

BRAND IDENTITY TOOLKIT



SPORT INTEGRITY
AUSTRALIA

INTRO

At Sport Integrity Australia, we're putting all of our effort into achieving one single-minded goal: being the voice for integrity in Australian sport.

The following toolkit offers an overview of Sport Integrity Australia's Visual Identity, and provides a framework for the manner in which brand devices can be used across a range of applications.

For more information about the Visual Identity please call 13 000 27232 (if outside Australia call +61 2 6222 4200) or email contactus@sportintegrity.gov.au

OUR VISION

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SECTION 01

BRAND IDENTITY

SPORT INTEGRITY AUSTRALIA LOGO

This is the Sport Integrity Australia logo. It should be used as the primary logo for the organisation. Where appropriate the Government Crest logo can be used for credibility and relevance where needed.



SPORT INTEGRITY AUSTRALIA



PRIMARY LOGOS



Primary Logo Stacked



Primary Logo Inline



Primary Brand Mark

These are the primary logo variations for usage on white and light coloured backgrounds as shown in this toolkit.

PRIMARY LOGOS REVERSED



Primary Logo Stacked Reverse



Primary Logo Inline Reverse



Primary Brand Mark

These are the primary logo variations in reverse for usage on navy and dark coloured backgrounds as shown in this toolkit.

SECONDARY LOGOS



Secondary Logo Stacked



Secondary Logo Inline



Secondary Brand Mark

These are the secondary logo variations for usage on coloured backgrounds and imagery as shown in this toolkit.

MONO LOGOS



Mono Logo Stacked



Mono Logo Inline



Mono Brand Mark



Mono Logo Stacked Reverse



Mono Logo Inline Reverse



Mono Brand Mark Reverse

These are the mono logo variations.
These should only be used when there
is a need for a single colour application.

MINIMUM SIZE



Print use 35mm
Digital 100px



Print use 50mm
Digital 125px



Print use 30mm
Digital use 50px

Minimum size refers to the smallest allowable logo size.

Stacked Variations

Print use 35mm wide
Digital use 100px wide

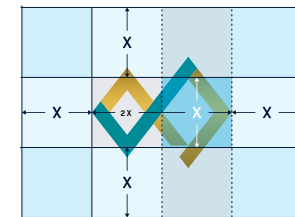
Inline Variations

Print use 50mm wide
Digital use 125px wide

Brand Mark Variations

Print use 30mm wide
Digital use 50px wide

CLEAR SPACE



"x" represents the minimum amount of clear space that must surround the logo at all times.

Clear space is the minimum 'breathing room' maintained around the logo. It also defines the minimum distance between the logo and the edge of a printed piece.

The clear space around the logo is equal to half the width of the Brand Mark (see diagram 'X'). Do not position any text, graphic elements, or other visual marks inside the recommended clear space.

Please note that this distance may sometimes be adjusted for select online or exterior signage applications where space is limited.

INCORRECT USAGE



**SPORT INTEGRITY
AUSTRALIA**

No colour variation unless specified in this document.



**SPORT INTEGRITY
AUSTRALIA**

No use of a heavy drop shadows, embossing or similar effects.



No placement over complex photographs or backgrounds without effects or adjustments made to photographs.



**SPORT INTEGRITY
AUSTRALIA**

No shearing/skewing/slanting of logo identity.



**SPORT INTEGRITY
AUSTRALIA**

No rotating or tilting of logo identity.



**SPORT INTEGRITY
AUSTRALIA**

Placement over colours other than the brand colour palette should be avoided.

When using the Sport Integrity Australia logo the following usage rules should be adhered to at all times.

GOVERNMENT CREST



This is the Australian Government Crest logo for Sport Integrity Australia. It should be used for credibility and relevance where needed. The same Incorrect Usage principles on pg. 11 also apply to this logo.

GOVERNMENT CREST

CLEAR SPACE

Clear space is the minimum 'breathing room' maintained around the logo. It also defines the minimum distance between the logo and the edge of a printed piece.



"x" represents the minimum amount of clear space that must surround the logo at all times.

MINIMUM SIZE

Minimum size refers to the smallest allowable logo size.

