



WAFL

Brand Guidelines

Using, maintaining and developing
the WAFL Brand.



1. Our Brand

1.1 Introduction

In order to build and develop a successful brand we must be consistent in everything we do.

The following brand guidelines have been developed to define the basic elements of the WAFL brand and assist in achieving our goal.

It is imperative that we use these guidelines in all communications to ensure brand consistency and alignment.

These guidelines are to be followed throughout all communications by the WAFL and clubs and its staff.

For further information or clarification on certain elements please contact the Corporate Relations Department of the WAFC.

1. Our Brand

1.2 Our Vision

To provide an elite talent pathway whilst developing people and enhancing communities through Australian football.

This is our vision. It describes how we want to be perceived in the market place and the values of which we stand for.

Long Term Vision Statement:

To be recognised as leaders in developing young people.

2. Logos

2.1 Master League Logos

Master Colour Logo



Naming Rights Sponsor Logo



The Master Colour Logo is the preferred version and should be used on stationary, business cards and any other non-season specific communications whenever possible.

The Naming Rights Sponsor Logo should be used in any occasion where a specific season is mentioned (eg. The 2014 AAMI WAFL Premiership Season)

Minimum Print Size & White Space



2. Logos

2.2 Master Club Logos



These are the Master Club Logo's must be used at all times.

2. Logos

2.3 WAFL Sponsor Logos

Please refer to Page 11 in the WAFC Brand Guidelines for approved sponsor logos.

WAFC Brand Ambassadors

Graeme Dix

General Manager, Corporate Relations

Nikki Bower

(Sponsorship Branding Only)

Business Development & Sponsorship Manager

Jed Harrison

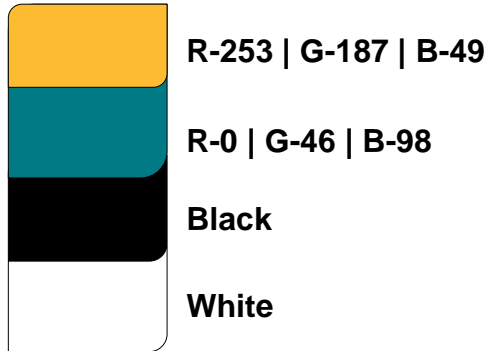
Marketing Manager

For a copy of any League sponsor logo, please contact one of the listed WAFC Brand Ambassador who will then forward the appropriate logo.

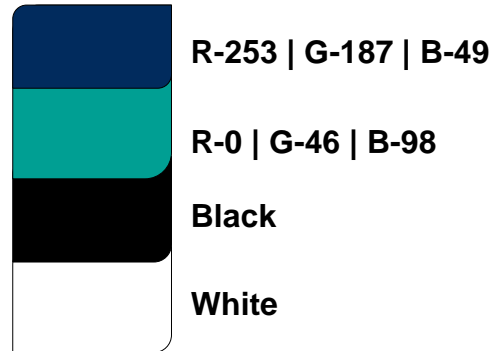
3. Implementation

3.1 Colour Palette

WAFL



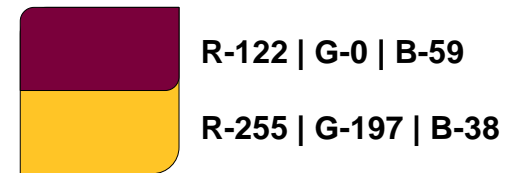
Peel



South Fremantle



Subiaco



Claremont



East Perth



Swan Districts



East Fremantle



Perth



West Perth



3. Implementation

3.2 Typography

Logo and Headline Font

Rockwell Extra Bold
Abcdefghijklmnopqrstuvwxyz

Secondary Font

Arial Black
Abcdefghijklmnopqstuvwxyz

Arial
abcdefghijklmnopqstuvwxyz

These fonts relate to the text shown in the WAFL logo and general text that should be used in communications

3. Implementation

3.3 Logo Placement – Print Advertising

Sample WAFL Finals Press Ad



Sample Family Friendly Football Image



All print advertising designed by the WAFC should have the logo positioned on the bottom right corner.

Any variations to this must be approved by a WAFC Brand Ambassador.

Advertising Approval

Please note: All advertising that carries a brand referred to in this guide **MUST** be signed off by the WAFC Corporate Relations Department prior to going to print.

