



# FISU WORLD UNIVERSITY CHAMPIONSHIP

# **RUGBY SEVENS**

## **UNIFORM GUIDELINES**

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DEPARTMENT  
**MARKETING**

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INTERNATIONAL  
UNIVERSITY  
SPORTS  
FEDERATION

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Requests for authorisation are to be addressed to: [fisuf@fisuf.net](mailto:fisuf@fisuf.net)



# INTRODUCTION

The production of the uniforms are on the team responsibility. The design of the uniforms must be sent to the FISU Marketing Department for approval before production.

## 1. PLAYERS' UNIFORMS

A player wears a jersey, shorts and underwear, socks and boots. The sleeve of a jersey must extend at least half-way from the shoulder point to the elbow.

The Jersey may only contain:

- FISU logo;
- Player's number;
- Player's name;
- NUSF Name;
- Sleeve stripes;
- NUSF Logo;
- Advertising material;
- The national flag (not mandatory).

A border around the collar and cuffs not more than 1 inch wide is permissible, as is a maximum 4 inch stripe along the side seam

### **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

### **FISU Logo:**

The FISU logo may appear on the front of the top-left part of the jersey. The application of the logo must follow the Logo Guidelines regulation. The size cannot exceed 16 square inches (41 cm<sup>2</sup>) in area.

### **Player's number:**

All players shall be numbered 1 through 99. The Jersey must have clearly visible numerals measuring at least 8 inches (20.3 cm) and 10 inches (26.4 cm) in height front and back, respectively. The number must be of a colour that itself is clearly in distinct contrast with the colour jersey. The individual bars must be approximately 1.5 inches (3.8 cm) wide.

### **Player's name:**

The player's name may appear on the back of the top part of the Jersey (upper the player's number).

**NUSF name:**

The name of National Federation shall appear on the back under the collar. The size cannot exceed 16 square inches (41 cm<sup>2</sup>) in area.

**NUSF Logo:**

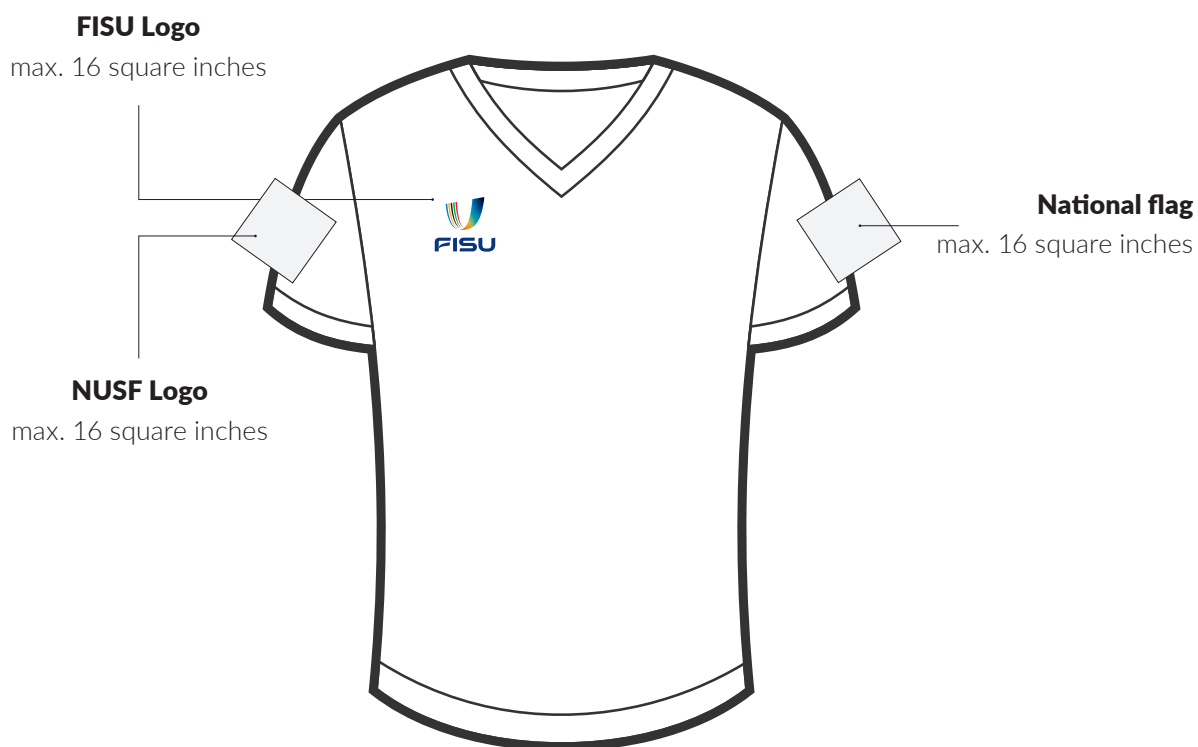
It shall appear on the front or on the shoulder. It cannot exceed 16 square inches (41 cm<sup>2</sup>) in area.