Crest

Print use 20mm wide
Digital use 30px wide



For further information please refer to the PM&C guidelines here:

[Australian Government Branding Design Guidelines](#)

GOVERNMENT CREST & SPORT INTEGRITY AUSTRALIA LOCK UP



This is the Australian Government Crest & Sport Integrity Australia lock up. It should be used for credibility and relevance where needed. The same principles for Incorrect Usage (pg.11) and Clear Space (pg. 13) also apply to this logo.

SECTION 02

BRAND ELEMENTS

BRAND TAGLINE



PROTECTING SPORT TOGETHER

This is the brand tagline for Sport Integrity Australia. It should appear in all caps in the brand font Oscine in all applications. It should be visible in the lower third of the layout where possible and not be locked up with the primary logo.

COLOUR PALETTE

NAVY

PANTONE 2965 C
CMYK: C100 M63 Y16 K78
RGB: R0 G38 B62
HTML: #00263E

GREEN

PANTONE 321 C
CMYK: C96 M3 Y35 K12
RGB: R0 G125 B138
HTML: #007D8A

WATTLE

PANTONE 395 C
CMYK: C9 M0 Y90 K0
RGB: R236 G232 B26
HTML: #ECE81A

GOLD

FLAT GOLD
PANTONE 117 C

PREMIUM METALLIC COATED GOLD
PANTONE 10128 C



DARK POINT
PANTONE 1255 C
CMYK: C9 M35 Y98 K30
RGB: R173 G132 B31
HTML: #AD841F



LIGHT POINT
PANTONE 1225 C
CMYK: C0 M19 Y79 K0
RGB: R255 G200 B69
HTML: #FFC845

SECONDARY TYPOGRAPHY

Nudista

Light

Medium

SemiBold

Bold

Caps

abcdefghijklmnopqrstuvwxy

Lowercase

ABCDEFGHIJKLMN OPQRSTUVWXYZ

Punctuation

! ? @ < > , ; ' " | | - - _ \ / () [] { } * # % % % § © ® ¶ ™ @ & + ± °

Numerals

0123456789

Currency

\$ ¢ £ ¥ € ¤

Diacritics Uppercase

Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß à á â ã

Diacritics Lowercase

á â ã ä å æ ç è é ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü ý þ ß à á â ã

Nudista should be used for all body text in both print and digital.

Nudista is available as part of an Adobe Creative Cloud subscription:
fonts.adobe.com/fonts/nudista

Oscine can also be purchased form here:
myfonts.com/fonts/suitcase/nudista/

ALTERNATIVE
TYPOGRAPHY

Arial

Regular

Bold

Caps	abcdefghijklmnopqrstvwxyz
Lowercase	ABCDEFGHIJKLMNQRSTUWXYZ
Punctuation	! ? < » < > . , ; ' " ... : - _ \ () [] { } * # % & % ¤ § © ® ¶ ™ @ & † ‡ °
Numerals	0123456789
Currency	\$ ¢ £ ¥ € ¢
Diacritics Uppercase	Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß à á â ã
Diacritics Lowercase	á â ã ä å æ ç è é ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü ý þ ß à á â ã

Arial is a default system font widely available on PC and Apple platforms.

Arial should be the alternative font of choice for Oscine and Nudista. It should also be used in all Microsoft programs, such as Word, Outlook and Powerpoint.

ANGLE DEVICE

The Sport Integrity Australia brand uses an angle device that helps to project movement and dynamism and is a fundamental element within the visual identity.

It references the angles used in the Sport Integrity Australia landmark and thus ensures a consistent visual language throughout all communication materials.

The following Guidelines ensure its correct and consistent use.



As shown here the angle is exactly -38° . It is important that this is never altered in any way. However, the angle may be flipped and used at 38° .

ANGLE DEVICE USAGE



The angle device should be used to form visual breaks throughout layouts. It's exact use and placement should be determined at the discretion of a qualified designer, dependent upon all other elements in use such as logos, imagery and typography.

It is advised that when used in more corporate applications the angle be used in keyline format (line weight at the discretion

of the designer). When used for less corporate applications the angle may be used as a solid colour break for a more bold design solution.

Best practice examples can be see on pages 48, 49, 52, 53, 57, 58, 61 and 61 of this toolkit.

IMAGERY



A photographic style has been developed for Sport Integrity Australia that focuses on integrity, diversity, positivity, and relatability.

