



*Team Keele Sport Kit*  
***GUIDANCE***

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[su.athleticunion@keele.ac.uk](mailto:su.athleticunion@keele.ac.uk)

# *Our* **brand**

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Keele University and Team Keele have a strong brand presence, and we have created specific guidelines that we ask all clubs to follow. These include the following:

- Using the correct Keele University logo on kits and leisurewear
- Using the correct font
- Using the correct colourways

A strong brand presence for sports clothing is important because it makes our teams and athletes look professional and recognisable. It helps build Keele University and Team Keele's identities, boosts confidence, and creates a sense of unity.

If you have any questions related to branding, please contact **[su.athleticunion@keele.ac.uk](mailto:su.athleticunion@keele.ac.uk)**.

# Using the University *logo*



White mono logo



**Our logo is a core identifier of our brand and draws upon our five original heraldic bearings from our original coat of arms and crest to reinforce and reflect our heritage and core values.**

The written element of our logo is blue and is the lead colour within our logo.

We have two versions of our logo: blue and white mono.

The typefaces in our logo have been carefully chosen for their modern yet refined style, and to balance perfectly with the shield.

Our logo must never be altered, amended, or reproduced. Before using our logo, please familiarise yourself with our brand guidelines.

Please always avoid placing mono logos on similar coloured backgrounds in order to maintain high contrast and definition.

An eps version will provide the best results for production and is used by designers and suppliers when handling print. For web and email we would recommend a gif or png. For internal usage we would suggest using a jpeg.

For further advice regarding our logos and their use, contact **brand@keele.ac.uk**

**Brand resources here >**

# *Clear* **space**

Always allow a clear space around our logo and shield by giving it space to breathe free from other logos, text, imagery and graphics.

To work out the clearspace take the height (x1) of a triangular segment and use this dimension to ensure adequate clearance. If you are uncertain simply leave 10mm of clear space around the entire logo.



*Incorrect* **usage**

We respect our logo and shield by ensuring we use our logo in the correct way at all times to preserve and unify our identity.

- ☒ Our logo should never be stretched or distorted
- ☒ Our logo colours should never be changed
- ☒ Our logo arrangement and proportion should never alter
- ☒ Our logo font style must never be altered
- ☒ Our full logo should never sit inside a graphic device



# *Team Keele* **logo** *and clear space*

## **Team Keele...the home of competitive sport at Keele!**

Maintaining the consistency of the Team Keele visual identity in all areas – on clothing, in print and on social media – is vitally important to the brand recognition.

All Team Keele logos may not be altered in any way without prior approval. Please do not attempt to make your own.

For further advice regarding our logos and their use, contact [su.athleticunion@keele.ac.uk](mailto:su.athleticunion@keele.ac.uk)



Our logo

## **Clear Space Guidance**

Always allow a clear space around our logo and shield by giving it space to breathe free from other logos, text, imagery and graphics.

To work out the clear space take a third of the width of a shield shape and use this dimension to ensure adequate clearance. If you are uncertain simply leave 10mm of clear space around the entire logo.



Clear space

# *Incorrect* **usage**

We respect our logo and shield by ensuring we use our logo in the correct way at all times to preserve and unify our identity.

❌ Our logo should never be stretched or distorted



❌ Our logo colours should never be changed



❌ Our logo arrangement and proportion should never alter



❌ Our logo font style must never be altered



# Our colours

Colour is a fundamental visual element within our brand identity and it helps people to recognise and remember us.

The primary colour to be used across all visual assets is the simple and stylish Keele Blue and an accent colour of white which is seen in all settings across the University from logo to signage.

Using our core colour consistently will help to build brand awareness amongst our prospective target audiences.



