



#OneBigGryphon

GRYPHON CLUB GUIDELINES

Aikido
American Football
Archery
Athletics
Badminton
Baseball

Cricket
Cross Country
Cycling
Dance Sport
Darts
Fencing

Ice Hockey
Jiu Jitsu
Judo
Karate
Kickboxing
Korfball

Pool & Snooker
Powerlifting &
Weightlifting
Rifle
Rugby League
Rugby Union
Sailing
Skateboarding
Skydiving
Snowriders
Squash
Sub Aqua
Surfing
Swimming and
Water Polo
Table Tennis
Tae-Kwon-Do
Tennis
Thai Boxing
Trampoline
Triathlon
Ultimate Frisbee
Volleyball
Wake + Kite
Windsurfing
Wing Chun
Yoga

7500 MEMBERS

95 TEAMS

68 CLUBS

ONE BIG GRYPHON

Basketball
Brazilian Jiu Jitsu
Boat (Rowing)
Boxing
Canoeing
Caving
Cheerleading

Football
Golf
Gymnastics
Handball
Hiking
Hockey
Horse Riding

Lacrosse
Lishi Tai Chi
Motorsport
Mountaineering
Netball
Orienteering
Polo

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THE PURPOSE

Over 5,000 students represent the University of Leeds every week, across an amazing array of sports. You are all Leeds Gryphons, and together you make an amazing team.

Leeds Sport is the partnership between the University and Leeds University Union. One of the reasons our team exists is to help support and promote the activities of the Gryphon Clubs – and we would love it if every one of you adopted the official Leeds Gryphons identity. We believe in strength in numbers; if we all look great, we all look professional; we could attract more players, better coaches and better funding.

What we don't want to do is rob your club of its own, unique identity, by making everyone look the same. We also appreciate some clubs may not want to come on board. But for those that do, these guidelines should help you organise and deliver your promotional material and communications, to both potential and existing members, in a really professional-looking manner.

KIT

These guidelines are all about promoting your club. They don't relate to kit – either playing kit, leisure kit or committee wear.

We have full kit guidelines available here:
www.leeds.ac.uk/sportsclubs

You can buy official leisure kit for your club at:
www.leedsgryphonskit.co.uk



YOUR NAME

All of our Gryphons clubs represent the University, and that's where your official name comes from. For example, University of Leeds Hockey Club or University of Leeds Badminton Club. In the past, some clubs have been called different things, such as 'Leeds University Union _____ Club, Leeds Uni _____ Club, or shortened their name to LUU__.

This lack of a consistent naming convention means there were several different ways in which clubs might refer to themselves, and this differed from club to club, and even sometimes within the same club, between websites, kit and social media!

Using official Gryphon branding, we have a great opportunity to be consistent with our names; this makes us look more professional and makes it much easier for new students to find your club and know it's the right one, without confusion.

So make sure you're using the right name – University of Leeds ___ Club. and if you want to shorten it for social media use Uni of Leeds ___ club or UOL__.

If you're not sure how to change yours on social media without losing your followers, get in touch and we can help you out.

b.stanfield@leeds.ac.uk

Sports Coordinator (Events & Communications)

YOUR BADGE



UNIVERSITY OF LEEDS
FOOTBALL



PROMOTING YOUR CLUB

September = new and returning students = potential new members for your club! You're competing with over 60 other sports clubs to get your voice heard and make the right impression.

Delivering the strongest printed promotional material and social media presence is key to starting the season with a bang! So here, we'll talk about the kind of things you could produce and how to go about it, how photography is really important and some sound advice on smartening up your social media.



A5 FLYERS

Leaflets are great for handing out to a large number of people at events like freshers fairs.

The more you order the cheaper they are, so consider keeping them generic, so they can be used for more than one event – you might want to keep the back blank so you can write on information like club meetings or dates.

What? *Fresher's week trials
(All abilities welcome)*

Where? *Sports Park Weetwood, LS16 5AU*

When? *Meet Parkinsons Steps
2.00pm Wednesday 28th September*



@UOL_WAFC

Women's Football

Join us this year for training,
matches and socials



PULL UP BANNERS

Pull-up banners are a bigger investment, but can be reused for several years, so make sure it's saying exactly what you want to say. Consider keeping them generic, so they don't go out of date!



POSTERS

Posters are great for advertising any events you have coming up that you want to generate interest for.



Women's Football Trials

24 September

Weetwood Playing Fields

15:00



FLAGS

From a standard size to a huge feather flag, flags are versatile; from helping you sell your club at a freshers fair to standing out when you're at an event.

