



Ollscoil  
Teicneolaíochta  
an Atlantaigh

Atlantic  
Technological  
University

**ATU Sport Identity**

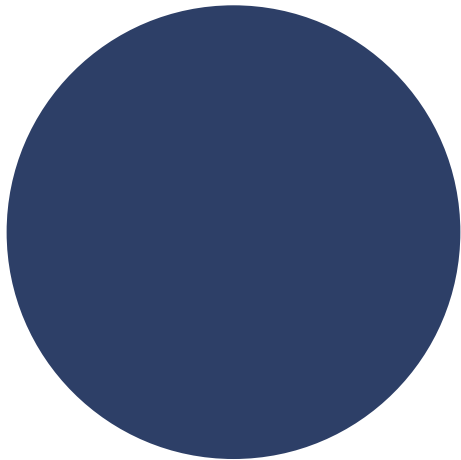
## Introduction

**This guide is to serve as a platform for establishing a unified identity for Sport across ATU. As a new university, we have a unique opportunity, to establish Sport within and without the university through our visual identity.**

Our visual identity comprises a selection of elements, namely colour 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**.

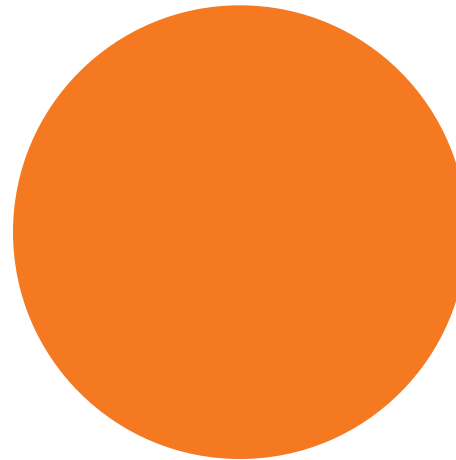
## Colour

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 (note exact colours below).



### Navy

CMYK: 100/92/51/0  
RGB: 0/26/121  
#001a79  
Pantone: Blue 287 U



### Orange

CMYK: 0/65/100/0  
RGB: 255/121/30  
#ff791e  
Pantone: 151 U

## Layout

Consistency in our visual identity will be achieved through a range of common and adaptable team/location distinguishing identifiers as outlined below. Examples of which are provided in the following pages.

Item	Position	Mandatory/ Optional	Colour
ATU Logo	Top Left	Mandatory	Orange
ATU Sport (Location) Sub Brand Logo	Top Right	Mandatory	Orange /White
Descriptor e.g. Team Name, Role	Top Right Under sub brand	Optional	White
Sponsor	Sleeve	Optional	White or sponsor colour
Descriptor e.g. Team Name, Role, Sponsor	Back	Optional	White or sponsor colour

**½ zip, jumper, or any long-sleeved outer leisurewear garment**

---

ATU logo on left chest (in orange).

ATU Sport (individual campus) logo on right chest. (logo in white text and orange symbol).

Additional text (white) can be added to signify group under ATU Sport (individual campus) logo on right chest – e.g., Sports Scholar, Sports Staff

Option of sponsor on right sleeve.

Option of initials on left collarbone area (opposite O’Neills).



## Leisurewear T-Shirt

ATU Initialised logo on left chest (in orange).

ATU Sport (individual campus) logo on right chest. (logo in white text and orange symbol).

Additional text (white) can be added to signify group under ATU Sport (individual campus) logo on right chest

– e.g., Sports Scholar, Sports Staff

Option of sponsor on right sleeve.

Option of initials on left collarbone area (opposite O’Neills).



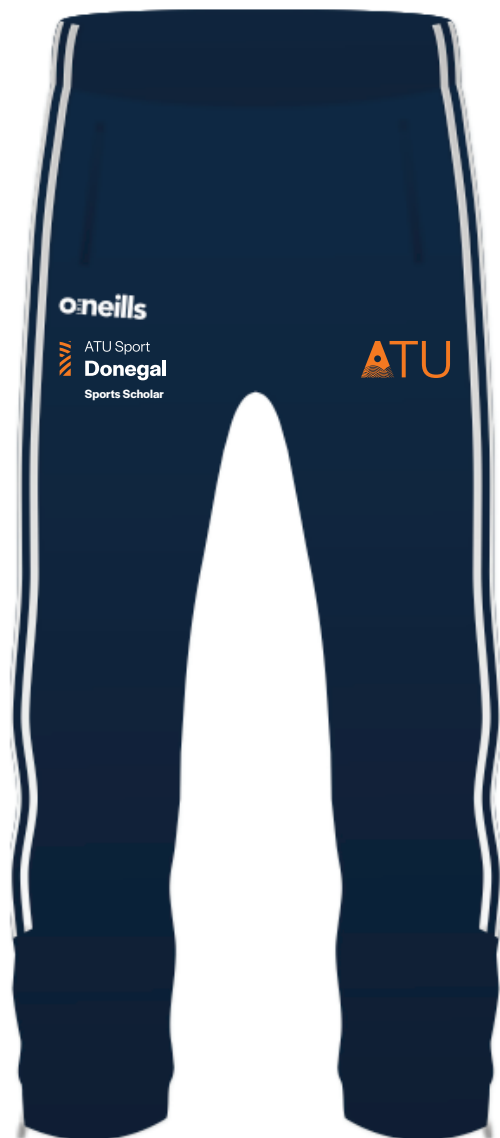
## Track bottoms/short

---

ATU logo on left leg (in orange).

ATU Sport (individual campus) logo on right leg. (logo in white text and orange symbol).

Additional text (white) can be added to signify group under ATU Sport (individual campus) logo on right leg – e.g., Sports Scholar, Sports Staff



Stripe Detail



Branding Embroidery Detail



## Gilet/sleeveless top

---

ATU logo on left chest (in orange).

ATU Sport (individual campus) logo on right chest. (logo in white text and orange symbol).

Additional text (white) can be added to signify group under ATU Sport (individual campus) logo on right chest – e.g., Sports Scholar, Sports Staff

Option of Sponsor or ATU Sport (individual campus) logo on back of gilet, centrally and high up.

Option of initials on left collarbone area (opposite O'Neills).

