



FISU WORLD UNIVERSITY CHAMPIONSHIP

BEACH HANDBALL

UNIFORM GUIDELINES

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DEPARTMENT
MARKETING

RELEASE DATE
March 2024



INTERNATIONAL
UNIVERSITY
SPORTS
FEDERATION

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INTRODUCTION

The production of the uniforms are on the OC responsibility. The OC should collect the size of each athlete before any production. The design of the uniforms must be sent to the FISU Marketing Department for approval before production.

1. PLAYERS' UNIFORMS

All the court players of a Beach Handball team must wear identical uniforms*. The combinations of colours and design for the two teams must be clearly distinguishable from each other.

MEN'S UNIFORMS

1. TANK TOP

Colours:

Tank tops will be of bright and light colours (red, blue, yellow, green and white) to represent the colours of the flags of the nations.

Player's number (mandatory): On the back, central-upper part = H8 x W10 cm.

Player's name (optional): On the back below the player's number = H8 x W20 cm.

Identification of the NUSF Logo or Event Logo (optional): On the left-upper part on the front of the uniform = H8 x W 12 cm.

- NUSF Logo: only the emblem of the Logo;
- Event Logo: only the emblem of the logo.

Identification of the Country Name Abbreviation or Country Flag (optional): The Country should be represented by the three-letter country name abbreviation (code) or the Country Flag:

- On the front, above the NUSF or Event Logo = H8 x W12 cm;
- On the back, between the player's number and name = H8 x W12 cm.

FISU Logo (mandatory): May appear on the upper-central part of the back of the uniform = H8 x W10 cm.

Logo version: FISU Logo vertical (gradient, white or black). Please refer to FISU Logo guidelines in order to insert the right version.

Manufacturer Logo: On the front, right-upper part = H8 x W10 cm.

2. SHORTS

The shorts must follow the tank tops' colour and design. No advertising or any other marks are allowed on the shorts.

* men's uniforms include tank top and shorts.
* women's uniforms include tops and bikini bottoms.

WOMEN'S UNIFORMS

1. TOPS

Colours: tops will be of bright and light colours (red, blue, yellow, green and white) to represent the colours of the flags of the nations of the top ranked athletes.

Player's number (mandatory): On the back, central-upper part = H2.5 x W5.5 cm.

Player's name (optional): On the back below the player's number = H8 x W20 cm.

Identification of the NUSF Logo or Event Logo (optional): On the left-upper part on the front of the uniform = H8 x W 12 cm.

- NUSF Logo: only the emblem of the Logo;
- Event Logo: only the emblem of the logo.

Identification of the Country Name Abbreviation or Country Flag (optional): The Country should be represented by the three-letter Country name abbreviation (code) or the Country Flag:

- On the front, above the NUSF or Event Logo = H6 cm x W3 cm;
- On the back, between the player's number and name = H6 cm x W3 cm.

FISU Logo (mandatory): May appear on the upper-central part of the back of the uniform = H8 cm x W10 cm.

Logo version: FISU Logo gradient-vertical. Please refer to FISU Logo guidelines in order to insert the right version.