Our messages must empower our audience rather than alienate, so our imagery should showcase everyday Australians engaging in sport rather than focusing just on high performance athletes competing at an elite level or favouring any particular sports.

SECTION 03

BRAND

APPLICATION

GENERAL USE LETTERHEAD



**SPORT INTEGRITY
AUSTRALIA**

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PO Box 1744, Fyshwick, ACT, 2609
General enquiries 13 000 27232
If outside Australia +61 2 6222 4200
Fax +61 (0) 2 6222 4201
ABN 70588505483
sportintegrity.gov.au

Attention

Name
Company
Address Line 1
Address Line 2

04 May 2020

Subject: Harcillibus velesedi incidem comnitin nobit ipicien digna-

Dear James,

Harcillibus velesedi incidem comnitin nobit ipicien dignatur? Quideritio omnimin cipsandae nobit re por sintuscus quae ipsam non eatur atur sapere velique commolu platendaecus eaquo ipidilus vollaborem id quatesequo di beate magnam, quatin plabo. Utem et plabore hendae am est, que si nis as ditiatem eicita nem et porit late parumqui niationet prae volorat.

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Kind Regards,

Kylie Prescott
Communications Manager
Sport Integrity Australia

BUSINESS CARDS



EMAIL SIGNATURES & FOOTER BANNERS



**SPORT INTEGRITY
AUSTRALIA**

Firstname Surname

Position Title
Sport Integrity Australia

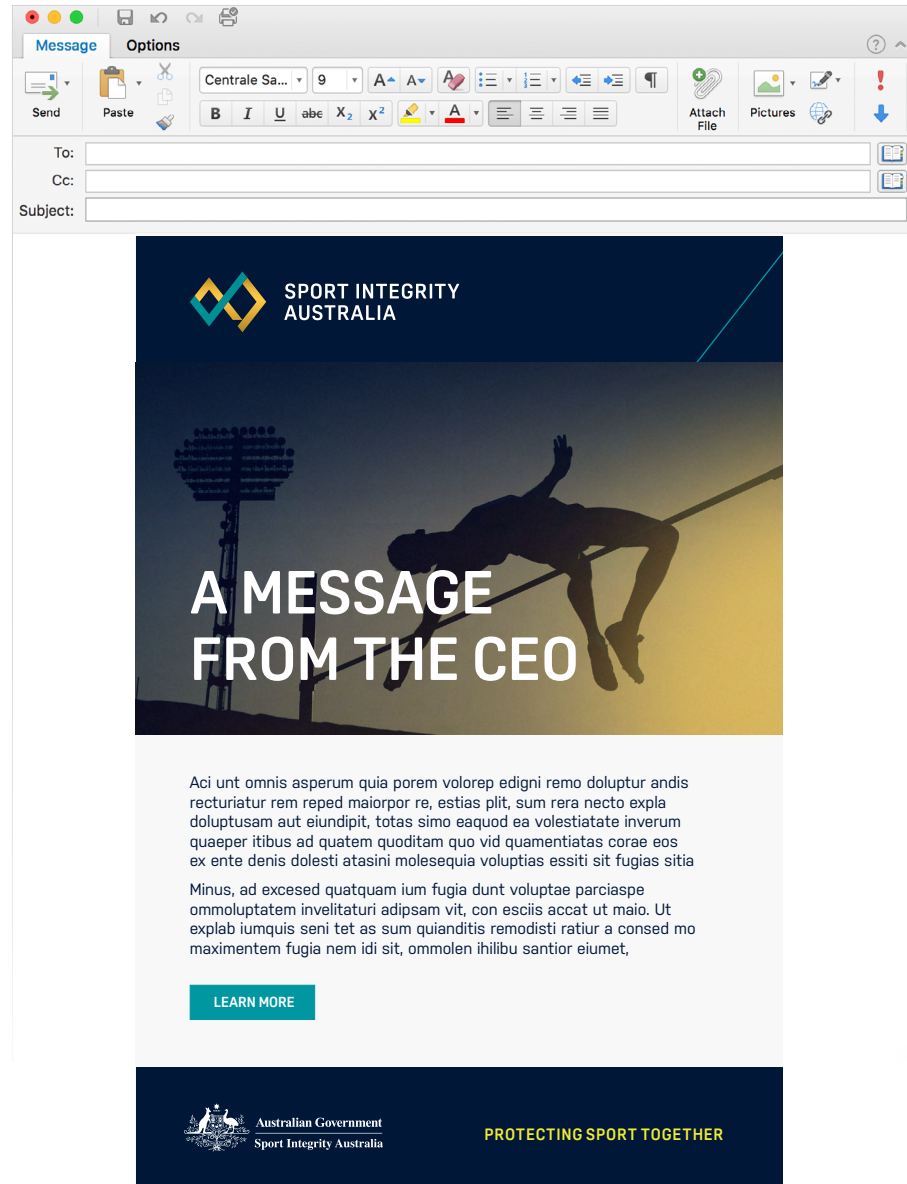
P 02 6212 1234 | **M** 0412 345 678 | **Hotline** 13 000 27232

