



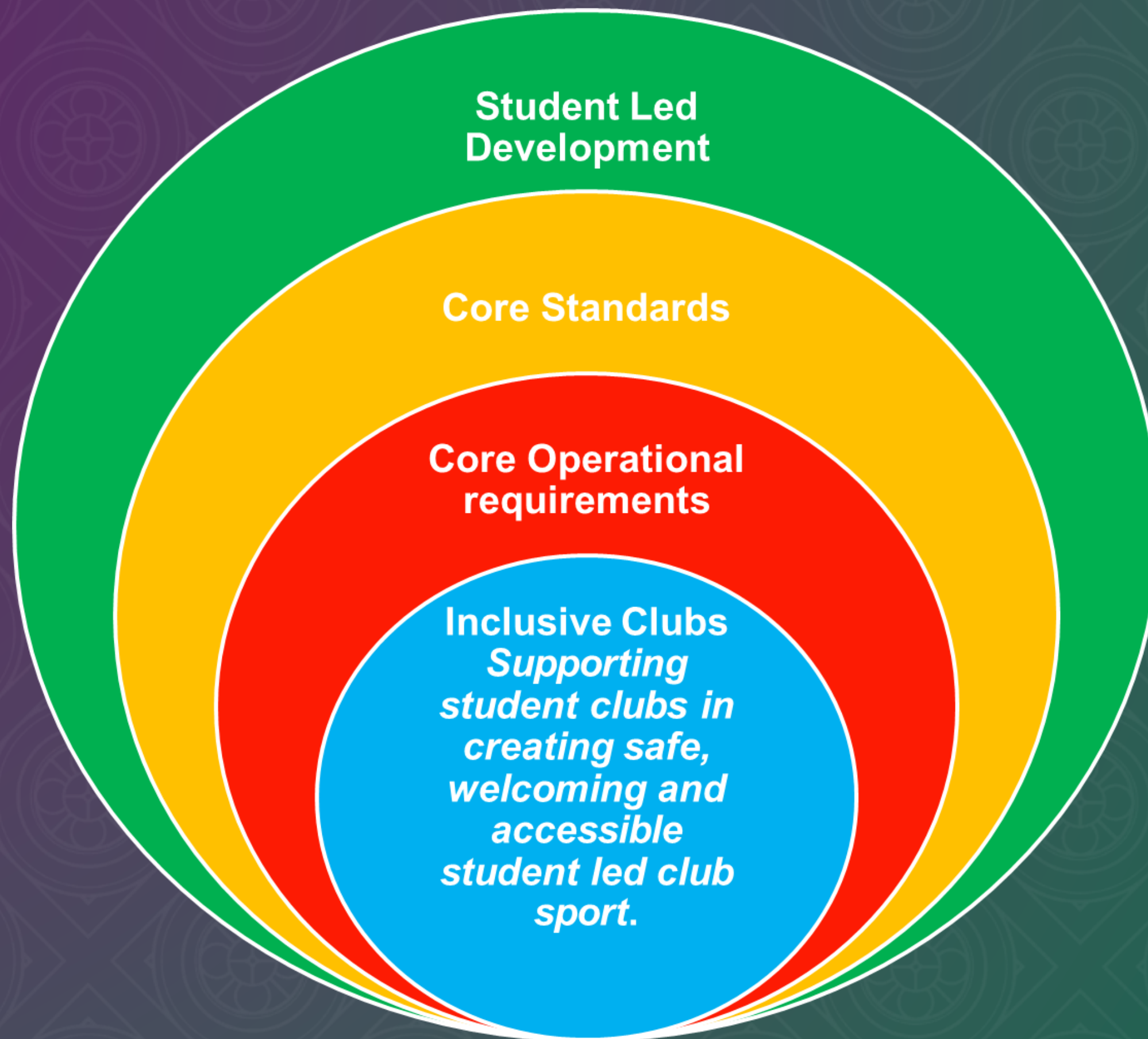
ROYAL
HOLLOWAY
— SPORT —



**Sports Branding
and Sportswear**

This session will focus on how sports clubs can keep a consistent and professional image across kit, social media and more.

We will cover the key brand rules, what to do (and avoid) with sportswear, and share real examples of what good (and not so good) sports branding looks like.



