embodies this heritage, while simultaneously foregrounding the competitive nature of the student athletes, and allowing Royal Holloway to stand out in the contemporary sporting arena.

From the colours used to the positioning of the coat of arms, the stature of the organisation and the prowess of the teams are reflected in the Royal Holloway Sport identity. It is integral that the guidelines are always followed to effectively convey this.

For more information on the history of Royal Holloway, please visit —

royalholloway.ac.uk/aboutus



tone of voice

THE TONE OF VOICE OF ROYAL HOLLOWAY SPORT SITS COMFORTABLY WITHIN ROYAL HOLLOWAY'S TONE OF VOICE.

It is confident and direct while also being approachable and inclusive. It is important to always be professional while maintaining a friendly, conversational tone that reflects the attitude of Royal Holloway.

When writing on sport at Royal Holloway, the aim should be to reflect the competitive spirit of the teams and athletes, as well as the fun nature of sport at Royal Holloway, for both the players and the supporters.

Royal Holloway Sport should always be written out in title case, with the same rule applying to the Clubs, e.g. Royal Holloway Men's Rugby.





**ROYAL
HOLLOWAY
— SPORT —**



**CORE
IDENTITY
ELEMENTS**

COLOUR PALETTE

Primary Colour Palette

The primary colours are Green, White and Purple (with Green as the most prominent colour). These colours originate from the proud history of the suffragettes associated with Royal Holloway and Bedford New College, originally founded as women’s colleges. All elements of the Royal Holloway Sport identity must use these colours as specified to ensure this important historical reference is maintained, with the exception of the black and white versions.

Secondary Colours

Black and a spectrum of Grey (including Silver for foiling) can be used when a colour option is not practical. Please refer to the guidelines in each section for the correct usage of non-colour applications.



Pantone 336 C
C: 95 M: 11 Y: 70 K:44
R: 0 G: 102 B: 79



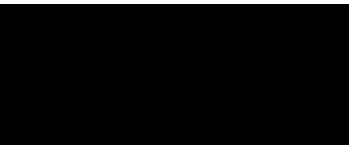
White
C: 0 M: 0 Y: 0 K:0
R: 255 G: 255 B: 255



Pantone 2623 C
C: 75 M: 100 Y: 8 K:26
R: 95 G: 33 B: 103



Spectrum of Grey
C: 0 M: 0 Y: 0 K:100 (10-90% tint)
Maximum — R: 10 G: 10 B: 10
Minimum — R: 240 G: 240 B: 240



Black
C: 0 M: 0 Y: 0 K:100
R: 0 G: 0 B: 0

TYPOGRAPHY

Primary Typeface

Ideal Sans is used as the primary typeface, in line with the overall College brand guidelines. This sans serif typeface is used to create a clean, contemporary feel that juxtaposes effectively with the detailed College coat of arms. Ideal Sans Light should always be used for body copy, and Medium or Semibold for headings and larger text.

Abc

Ideal Sans Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
0123456789.,;:'"(!£\$%^&*)

Abc

Ideal Sans Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
0123456789.,;:'"(!£\$%^&*)

Abc

Ideal Sans Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
0123456789.,;:'"(!£\$%^&*)

Alternative Typeface

Corbel is the MS Word friendly option, to be used when Ideal Sans is unavailable.

Abc

Corbel Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
0123456789.,;:'"(!£\$%^&*)

Abc

Corbel Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
0123456789.,;:'"(!£\$%^&*)

COAT OF ARMS

History and Elements

The Royal Holloway coat of arms was created when Bedford College and Royal Holloway merged to become Royal Holloway and Bedford New College, more commonly known as Royal Holloway University or Royal Holloway.

The band on top of the shield is taken from the arms of Royal Holloway, and the three crescents are from the arms of Thomas Holloway. The field consists of a checkered design taken from the Bedford arms, with ermine spots from the Royal Holloway arms added. The crest has a lamp of learning taken from the Bedford College arms, that is shown between two lozenges. The lozenge was traditionally displayed on the arms of unmarried ladies or widows, making them a reminder in this instance that the two constituent Colleges were originally founded for women. The motto is taken from the arms of Bedford College and means 'to be rather than to seem'.

Minimum height: 10mm



BEAR MASCOT

History

Affectionately named Colossus, the bear mascot has an interesting history at Royal Holloway. Originally a grizzly but more recently a polar bear, Colossus is an integral part of student sport at Royal Holloway, and represents the many different student-run teams.

Elements

The bear symbol in the Royal Holloway Sport lockup has been simplified to its core elements, combining the proud British heritage of Royal Holloway with the youthful, competitive energy of the student athletes.

Minimum height: 7mm





**ROYAL
HOLLOWAY
— SPORT —**



**SPORT
LOCKUPS**

THE PRIMARY LOCKUP

Vertical Lockup

Whenever possible, it is preferable to use the vertical lockup in applications. The vertical lockup effectively portrays the hierarchy intended, with the Royal Holloway coat of arms in a prominent position, and the competitive bear mascot mirroring it below. It is important that the proportion and relationship of all the elements always remain as per the design.

All three elements of the lock-up – coat of arms, words and bear – must be used together at all times. The exception to this is when used on official playing kit (see page 28).



SIZES

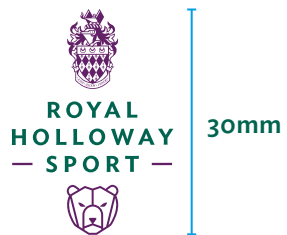
Minimum Size

The minimum size for the vertical lockup is 30mm in height. The lockup cannot be used at a smaller size than this, as it ensures the coat of arms and bear are correctly represented.

Size Relationship

The size relationship when used alongside the Royal Holloway logo is determined by the coat of arms – the coat of arms in the Royal Holloway Sport lockup must always be equal in size to the coat of arms in the Royal Holloway logo, with the remaining elements scaled proportionately.

Minimum height: 30mm



Size Relationship

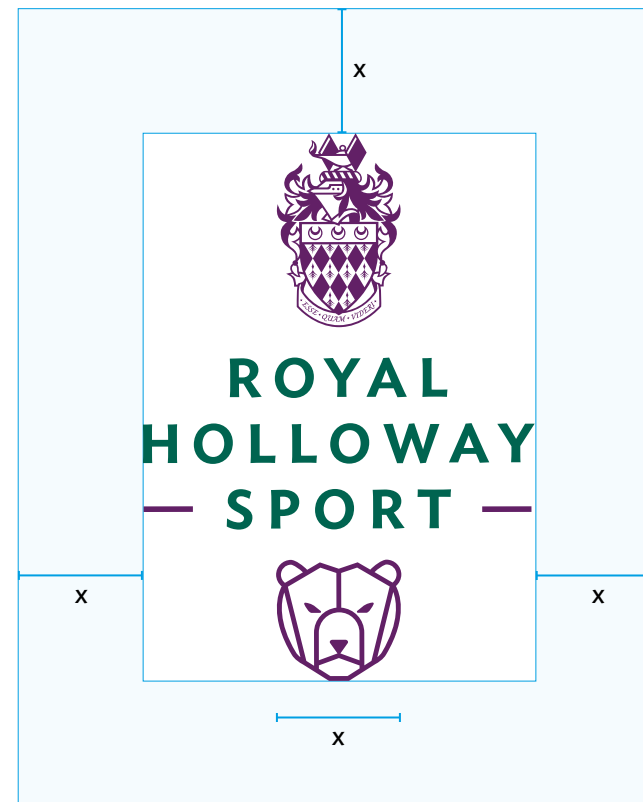


CLEAR SPACE

Minimum Clear Space

It's important to always have a consistent amount of clear space around the Royal Holloway Sport lockup, to ensure that it is portrayed effectively. The minimum amount of clear space required can be determined by the width of the bear (x). This measurement (x) must be used to measure a border around the entire lockup.

x = width of bear



POSITIONING WITH THE COLLEGE LOGO

Size Relationship and Clear Space

It is important to ensure that the lockups have the correct size relationships, i.e. the coat of arms is the same size across them both. In keeping with the clear space rule, the Royal Holloway Sport Lockup must be a minimum x -width from the Royal Holloway logo (x = the width of the bear).

