

Version 1.0

Brand Guidelines

2023



Acknowledgment Of Country

Country Football WA acknowledges the Aboriginal people of the many traditional land and language groups across Western Australia as the traditional custodians of the land. We pay our respects to their ancestors and Elders, past, present and emerging.

Country Football WA is committed to honouring the unique cultural and spiritual relationships to the land, sea and waterways and the rich continuing contribution Aboriginal and Torres Strait Islander peoples make to our society.

Brand Guideline Notes

Colour Accuracy

The colours displayed in this manual are as a guide only. Colour accuracy is achieved by matching with CMYK and RGB references provided.

Digital Artwork

Country Football WA logos are available as JPG, Illustrator AI and EPS formats. AI or EPS formats are the preferred format used by designers and printers who use professional standard graphic software. (These files may not open on computers that do not have compatible software). For all high resolution reproduction, vector based artwork (AI or EPS) is recommended.

Approval

Approval to use the logo, tagline and graphic devices must be obtained by the Marketing team.

Any deviation from the specification outlined in this style guide must receive direct approval from Country Football WA and final artwork carrying the logo or branding elements must be approved before production by the head office.

Manifesto

We love footy.

And when you love it the way we do, you love more than just what happens on the field.

You love what happens after the siren.

Before bounce-down.

The crowds that'll show up on short notice.

The characters that make the long drive worth it.

It's loving what it means to be part of a team.

Even if you're not on the team.

It's getting as much support as you give.

It's the game-winning goals. Life goals.
Friendship goals.

Because without all of this, country footy would just be footy.

And without footy, there would be no glue.

Glue that keeps the country strong.

1.1 — Primary logo

Our logo is an extremely important asset used in communicating our identity. Our logo must be used correctly at all times to maintain strong, positive public recognition and respect.

Our primary logo should always be the first choice and used wherever possible.

Which logo file do I choose?

CMYK logos should be used when the final output is to be printed. RGB logos should be used when the final output is to be displayed on screen – web, app, digital, etc. Pantone logos should only be used in specific print circumstances.



1.2 – Secondary logos

On the occasion that the primary logo is unsuitable (such as when the space is too tight horizontally), the secondary logos can be used.

The abbreviated logo will be excellent when we have full brand recognition. Use this one sparingly!

The logo for socials is designed to fit in a very small circle. As it is seen alongside our name in social applications, there is no need to show the full name.



Stacked Logo



Logo for socials



Abbreviated Logo



**COUNTRY
FOOTBALL WA**

Oval Logo

1.3 — Mono logos

In some cases, it won't be appropriate to use our primary coloured logo. When this is the case, these mono versions can be used.



1.4 – Reversed logos

These yellow options are to be used when we have our dark green background.



1.5 — Logo integrity

Care must be shown to present the Country Football WA logo in a legible manner at all times. This includes the size of the logo and the space around it.

Minimum Size

To maintain legibility in our communications, the horizontal primary logo should not be rendered below the minimum usable size of 40mm wide (for print) and 133px wide (for screen).

The stacked logo should not be rendered below the minimum usable size of 25mm wide (for print) and 71px wide (for screen).

Clear Space

This minimum space of the “a” should be applied all the way around the logo at all times, unless stated otherwise. This ensures that no other graphic elements outside the brands own encroach on its natural space, providing clear visibility in all situations.



Primary Logo



Stacked Logo

1.6 — Belt up logos

Belt Up is our supporting partner. These lockup versions are to be used when we are referencing Belt up in our communications.



Primary Logo



Stacked Logo



Oval Logo

1.7 — Incorrect logo usage

Our corporate and sub brand logos must be used correctly at all times. They should never be altered, added to, or taken away from.

DO NOT change the logo in any way shape or form. This includes, but is not limited to, the following:

- DO NOT stretch, warp or distort the logo
- DO NOT change the colour of the logo
- DO NOT remove parts of the logo
- DO NOT put the logo on a background with insufficient contrast
- DO NOT move the crest or change the scale of the logo
- DO NOT separate elements of the logo
- DO NOT apply any effects (including, but not limited to, drop-shadows, outer glow, noise etc.) to the logo
- DO NOT rotate the logo
- DO NOT change the typeface