**Keele Blue**

PANTONE 2767  
C100 | M100 | Y58 | K25  
R39 | G30 | B61  
HEX #271E3D

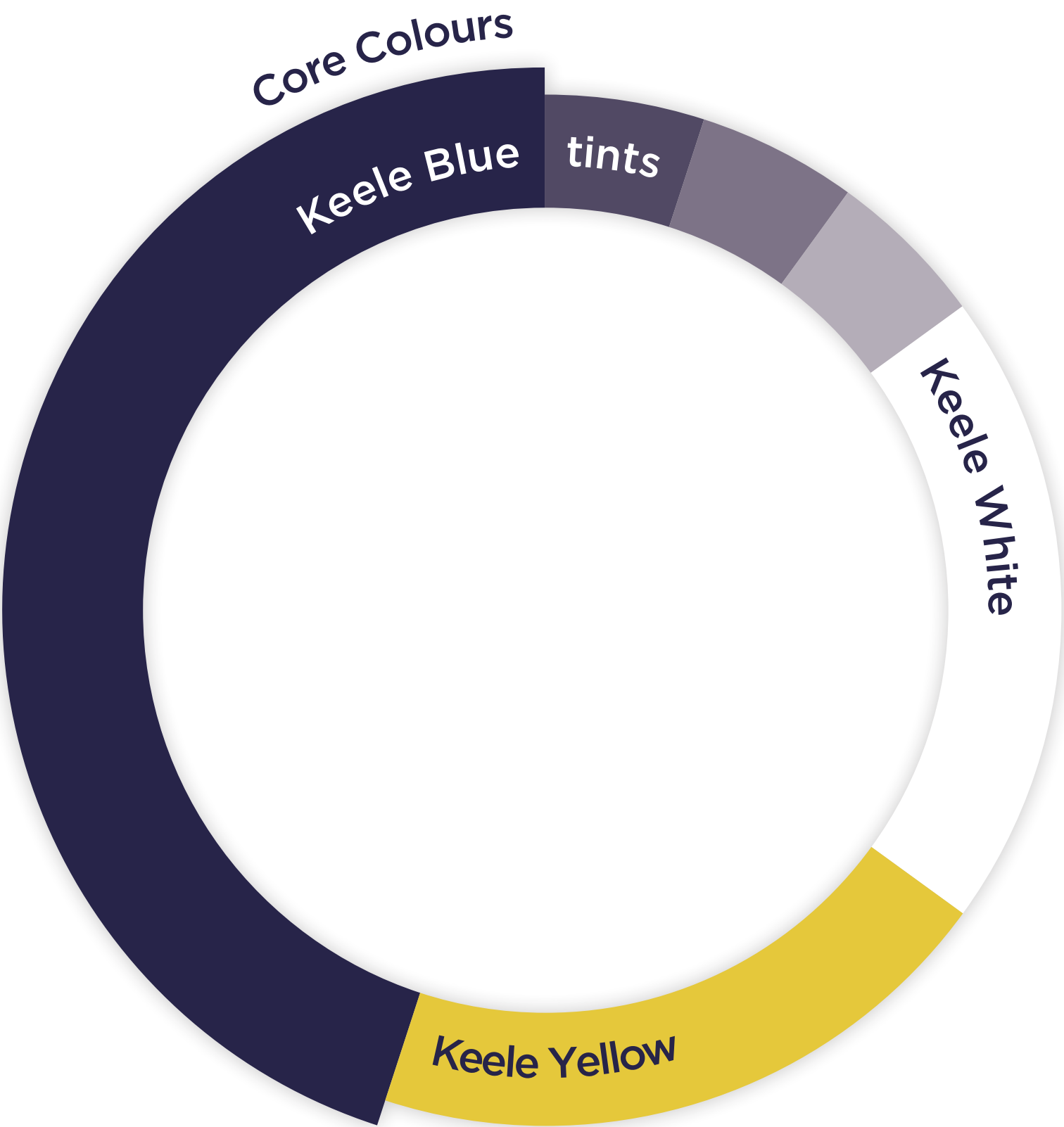


**Keele Yellow**

PANTONE 129  
C5 | M12 | Y86 | K7  
R237 | G206 | B40  
HEX #EDCE28

Our core colour

# Keele *Blue*





# Our *fonts*

By using the right messaging, tone of voice, and visual components from our brand tool kit such as colour and font, we are able to develop our brand in a positive and confident direction.

We use two different fonts that complement each other perfectly – a more traditional serif, together with a modern sans-serif. Getting the combination of these right is important and depends on the channel they are being used on, and the objective of the message. If you need advice, please email [brand@keele.ac.uk](mailto:brand@keele.ac.uk)

# *Gotham* *Font*

*Gotham Black Italic*

*Gotham Book Italic*

**Gotham font**

Designed by American type designer Tobias Frere-Jones in 2000. Gotham is a family of widely used geometric sans-serifs. The letterforms are inspired by a form of architectural signage that achieved popularity in the mid-twentieth century.

Please note that Gotham isn’t available on standard PCs and you will need to purchase a licence in order to use the font. An alternative fallback to Gotham is Arial, but this should never be used on highly visible marketing materials.