sportintegrity.gov.au   

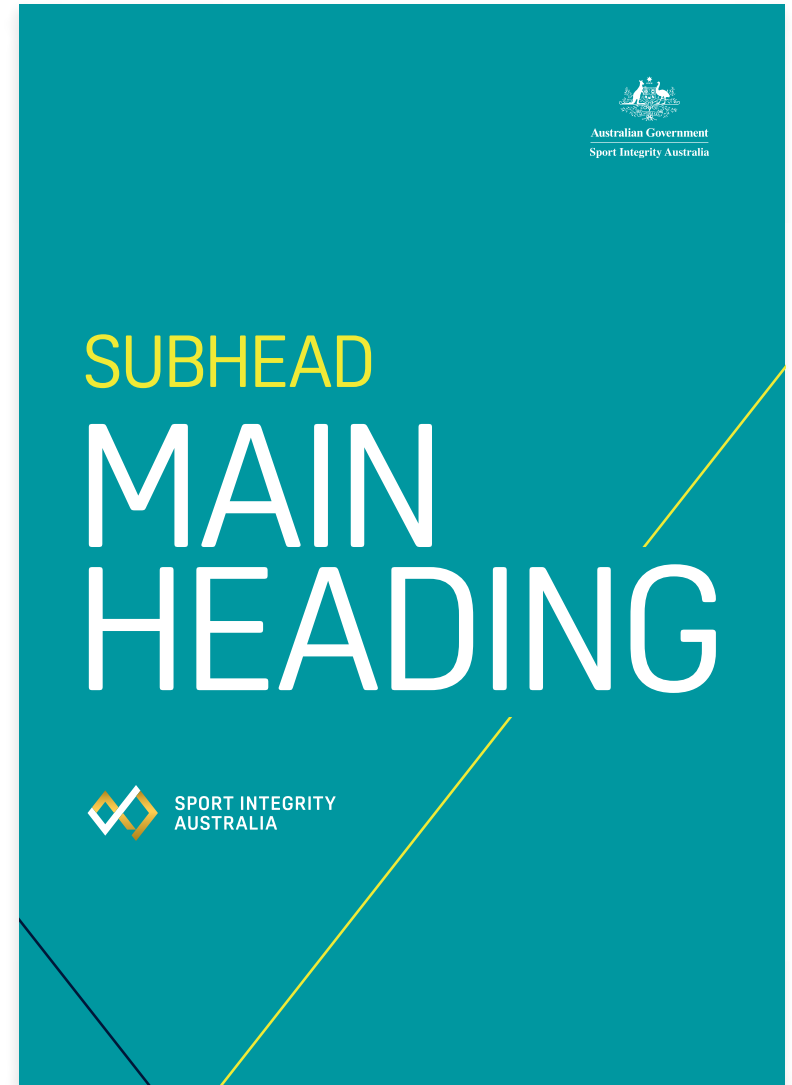
PROTECTING SPORT TOGETHER