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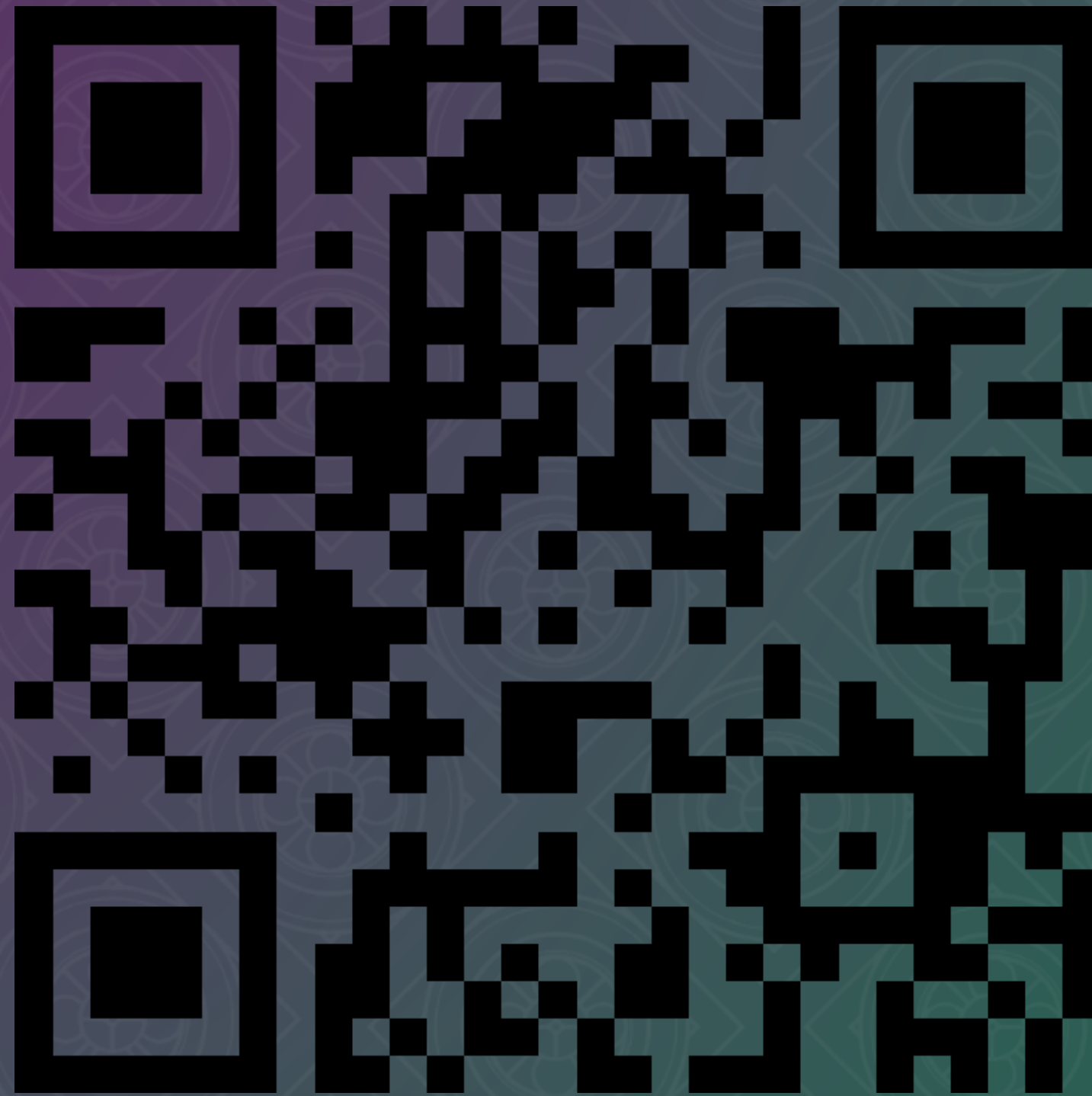


What is branding and why is it important?

Join at:

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Branding is how we present sport at Royal Holloway to our own community and the external world. We both reflect and shape the community's sense of belonging.

We are part of a history and legacy of Royal Holloway that carries the reputation of the institution.

BRAND IDENTITY

The colours used, the University crest, the Bear mascot and logo, the Royal Holloway name and all elements of our image connect us to the contemporary and historical community.