**Gotham font**

Aa

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
{ } ( ) @ £ % & ? 1 2 3 4 5 6 7 8

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
{ } ( ) @ £ % & ? 1 2 3 4 5 6 7 8

Book italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
{ } ( ) @ £ % & ? 1 2 3 4 5 6 7 8

Medium & Medium italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
{ } ( ) @ £ % & ? 1 2 3 4 5 6 7 8

Bold & Bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
{ } ( ) @ £ % & ? 1 2 3 4 5 6 7 8

Also available is

- |              |                      |
|--------------|----------------------|
| Thin         | Narrow Light         |
| Thin Italic  | Narrow Light Italic  |
| Thin         | Narrow Book          |
| Thin Italic  | Narrow Book Italic   |
| Thin         | Narrow Medium        |
| Thin Italic  | Narrow Medium Italic |
| Black        | Narrow Bold          |
| Black Italic | Narrow Bold Italic   |

# Our clothing

All clothing are required to be sent to [su.athleticunion@keele.ac.uk](mailto:su.athleticunion@keele.ac.uk) for approval before purchasing.

## Guidelines

### Logos

1.

All sports kits must include the **Keele University** logo as the primary logo on the left breast.

1.1

The mono white logo should be used on navy kits

1.2

The mono blue logo should be used on white kits white

1.3

Either the white or navy logos can be used on yellow/gold kits

2.

Old Keele University logos, such as the full colour logo containing red, yellow, blue, and green, or the KUAU logo, should not be used – only mono colour logos are to be used.
3.

Logos, including high-res versions for clothing, can be downloaded from the ‘Logo Download’ button on [www.keele.ac.uk/brand](http://www.keele.ac.uk/brand).
4.

The Keele University logo must not be edited in any way.
5.

The size of the logo must be larger than 80mm wide and/or Team Keele logo.
6.

Club-specific logos can be added as a secondary logo on the sleeve, back, or top of neck, with approval from [su.athleticunion@keele.ac.uk](mailto:su.athleticunion@keele.ac.uk).

### Fonts

All text must be in Gotham and in a colour that will stand out on all kits.  
See page 9 for font reference.

### Colours

1.

Team Keele play under the colours; navy (also known as ‘Keele blue’), yellow/gold, and white.
2.

Navy is the main colours for home kits, with secondary colours of yellow/gold and white to add design elements. Alternative kits (away kits) are primarily yellow/gold or white, with navy design elements.
3.

Support is available to clubs to adopt the new branding which will be incorporated into their development meetings.

See page 8 for colour references.

Our Colours	Primary/Home Kit & Leisurewear	Alternative Kit 1	Alternative kit 2
<div><div>Navy</div><div>Pantone 2767</div></div>	<div>Primary Colour</div> <div>60-90%</div>	<div>Secondary Colour</div> <div>10-30%</div>	<div>Secondary Colour</div> <div>10-30%</div>
<div><div>Yellow/Gold</div><div>Pantone 129</div></div>	<div>Secondary Colour</div> <div>10-30%</div>	<div>Primary Colour</div> <div>60-90%</div>	<div>Tertiary colour</div> <div>0-20%</div> <div>Can be equal but never more than navy</div>
<div><div>White</div><div>Pantone White or Bright White</div></div>	<div>Tertiary colour</div> <div>0-20%</div> <div>Can be equal but never more than yellow</div>	<div>Tertiary colour</div> <div>0-20%</div> <div>Can be equal but never more than navy</div>	<div>Primary Colour</div> <div>50-80%</div>

## FAQs

### Can team names be used?

Where there is a league requirement to have an additional name, or where it is custom across the sector, then additional names will be allowed. However, the placement and use of additional names anywhere will need prior approval to ensure it does not conflict with the brand guidelines.

### Can KUAU still be used?

The KUAU logo should not be used on any new kits. All new kits should play under the Keele University logo. The term KUAU is also being phased out in favour of ‘Team Keele’.

### Is there any flexibility in the use of the Keele University logo?

The logo should not be edited in any way. However, clubs can add a secondary logo to their kit’s sleeve, back, or top of neck.

### Is sponsorship of kits allowed?

Sponsorship of kits is allowed. Please contact [su.athleticunion@keele.ac.uk](mailto:su.athleticunion@keele.ac.uk) at the Students’ Union to discuss the sponsorship opportunity and seek approval before agreeing to any terms of contracts.

Example

# clothing

Contact our team via [su.athleticunion@keele.ac.uk](mailto:su.athleticunion@keele.ac.uk) for further support and guidance.

Football kit



Netball home and away kit



Causal clothing



Basketball kit





Thank you for working with us to maintain a consistent approach to branding at Keele, across everything that we do.  
If you have any questions – no matter how big or small – please email **[su.athleticunion@keele.ac.uk](mailto:su.athleticunion@keele.ac.uk)**