



Arc SPORT CLUB UNIFORM STYLE GUIDE



arc.unsw.edu.au/sport



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Your Uniform

Whether you're training on the field, competing alongside your teammates or just hanging out on campus with your Sport Club Crew, you and your uniform are representing Arc Sport and UNSW. And when you're reppin' the team, you gotta dress to impress.

Follow this handy dandy style guide to ensure that, along with all of our Clubs, your uniform is looking fresh and profesh.



Arc Sport Logos

Use only the logos pictured in this style guide. Do not use any other logos.

Our preference is to have the black logo on yellow, and the yellow logo on black. However we know that printing can be costly and this may not be possible. So we have provided alternative mono logos in black and white.

Please make sure to keep colours consistent when printing. For example, if your club logo is black keep the Arc Sport logo in black. If you're printing your club logo in white, keep the Arc Sport logo in white also.

Mono logo on yellow



Mono logo on black



Mono logo on white



Mono logo on black or dark colours



A Closer Look

The Arc Sport logo is said to be one of the most complex visual identities known to man. Developed during the Aztec era, it is made up of a modular structure, allowing the colours to change depending on its application.

Here is a diagram highlighting the complexity and genius of the Arc Sport Logo.



- Framing — The framing holds the logo together and should never be altered in shape.
- Arc tab — This part should always contrast its background colour. For example, if the tab is black, it cannot be placed on top of a black background.
- Arc Logo — The Arc logo should match the underlying colour.
- Contrast tab — This part of the logo ia appropriate to match the underlying Arc Sport colour, yellow or black.
- Text — Never change or alter this.

Logo



The yellow O represents the required amount of safe space surrounding the logo. We use the 'O' from 'SPORT' to determine this safe space.



Merchandise

35mm high (minimum)