3. Implementation

3.4 Website

WAFL ONLINE

Home News Season Stats Clubs Players Umpires History Media Contact Fanzone

LATEST NEWS

Bulldogs sign two more, veteran to play on

GAME DAY COLTS | RESERVES | LEAGUE LIVE

Ladders

League Reserves Colts

| Team | P | W | L | D | % | Pts |
|------------------------------|---|---|---|---|---|-----|
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Subiaco skipper announces retirement
One of the most decorated WAFL careers in recent times came... [Read More](#)
Tuesday, January 21, 2014 - 8:14 PM

Bulldogs snap up James Sellar for 2014

WAFC congratulates WA draftees

WAFL clubs rule the roost in the recruiting stakes

WAFL player Draft profiles

Krakouer signs with West Perth for next two years

State 16s seeking Team Manager

Peel Thunder seeking assistant coaches

2014 WAFL Fixtures
FIXTURES have been finalised for the 2014 AAMI WAFL Premiership Season in consultation with the... [Read More](#)

WAFL
Like You like this.
You and 0,383 others like WAFL.

The following is an example of the WAFL website.

Clubs may submit articles for consideration to be put onto the League website.

*New WAFL and Club websites are being developed and will be included once complete.

3. Implementation

3.5 Social Media



The following is an example of the WAFL Facebook page.

The Facebook cover photo may vary depending on the Round or promotion.

Clubs may submit articles for consideration to be put onto the League Facebook Page.

4. Player On-field Apparel

4.1 Club Jumpers



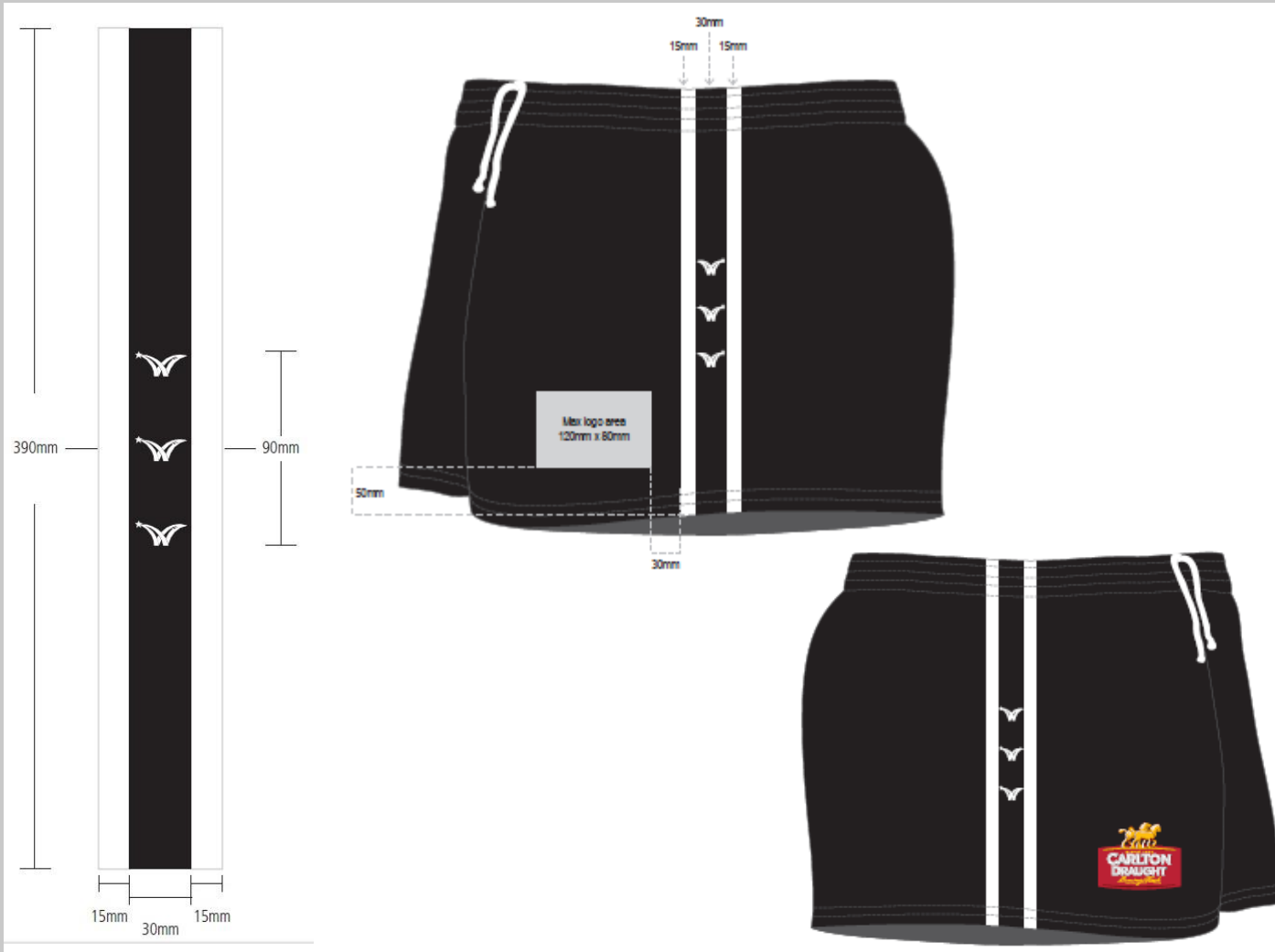
The following is an example of the WAFL League Guernsey.

