AUSTRALIAN ATHLETICS

Brand Guidelines

WELCOME

At Australian Athletics our Purpose is to inspire every Australian to participate in Athletics recreationally, competitively or at an elite level

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Our Identity

The Australian Athletics logo is bold and memorable and is the key visual at the forefront of our brand.

The logo's design encompasses the energy and movement that are intrinsic to the sport. It showcases the diverse elements of athletics – whether it be the range of sports, or the ages and abilities of the participants – coming together, to inspire the athletic community.

Consistent use of the Australian Athletics logo is essential, as it creates familiarity across all of our brand assets and communications, regardless of their size or format.

OUR LOGOS

The Australian Athletics Logos have been designed in Landscape and Portrait formats to ensure flexibility of use across various applications, while maintaining the brand's integrity and legibility.

The combination of a distinctive and abstract Brandmark, and a contemporary and inviting Wordmark, allows for further versatility.

Both Landscape and Portrait versions of the logo are of equal standing and can be used interchangeably, depending on which suit the dimensions of the intended application best.

LANDSCAPE

PORTRAIT

LOGO VARIATIONS

To ensure Australian Athletics branding can be used in a variety of applications while maintaining brand integrity and legibility, the logo is available in four colour variations.

COLOUR (CMYK)

Where possible, the colour version of the logo should be used.

Depending on the background colour/image there are two options available – Positive or Reverse. This applies to the mono logo as well. In most instances, the Reverse version (to sit on a dark background) is to be used.

MONO (BLACK AND WHITE)

When the colour logo is not a viable choice, the mono logo can be used instead.

When choosing the colour variation for the application you are using it in, please consider; legibility, the mood and colour palette of the application.

LANDSCAPE

PORTRAIT

BRANDMARK

WORDMARK

LANDSCAPE LOGO

The Landscape Logo is to be used predominantly on landscape applications, where the Portrait Logo is not suitable. The elements within it are defined in relation to each other and should never be altered, redrawn or modified.

When the colour version of this logo is not a viable choice, the mono logos can be used instead.

CLEARSPACE

When correctly observed, clearspace protects the logo from being crowded by other elements such as text or images.

The Y-height is the height of the Brandmark. The minimum clearspace around the logo can be determined by 0.25 of the Y-height, as demonstrated.
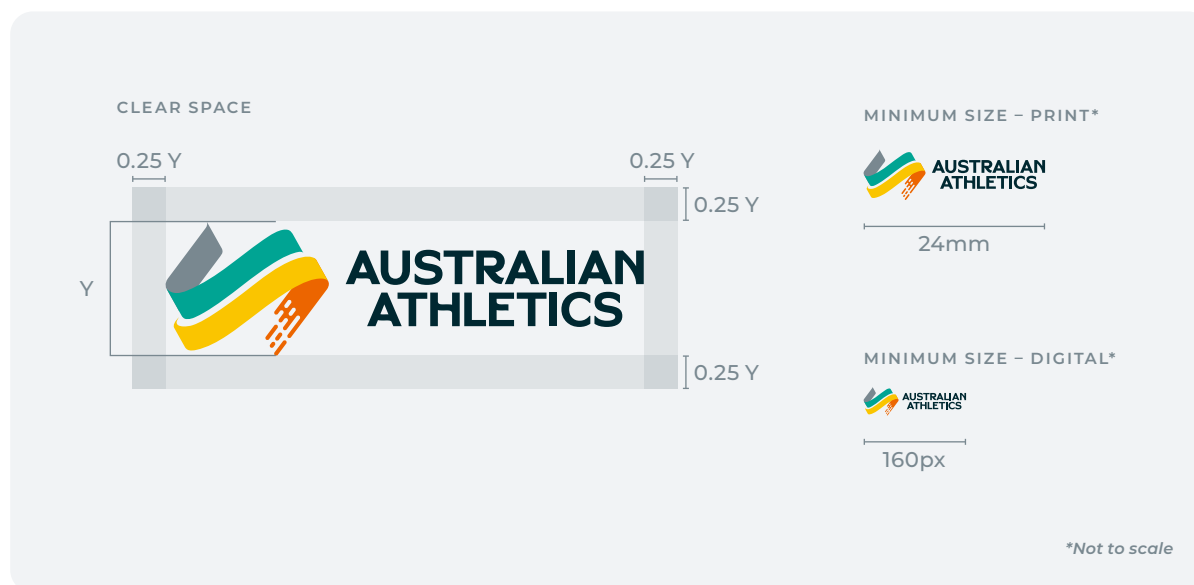
MINIMUM SIZE

The Landscape Logo should never appear smaller than:

– **Print applications:** 24mm in width
– **Digital applications:** 160px in width

There is no maximum size, providing clearspace is adhered to and various rules of application are met.

Printed communication – EPS/PDF (vector) files
Electronic communication – JPEG/PNG/SVG (RGB) files

CLEAR SPACE

0.25 Y　　　　　　0.25 Y

0.25 Y

Y

0.25 Y

MINIMUM SIZE – PRINT*

24mm

MINIMUM SIZE – DIGITAL*

160px

Not to scale

PORTRAIT LOGO

The Portrait Logo is to be used predominantly on portrait applications, where the Landscape Logo is not suitable.

