



NATIONAL BRAND GUIDELINES

Navigation Page

- 1** Title Page
- 2** Navigation Page
- 3** Introduction
- 4** Logo
- 5** Logo Variations
- 6** Correct Usage
- 7** Incorrect Usage
- 8** Colours / Swatches
- 9** Typography
- 10** Application
(Digital Signature)
- 11** Application (Print)



INTRODUCTION

Welcome to the Archery Australia Branding Guidelines. These guidelines have been created to ensure that the Archery Australia brand is used consistently and effectively across all communications, marketing materials, and products. By following these guidelines, we can maintain the integrity of our brand and build a strong, recognizable identity that reflects our organization's values and mission.

Our brand is more than just a logo. It is a representation of who we are as an organisation and the quality of our products and services. It communicates our commitment to excellence, innovation, and inclusivity. Therefore, it is essential that we use our brand consistently and appropriately in all contexts.

This guide will provide you with the tools and resources necessary to properly use our logo, colors, typography, and other brand elements. By adhering to these guidelines, we can present a cohesive and professional image to our members, stakeholders, and the wider community. Together, we can build a strong and enduring brand that represents the best of archery in Australia.

OBJECTIVE

The objective of Archery Australia is to promote and develop the sport of archery in Australia by providing a safe, fair, and enjoyable environment for all participants. This objective is achieved through the implementation of programs and initiatives that foster the growth and development of archery at all levels, from grassroots to elite.

Archery Australia aims to support and encourage participation in archery by providing access to high-quality coaching, training, and resources. The organization seeks to promote the values of respect, sportsmanship, and fair play in all aspects of the sport, and to ensure that archery is an inclusive and welcoming community for all.

Archery Australia also aims to represent the interests of Australian archers at the national and international levels and to promote the sport to a wider audience through effective communication, marketing, and branding. The organization is committed to working collaboratively with other stakeholders in the sport, including clubs, associations, and government bodies, to ensure the continued growth and success of archery in Australia.

ARCHERY AUSTRALIA LOGO

The Archery Australia logo is clean and clear with the main goal of identifying the sport of Archery on a National level.

The use of bold, geometric shapes and lines in the logo demonstrates a modern and streamlined approach, allowing for easy recognition and adaptability across various platforms and mediums. Incorporating Australia's national colors, green and gold, the logo effectively conveys a sense of national pride and identity, while also establishing a strong visual connection to the organization's core mission of promoting and supporting archery within the country.

FONT

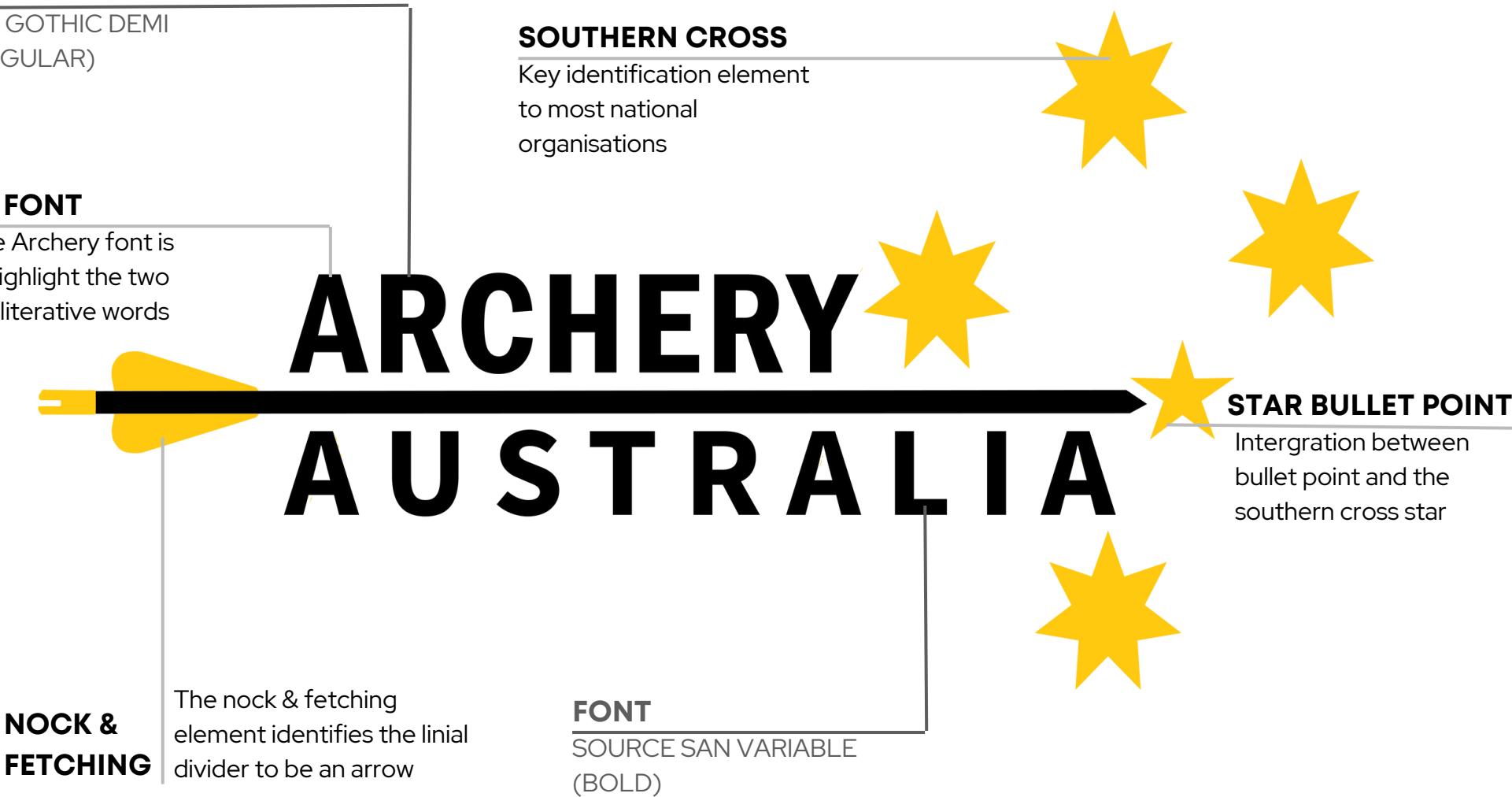
FRANKLIN GOTHIC DEMI
COND (REGULAR)