All sponsorships and apparel advertising must be agreed to by the WAFL Management committee. The WAFL General Manager may make decisions in this regard on behalf of the management group.

*All clubs are required to have the AAMI logo excluding Subiaco FC and East Perth FC.

4. Player On-field Apparel

4.2 Club Shorts



The following is an example of the WAFL League shorts. All clubs are required to have the Carlton Draught Logo.

New short sponsors require approval from the WAFC.

4. Player On-field Apparel

4.3 State Team Apparel



The following State Apparel is for the Leagues who represent WA

'Team WA' logo can be used on On-Field and Off-Field apparel on the back of the neck.

*Alterations may be allowed depending on competition Rules and Regulations. All changes must be approved by the WAFC Corporate Relations department.

4. Player On-field Apparel

4.4 Club Socks



Claremont



East Fremantle



East Perth



South Fremantle



Peel



Swan Districts



West Perth



Perth



Subiaco

Below is an example of the WAFL League socks.

Socks may have a sponsor's badge/logo on them. All changes to sock designs and or sponsor logos must be approved by the WAFL Management Committee.

No restriction on Logo size and can be placed anywhere but must be endorsed by the WAFL Management Committee.

5. Officials On-field Apparel

5.1 Umpires (Field, Boundary and Goal)



The following is an example of the WAFL League umpires uniform.

The standard umpire's uniform is a Orange worn with black shorts and Orange socks