**National Flag (not mandatory):**

The flag shall appear on the front. It cannot exceed 16 square inches (41 cm<sup>2</sup>).

# POSITIONING OF LOGOS

## JERSEY - FRONT SIDE



# POSITIONING OF LOGOS

## JERSEY - BACK SIDE

**Player's name**  
min. 7 cm in height



**NUSF Name**  
min. 7 cm in height

**Player's number**

# 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 cm<sup>2</sup>. It also may appear on the right leg of the short. Its size cannot exceed 80 cm<sup>2</sup>.

### **Advertising space:**

#### **On the shirt:**

- Two advertisements are allowed under the chest. Both cannot exceed 300 cm<sup>2</sup> together.
- Two advertisements are allowed on the top of the back. Both cannot exceed 180 cm<sup>2</sup> together.

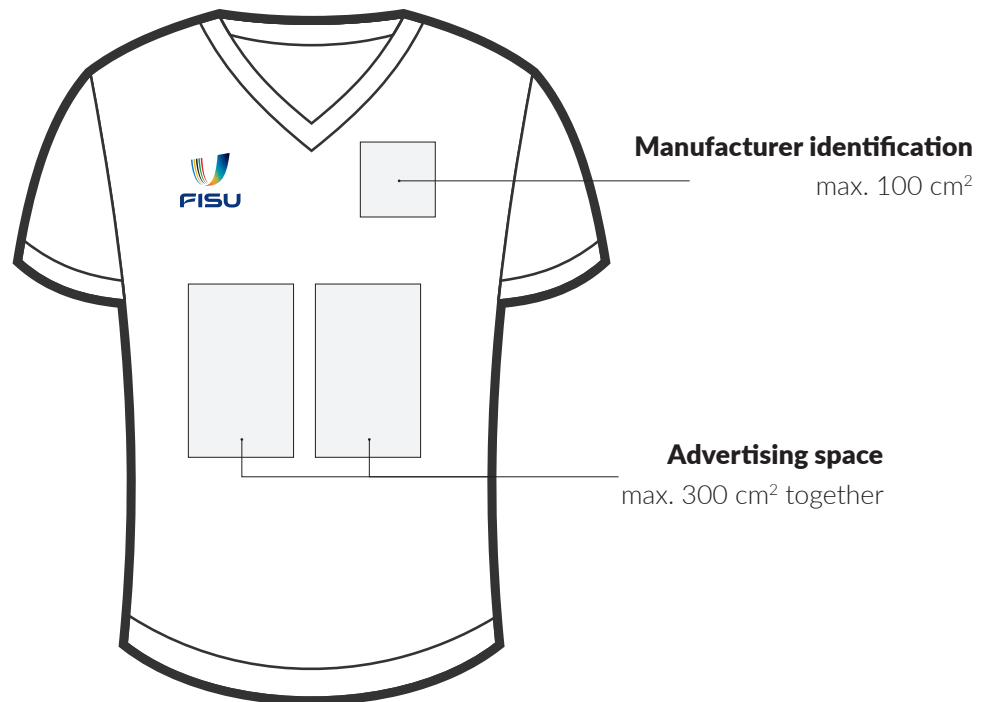
#### **On the short:**

- Two advertisements are allowed on the back. Each cannot exceed 100 cm<sup>2</sup>.

