

**UBL**

**UNIVERSITY BASKETBALL LEAGUE**

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*]

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.

#### 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 - UBL Blue (PMS 3025) and UBL Orange (PMS 7579). 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 UBL Blue (PMS 3025) or UBL Gray (Black 55%) background unless the logo is being reproduced in black and white only.



# 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.



## Black & white variants

When the use of colour is limited such as in mono press advertising or singlecolour 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.



Use in black and white press ads or for single colour print applications



To be used in limited number of applications such as screen printing

# Brand device

## Minimum clear space

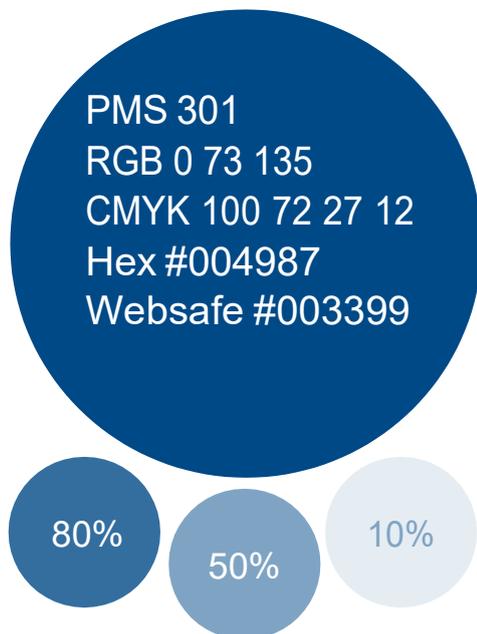
It is important that a certain amount of clear space be left around the logo to maximise its impact. The diagram below shows the minimum space that should surround the logo. No other graphic elements should intrude into that defined clear space.



# Colour

## Primary palette specifications

### UBL Blue

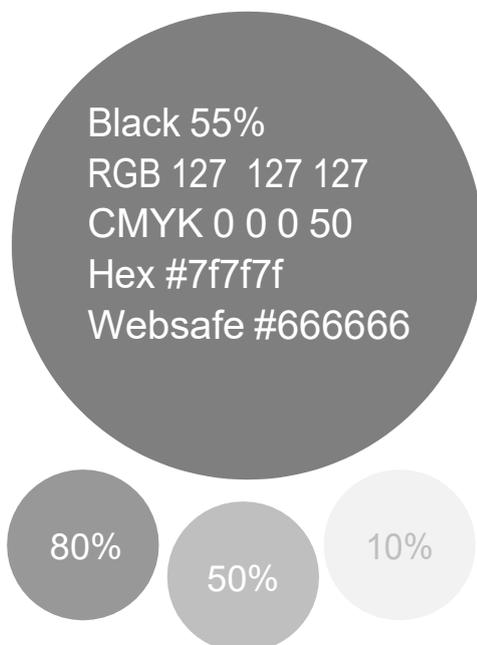


### UBL Orange



## Secondary palette specifications

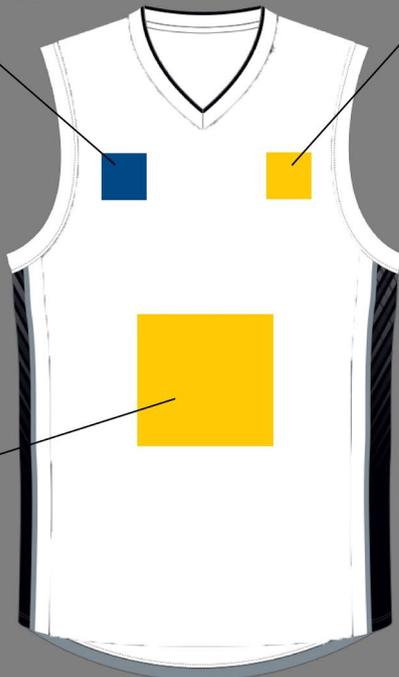
### UBL Grey



# UBL Kit Branding Guidelines

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

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

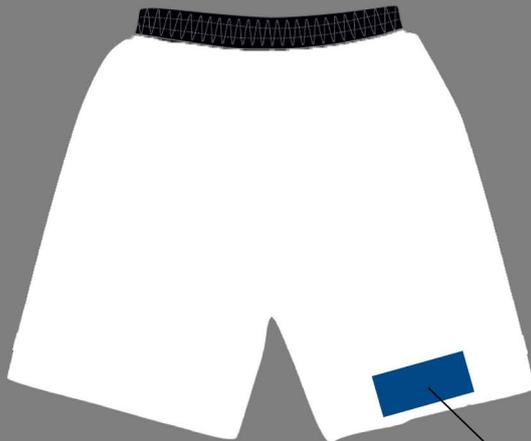
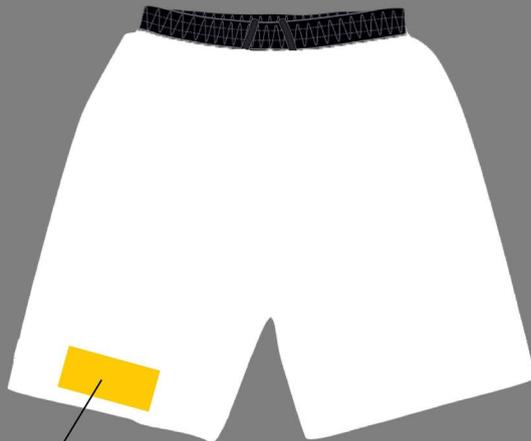


**UBL Major Sponsor**  
Shall not exceed 100cm<sup>2</sup>

**University Major Sponsor**  
Shall not exceed 200cm<sup>2</sup>

**FRONT**

**BACK**



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

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

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