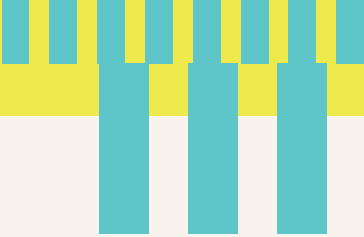


SPORTS BRANDING AND SPORTSWEAR



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.

What is branding and why is it important?

Join at
slido.com
#2765 263



What is branding and why is it important?

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.

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.

This is our **brand identity**



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 will be shared to you by the SU over summer.

Club lockup



Colours



Physical assets

Posters, banners,
leaflets etc.

Social media branding



Content

Correct usage,
appropriate behaviour

Clothing - Official kit

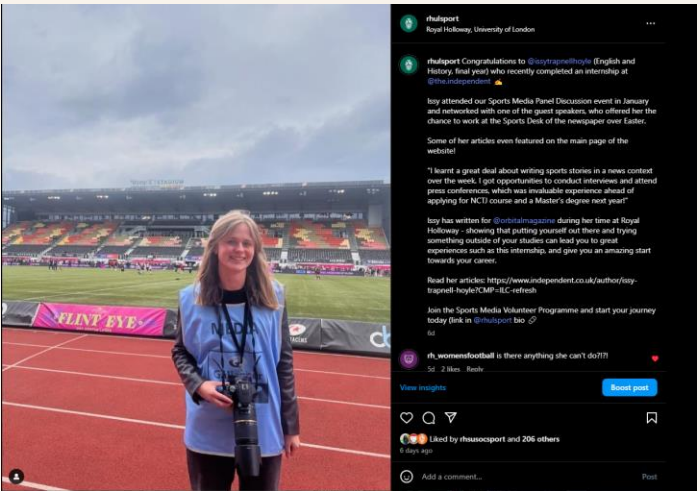
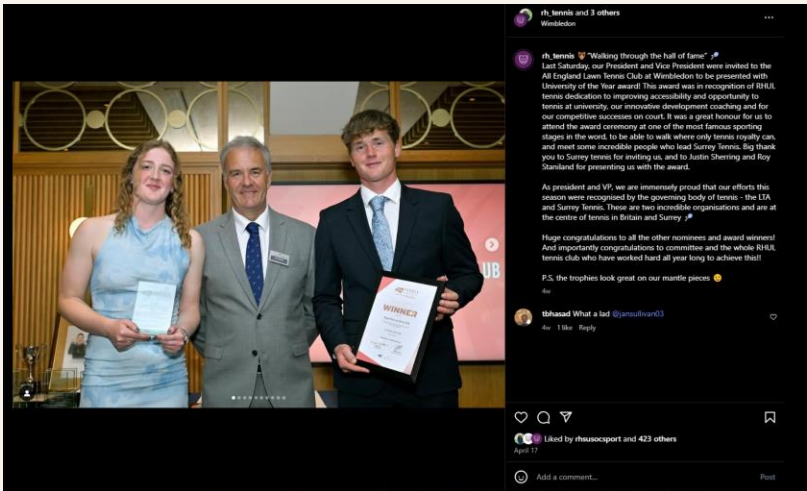
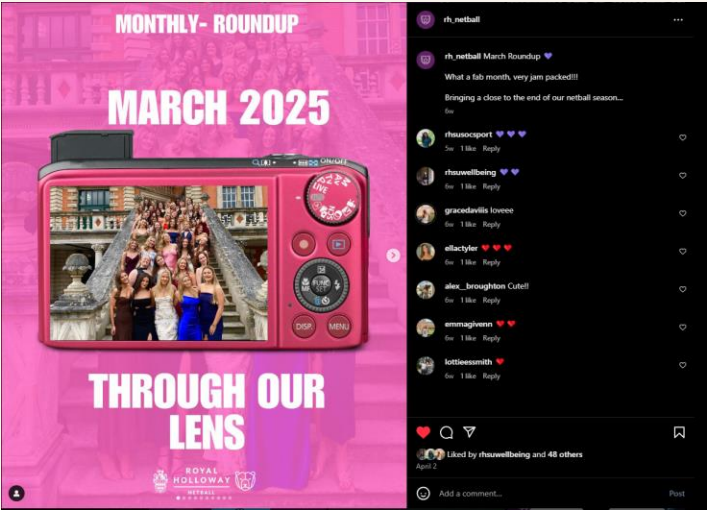
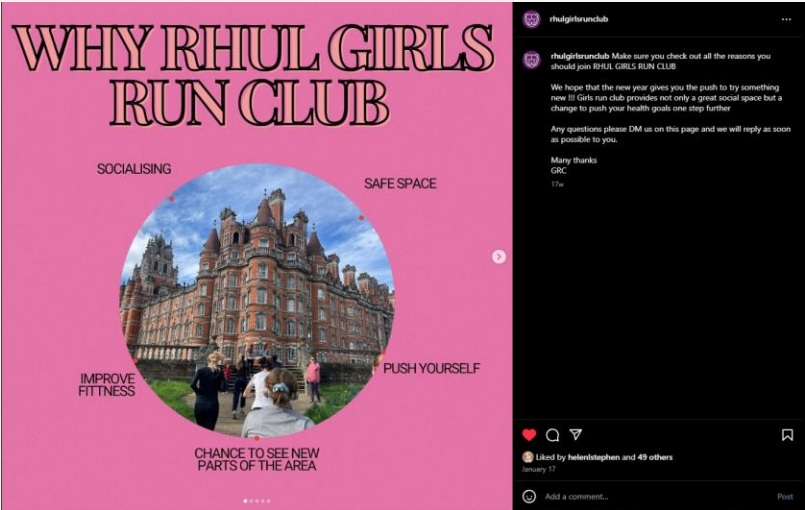