Incorrect Use

Do not inverse



Do not distort



Do not rotate



Do not adjust transparency



Do not change colour



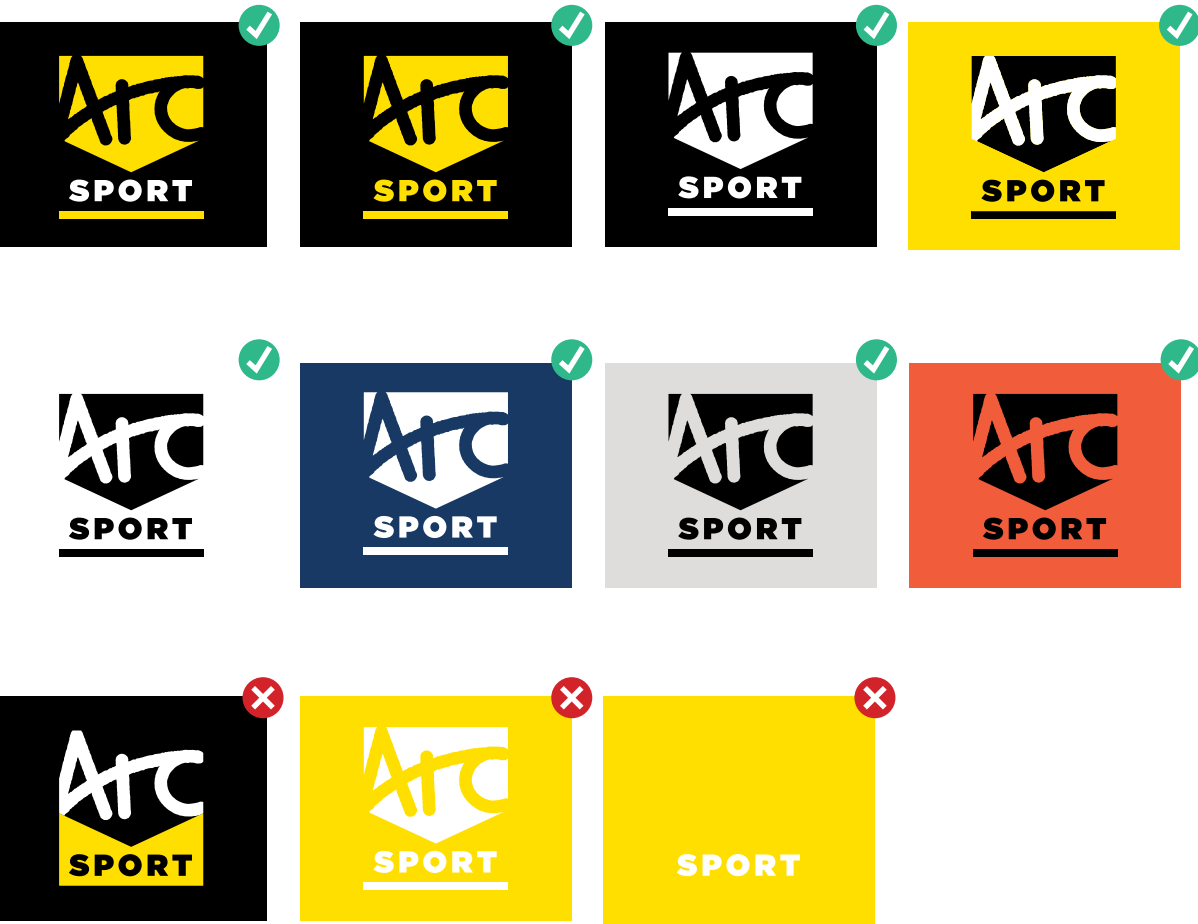
Do not place yellow on white



Colour Compliance

Be sure to use the correct logo when printing on colours. If you put the wrong logo on the wrong colour your garment will not be approved.

If you want your product approved fast, use this colour system, and this one **ONLY**.



UNSW Crest

The UNSW Crest **AND** Sport Name must be included together on all on-field uniform items. The UNSW Crest and Sport Name must be present regardless of if you have a separate club logo.

The Sport Name must be written in Clancy

The word ‘Club’ is not to be included on the Crest, only the UNSW Crest and Sport name.

The UNSW Crest must be portrait, landscape Crests will NOT be accepted.

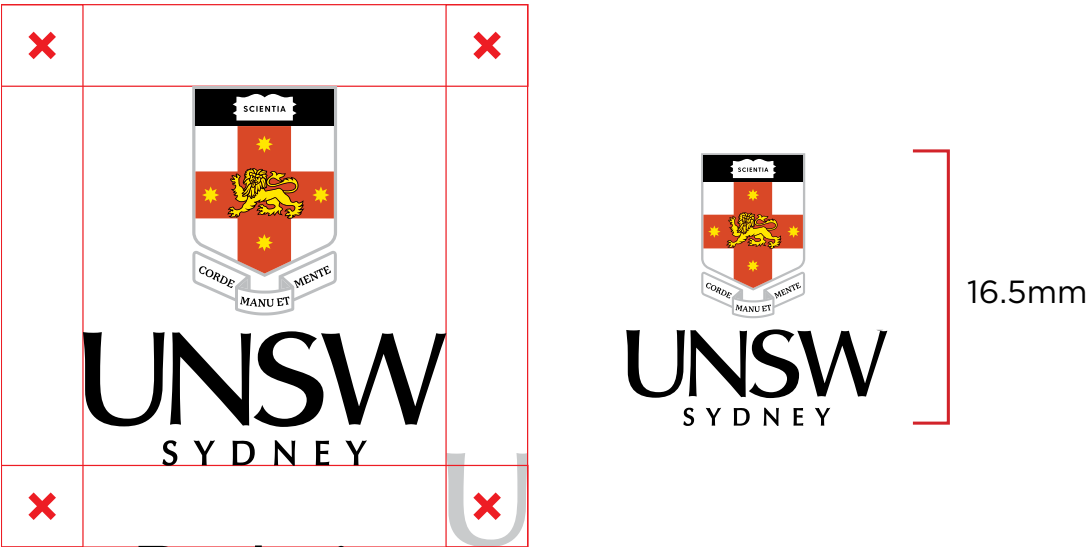
Clear Space

The formula to determine clear space is defined by the width of the ‘U’ in UNSW which is referred to as ‘x’. A margin of clear space equivalent to 1x is drawn around the logo to create the invisible boundary of the area isolation.

