



FISU WORLD UNIVERSITY GAMES

CURLING

UNIFORM GUIDELINES

QUARTIER UNIL | BÂTIMENT SYNATHLON
CH-1015 LAUSANNE | SWITZERLAND
TEL: +41 (0)21 692 6400
fisu@fisu.net | www.fisu.net | www.fisu.tv



DEPARTMENT
MARKETING

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INTRODUCTION

The competition uniforms must be in accordance with the regulations of the World Curling Federation, except when specifically amended by FISU Regulations and FISU Uniform Guidelines. Any logos or advertising that do not respect these rules must be removed/hidden from the uniforms.

Delegations shall be primarily responsible for ensuring that the uniforms comply with those rules and guidelines.

All delegations participating in the FISU World University Games Curling tournament must send to FISU their uniform design for approval accordingly to following procedure and deadlines.

The submission process:

Deadlines	Objects/by
2 weeks before production - Or at the latest 3 months before the event.	Send photos of the front, back and each side of each uniform to: <ul style="list-style-type: none">• FISU Games Winter department (wintergames@fisunet.net);• FISU Marketing department (marketing@fisunet.net). Photo format: <ul style="list-style-type: none">• JPEG file, maximum resolution and size 300 dpi/500 KB;• Compressed ZIP file or link to download files if possible.
Event - during the 1 st General Technical Meeting	Second control on site by the OC and FISU TCCs in coordination with the FISU Marketing Department.

PLAYERS' UNIFORMS

All Curling teams competing in the FISU World University Games Curling tournament must ensure that uniforms worn by their players have FISU-specified space reserved for sport and marketing purposes.

Each team member shall wear identical uniforms for all games.

The protected areas on the player's uniform refer to the spaces that illustrate the following:

- Name of the player
- Country name
- FISU logo gradient-vertical version (optional)
- NUSF logo or National flag/emblem/coat of arms (optional)
- Event logo horizontal version (optional)
- The advertisement logos (optional)

Each garment (shirt, jacket or sweater) shall have:

- the player's surname in 5cm high across the upper back of the garment,
- the country name in 5cm, or larger letters, across the back above the waist.
- If desired, a national emblem may also be worn on the back, but only in addition to the country name and should be displayed between the player's surname and the country name.

When two players have the same surname, the first letter of their given name shall be added to the player's name on the garment. If the first letter is also the same either another initial should be added, or the full or abbreviated given names shown.

Colours

Each team's players shall wear light-coloured shirts and playing jackets when delivering stones with light-coloured handles and dark-coloured shirts and playing jackets when delivering stones with dark handles (red is considered a dark colour).

Upper playing garments of all team members must be the same colour during the competition.

A light-coloured uniform will be predominantly white or yellow in colour. There must be a minimum of 70% of white or yellow on both the front and back of the uniform.

FISU Logo (optional)

FISU logo might be inserted

- on the back, upper-central part = max 100 cm².

Logo version: FISU logo gradient-vertical.

Please refer to FISU logo guidelines in order to insert the correct version.

NUSF Logo or National flag/Emblem/coat of arms (optional):

The NUSF Logo or National flag/Emblem/coat of arms might be inserted:

- on the left sleeve of the uniform = max 100 cm².

Event Logo (optional)

The Event logo might be inserted

- on the front left-upper part of the uniform = max 100 cm².

Logo version: event logo vertical version.

Please refer to FISU World University Games Logo guidelines in order to insert the correct version of the logo. All delegations may request the Event Logo and the FISU World University Games guidelines to the Organising Committee.

ADVERTISING ON PLAYERS' UNIFORMS

Except with the express permission of FISU:

- Players may not wear any sponsorship or advertising material other than standard manufactures' logos on their Curling uniforms and/or equipment.
- Graffiti-type designs, patterns, artwork, drawings, or slogans which are abusive or obscene and refer to culture, race, or religion are not allowed.
- Advertising in connection with alcohol, tobacco, commercial betting companies and drugs are not allowed.

No reference including the nicknames of the participants or any other persons, URL, social media accounts, hashtags, or any other distinctive sign (whether direct or indirect, such as QR codes or barcode) may appear on clothing, equipment, accessory, or any other item used or worn by any player or a team official on the field of play, during media interview, or during the medal ceremony is permitted.

