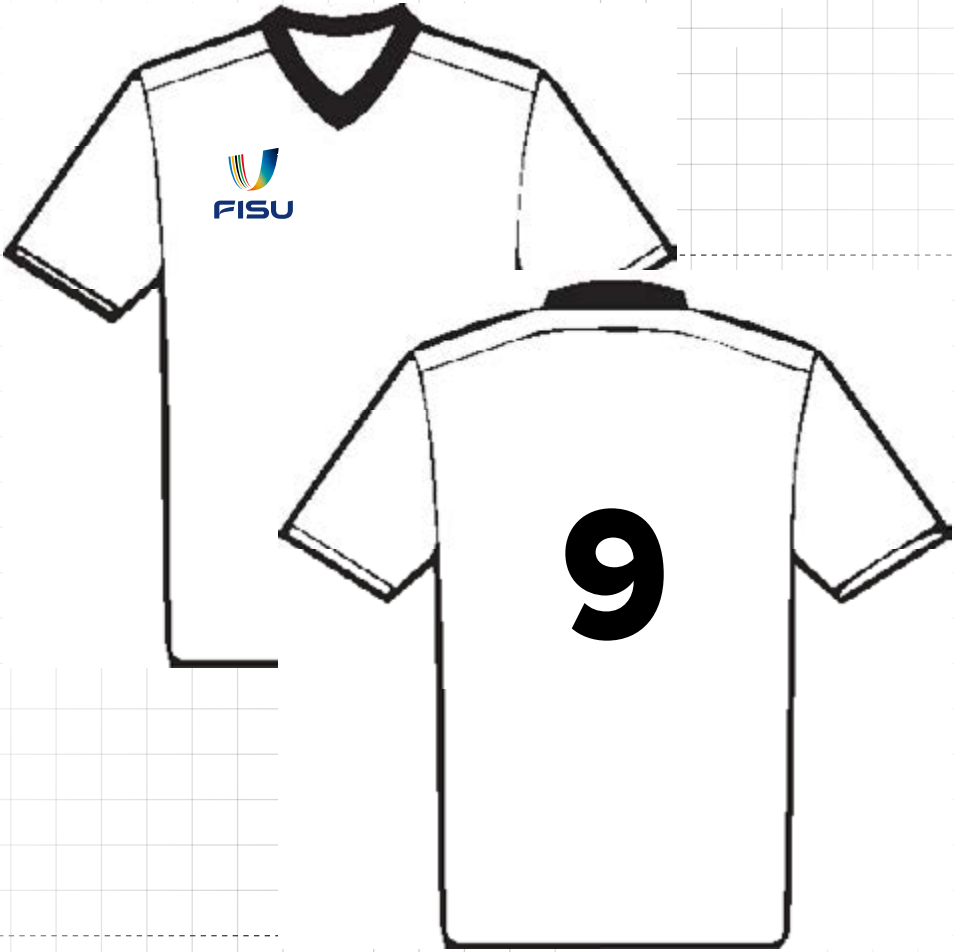


Uniform Guidelines

Rugby Sevens



Rugby Sevens Uniforms

Introduction

1. PLAYERS' UNIFORMS

All the field players of a Rugby team must wear identical uniforms*.

The combinations of colours and design for the two teams must be clearly distinguishable from each other.

The players must wear sports shoes.

Colours:

Each team must possess **two** differently coloured sets of players' uniforms:

- a) one set of light-coloured shirts and one set of light-coloured shorts
- b) one set of dark-coloured shirts and one set of dark-coloured shorts

Players' numbers:

The number must be clearly displayed on the back (only) of Players' jerseys.

Players' names:

The player's name may appear on the back of the shirt with the minimum size of 7 cm high.

Country name:

Federations are entitled to place the name of the country (min 7 cm high) on the back of the shirt below the player's number in the event that the federations are not using their right of placing advertising in this area.

National flag:

The national flag may appear on the left sleeve. It cannot exceed 100 cm².

FISU logo:

The **FISU Logo** may appear on the front of the shirt, on the heart side.

Event logo:

The event logo may appear on the right sleeve. It cannot exceed 100 cm².

Rugby Sevens Uniforms

Positioning of logos

Jersey - Front Side

Event logo

Max. 100 cm²

National flag

Max. 100 cm²

FISU LOGO

Max. 100 cm²



Rugby Sevens Uniforms

Positioning of logos

Jersey - Back Side

Player's name
min. 7 cm in height



Country name
min. 7 cm in height

Player's number

Rugby Sevens Uniforms

Positioning of advertising

2. Advertising on players' uniforms

Manufacturer identification:

The manufacturer logo may appear on the front of the shirt on the right side. It cannot exceed the 100 cm². It also may appear on the right leg of the short. Its size cannot exceed 80 cm².

