



FOOTBALL COMMISSION INC.

WAFC Brand Guidelines

Using, maintaining and developing
the WAFC 'House of Brands'.

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 our 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 WAFC 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 a positive experience unmatched by any other sport that generates significant community benefits.

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

Our Values are:

Respect | Passion | Professionalism | Team

1. Our Brand

1.3 Values and Characteristics

Respect

We respect people by recognizing and accepting their input, honest communication, achievements, efforts and all contributions aimed at delivering the most positive, constructive outcomes for football.

Passion

We are proud to work in the football industry, passionately believing it positively contributes to our community.

Professionalism

We value hard work and innovative thinking aimed at achieving quality outcomes for the game and for the public.

Team

We value working together as a cohesive, inclusive team that supports each other in accomplishing our goals

We believe that by following these values we can ensure our vision is achieved.

1. Our Brand

1.4 Our Portfolio

MASTER BRAND	
LICENSED BRANDS	
ENDORSED BRANDS	
BRAND EXTENSIONS	

The WAFC has many brands that fall within its hierarchy.

The attached table outlines how each brand fits within the WAFC 'House of Brands'.

2. Our Logos

2.1 Master Colour Logo



Minimum Print Size & White Space



The Master Colour Logo is the preferred version and should be used whenever possible.

Where possible the WAFC logo should not be printed any smaller than 20mm. In addition to this a minimum white space around the logo should be 10mm.

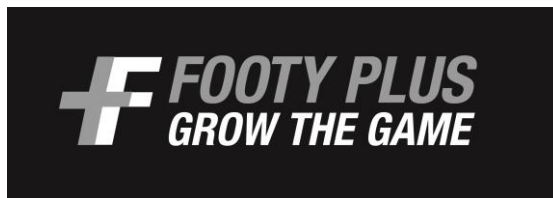
Footy Plus: Grow the Game is our official Catch-Cry. It has been specifically created for the WAFC and should be used alongside the master colour logo. It is reflective of our vision and guiding principles.

Location:

M:\Branding
(Logos)\Approved Logos

2. Our Logos

2.2 Master Logo Variations



The WAFC Master Colour Logo and 'Catch-Cry' may only be used on a light coloured background.

The reversed 'Catch-Cry' version may only be used on dark coloured backgrounds.

The black or white versions must be used when full colour printing is not available or on a dark coloured background.

The Silver WAFC logo may only be used on the WAFC Corporate Teal coloured background.

Location:

M:\Branding
(Logos)\Approved Logos

2. Our Logos

2.3 Licensed Brand Logos



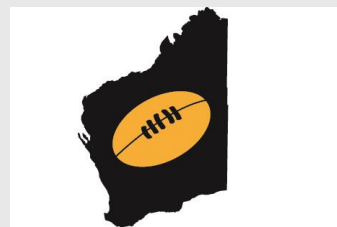
FREMANTLE
DOCKERS



WEST COAST
EAGLES®



FOOTY WA



FOOTY WA

Licensing Logos: NOT TO BE USED UNTIL ADVISED

The following logos represent the WAFC Licensed Brands. These logos are required to be used at all times.

As a Licensed Brand, these logos are not required to be accompanied by the WAFC logo.

Location:

M:\Branding

(Logos)\Approved Logos

2. Our Logos

2.4 Endorsed Brand Logos



The following logos represent the WAFC Endorsed Brands. These logos are required to be used at all times.

Where alternate versions (stacked/horizontal/mono etc) are available these are saved in the location noted below.

*WAFC District Logos are required to be accompanied by the WAFC logo in all applications.

Location:

M:\Branding
(Logos)\Approved Logos

2. Our Logos

2.5 Brand Extension Logos



The following logos represent the WAFC Associated Brands. These logos are required to be used at all times.

As an associated brand, these logos **ARE** required to be accompanied by the WAFC logo on all locally produced promotional items.

Location:

M:\Branding

(Logos)\Approved Logos

2. Our Logos

2.6 Logo Do's and Don'ts

Correct Usage of WAFC Logos



DO use the master colour logo only on a light background.