As per the Landscape Logo, the colour version of the logo should be used in most instances and the mono logo only used when the colour version is not viable.

CLEARSPACE

The Y-height is the height of the Brandmark. The minimum clearspace around the logo can be determined by 0.25 of the Y-height, as demonstrated.
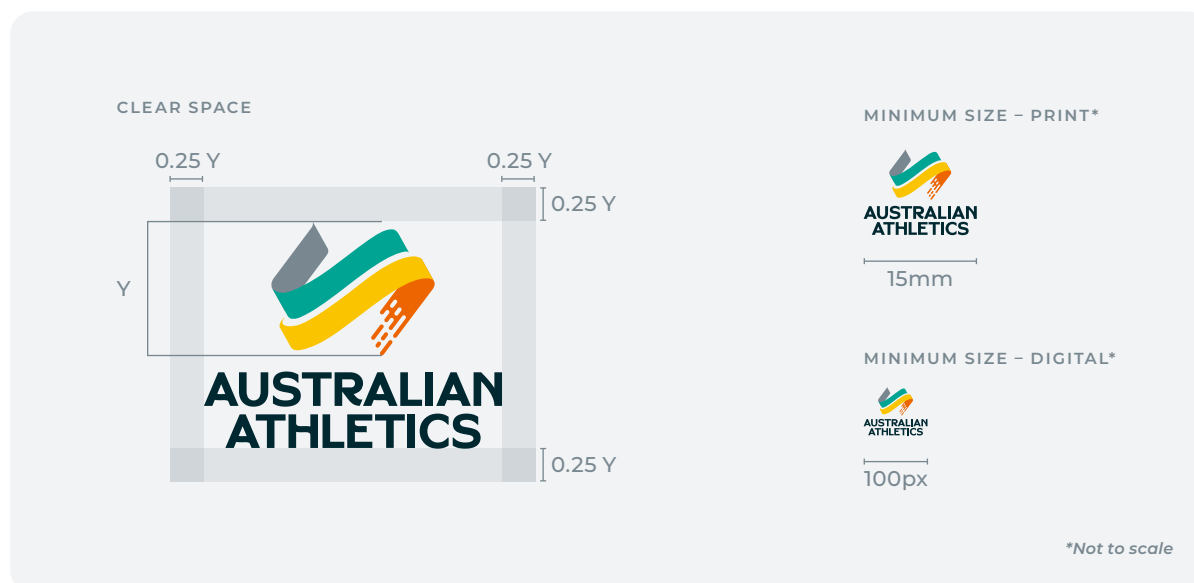
MINIMUM SIZE

The Portrait Logo should never appear smaller than:

– **Print applications:** 15mm in width
– **Digital applications:** 100px in width

There is no maximum size, providing clearspace is adhered to and various rules of application are met.

Printed communication – EPS/PDF (vector) files
Electronic communication – JPEG/PNG/SVG (RGB) files

CLEAR SPACE

0.25 Y 0.25 Y

0.25 Y

Y

0.25 Y

MINIMUM SIZE – PRINT*

AUSTRALIAN ATHLETICS

15mm

MINIMUM SIZE – DIGITAL*

AUSTRALIAN ATHLETICS

100px

Not to scale

BRANDMARK

The Brandmark is used in instances where the Landscape/Portrait Logos becomes illegible, or space constraints are high.

Elements of, or the whole Brandmark can also be used as a Graphic Device in collateral, in addition to the Landscape/Portrait Logos. (See pgs 20–21 for further considerations when using it as a Graphic Device).

When the colour version of the Brandmark is not a viable choice, the mono logos can be used instead.

CLEARSPACE

The Y-height is the height of the Brandmark. The minimum clearspace around the logo can be determined by 0.25 of the Y-height, as demonstrated.

MINIMUM SIZE
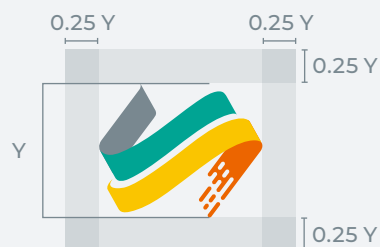
The Brandmark should never appear smaller than:

– **Print applications:** 8mm in width
– **Digital applications:** 45px in width

There is no maximum size, providing clearspace is adhered to and various rules of application are met.

Printed communication – EPS/PDF (vector) files
Electronic communication – JPEG/PNG/SVG (RGB) files

CLEAR SPACE

0.25 Y   0.25 Y

0.25 Y

Y

0.25 Y

MINIMUM SIZE – PRINT*

8mm

MINIMUM SIZE – DIGITAL*

45px

*Not to scale

WORDMARK

The Wordmark can be used on occasions when name recognition is paramount, and/or the Landscape/Portrait logo becomes illegible.

CLEARSPACE

The Y-height is the height of the 'A' character. The minimum clearspace around the logo can be determined by 0.25 of the Y-height, as demonstrated.

MINIMUM SIZE

The Workmark should never appear smaller than:

– **Print applications:** 15mm in width
– **Digital applications:** 100px in width

There is no maximum size, providing clearspace is adhered to and various rules of application are met.