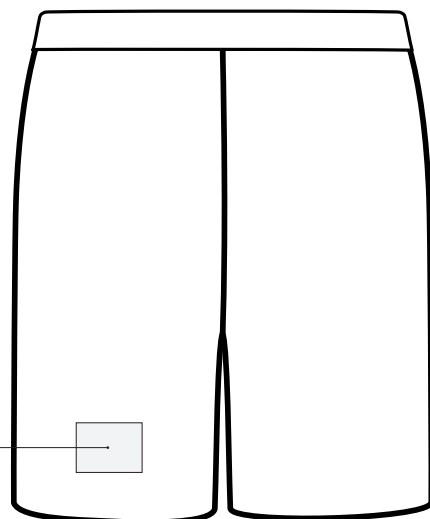


# POSITIONING OF ADVERTISING

## JERSEY - FRONT SIDE

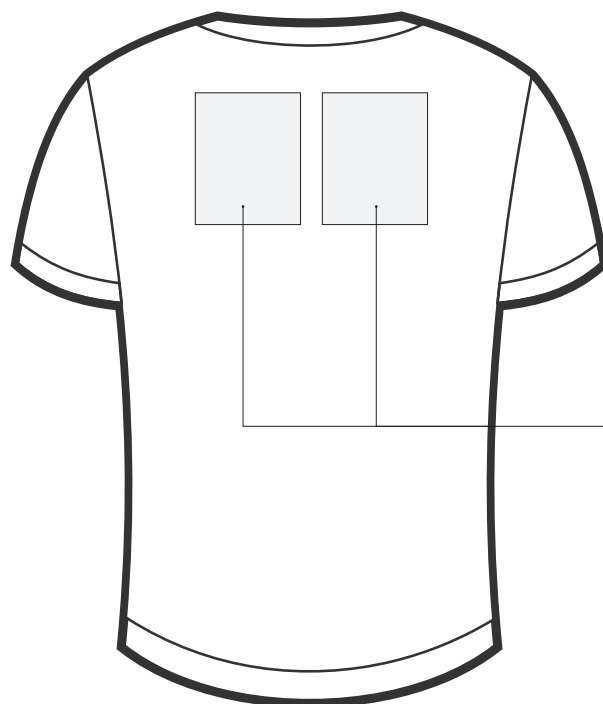


**Manufacturer identification**  
max. 80 cm<sup>2</sup>

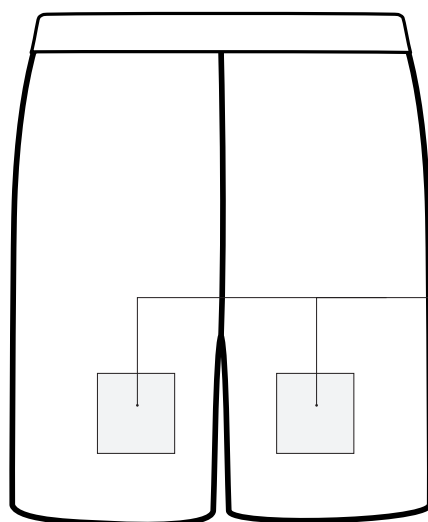


# POSITIONING OF ADVERTISING

## JERSEY - BACK SIDE



**Advertising space**  
max. 180 cm<sup>2</sup> together



**Advertising space**  
max. 100 cm<sup>2</sup> together