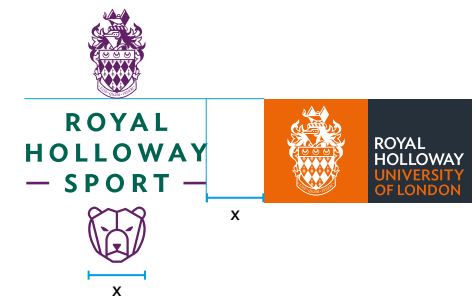
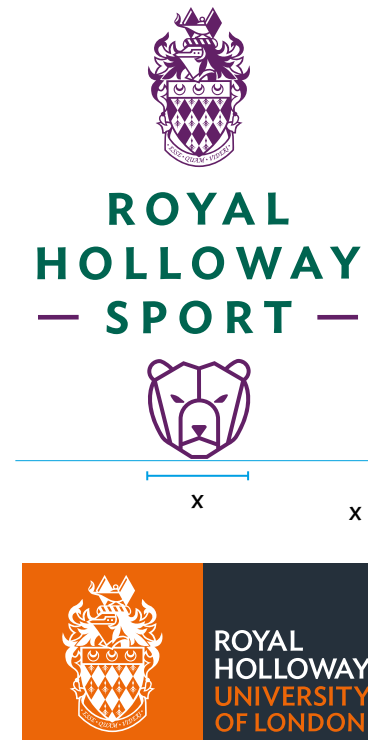
Positioning Relationship

It is preferable to position the vertical lockup beneath the College logo when possible. The centre of the vertical lockup should align to the centre of the College logo.

If the vertical positioning is not feasible, the horizontal positioning can be used. When positioned horizontally, the bottom of the coat of arms in the vertical lockup needs to line up with the top of the College logo.

When applying the horizontal positioning, the lock-up and College logo must appear on the top or bottom right-hand side of the page, with the College logo second i.e. on the far right-hand side.

x = width of bear



COLOURS

Vertical Lockup

When on a white (or very light-coloured/neutral) background, the lockup must be used in the two-colour option shown. This allows for the important history of the suffragettes and their connection to Royal Holloway to be portrayed.

On darker colours (e.g. the purple and green, or dark greys/blacks etc.) the lockup can be used in white. In instances where the full colour option is not feasible and the background is too light to display the white version correctly, the black version can be used.



DON'TS

Vertical Lockup

It is very important that the Royal Holloway Sport lockup is always used correctly, to ensure that the proud history of Royal Holloway and the competitive nature of the student athletes is foregrounded. The lockup should never be recreated – please contact the Active Lifestyle and Sport team to request the correct design file.

The exception to this is when used on official playing kit (see p28).



ROYAL
HOLLOWAY
— SPORT —



Do not remove any elements of the mark or use the logotype in isolation



ROYAL
HOLLOWAY
— SPORT —



Do not remove any elements of the mark or use the logotype in isolation



ROYAL
HOLLOWAY
— SPORT —



Do not rearrange any elements of the mark or create an alternate lock-up



ROYAL
HOLLOWAY
— SPORT —



Do not distort the mark by stretching or squashing



ROYAL
HOLLOWAY
— SPORT —



Do not apply a drop shadow to the mark



ROYAL
HOLLOWAY
— SPORT —



Do not use other fonts to replace the logotype



ROYAL
HOLLOWAY
— SPORT —



Do not position the mark on an angle



ROYAL
HOLLOWAY
— SPORT —



Do not apply colour to the logotype other than those specified



ROYAL
HOLLOWAY
— SPORT —



Do not apply an outline to the mark

THE SECONDARY LOCKUP

Horizontal Lockup

The horizontal lockup can be used in instances where the vertical lockup isn't feasible – predominantly in horizontal layouts. In all other instances it is preferable to use the vertical lockup. It is important that the proportion and relationship of all the elements in both lockups always remains the same.

All three elements of the lock-up – coat of arms, words and bear – must be used together at all times. The exception to this is when used on official playing kit (see page 28).



ROYAL
HOLLOWAY
— SPORT —



SIZES

Minimum Size

The minimum size for the horizontal lockup is 10mm in height. The lockup cannot be used at a smaller size than this, as it ensures the coat of arms and bear are correctly represented.

Size Relationship

The size relationship when used alongside the Royal Holloway logo is determined by the coat of arms – the coat of arms in the Royal Holloway Sport lockup must always be equal in size to the Royal Holloway logo, with the remaining elements scaled proportionately.

Minimum height: 10mm



Size Relationship

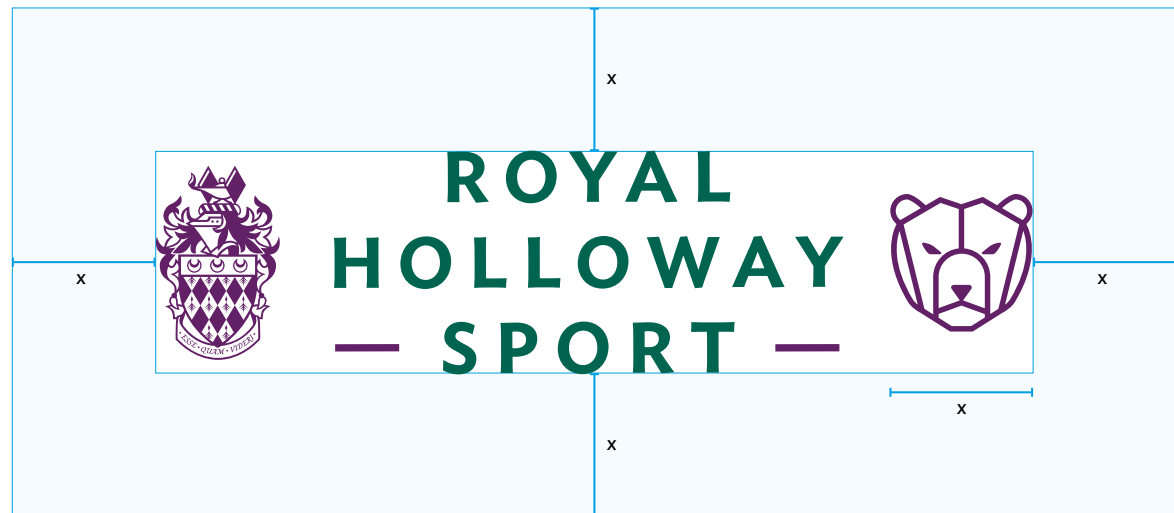


CLEAR SPACE

Minimum Clear Space

It's important to always have a consistent amount of clear space around the Royal Holloway Sport lockup, to ensure that it is portrayed effectively. The minimum amount of clear space required can be determined by the width of the bear (x). This measurement (x) must be used to measure a border around the entire lockup.

x = width of bear



POSITIONING WITH THE COLLEGE LOGO

Size Relationship and Clear Space

It is important to ensure that the lockups have the correct size relationships, i.e. the coat of arms is the same size across them both. In keeping with the clear space rule, the Royal Holloway Sport lockup must be a minimum x-width from Royal Holloway logo (x = the width of the bear).