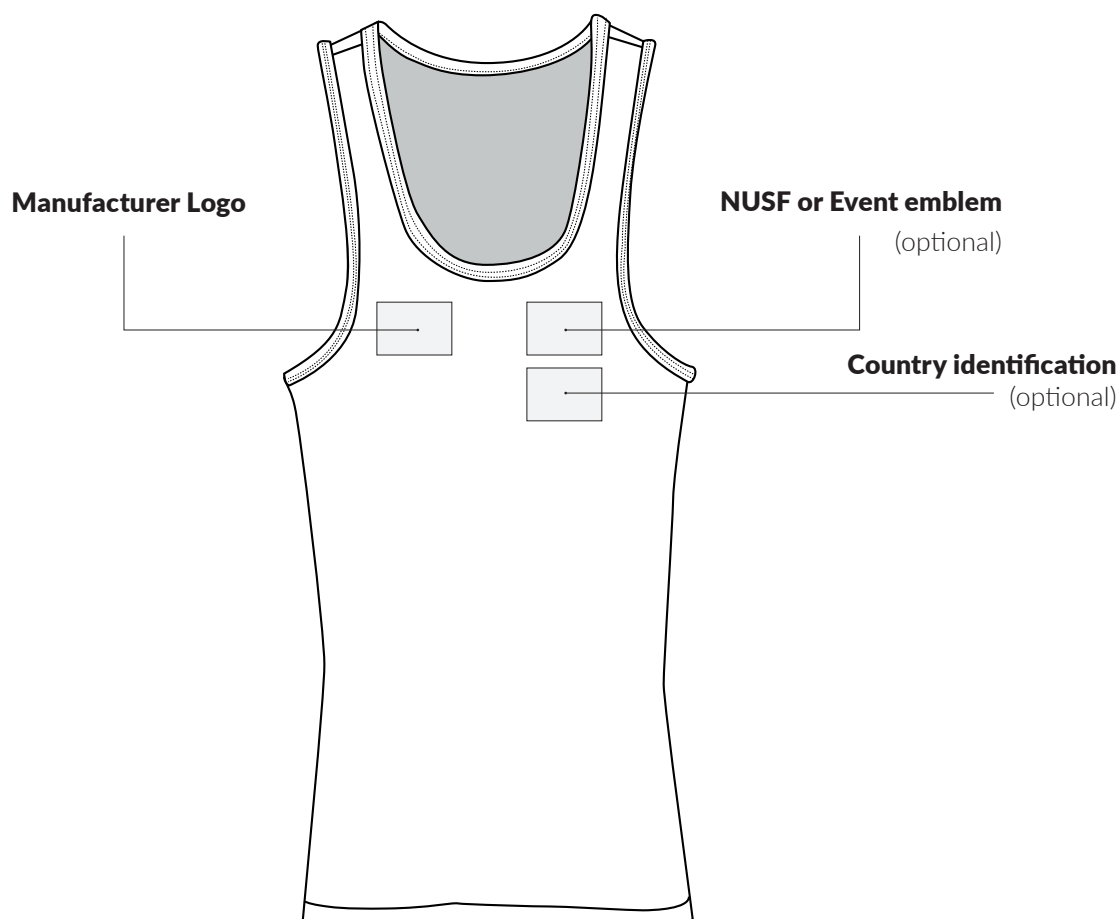
Manufacturer Logo: On the front, right-upper part = H8 cm x W10 cm.

2. BIKINI BOTTOMS

The bikini bottoms must follow the tops' colour and design. No advertising or any other marks are allowed on the bikini bottoms.