Advertising space:

On the shirt:

Two advertisements are allowed under the chest. Both cannot exceed 300 cm² together.

Two advertisements are allowed on the top of the back. Both cannot exceed 180 cm² together.

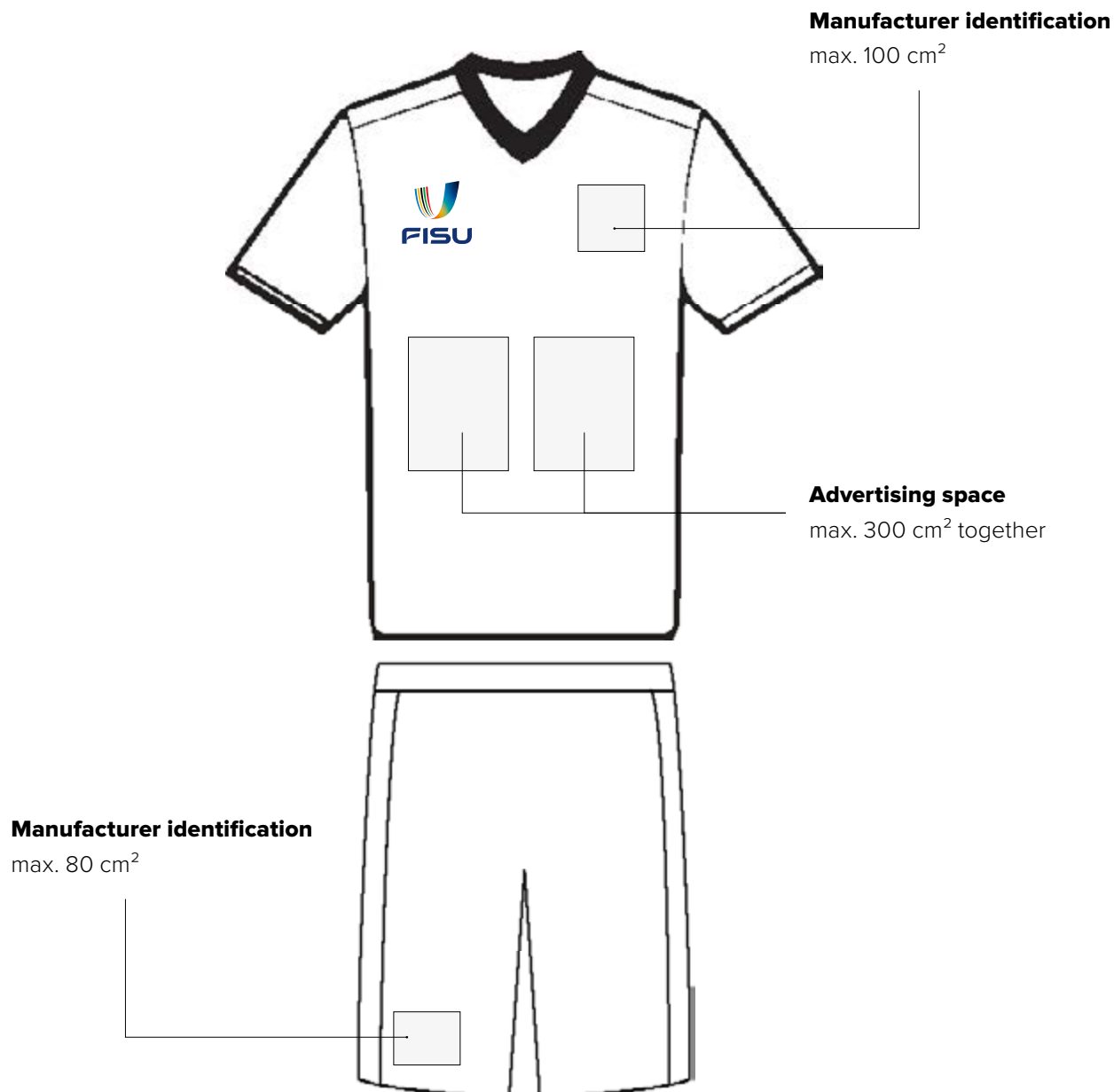
On the short:

Two advertisements are allowed on the back. Each cannot exceed 100 cm².