We are all Royal Holloway – so it is important that we all look like it and represent the same brand elements.

Brand guidelines

Sports Clubs must follow the Royal Holloway Sport brand guidelines to remain recognised SU and Royal Holloway Sports Clubs. The full brand guidelines document and the branding quick guide will be shared to you by the SU soon.

Club lockup



Colours



Social media branding



Content

Correct usage,
appropriate behaviour



Official kit



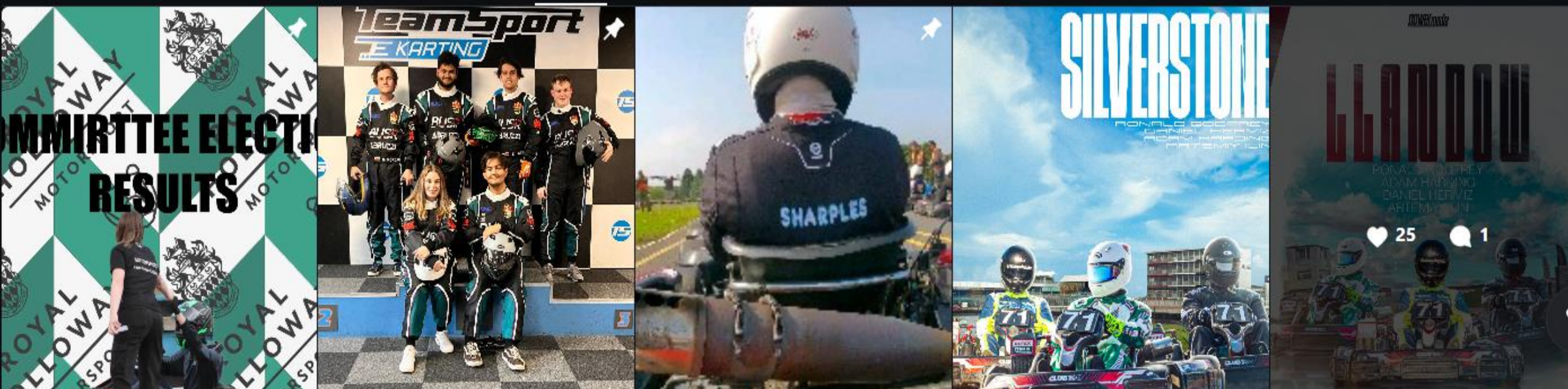


Correct handle (format is rhFullClubName, rhulFullClubName or rh_FullClubName)

Incorrect profile image – must be the Bear on #5f2167 background with no alteration

Bio could snapshot the club a little more, linktree is good for funnelling interest

Highlights are a great way to quickly show off recent events – keep them updated



Visitors often look at pinned posts first – they should be up to date and good representations of your club this year

Avoid using too many graphics – Instagram algorithm is heavily weighted towards photos only.

Graphic-based posts may not even be shown to your followers.