BOLDED FONT

To bold the Archery font is
to clearly highlight the two
different alliterative words

SOUTHERN CROSS

Key identification element
to most national
organisations



LOGO VARIATIONS

Pictured are the colour and grey scale reproductions Of our identity that are correct and legible. The logo may be produced in either four colour or PMS.

The logo can be represented in both positive and negative variations. This allows it to be used across different visual contexts while maintaining design integrity and consistency. The positive version is favoured in all applications however to ensure optimal legibility, please select the variation that provides the best possible contrast for your situation. Always use the electronic versions made available from the Archery Australia committee.

Do not attempt to recreate these logos.

POSITIVE



NEGATIVE



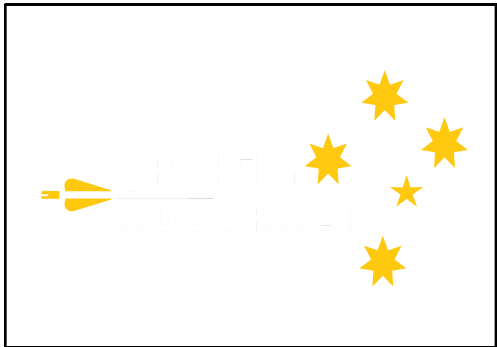
COLOUR

The Colour version of the logo should be used primarily wherever possible, particularly when introducing the brand.



GREYSCALE

The Greyscale logo should be used only when full colour reproduction is not available, or if there is a conflict with a background element behind the logo, such as a photograph.



MONO

The Mono logo may only be reproduced in white if both colour and Greyscale versions can't be used. The logo should only appear over a nondescript part of the image that allows suitable contrast.



MONO

The Mono logo may only be reproduced in white if both colour and Greyscale versions can't be used. The logo should only appear over a nondescript part of the image that allows suitable contrast.

CORRECT USAGE

Careful consideration of placements and sizing of our identity ensures that the logo is given a chance to represent the brand without distractions.



CLEAR SPACE
Clear Space is a padded area, surrounding the logo that should be kept free of any other logos, text, or visual elements that may clutter and affect clear communication. The Clear Space may be increased or carefully decreased on a case-by-case basis.



MINIMUM SIZE (PRINT)
To ensure quality reproduction do not use the logo less than 25mm wide.

*Diagram represents actual scale



PREFERRED SIZE (PRINT)
The preferred width of the logo, when used on A4 formatted materials, is 45mm.

*Diagram represents actual scale

INCORRECT USAGE

Opposite are examples of what we DON'T want to see. These are INCORRECT applications of our identity. Some basic rules of thumb are:

- Colours should never be altered or diluted
- Colours should always remain exactly as previously shown
- Logo should never be changed, shifted, or replaced in any way
- Exclusion zone must not be reduced
- Logo should never appear on different and random backgrounds
- Each federation member logo must adhere to the same rules.



GRAPHIC ELEMENTS

No text or images can be positioned on, around or within the logo.



ROTATING THE LOGO

The logo must not be rotated or placed on an angle.



EXCLUSION ZONE

All text and graphics must be kept away from the logo so that the brand is proven to be prominent.



GRAPHIC BACKGROUNDS

The logo must not be reproduced on a patterned background that interrupts or creates illegibility to the logo.



GRAPHIC ELEMENTS

Graphic and text must not be moved or deleted



PHOTO BACKGROUNDS

The logo must not be placed on any photo backgrounds that create illegibility to the logo.

