



# FISU WORLD UNIVERSITY GAMES **ICE HOCKEY** **UNIFORM GUIDELINES**

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DEPARTMENT  
**MARKETING**

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INTERNATIONAL  
UNIVERSITY  
SPORTS  
FEDERATION

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# INTRODUCTION

The competition uniforms must be in accordance with the regulations of the International Ice Hockey 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 Ice Hockey 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"><li>• FISU Games Winter department (wintergames@fisu.net);</li><li>• FISU Marketing department (marketing@fisu.net).</li></ul> Photo format: <ul style="list-style-type: none"><li>• JPEG file, maximum resolution and size 300 dpi/500 KB;</li><li>• Compressed ZIP file or link to download files if possible.</li></ul>
Event - during the 1 <sup>st</sup> General Technical Meeting	Second control on site by the OC and FISU TCCs in coordination with the FISU Marketing Department.

## PLAYERS' UNIFORMS

All Ice Hockey teams competing in the FISU World University Games Ice Hockey 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. (disregarding the "C" and "A" information)

### **The protected areas on jerseys refer to the spaces that illustrate the following:**

- National flag/emblem/coat of arms
- Individual number
- Name of the player
- "C" indicating the Captain
- "A" indicating the Alternate Captains
- FISU logo gradient-vertical version (optional)
- Event logo horizontal version (optional)
- The advertisement logos (optional)

### **Each jersey shall have**

- The player's surname in 10cm high on the back of the upper part of the jersey in block Latin letters.
- The player's number between 25 and 30 centimetres high, on the back of his jersey and 10 centimetres high on the upper part of each sleeve. Numbers are restricted to 1 – 99. Players must play with the same number throughout the competition.

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 must be dressed uniformly in helmets, jerseys, pants and socks, with the jerseys and socks matching in colour; except for the goalkeeper who may wear a helmet of different design and colour to the rest of the team.

Each team must have at least two full sets of jerseys and socks (one light and the other in colour). The basic colour must cover at least approximately 80% of each item (excluding the player's name and number).

### **FISU Logo (optional)**

FISU logo might be inserted

- on the back upper part of each sweater = max 176 cm<sup>2</sup>.

Logo version: FISU logo gradient-vertical.

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

### **Event Logo (optional)**

The Event logo might be inserted

- on the left upper sleeve = max 176 cm<sup>2</sup> - (22x8 cm).

Logo version: Event logo horizontal version.

Please refer to FISU World University Games Logo guidelines in order to insert the correct version.

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 manufacturers' logos on their Ice Hockey uniforms and/or equipment.
- No sponsorship or advertising material other than standard manufacturers' logos may appear on the players' pants.
- Team officials on the bench may not wear any sponsorship or advertising material other than standard manufacturers' logos on track suits or team official's uniforms.
- 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.

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 jersey. Depending on the design of the jersey, small variations to the image below may be submitted to the FISU for consideration.

### **Manufacturer logo**

Either on the left or right side of the chest = 20 cm<sup>2</sup>.