Minimum Size

To ensure legibility and allow for ease of recognition, the logo should never be reproduced any smaller than 16.5mm in height.

The crest and “UNSW SYDNEY” is the whole logo. Do not alter it. Do not use only one part of it. Use the whole thing.



UNSW Crest

Club Lockup

You must adhere to the same spacing and sizing rules when adding your club to **ANY** merchandise. Your club's name must be placed under the crest.



Badminton



Tennis

Mono logo on white
or lighter colours



Colour

Playing Kit Breakdown

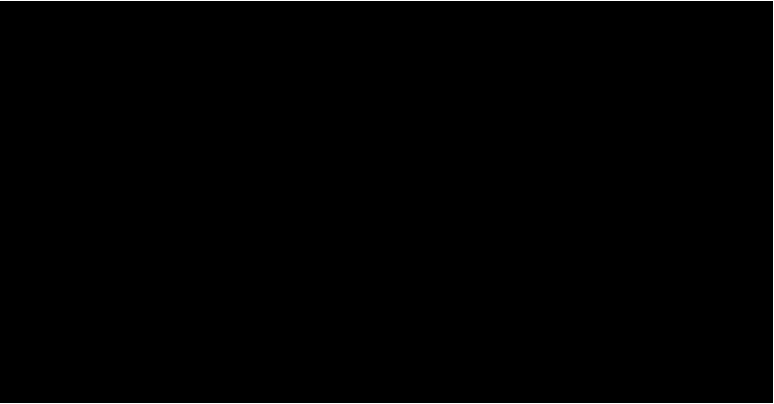
TOP

Yellow - Pantone 108C

Black

White

PANTS



GOALKEEPER

Red - Pantone 1785C

Example Playing Kit





Fonts

**HELLO, I AM
CLANCY**

**ABCDEFGHIJKLMNOP
abcdefghijklmnp
0123456789**

**ABCDEFGHIJKLMNOP
abcdefghijklmnp
0123456789**

**ABCDEFGHIJKLMNOP
abcdefghijklmnp
0123456789**

Clancy is UNSW's custom typeface. Clancy is modern and clean. Clancy is to be used on **ALL** apparel. Do not use any other font.

If you use another font UNSW won't approve your apparel, and that would suck.

Uniform

With a custom Club logo

Logo Placement & Clear Space | Jersey

No need to get your shorts in a twist! We've got your game uniform questions covered.