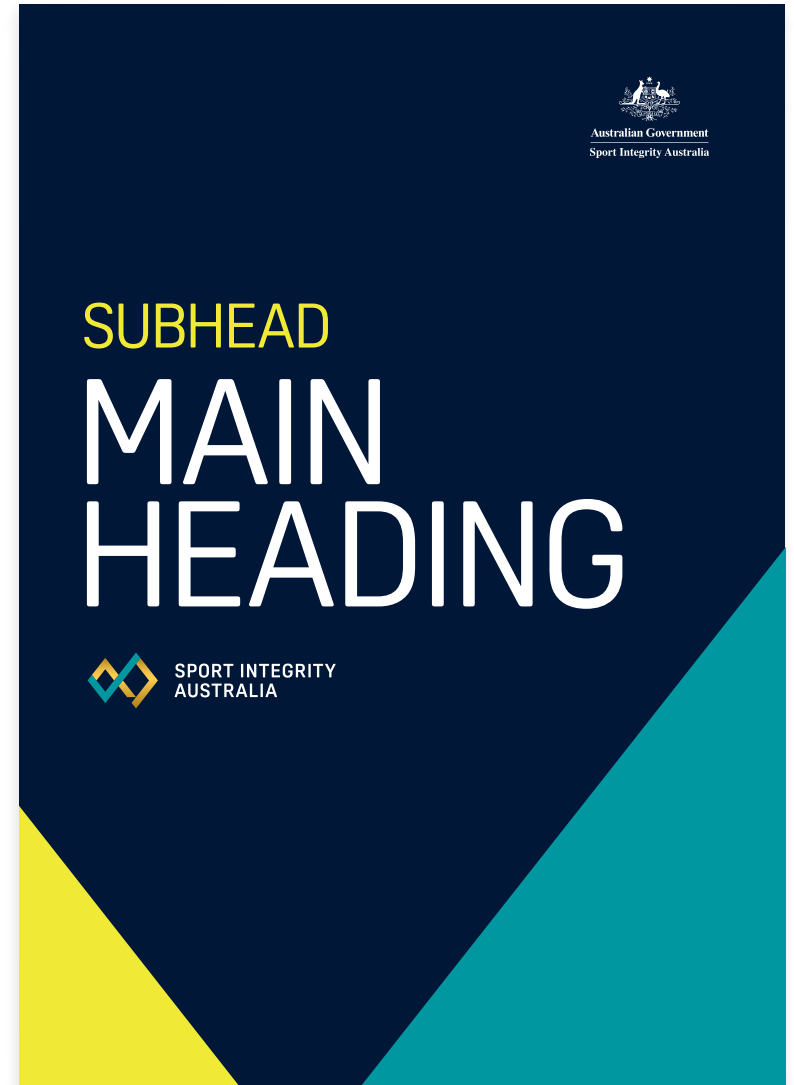
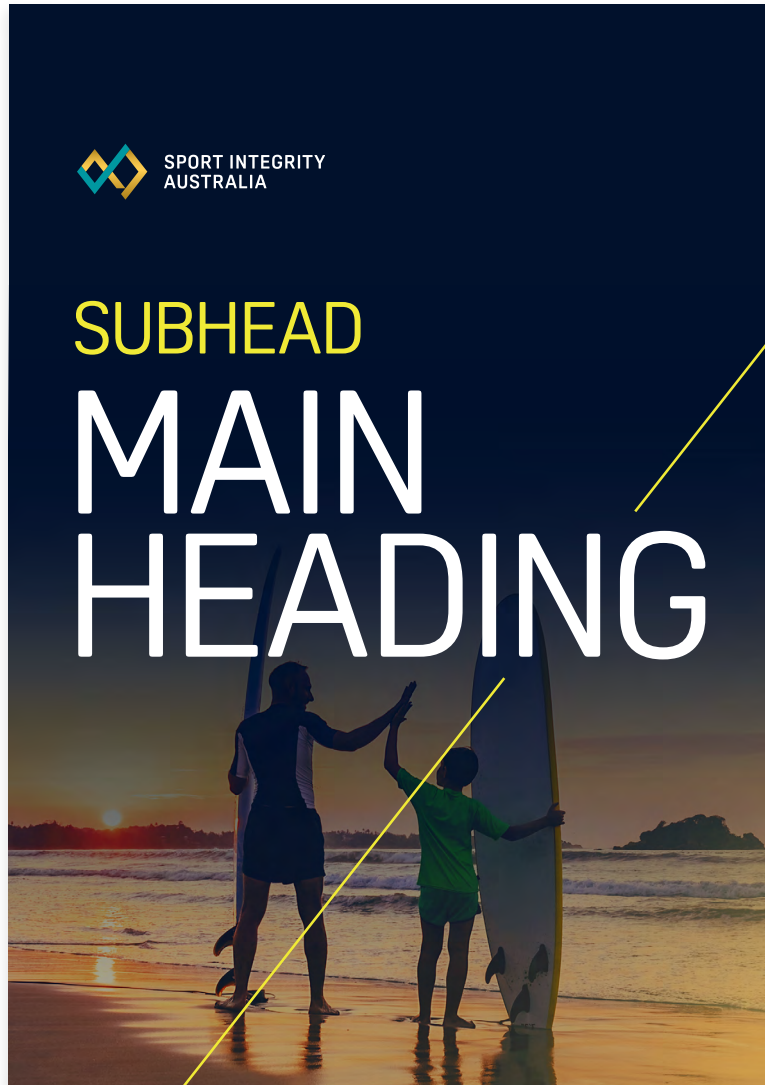
EMAIL NEWSLETTERS