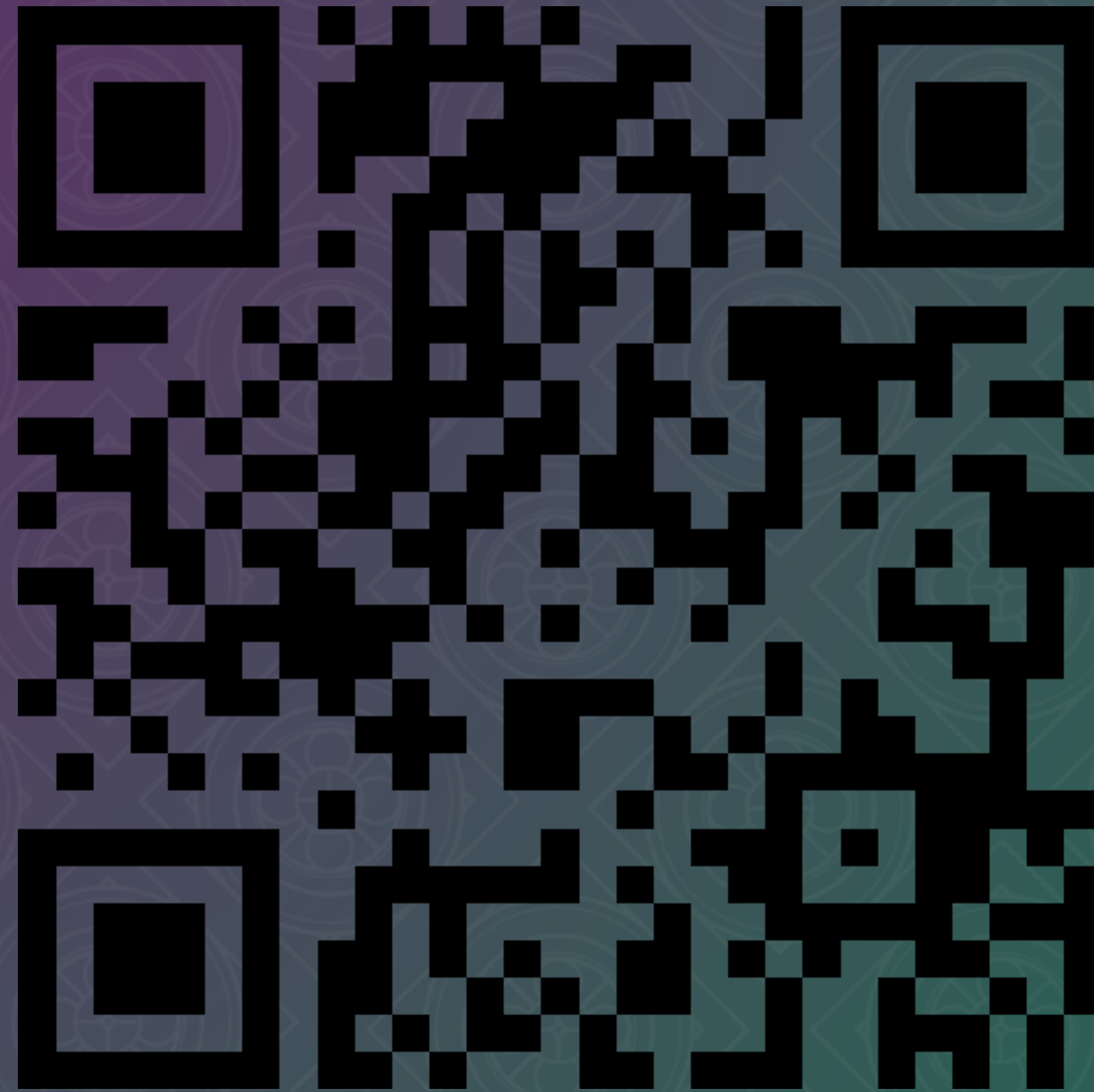
Make good use of Instagram stories – research shows Instagram users look at stories more frequently than feed.

What are the principles of good social media content?

Join at:

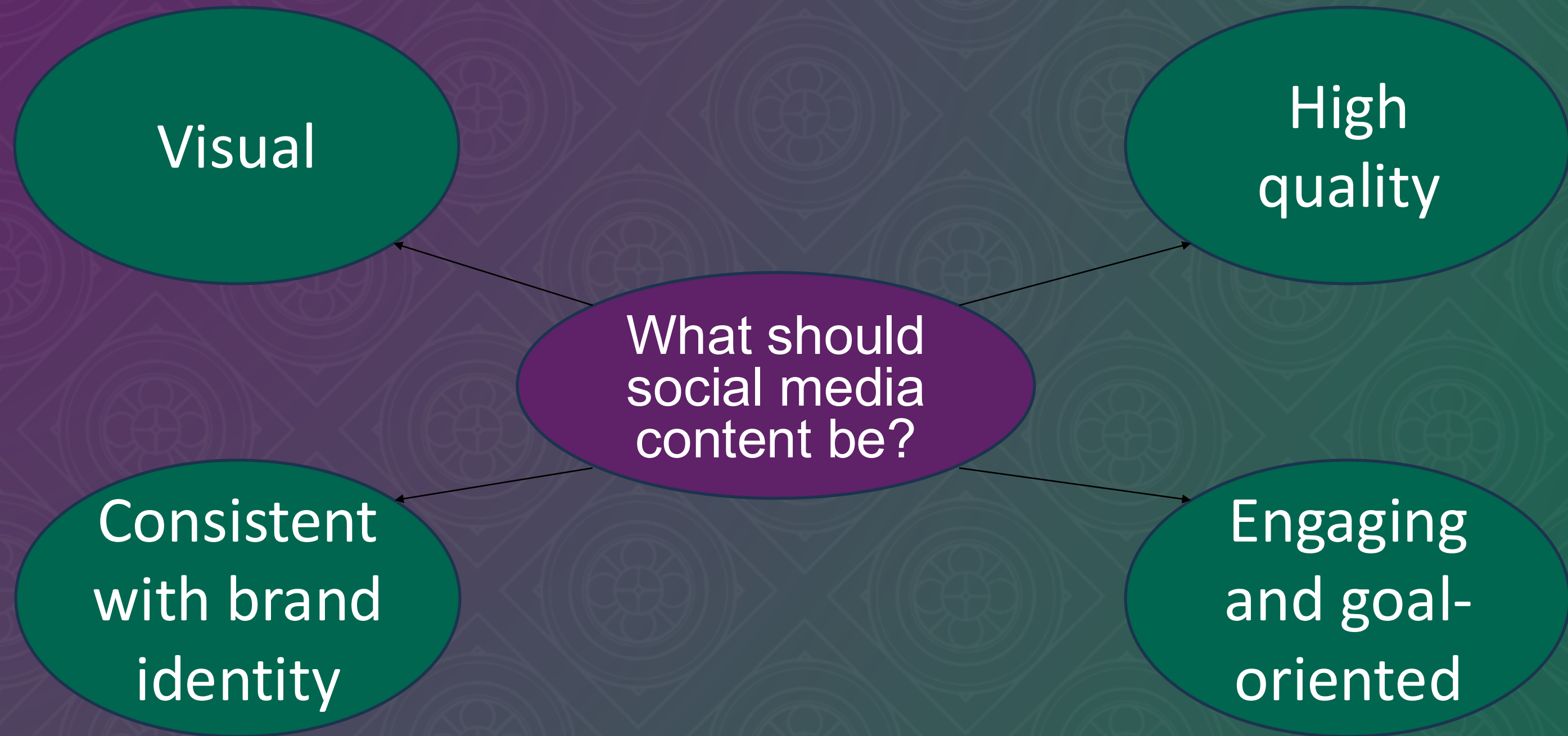
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What are the principles of good social media content?



Social media conduct

You represent the Royal Holloway name and brand. Conduct must always be professional, or, if for comedic value, it must remain guided by principles of inclusivity and purpose.

Social media secretaries should shoulder responsibility to ensure that the club is doing its best to represent the University – this should be shared with the rest of the committee and the club members altogether.

Never post anything obscene, inappropriate or anything that could bring Royal Holloway into disrepute, such as:

Obscenities: foul language, graphic depictions, offensive themes.

Inappropriate themes: excessive drinking, nudity, drugs, hazing, anything illegal, or anything not clearly linked to the club's activity.

Good social media practice

There is plenty of existing content out there that can help you refine your social media content.

Want bespoke support and collaboration? Get in touch with me:

DM @rhulsport on Instagram or email me to book in a meeting:
francis.overton@rhul.ac.uk



Sportswear

We are entering our third year with our sportswear provider, Surridge Sport. This partnership aims to unify all areas of Royal Holloway Sport with the student voice being at the heart of all decisions up to this point.

VP SocSport
involved in
decision of
which
supplier

Surveys and
focus groups
for feedback
on kit – what
was wanted

Student vote
on elements
of the final
design – 240
votes
received

Students
created the
Royal
Holloway
Sport kit
launch film

Students use
the kit to
represent
Royal
Holloway
every week

Playing kit



Design including colour, heritage pattern, logo positioning and number font is all pre-set and non-negotiable.