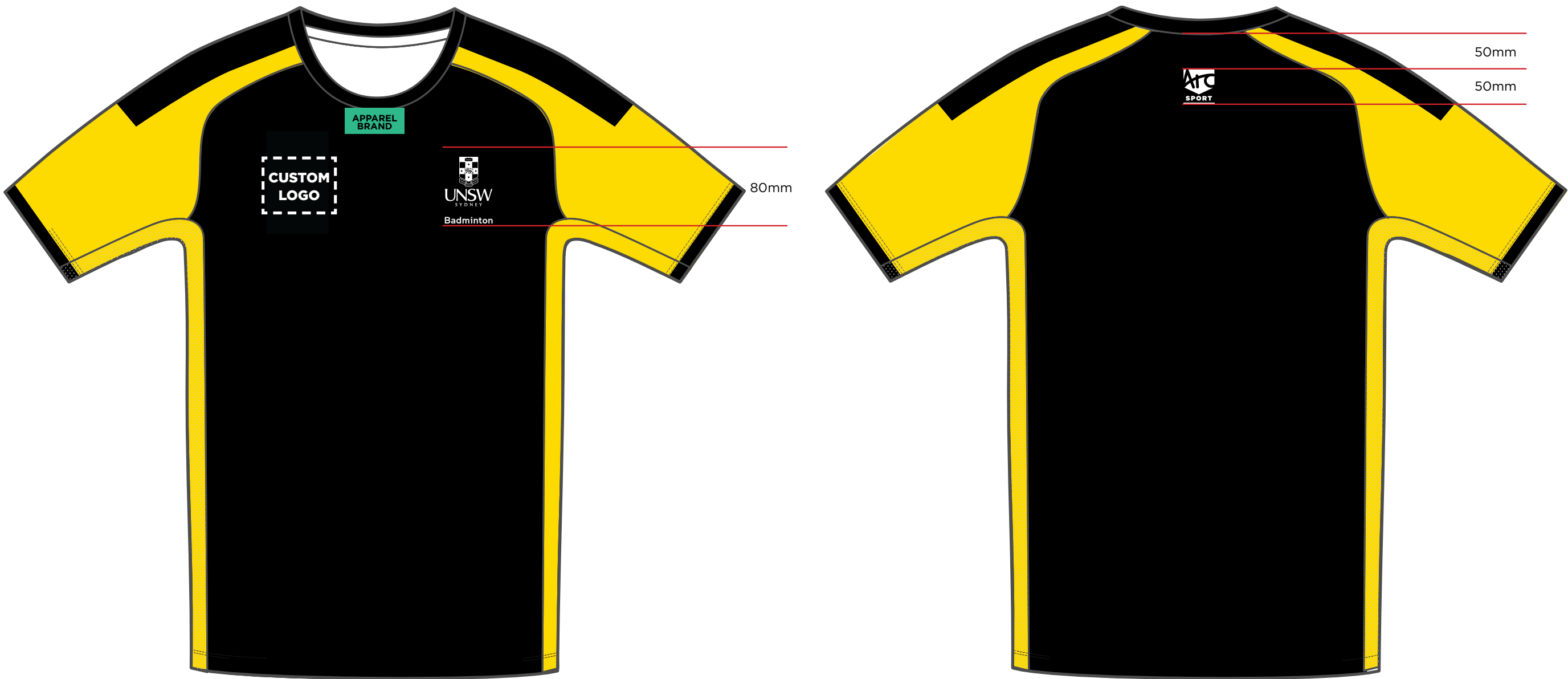
- The Arc Sport Logo and UNSW Crest **MUST** be present on all on-field uniforms
- Place your custom logo on the right side of the chest
- Place the UNSW Crest on the left side of the chest
- Place the apparel brand logo on the collar

Front

The UNSW crest must be 80mm in height when placed on the front of playing tops.

Back

The Arc Sport logo must be 50mm in height when placed on the back of playing tops. Distance from the collar is to be 50mm.



Uniform

With no custom Club logo

Logo Placement & Clear Space | Jersey

No need to get your shorts in a twist! We've got your game uniform questions covered.

- The Arc Sport Logo and UNSW Crest **MUST** be present on all on-field uniforms
- Place the Arc Sport logo on the right side of the chest
- Place the UNSW Crest on the left side of the chest
- Place the apparel brand logo on the collar

