

AusDBF NATIONAL UNIFORM GUIDELINES FEB 2024



Branding of Official Club and Member State Race Uniforms

Logo placement and usage

Introduction

AusDBF and all Member States agreed to adopt common branding in 2022. This common branding reflects best practice in sports management and will assist in promoting the sport and raising a positive identity. AusDBF released an updated version of the National Branding and Style Guide in October 2022. All State Members have adopted the common logo design.

It's mandatory for all State representative shirts and Club uniforms to include the logos. It's also expected that, as Clubs update their race uniforms, the new design includes the logo usage as outlined in the below national uniform guidelines.

To assist Member States and Clubs with the correct usage of branding and design of the race uniforms, the following principles and guidelines have been developed by AusDBF and can be downloaded from the AusDBF website - <https://www.ausdbf.com.au/policies/>. Contact AusDBF at info@ausdbf.com.au to request the AusDBF logo.

Principles

- All logos are to be on the chest, upper back and upper arm. They are to be prominent and superior to any sponsorship or other branding.

Club Race Uniforms

- Club logo to appear on left side of chest.
- Member State logo to appear on right side of chest.
- AusDBF logo to appear on centre back (singlet) or right sleeve (shirt).

Member State Representative Uniforms

- State Coat of Arms to appear on left side of chest (where permission is granted).
- Member State logo to appear on right side of chest.
- AusDBF logo to appear on centre back (singlet) or right sleeve (shirt).

Sponsors are to be used tastefully and discreetly (no more than 150mm x 300mm) and not above the midline of the jersey, except for sleeve sponsors (not more than 100mm in height or width at their greatest point). Also please note the following restrictions:

- No tobacco, alcohol or 'adult' goods and/services.
- No distasteful or offensive messages or images.
- No distasteful or offensive team names.

Images and symbols such as dragons, paddles, Chinese text, boats, water, scales, references and images to a team's origins and location are allowed and encouraged.

Use of the 'AUS' and/or Southern Cross is restricted to clubs who compete at IDBF and CCWC or other endorsed international events, following approval from AusDBF. This logo/s are to be a maximum of 150mm in height or width at their greatest point, on a club race shirt.

No Club or Member State representative race uniform will be permitted to use the Australian National Coat of Arms.

No Club is permitted to use the State Coat of Arms on their race uniform.

In addition, Clubs must follow any uniform approval process as in place by their member State Association.

Request permission to use the AusDBF logo on Club/State Uniform

- Clubs/State are to write to AusDBF requesting a copy of the AusDBF logo to use on their club/State race uniform. Logos are only permitted on race uniform. AusDBF logo is not permitted on Club/State social merchandising.
- Use of the AusDBF (if approved) will be permitted for that specific design of the club/state race uniform. Should the club change design of the race uniform, then they will be required to write to AusDBF to request use of the AusDBF logo again.
- The club is required to provide a copy of the race uniform design when submitting for permission for the use of the AusDBF logo.
- If approved, AusDBF will provide a copy of the AusDBF logo to the Club/State.

Uniform design

- Participants may wear the uniform of their choosing as it aligns with their gender identity, so long as it abides by wider sporting code attire rules.
- Participants requiring uniforms (for example, participants, race officials and coaches) are to be provided with an appropriate range of uniform styles and sizes to select from.
- If gendered uniforms are necessary, the participant may choose which uniform they would prefer to wear.
- Clubs/States should consider a wider range of uniform choices (including the introduction of looser fitting or more modest garments) to better meet the needs of participants (including cultural needs and beliefs, women, trans and gender diverse athletes and people of varying abilities or living with disability).

Club/State uniform choices could include:

- **Race Top** – short sleeve, long sleeve, singlet (unisex or racerback)
- **Race Bottom** – paddle pants (any length), leggings (any length), shorts (any length)
- **Headwear** – caps, broadbrim, sun visor

