

Bowls NSW BRAND GUIDELINES

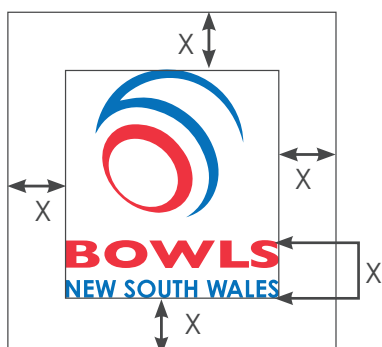
Consistency is the key for clear communication of a brand's message and maintaining brand integrity. These Brand Guidelines offer a recommendation of best practice when using the Bowls NSW brand.

Logo usage

As an affiliated Bowls NSW club, you are authorised to use the Bowls NSW name and logo in association with your marketing activities. For anything outside these activities please seek permission by emailing marketing@bowlsnsw.com.au. The Bowls NSW logo is a registered trademark and the following guidelines must be adhered to.

Logo Clear Space

For clear readability and brand integrity, other graphic elements such as images and logos must keep a clear distance away from the logo. As a guide the height of the text can be used as a minimum clear space.



Logo Colour

The two core colours to be used for Bowls NSW are:

BOWLS NSW BLUE:

CMYK: 88, 52, 0, 0
RGB: 6, 114, 168
HEX: #0672BA

BOWLS NSW RED:

CMYK: 0, 93, 76, 0
RGB: 238, 51, 66
HEX: #EE3342

Placing the Logo on Backgrounds

When placing the logo on backgrounds ensure there is enough colour variation between the background and the logo. Alternatively the logo can be white.



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Logo Sizing

The minimum logo size for print based material is 16 mm wide and for web no smaller than 45 pixels wide. When resizing the logo, scale it as a whole, making sure all elements are still in proportion.



Prohibited Logo Usage

When placing the logo, it should be used in its entirety, ensuring there are no distortions, drop shadows or rotation.



Other brand elements

Complementary elements to the brand are the tag line 'Love what you play, it's more than a game'. The complementary digital call to action below can also be used at the bottom of communications and includes the red strip with white icons and text.

Typography

Primary Typeface

Where possible use Century Gothic as the primary font for all communications branded as Bowls NSW.

Century Gothic Bold 10pt / 12pt leading

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Century Gothic Regular 10pt / 12pt leading

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Substitute Typeface

Where Century Gothic isn't available such as certain digital environments or internal communications, a substitute such as Helvetica can be used.

Helvetica Bold 10pt / 12pt leading

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Helvetica Regular 10pt / 12pt leading

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Thank you

Thank you for reading this guide. For any questions or for further information, please contact marketing@bowlsnsw.com.au.