

Playing Kit and Leisurewear Guidelines



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Atlantic
Technological
University

ATU Sport

1. Introduction

This document serves as a guide that supports and reinforces a unified identity for Sport across ATU. A strong and cohesive visual identity serves to:

- build recognition,
- create credibility,
- unify our teams and people,
- strengthens our reputation, and
- support communication

Our visual identity comprises a colour, logos and layout. The correct application of each is equally important. From sports teams to individuals, from coaches to supporters, applying these guidelines consistently will help us grow ATU Sport together.

We encourage you to play your part in representing who we are – *ATU Sport*.

2. Colour Specification

Our colour palette is drawn from the ATU Brand guidelines. It consists of a primary colour of **Navy** and a secondary colour of **Orange**. These colours are the first choice in most applications, used in combination for text and backgrounds, along with black and white. Additionally, **Warm Grey** is used for away playing kit.

Navy CMYK 100/92/51/0 RGB 0/26/121 #001a79 Pantone 287U	Orange CMYK 0/65/100/0 RGB 255/121/30 #ff791e Pantone 151U	Warm Grey CMYK 22/22/22/0 RGB 200/190/191 #c8bebf Pantone Metallic 877
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3. Partner and Sponsor Branding

ATU Sport values the support of partners and sponsors who contribute to the growth and success of our sporting programmes. All partner and sponsor branding must be applied in a manner that complements and protects the ATU Sport brand, ensuring a clear and consistent visual identity at all times.

ATU Sport will only engage with organisations whose values align with those of the University. Partnerships and sponsorships relating to alcohol, tobacco, gambling, or other products and services deemed inconsistent with the University's values are not permitted.

4. Logos

Logos are available for download on the [Marketing Dept Sharepoint site](#)

ATU Logo should be in orange on all gear



The **ATU Sport sub brand** and **ATU Sport (Campus)** should be displayed in **white** on all gear.



5. Contact Information

For advice and queries in relation to these guidelines please contact your relevant campus sports officer:

ATU Donegal	Michael.murphy@atu.ie
ATU Galway	Molly.dunne@atu.ie
ATU Mayo	Nigel.jennings@atu.ie
ATU Sligo	Ross.lappin@atu.ie

6. Playing Kits

All ATU Sport teams must wear approved ATU Sport playing kit that reflects the University's visual identity and brand standards. For GAA competitions, teams should wear the designated ATU GAA playing kit in accordance with competition regulations and established GAA traditions. For all other sports, teams must wear the approved ATU Sport playing kit specific to their sport, ensuring consistency in colours, branding, and presentation across the University. Any variations or alternative kits must receive prior approval from ATU Sport.

6.1 HOME Kit All-Sports (excluding GAA/LGFA/Camogie) (with a Sponsor)

Top Left	ATU Initialised logo (Orange)	Centre Front	Sponsor
Top Right	Club name & campus name	Sleeve	ATU Sport & Campus Name
Reverse	ATU Sport & Campus Name		

SAMPLE DESIGN (HOME KIT – ALL SPORTS)



Shorts Front Left	ATU Initialised logo (Orange)	Shorts back left	ATU Sport & Campus Name
Socks	Plain		



6.2 AWAY Kit All-Sports (excluding GAA/LGFA/Camogie) (No Sponsor)

Top Left	ATU Initialised logo (Orange)	Centre Front	ATU Sport & Campus Name
Top Right	Club name & campus name	Sleeve	ATU Sport & Campus Name
Reverse	ATU Sport & Campus Name		

SAMPLE DESIGN (AWAY KIT – ALL SPORTS)



Shorts Front Left	ATU Initialised logo (Orange)	Shorts back left	ATU Sport & Campus Name
Socks	Plain		



6.3 HOME Kit (GAA/LGFA/Camogie) (with a Sponsor)

Top Left	ATU Initialised logo (Orange)	Centre Front	Sponsor
Top Right	GAA/LGFA/Camogie Logo	Sleeve	ATU Sport & Campus Name
Reverse	ATU Sport & Campus Name		

SAMPLE DESIGN (HOME KIT – GAA/LGFA/Camogie)



Shorts Side Panels	ATU Sport & Campus Name
Socks	No text/logos



6.4 AWAY Kit (GAA/LGFA/Camogie) (No Sponsor)

Top Left	ATU Initialised logo (Orange)	Centre Front	ATU Sport & Campus Name
Top Right	GAA/LGFA/Camogie Logo	Sleeve	ATU Sport & Campus Name
Reverse	ATU Sport & Campus Name		

SAMPLE DESIGN (AWAY KIT – GAA/LGFA/Camogie)



Shorts Side Panels	ATU Sport & Campus Name
Socks	No text/logos



7. Leisurewear

ATU Sport leisurewear provides a consistent and professional representation of the University beyond competition. Approved leisurewear should be worn by coaches, staff, and representatives at training, travel, events, and official engagements, ensuring a unified and recognisable ATU Sport identity at all times.

7.1 Tops e.g. 1/2 Zip, t-shirts, jackets

Top Left	ATU Initialised logo (Orange)	Reverse	Optional - Sponsor
Top Right	ATU Sport (White)*	Sleeve	Optional - Sponsor
Left Collarbone	Optional - Initials		

*additional text (white) can be added to signify group under ATU Sport e.g. Sport Scholars, Sports Staff

SAMPLE DESIGNS

1/2 Zip, jumper or any long-sleeved outer leisurewear garment



T-Shirt



7.2 Bottoms

Top Left	ATU Initialised logo (Orange)
Top Right	ATU Sport (White)*

**additional text (white) can be added to signify group under ATU Sport e.g. Sport Scholars, Sports Staff*