Printed communication – EPS/PDF (vector) files
Electronic communication – JPEG/PNG/SVG (RGB) files

AUSTRALIAN ATHLETICS

CLEAR SPACE

Y   Y

Y   AUSTRALIAN ATHLETICS   Y

Y

MINIMUM SIZE – PRINT*

AUSTRALIAN ATHLETICS

15mm

MINIMUM SIZE – DIGITAL*

AUSTRALIAN ATHLETICS

100px

Not to scale

ALTERNATIVE LOGO

(EXTRA LANDSCAPE)

The Alternative Logo is only to be used where extended horizontal application is required and name recognition is paramount – predominantly on web and signage collateral.

CLEARSPACE

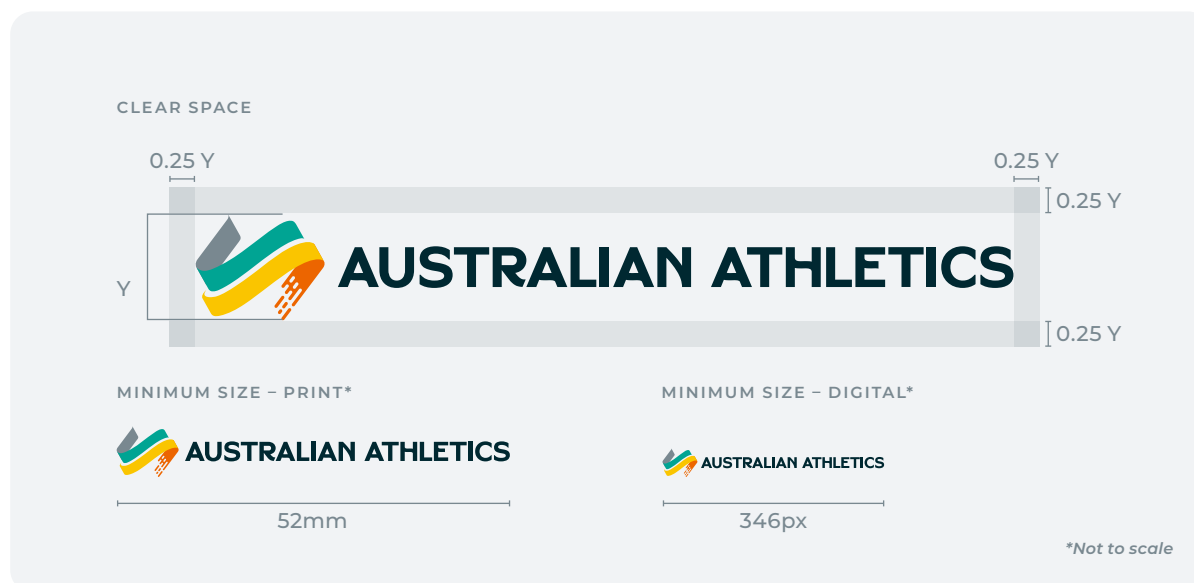The Y-height is the height of the Brandmark. The minimum clearspace around the logo can be determined by 0.25 of the Y-height, as demonstrated.

MINIMUM SIZE

The Alternative Logo should never appear smaller than:

– **Print applications:** 52mm in width
– **Digital applications:** 346px in width

There is no maximum size, providing clearspace is adhered to and various rules of application are met.

Printed communication – EPS/PDF (vector) files
Electronic communication – JPEG/PNG/SVG (RGB) files

CLEAR SPACE

0.25 Y   0.25 Y

0.25 Y

Y   0.25 Y

0.25 Y

MINIMUM SIZE – PRINT*

52mm

MINIMUM SIZE – DIGITAL*

346px

Not to scale

INCORRECT LOGO USAGE

The integrity of the Logos, Brandmark and Wordmark must be maintained at all times. Do not manipulate them in any way including; skewing, compressing, extending, distorting, rotating, rearranging the elements, placing on low contrast backgrounds, adjusting scale, recolouring, changing fonts, or impeding on the clearspace.

Remember to only use the Brandmark or Wordmark on occasions where the Landscape or Portrait Logos are not viable.

To ensure brand consistency and integrity, be sure to only use the logo as specified in these guidelines and never be recreated, amended or altered in anyway.

LOGO PLACEMENT

For flexibility, the Logos can be used in the following positions in digital and print layouts:

– **Top** left, centre, right

– **Bottom** left, centre, right

For stationery, legal and regulatory documents the Landscape Logo should be placed in the top left-hand corner only.

If you are unsure which logo to use, please contact the Marketing & Communication team.