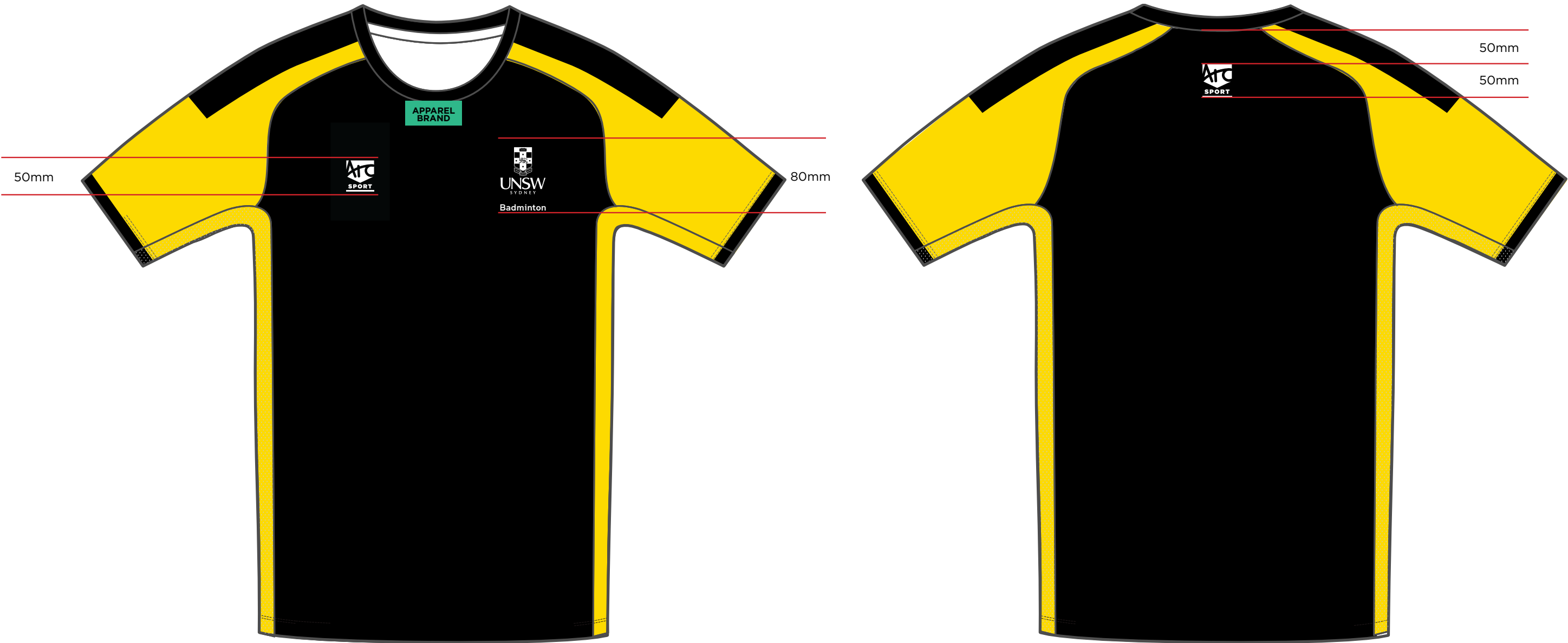
Front

The Arc logo must be 50mm in height when placed on the front of playing tops.

The UNSW crest must be 80mm in height when placed on the front of playing tops.

Back

The Arc Sport logo must be 50mm in height when placed on the back of playing tops. Distance from the collar is to be 50mm.



Uniform

Number Placement and Clear Space | Jersey

If a sport requires a number to appear on the back of player tops, the placement **MUST** be spaced accordingly.

Use double the height (100mm) of the Arc logo to determine spacing of numbers. This offers valuable space for potential sponsors, which we'll get to a bit later!



Logo Placement & Clear Space | Shorts

Front
The on-field uniform **must have** the Arc Sport placed on the back of the right leg.

Please place your club logo on the left leg and make it no larger than 80mm in height.

The Arc Sport logo must be 50mm in height when placed on shorts. Place the logo 25mm above the bottom seam and 25mm from the outside seam.



Logo Placement & Clear Space | Netball Dress & Tennis Skirt

Front
Place your custom club logo on the right side of the chest. If you do not have a custom logo please use the Arc Sport logo (50mm height)

Place the UNSW Crest on the left side of the chest (80mm height)



Alternative logos

Please use these alternative logos to the UNSW crest for all off field apparel.

Logo must be 50mm in width minimum when printing or embroidering.

Our colours are Yellow, Black, White, Navy and Grey.

Logo can be printed in white on darker colours.



Mono logo on gray



Mono logo on yellow



Mono logo on black



Mono logo on navy



Merchandise

Every athlete has rest days and we know our Sport Clubs like to chill out with cool, comfy merch. Check out the breakdown below

UNSW Crest? Not required. If you want to represent UNSW on your apparel please use the alternative logos provided.