DOCUMENT/
REPORT
COVERS



DOCUMENT/
REPORT
COVERS



PULL UP BANNERS



GOVERNMENT/ LEGAL USE LETTERHEADS



Australian Government
Sport Integrity Australia



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Kind Regards,



Kylie Prescott
Communications Manager
Sport Integrity Australia



Australian Government
Sport Integrity Australia

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Kind Regards,



Kylie Prescott
Communications Manager
Sport Integrity Australia

SOCIAL MEDIA FACEBOOK

Sport Integrity Australia [@SPORTINTEGRITYAUS](#)

PROTECTING SPORT TOGETHER

Liked Following Share ... [Send Email](#)

Posts

Community [See All](#)

- [Invite your friends](#) to like this Page
- 19,151 people like this
- 19,843 people follow this
- Chris Miller and 9 other friends like this or have checked in
- 29 check-ins

About [See All](#)

- 13 000 27232
- www.sportintegrity.gov.au
- Government Organisation • Government Website
- Hours 8:00 AM - 4:00 PM [Open Now](#)
- [Suggest Edits](#)

Page Transparency [See More](#)

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

SOCIAL MEDIA

TWITTER

The screenshot shows the Twitter profile for Sport Integrity Australia (@sportintegrityaus). The profile banner features a sunset beach scene with two people and the text "PROTECTING SPORT TOGETHER". The profile picture is a circular logo with a blue and yellow geometric design. The bio includes the text "Introductory text goes here. ditas inissitiis dolesto ribuscit hit et eossus id que pra aut inulpar cipsus arum volorescius niminciis ma cus, aspici que doluptat accum" and the website "sportintegrity.gov.au". The page shows 11.9K following and 41.3K followers. A pinned tweet is visible at the bottom, featuring a cyclist and the hashtag #protectingsporttogether.

Search Twitter

Log in Sign up

New to Twitter?

Sign up now to get your own personalized timeline!

Sign up

You might like

- AUS Olympic Team** @AUSOlympicTeam [Follow](#)
- Athletics Australia** @AthsAust [Follow](#)
- AIS Paralympic T...** Government Organisation • Government Website [Follow](#)