COLOURS / SWATCHES

HSV: 137/45/37
HSL: 137/29/29
CMYK: 45/0/33/63
RGB: 52/95/64
HEX: #345F40
PMS: 7735 C

HSV: 46/100/100
HSL: 46/100/50
CMYK: 0/23/100/0
RGB: 255/196/0
HEX: #FFC500
PMS: 7408 C

HSV: 0/0/0
HSL: 0/0/0
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000
PMS: BLACK 6 C

HSV: 0/0/73
HSL: 0/0/73
CMYK: 0/0/0/27
RGB: 187/187/187
HEX: #BBBBBB
PMS: COOL GRAY 6 C



PRIMARY COLOURS

The primary colors should be utilized for all branding opportunities, including emails, events, key presentations, and newsletters, among others. When using the primary green extensively, such as in large background areas, the yellow may be employed as an accent, for instance on buttons. Conversely, when the primary yellow is predominantly used, the inverse approach can be applied.

GRAPHIC BACKGROUNDS

Secondary colors can be employed for headlines or significant typographic elements in a design. These colors should serve to enhance contrast and readability within the design. It is important not to use secondary colors for background colors on any asset. Additionally, secondary colors should only be used after the two primary colors have been incorporated into the design.

GRADIENTS

A linear gradient consisting of the primary colors can be employed as a visual component, such as in backgrounds, image overlays, text boxes, footers, and more. However, it is essential to ensure that elements placed above the gradient maintain adequate contrast with the background.

TYPOGRAPHY

The Archery Australia brand utilises an assortment of typefaces for a variety of applications, ensuring a versatile and visually appealing representation of the organisation. .

By carefully selecting and combining different fonts, Archery Australia creates a cohesive and distinctive visual identity that resonates with its audience and effectively communicates its values and mission. This approach to typography also allows for greater adaptability across different platforms and mediums, further strengthening the organisation's presence and recognition within the Australian archery community

HEADINGS & ACCENTS

Mont Bold may be utilised for headings, sub-headings, pull-out text, quotations, and other typographic accents in print applications, available in two distinct weights. It is important to ensure that both headings and sub-headings are consistently presented in uppercase letters.

Mont Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Mont Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()_+*

USAGE

In print, headlines should have a minimum font size of 9pt. Main headlines can be accompanied by a bold underline of at least 5pt, provided it does not conflict with nearby elements. For web and digital assets requiring additional formatting, Calibri Bold and Italic may be used as alternatives to Mont Bold

BODY COPY

The Calibri font family is suitable for use as body text across all print, digital, and online assets. This font family encompasses the following weights:

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()_+*

Calibri Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()_+*

USAGE

For general printed body copy, the font size should be no smaller than 8.5pt, while footnotes should be at least 6pt. Text should always be left-aligned, with the headline copy and body copy arranged one above the other.

APPLICATION (DIGITAL SIGNATURE)

The Marketing and Communications Officer plays a pivotal role in overseeing all aspects of email signatures within the organisation. This individual ensures that every email signature adheres to the company's branding guidelines, maintains a professional appearance, and complies with any legal requirements. As the primary point of contact for email signature-related matters, the officer is responsible for providing guidance, templates, and resources to employees, facilitating consistency across all communication channels.

Additionally, the Marketing and Communications Officer monitors and updates email signature elements as needed, incorporating new branding elements, social media links, or legal stipulations. This proactive approach guarantees that the organisation's email signatures remain accurate, up-to-date, and effective in conveying essential information and reinforcing the company's brand identity.

Michael MacLennan
National Operations Manager
Archery Australia

E - mick.maclennan@archery.org.au
P - [+61 477 374 116](tel:+61477374116)



Archery Australia: 75 Years Uniting All – Inclusive of All Backgrounds, Abilities, and Ages

JOB TITLE

The title to be bolded for clarity and division between contact details and title.

EMAIL/MOBILE

The email and mobile to be placed and linked to your email and phone number, to ease recipient responding or using this information by just clicking.

AA LOGO

Archery Australia Logo to be placed on the bottom of the signature piece

SLOGAN

To be typed at the bottom with AA Green font.

APPLICATION (PRINT)



LETTERHEAD

Archery Australia can use letterheads for various formal and professional communications to maintain its brand identity and convey professionalism. Specific use cases for Archery Australia's letterhead include:

1. Membership correspondence: Communicating with members or potential members about registration, renewals, or important updates may require a letterhead to establish a credible and official tone.
2. Sponsorship proposals: When approaching potential sponsors or partners, a well-designed letterhead can create a strong first impression, showcasing the professionalism and credibility of Archery Australia.
3. Event invitations: For official events, tournaments, or seminars, the letterhead can be used on invitations sent to participants, sponsors, or special guests, ensuring a consistent brand image.
4. Press releases: Announcing important news or updates related to the organisation or the sport, a letterhead on press releases can help establish the authority and credibility of the information provided.
5. Certificates and awards: Using a letterhead on certificates or award documents for archery competitions and recognitions adds an official touch and reflects the organisation's commitment to excellence.
6. Legal documents: Any legal or contractual documents, such as agreements with partners, suppliers, or vendors, may necessitate the use of a letterhead to comply with legal requirements and maintain a professional appearance.