Players who do not comply with these provisions are not allowed to participate in the game.

The uniforms' design represented in this guideline indicates the respective protected areas on the player's uniform. Depending on the design of the player's uniform, small variations to the image below may be submitted to the FISU for consideration.

Manufacturer logo

The manufacturer logo might be inserted on the front, right-upper part = 100 cm².

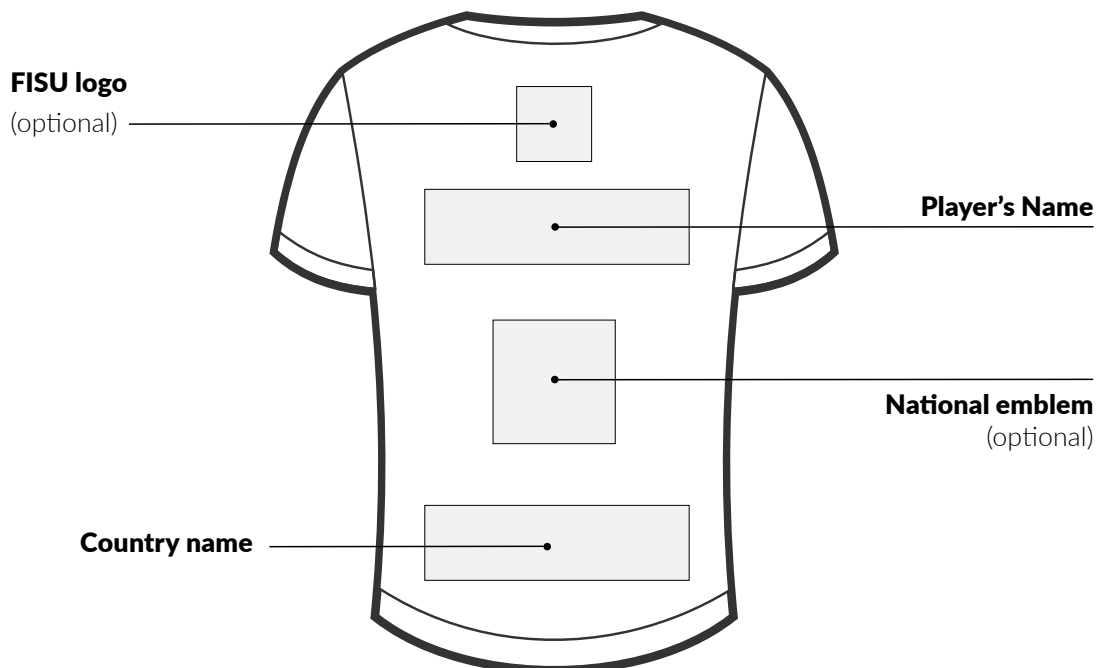
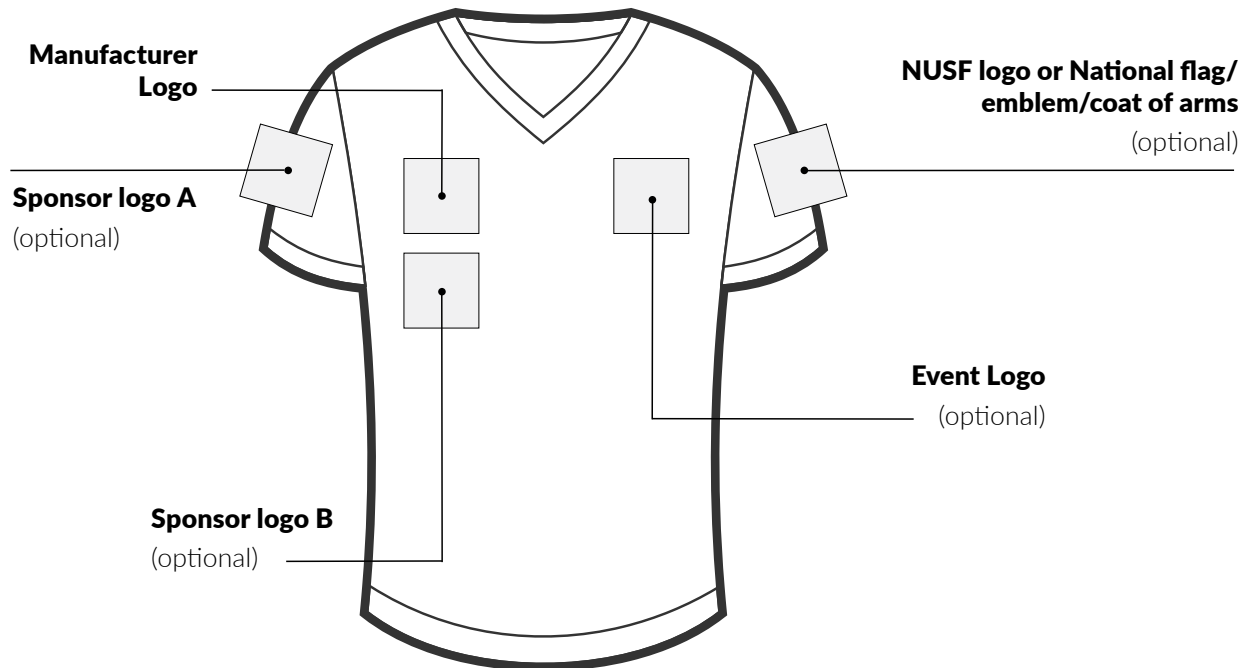
Sponsor logo (optional)