Logo Specifications

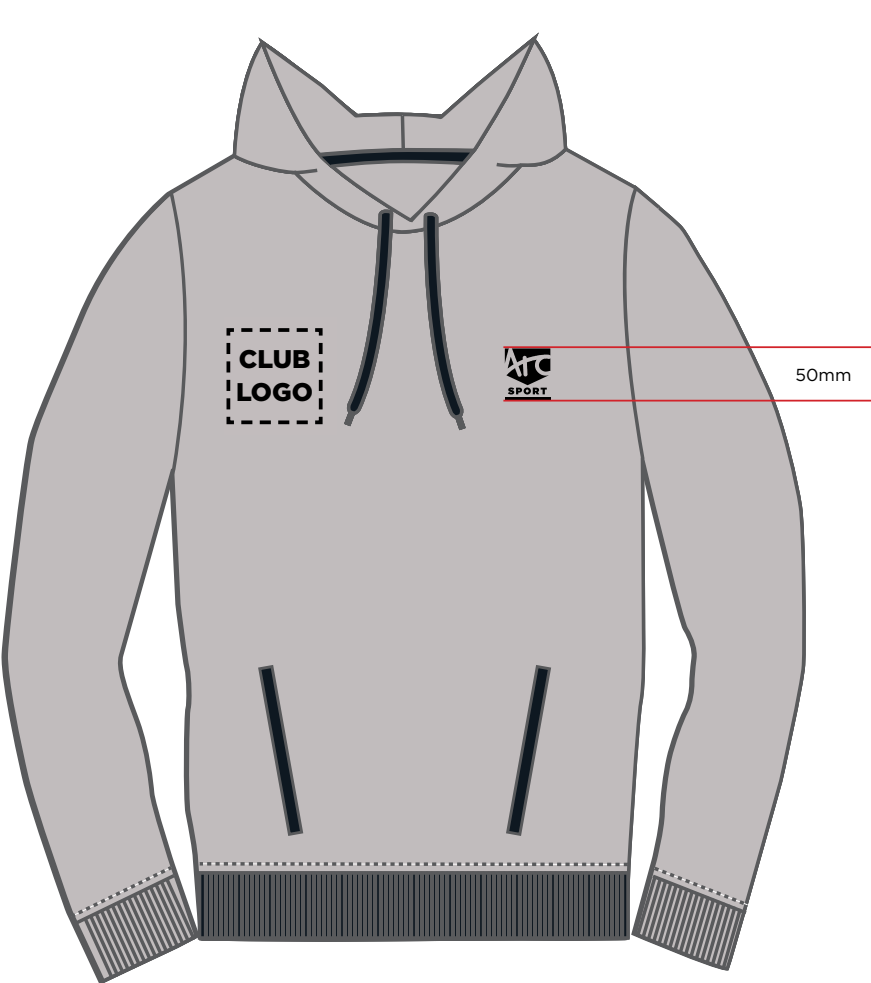
Arc Sport Logo must be minimum 50mm in height on hoodies and tracksuit pants.

Arc Sport logo must be minimum 35mm in height on smaller merch (hat, bottle).

UNSW Sydney logo must be minimum 50mm width on all merch.

Merch examples: Hoodies, tracksuit pants, hats, water bottles.

- The Arc Sport logo must be present on all merchandise items.
- The UNSW Crest is not required, however if the Crest is used as the club logo you may use it on merchandise items.
- Please refer to the colour compliance page for acceptable colour combinations for merchandise. (page 11)
- For consistency, always place the Arc Sport logo on the left side of the chest.
- Illustrations or additional items on merchandise must follow colour compliance and be approved by the Arc Sport team
sportclubs@arc.unsw.edu.au



For consistency, always place the Arc Sport logo on the left side of the chest.

Sponsorship

Woohoo you got a sponsor! Use this key to help you place their logos.