DO use the white logo on a dark coloured background



DO use the black logo on a light coloured background when full colour printing is not available.



DO use the master colour logo only on a light background.



DO use the reversed logo on a dark coloured background.



DO use the grey scale logo when full colour printing is not available.

Incorrect Usage of WAFC Logos



DO NOT distort or scale the logo disproportionately.



DO NOT change the colour of the WAFC logo.



DO NOT use the WAFC master colour logo on a dark coloured background.

The following examples show what can and cannot be done using the WAFC brands.

*Do not stretch logos. Stretching logos will distort them and they will look blurred on some documents.

3. Sponsors Logos

3.1 Master Colour Logos



These are the official Master Colour Logos for all WAFC sponsors and must be used when acknowledging sponsors.

Alternative versions are available, and can be found within the sponsor's file.

Each division is responsible for the management of their separate sponsor / stakeholder logos.

Location:
M:\Branding (Logos)\Approved Logos

WAFC Brand Ambassadors
Graeme Dix
Corporate Relations & Business Development Manager

Nikki Bower
(Sponsorship Branding Only)
Sponsorship Manager

Jed Harrison
Marketing Manager

4. Implementation

4.1 Colour Palette



Colour Scheme 1

Primary

C:91 M:56 Y:51 K:34 or R:16 B:76 G:86

Secondary

C:17 M:11 Y:5 K:0 or R:207 B:214 G:227

Tertiary

C:21 M:16 Y:16 K:0 or R:201 B:201 G:201



Colour Scheme 2

Primary

C:43 M:34 Y:35 K:1 or R:153 B:154 G:154

Secondary

C:30 M:24 Y:24 K:0 or R:180 B:180 G:180

Tertiary

C:21 M:16 Y:16 K:0 or R:201 B:201 G:201

This is the WAFC colour palette, which consists of two colour schemes.

Colour Scheme 1 forms a solid and stable base with the WAFC corporate colours. Colour Scheme 2 allows for variation and depth to the corporate colouring.

4. Implementation

4.2 Typography

Calibri

Abcdefghijklmnopqrstuvwxyz

Calibri Bold

Abcdefghijklmnopqrstuvwxyz

Calibri Italic

Abcdefghijklmnopqrstuvwxy^sw

Standard Font Size: Calibri 11pt
Abcdefghijklmnopqrstuvwxyz

Email Signature Font Size: Calibri 11pt
Abcdefghijklmnopqrstuvwxyz

Calibri and its variations is the corporate font for all communications. This font should be used whenever possible.

4. Implementation

4.3 Logo Placement - Apparel



Sample WAFC Community T-Shirt



Sample WAFC District T-Shirt

All locally produced apparel must contain the WAFC logo on the top right.

WAFC sub, endorsed or affiliate logos must be positioned on the top left of all apparel.

WAFC sponsor logos MUST be positioned below WAFC logo on all apparel.

WAFC's AFL clubs logos (WCE & FFC) must be positioned on the sleeves of the polo t-shirts only. All other use of AFL Club logos require approval.

4. Implementation

4.4 State Apparel On Field – Talent Academy



The following State Apparel is for the L16's and 18's State Talent Academy.

