



unisport



**identity guidelines**

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# Introduction

## The guidelines

### The UBL name

These guidelines have been developed to assist in the correct application of the University Basketball League Australia logo (UBL), branding devices and specifications. When referring to the competition in all written documents, please use capitals and lower-case text as follows: 'University Basketball League Australia' followed by (UBL).

### Digital resource material

Please ensure that the correct file format and colour variant are selected for each application. Your selection will be influenced by the limitations inherent in the manufacturing process to be employed. Both two-colour and single-colour variations have been provided.

### Electronic file usage

Correctly determining brand device file format usage.

When outputting artwork for the UBL, it is essential that the correct file format be chosen for a given situation, in order to ensure optimum quality and colour reproduction.

### File type for web

JPEG [*Joint Photographic Experts Group*]  
PNG (*Portable Network Graphics*)

Generally, JPEG files are used for viewing images on computer screens and the internet. JPEG technology compresses image files, making them smaller and therefore easier to manage and exchange via email. As a result of that compression, however, some image data will be lost, and for this reason the JPEG is referred to as a 'lossy' format. When a JPEG is reproduced in larger sizes or at higher resolutions, the quality of the image is compromised, leading to discolouration or areas of corruption known as 'pixilation'. Please note: the colour format of a JPEG is RGB, which is NOT suitable for print reproduction. Therefore, the JPEG format should not be used for any type of CMYK printing.

PNG is short for Portable Network Graphic, a type of raster image file. It's particularly popular file type with web designers because it can handle graphics with transparent or semi-transparent backgrounds. The file format isn't patented, so you can open a PNG using any image editing software without the need for licensing.

PNG files, which use the .png extension, can handle 16 million colours — which sets them apart from most file types.

Note. All variations of brand device can be used in the creation of digital media content by following the requirements ie: minimum size, clear space, colour, and clear space

## **File types for print**

### *EPS [Encapsulated Post Script]*

EPS is the standard format for communicating with printing devices. EPS files contain 'vector' information that defines images mathematically. This allows the logotype to be reproduced at very large sizes without any discolouration or 'pixilation'. EPS files are therefore suitable for all types of large format printing, including signage.

## **Enquiries**

For advice on any application of the visual identity not covered by these guidelines, please contact: UniSport Australia | [marketing@unisport.com.au](mailto:marketing@unisport.com.au)



## Brand device

### Primary brand device

The UBL brand symbol is printed in PMS colour - UniSport Dark Blue (PMS 301) and UniSport Orange (PMS 1665). It is to appear on a white background unless specified within the following guidelines.



### Primary brand device reversed

This format is the reverse of the one above. The brand must appear on UniSport Dark Blue (PMS 301) or UniSport Gray (Black 55%) background unless the logo is being reproduced in black and white only.



### Black & white variants

When the use of colour is limited such as in mono press advertising or single colour print, use one of the black and white variants shown below. Do not manipulate or try to create black and white logos by converting them from colour originals.



## Inclusion variants

This variation of the UBL Pride logo is to be used on a white background only, and must appear with the UniSport Dark Blue and the [colours of the Pride flag](#)



## Brand device

### Minimum size

The first practical requirement of any logo is that it is clearly visible. Therefore, never reproduce the logo at a size smaller than that shown below.



30mm



50px

## Brand device

### Minimum clear space

It is important that a certain amount of clear space be left around the logo to maximize its impact. The diagram below shows the minimum space that should surround the logo. No other graphic elements should intrude into that defined clear space.



# Colour

## Primary palette specifications

UniSport dark blue



PMS 301  
RGB 0 73 135  
CMYK 100 72 27 12  
Hex #004987  
Websafe #003399

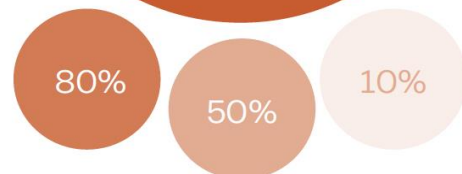


80% 50% 10%

UniSport orange



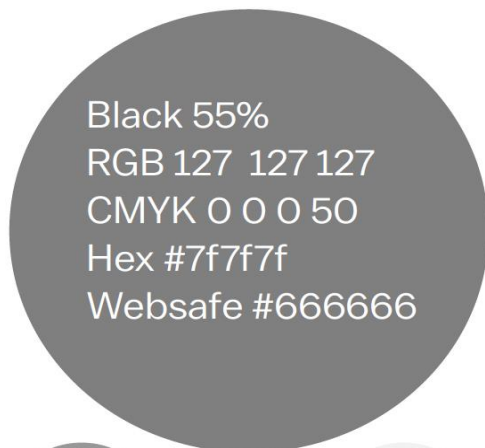
PMS 1665  
RGB 216 83 29  
CMYK 0 79 100 11  
Hex #d8531d  
Websafe #cc6633



80% 50% 10%

## Secondary palette specifications

UniSport grey



Black 55%  
RGB 127 127 127  
CMYK 0 0 0 50  
Hex #7f7f7f  
Websafe #666666



80% 50% 10%



## FRONT

## BACK

**UBL logo**  
Shall not exceed 100cm<sup>2</sup>

**University logo**  
Shall not exceed 100cm<sup>2</sup>

**UBL major sponsor**  
Shall not exceed 100cm<sup>2</sup>

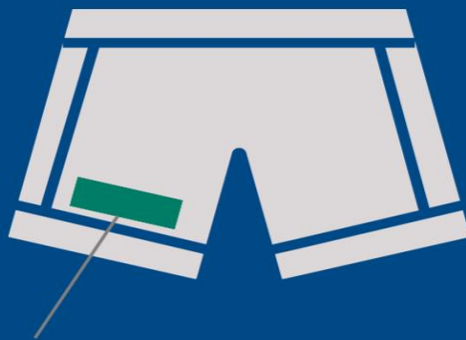
**Player number**  
Min 8cm in height

**10**

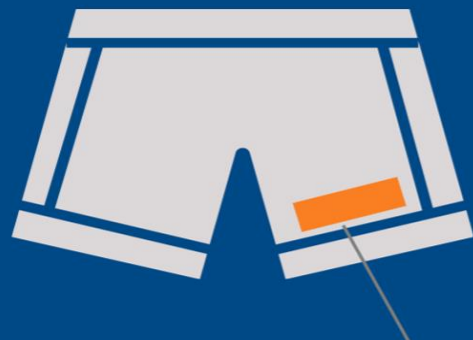
**Player number**  
Min 16cm in height

**10**

**University major sponsor**  
Shall not exceed 200cm<sup>2</sup>



**University logo**  
Shall not exceed 100cm<sup>2</sup>



**UniSport logo**  
Shall not exceed 100cm<sup>2</sup>

# UBL KIT BRANDING



**For more information:**

**Siobhan James**

**General Manger - International Programs and National Leagues**

**Email: [siobhan.james@unisport.com.au](mailto:siobhan.james@unisport.com.au)**