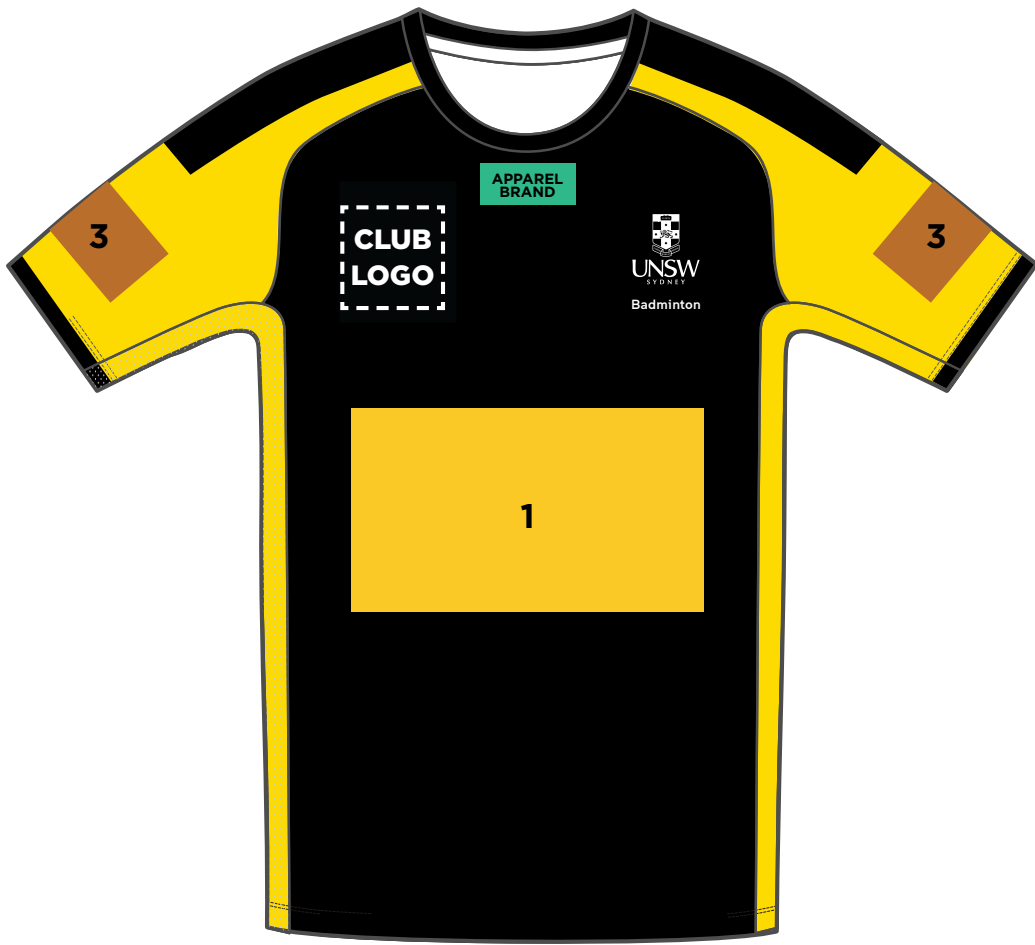
- 1. **GOLD** - Major sponsors, they get prime position on the garment
- 2. **SILVER** - Medium-tier sponsors, they get 2nd best spots on the garment
- 3. **BRONZE** - Small sponsors, for smaller areas of the garment

All Jerseys come with the apparel brand under the collar.

