

POLICY DOCUMENT



Policy Name: Clothing Brand Policy

Date Written: 28 August 2024

Date Approved:

Responsible Officer: President

1. Introduction

The Board of TUFC is committed to ensuring consistent representation of the TUFC brand in all clothing worn by TUFC Members

2. Purpose

This policy has been developed to ensure consistent representation of the TUFC brand across all clothing assets, including, but not limited to playing strips, training kits, and leisure wear.

This will ensure that the TUFC brand is correctly represented uniformly across all teams, volunteers, staff, and supporters. As such, this will help build brand equity and help make TUFC instantly recognisable in the community.

3. Policy

TUFC is governed by the following principles:

- No adjustments are permitted to the TUFC logo.
- TUFC Members should be familiar with the [Spending Delegation Policy Document](#).
- The approved primary and secondary colours for TUFC playing strips are provided in Diagram 1.
- The approved secondary colour should be used sparingly, i.e. trim, numbers, logos, sponsors, etc.
- No other colours are permitted to be included in playing strips, training kits, or leisure wear, without prior approval by the Board.
- All new kit designs must be submitted to the Board for consideration and approval. Members are not to commit to any production or costs without approval from the Board.
- This policy does not apply to Goalkeeper playing strips.
- Noting the spending delegations, responsibilities, and processes, outlined in the [Spending Delegation Policy Document](#), TUFC will not reimburse any TUFC member for expenditure incurred where designs have not been approved by the Board, prior to committing to production, and where those designs do not adhere to this policy.

Responsibilities

- The President is responsible for bringing this policy to the attention of TUFC Members.
- All TUFC Members are responsible for adhering to this policy.

4. Processes

- Where colours, other than the those listed as approved, are requested, TUFC Members must gain verbal or written approval from the President or Vice President, via the Board, before committing to any manufacturing/production or expenditure.

5. Preferred Supplier

While club members are able to source clothing from suppliers of their choice, TUFC encourages you to utilise our preferred supplier [deployfootball.com](https://www.deployfootball.com)

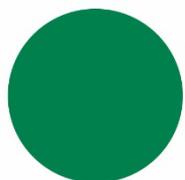
Diagram 1. Approved TUFC Playing Strips



PRIMARY - Yellow 1
#fbed22
CMYK 4-0-93-0
RGB 251, 237, 34



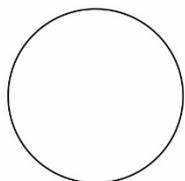
PRIMARY - Yellow 2
#ffc226
CMYK 0-25-34-0
RGB 255, 194, 38



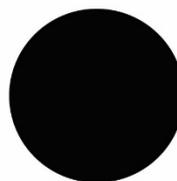
PRIMARY - Green 1
#07784a
CMYK 88-29-87-17
RGB 7, 120, 74



PRIMARY - Green 2
#00452B
CMYK 97-15-77-69
RGB 0, 69, 43



PRIMARY - White
#ffffff
CMYK 0-0-0-0
RGB 255, 255, 255



SECONDARY - Black
#ffffff
CMYK 0-0-0-0
RGB 255, 255, 255