Positioning Relationship

It is preferable to position the horizontal lockup alongside the College logo when possible. The coat of arms in the horizontal lockup should line up with the coat of arms in the College logo.

If the horizontal positioning is not feasible, the vertical positioning can be used. When positioned vertically, the centre of the horizontal lockup should align to the centre of the College logo.

When applying the horizontal positioning, the lock-up and College logo must appear on the top or bottom right-hand side of the page, with the College logo second i.e. on the far right-hand side.

x= width of bear



COLOURS

Horizontal Lockup

When on a white (or very light-coloured/neutral) background, the lockup must be used in the two-colour option shown.

This allows for the important history of the suffragettes and their connection to Royal Holloway to be portrayed.

On darker colours (e.g. the purple and green, or dark greys/blacks etc.) the lockup can be used in white. In instances where the full colour option is not feasible and the background is too light to display the white version correctly, the black version can be used.



DON'TS

Horizontal Lockup

It is very important that the Royal Holloway Sport lockup is always used correctly, to ensure that the proud history of Royal Holloway and the competitive nature of the student athletes is foregrounded. The lockup should never be recreated – please contact the Active Lifestyle and Sport team to request the correct design file.



Do not rearrange any elements of the mark or create an alternate lock-up

Do not rearrange any elements of the mark or create an alternate lock-up

Do not rearrange any elements of the mark or create an alternate lock-up

Do not distort the mark by stretching or squashing

Do not apply a drop shadow to the mark



Do not use other fonts to replace the logotype

Do not position the mark on an angle

Do not apply colour to the logotype other than those specified

Do not apply an outline to the mark

LOCK-UP VARIANTS

A set of specific and approved lock-up variants have been developed for use by the Active, Lifestyle and Sport team to demonstrate different aspects of their offering. For guidelines on requesting a Club lockup, please see page 51–52.

All rules regarding the lock-ups apply as stated in this guideline document.



ENDORSEMENT PLACEMENT

The Royal Holloway Sport logo and College logo will be used in some instances with one or more joint partner.

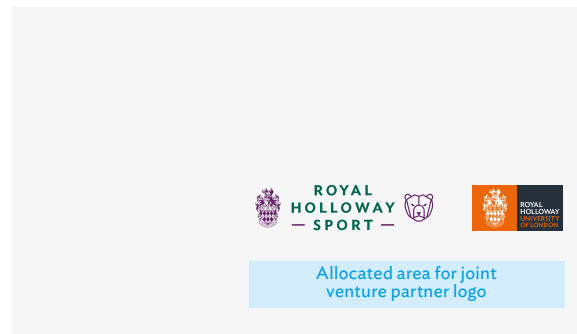
All logos should be placed in the bottom or top-right of the layout area. Please ensure that the exclusion zone for the Royal Holloway Sport logo and College logo is adhered to at all times.

The structure of the endorsement will be dependent on the relationship between Royal Holloway Sport and the partner(s) involved in the marketing event.

The adjacent examples show the relationship and positioning of the logos. In each possible instance, an area has been allocated to place the partner logo.

If there is any confusion regarding the hierarchy of the logos whenever such joint venture occurs, please consult the College's Communications team.

LEAD PARTNER



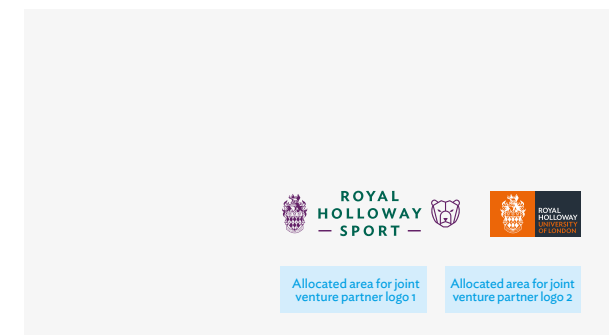
SECOND PARTNER



JOINT PARTNER



LEAD PARTNER AND TWO JOINT PARTNERS





**ROYAL
HOLLOWAY
— SPORT —**



**SPORT
APPLICATIONS**

OFFICIAL KITS

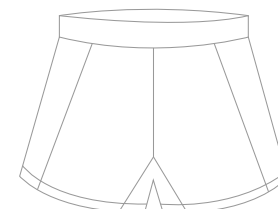
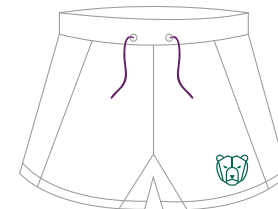
Design

Official Kits are the only instances where the lockup is used without the bear, however the bear must still be incorporated within the outfit. The lockup without the bear must be used on the front of the kit with a consistent size of 100mm. The bear can be used at the back, on the sleeve or on the shorts with a consistent size of 35mm, keeping the two elements in proportion.

Orders

Official Royal Holloway Sport playing kit is provided through Royal Holloway's kit partner. Only official kit may be worn when representing Royal Holloway competitively. Orders for this type of representative kit are to be made through the Active Lifestyle and Sport team only. Restrictions on official kit apply to colours, embroidery and design as advised by the Active Lifestyle and Sport team.

Recommended
Height= 100mm



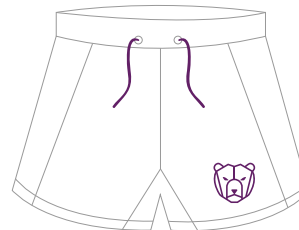
UNOFFICIAL LEISURE WEAR

Unofficial Leisure Wear covers fan wear, promotional wear, tour kit garments or accessories for ad-hoc purposes outside of a competitive representative capacity. Production of such garments or accessories has to be approved by the Students' Union.

Unofficial Leisure Wear Examples



The Royal Holloway Sport or Club lockups may not be used. The bear may be used, but no other elements of the lockup can be used – i.e. the Club name, the coat of arms and the words 'Royal Holloway' and 'Royal Holloway Sport' may not be used anywhere on the garment.



The size of the bear can be adjusted as per the design requirements, but must not be smaller than 35mm in height.

BANNERS

Horizontal and Vertical

These designs are suggested layouts for bold and simple banner designs for official College sport fixtures and events. The vertical lockup is used on vertical banners, and the horizontal lockup for horizontal banners. Please contact the Active Lifestyle and Sport team for assistance with creating banners.



