



UNIVERSITY OF STRATHCLYDE SPORTS UNION

KIT POLICY

Updated by: USSU Executive Committee

Date: May 2023

1. Introduction

- 1.1 The University of Strathclyde has appointed **Macron Sports Hub Dundee** as the exclusive provider of all sports kit to its students, staff and affiliated sports clubs, with internationally renowned sports brand **Macron** as the recognized sportswear partner. Commencing March 2023 under a 3-year partnership, with an option to extend annually on two occasions.
- 1.2 This agreement covers Team Wear, Club Wear, Leisure Wear, and Special Events (e.g. tours/events).
- 1.3 All affiliated USSU Sports Clubs must go through **Macron Sports Hub Dundee** for all University/USSU branded clothing.
- 1.4 USSU x Macron Brand Guidelines have been created to assist clubs with choosing their various sportswear ranges. Brand guidelines consist of possible garment types, colours, and embellishments.

2. Trademarks

- 2.1 The University crest is a protected trademark, and as the intellectual property of the University of Strathclyde, may only be used under license by authorised suppliers. The University has granted to **Macron Sports Hub Dundee** the right to use the trademarked University Crest in the promotion and sales of sportswear.
- 2.2 Under no circumstances can clubs use the University crest to order sportswear from other suppliers.
- 2.3 The University's trademarks immediately identify our University. Logos therefore must be used exactly as described to maintain a coherent and distinctive identity for the University. Clubs must not alter logos in any way.
- 2.4 Any order that is to include a specific club designed logo must be highlighted with the Sports Union prior to commencing the order process.

3. Team Wear Range

- 3.1. All USSU Sports Clubs must compete in official University of Strathclyde team wear, unless otherwise dictated by sport specific competition regulations.
- 3.2. All team wear orders should be processed through **Macron Sports Hub Dundee**, who will work with clubs to select the most appropriate garments, fabric types and cut, and ensure any specialist requirements are met and included in the design.
- 3.3. All teams should be competing in Macron kit where possible. In the event that the University requires a product that is not currently manufactured by Macron, **Macron Sports Hub Dundee** will seek to source from an alternative 'specialist' brand, and where necessary open an account with the new provider.
- 3.4. To maintain a coherent and distinctive identity for teams competing for the University, USSU x Macron Brand Guidelines have been defined to create a bespoke design. This will be implemented across the whole team wear range, independent of the sport or the supplier. This will include positioning of any club sponsorship promotion.
- 3.5. The official home playing kit colour is maroon
- 3.6. The official away playing kit colours are navy or white.

4. Club Wear Range

- 4.1. All USSU club members will have access to the Club Wear range, a range designed for clubs to travel to and from fixtures, events and training in.
- 4.2. Additional embellishments can be added at extra cost to include, for example, committee positions, initials etc. Positioning of embellishments on garments will be outlined by the USSU x Macron Brand Guidelines.
- 4.3. The full USSU Club Wear range will be available to view and buy directly from the Macron Store
- 4.4. Clubs must not order University of Strathclyde branded club wear items from any other suppliers.

5. Leisure Wear Range

- 5.1. Leisure wear covers any other clothing clubs wish to utilise (e.g. social/collegiate).

- 5.2. All leisure wear orders should be processed through **Macron Sports Hub Dundee** who will work with clubs to select preferred garments and design.
- 5.3. Clubs must not order University of Strathclyde branded leisure wear items from any other suppliers.

6. Special Events Range

- 6.1. For any special events that require clothing (e.g. recreational tournaments, tour, varsity).
- 6.2. All special events orders should be processed through **Macron Sports Hub Dundee** who will work with clubs to select preferred garments and design.
- 6.3. Clubs must not order University of Strathclyde branded special events items from any other suppliers.

7. General

- 7.1. Club Committees are responsible for sourcing sponsorship, and must adhere to organisational guidelines.
- 7.2. Club Committees are responsible for storing, maintaining and cleaning sportswear.
- 7.3. Funding for ordering sportswear must be confirmed prior to ordering.

8. Order Process

Relevant for Team Wear, Leisure Wear and Special Events:

- 8.1. Clubs must initiate contact with William Richmond (William.Richmond@macron.com) from **Macron Sports Hub Dundee** to discuss any team wear, leisure wear and special events requirements, utilising USSU x Macron Brand Guidelines to select bespoke ranges.
- 8.2. **Macron Sports Hub Dundee** will raise any branding queries with USSU, and once these are addressed, a private club shop will be created on the **Macron Sports Hub Dundee** website.
- 8.3. Team Wear requires to be ordered by an authorised club kit rep by contacting William via email.
Leisure Wear and Special Events will be added to the private club shop where individuals can make their own purchases.
- 8.4. Payment will be taken at the time of order and can be made by credit/debit card, bank transfer, or on invoice.
- 8.5. Once payment has been processed, Macron Store Dundee will place the order with the supplier.
- 8.6. Completed orders will be delivered to the Sports Union office for collection by the named club committee.
- 8.7. Clubs must report any errors or faults with their order within 1 week from collection by emailing William Richmond (william.richmond@macron.com) AND Abby Irvine (abby.irvine@strath.ac.uk).
- 8.8. In the first instance clubs are to resolve issues directly with **Macron Sports Hub Dundee**. If the matter can't be easily resolved, clubs are to contact Abby Irvine (abby.irvine@strath.ac.uk).

9. Breaches

Breaches in this policy will result in further action being taken by the Sports Union, most likely in the first instance resulting in a disciplinary hearing, carried out by the USSU Disciplinary Committee.

Sanctions may include, and are not limited to:

- Confiscation of kit with unofficial kit supplier
- Requirement for club to reorder kit with official supplier at clubs own expense
- Reduction in Club Score
- Monetary fine
- Alteration of status of club (e.g. Disaffiliation)