The sponsor logo might be inserted:

- on the right sleeve = 100 cm²
- on the front, right-upper part below the manufacturer Logo = 100 cm².

POSITIONING OF LOGOS

JERSEY - FRONT & BACK SIDE



POSITIONING OF LOGOS

PANTS - FRONT & BACK SIDE

Manufacturer logo

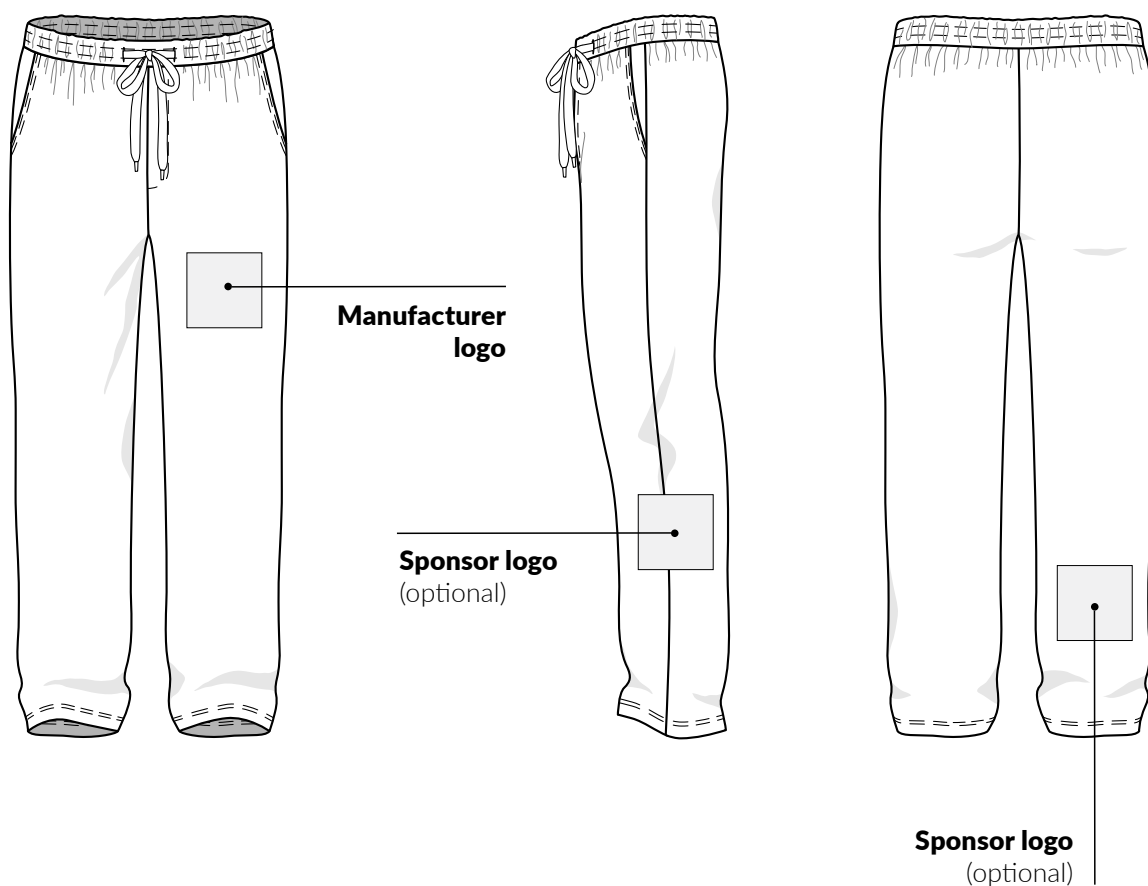
On the leg - front = 100 cm².