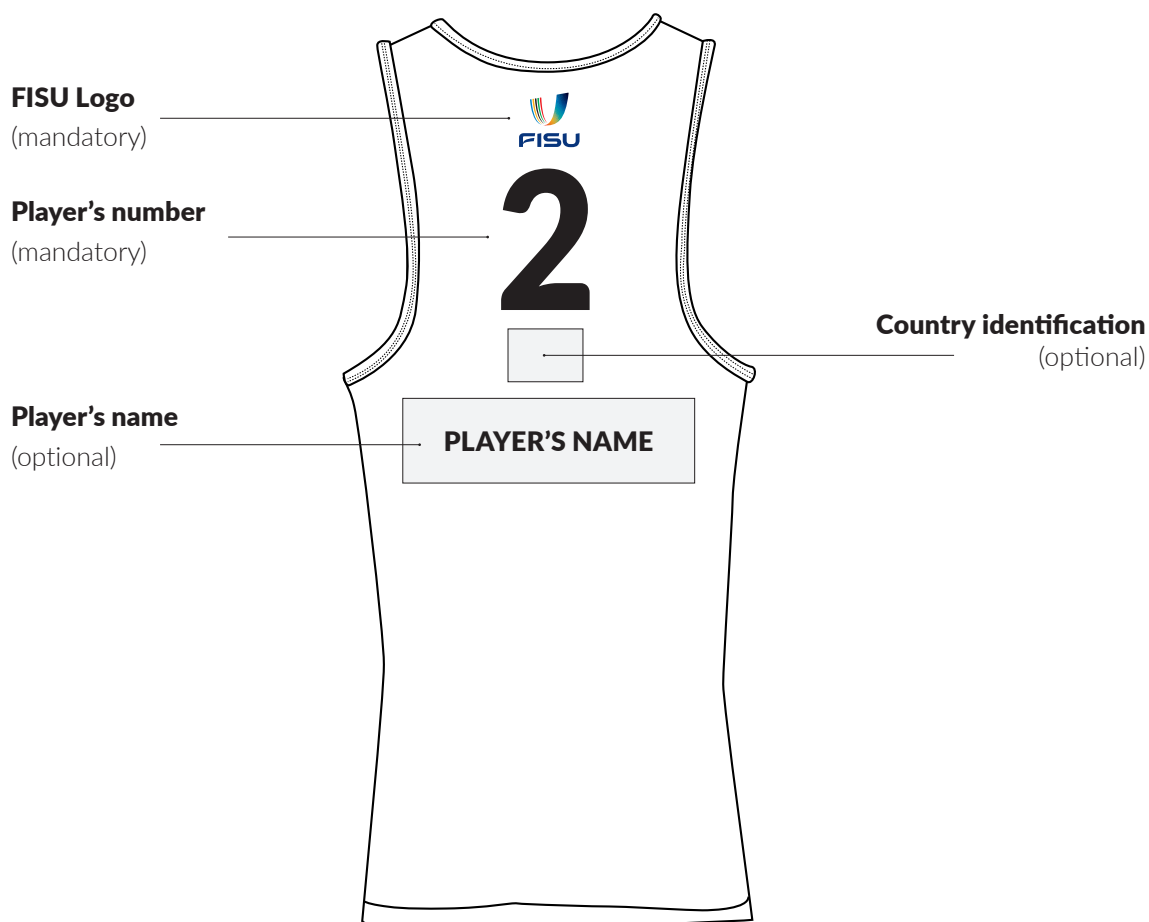
POSITIONING OF LOGOS

MEN'S TANK TOP - FRONT SIDE



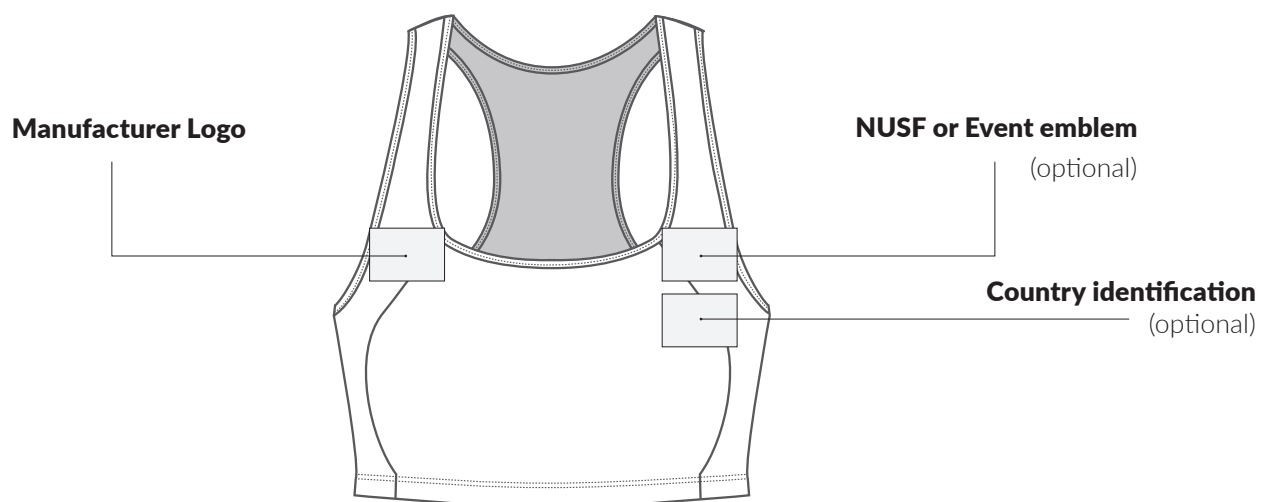
POSITIONING OF LOGOS

MEN'S TANK TOP - BACK SIDE



POSITIONING OF LOGOS

WOMEN'S TOP - FRONT SIDE



POSITIONING OF LOGOS

WOMEN'S TOP - BACK SIDE



POSITIONING OF ADVERTISING

2. Advertising on players' uniforms

Manufacturer identification:

The brands and labels of origin of sports manufacturers are not regarded as advertising if they do not exceed 20 cm² in area.