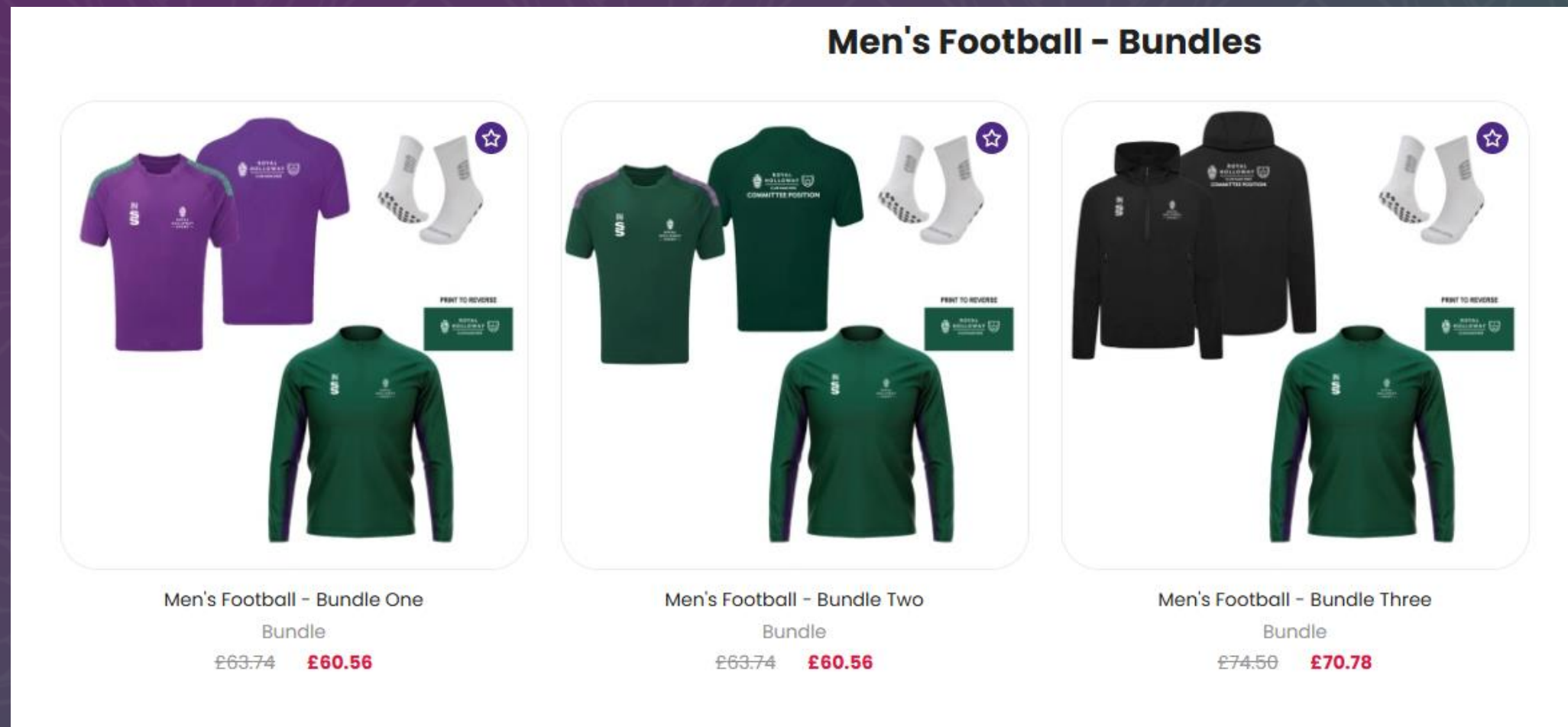


Leisurewear (casual and training)



What to wear?

Best practice would be for you as club leaders to decide on what your club should wear to look unified. Bulk ordering is usually the preference. Get in touch if you'd like to create bundle option on the Surridge store for easy purchase by members.