8.1 — Football



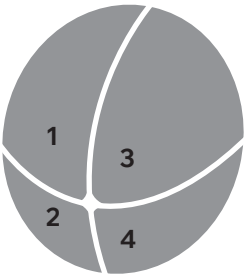
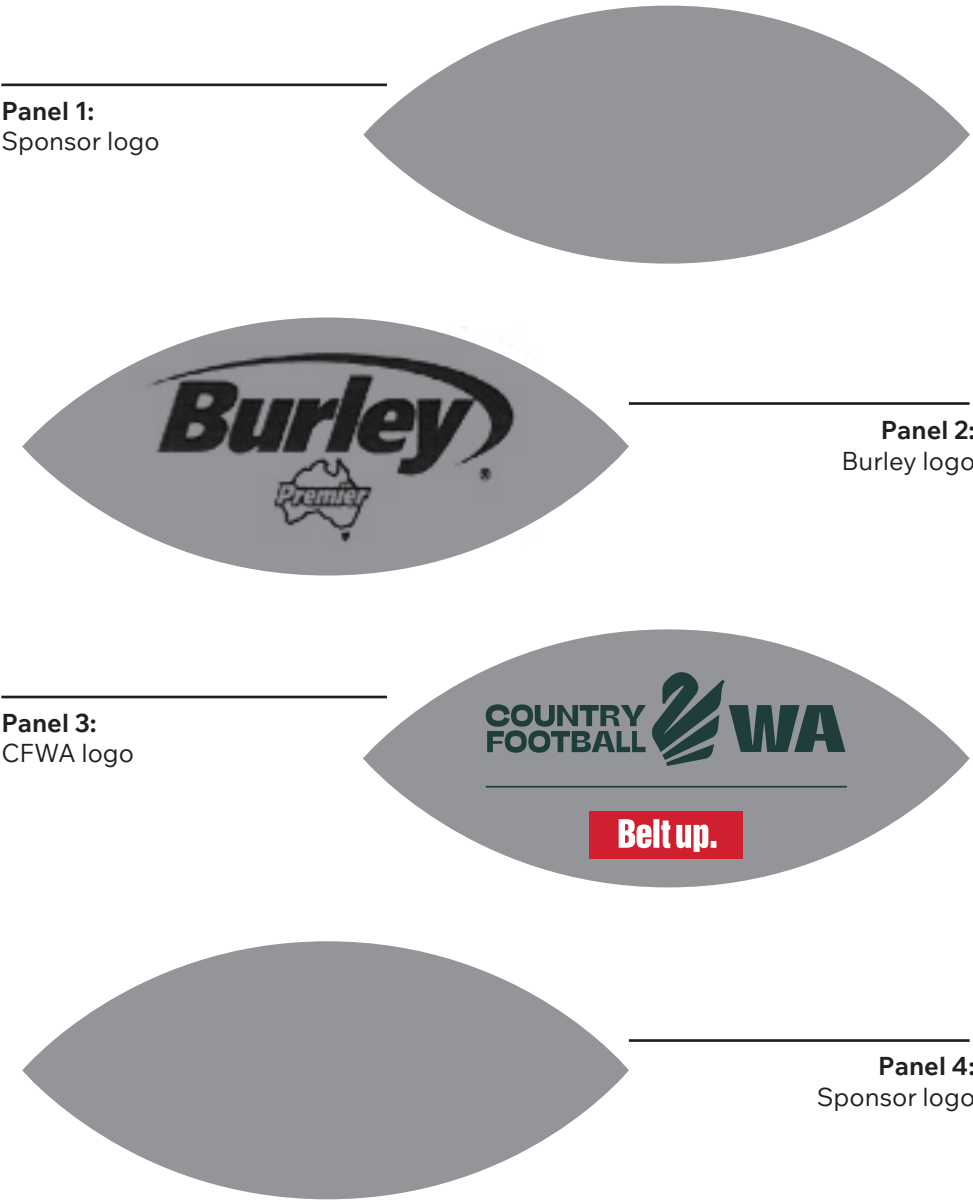
8.3 — Logo placement on footballs with Belt Up

All CFWA Leagues are required to place the CFWA master colour logo on Match Day Footballs.

Leagues and Clubs that do not abide by this regulation are in breach of their affiliation agreement.

Leagues have the opportunity to sell sponsorship on other panels of their match balls.

*CFWA supplies every League with between 2-5 branded match balls for every League Match PA to support all rounds.