Social media content

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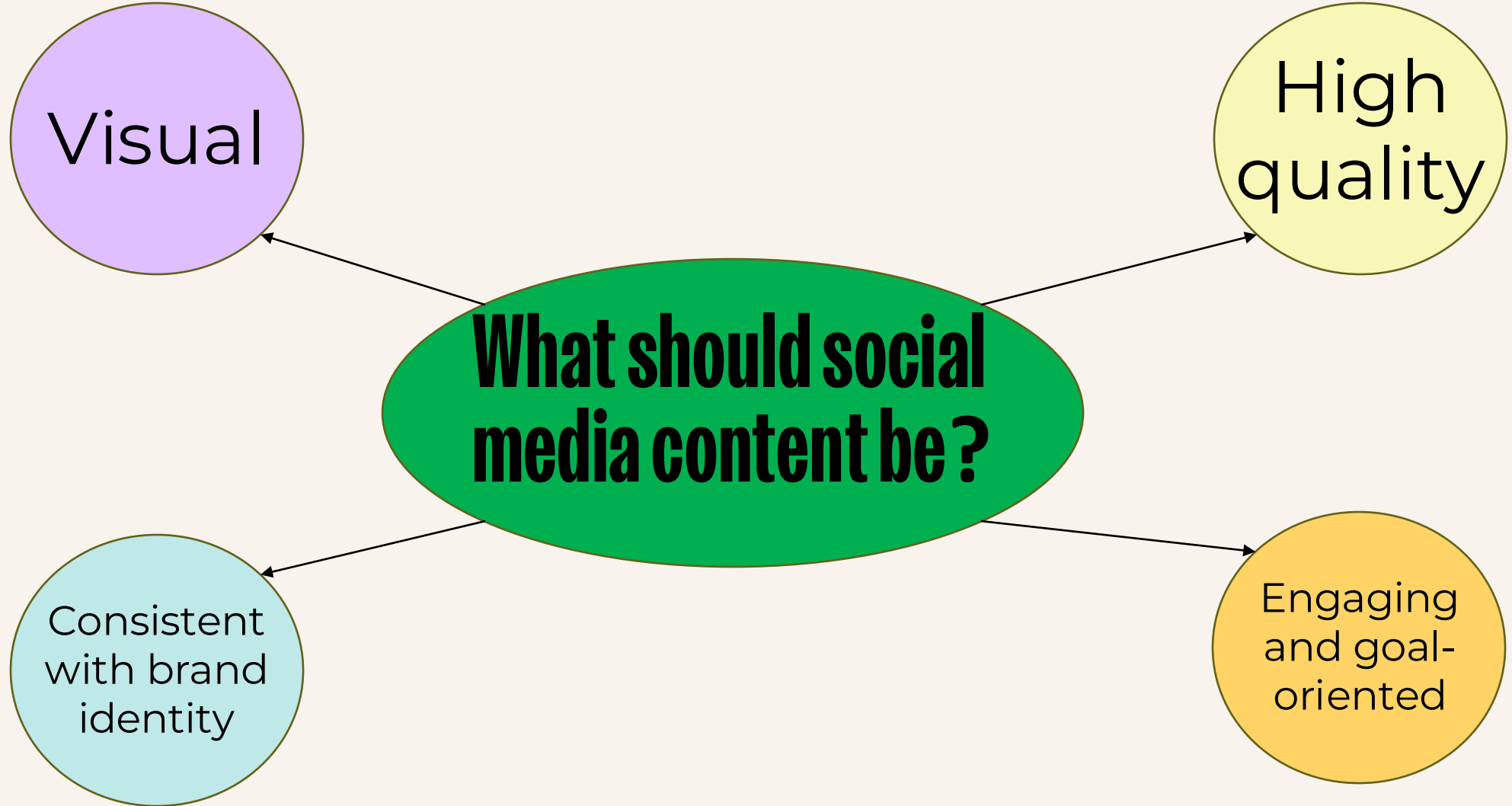
Social media content



