



# Brand Standards



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## **1. Introduction**

This document has been designed to clearly define the consistent representation and communication of Adelaide University Sport. The 'Brand Standards' have been designed for use by AU Sport staff and to provide guidance to AU Sport Clubs to ensure that the AU Sport brand is preserved and maintained. Besides the 'AU Sport Uniform Guidelines', this is the first time that AU Sport has documented how the different elements of its brand can be used.

The benefit of a consistent brand is to maintain a professional look, which results in greater recognition within the University, clubs and wider community.

To ensure that the AU Sport message and look remains modern and up-to-date, it is recommended that the 'Brand Standards' are reviewed every 3 years and adjustments are made accordingly.

## 2. Brand Blueprint

### Who we are

*Our brand is our identifier and represents the experience we offer and what we stand for.*

Established in 1896, Adelaide University Sport (AU Sport), as an affiliate of the University of Adelaide, has a long and proud tradition of successful club and leadership development, demonstrated by a high level of community participation, which involves students, staff, alumni and friends of the University.

### What we do:

AU Sport helps its members and supporters to access an extensive range of sporting facilities and an eclectic mix of sporting clubs. Catering for everyone from elite athletes through to social players and gym enthusiasts, AU Sport exists to provide and promote the best possible sport and recreation environment for the University Community.

There are almost 40 sports to choose from ranging from Australia's largest University snow ski trip, through to bush walking, rowing and many more water, field and indoor sports.

### Our stakeholders:

AU Students, AU staff, AU alumni, current AU Sport Clubs, AU Sport Members, the wider community and sponsors.

### Brand vision:

Pride. Passion. Sport

To be recognised as the key provider of high quality sport and active recreation opportunities to the University Community, through the promotion of a healthy body, healthy mind philosophy.

### **3. Language and Imagery**

AU Sport is a rich, strong and energetic brand, building on the history of the University of Adelaide and of AU Sport itself. It also celebrates the youthfulness, energy and sporting nature of those involved with sport at University.

The language and imagery that we use in our communication and marketing is vital in portraying this emotion. It sets the tone for who we are, what we are about and how people feel and respond to us. Therefore, a concentrated effort should be made to ensure that the language and imagery that we use matches the audience we are communicating with, as well as matching the brand of AU Sport.

#### **Language Style**

- Should be clear, strong, youthful and energetic.

#### **Imagery**

- Should reveal the various activities and opportunities.
- Show the key goals and benefits of AU Sport – engagement, fun, competition and fitness.
- Reflect the diversity in sports, activities, genders and cultures.

#### **Consideration**

Quality images are the key and should be the 'hero' (the main focus and dramatic) amongst AU Sport communication.

## 4. Our logos

AU Sport has two essential logos (corporate and/or mascot logos) that can be used.

AU Sport (Sweep) Corporate Logo:



AU Sport Mascot Logo (horizontal):



### Consideration

The 'AU Sport (Sweep) Corporate Logo' should be used on all relevant AU Sport published material.

When promoting the AU Sports Clubs as a whole, the 'AU Sport Mascot Logo' should be used.

## 5. Our Sub Brands

Sub-Brands are key messages and events that have a stand-alone look from AU Sport. Our sub-brands include:

### The Lion:



### Pride, Passion, Sport:



### The Blues Awards:



### AU Sport Clubs:



**AUFC**

These are examples only, as many clubs have their own logo. Most clubs, however, are consistent in using the initials of their club name (i.e. Adelaide University Football Club is also recognised as AUFC) and some have incorporated the lion image.

### Consideration

When able, the 'AU Sport (Sweep) Corporate Logo' and the 'Pride, Passion, Sport Logo' should be used together, to reflect the Corporate and Mascot branding of AU Sport.