Always remember hierarchy of information and ensure that the placement of the Logos are not getting lost in the layout.
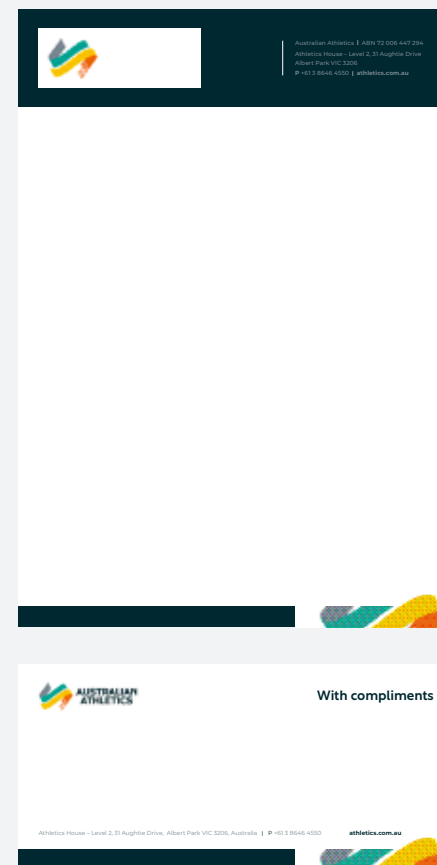
LANDSCAPE LOGO PLACEMENT OPTIONS
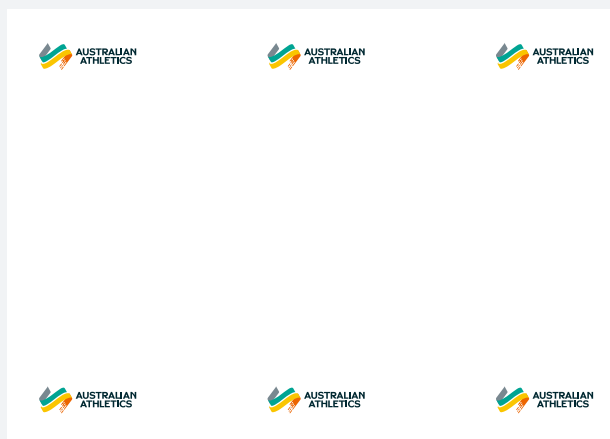
PORTRAIT LOGO PLACEMENT OPTIONS
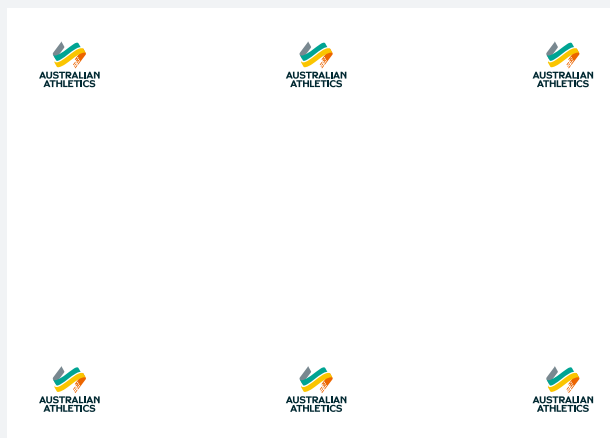
CORPORATE STATIONERY PLACEMENT

With compliments

SPONSORSHIP AND PARTNERSHIPS

Only the Landscape or Portrait Logo may be used for sponsorship and partnership branding to maximise brand recognition and sponsorship value. The Brandmark or Wordmark should never be used.

CREATING NEW LOCKUPS

When creating a new sponsorship or partnership lockup please ensure:

– The partner logo is sized appropriately to give equal visual prominence to both logos

– The dividing line uses AA Grey as a keyline stroke

– The height of the dividing line equals the height of the Australian Athletics logo

– The space between the partner logo/Australian Athletics Logo and the dividing line is 0.25 the height of the Brandmark

All sponsorship and partnership co-branding must be approved by the Marketing & Communication team.

0.25 Y   0.25 Y

Y

AUSTRALIAN ATHLETICS

0.25 Y   0.25 Y

Y

AUSTRALIAN ATHLETICS

EXAMPLES

AUSTRALIAN ATHLETICS | **WORLD ATHLETICS**™

AUSTRALIAN ATHLETICS | **WORLD ATHLETICS**™

Visual Elements

Bringing the Australian Athletics brand to life relies on the distinctive look and feel that comes from the suite of assets.

Through a combination of logos, colours, typography, photography and other assets, ensures that collateral is unmistakably Australian Athletics.

When working with the brand assets feel free to mix and match to best fit your needs. All the assets are equally important and it is encouraged to be creative in using them.

COLOUR PALETTE

Our colours have been chosen for their vibrancy, to communicate the energy of the brand and represent each of it's key divisions.

The use of strong primary colours gives Australian Athletics instant brand recognition and differentiation. AA Blue Green and White should play a dominant role in any design, to build brand recognition and consistency.

When thinking about colour choices, lean towards being bold and impactful, therefore the core colours within the Logo can be applied as a strong solid background colour to create dynamic and vibrant designs.

When a design needs to be more understated or contains a lot of information, we use White and AA Grey tints as our base colours and use the other primary colours, as a highlight colour to inject vibrancy.

Gradient colour backgrounds should be avoided – the Australian Athletics colour palette is not meant to be used in this way.

Due to the contrast, under no circumstances should white text be used with the AA Yellow as the background colour.

White text is permitted on the AA Orange & AA Green colours, however only in the size of 14pt or larger.

To help achieve greater brand recognition it is crucial that the colour palette is applied consistently. To maintain our distinctive and contrasting brand, ensure colours have visual contrast and tints should be used sparingly and only when necessary.