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STUDENT LEADER CONFERENCE





Social media content

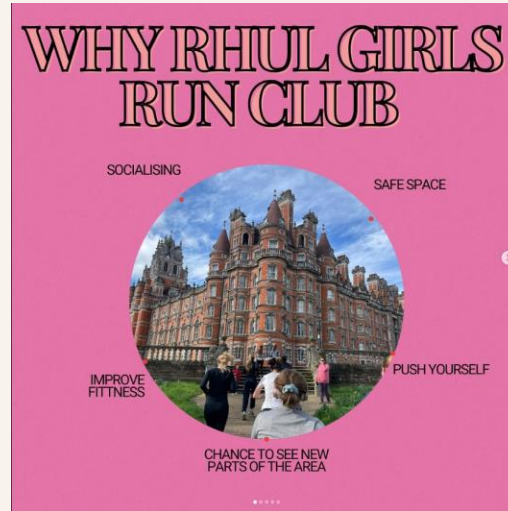


Partially visual

Low quality (e.g. incorrect BUCS logo, too much wasted space)

Lack of consistent brand identity (wrong purple, altered Bear, no club lockup)

Engaging because it's celebratory

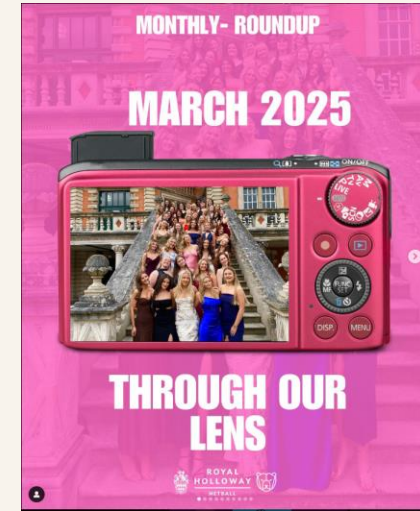


Partially visual

Low quality (difficult font, small photo)

Lack of consistent brand identity (no obvious connection to Royal Holloway Sport)

