

Australia's Sports  
Participation Strategy  
Visual guidelines

**PLAY**  
**WELL**

# KEY MESSAGES

Play Well is Australia's Sport Participation Strategy.

The strategy has been developed by the sector, to make sport safe, welcoming, inclusive and fun and ensure, 'everyone has a place in sport.'

It's about creating positive environments, where people of all ages, backgrounds, genders and abilities can come together, have great experiences and access the many benefits of being involved in sport.

The Play Well Strategy belongs to us all and we all have a role to play in bringing it to life.

Together we can change the face of sport and help more Australians play well.

# LOGO

## Full colour



## Mono



To ensure consistency the logo should be used in full colour where possible. It can be used in mono where appropriate or if legibility is an issue.

# COLOUR



Play Well colors have a vibrant and playful energy, mirroring the dynamic and lively spirit of Australian sport.

# FONT

# Satoshi

AaBbCcDd01234

AaBbCcDd01234

0123456789

Satoshi should be used for all headings and body text, in both print and digital applications.

A license for the font can be purchased from:  
<https://www.fontshare.com/fonts/satoshi>

In instances where Satoshi isn't available, Arial should be used.

Satoshi Regular

*Satoshi Regular Italic*

**Satoshi Bold**

***Satoshi Bold Italic***

# CO-BRANDING

Although Play Well is a sector wide strategy, Play Well projects can acknowledge individual organisations where appropriate. Logos must be mono and use the accompanying text as shown in the examples opposite.

Further examples are shown on page 18.



Australia's Sport Participation Strategy is a sector wide initiative supported by (insert organisation)



Australia's Sport Participation Strategy is a sector wide initiative supported by (insert organisation)

# CO-BRANDING

## Lock-ups with tagline



**PLAYWELL**  
Everyone has a place in sport

## Lock-ups without tagline



**PLAY**  
**WELL**

For organisations wanting to use the Play Well logo and their own logo, ensure a line separates each logo, as shown in the examples opposite.

The inline Play Well logo with tagline should be used in the first instance, with the stacked version without the tagline only to be used in instances where impact or legibility are priority.

# PLAY WELL SYMBOL



An energetic running Y creates a sense of play, while the soft edges makes it an inviting and welcoming place for all ages, genders and sports.



# IMAGERY

Imagery is a powerful tool used to inject authenticity, movement and emotion into our identity.

With a focus on diversity, positivity and energy, Play Well imagery captures Australians engaged in sport, expressing the raw emotions they are experiencing.

Only use quality, high resolution images in full colour and/or colour halftone as shown opposite.

Note: ensure any imagery has the appropriate copyright and usage rights.