**AA GREY
(ROAD)**

CMYK
20 0 0 55

PANTONE
430 C

RGB
125 135 142

HEX
#7d878e

**AA GREEN
(FIELD)**

CMYK
81 5 50 0

PANTONE
339 C

RGB
0 165 148

HEX
#00a594

**AA YELLOW
(TRACK)**

CMYK
0 22 100 2

PANTONE
116 C

RGB
250 198 0

HEX
#fac600

**AA ORANGE
(X-COUNTRY/TRAIL)**

CMYK
0 70 100 0

PANTONE
165 C

RGB
208 101 22

HEX
#d06516

AA BLUE GREEN

CMYK
87 51 44 74

PANTONE
5463 C

RGB
25 44 52

HEX
#192c34

AA BLACK

CMYK
10 10 10 100

PANTONE
Black 6C

RGB
0 0 0

HEX
#000000

WHITE

CMYK
0 0 0 0

PANTONE
N/A

RGB
255 255 255

HEX
#ffffff

PRIMARY TYPEFACES

LOGO

Wondra Regular has been significantly altered to create the Australian Athletics Wordmark. It should NOT be used in other applications.

TITLE / HEADINGS

Rustica Medium works alongside the Wordmark and Montserrat fonts, to create a cohesive and contemporary feel.

SUBHEADINGS / BODY COPY

The Montserrat family should be used as the primary font for subheadings, smaller headings and body copy across all print and digital applications.

There are several different Montserrat font weights to choose from, which can be utilised to give applications a dynamic and structured presence. However, these are the three key weights when typography is required.

Strive to avoid using more than three different weights in a single application.

When setting type, it's crucial that the integrity of the font is maintained for legibility. Do not skew, horizontally scale or change the font in a way that alters it's proportions inconsistently.

WONDRA REGULAR (Logo font – treated)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

RUSTICA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

MONTSERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

MONTSERRAT SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

MONTSERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

SYSTEM TYPEFACE

EMAIL / INTERNAL

Our system typeface is Aptos. On occasions where the Primary typefaces are not available, Aptos can be used as an alternative.

There are several different Aptos font weights to choose from, however these are the three key weights when typography is required. Italic, semibold, bold and small caps can be used throughout the copy, as required.

Strive to avoid using more than three different weights in a single application.

Aptos should only be used when it is not possible to use our Primary Typefaces

APTOS BOLD (Headings / Subheadings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

APTOS SEMIBOLD (Headings / Subheadings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

APTOS REGULAR (Body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

TYPOGRAPHY APPLICATION

Titles use Rustica Medium

Rustica Medium 29pt
Leading 27pt
Tracking Optical 10pt
Sentence case or Uppercase

HEADINGS USE RUSTICA MEDIUM

Rustica Medium 14pt
Leading 16pt
Tracking Optical 20pt
Uppercase

SUBHEADINGS USE MONTSERRAT BOLD

Montserrat Bold 12pt
Leading 15pt
Tracking Optical 50pt
Uppercase

SMALLER HEADINGS USE MONTSERRAT SEMIBOLD

Montserrat SemiBold 8pt
Leading 12pt
Tracking Optical 100pt
Uppercase

Body copy use Montserrat Regular and may bring in, *italic*, **semibold**, **bold** and SMALL CAPS required

Montserrat Regular 8pt
Leading 12pt
Tracking Optical 0pt
Sentence case

It's important that text is always formatted in a way this is easy to read and engaging – being mindful of hanging text and other typography issues such as orphans and widows.
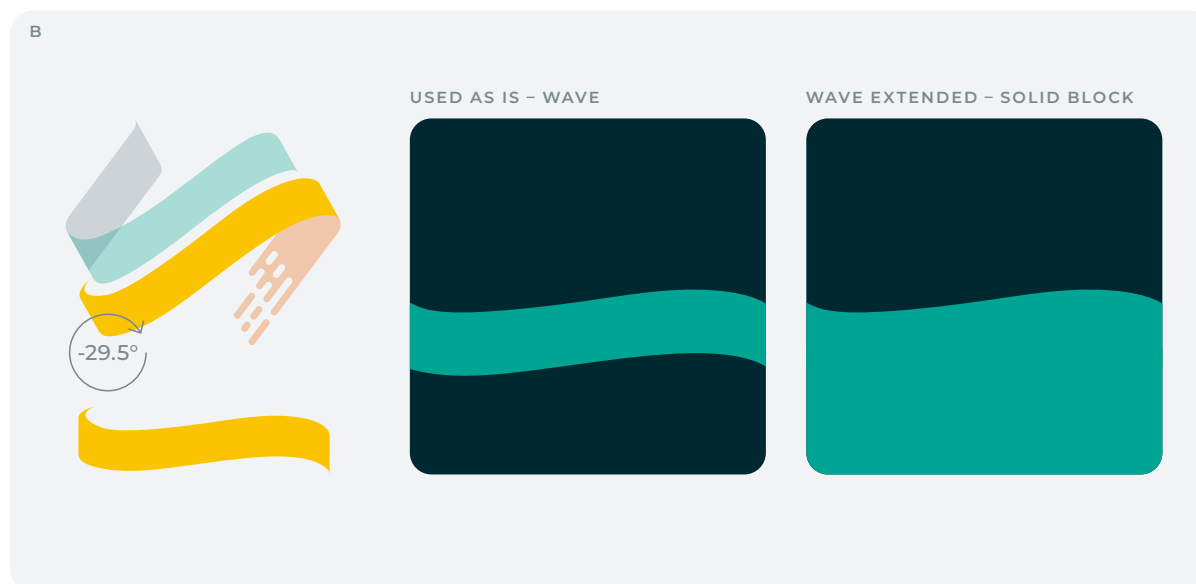
GRAPHIC DEVICES