UNIVERSITY OF LEEDS
FOOTBALL

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FOOTBALL



OTHER PROMOTIONAL MERCHANDISE

You may be interested in other merchandise like lanyards, pens or other items related to your sport. These will usually feature your name and club badge.



UNIVERSITY OF LEEDS FOOTBALL

Women's Football Trials

Join Women's Football for the 2018/19 Season
www.leeds.ac.uk/sport

24 September
 Westwood Playing Fields
 15:00

SHEIKH ABU WAHLA
 WITH OVER 30 YEARS OF TEACHING AND COACHING EXPERIENCE, SHEIKH WAHLA IS AN EXPERT IN THE CURRICULAR AND EXTRA-CURRICULAR DEVELOPMENT OF YOUNG PLAYERS.

DATE: SATURDAY MARCH 24
 TIME: 9:30AM - 10AM - 11AM
 LOCATION: CONFERENCE ROOMS LEEDS
 FLASH SALE: *TICKETS AVAILABLE FROM 15:00

Available from Eventbrite and Ticket Agent
[facebook.com/LeedsElectronicMusicForum/](https://www.facebook.com/LeedsElectronicMusicForum/)

6TH JUNE
 WORKERS
 ARY HALL

NT TO

UNIVERSITY OF LEEDS FOOTBALL

Women's Football Trials

Weekly training sessions
 Strength and conditioning coaching
 Socials and events
 Additional benefits

For further information, visit
www.leeds.ac.uk/griffons

24 September
 Westwood Playing Fields
 15:00

UNIVERSITY OF LEEDS FOOTBALL

Women's Football Trials

24 September
 Westwood Playing Fields
 15:00

Brazilian
 !!!
 rmanees? Wish
 e?
 an Samba dance
 al!!
 vents officer.
 es!

gao

PHOTOGRAPHY

You can see from these examples how important great photography is when promoting your club. Although the Leeds Gryphons brand doesn't specify you have to use images – you can see how photography really sets you apart from other clubs and helps give you a strong identity.

We'd recommend action shots as the best solution, because team line-ups can quickly go out of date, and photos from socials are best left for social media (or on your phone, if unfit for public consumption!). If you don't know any keen photographers (with good cameras), why not get in touch with the Photography society? They have lots of budding snappers who are keen to get out and get shooting. Your plan should be to build a small portfolio of amazing high resolution shots, which you can use for your key promo material across the year.

[facebook.com/groups/luuphotosoc](https://www.facebook.com/groups/luuphotosoc)



GRAPHIC DESIGN

It's a once-a-year investment (at most) in the printed material you use to shout about your club – in fact, things like pull-up banners, flags and promotional merch can last for several years.

All of our graphic designers are current students or recent graduates who have worked with the Leeds Sport/Gryphons brand as part of their placement year – and they can design and artwork your stuff at super-reasonable rates.

Maddie Combes

madeleinecombes8@gmail.com

Jordan Griffin

jordangriffinmedia@gmail.com

Samantha Harvey

samandedd@yahoo.com

Unfortunately, only our official graphic designers can use the Gryphon branding, so we can't give you access to the logos or fonts to create any promotional materials yourselves. Please don't try and use the branding unofficially, as you may face disciplinary action, and no one wants that.

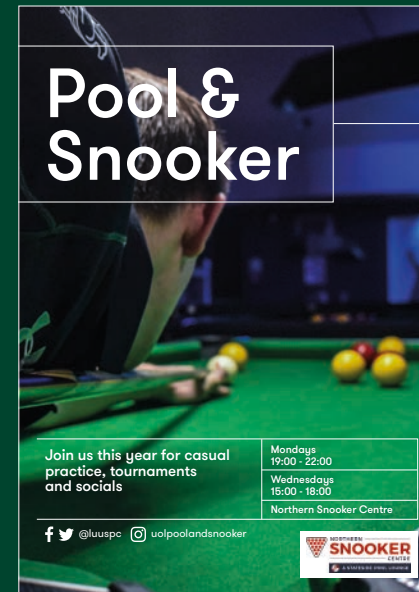
CASE STUDY – POOL & SNOOKER

The Pool and Snooker club approached Jordan Griffin – one of our approved graphic designers – to help them with their promotional material for Freshers 2019. The club said this about their experience:

“Just wanted to say thank you once again for all of your help over the last few weeks. We have had an amazing response from people with regards to the branding and we have had the best membership uptake at Freshers Fair since the society was originally founded. Also, I had a few committee members from other societies ask about our branding so I passed your email on.”

And the designer commented:

“They were really good to work with, had taken the guidelines on board and been in touch with the photography society before the end of last year to get some really good shots of their sessions.”