# AREAS & PROPORTIONS



**Protected Area:**

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



# FISU LOGO

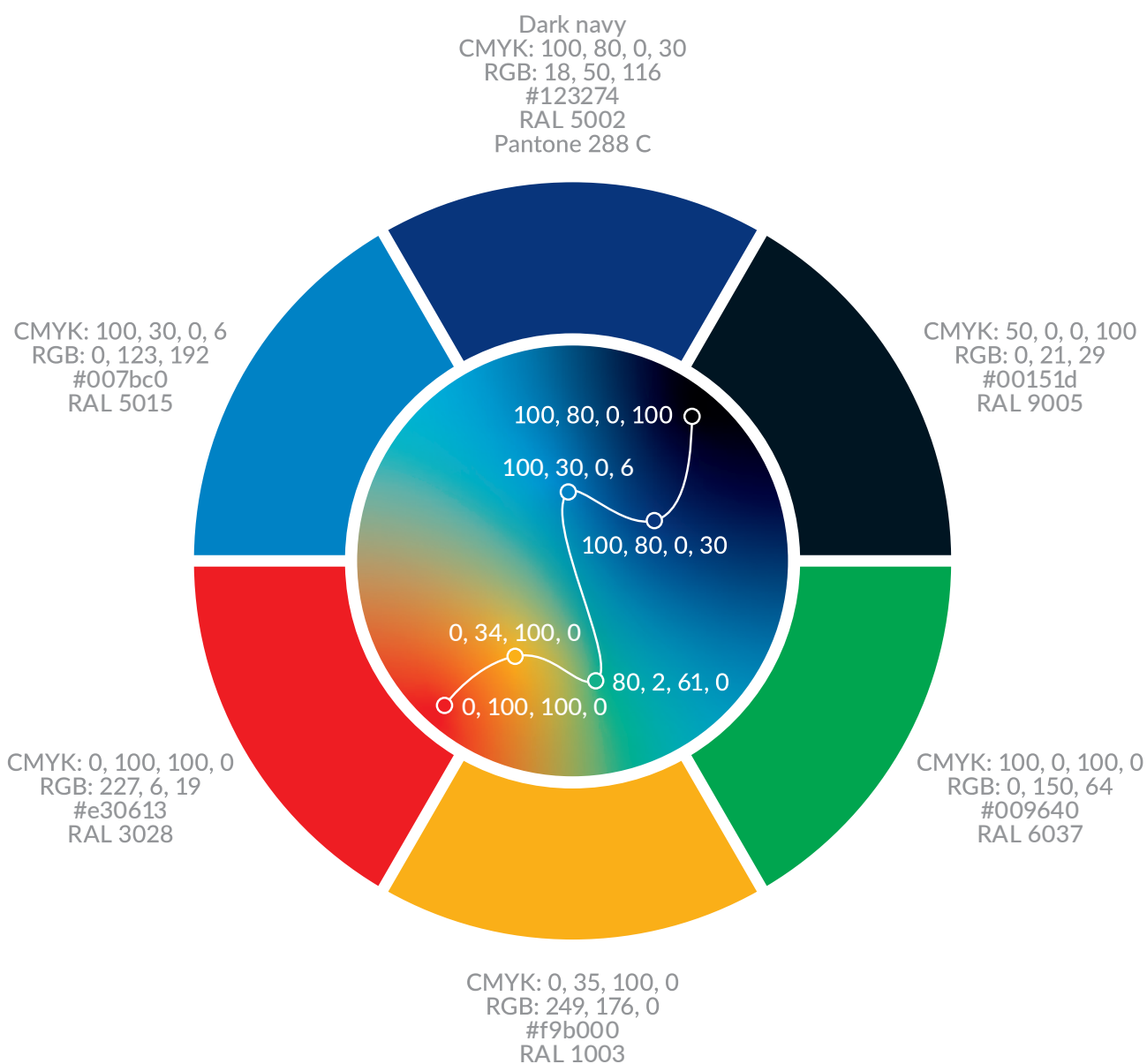
## TECHNICAL SPECIFICATIONS

### 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

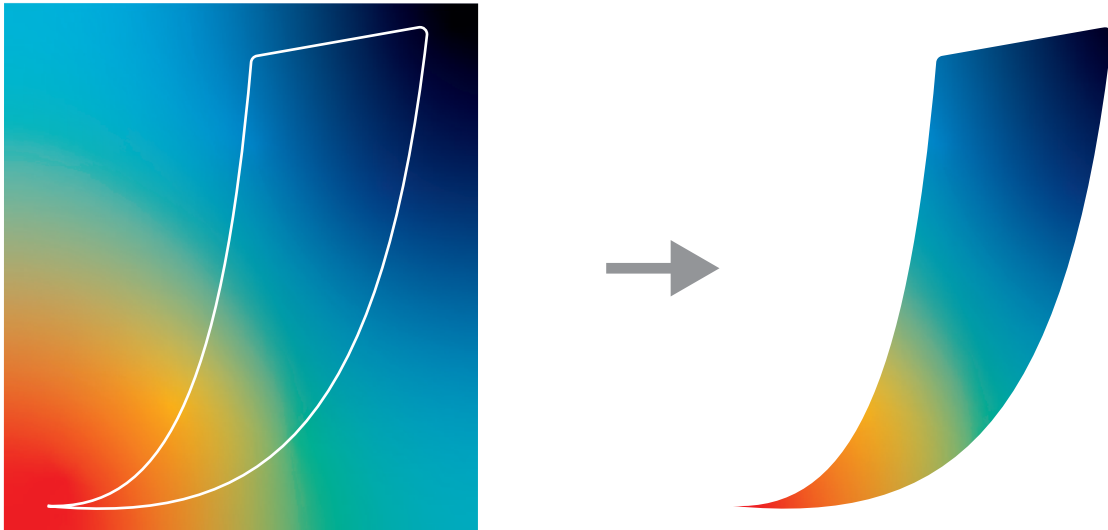
The gradient inside the Dynamic U symbol is cut out from the official FISU gradient.