(BRANDMARK)

The complete Brandmark, or elements of the
Brandmark can be used outside of the logo,
as an additional tool to create visual interest.

A. BACKGROUND

– Background colour with same AA Brandmark colour
on top

– Tints are to be set at 30% opacity on normal blend
mode, using the BAND Variation of the Australian
Athletics Brandmark

– Tints have been generated for this application and
can be found in the **Australian Athletics Logo Suite**:
→ PRINT *or* WEB
→ 3_SINGLE COLOUR
→ Select relevant COLOUR
→ Australian Athletics_Brandmark_<COLOUR>_**Band**

– It is recommended that the Brandmark height is equal
to the application height but can be appropriately
cropped at any position on the left and right

B. WAVE

– Yellow section of Brandmark rotated -29.5° to create
Wave element

– Wave element can be recoloured to any colour from
Australian Athletics colour palette as long as there is
sufficient contrast with background colour

– Wave element should be enlarged (without skewing/
distorting) to extend to edge of application

– Used as is, OR extend the height of colour block to
the bottom or top of the application, for an additional
solid block of colour

-29.5°

USED AS IS – WAVE

WAVE EXTENDED – SOLID BLOCK

GRAPHIC DEVICES

(BRANDMARK)

C. THICK BAND

– Only use the AA Blue Green background colour
   band with full colour Brandmark

– Other primary colours can be used as the band
   colour, with same AA Brandmark colour on top

- Use each at the following opacity

   → Yellow - 100%, Orange - 25%, Green - 50%
       Dark Green - 30%, Grey - 30%, White - 2% (Grey Band)

– Tints have been generated for this application and
   can be found in the **Australian Athletics Logo Suite**:
   → PRINT *or* WEB
   → 3_SINGLE COLOUR
   → Select relevant COLOUR
   → Australian Athletics_Brandmark_<COLOUR>_**Band**

– Base of background colour band should exactly touch
   curve of the third ribbon in Brandmark

– It is recommended that the Brandmark height is equal
   to the colour band height

D. THIN BAND

– Only to be used on Corporate documents
   and stationery

– Only use the AA Blue Green background colour
   band with full colour Brandmark, for this application.
   (Don't use other primary colour background options,
   as per Thick Band variation)

– Use example on right as reference for sizing, cropping
   and positioning of colour band and Brandmark

**To maintain the integrity of the Graphic Devices,
they must not be skewed, compressed, distorted,
or recoloured, except for the methods outlined.**