# FIRST NATIONS ARTWORK

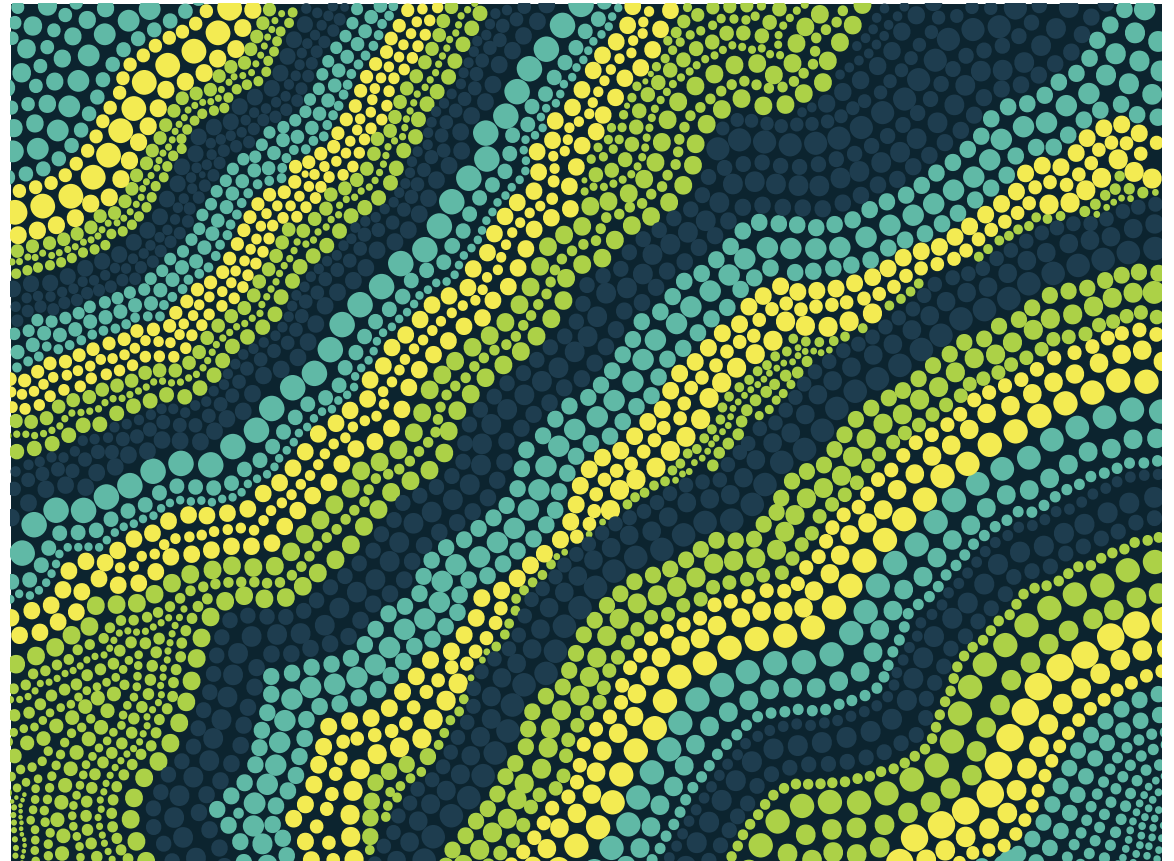
Artist Brad Hore, developed a custom First Nations artwork for the Play Well strategy. The piece reflects the rich heritage of First Nations people, while also embracing the essence of the Play Well strategy.

If you would like to use the artwork in full, its background or any individual symbols please contact the ASC Marketing team.



# FIRST NATIONS ARTWORK

The artwork background pattern using our color palette becomes a versatile design element that can be used at the discretion of a qualified graphic designer, example shown on page 13.



# SHOWCASE

The examples on the following pages provide a guide on how to apply the Play Well assets consistently across a range of communication materials.

You can access editable versions of these resources via the Play Well Stakeholder kit.

Qualified graphic designers may explore creative variations of these designs with approval from the ASC Marketing team.







# ENABLERS

## → OUR ENABLERS

Activities and initiatives related to the priority areas will be supported by:

Term	Definition
<b>Diversity and inclusion</b> 	<b>Considering:</b> <ul style="list-style-type: none"> <li><b>diverse perspectives</b> — embracing diversity including age, gender, ability, cultural or religious background, sexual orientation to where people live to access a wide range of participation and leisure life considered</li> <li><b>inclusivity</b> — creating an environment where all voices are heard and valued and people feel safe, respected and included</li> <li><b>equity</b> — ensuring equitable opportunities for participation.</li> </ul>
<b>Technology and digital</b> 	<b>Ensuring:</b> <ul style="list-style-type: none"> <li><b>accessibility</b> — using digital platforms and tools to support sport to be accessible to everyone</li> <li><b>connectivity</b> — participants can use digital platforms to participate in sport at times that suit them</li> <li><b>efficiency</b> — adopting technology to be more efficient and cost effective</li> <li><b>data collection</b> — using technology to securely collect and analyse data.</li> </ul>
<b>Yarning</b> 	<b>Championing:</b> <ul style="list-style-type: none"> <li><b>support and promote</b> — highlighting participation opportunities to encourage more people to get involved</li> <li><b>stakeholder engagement</b> — building and leveraging relationships with advocates to help drive involvement in sport</li> <li><b>policy influence</b> — influence policies that support and promote participation.</li> </ul>



# PLAY WELL

“We know Australians value sport — it’s part of the fabric of who we are — but sport also needs to change. It needs to be more open and inclusive, and we need to ensure that we are providing more opportunities for all Australians to be involved in sport in whatever role they choose.”