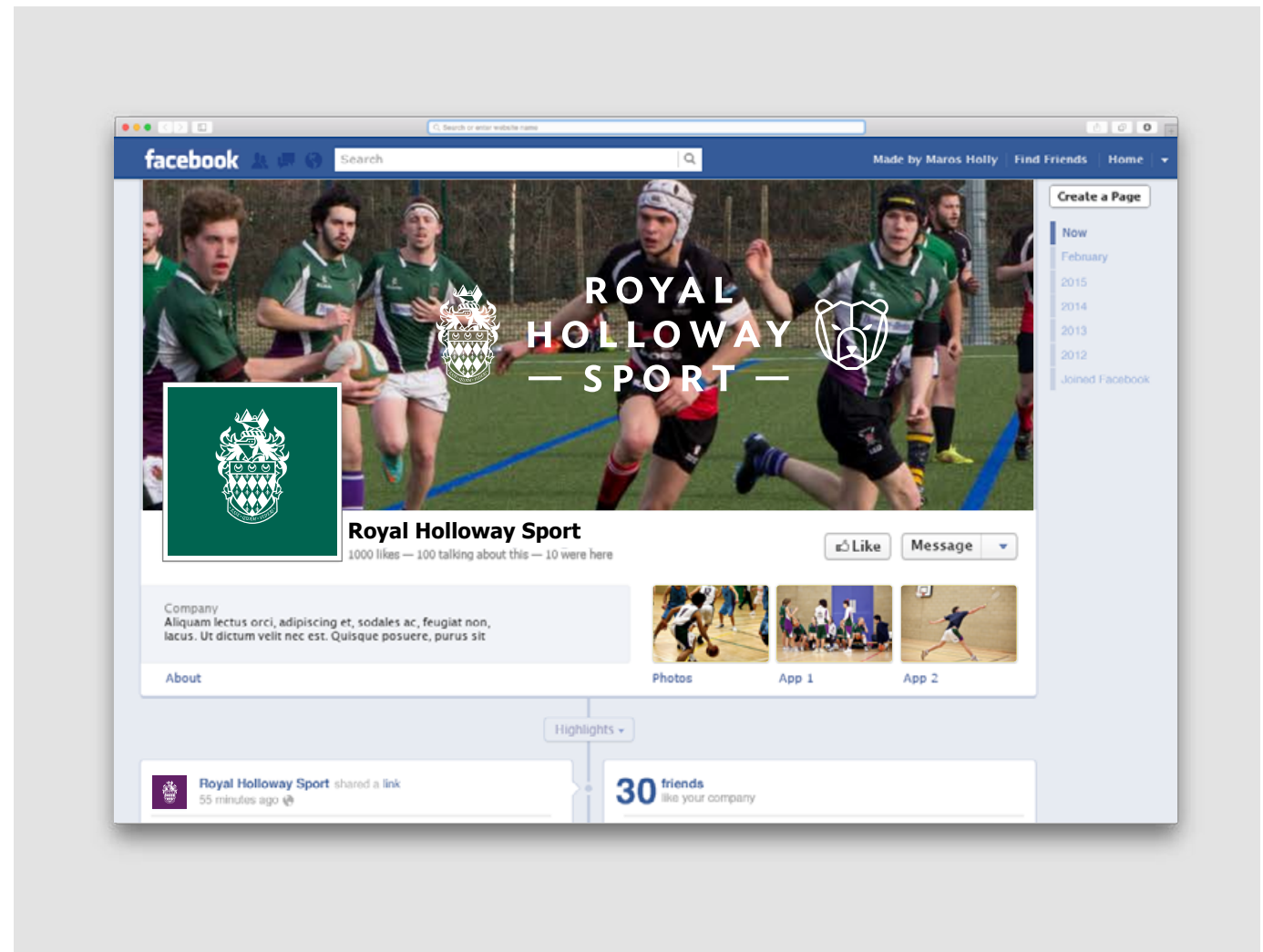
SOCIAL MEDIA

Facebook

The official Royal Holloway Sport Facebook page should have the white coat of arms on a green background as the profile picture. This differentiates it from the Club Facebook pages, which should have the bear on a purple background. See page 60 for Club Facebook guidelines.

The cover image should be created using an appropriate photograph for the relevant Club. In order for the Club logo to be clearly visible over the cover image, adjust the size and positioning of the image to allow this. Suggestions are to find an area of the image which is dark or uncluttered. Please do not place the Club logo over a bright or cluttered area of the image – adhering to this will avoid parts of the Club logo being difficult to view over the image.

See page 55 for photography guidance. Please contact the Active Lifestyle and Sport team to request the template.



SOCIAL MEDIA

Twitter

The official Royal Holloway Sport Twitter page should have the white coat of arms on a green background as the profile picture. This differentiates it from the Club Twitter pages, which should have the bear on a purple background. See page 61 for Club Twitter guidelines.

The cover image should be created using an appropriate photograph for the relevant Club. In order for the Club logo to be clearly visible over the cover image, adjust the size and positioning of the image to allow this. Suggestions are to find an area of the image which is dark or uncluttered. Please do not place the Club logo over a bright or cluttered area of the image – adhering to this will avoid parts of the Club logo being difficult to view over the image.

See page 55 for photography guidance. Please contact the Active Lifestyle and Sport team to request the template.





**ROYAL
HOLLOWAY
— SPORT —**



**CLUB
LOCKUPS**

PRIMARY CLUB LOCKUP

Vertical Lockup

The vertical Club lockup must be used by each Club when representing themselves. It is important that the proportion and relationship of all the elements always remains the same, and that the guidelines for application are respected and used correctly. This is the most effective way to ensure continuity across all the student Clubs. For the guidelines on requesting a Club lockup, please see page 51–52.

Club Lockup Example



SIZES

Minimum Size

The minimum size for the vertical Club lockup is 28mm in height. The lockup cannot be used at a smaller size than this, as it ensures the coat of arms and bear are correctly represented.

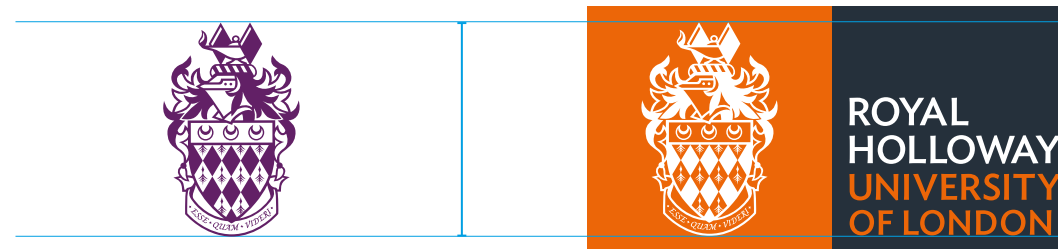
Size Relationship

The size relationship when used alongside the Royal Holloway logo is determined by the coat of arms – the coat of arms in the Club lockup must always be equal in size to the Royal Holloway logo, with the remaining elements scaled proportionately.

Minimum height: 28mm



Size Relationship



ROYAL
HOLLOWAY

MEN'S FOOTBALL



CLEAR SPACE

Minimum Clear Space

It's important to always have a consistent amount of clear space around the Club lockup, to ensure that it is portrayed effectively. The minimum amount of clear space required can be determined by the width of the bear (x). This measurement (x) must be used to measure a border around the entire lockup.

x = width of bear



POSITIONING WITH THE COLLEGE LOGO

Size Relationship and Clear Space

It is important to ensure that the lockups have the correct size relationships, i.e. the coat of arms is the same size across them both. In keeping with the clear space rule, the Club lockup must be a minimum x -width from the Royal Holloway logo (x = the width of the bear).

Positioning Relationship

It is preferable to position the vertical lockup beneath the College logo when possible. The centre of the vertical lockup should align to the centre of the College logo.

If the vertical positioning is not feasible, the horizontal positioning can be used. When positioned horizontally, the bottom of the coat of arms in the vertical lockup needs to line up with the top of the College logo.