Sponsor logo (optional)

The sponsor logo might be inserted in one of the positions described below:

- Leg - side = max 100 cm²
- Leg - back = max 100 cm²

Team members do not need to wear the delegation/NUSF sponsor logo on the same leg (depends on the right or left-handed), but the logo must be at the same height and location on the leg.

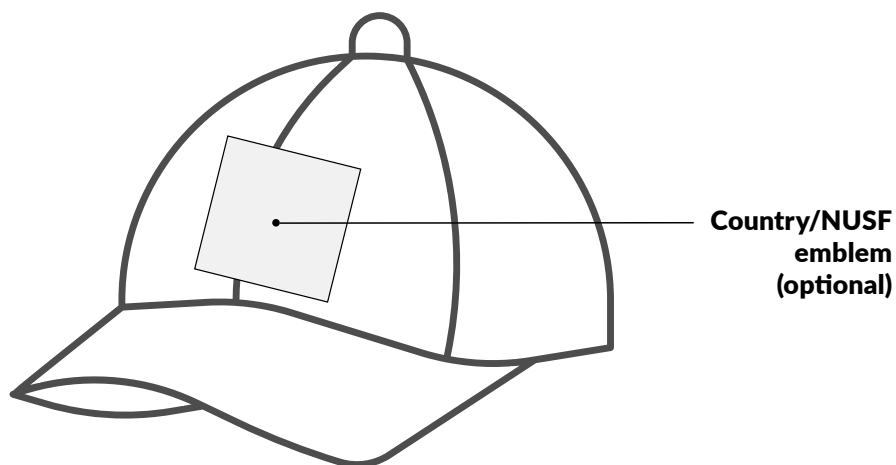


POSITIONING OF LOGOS

HEADGEARS - FRONT SIDE

The only logo permitted, in addition to the manufacturer's logo, is the country/NUSF emblem full version:

- On the front of the headgears = max 100 cm².



FISU LOGO

AREAS & PROPORTIONS



Protected Area:

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



FISU LOGO

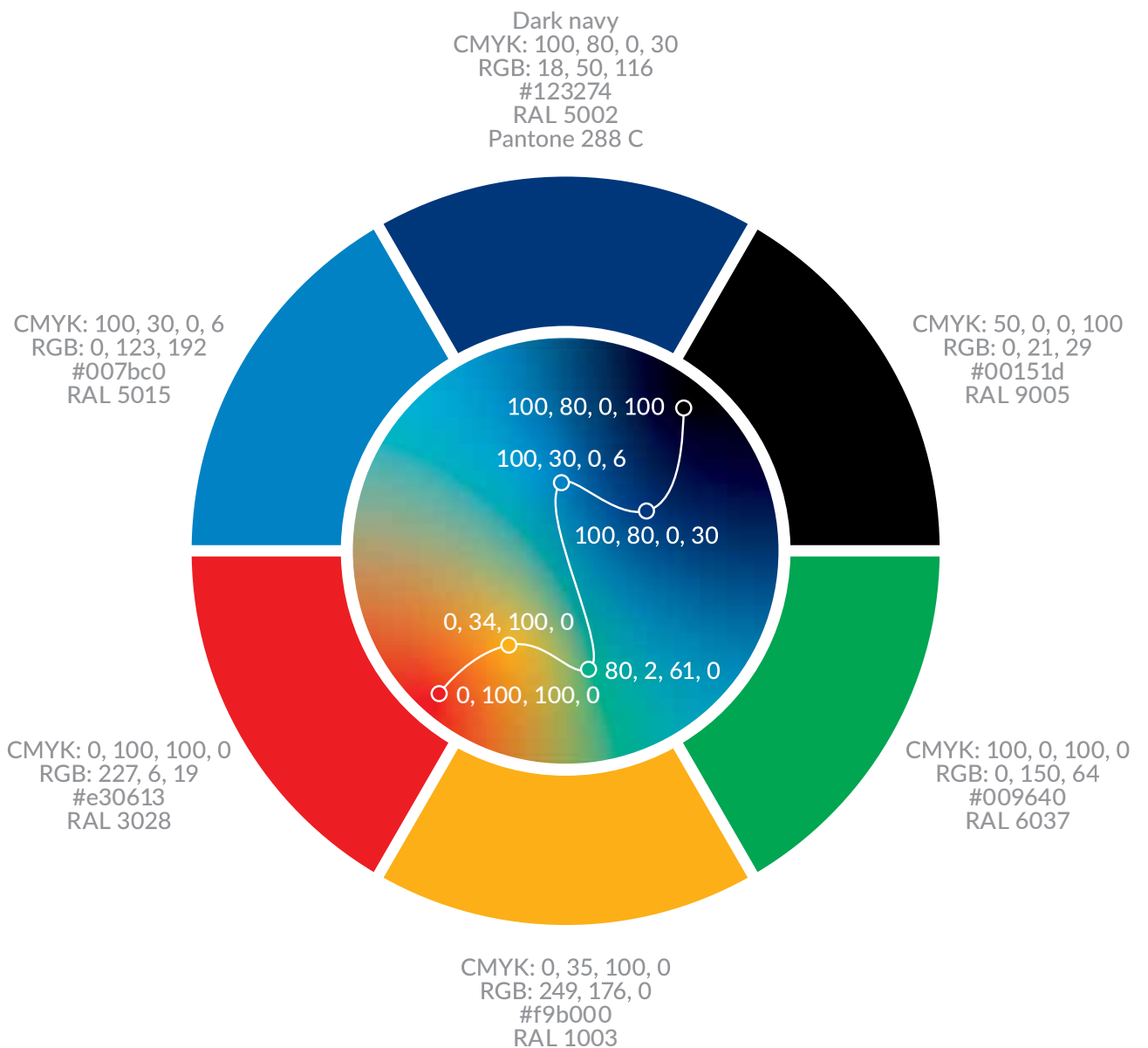
TECHNICAL SPECIFICATIONS

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

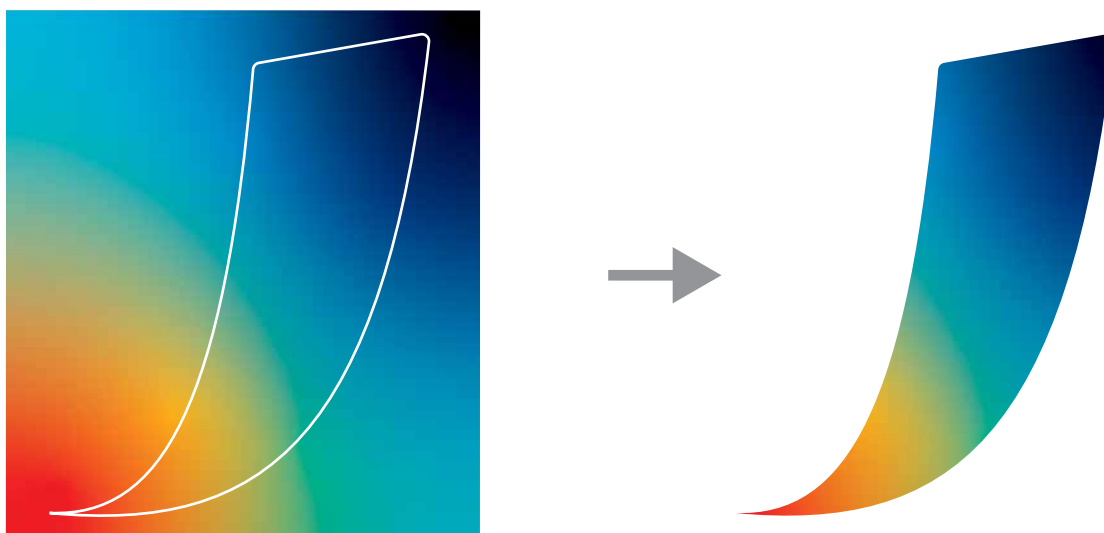
The gradient inside the Dynamic U symbol is cut out from the official FISU gradient.