'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. Implementation

4.4 State Apparel On Field – Talent Academy



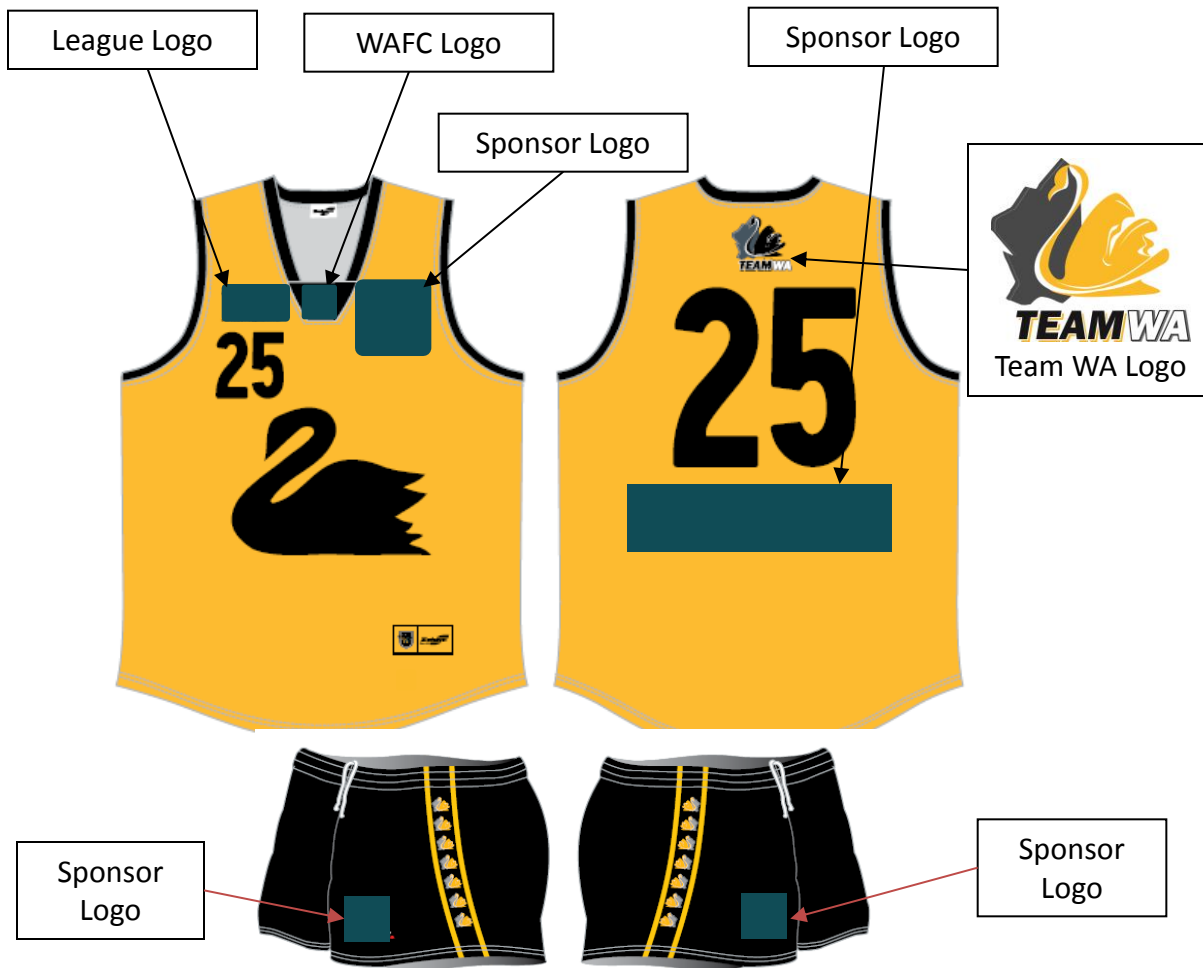
The following State Apparel is for the 16's and 18's State Talent Academy **ONLY**. This jumper is to be used in an instant where there are two WA teams playing against each other.

