

Australian Sports Commission logo usage

# guidelines



# Official logos of the Australian Sports Commission



The logos in this guide are the only authorised logos to be used on ASC publications, advertising, promotional materials, products, presentations, stationery, apparel and so on.

Logos must be reproduced in their full and correct forms. They are not to be altered, nor new versions 'created'. Specifications for each of the logos are provided.

When ASC logos are used with other corporate logos, for example, in sponsorship arrangements or joint initiatives, the size and placement of the logos should be discussed with the Branding Contact Officer.

ASC logos cannot be used for external purposes or on products without appropriate ASC authorisation. Requests should be addressed to the Branding Contact Officer.

The following logos are not to be used under any circumstances:

- crested ausport (with or without 'Federal Government')
- uncrested ausport (with or without 'Federal Government')
- Active Australia
- Athlete Career and Education
- Talent Search
- Australia–South Pacific Sports Program
- Laboratory Standards Assistance Scheme.

# Logo use and positioning

Logos must be reproduced in their full and correct forms.

The words of the logos are an integral part of the logo.

Logos must not be scanned, retraced or redrawn (for electronic versions of the logos, please contact the Branding Contact Officer).



Do not use the logos on a busy background or a photograph. There must be clear space of no less than 50 per cent of the logo height and width surrounding the logo.



Do not use the incorrect format of the logo. For example, do not use a jpg on a coloured background as a white box will surround the logo. A reversed out eps should be used in this instance.



Do not delete the words of the logos.



Do not add text or graphics to the logos.



Do not distort logos when rescaling.



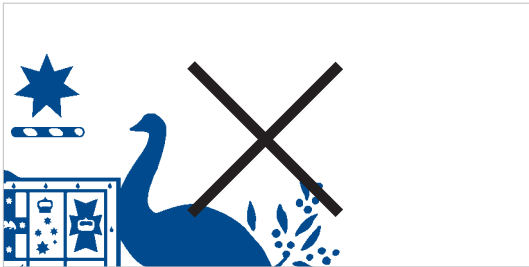
Do not set logos smaller than the minimum size specified.



Do not tilt the design.



Do not rearrange the design.



Do not use any part of the design as a graphic element.



Do not use the design in a low-contrast manner.



Do not change the colours of the logos.



Do not tint the colours of the logos.



Do not swap the colours of the logos.

### Electronic use

Electronic use refers to use of intranet pages, internet pages, electronic newsletters, PowerPoint presentations, CD-ROMS and so on.

The same guidelines and specifications outlined for the use of ASC logos in this guide apply to electronic applications of the logos.

### Logo positioning

The ASC logos must be given prominent positioning when used with other logos.

When ASC logos are used with other corporate logos, the relative size and position should be discussed with the Branding Contact Officer.

As the ASC logo incorporates the Commonwealth Coat of Arms, conditions regarding the positioning of the Arms must be observed:

- The Arms should be placed in a position of prominence on a page. The position and prominence is at the top left of a page.
- Logos, text or illustrations may not be placed above the Arms.
- The Arms should appear only once in a document.
- For transitory communications such as television and print advertisements, the Arms may be placed elsewhere on the document as appropriate, provided the dignity of the Arms is maintained and they are not reproduced in a size that renders the Arms unrecognisable.

# Australian Sports Commission logo



## Australian Government

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## Australian Sports Commission

### Usage

Use the ASC logo for corporate purposes, all ASC activities and initiatives, and on all AIS resources in conjunction with the AIS logo.

The ASC logo is also to be used by clients and partners of the ASC, including national sporting organisations (on signage, publications, promotional material, apparel, etc.). Approval for national sporting organisation use of the ASC logo must be obtained from Corporate Communications, in consultation with the sports consultant responsible for the particular sport.

For further details on correct logo use and positioning, see pages 66–7.

### Colours

The logo can be reproduced in corporate blue (PMS 288), black or white. If a situation arises when any of these colours can be used, the corporate blue version is to be applied.

The logo is not to be reproduced in more than one colour.

Blue: PMS 288

**C 100 M 67 Y 0 K 23 / R 14 G 46 B 115**

### Minimum size

20mm wide



## Australian Government

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## Australian Sports Commission

For applications where this minimum size presents a difficulty, contact the Branding Contact Officer.

## Formats

The ASC logo is available in two layouts: stacked and inline. Discretion is to be used when deciding the appropriate version of the logo, however if a situation arises where either logo could be used, the stacked version is to be applied.



Stacked



Inline



Reversed out white for use on a dark background



Corporate blue for use on a light background



Black for use on a light background

## Electronic use

Use the corporate blue version for electronic applications.

## Identifying multiple agencies

In circumstances where a number of departments and/or agencies are to be identified, the department and agency names are to be listed below the line.



## Embroidery version

Due to the intricate design of the standard ASC logo, the following simplified version of the crest is to be used for all embroidery purposes.



## **Identifying ASC programs**

The following format is to be followed to identify specific programs/initiatives within the ASC:



**Australian Government**  
**Australian Sports Commission**

**DISABILITY EDUCATION PROGRAM**

When programs provide external bodies with program-specific logos, they must be accompanied by logo usage guidelines.

# Australian Institute of Sport logo



## Usage

For use on AIS initiatives and products in conjunction with the ASC logo.

For use on ASC initiatives and products with a demonstrable link to the AIS, in conjunction with the ASC logo.