Advertising space:

Two advertisement are allowed, **on the uniforms:**

a. Men's Tank Tops

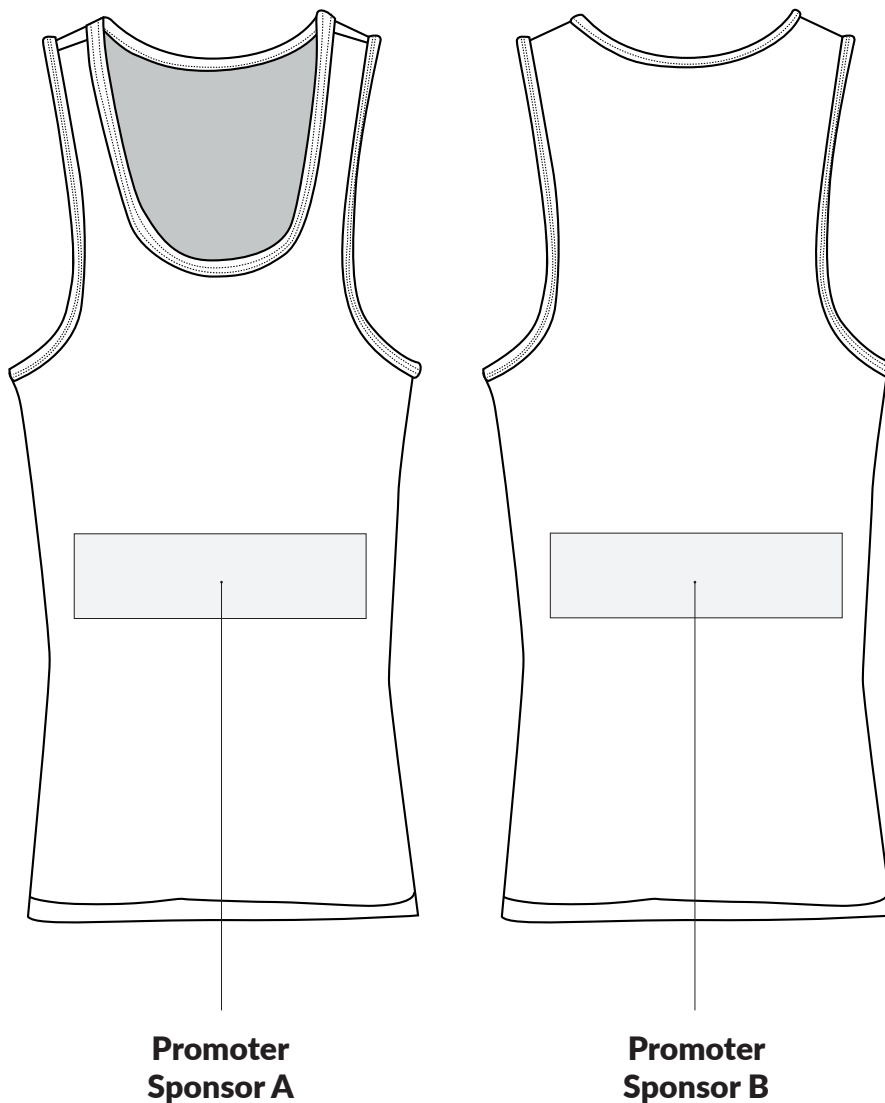
- Promoter sponsor A: on the front side under the chest = 300 cm²;
- Promoter sponsor B: on the back side under the player's name = 300 cm².

b. Women's Tops

- Promoter sponsor A: on the front side = 90cm²;
- Promoter sponsor B: on the front side = H. 8.5 cm x W. 3 cm.