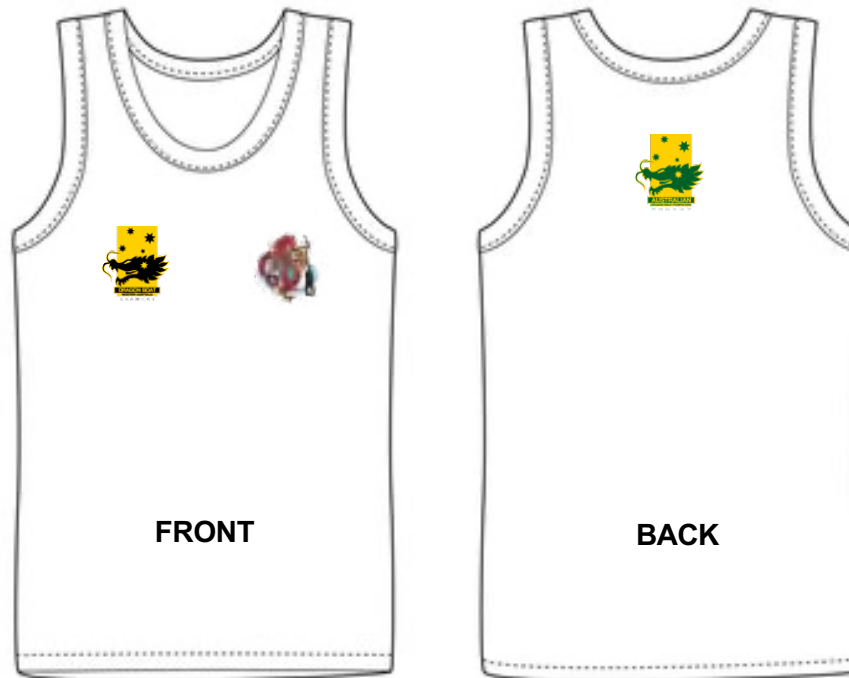
Social on-land merchandising could include:

- **Polo shirts** with collars, t-shirts (short sleeve, long sleeve)
- **Jackets** with or without hoods (warm or spray jackets)

AusDBF Board, AusDBF Committees, Auroras Management (Coaches & Team Managers), Race Officials, Volunteers and employees' choices could include, but not limited to (as deemed appropriate):

- **Polo shirt** – short sleeve (choice of sizes and design)
- **Jacket** (choice of sizes and design)
- **Headwear** (cap, broadbrim, sun visor)

Figure 1



Sample Artwork and Design – Club Race Uniform

To be worn while competing in regattas where the race site is located within an Australian state or territory.

Unisex / Racerback Singlets (Fig 1)

- Club, Member State and AusDBF logos.
- Logos to be between 75mm and 100mm in height or width at greatest point.
- Club logo to appear on left side of chest, Member State logo to appear right side of chest and AusDBF logo to appear on centre back.

Figure 2



Short / Long Sleeve Shirts (Fig 2)

- Club, Member State and AusDBF logos.
- Logos to be between 75mm and 100mm in height or width at greatest point.
- Club logo to appear on left side of chest, Member State logo to appear right side of chest and AusDBF logo to appear on right sleeve.