C

IT IS RECOMMENDED THAT THE
BRANDMARK HEIGHT IS EQUAL
TO THE COLOUR BAND HEIGHT

BASE OF BACKGROUND COLOUR BAND
SHOULD EXACTLY TOUCH CURVE OF THE
THIRD RIBBON IN BRANDMARK

D
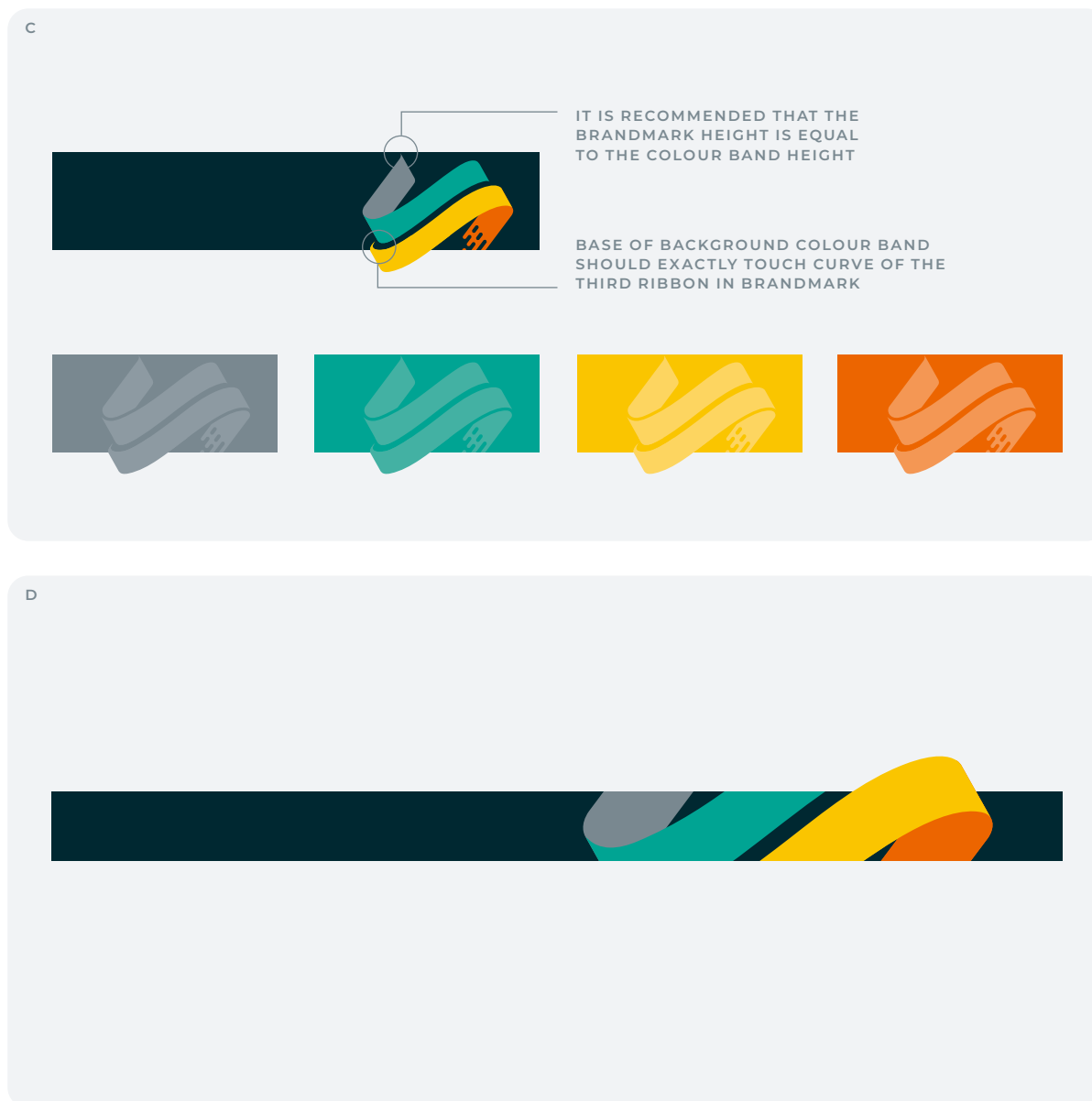
PHOTOGRAPHY

Brilliant photography is one of the ways in which our people are able to see themselves in our brand.

Imagery should embody a sense of 'real life' action – exciting images that demonstrate the participants being engaged in their activity, assist in conveying the excitement around athletics in all forms.

When shooting or sourcing source imagery for Athletics Australia, photography should be inclusive of a wide range of sports, ages, ethnicities, genders and abilities. Imagery should be vibrant and inspirational, without being over-the-top or staged, instead electing for those which convey warmth and genuineness.

Preferably, images will have a clear focal point or main subject. And particular effort should be made to correct images as required – ensuring that skin tones, highlights and shadows are adjusted to view correctly and with enough contrast.

Ensuring a sense of consistency across photographic and data display elements gives all publications a cohesive feel, and aids in harmony across the brand.

GENERAL DOs

Have a clear focal point and/or central subject

Colour corrected on images, as required
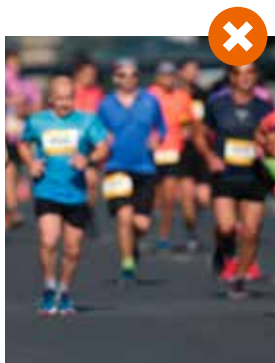

Sharp, crisp image in high resolution

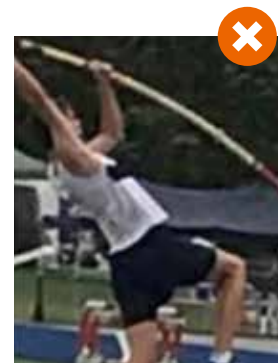

Candid, genuine, warm and welcoming
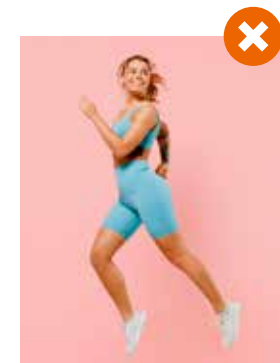
GENERAL DON'Ts

Images without a clear focal point or subject

Images without colour correcting them

Poor quality images that are low resolution

Cliches, highly staged, overly smiley

ICONOGRAPHY

For digital system and navigation icons we use a minimal, modern style with rounded edges to complement our core brand assets.

System icons may be placed in a circular container or used simply on their own.