When applying the horizontal positioning, the lock-up and College logo must appear on the top or bottom right-hand side of the page, with the College logo second i.e. on the far right-hand side.

x = width of bear



x



x

COLOURS

Vertical Lockup

When on a white (or very light-coloured/neutral) background, the lockup must be used in the two-colour option shown. This allows for the important history of the suffragettes and their connection to Royal Holloway to be portrayed.

On darker colours (e.g. the purple and green, or dark greys/blacks etc.) the lockup can be used in white. In instances where the full colour option is not feasible and the background is too light to display the white version correctly, the black version can be used.



PRIMARY CLUB LOCKUPS

Vertical Lockups

This selection of vertical Club lockups show a range of different lockups, displaying short, medium and long Club names working within the design. For guidelines on requesting a Club lockup, please see page 51–52.

Example Club Lockups



DON'TS

Vertical Lockup

It is very important that the Club lockups are always used correctly, to ensure that the proud history of the College and the competitive nature of the student athletes is foregrounded. The lockups should never be recreated – a template for Club lockups is available from the Students' Union.



**ROYAL
HOLLOWAY**
SWIMMING



Do not remove any elements of the mark or use the logotype in isolation (unless for the non-competitive exception)



**ROYAL
HOLLOWAY**
SWIMMING



Do not rearrange any elements of the mark or create an alternate lock-up



**ROYAL
HOLLOWAY**
SWIMMING



Do not distort the mark by stretching or squashing



**ROYAL
HOLLOWAY**
SWIMMING



Do not apply a drop shadow to the mark



**ROYAL
HOLLOWAY**
SWIMMING



Do not use other fonts to replace the logotype



**ROYAL
HOLLOWAY**
SWIMMING



Do not position the mark on an angle



**ROYAL
HOLLOWAY**
SWIMMING



Do not apply colour to the logotype other than those specified



**ROYAL
HOLLOWAY**
SWIMMING



Do not apply an outline to the mark

DON'TS

Modifying the Club Lockup

Nothing can be added to the Club lockups (e.g. sports equipment), and no element can be removed, except in the instance of the competitive exception explained on page 28. The bear and the coat of arms must not be modified in any way, this includes adding a body or limbs to the bear.

The bear can be used on its own as an additional element in applications, however even in these instances it is important that the bear remains in the Club lockup. This is to maintain the integrity of all Clubs at Royal Holloway. Please see page 50 for guidelines on using the bear.



**ROYAL
HOLLOWAY**

SWIMMING



**ROYAL
HOLLOWAY**

ARCHERY



**ROYAL
HOLLOWAY**

**AMERICAN
FOOTBALL**



SECONDARY CLUB LOCKUP

Horizontal Lockup

When the vertical lockup is not appropriate, the horizontal Club lockup can be used by each Club when representing themselves. The proportion of the bear has been increased to enhance its prominence and work effectively alongside the horizontal design. It is important that the proportion and relationship of all the elements always remains the same, and that the guidelines for application are respected and used correctly. This is the most effective way to ensure continuity across all the student Clubs. For the guidelines on requesting a Club lockup, please see page 51–52.

Club Lockup Example



ROYAL
HOLLOWAY

MEN'S FOOTBALL



SIZES

Minimum Size

The minimum size for the horizontal Club lockup is 10mm in height. The lockup cannot be used at a smaller size than this, as it ensures the coat of arms and bear are correctly represented.

Size Relationship

The size relationship when used alongside the Royal Holloway logo is determined by the coat of arms – the coat of arms in the Club lockup must always be equal in size to Royal Holloway logo, with the remaining elements scaled proportionately.

Minimum height: 10mm



Size Relationship



CLEAR SPACE

Clear Space

It's important to always have a consistent amount of clear space around the Club lockup, to ensure that it is portrayed effectively. The minimum amount of clear space required can be determined by the width of the bear (x). This measurement (x) must be used to measure a border around the entire lockup.

x = width of bear



POSITIONING WITH THE COLLEGE LOGO

Size Relationship and Clear Space

It is important to ensure that the lockups have the correct size relationships, i.e. the coat of arms is the same size across them both. In keeping with the clear space rule, the Club lockup must be a minimum x -width from the Royal Holloway logo (x = the width of the bear).

Positioning Relationship

It is preferable to position the horizontal lockup alongside the College logo when possible. The coat of arms in the horizontal lockup should line up with the coat of arms in the College logo.

If the horizontal positioning is not feasible, the vertical positioning can be used. When positioned vertically, the centre of the horizontal lockup should align to the centre of the College logo.

When applying the horizontal positioning, the lock-up and College logo must appear on the top or bottom right-hand side of the page, with the College logo second i.e. on the far right-hand side.

x = width of bear



COLOURS

Horizontal Lockup

When on a white (or very light-coloured/neutral) background, the lockup must be used in the two-colour option shown. This allows for the important history of the suffragettes and their connection to Royal Holloway to be portrayed.

On darker colours (e.g. the purple and green, or dark greys/blacks etc.) the lockup can be used in white. In instances where the full colour option is not feasible and the background is too light to display the white version correctly, the black version can be used.



SECONDARY CLUB LOCKUPS

Horizontal Lockups

This selection of horizontal Club lockups show a range of different lockups, displaying short, medium and long Club names working within the design. For guidelines on requesting a Club lockup, please see page 51–52.

Example Club Lockups



DON'TS

Horizontal Lockup

It is very important that the Club lockups are always used correctly, to ensure that the proud history of the College and the competitive nature of the student athletes is foregrounded. The lockups should never be recreated – a template for Club lockups is available from the Students' Union.

<p>✓</p>  <p>Do not remove any elements of the mark or use the logotype in isolation (unless for the non-competitive exception)</p>	<p>✗</p>  <p>Do not rearrange any elements of the mark or create an alternate lock-up</p>	<p>✗</p>  <p>Do not rearrange any elements of the mark or create an alternate lock-up</p>	<p>✗</p>  <p>Do not distort the mark by stretching or squashing</p>	<p>✗</p>  <p>Do not apply a drop shadow to the mark</p>
<p>✗</p>  <p>Do not use other fonts to replace the logotype</p>	<p>✗</p>  <p>Do not position the mark on an angle</p>	<p>✗</p>  <p>Do not apply colour to the logotype other than those specified</p>	<p>✗</p>  <p>Do not apply an outline to the mark</p>	

DON'TS

Modifying the Club Lockup

Nothing can be added to the Club lockups (e.g. sports equipment), and no element can be removed, except in the instance of the competitive exception explained on page 28. The bear and the coat of arms must not be modified in any way, this includes adding a body or limbs to the bear.

The bear can be used on its own as an additional element in applications, however even in these instances it is important that the bear remains in the Club lockup. This is to maintain the integrity of all Clubs at Royal Holloway. Please see page 50 for guidelines on using the bear.

X



ROYAL
HOLLOWAY

SWIMMING



X



ROYAL
HOLLOWAY

ARCHERY



X



ROYAL
HOLLOWAY

AMERICAN
FOOTBALL



USING THE BEAR

Guidelines and Flexibility

The bear mascot has been carefully designed to create the perfect balance between the competitiveness of the student athletes and the proud history of the bear mascot at Royal Holloway. The bear can be utilized more flexibly than the full lockup, but it is still important that the bear itself is not modified in any way, with nothing added or removed, and the proportions not changed. It can be cropped or used as a background element, see page 57 for examples.

The bear can be used on its own as a graphic element in applications, allowing the students the flexibility to use it in an appropriate way for their teams. Please seek advice and approval from the Students' Union when using the bear on its own.