Figure 3

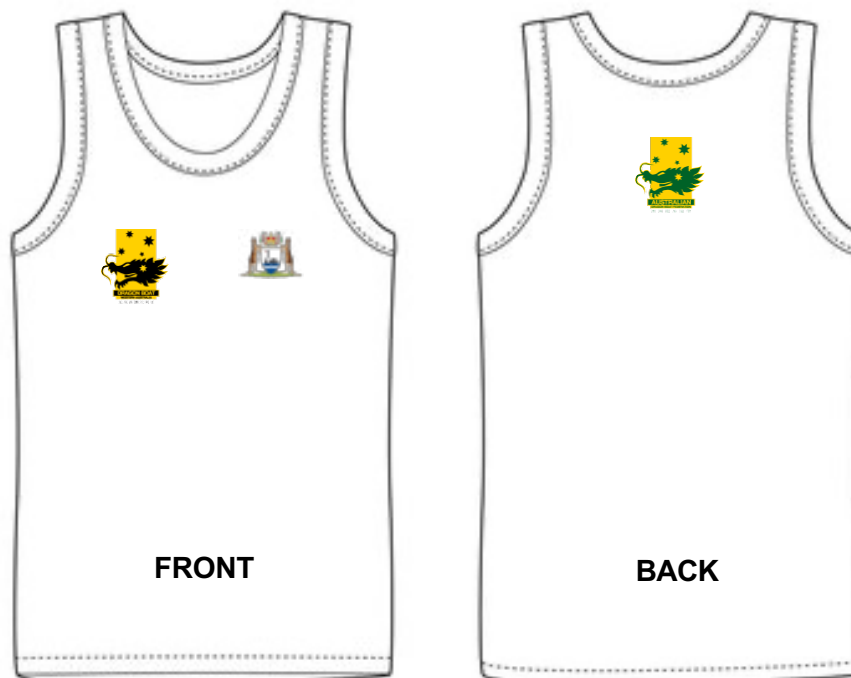
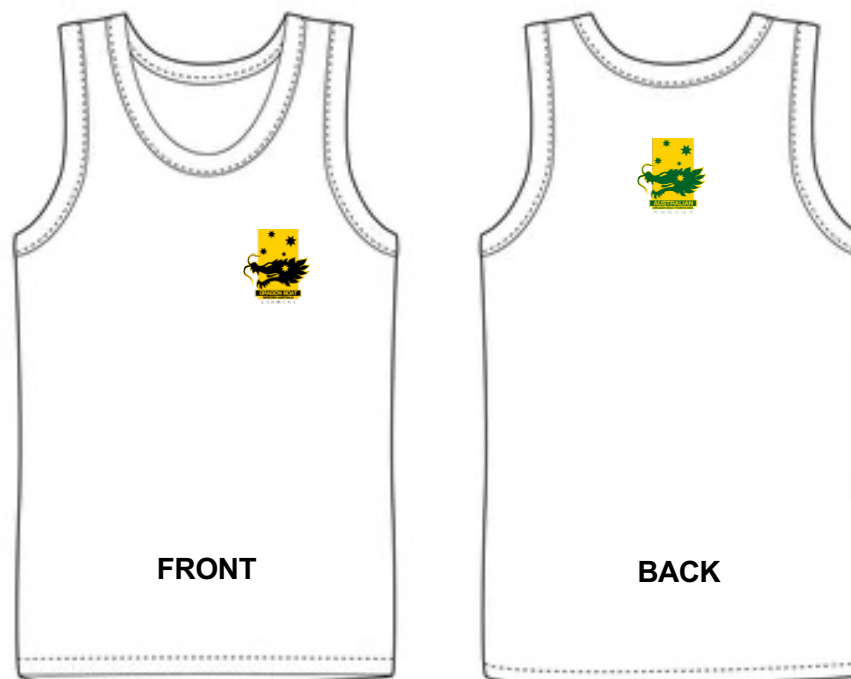


Figure 4



Sample Artwork and Design

– State Representative Race Uniform

Coat of Arms to only be used when state government department has granted permission for use in competition.

Unisex / Racerback Singlets (Fig 3)

Option 1: with Coat of Arms

- State Coat of Arms, Member State and AusDBF logos.
- Logos to be between 75mm and 100mm in height or width at greatest point.
- State Coat of Arms to appear on left side of chest, Member State logo to appear on right side of chest and AusDBF logo to appear on centre back.

Unisex / Racerback Singlets (Fig 4)

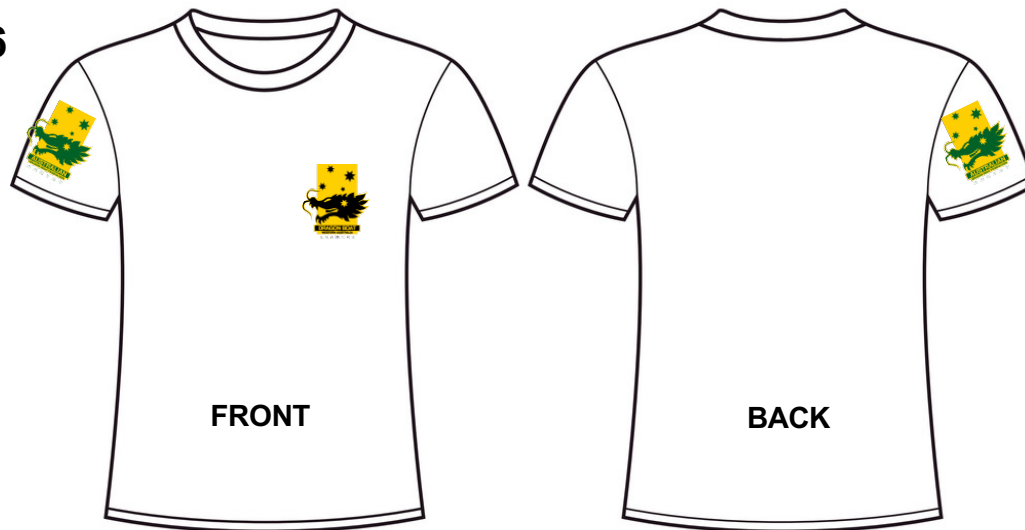
Option 2: without Coat of Arms

- Member State and AusDBF logos.
- Logos to be between 75mm and 100mm in height or width at greatest point.
- Member State logo to appear on left side of chest and AusDBF logo to appear on centre back.