Engaging because it's informative and leads to an opportunity

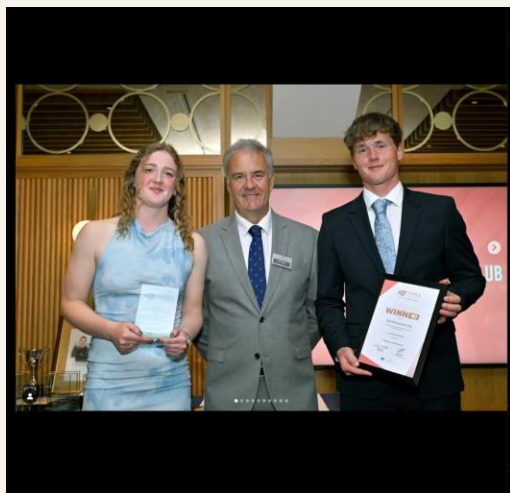


Visual throughout the post

Good quality photographs and information

Brand identity consistent for the profile, could be closer to RH Sport (e.g. colour)

Very engaging because it's a showcase of the entire club's activity



Solely visual throughout

High quality photographs and depicted content

Brand identity conveyed in caption

Engaging because it's celebratory and a key showcase of the club's achievement and the club leaders, and a collaborative post



Single visual

Good photograph but not quite relevant to the story and out of date

Brand identity conveyed in caption through tone of voice

Engaging because it's a good news story and leads straight to a relevant opportunity



Single visual

High quality photograph

Brand identity conveyed through club kit

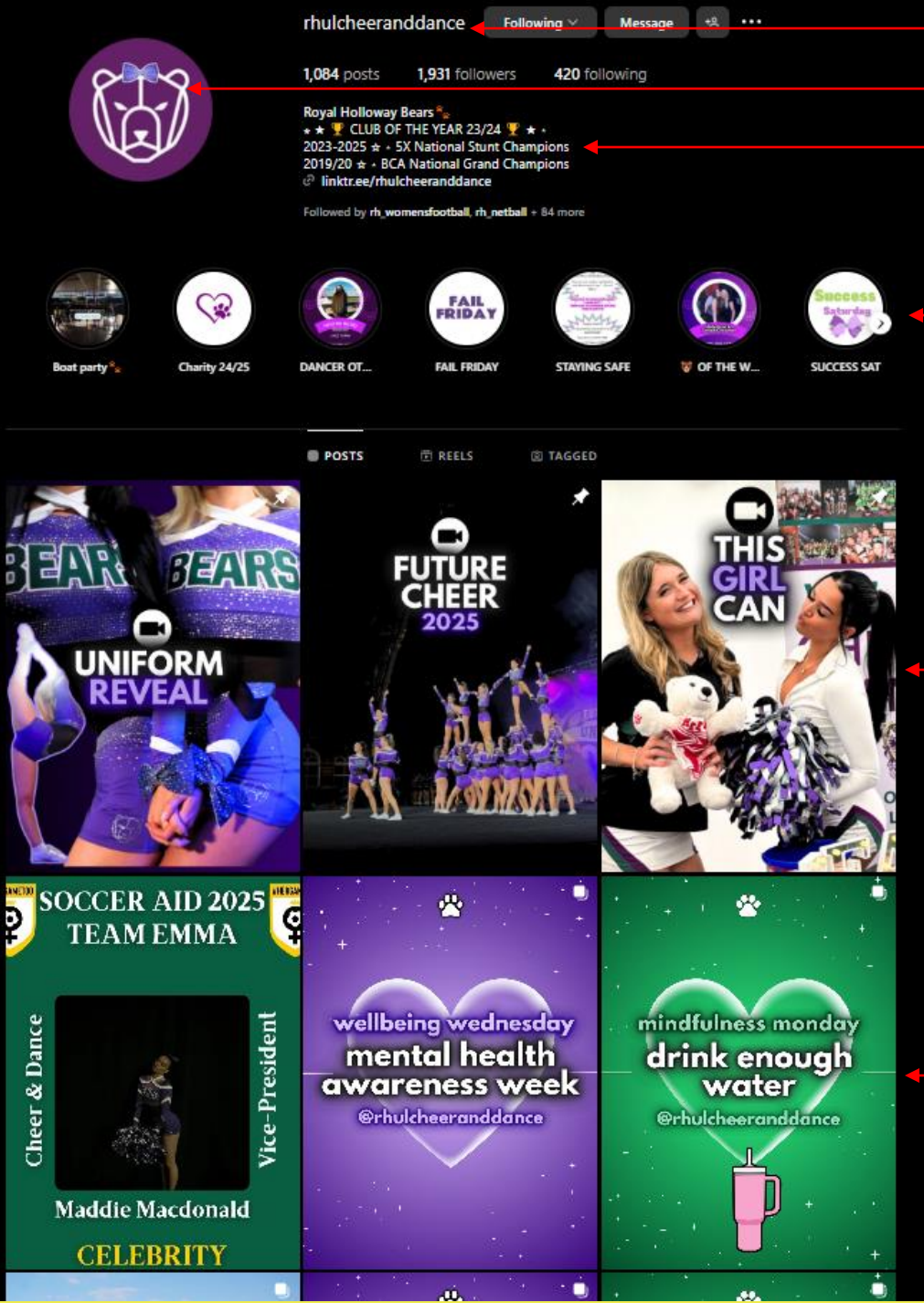
Engaging because it's a good showcase of the club's team