A3 poster ▲



A5 flyer ▼



Pull-up banner ►



SOCIAL MEDIA

PROFILE PICTURE

To help polish your social media presence, we will provide you with your club profile pic and a simple powerpoint template you can use to create your regular social media posts around BUCS notices, fixtures and results.

www.leeds.ac.uk/sportsclubs



COVER PHOTO

Your cover photo is an opportunity to convey a sense of what your club is about. Avoid the use of any text or marketing in this area.

This is good -



This is NOT good -



USING YOUR BADGE

PLEASE -



UNIVERSITY OF LEEDS
FOOTBALL

Proudly display your badge as supplied

PLEASE DO NOT -



UNIVERSITY OF LEEDS
FOOTBALL

X Stretch your badge



LUU
FOOTBALL

X Edit your club name



UNIVERSITY OF LEEDS
FOOTBALL

X Edit the badge



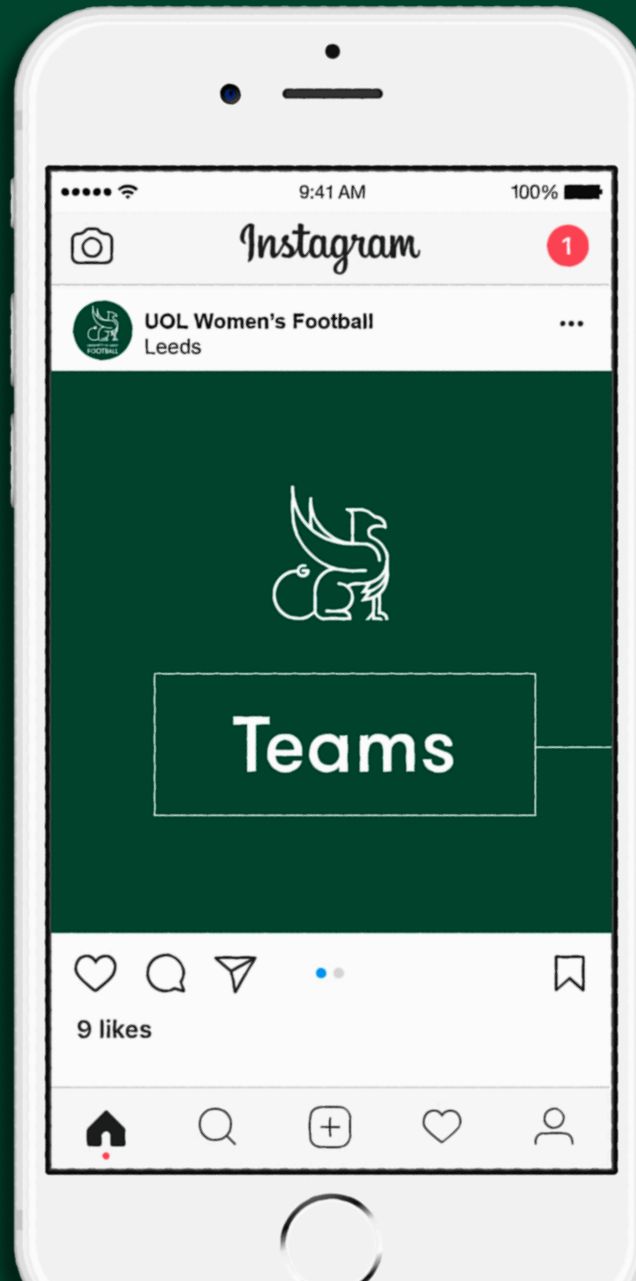
UNIVERSITY OF LEEDS
FOOTBALL

X Add imagery

SOCIAL MEDIA PACKS

Easy to use templates are available to download to create regular social media posts around BUCS notices, fixtures and results.

www.leeds.ac.uk/sportsclubs



SOCIAL MEDIA PACKS

INSTRUCTIONS

1. Download and open the PowerPoint file you wish to use.
2. The slides already have some placeholder text to help you design your layout

If you need more tiles, then click 'new slide'

To keep your tiles legible, use Arial 60pt for headings and Arial 32pt for body copy. Making text bold can help with legibility; for example making all home fixtures bold.

3. To upload your tiles to social media, you need to save them as a JPEG, not a presentation.

To do this click File > Export and select JPEG

4. When uploading the images, use one of the title images (e.g. Fixtures) before your post.



Fixtures

November

A 01/11 Newcastle 18:00
H **10/11 York 18:00**
A 16/11 Sheffield 15:00
A 20/11 Huddersfield 10:00
H **30/11 UCLan 18:00**



CONTACT US

Thank you for taking the time to read through this guide, we hope it's been useful. If you have any other questions please contact

Beth:

b.stanfield@leeds.ac.uk

Sports Coordinator (Events & Communications)