6. Other On-field Apparel

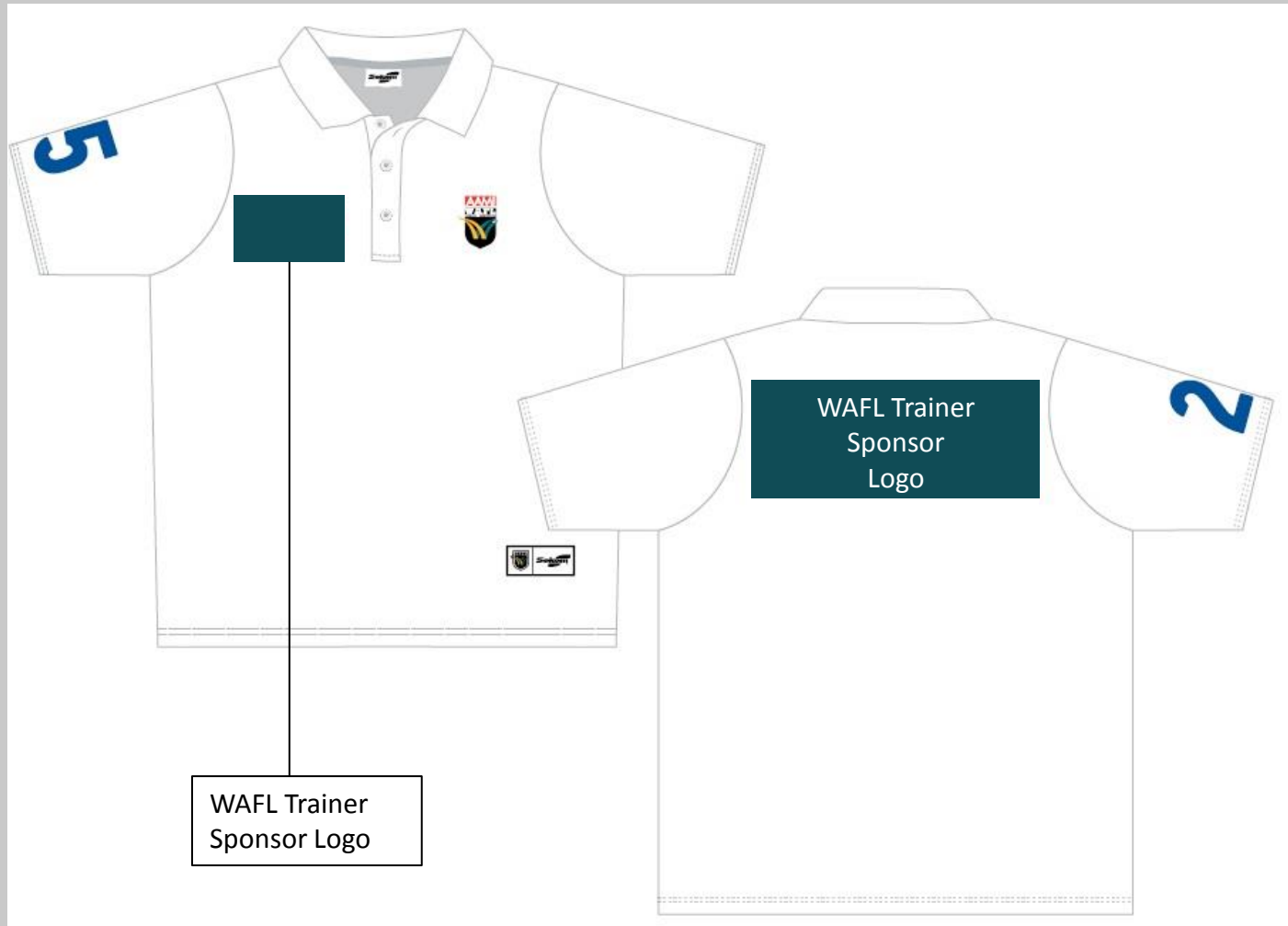
6.1 Club Runner



The following is an example of the WAFL League Runners Polo & Shorts.

6. Other On-field Apparel

6.2 Club Trainer



The following is an example of the WAFL League Trainers Polo.

All trainers are required to have the Elastoplast Logo as outlined.

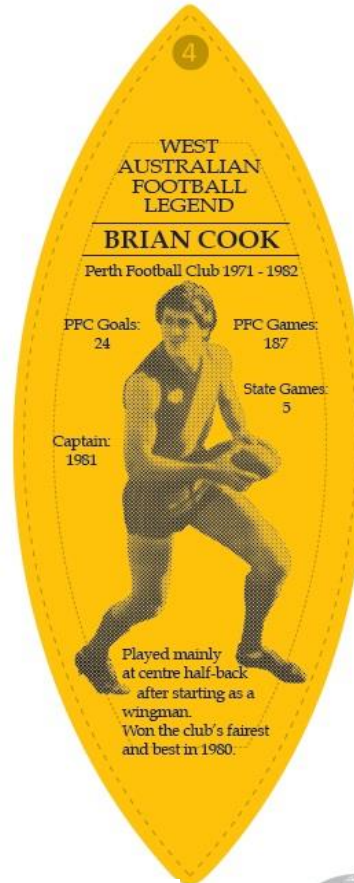
7. General Match Requirements

7.1 Match Football



Printable surface
Stitching line

Note artwork is 35% actual size



The following is an example of the WAFL League match football.

Printing and advertising displayed on the match footballs is determined by the WAFC having first consulted with the WAFL Management Committee.

The graphic describes the format. Panels 2 and 3 are for competition use only.

No other advertising is permitted on the competition game ball.

8. Conclusion

As managers of the WAFL Brand we must give it respect and use it professionally in all applications.

We want you to be passionate about the brand you work for and through effective team work we can ensure 'Brand WAFL' remains as strong as ever.