'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. Implementation

4.5 State Apparel On Field – WAFL, WACFL, WAAFL, WAWFL



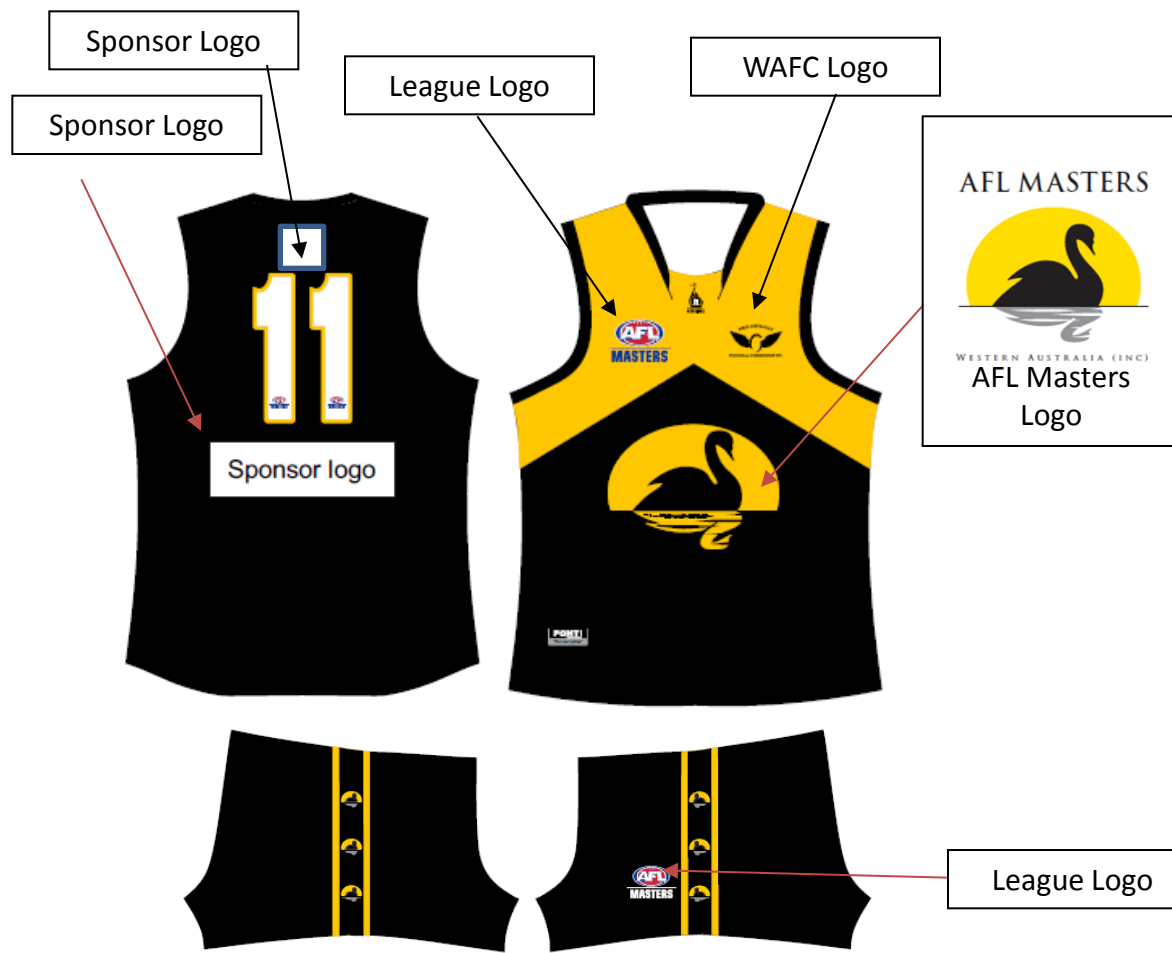
The following State Apparel is for the Leagues who represent WA

'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. Implementation

4.5 State Apparel On Field – WA Masters



The following State Apparel is for the WA Masters who represent WA.

To be used for WA Masters **ONLY**

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

4. Implementation

4.6 Logo Placement – Print Advertising

Sample WAFL Press Ad



Sample PlayAFL Poster



Sample WAFC Poster



All print advertising designed by the WAFC and its brands should have the logo positioned on the bottom left or right corner.

Where a second logo is required it should sit to the right of the main logo.

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

Advertising Approval

Please note: All advertising, including flyers, banners and handbooks that carries a brand referred to in this guide **MUST** be signed off by the Corporate Relations Department prior to going to print or being distributed.

4. Implementation

4.7 Business Cards



Jed Harrison
Marketing Manager

West Australian Football Commission
Gate 6, Patersons Stadium
Subiaco Road, Subiaco WA 6008
PO Box 275 Subiaco WA 6904

Phone: 08 9381 5599
Mobile: 0407 440 194
Email: jharrison@wafc.com.au
Web: www.wafootball.com.au



WEST AUSTRALIAN
FOOTBALL COMMISSION INC.