Example



REQUESTING A CLUB LOCKUP

Vertical Lockup

It's important to use the template designed for Club lockups when creating each one. This is available from the Students' Union.

The elements and proportions are all carefully considered to best portray each Club's name, and must not be altered. If the full name of the Club is longer than the line (the width of the word 'Holloway'), it needs to be used over two lines. This is to ensure that all the Club names work together in the same framework.

Rules

Use two lines if the team name is longer than the width of 'Holloway'



REQUESTING A CLUB LOCKUP

Horizontal Lockup

It's important to use the template designed for Club lockups when creating each one. This is available from the Students' Union.

The elements and proportions are all carefully considered to best portray each Club's name, and must not be altered. If the full name of the Club is longer than the line (the width of the word 'Holloway'), it needs to be used over two lines. This is to ensure that all the Club names work together in the same framework.

Rules

Use two lines if the team name is longer than the width of 'Holloway'





**ROYAL
HOLLOWAY
— SPORT —**



**CLUB
APPLICATIONS**

STATIONERY

Business Cards

The Royal Holloway Club’s vertical lockup can be used for business cards in a vertical format. The white version can be used on either purple or green, with the type in the same colour. Ideal Sans must be used for all type. Please contact the Students’ Union to request official Club business cards and letterheads.



ROYAL
HOLLOWAY

MEN'S FOOTBALL



example@royalholloway.ac.uk
+44 (0)1234 56 7890

Name Surname
Royal Holloway
Sports Centre
Prune Hill, Egham
TW20 0EX



ROYAL
HOLLOWAY

MEN'S FOOTBALL



example@royalholloway.ac.uk
+44 (0)1234 56 7890

Name Surname
Royal Holloway
Sports Centre
Prune Hill, Egham
TW20 0EX

PHOTOGRAPHY

Guidelines

To use images from the Royal Holloway image library, please visit —

royalholloway.ac.uk/app/il/index.html

using the sub link 'sport'. All images found here have permission secured.

The use of original and creative photography is encouraged, provided the Royal Holloway rules for photography are followed. The rules state that photographs used should feature real people from Royal Holloway and avoid using stock photography. The photographs should show real and relevant locations, and require permissions from the individuals featured in the photographs. It is important not to use images without permission, particularly images found online.

Images used for print should be minimum 300 dpi to ensure they are reproduced effectively.

For assistance with photography you can contact the Active Lifestyle and Sport team.

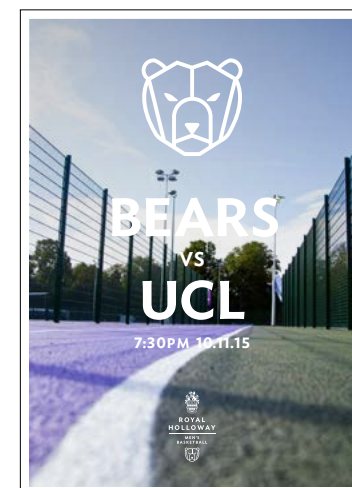
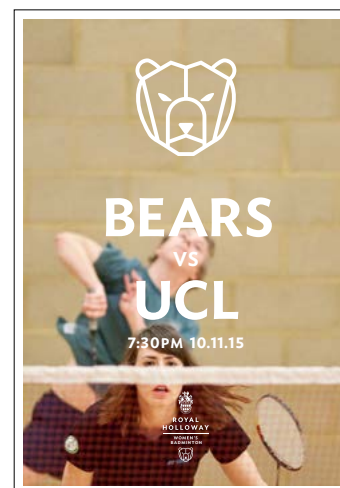
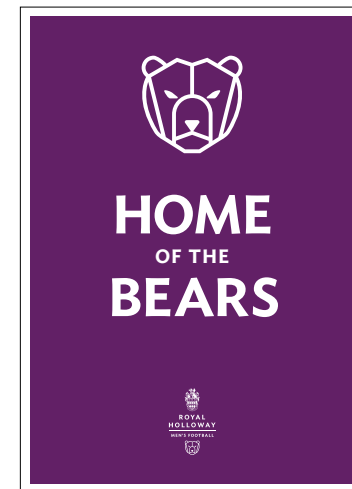
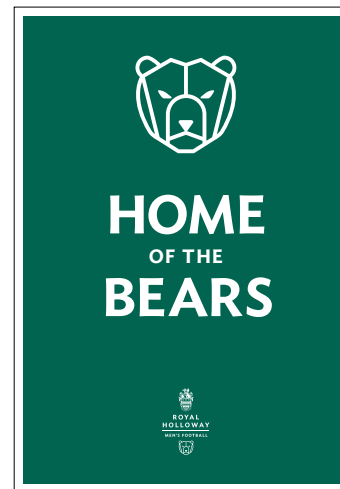


POSTERS AND PROMO MATERIAL

Portrait Templates

These portrait templates are available for students to use in creating posters for sports fixtures and events. They effectively use the colour palette, typeface and bear to create a consistent and contemporary feel that can be used across all student sports. Please contact the Students' Union to request templates.

Students are also encouraged to design their own posters if they prefer, taking into account all the guidelines in this document. All posters and promotional materials must be approved by the Students' Union.

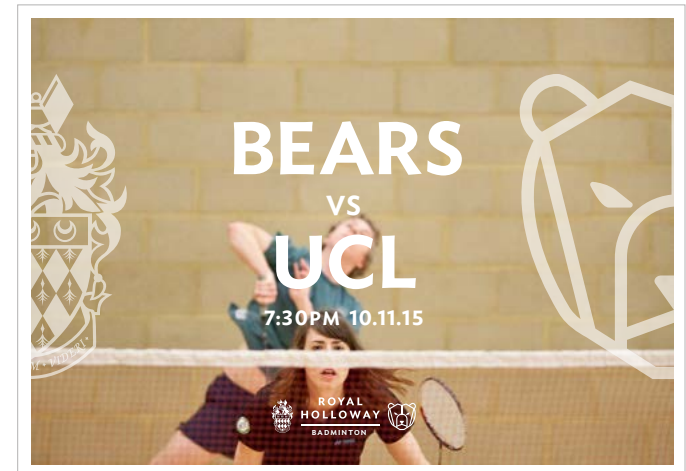
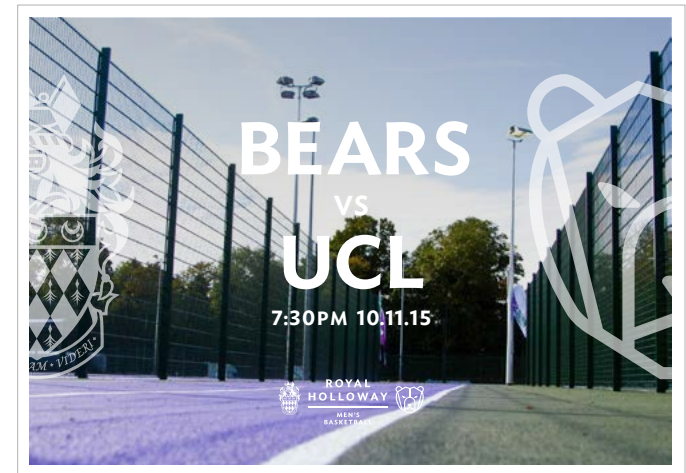


POSTERS AND PROMO MATERIAL

Landscape Templates

These landscape templates are available for students to use in creating posters for sports fixtures and events. They effectively use the colour palette, typeface and bear to create a consistent and contemporary feel that can be used across all student sports. Please contact the Students' Union to request templates.