Rugby Sevens Uniforms

Positioning of advertising

Jersey - Front Side



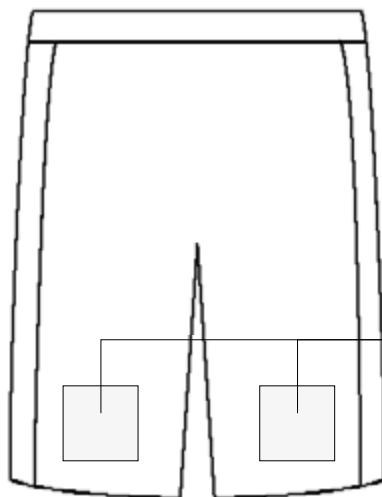
Rugby Sevens Uniforms

Positioning of advertising

Jersey - Back Side



Advertising space
max. 180 cm² together



Advertising space
max. 100 cm² each

Rugby Sevens Uniforms

Areas & proportions



Protected Area:

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



Rugby Sevens Uniforms

FISU Logo

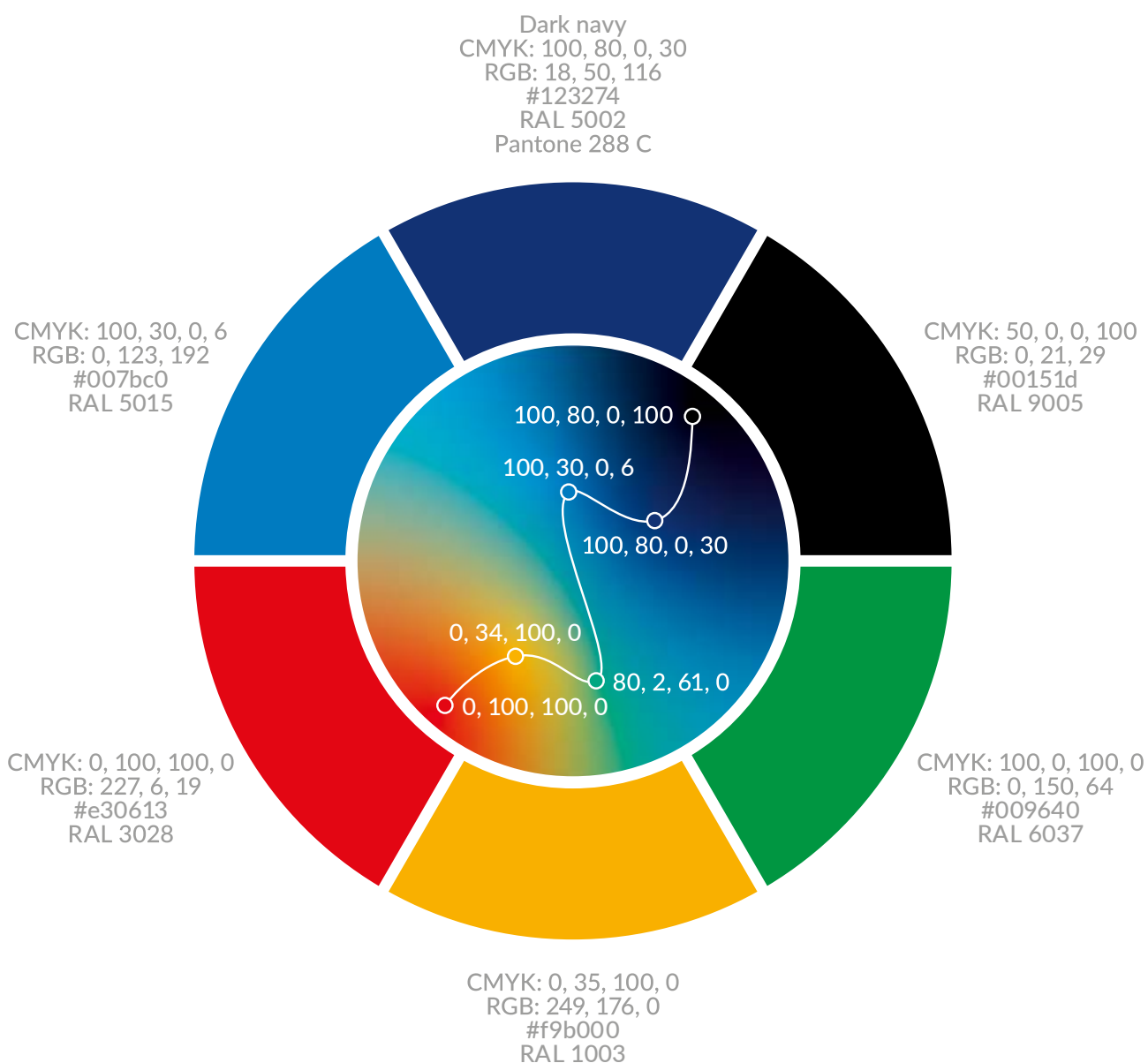
Technical Specifications

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.