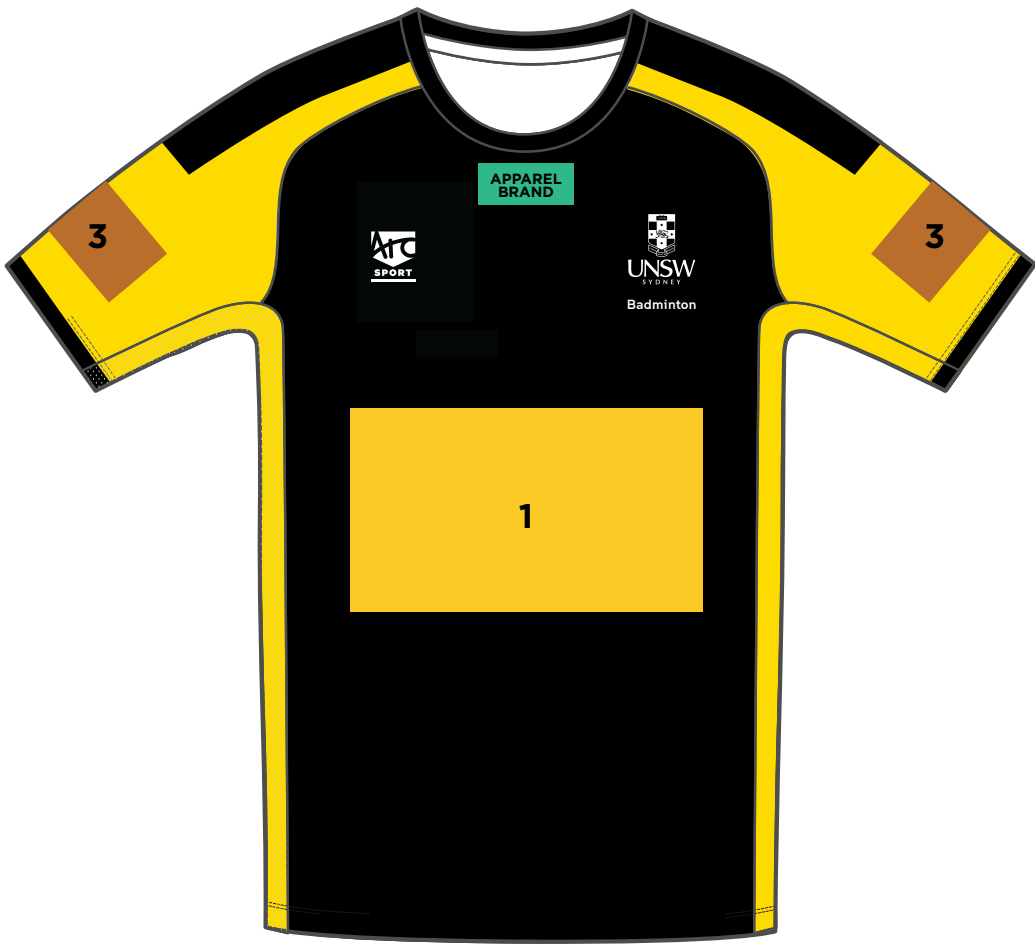
If your club has a custom logo, place it on the front left no larger than the UNSW Crest with your respective club sport. (see option 1)

If you DO NOT have a custom logo, use the UNSW Crest with your respective sport. (see option 2)

JERSEY OPTION 1 - custom club logo
FRONT



JERSEY OPTION 2 - UNSW Crest Only
FRONT



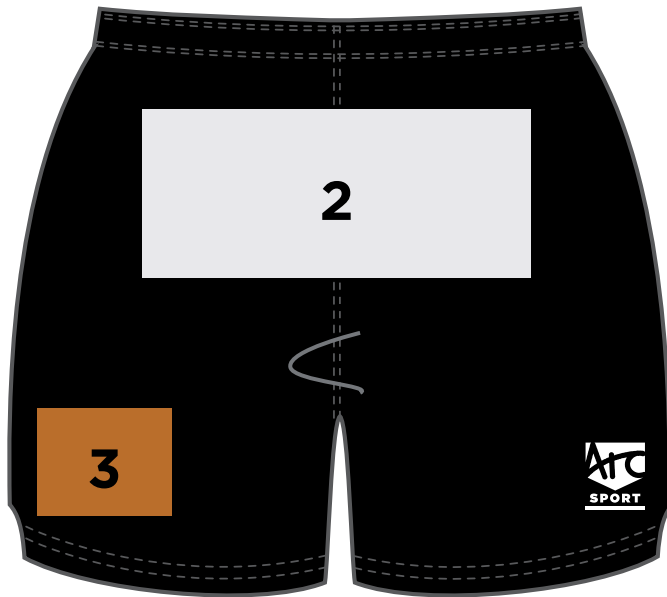
JERSEY | BACK



SHORTS



Front



Back

Club Examples

UNSW Football Club



Contacts

Arc Sport

All designs will need to be approved by Arc Sport before printing.
Please send finalised designs to sportclubs@arc.unsw.edu.au

If you require Arc Sport’s recommended supplier get in touch with us

FAQ’s

How long does design approval take?

Dependent on your designs, approval will take 1 - 4 weeks. The closer you stay to this guide, the quicker the approval.

What about specifications for playing socks?

Socks must be predominantly black with yellow accents (if a secondary colour is required), there are no other branding guidelines outside of this.

Download the logos here:

Download link (have’t created yet)

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