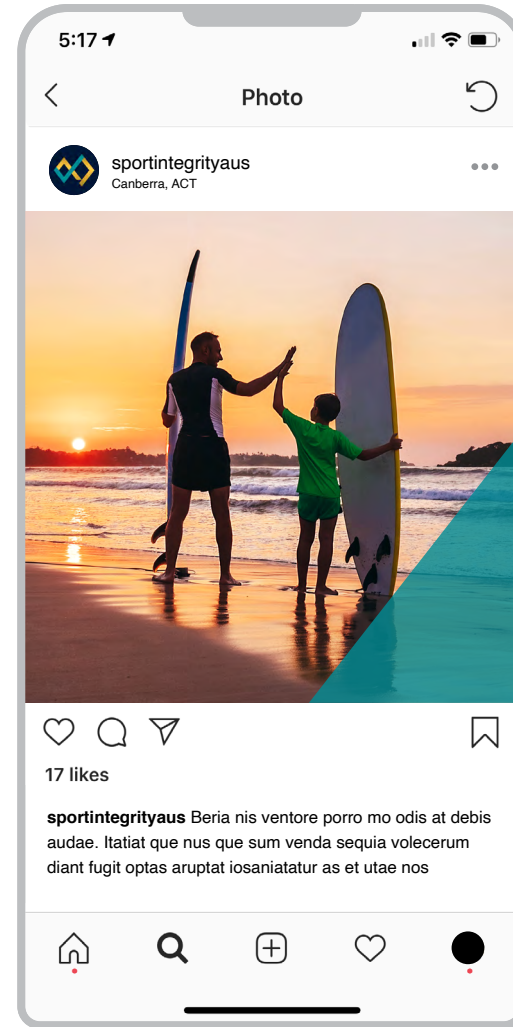
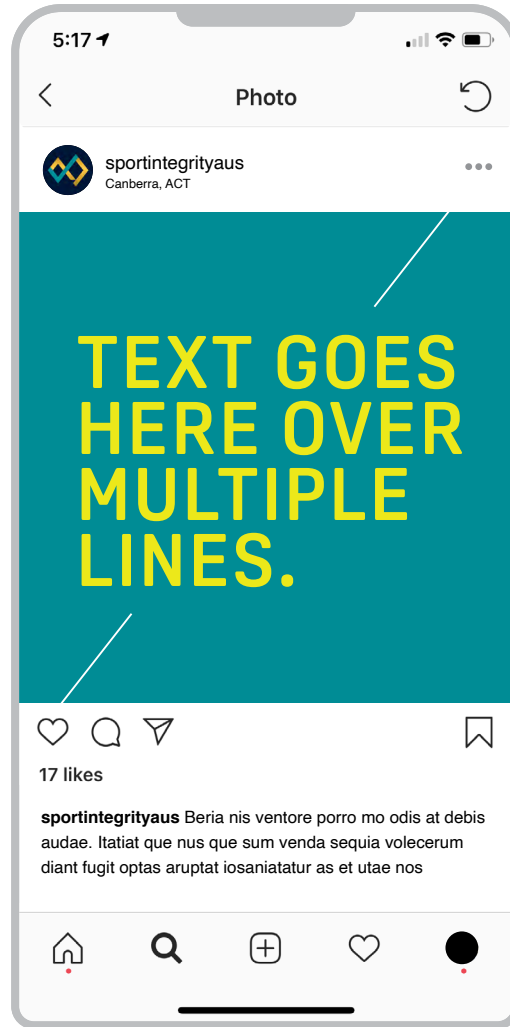
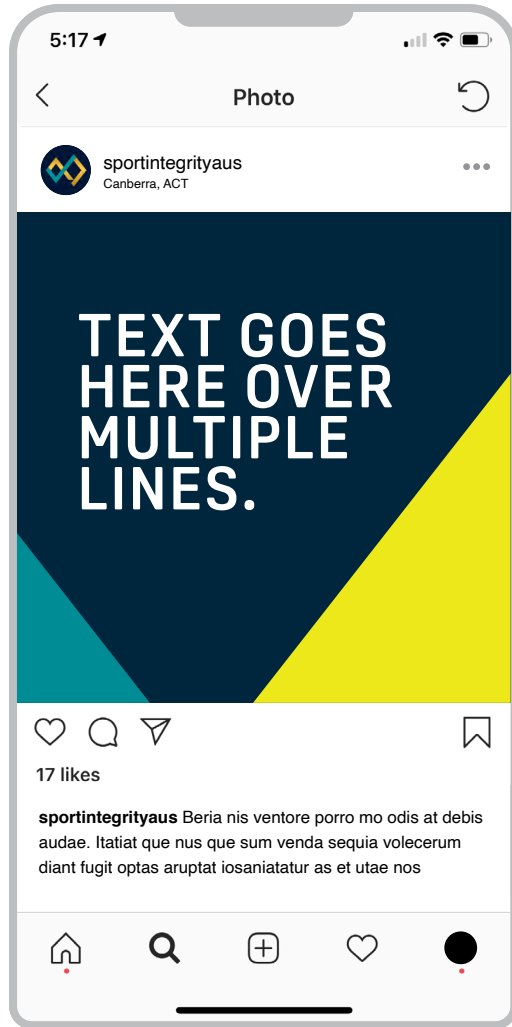
Show more

What's happening

COVID-19 · LIVE

COVID-19: Shina commits \$2

SOCIAL MEDIA CONTENT TEMPLATES





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