## 6. Fonts

### Doris PP

The AU Sport Logo font is Doris pp and can be downloaded at [www.dafont.com](http://www.dafont.com)

|           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| A<br>0065 | B<br>0066 | C<br>0067 | D<br>0068 | E<br>0069 | F<br>0070 | G<br>0071 | H<br>0072 | I<br>0073 | J<br>0074 | K<br>0075 | L<br>0076 | M<br>0077 | N<br>0078 |           |
| <b>A</b>  | <b>B</b>  | <b>C</b>  | <b>D</b>  | <b>E</b>  | <b>F</b>  | <b>G</b>  | <b>H</b>  | <b>I</b>  | <b>J</b>  | <b>K</b>  | <b>L</b>  | <b>M</b>  | <b>N</b>  |           |
| O<br>0079 | P<br>0080 | Q<br>0081 | R<br>0082 | S<br>0083 | T<br>0084 | U<br>0085 | V<br>0086 | W<br>0087 | X<br>0088 | Y<br>0089 | Z<br>0090 |           |           |           |
| <b>O</b>  | <b>P</b>  | <b>Q</b>  | <b>R</b>  | <b>S</b>  | <b>T</b>  | <b>U</b>  | <b>V</b>  | <b>W</b>  | <b>X</b>  | <b>Y</b>  | <b>Z</b>  |           |           |           |
| a<br>0097 | b<br>0098 | c<br>0099 | d<br>0100 | e<br>0101 | f<br>0102 | g<br>0103 | h<br>0104 | i<br>0105 | j<br>0106 | k<br>0107 | l<br>0108 | m<br>0109 | n<br>0110 | o<br>0111 |
| <b>a</b>  | <b>b</b>  | <b>c</b>  | <b>d</b>  | <b>e</b>  | <b>f</b>  | <b>g</b>  | <b>h</b>  | <b>i</b>  | <b>j</b>  | <b>k</b>  | <b>l</b>  | <b>m</b>  | <b>n</b>  | <b>o</b>  |
| p<br>0112 | q<br>0113 | r<br>0114 | s<br>0115 | t<br>0116 | u<br>0117 | v<br>0118 | w<br>0119 | x<br>0120 | y<br>0121 | z<br>0122 |           |           |           |           |
| <b>p</b>  | <b>q</b>  | <b>r</b>  | <b>s</b>  | <b>t</b>  | <b>u</b>  | <b>v</b>  | <b>w</b>  | <b>x</b>  | <b>y</b>  | <b>z</b>  |           |           |           |           |
| 0<br>0040 | 1<br>0041 | 2<br>0042 | 3<br>0043 | 4<br>0044 | 5<br>0045 | 6<br>0046 | 7<br>0047 | 8<br>0048 | 9<br>0049 |           |           |           |           |           |
| <b>0</b>  | <b>1</b>  | <b>2</b>  | <b>3</b>  | <b>4</b>  | <b>5</b>  | <b>6</b>  | <b>7</b>  | <b>8</b>  | <b>9</b>  |           |           |           |           |           |

### Consideration

Use for main headings only (i.e. do not use for body text or sub-headings).

Arial or Calibri (standard text options in word) should be used for body copy in all mediums.



## 7. Colours

### Primary Colours:

Black, White, various shades of Grey or Silver



### Consideration

Use of other colours should be limited.

### The Blues Awards

#### Primary Colours:

Navy Blue, Gold Yellow

The colour codes are:

#### Yellow

CMYK values: C = 22, M = 39, Y = 100, K = 2

PSM number: 129

#### Blue

CMYK values: C = 100, M = 88, Y = 46, K = 14

PSM number: 2965



## 8. Bring it all together



## 8.1 Colour Consideration

The correct colours should be used for all applications of the AU Sport corporate and mascot logos. Colours should not be changed on the logos, unless being produced on a black background.

### AU Sport (Sweep) Corporate Logo

If the AUS corporate logo is used on a black background, the text should be reproduced in white and the sweep image colours should remain the same.



### AU Sport Mascot Logo

If the AU Sport mascot logo is used on a black background, the lion image and text should be reproduced in white.



### On a non-solid background

The use of logos extended across two different background colours should be avoided (e.g. across white and black).

In the case where it cannot, both logos should be reproduced within a white or black square background.



## 8.2 Spacing Considerations

### Minimum spacing around logos

The minimum clear space around the logos is no less than 50 per cent of each logo's height and width.

To ensure that the logos stand clear, no other graphic or typographic element should appear within this space.