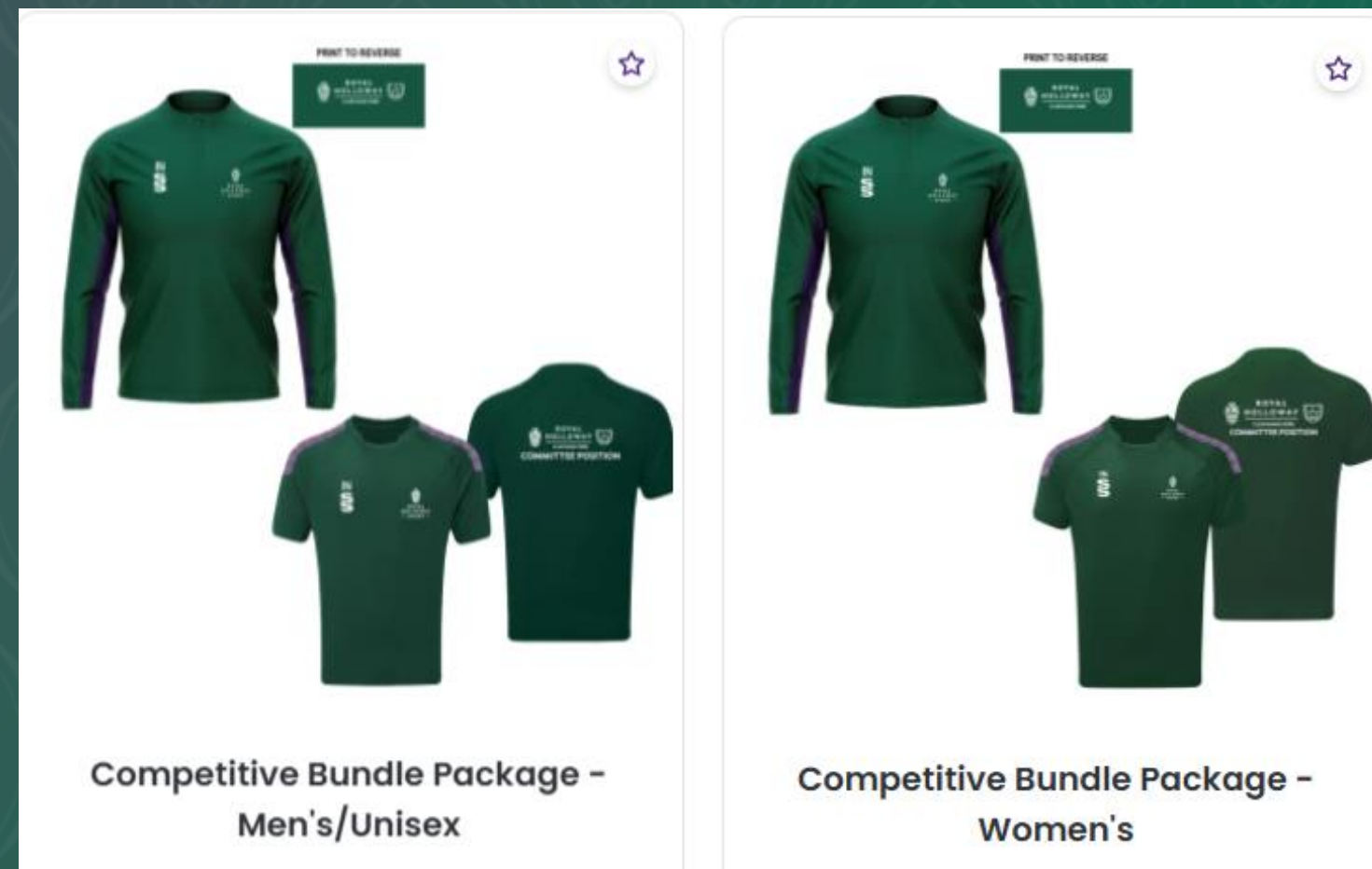
You could split bundles for players and committee members, with different items recommended for each.

Current offers

- Fleece order window is open and closes 12 June, for delivery in late September. From £33.60, customisable.
- NEW Green Committee Polo order window is open and closes 12 June, for delivery in late July. From £24.00, customisable.
- If purchased together, a 5% discount will be applied.
- Competitive bundle package (Competitive ¼ Zip and Green Training Shirt) from £52.00, customisable.

Order fleece
and polo by
12 June

New
item!