The Play Well Strategy is the result of a collective effort of passionate people from across Australia who are all committed to creating a more active and healthier Australia through sport. I am excited about where this strategy can take us.”

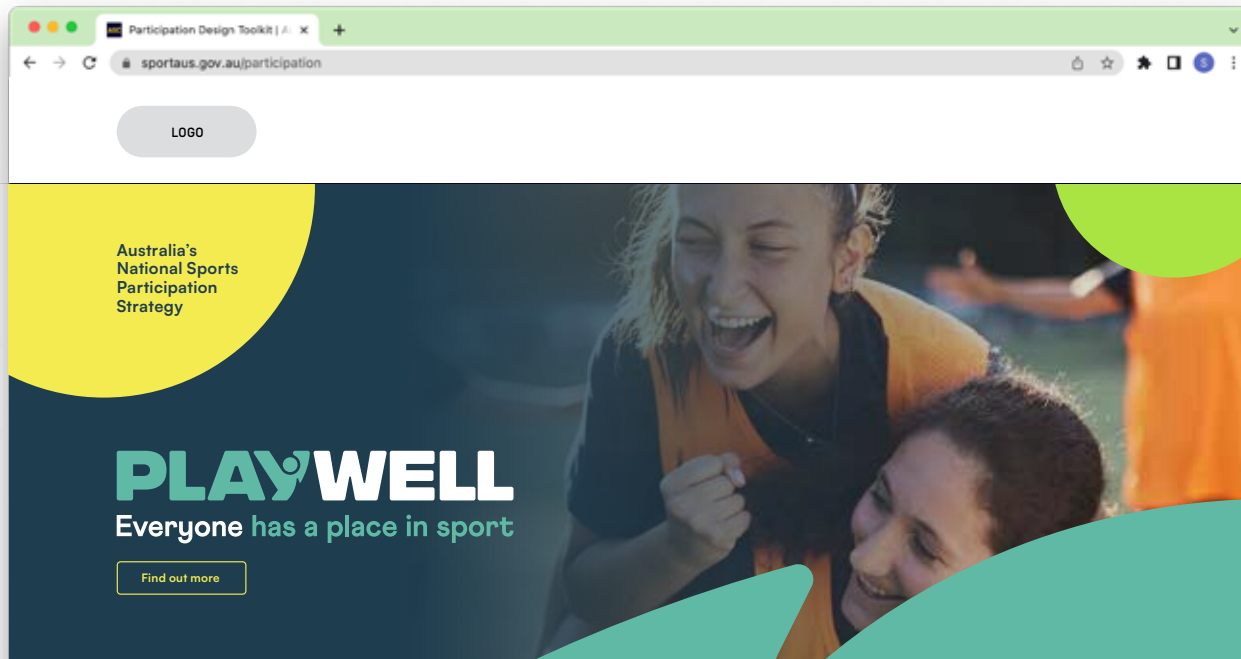
Kieren Perkins OAM  
CEO, Australian Sports Commission (ASC)

Play Well — Australia’s Sport Participation Strategy (Play Well Strategy) has been developed to create great sporting environments and experiences, where individuals of all ages, backgrounds, genders and abilities can come together to access the benefits of sport.

Everyone has a right to participate in sport. Sport is a powerful vehicle for personal growth, community building and positive social change.

Harvesting knowledge and experience from across the sector, we commit to making positive changes, to break down barriers and empower individuals to explore, create and connect through sport. We are redefining participation to be more than just competing. It is about creating safe, welcoming and inclusive spaces where everyone can belong and thrive.


This strategy belongs to us all and we invite you to join us to help make Australian sport safer, more welcoming, inclusive and fun.











**PLAYWELL**  
Everyone has a place in sport

**Title here**  
Subheading

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LOGO

Australia's Sport Participation Strategy is a sector wide initiative supported by (insert organisation)



**PLAYWELL**  
Everyone has a place in sport

**MEDIA  
RELEASE**

**Title here**  
Subheading

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LOGO

Australia's Sport Participation Strategy is a sector wide initiative supported by (insert organisation)

# APPROVAL

Use of the Play Well logos don't require approval as long as long as the these guidelines have been followed. For use of the Play Well graphic elements contact [marketing@ausport.gov.au](mailto:marketing@ausport.gov.au).