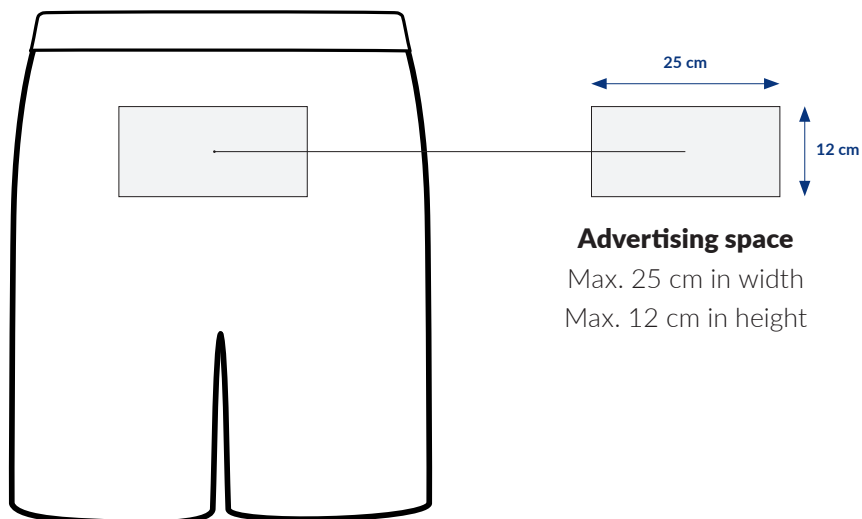
POSITIONING OF ADVERTISING

MEN'S TANK TOP - FRONT & BACK SIDE



POSITIONING OF ADVERTISING

SHORTS - BACK SIDE



AREAS & PROPORTIONS



Protected Area:

No element other than the official logos may be positioned within this area.