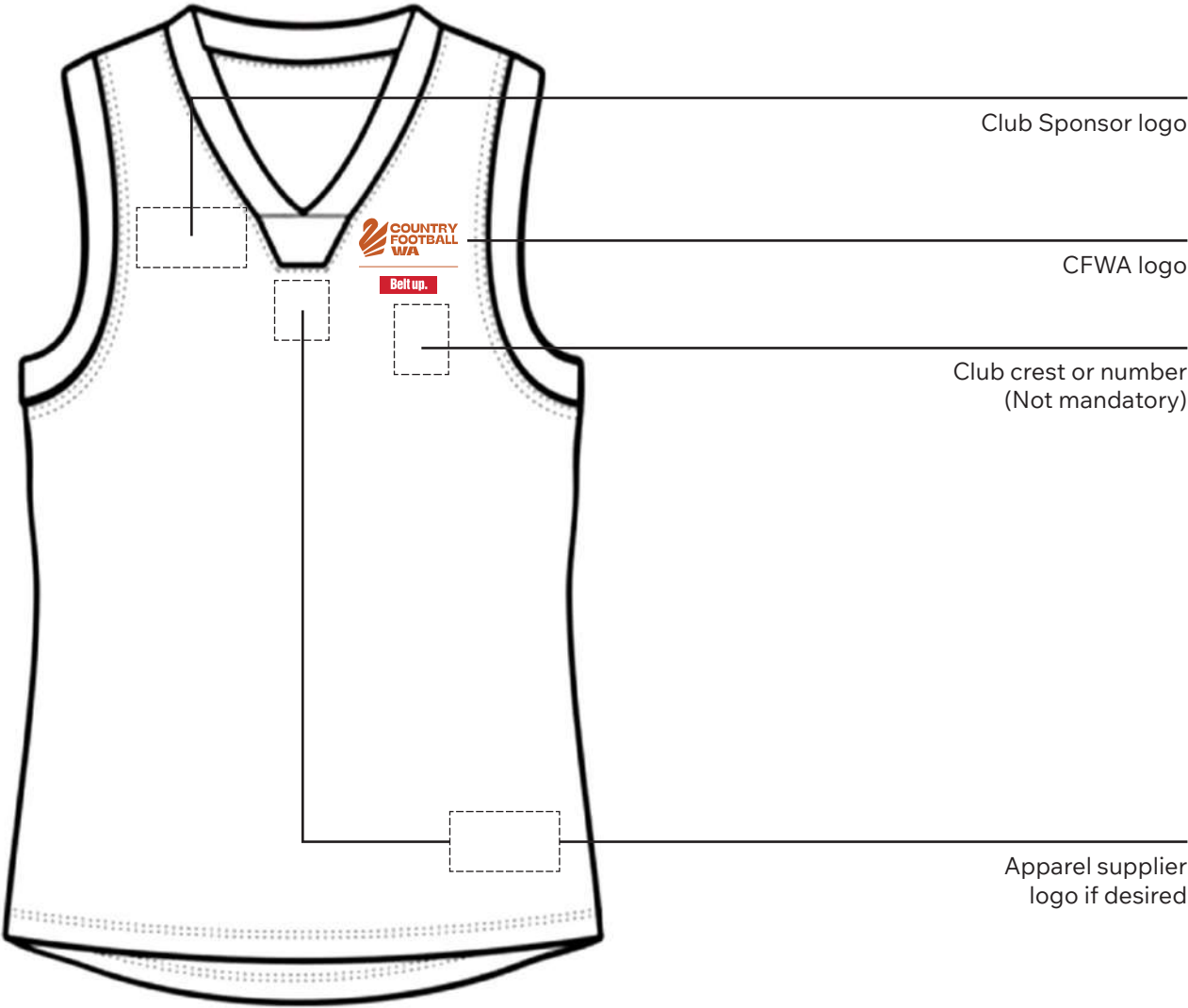
Panel numbering

8.6 — Standard club jumper front with Belt Up

The CFWA issues bylaws to clubs on branding and advertising of jumpers to play in the League. These bylaws only pertain to the specifications and do not confer on a club or a manufacturer permission or authorisation for reproduction of these logos.

The jumper must comply with CFWA branding, licensing and advertising specifications. Leagues and Clubs that fail to carry out this are liable to financial sanctions.

Blackchrome, Burley Sekem, ISC Teamwear, Icon, Belgravia Sports and ID Athletic are the only manufacturers of jumpers for the CFWA.