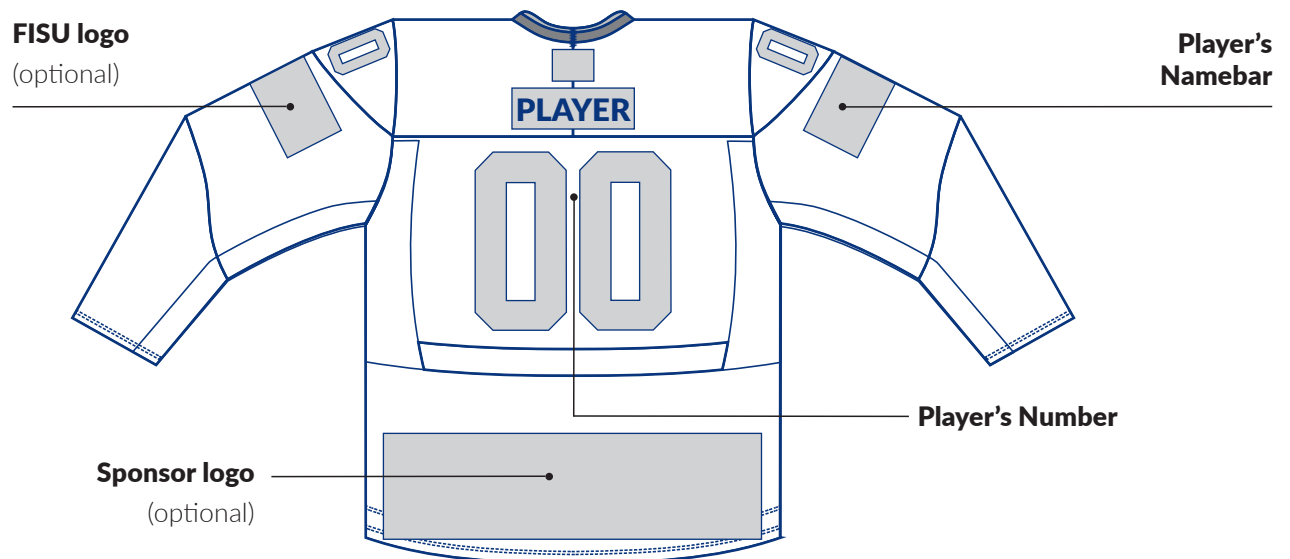
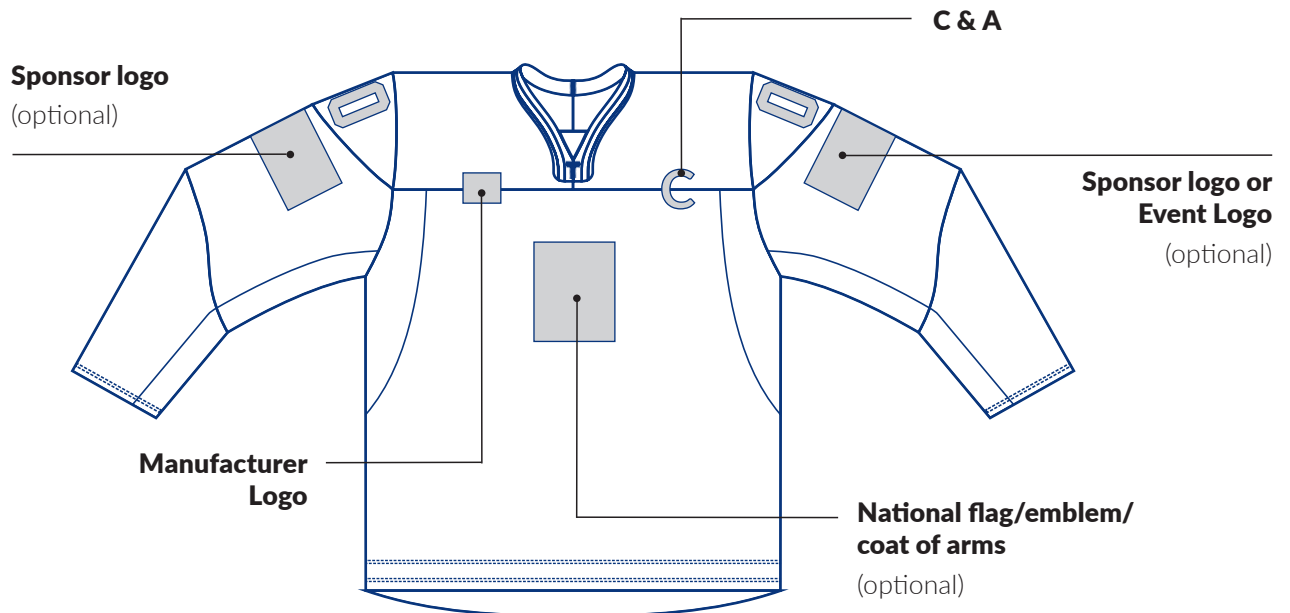
### **Sponsor logo (optional)**

The sponsor logo might be inserted:

- one on right upper sleeve = 176 cm<sup>2</sup> - (22x8 cm)
- one on the back-bottom part of the jersey = 700 cm<sup>2</sup> - (50x14 cm).