Students are also encouraged to design their own posters if they prefer, taking into account all the guidelines in this document. All posters and promotional materials must be approved by the Students' Union.



BANNERS

Horizontal and Vertical Templates

These designs are suggested layouts for bold and simple banner designs for sports fixtures and events. The vertical lockup is used on vertical banners, and the horizontal lockup for horizontal banners. Please contact the Students' Union for assistance with creating banners.

As with the posters, students are also encouraged to design their own banners if they prefer, taking into account all the guidelines in this document. All banner materials must be approved by the Students' Union.

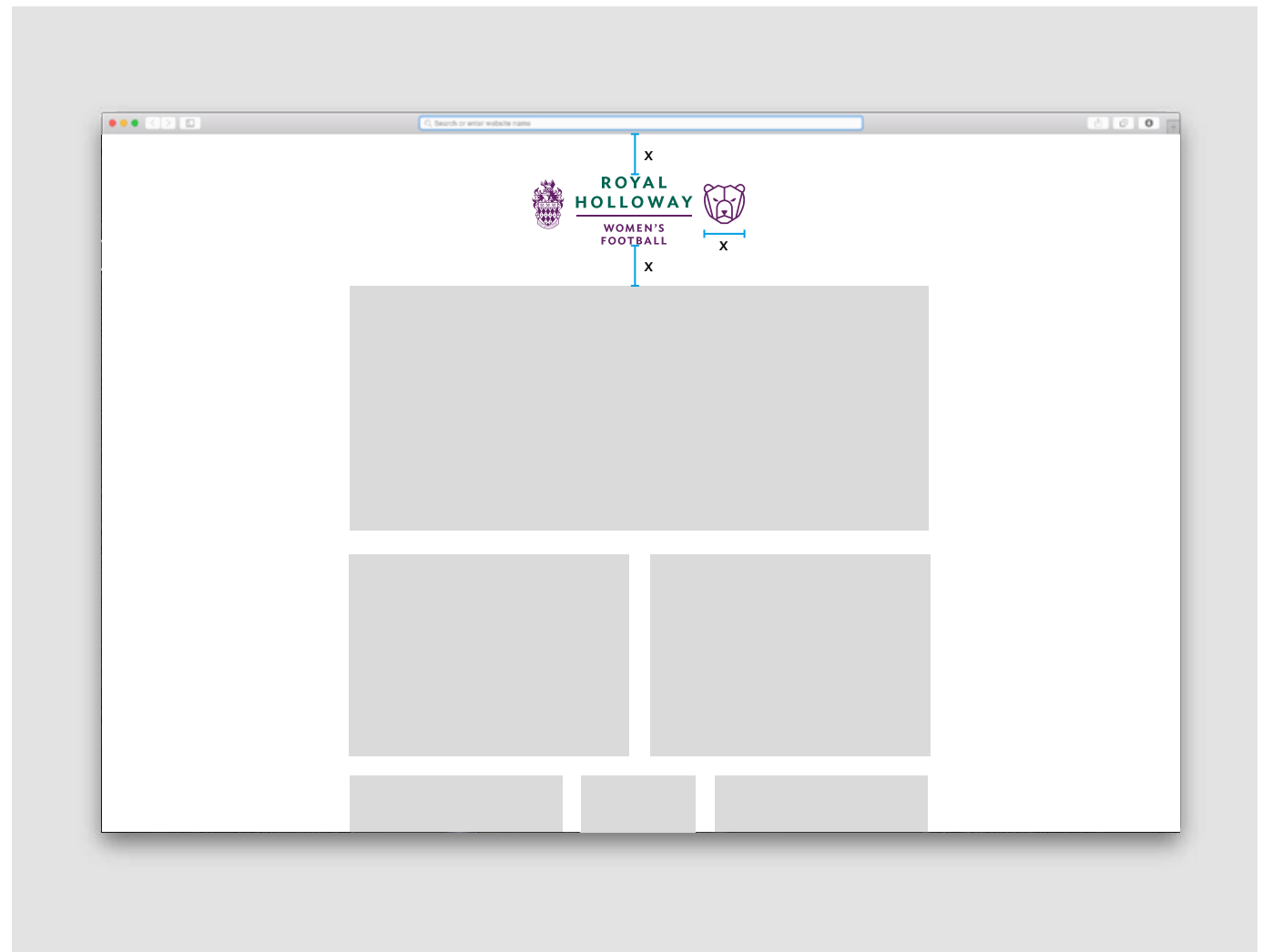


WEBSITE

Guidelines

Clubs should use the horizontal lockup when producing their own website page. The full name of the Club must be used, no abbreviations or alterations of the lockup can be used. It should be located at the top of the page, with the appropriate amount of clear space around it. For clear space guidelines see page 44.

The bear can be used additionally as a graphic element on the website, similarly to the Club posters. Please see page 48 for guidelines on using the bear.



SOCIAL MEDIA

Facebook

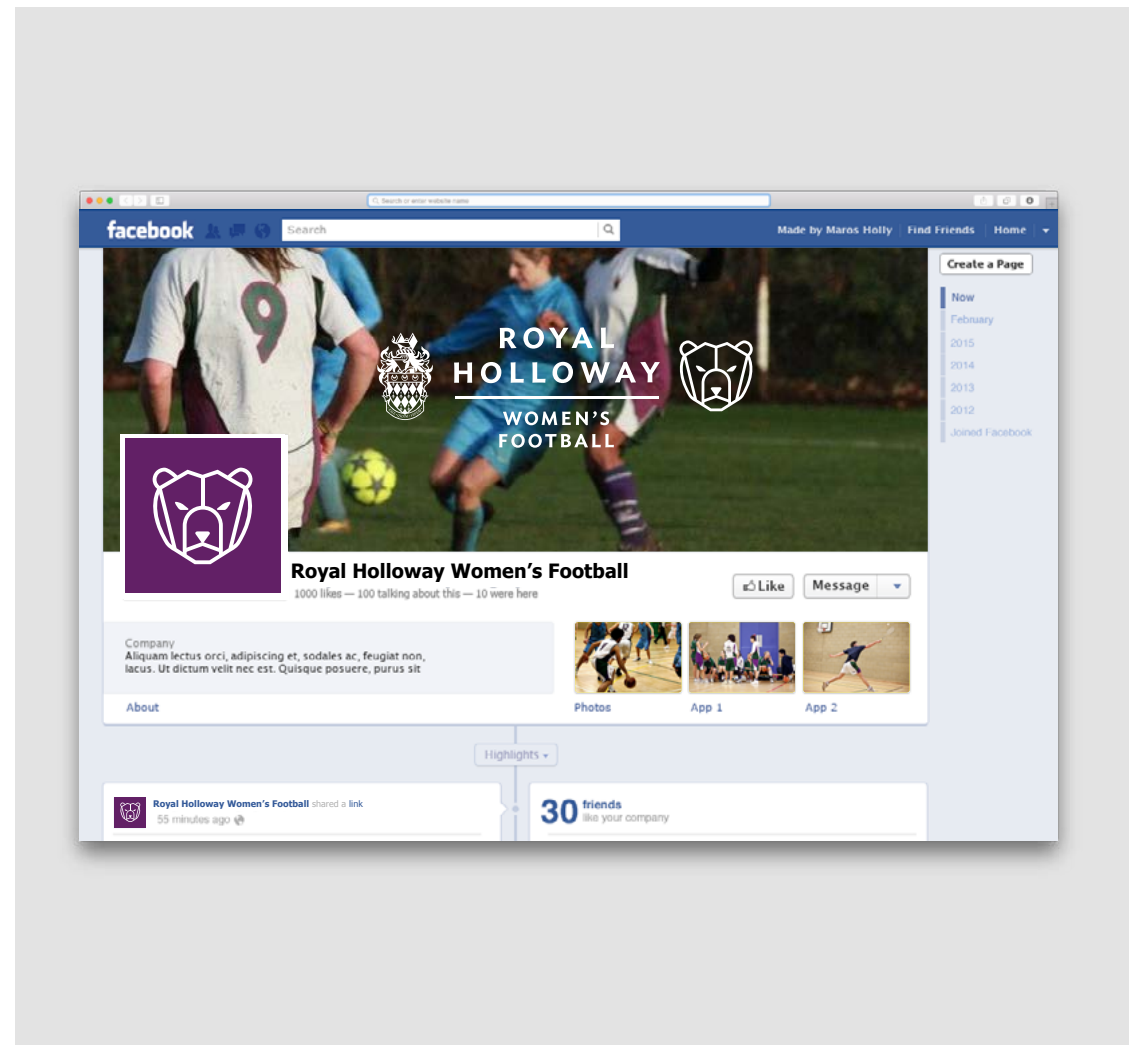
The Royal Holloway Clubs Facebook pages should all have the white bear on the purple background as the profile picture. This differentiates them from the official Royal Holloway Sport Facebook pages, which should have the coat of arms.