#### AU Sport (Sweep) Corporate Logo

The text and the sweep image must remain as one unit (i.e. the text must always appear on the right hand side or underneath the sweep image).

The text must not be reproduced to the left hand side or directly above the sweep image.



#### AU Sport Mascot Logo

The Lion must always be facing towards the right and the text may appear on the right hand side or directly underneath the lion image.

The text must not be reproduced to the left hand side or directly above the lion image.

This applies to all versions of the mascot logo (e.g. "The Blacks", "The Blacks: Adelaide University Sport", "The Blacks: Pride Passion Sport", "The Blacks: Adelaide University (name) Club") and the "Standalone lion" image.



### 8.3 Size Considerations

The AU Sport corporate and mascot logos have a minimum reproduction size to ensure legibility. It should not be distorted or stretched

#### AU Sport (Sweep) Corporate Logo

The standard sizing of the logo is:  
2.45cm high / 8.82cm long  
3.6 ratio.



This ratio should be maintained when reducing the size of the logo. The logo should maintain size at all times to ensure it is legible and recognised.

#### AU Sport Mascot Logo

The standard sizing of the logo is:  
3.52cm high / 8.78cm long  
2.49 ratio.



This ratio should be maintained when reducing the size of the logo. The logo should maintain size at all times to ensure it is legible and recognised.

#### Merchandise

For size requirements on all AU Sport and AU Sport Club merchandise items, please refer to the '**AU Sport Uniform Guidelines**'.

## 8.4 Positioning Consideration

One of the essential logos should be used on all documents produced for internal and public distribution. The position on the document is at the creator's discretion, however it is recommended to be used in a header or footer.

For positioning on all AU Sport and AU Sport Club apparel items, please refer to the '**AU Sport Uniform Guidelines**'.

## 8.5 AU Sport Use

AU Sport must include one of the essential logos (i.e. the AU Sport (Sweep) Corporate Logo and/or the AU Sport Mascot Logo), on all AU Sport marketing materials, including but not limited to the following:

- Print: posters, flyers, signage, publications and advertisements
- Digital screen advertisements/images
- Merchandise and uniforms
- Presentations: power points and videos
- Online: website, Facebook, Twitter, Instagram, YouTube, Newsletter, email signature and the AU Sport platform on the UofA website

All event photos uploaded to the Facebook gallery should have the AU Sport (Sweep) Corporate Logo watermarked on the bottom right corner.

'Sub Brands' can be used in conjunction with the essential logo where relevant.

## 8.6 AU Sport Club Use

As stated in the '**AU Sport Uniform Guidelines**', there is a requirement for clubs to use at least one of the essential AU Sport logos on all apparel, including playing uniforms and merchandise. Clubs must provide artwork to AU Sport in order that approval is obtained. This should be done before samples are produced.

AU Sport Clubs are also encouraged to use the essential AU Sport logos on websites and documentation produced for internal or public distribution (i.e. Newsletters, Player Handbook, Event Posters etc.). It is acceptable to place the logo with other sponsor logos or as a standalone logo. Clubs should discuss logo use with AU Sport staff before producing documentation.

## 8.7 AU Sport Sponsor Use

Refer to the relevant Sponsorship Prospectus and the relevant sponsorship agreement.

## **8.8 Incorrect Usage Consideration**

Do not:

- delete or alter the words of the logos
- add graphics to the logos
- distort the logos when re-scaling
- set the logos smaller than the minimum size specified (5cm)
- tilt the design of the logos
- rearrange the design of the logos
- scan the logo (always use master digital artwork obtained from AU Sport)

## **9. Use of the University of Adelaide Logo**

The University of Adelaide logo may be used on apparel and documentation, pending approval from the University of Adelaide Marketing and Communications department.

When using the logo, refer to the visual identity requirements of the University, which can be downloaded at [www.adelaide.edu.au/vi](http://www.adelaide.edu.au/vi). As part of the AU Sport approval process, AU Sport will seek approval from Marketing and Communications on behalf of the club.

If the logo is used without approval, penalties can apply by both the University and from AU Sport. In extreme cases, this could include a club no longer being allowed to use the term 'Adelaide University' as part of its name and a suspension from AU Sport.