Primary colours within the Australian Athletics logo may be used for icons for highlighting purposes.
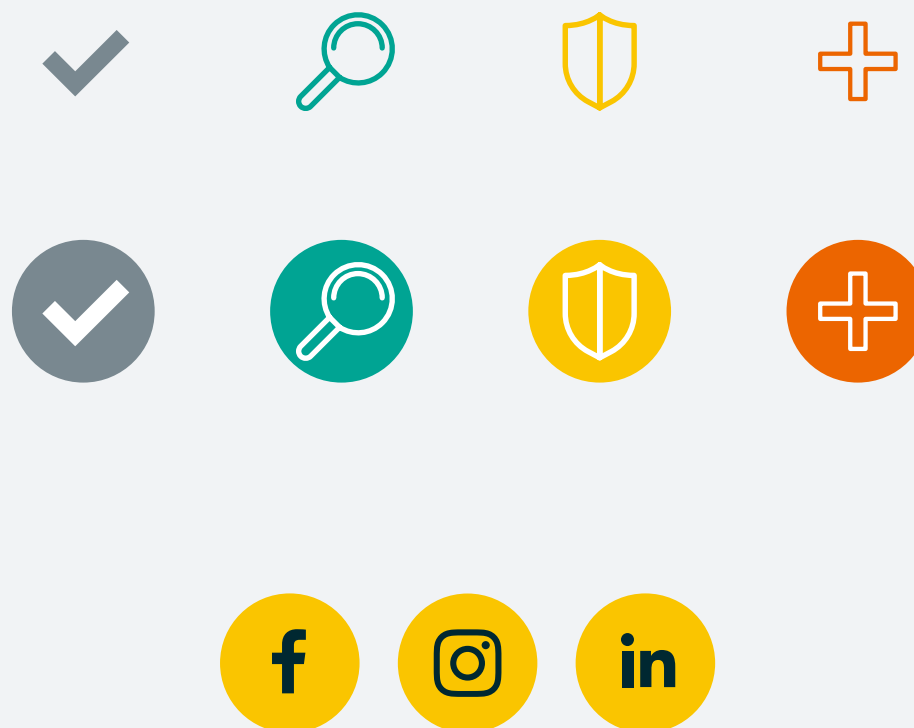
**Icons should be made of simple shapes and never be too complex.**

INFOGRAPHICS AND DATA PRESENTATION

Charts and graphic devises should be kept simple in design and utilise the Australian Athletics colour palettes.

Where possible the number of colours used for charts and graphs should be kept to a minimum.

White, AA Blue Green and AA Grey (including tints) should always be present as a neutral colour, utltising the other primary colours (including tints) to maximise legibility and understanding.

Please ensure there is enough contrast between colours so the information is easy to understand.
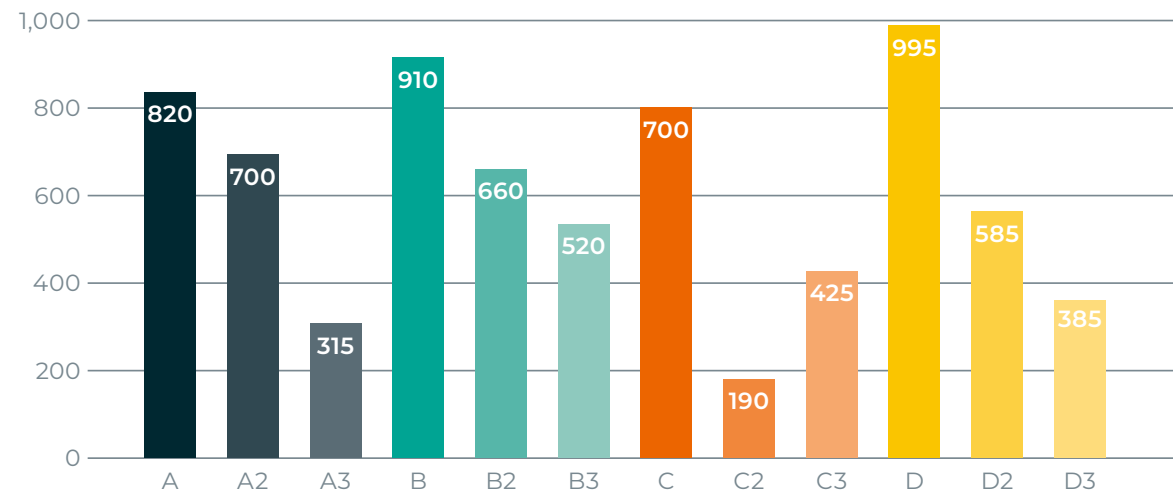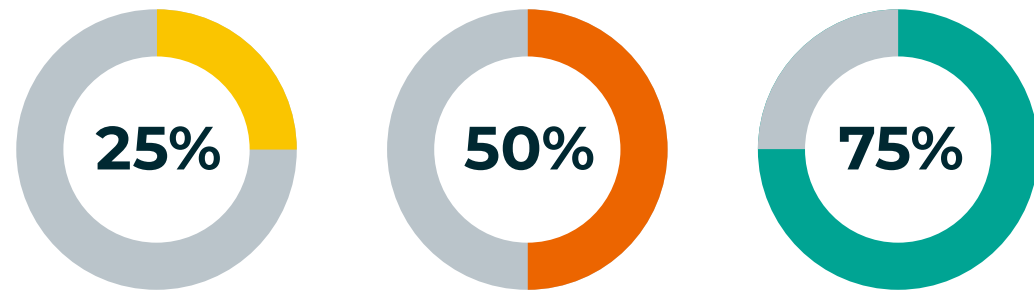
It's important that all Australian Athletics presentations aspire to a consistent look.

AUSTRALIAN
ATHLETICS