These are the WAFC business cards and must be set out this way. Business cards play an important role in the presentation of the WAFC brand and requires consistency among employees.

Location:
M:\Branding
(Logos)\Approved Business
Cards

4. Implementation

4.8 Email Banners

WAFC



WAFL



WAAFL



The following banners are the standard WAFC banners which are to be used on email signatures.

Social Media icons can be used where applicable. All requests are to be send to the WAFC Marketing Manager for inclusion.

4. Implementation

4.9 Banners cont.

WACFL



WAFC District - Bulldogs



Social Media Icons



The following banners are the standard WAFC banners which are to be used on email signatures.

Social Media icons can be used where applicable. All requests are to be send to the WAFC Marketing Manager for inclusion.

4. Implementation

4.10 Email Signatures

Standard

Jed Harrison

Marketing Manager

West Australian Football Commission

Gate 6 Patersons Stadium, Subiaco Road, Subiaco WA 6008

PO Box 275, Subiaco WA 6904

D: 08 9287 5512 | T: 08 9381 5599

M: 0407 440 194 | F: 08 9381 7947

E: jharrison@wafc.com.au | W: www.wafootball.com.au



This e-mail and any attachments are intended for the addressee(s) only and may be confidential.
They may contain legally privileged or copyright material. You should not read, copy, use or disclose them without authorisation.
If you are not the intended recipient please contact the sender as soon as possible by return e-mail and then please delete both messages.
This notice should not be removed. Please consider the environment before printing.

Reply | FWD

Jed Harrison

Marketing Manager

West Australian Football Commission

D: 08 9287 5512 | T: 08 9381 5599 | M: 0407 440 194

This e-mail and any attachments are intended for the addressee(s) only and may be confidential.
They may contain legally privileged or copyright material. You should not read, copy, use or disclose them without authorisation.
If you are not the intended recipient please contact the sender as soon as possible by return e-mail and then please delete both messages.
This notice should not be removed. Please consider the environment before printing.

These are the WAFC Standard and Reply/FWD email signatures and must be used at all times.

The signatures are managed centrally. For assistance, please contact IT.

Campaigns can be implemented with approval from the WAFC Marketing Manager.

4. Implementation

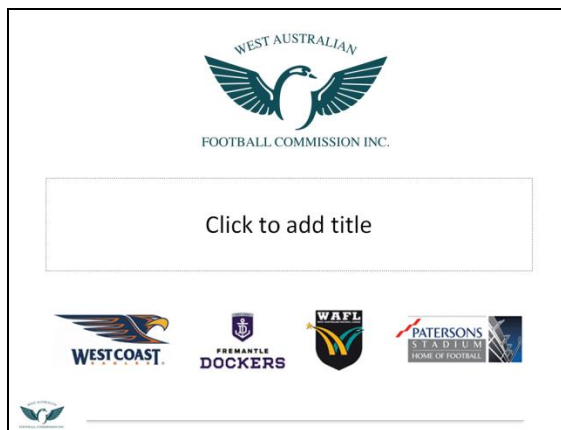
4.11 Presentation Folder



This is the WAFC Presentation Folder. It is to be used when presenting hard copy information to current and prospective clients or stakeholders.

4. Implementation

4.12 PowerPoint Presentation



This is the standard template for all WAFC PowerPoint presentations. This format should be used at all times.

Variations to this format include individual league templates which can be found in the following location.

The WAFC Footy Plus video forms part of this presentation.