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.



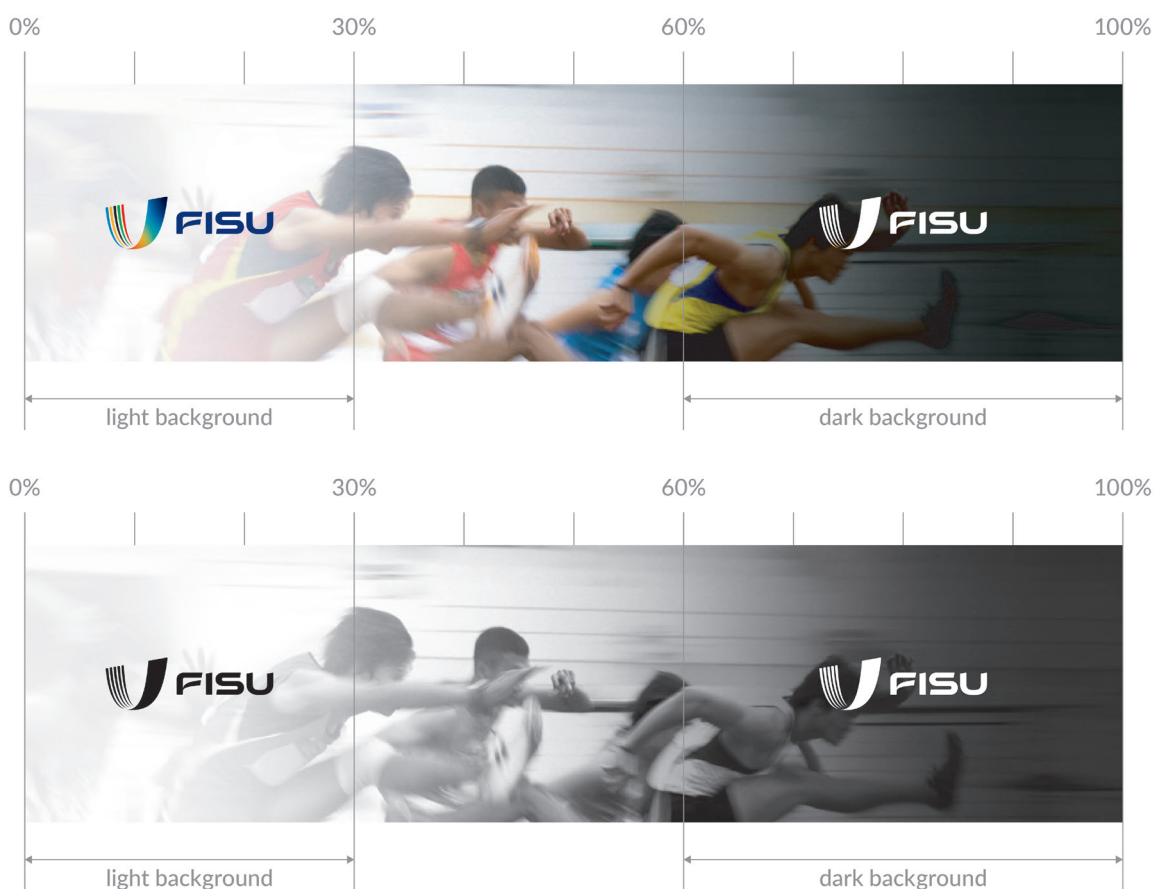
# FISU LOGO

## 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





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PUBLISHED BY



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