

# ROYAL HOLLOWAY SPORT

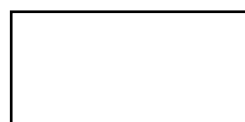
## ESSENTIAL GUIDANCE INFORMATION

### 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 All elements of the Royal Holloway Sport identity must use these colours as specified to ensure this important historical reference is maintained.



Pantone 336C  
C:95 M:11 Y:70 K:44  
R:0 G:102 B:79  
#00664F



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



Pantone 2623C  
C:75 M:100 Y:8 K:26  
R:95 G:33 B:103  
#5F2167

### TYPOGRAPHY

Primary typeface: Ideal Sans

Alternative typeface: Corbel (MS Word friendly)

Abc

Ideal Sans Light

Abc

Corbel Regular

### THE LOCKUP

The vertical lockup is the preferable version.

All three elements (crest, bear and name) must be used together at all times as shown (the only exception is on playing kit).

Minimum size is 30mm in height.

For further guidance on using the lockup including dos and don'ts please refer to the full guidance document.

For any questions, please email:  
[sports@royalholloway.ac.uk](mailto:sports@royalholloway.ac.uk)



### Club lockups

For internal club promotion (posters and social media) there are individual lockups for clubs. If you do not have one for your club, please contact the Students' Union Sports Club Coordinator.

Both the main version and club specific lockups cannot be altered in any way.

### PLAYING KIT AND TEAMWEAR

Royal Holloway has a contract with an approved supplier chosen in collaboration with the Students' Union to ensure best possible value for money and quality for student clubs. All clubs must use this supplier.

#### Why do we have a single supplier for playing kit and teamwear?

Royal Holloway Sport and the Students' Union want to ensure that all sport clubs that represent Royal Holloway feel part of the same team and community. Identity is a key part to achieving the togetherness and shared achievement when representing Royal Holloway. We also know that by working with one supplier over a number of years we can ensure students are getting the best quality and value for their kit. A club member should in theory, only need to purchase their teamwear once during their period of study, rather than buying new items each year. By using an approved single supplier, we can ensure that garments are produced ethically and we can arrange bulk deliveries to reduce our carbon footprint.

### PLAYING KIT

Definition: the kit worn to play matches against other teams whilst representing Royal Holloway. This usually includes: top, shorts/skorts and socks or dress.

All initial enquiries and orders for playing kit are to be placed via [playingkit@royalholloway.ac.uk](mailto:playingkit@royalholloway.ac.uk)

Royal Holloway has an appointed single supplier for all playing kit, which teams or individuals would need to wear to represent Royal Holloway; this supplier is Samurai Sportswear Ltd.

## Colours and design

The primary colour for students' playing kit is green.

The kit design is set to provide consistency across the sports under the unified 'Bears' branding. Only agreed deviations, which are limited, can be implemented as part of playing kit order. Where niche sports require a 'design element' as part of their order, the playing kit team will work with the Club to provide this. Previous examples where this has been implemented include: Cheer, Polo and Thai Boxing.

All playing kit is to have Royal Holloway Sport branding; club lockups are for internal use only to allow clubs to promote themselves to their peers.

Only in exceptional circumstances such as, health and safety needs, competition regulations or where Samurai Sportswear are unable to provide appropriate playing kit, can alternative options be sourced from another supplier. Both Royal Holloway Sport and the Students' Union want to support your club in this process, so please contact the playing kit team on the email above initially to discuss your club's circumstances.

## TEAMWEAR

Definition: Items of clothing purchased as a team to wear for training, to and from matches, at sports club events or in a promotion capacity within a representative setting.

Samurai Sportswear Ltd are the approved single supplier for all teamwear items. If you are not satisfied with the options on the [Royal Holloway Samurai Club Shop](#), we can work with you and Samurai Sportswear to consider alternative options.

If the range offered by Samurai does not meet the club's needs, we can work with you to select an alternative. To discuss further, please email: [playingkit@royalholloway.ac.uk](mailto:playingkit@royalholloway.ac.uk)

## Colours and design

Black is the primary colour for teamwear. Purple, green and white are utilised within the design to reflect our heritage.

All teamwear has the Royal Holloway Sport identity and the Royal Holloway Sport crest and bear logo device is to be used as the primary lockup.

Teamwear items are not to include numbers to ensure they are not worn for match play.

Initials can only be applied to the side of a garment; no text is to be put under the lockup on the chest.

Options to have the Club name, committee positions and surnames on the teamwear are available. The locations of these are dependent on the garment.

No nicknames are to appear on teamwear items.

## Sponsors

Sponsor logos may be added to teamwear garments under the following circumstances:

- One sponsor logo per team only, not multiple logos.
- The logo is to always be placed in a single, consistent location on the clothing. For example: the sleeve for hoodies and jackets.
- The maximum logo size is 10x5cm.
- The Students' Union must have pre-approved the sponsor based on their specific criteria. Please email the Students' Union Sports Club Coordinator for these criteria.

Where teamwear is manufactured or worn and the sponsor is not approved by the Students' Union or the above guidance is not followed, teams will be required to replace the clothing at their own cost.

**Sponsor logos are permitted on teamwear only – never official playing kit.**

To discuss playing kit and/or teamwear, please email: [playingkit@royalholloway.ac.uk](mailto:playingkit@royalholloway.ac.uk)

## UNOFFICIAL LEISUREWEAR

Definition: Any items of merchandise purchased for approved sports club events and sports tours. We recognise the importance for student clubs to have the option to create one-off event clothing and playing kit memorabilia for sport tours. We have compiled the following guidance to support you in this process.

### Design guidance

All unofficial leisurewear designs require approval from the Students' Union.

**Colours:** The colours purple, green, white or black should be the primary colour of the garment in their official pantones, which can be found above.

**Lockups and logos:** The College crest or College name (in any form e.g. Royal Holloway, RHUL, RH etc.) cannot be used on the garment.

Only the Bear from the Royal Holloway Sport lockup on its own can be used on the garment.

The team name (e.g. Women's Rugby) can be placed on the garment.

No other part of the lockup, apart from the Bear, may appear on the kit.

**Additional print:** Nicknames may appear on unofficial leisurewear, but any nicknames must be approved by the Students' Union.

Committee positions and member surnames, sponsors' names and logos can be used on unofficial leisurewear, but all must be approved by the Students' Union.

### Designs will be rejected if:

They do not meet any of the criteria noted.

### Nicknames will be rejected if:

They are offensive to any individual or group.

They use any abusive, obscene, discriminatory, harassing, derogatory or defamatory language.

They are suggestive in any way.

They could be seen to bring the College into disrepute.

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## SOCIAL MEDIA

Clubs should have the white bear on the purple background as the profile picture on all social media channels. Any cover photos should be primarily green displaying the full club lock up.

Where possible the entire club name should be used whether as a title or handle e.g. Royal Holloway Basketball.

For further guidance, please refer to the full brand guidelines document.

### Tagging and hashtags

Royal Holloway Sport will share your stories and posts where relevant. To enable this, please tag @rhulsport in your posts.

Official hashtags used by Royal Holloway Sport are:

#HomeoftheBears

#DoesYouGood

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**This document is intended to be used alongside the full Royal Holloway Sport branding guidelines.**