



NIKE BASKETBALL UNIFORM FIT GUIDE





NIKE BASKETBALL UNIFORM FIT GUIDE

WOMEN'S BODY MEASUREMENTS

Size	Bust		Waist		Hip		Inseam
XS (0-2)	29 1/2	32 1/2	23 1/2	26	33	35 1/2	31 1/4
S (4-6)	32 1/2	35 1/2	26	29	35 1/2	38 1/2	31 1/4
M (8-10)	35 1/2	38	29	31 1/2	38 1/2	41	31 1/2
L (12-14)	38	41	31 1/2	34 1/2	41	44	31 1/2
XL (16-18)	41	44 1/2	34 1/2	38 1/2	44	47	31 3/4
XXL (20 - 22)	44 1/2	48 1/2	38 1/2	42 1/2	47	50	31 3/4



TIGHTER FIT JERSEY ALLOWS FOR LESS DISTRACTIONS FROM ARM HOLE.

JERSEY SHOULD FIT CLOSE TO BODY FOR LESS DRAG & DISTRACTION.

SHORT SITS AT WAIST. ORDER TRUE TO SIZE.

SHORT SHOULD ABOVE KNEE.



NIKE BASKETBALL JERSEY GRAPHIC PLACEMENT GUIDE
STRAIGHT ABOVE #s - LONGER WORDMARK

BEST USE:
ANY WORDMARK

WORST USE:
NONE

CONSIDERATIONS:
MOST VERSITILE LAYOUT. WORKS WITH
ALMOST ANY WORDMARK LENGTH OR FONT.

WIDE NAME WORDMARK SIZE

MAX 11in wide

MAX 3in tall

WORDMARK PLACEMENT

6 cm down from top of neck

NUMBER SIZE

5in tall

NUMBER PLACEMENT

2.5cm down from wordmark



6 cm

SYRACUSE

2.5cm

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NIKE BASKETBALL JERSEY GRAPHIC PLACEMENT GUIDE
STRAIGHT W/#s - SMALL WORDMARK

BEST USE:

WIDE FONTS AND/OR WIDE CHARACTERS

WORST USE:

THIN FONTS OR MULTIPLE THIN CHARACTERS

CONSIDERATIONS:

ENSURE NUMBER FONT IS NOT WIDER THAN
WORDMARK.

3 LETTER WORDMARK SIZE

MAX 3in tall

3 LETTER WORDMARK PLACEMENT

6cm down from top of neck

NUMBER SIZE

5in tall

NUMBER PLACEMENT

2.5cm down from wordmark





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STRAIGHT LINE ABOVE #s
w/ STRAIGHT LINE BELOW #s

BEST USE:
SPLITTING UP TWO WORD OR LONGER NAMES.
(I.E. BYU)

WORST USE:
TWO SHORT WORDMARKS (3-4 CHARACTERS)

CONSIDERATIONS:
LETTER HEIGHT WILL DEFAULT TO MAX CHARACTER
LIMIT OF LONGER WORD.

STRAIGHT LINE #s
WORDMARK WORDMARK SIZE
TOP MAX 11in wide / 3in tall
BOTTOM: MAX 11in wide / 3in tall

WORDMARK PLACEMENT
TOP 6cm down from top of neck
BOTTOM: 2.5cm down from bottom of number

NUMBER SIZE
5in tall

NUMBER PLACEMENT
2.5cm down from wordmark Top Wordmark



6 cm

WEST

2.5cm

00

2.5cm

VIRGINIA



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VERTICALLY ARCHED ABOVE #s

BEST USE:
LONGER WORDMARKS (7+ LETTERS)

WORST USE:
SHORTER WORDMARKS (3-4 LETTERS)

CONSIDERATIONS:
PLACEMENT OF NUMBER CAN LOOK
LOW DEPENDING ON ANGLE OF ARCH IN
WORDMARK.

VERTICAL ARCH WORDMARK SIZE
MAX 11in wide
MAX 3in tall
WORDMARK PLACEMENT
6cm down from top of neck
NUMBER SIZE
5in tall
NUMBER PLACEMENT
1cm down from wordmark





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ARCHED ABOVE #s

BEST USE:

MEDIUM LENGTH WORDMARK (4-7 CHARACTERS)

WORST USE:

SHORT WORDMARKS (3 CHARACTERS)

LONG WORDMARKS (8+ CHARACTERS)

CONSIDERATIONS:

PLACEMENT OF NUMBER CAN LOOK LOW DEPENDING ON ANGLE OF ARCH IN WORDMARK.

