

Sports Club Branding & Logos



University of
Nottingham Sport
Engage Inspire Excel

Frequently Asked Questions

Can team names be used?

(e.g. Nottingham Balls of Steel/Nottingham Knights/Nottingham Outlaws)

Where there is a league requirement to have an additional nickname, or where it is custom across the sector, then nicknames will be allowed (e.g. the Nottingham Outlaws American Football Team, the Nottingham Knights Cheerleaders). However the placement and use of nicknames anywhere will need prior approval to ensure it does not conflict with the brand guidelines.

On twitter, handles (username) should be **@UoNAmericanFootball** for example, but the header (name) could be 'Nottingham Outlaws'.

The UoN Sport <Club Name> logos should always be used across social media platforms.

What dictates which colour logo is used?

The full colour logo should be used where the conditions allow. Where full colour is not an option, the mono or reversed version should be used instead. When the logo is being used over an image, the full colour version may clash with the background imagery or there may not be enough contrast. In this case, the reversed version should be used. Where the background image is particularly dark, there is also the option to use a gold version of the logo with reversed text (see page 5 of the brand guidelines).

Is there any flexibility with the use of the logo and branding? (i.e. can the clubs modify them?)

The logo is never editable, but a sports club can add their descriptor underneath, e.g. Football, Hockey, Swimming.

Are clubs expected to include branding straplines on all their materials? (e.g. Engage. Inspire, Excel)

No, the straplines are just an option where space allows and where it is deemed relevant.

Can NUSnow, NUSurf, NURFC, NUFC etc. still be used?

No, because we are not 'Nottingham University', we are 'The University of Nottingham'.

Any prefixes should be 'UoN'. As previously stated, when using Twitter this means club names should be @UoNBadminton, @UoNKarate etc.

Can we refer to our clubs as acronyms e.g. UoNHC or UoNKC for example?

An acronym can be used when there are character limitations, for example a twitter handle (username e.g. @UoNWRU) which cannot be longer than 15 characters. However your twitter header (name) can be longer (up to 50 characters) and therefore your full club name with 'UoN' should be used e.g. UoN Women's Rugby Union. Where there are not character limitations, e.g. flyers, online collateral, full club names should be used e.g. University of Nottingham Women's Rugby Union.

Is equipment with the KPMG logo on still okay to use? If not, do we stop using it immediately or will it be phased out? Is there a deadline?

Ideally we want to phase out any existing KPMG logos.

This will be judged based on cost efficiency and practicality. In terms of branding on equipment, e.g. decals, ideally we would like clubs to replace or cover these with our new sponsor logo, CBTRC, but a decision will be made on a case by case basis.