FISU LOGO

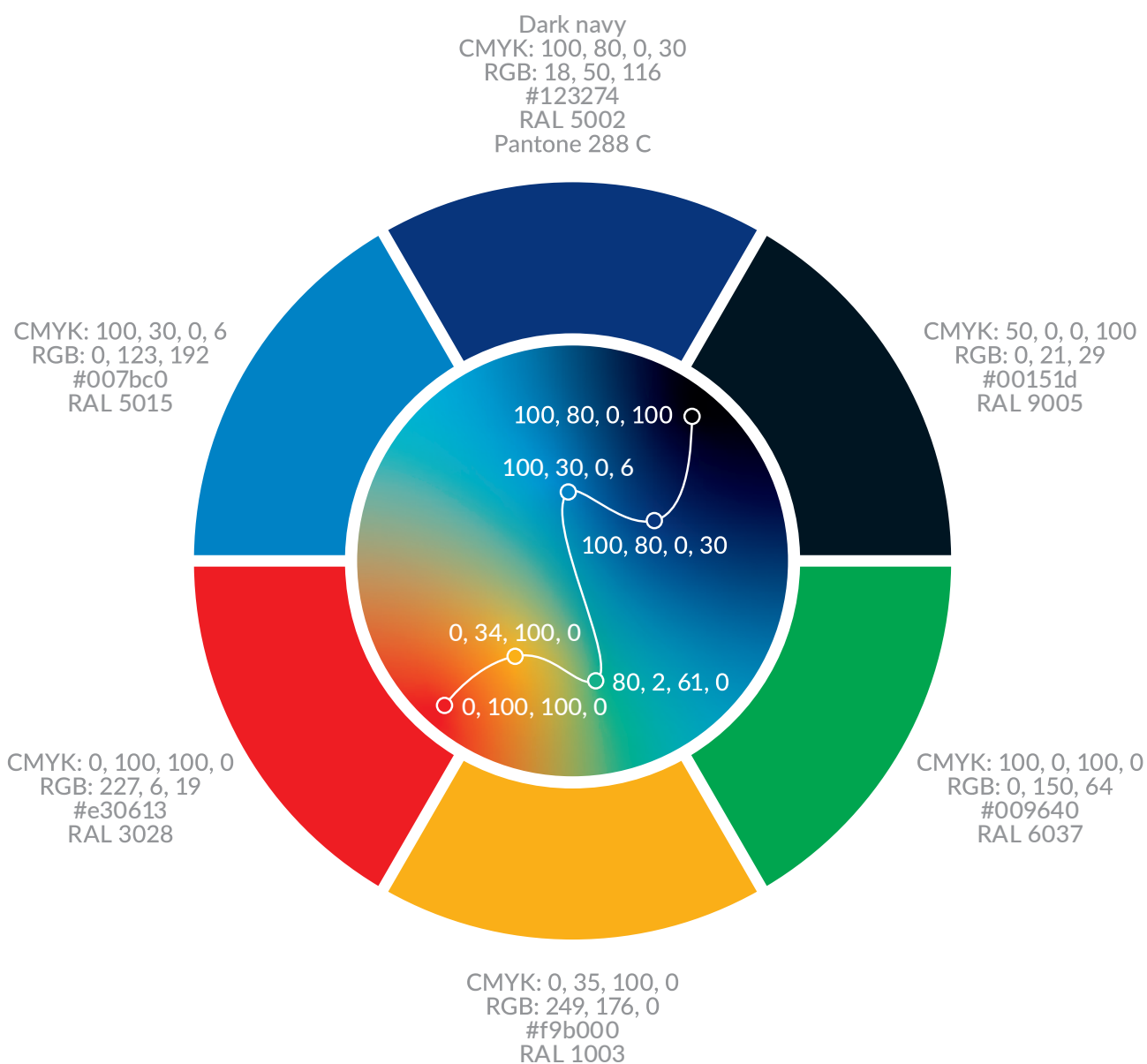
TECHNICAL SPECIFICATIONS

BRAND COLOURS

FISU main colours are cyan, yellow, black, green and red.

Dark navy is the corporate colour.

Together, all FISU colours compose the official gradient.



FISU LOGO

TECHNICAL SPECIFICATIONS

THE GRADIENT

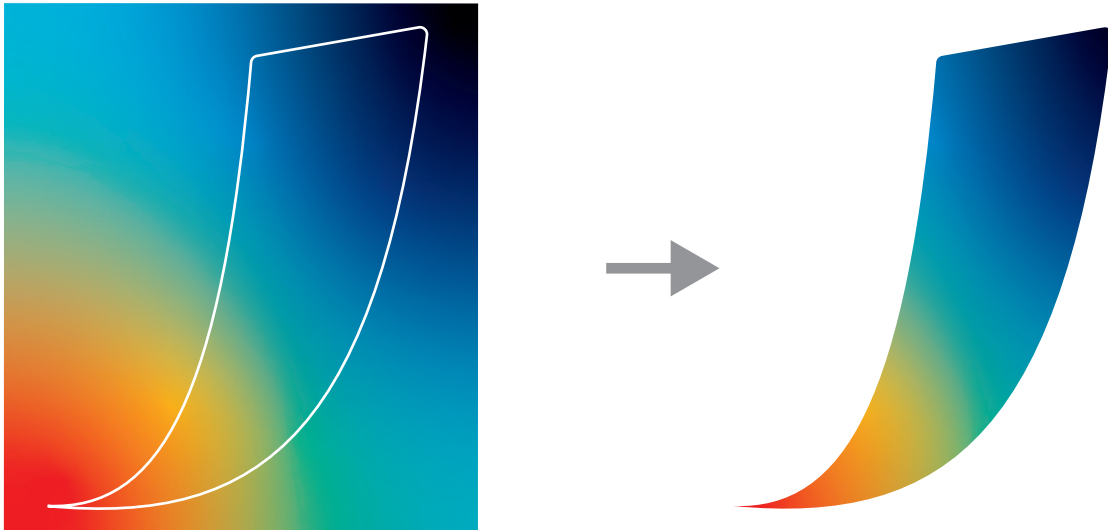
The gradient inside the Dynamic U symbol is cut out from the official FISU gradient.

Do not attempt to recreate the gradient yourself.

Do not alter the composition of the gradient.

Do not alter the position of the cut out.

For any use of the gradient seek prior permission from FISU brand team.