ARCHED ABOVE #s

WORDMARK WORDMARK SIZE

TOP MAX 11in wide / 3in tall

WORDMARK PLACEMENT

TOP 6cm down from top of neck

NUMBER SIZE

5in tall

NUMBER PLACEMENT

1cm down from wordmark



6 cm

1.0cm

DUKE

00



NIKE BASKETBALL JERSEY GRAPHIC PLACEMENT GUIDE
CUSTOM WORDMARK - ASYMMETRICAL

CONSIDERATIONS:

WORDMARK IS SIZED FROM HIGHEST POINT TO LOWEST POINT, NOT LETTER HEIGHT.

CUSTOM WORDMARK SIZE

MAX 11in wide

MAX 4in tall

CUSTOM WORDMARK PLACEMENT

6cm down from top of neck

NUMBER SIZE

5in tall

NUMBER PLACEMENT

2.5cm down from wordmark





NIKE BASKETBALL JERSEY GRAPHIC PLACEMENT GUIDE

CONSIDERATIONS:

WORDMARK IS SIZED FROM HIGHEST POINT TO LOWEST POINT, NOT LETTER HEIGHT.

CUSTOM WORDMARK SIZE

MAX 11in wide

MAX 4in tall

CUSTOM WORDMARK PLACEMENT

6cm down from top of neck

NUMBER SIZE

5in tall

NUMBER PLACEMENT

1cm down from wordmark



6 cm

1.0cm



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BASKETBALL JERSEY GRAPHIC GUIDE

THIS TOOL IS INTENDED TO PROVIDE HIGH LEVEL GUIDANCE IN EMBELLISHING JERSEYS.

ALL ATTRIBUTES ARE STYLE AND FONT SPECIFIC, PLEASE REFER TO STYLE DETAILS ON [NIKETEAM.COM](https://www.niketeam.com)

STANDARD FONTS

“MAX CHARACTERS” – WHAT DOES THIS MEAN?

A SYSTEM THAT DETERMINES WORDMARK HEIGHT BASED ON AMOUNT OF CHARACTERS THAT FIT ACROSS THE FRONT JERSEY. TYPICALLY 12" FOR MEN'S, 11" FOR WOMEN'S.*

*DEPENDS ON JERSEY STYLE AVAILABLE SPACE.

FOR MOST FONTS, AS FOLLOWS:

UP TO 4 CHARACTERS = 3" HEIGHT

4-7 CHARACTERS = 2.5" HEIGHT

8+ CHARACTERS = 2" HEIGHT

RECOMMENDED STANDARD FONTS FOR BASKETBALL WORDMARKS

FULL BLOCK

TUCSON

MICHIGAN

BUREAU

ITHACA

STANDARD FONTS TO AVOID – THESE FONTS TEND TO LOOK SUBPAR DUE TO WIDER PROPORTION:

ATHLETIC SHADOW

DADE BOLD

GLADES BOLD

CUSTOM WORDMARK GUIDELINES

“BOX SIZE” – WHAT DOES THIS MEAN?

THE AREA AVAILABLE FOR CUSTOM WORDMARK TO BE PLACED IS BASED ON THE MAX CHARACTER WIDTH OF 11"x3" FOR STANDARD LETTERS, AND UP TO 4" TALL FOR CUSTOM WORDMARKS.

VARIABLES THAT CAN AFFECT APPEARANCE

THE JERSEY ON THE [NIKETEAM.COM](https://www.niketeam.com) SITE & IN CATALOG IS IMAGED AS SIZE MEDIUM.

EMBELLISHMENTS MAY APPEAR SMALLER ON LARGER SIZES.

ARCHED WORDMARK + NUMBER COMBINATION: SINGLE DIGIT NUMBERS MAY APPEAR TO BE FURTHER FROM WORDMARK THAN DOUBLE DIGIT NUMBERS.

DOUBLE DIGIT NUMBERS HAVE THE POTENTIAL TO LOOK SLIGHTLY OFF CENTER AMONGST VARIOUS NUMBERS – ANYTHING THAT INCLUDES THE NUMBER ONE (FOR EXAMPLE, 13) WILL APPEAR SLIGHTLY DIFFERENT THAN A DOUBLE DIGIT NUMBER WITH WIDER DIGITS (LIKE 35).