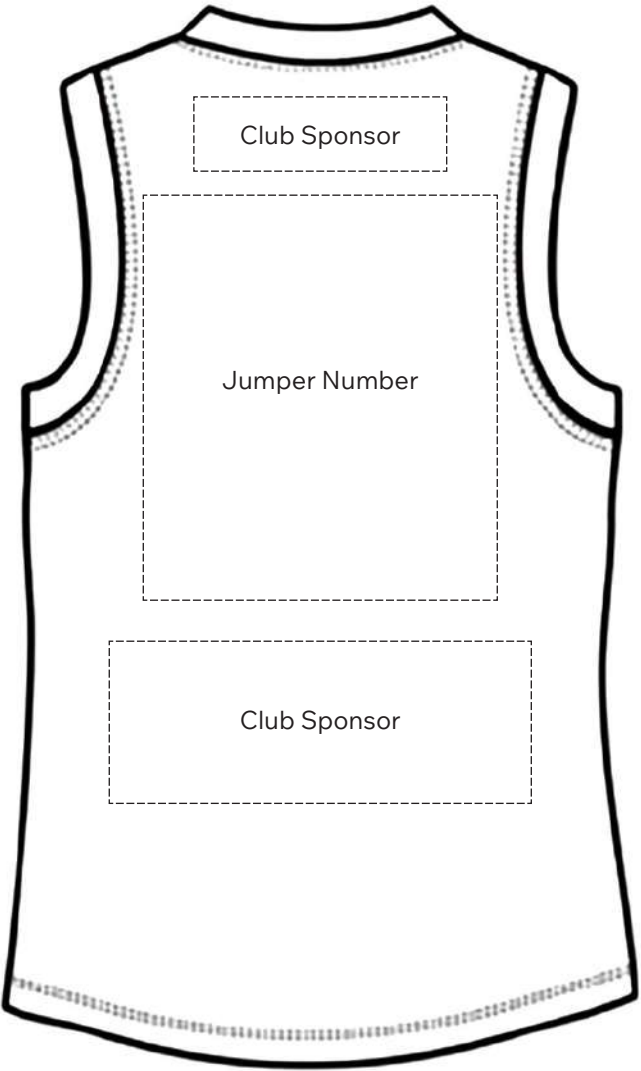


8.7 — Standard club jumper back

It is optional if Clubs wish to use the CFWA logo as the top logo on the back of their jumper.

The back of the jumper shall display a visible number.

Multiple sponsors are permitted within this area but should be within specified dimensions.

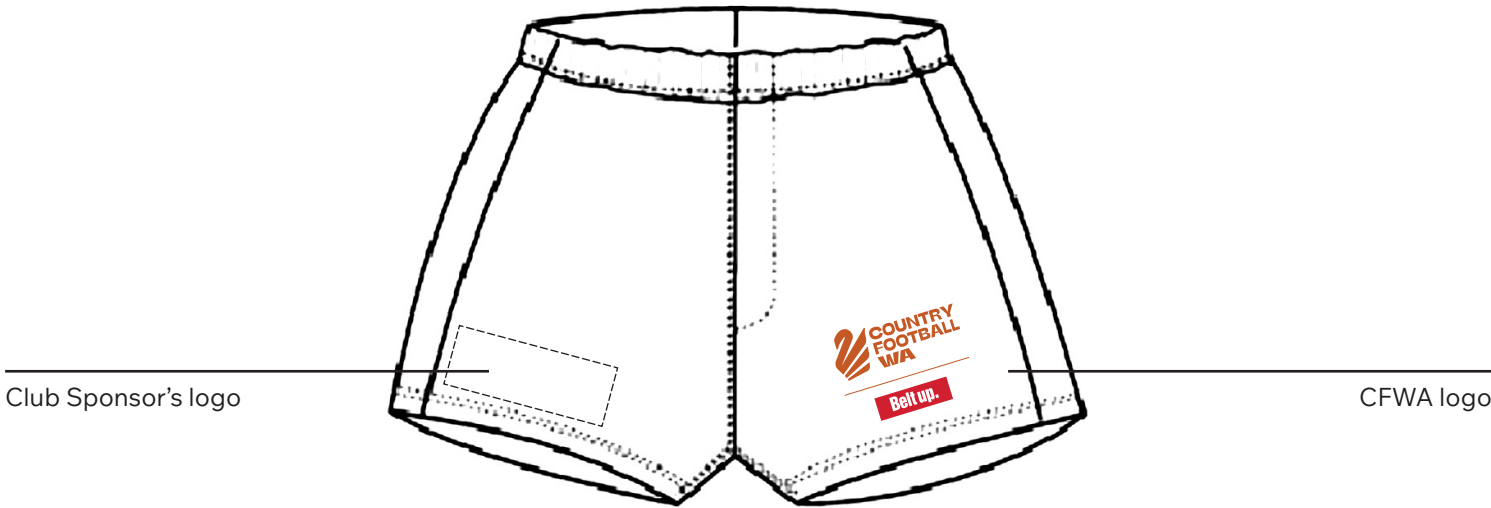


8.9 — Standard club shorts with Belt Up

Shorts shall be manufactured in accordance with industry standards with regard to pattern and material.

Shorts shall comply with CFWA branding, licensing and advertising specifications.

Blackchrome, Burley Sekem, ISC Teamwear, Icon, Belgravia Sports and ID Athletic are the only manufacturers of shorts for the CFWA.



Thank you