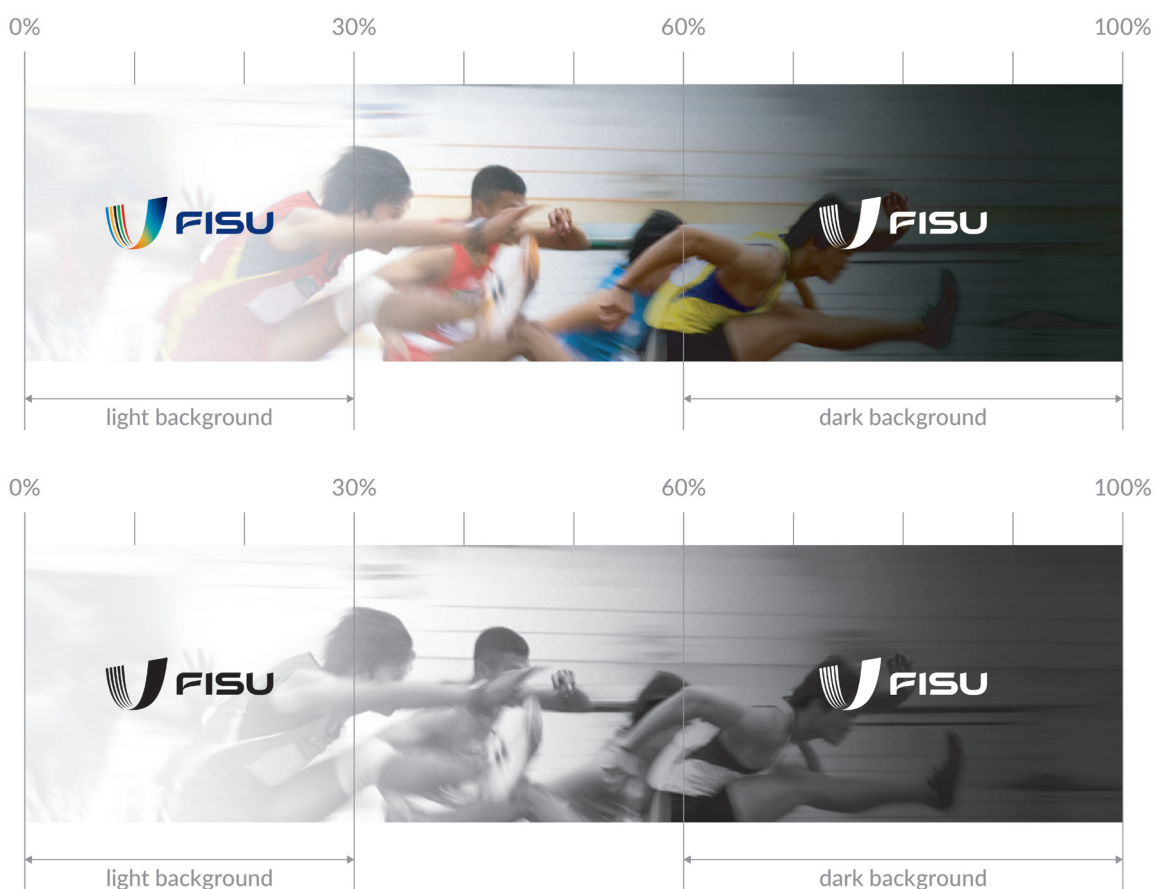
FISU LOGO

TECHNICAL SPECIFICATIONS

INTRODUCTION AND USE

FISU logo is the combination of the “Dynamic U” Symbol and the “FISU” Logotype.
Do not use the Symbol or the Logotype alone, always use the complete Logo.

WAYS TO USE



MINIMUM SIZE AND LISIBILITY

To ensure legibility for any small-size application, never reduce FISU identity elements below the minimum size guidelines.

1 mm = 0.0393701 in

1 in = 25.4 mm



FISU LOGO

TECHNICAL SPECIFICATIONS

ALTERNATIVE VERSION - B&W

The black and white version of FISU Logos can be used only when printing does not allow the use of colour.



FISU LOGO

FORBIDDEN USES

DONT'S

It is not allowed to alter the structure, colours, proportions, elements or the direction of the Logo.



Never stretch, compress or distort the Logo



Never change the orientation of the Logo



Never stray from the color palette and guidelines



Never rearrange elements of the Logo



Never use the Logo on backgrounds that make it illegible



Never use portions of the Logo



Never place the Logo over busy photographic backgrounds



Never use alternative typography



Never alter the graphic style



Never remove graphic elements



Never add shadows



Never add effects

FISU WORLD UNIVERSITY CHAMPIONSHIP BEACH HANDBALL UNIFORM GUIDELINES

PUBLISHED BY



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