The cover image should be created using an appropriate photograph for the relevant Club. In order for the Club logo to be clearly visible over the cover image, adjust the size and positioning of the image to allow this. Suggestions are to find an area of the image which is dark or uncluttered. Please do not place the Club logo over a bright or cluttered area of the image – adhering to this will avoid parts of the Club logo being difficult to view over the image.

Please contact the Students' Union to request the template. The cover photo as well as content of the pages are to be managed by the Club committee, in accordance with the Students' Union's Safe Space Policy.

On an official Club Facebook page, the whole name of the Club has to be written out, Royal Holloway 'Sport' (e.g. Royal Holloway Tennis). Abbreviations such as, but not limited to, 'RHUL Tennis', 'RH Tennis', 'Royal Tennis' or 'Bears Tennis' may not be used.

Other social media platforms shall follow the same guidelines as above. For further details please consult the Student Activities team at the Students' Union.



SOCIAL MEDIA

Twitter

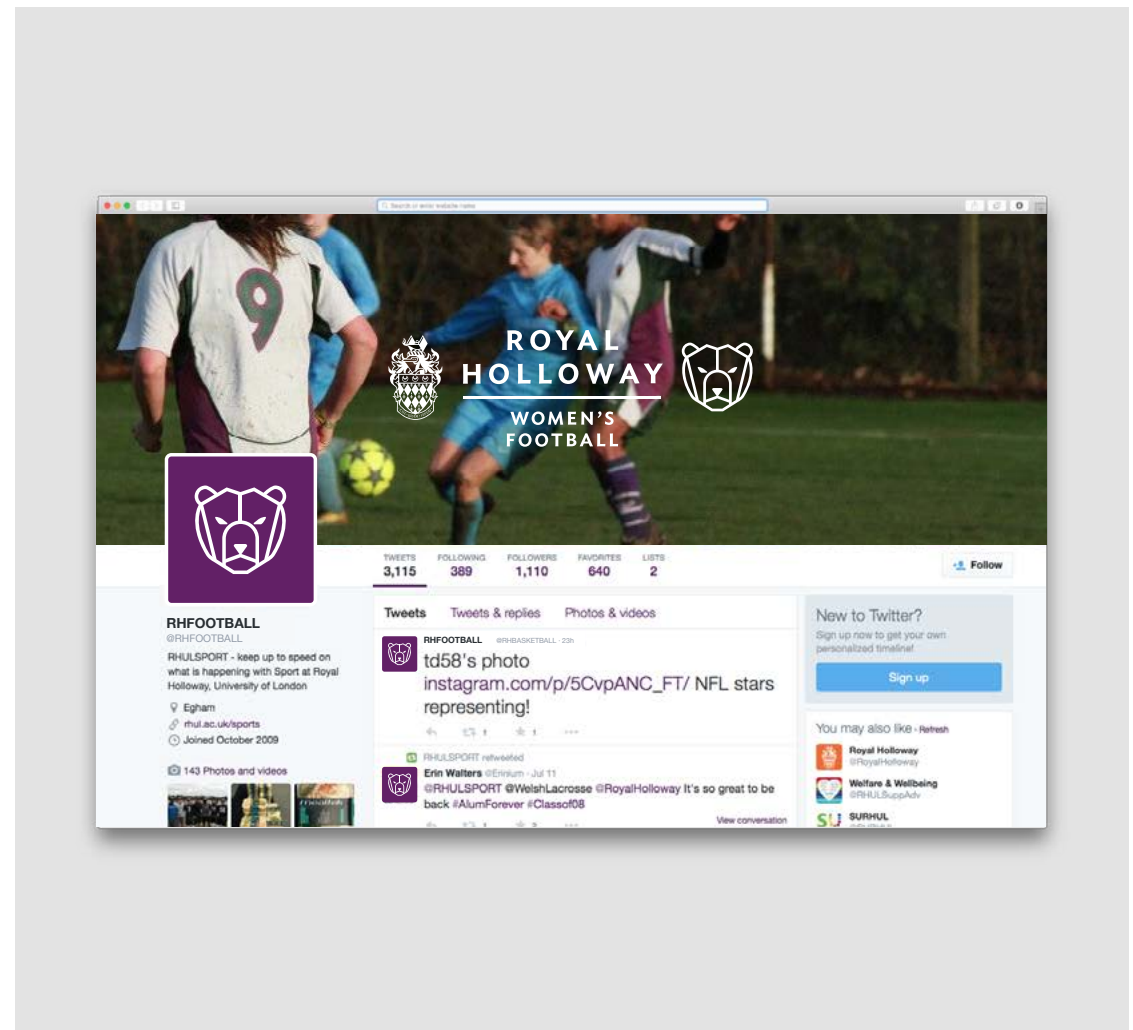
The Royal Holloway Clubs Twitter pages should all have the white bear on the purple background as the profile picture. This differentiates them from the official Royal Holloway Sport Facebook pages, which should have the coat of arms.

The cover image should be created using an appropriate photograph for the relevant Club. In order for the Club logo to be clearly visible over the cover image, adjust the size and positioning of the image to allow this. Suggestions are to find an area of the image which is dark or uncluttered. Please do not place the Club logo over a bright or cluttered area of the image – adhering to this will avoid parts of the Club logo being difficult to view over the image.

Please contact the Students' Union to request the template. The cover photo as well as content of the pages are to be managed by the Club committee, in accordance with the Students' Union's Safe Space Policy.

Where possible, the whole Club name should be used for usernames and Twitter handles. Where the whole Club name does not fit the character limit, abbreviations using the following format are allowed: RH'Sport' (e.g. RHTennis). No other abbreviations or spellings are to be used.

Other social media platforms shall follow the same guidelines as above. For further details please consult the Student Activities team at the Students' Union.



CONTACT DETAILS

Active Lifestyle and Sport Team

sports@royalholloway.ac.uk

Students' Union

studentactivities@su.rhul.ac.uk