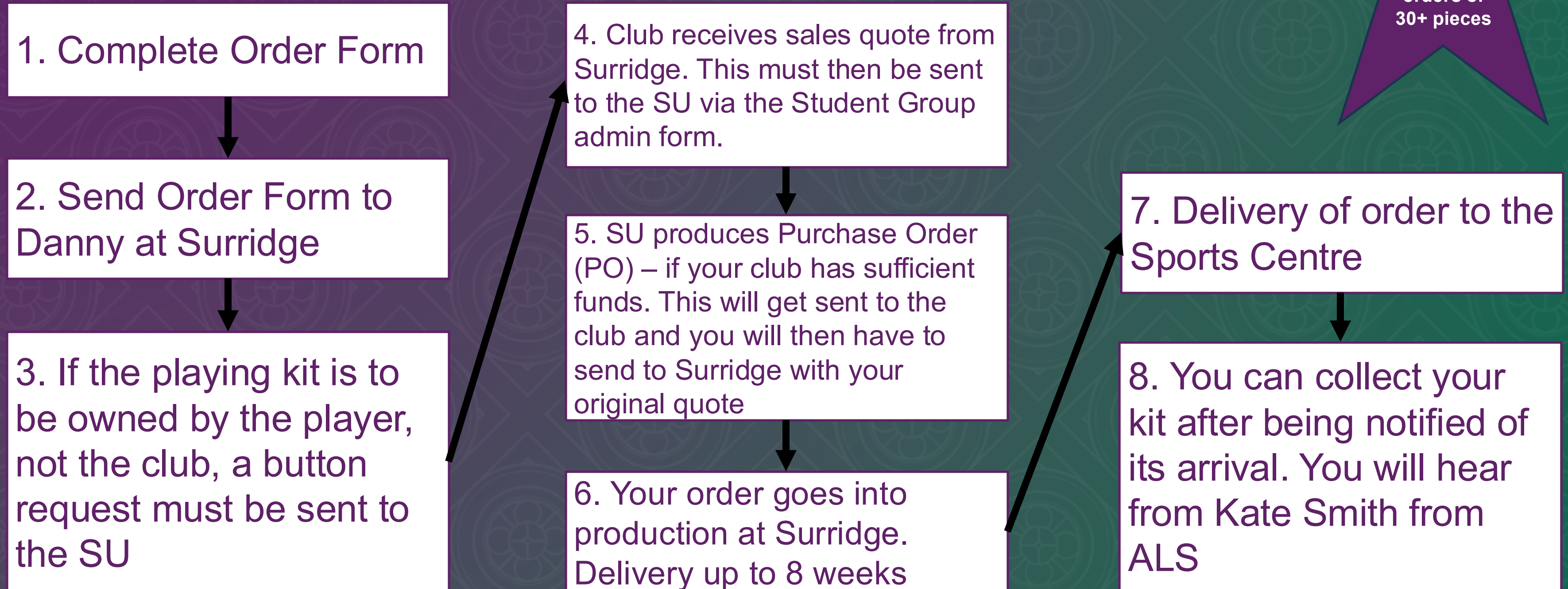
Unofficial leisurewear



Best course of action:

- Wear Surridge branded kit for all competitions.
- Get in touch with us to check if Surridge can make non-standard items such as hats, event t-shirts, tour tops, CSL playing kit, etc.
- If Surridge are unable to produce what you want, we'll give you permission to choose another supplier. You must ensure that the Royal Holloway crest and Royal Holloway name are not used, but use of the Bear symbol is acceptable with permission.
- For approval, please email playingkit@rhul.ac.uk

Playing kit – order process



If you haven't received CADs of a design, this process will need to take place before an order can be made.

Expectations

All teams and players representing Royal Holloway must play in full, official Surridge kit including tops, bottoms and socks where applicable.

All club members (players, committee members, coaches, spectators) attending any sporting event at home or away may represent Royal Holloway only in official Surridge competitive, training or casual wear - no items produced by another supplier are permitted.

The Competitive ¼ Zip is the designated attire for travelling to fixtures at home or away.

Expectations

These rules are considered minimum operating standards for Royal Holloway sports clubs. Clubs which fail to comply after a warning will now be faced with sanctions on their club activity, such as removal of club development opportunities such as S&C, workshops or volunteering, stopping of social media celebration, or reduction of training time or facility time for fixtures and events.

You are representing the Royal Holloway name, crest and colours. In many cases you are the students who represent Royal Holloway the furthest and widest. Our collective image is critical to the University's reputation and legacy, so it is very important that we look and behave professionally. We are one Bears community so we should present as such, on campus and off it.

Key stats

96% of clubs which do not require sport-specific kit have purchased official playing kit from Surridge

Over
400 leisurewear
web sales to date
2025-26

Most popular
leisurewear items:
Fleece, followed by
green training shirt



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Key dates and contacts

Playing kit Purchase
Order (PO) deadline
Monday 20 July

*this is step 5 in the order process
– you will have to start earlier
than this!*

playingkit@rhul.ac.uk

Kate Smith in ALS – for any questions about kit, customisation,
orders and unofficial leisurewear queries

danny@surridgesport.com

Danny Villa at Surridge Sport – to send your Order Form