Rugby Sevens Uniforms

FISU Logo

Technical Specifications

THE GRADIENT

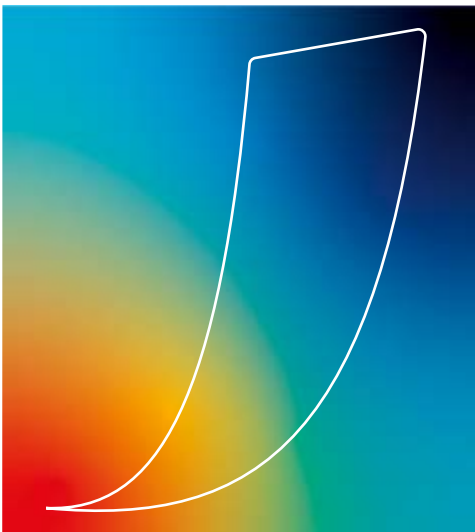
The gradient inside the Dynamic U symbol is cut out from the official FISU gradient.

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.



Rugby Sevens Uniforms

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



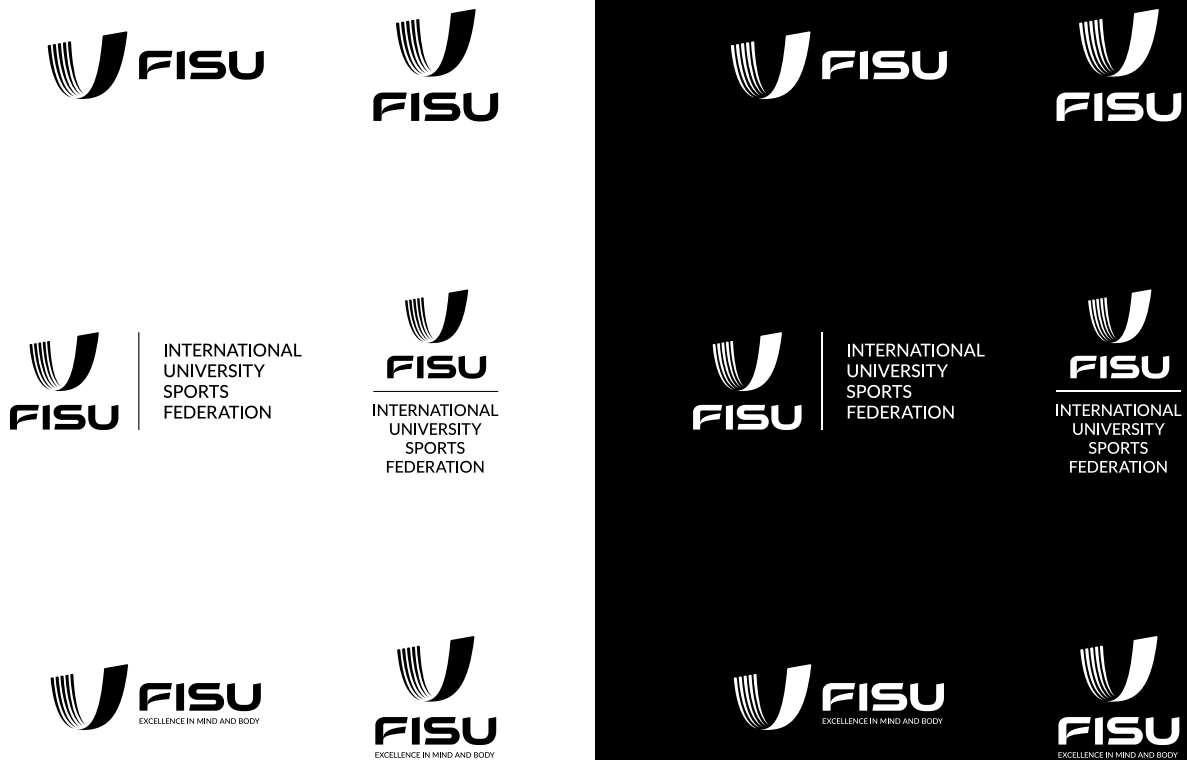
Rugby Sevens Uniforms

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.



Rugby Sevens Uniforms

FISU Logo

Forbidden uses

DON'TS

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

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