When used in conjunction with the ASC logo, the AIS logo is to be placed in a subordinate position (that is, the ASC logo is to be positioned top left).

When used in conjunction with the stacked ASC logo, the AIS logo is to be 85 per cent of the size of the ASC logo. When used in conjunction with the inline ASC logo, the AIS logo can be reproduced at 100 per cent.

For use by clients, including national sporting organisations with an AIS scholarship program, and partners of the AIS/ASC.

For further details on the correct use and positioning of the AIS and ASC logos, see pages 66–7.

## Colours

Blue: PMS 288

**C** 100 **M** 67 **Y** 0 **K** 23 / **R** 14 **G** 46 **B** 115

Red: PMS 485

**C** 0 **M** 97 **Y** 100 **K** 0 / **R** 227 **G** 0 **B** 41

## Minimum size



For applications where this minimum size presents a difficulty, contact the Branding Contact Officer.

## Formats



Two colour for use on a light background



Solid colour for use on a light background



Reversed single colour for use on a dark background



Reversed two-colour for use on a dark background

To contact the Branding Contact Officer, or for further information, please email [branding@ausport.gov.au](mailto:branding@ausport.gov.au)

## Electronic use

Use the two-colour version for electronic applications.

### Extraordinary AIS logo versions



Horizontal — for use where the branded space has depth restrictions



Acronym — for use where there are space limitations



Symbol alone — for use where only a very small application is possible



AIS Alumni logo — for use on AIS Alumni initiatives and products



Centre of Excellence logo — for use on Centre of Excellence initiatives and products



AIS Canberra Darters logo — for use on AIS Canberra Darters initiatives and products



Sponsorship logos — for use by sponsors of the ASC/AIS

### Identifying AIS programs

The following format is to be used to identify specific programs/initiatives of the AIS.



The program-specific version of the AIS logo is always to be used in conjunction with the ASC logo.

When programs provide external bodies with program-specific logos, they must be accompanied by logo usage guidelines.

For details on the use of the AIS logo on AIS-initiated commercial activities, see page 76.

Every use of these extraordinary versions requires the approval of the Branding Contact Officer.

# Australian Sports Foundation logo



## Usage

For use on approved ASF activities and products in conjunction with the ASC logo.

When used in conjunction with the ASC logo, the ASF logo is to be placed in a subordinate position (that is, the ASC logo is to be positioned top left).

For use by clients who register their programs with the ASF (authorisation from the ASF is required).

For further details on the correct use and positioning of the ASC logo, see pages 66–7.

## Colour

Blue: PMS 288

**C** 100 **M** 67 **Y** 0 **K** 23 / **R** 14 **G** 46 **B** 115

## Minimum size



For applications where this minimum size presents a difficulty, contact the Branding Contact Officer.

## Formats



Solid colour for use on a light background



Reversed single colour for use on a dark background

## Electronic use

Use the blue version for electronic applications.

# Coach Accreditation and Officials Accreditation symbols



## Usage

For use on products and initiatives directly related to the National Coaching Accreditation Scheme or the National Officiating Accreditation Scheme.

For use by clients of the ASC, including national sporting organisations and other partners involved in the National Coaching Accreditation Scheme or the National Officiating Accreditation Scheme.

The symbols are to be used in conjunction with, and placed subordinate to, the ASC logo.

For further information on the correct use and positioning of the ASC logo, see pages 66–7.

The symbols must always be accompanied by the words 'Coach Accreditation' or 'Officials Accreditation'.

The symbols are not to be used on business cards or other promotional materials of individually accredited coaches and officials.

## Colours

### Coach Accreditation symbol

Blue: PMS 288

**C** 100 **M** 67 **Y** 0 **K** 23 / **R** 14 **G** 46 **B** 115

### Officials Accreditation symbol

Red: PMS 485

**C** 0 **M** 97 **Y** 100 **K** 0 / **R** 227 **G** 0 **B** 41

## Minimum size



For applications where this minimum size presents a difficulty, contact the Branding Contact Officer.

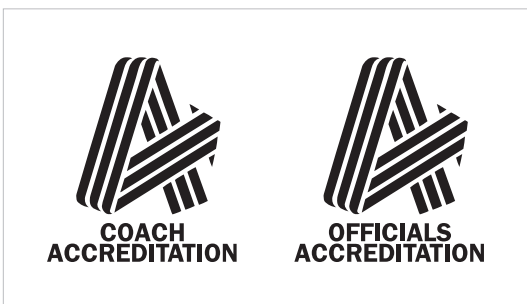
## Formats



PMS 288 for use on a light background



PMS 485 for use on a light background



Black for use on a light background



Reversed single colour for use on a dark background

## Electronic use

Use the red and blue versions of the symbols for electronic applications.

# Commercial application of Australian Sports Commission branding

For AIS-initiated merchandise and commercial resources produced for the purpose of competing in the marketplace (such as Commercial Operations support material, including advertising), use the AIS logo. The text 'The Australian Institute of Sport is a program of the Australian Sports Commission' in either white, black or corporate blue (PMS 288), in the franklin gothic medium font, is to be placed at the bottom of the resource.



Commercial collateral or merchandise initiated either by the ASC or national sporting organisations is to be branded with the words 'Australian Sports Commission' in either white, black or corporate blue (PMS 288), in the franklin gothic medium font. Contact the Branding Contact Officer for more information.

**Australian Sports  
Commission**