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Correct handle (format is **rhFullClubName**, **rhulFullClubName** or **rh_FullClubName**)

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

Good bio showcasing club, plus linktree for funnelling interest

Updated highlights showing the quick-access glimpse of what the club is and does

Pinned posts show off the best/most engaging parts of the club – updated within a year

Generally the feed isn't visual enough, with too many graphics. What would be really engaging would be for most posts to start with a photo, as they draw attention more and get pushed more by the Instagram algorithm



Social media conduct

Whether your account is private or public, 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 have 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

Obscene: foul language, graphic, offensive

Inappropriate: excessive drinking, nudity, drugs, hazing, or clearly not connected to the club's activity





- Top university kit supplier in the UK
- Most affordable supplier for students
- Quality and range of products suitable for kitting out university sports clubs
- Competitive lead times on orders compared to other suppliers

We are entering our second 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.

If your club has not yet made a first order, you can decide on the material, cut and collar style which will be worked into a visual (CAD) for sign-off.



LEISUREWEAR — casual and training wear



£50

FREE delivery for all orders
placed online and delivered
to the Sports Centre

STUDENT LEADER CONFERENCE



What should club members order?

Competitive players

Playing socks
(full or footless)

Competitive
¾ zip

Training
shirt (green)

Training shorts/
leggings/ track
pants (black)

Grip socks

Committee and casual club members

Fleece (*in order
windows)

Training shirt
(green or purple)

Rain jacket,
fleece-lined
coat or zip
hoodie

Track pants or
leggings

IT'S TIME TO
KIT UP, BEARS



SURRIDGE ONLINE
STORE NOW OPEN

Unofficial Leisurewear



Not approved
Use of 'Royal Holloway' or the crest is not permitted on any unofficial leisurewear.
Use of unofficial leisurewear in a representative setting.



Semi approved
No use of Royal Holloway or crest and also not in a representative setting.
Should still seek approval before ordering.



Approved
Followed all guidance, no use of crest or name.
Approved by ALS for sponsor