Figure 5



Figure 6



Sample Artwork and Design

– State Representative Race Uniform

Coat of Arms to only be used when state government department has granted permission to use for competition.

Short / Long Sleeve Shirts & Jackets (Fig 3)

Option 1: with Coat of Arms

- State Coat of Arms, Member State and AusDBF logos.
- Logos to be between 75mm and 100mm in height or width at greatest point.
- State Coat of Arms to appear on left side of chest, Member State logo to appear on right side of chest and AusDBF logo to appear on right sleeve.

Short / Long Sleeve Shirts & Jackets (Fig 4)

Option 2: without Coat of Arms

- Member State logo and AusDBF logos.
- Logos to be between 75mm and 100mm in height or width at greatest point.
- Member State logo to appear on left side of chest and AusDBF logo to appear on right sleeve.

Figure 7



Sample Artwork and Design

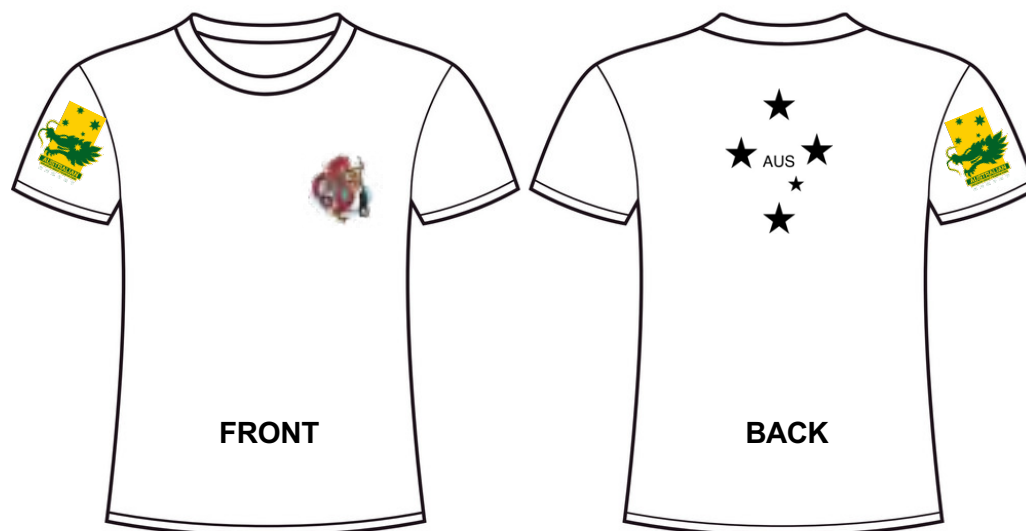
– Club International Race Uniform

To be worn while competing in regattas outside Australia, which includes the likes of CCWC and Oceania events.

Unisex / Racerback Singlets (Fig 7)

- Club, AusDBF and Southern Cross/AUS logos.
- Logos to be between 75mm and 100mm in height or width at greatest point.
- Club logo to appear on left side of chest, AusDBF logo to appear on centre back and Southern Cross/AUS logo to appear on centre back below AusDBF logo.

Figure 8



Short / Long Sleeve Shirts (Fig 8)

- Club, AusDBF and Southern/AUS logos.
- Logos to be between 75mm and 100mm in height or width at greatest point.
- Club logo to appear on left side of chest, AusDBF logo to appear on right sleeve and Southern Cross/AUS logo to appear on centre back.

Figure 9



Sample Artwork and Design – Auroras Race Uniform

To only be worn by members of the Australian National Dragon Boat team(s).

Unisex / Racerback Singlets (Fig 9)

- National Coat of Arms, Aurora, AusDBF and Southern Cross/AUS logos.
- Logos to be between 75mm and 100mm in height or width at greatest point.
- National Coat of Arms to appear on left side of chest, Aurora logo to appear right side of chest, AusDBF logo to appear on centre back and Southern Cross/AUS logo to appear on centre back below AusDBF logo.

Figure 10



Short / Long Sleeve Shirts (Fig 10)

- National Coat of Arms, Aurora, AusDBF and Southern Cross/AUS logos.
- Logos to be between 75mm and 100mm in height or width at greatest point.
- National Coat of Arms to appear on left side of chest, Aurora logo to appear right side of chest, AusDBF logo to appear on right sleeve and Southern Cross/AUS logo to appear on centre back.