Location:

M:\Branding (Logos)\Approved Powerpoint Templates

- WAFC
- WAFL
- WAAFL
- WACFL
- WAFC Districts

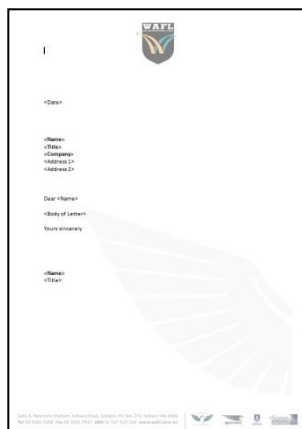
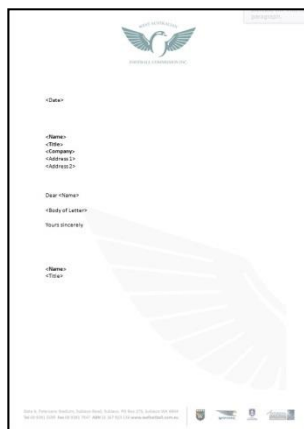
M:\Branding (Logos)\Footy Plus Video

Tip:

Ensure your presentation and Footy Plus video are both saved on the same USB to ensure the video will play.

4. Implementation

4.13 Stationery



The following are examples of the stationery including letterheads and 'with compliments' slips.

Variations to these that reflect individual leagues and WAFC Districts can be found in the following location.

Location:

M:\Branding

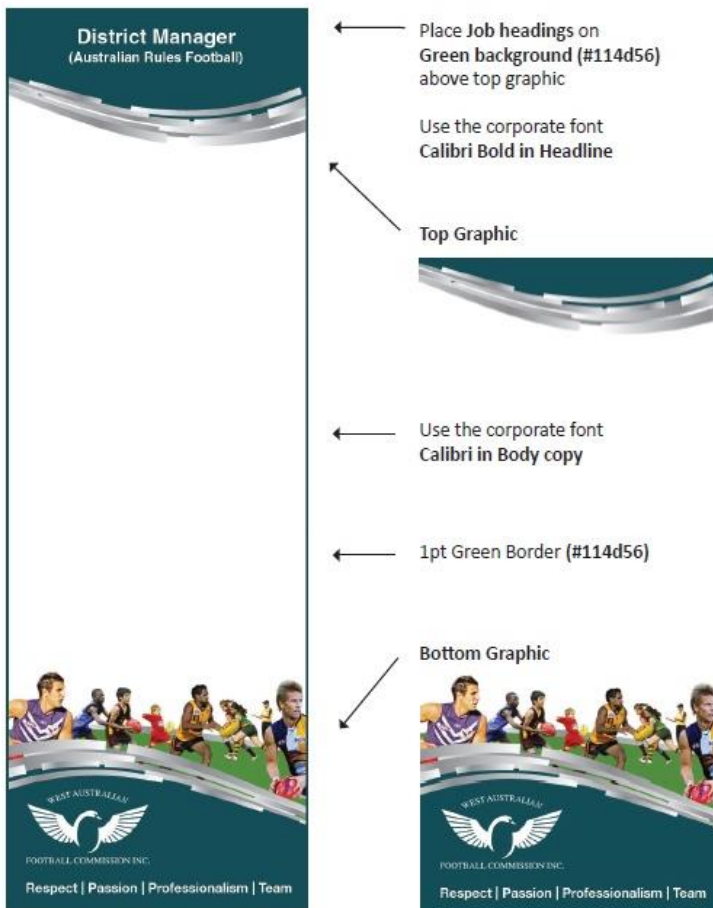
(Logos)\Approved

Letterheads

- WAFC
- WAFL
- WAFC Districts
- WAAFL
- WACFL
- NW State Academy

4. Implementation

4.14 Job Advertisement Sample



The image shows a vertical job advertisement template. At the top, the text "District Manager (Australian Rules Football)" is displayed in white on a dark green background. Below this is a curved graphic element. The main body of the advertisement is white. At the bottom, there is a photograph of football players in action, with a curved graphic element below it. The footer contains the West Australian Football Commission Inc. logo and the text "Respect | Passion | Professionalism | Team".

← Place Job headings on Green background (#114d56) above top graphic

Use the corporate font Calibri Bold in Headline

← Top Graphic

← Use the corporate font Calibri in Body copy

← 1pt Green Border (#114d56)

← Bottom Graphic

The following is the template for advertising job positions on Seek.

Please contact the Human Resource Department for all job advertising requirements.

5. Conclusion

We are managing 'Brand Football' in Western Australia. 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 Football' remains as strong as ever.