# POSITIONING OF LOGOS

## JERSEY - FRONT & BACK SIDE



# POSITIONING OF ADVERTISING

## ADVERTISING ON PLAYERS' HELMET:

Players' helmets cannot have any design or writing on them except:

- To provide a number corresponding to their sweater number;
- Or for officially-licensed advertising.

FISU has the exclusive advertising rights to the players' helmets worn during all games and official practice sessions.

The Organising Committee will provide removable stickers to the participating teams.

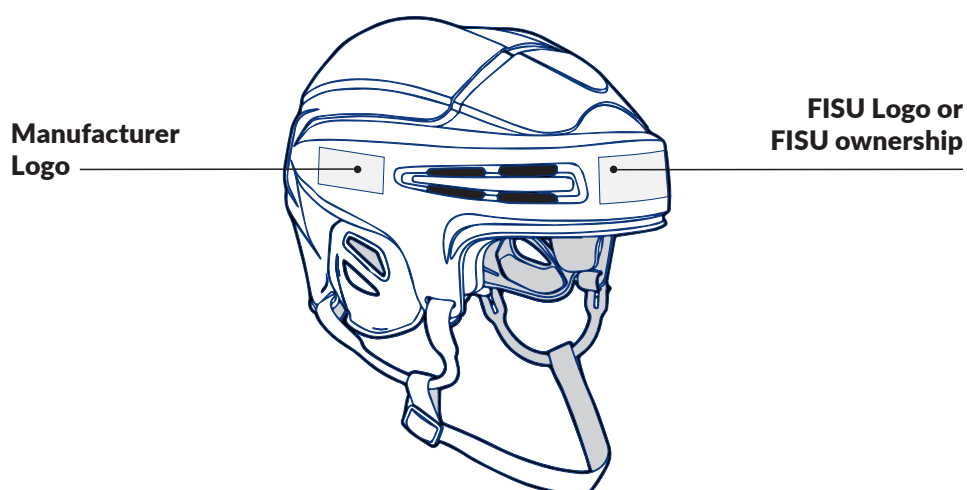
It is the team's responsibility to mount the advertising stickers on the front of players' helmets and to ensure that the advertising is in good condition.

The advertising must be placed:

- On the front of the helmet = 88 cm<sup>2</sup> (16 x 5.5 cm)

One identification of the manufacturer might be inserted:

- On each side of the helmet above the ears = 15 cm<sup>2</sup> (5 x 3 cm).