Unofficial Leisurewear

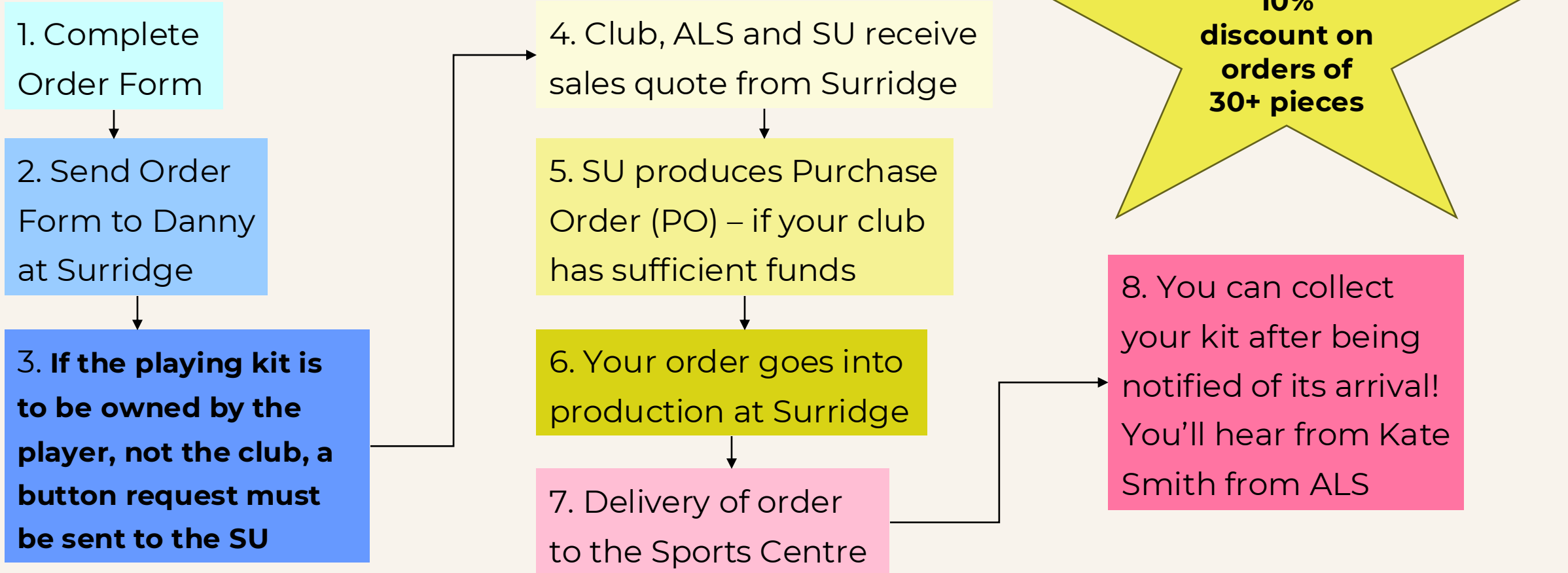


Best course of action:

- Wear Surridge branded kit for all competitions.
- Unofficial Leisurewear can be purchased e.g. hats, event tshirts, tour tops, CSL playing kit, etc
- Ensure that use of the crest and Royal Holloway name is not used
- Use of the Bear is fine but please seek approval before purchase. Surridge will usually offer the items for cheaper than elsewhere so please reach out to them first.
- 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.

Going forward — September 2025 and beyond

2024-25 season became a hybrid approach to kit – with Samurai acceptable due to initial teething issues with Surridge. These have now been resolved!

From September 2025, all teams and players representing Royal Holloway must play in full, official Surridge kit including tops, bottoms and socks where applicable.

From September 2025, all club members (players, committee members, coaches, spectators) attending any sporting event at home or away must wear 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.



Going forward — The Consequences

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.

First stage

Develop a plan for how you will move towards playing in kit

Regular meetings to establish progress in reaching this goal

Potential second stage (further non-compliance)

Removal of club development opportunities such as volunteering, coaching and workshops

Reduction of training time allocation

Removal of access to performance programmes

Removal of teams for the following year (26/27)

Why do we have these sanctions?

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 we present as such, on campus and off it.



Stats from the first Surridge season, 2024-25

47% of Sports Clubs purchased Surridge playing kit

499 web sales to date totalling £23,344

Most popular items
1) Fleece 185
2) Purple training shirt 113
3) Green training shirt 81



Key date and contacts

**PLAYING
KIT PO
DEADLINE
MONDAY
21ST JULY**

**Order Form
likely needs
to be sent a
couple of
weeks
before**

danny@surridgesport.com

Danny Villa, Surridge Sport
To send your Order Form, and
for any questions about orders

playingkit@rhul.ac.uk

Kate Smith, ALS
For any questions about kit,
customisation and orders
(inc. unofficial leisurewear)



Any questions?

@rhulsport

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Sports Communications Officer
francis.overton@rhul.ac.uk

@surhul

Student Opportunities team
studentopportunities@su.rhul.ac.uk

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David Gallardo
vpsocsport@su.rhul.ac.uk



ROYAL
HOLLOWAY
— SPORT —