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.



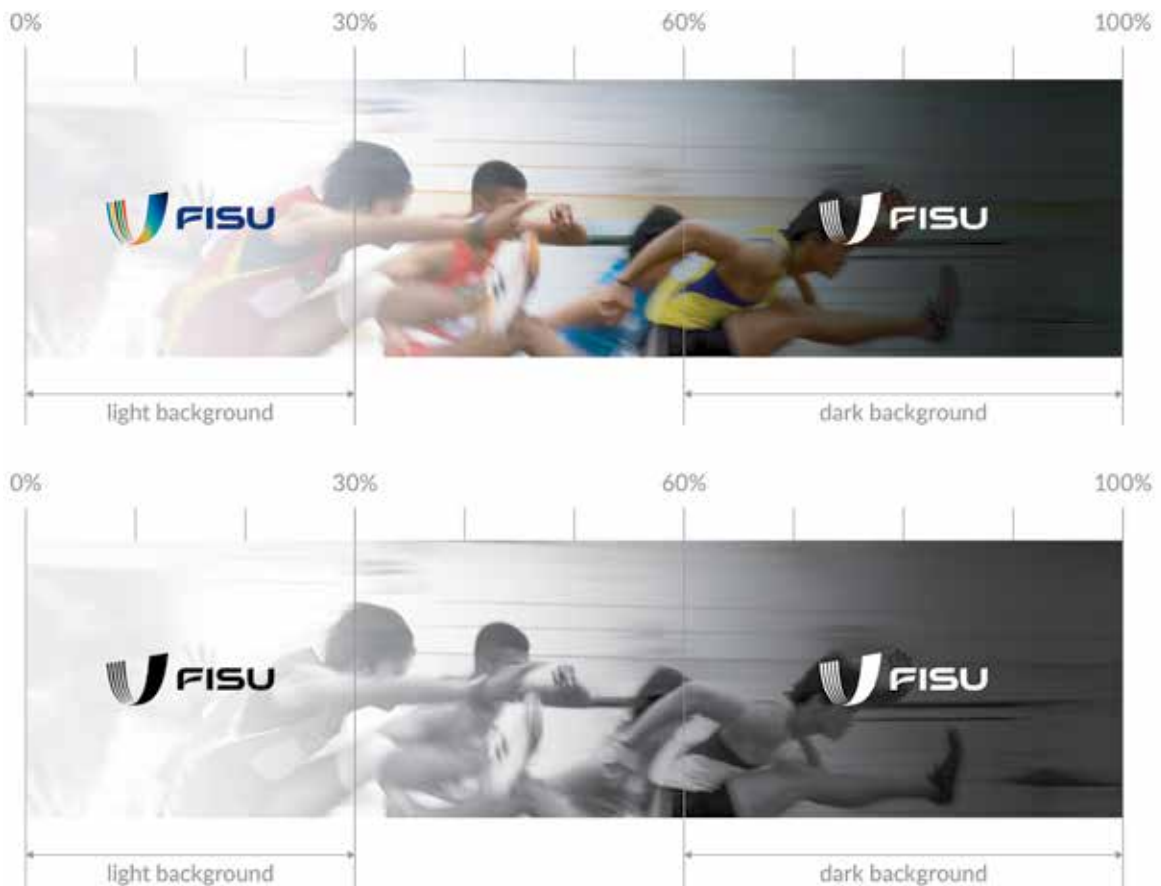
FISU LOGO

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

FISU WORLD UNIVERSITY GAMES CURLING UNIFORM GUIDELINES

PUBLISHED BY



Contact

FISU GAMES WINTER DEPARTMENT
WINTERGAMES@FISU.NET

FISU MARKETING DEPARTMENT
MARKETING@FISU.NET

**FISU
INTERNATIONAL UNIVERSITY
SPORTS FEDERATION**
Quartier UNIL / Bâtiment Synathlon
CH-1015 Lausanne - Switzerland
Tel: +41 (0)21 692 6400
www.fisu.net | www.fisu.tv

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