# FISU LOGO

## AREAS & PROPORTIONS



**Protected Area:**

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



# FISU LOGO

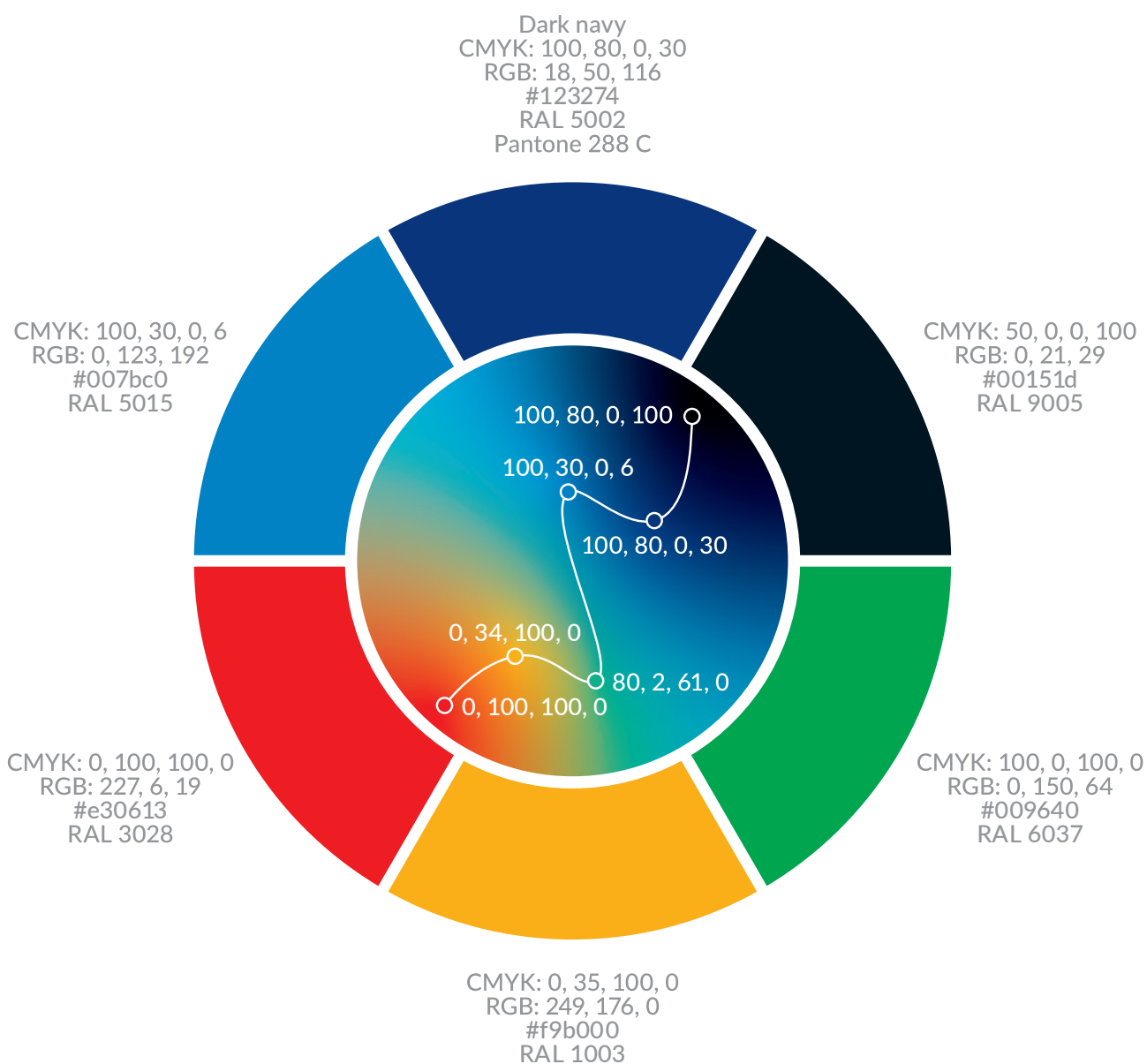
## TECHNICAL SPECIFICATIONS

### 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

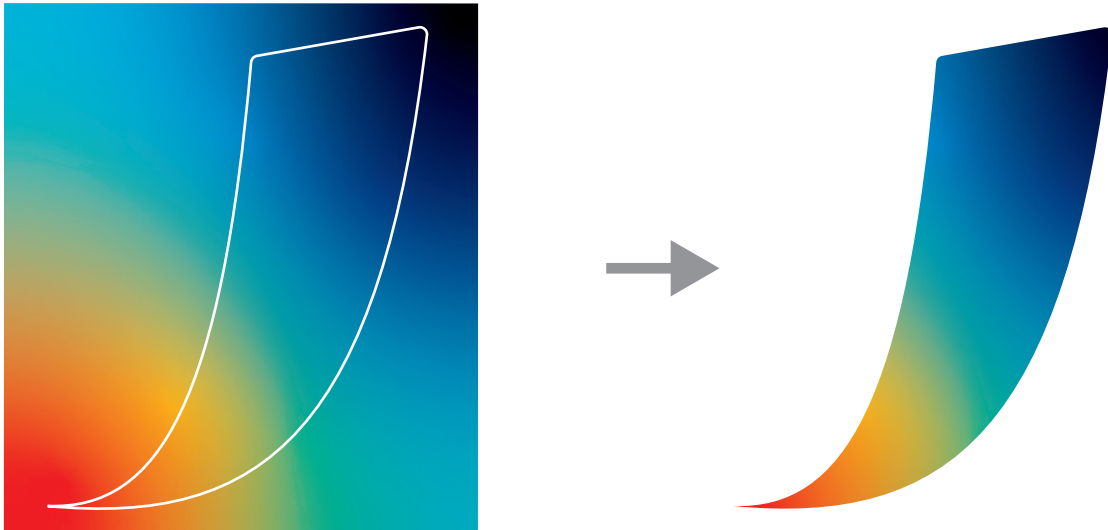
The gradient inside the Dynamic U symbol is cut out from the official FISU gradient.

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.



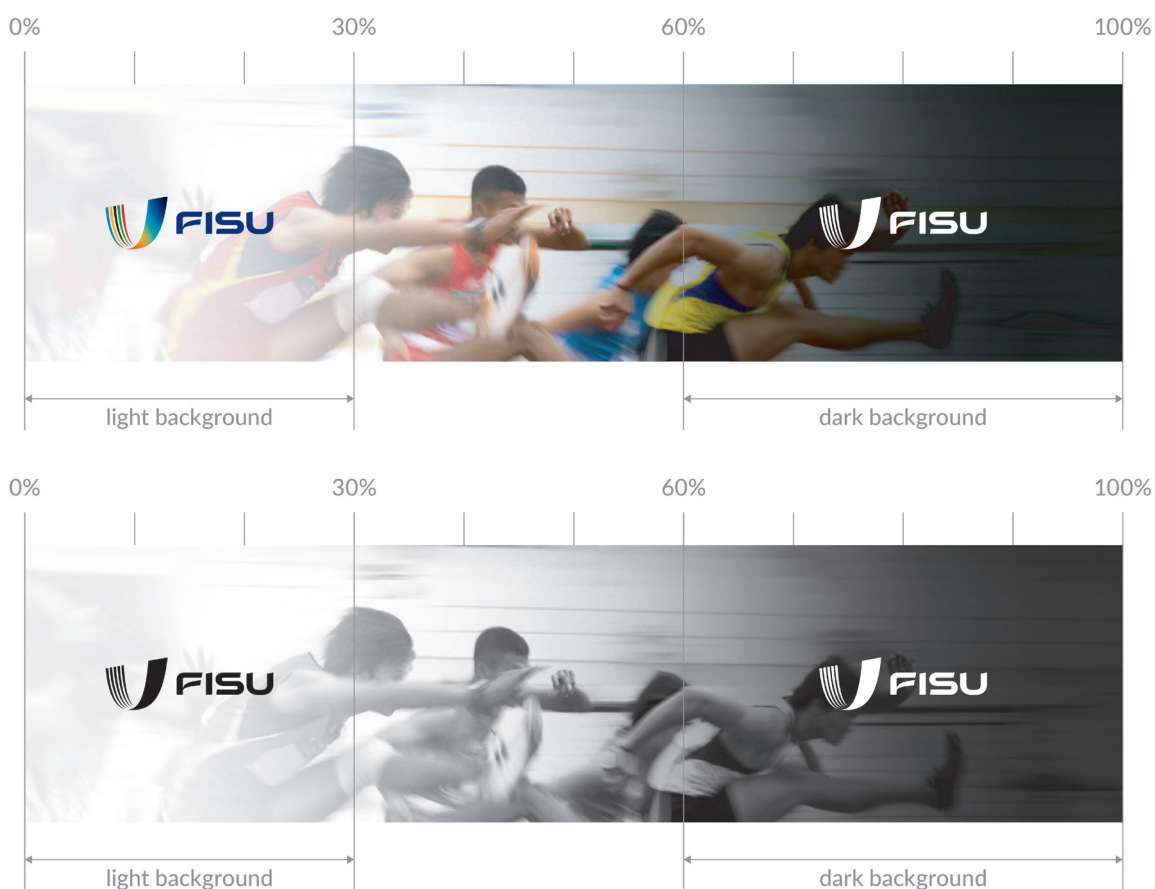
# FISU LOGO

## 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 ICE HOCKEY UNIFORM GUIDELINES

PUBLISHED BY



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