

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

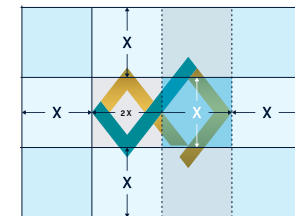
Inline Variations

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/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

Print use 20mm
Digital 30px



Australian Government
Sport Integrity Australia

Print use 20mm
Digital 30px



Australian Government
Sport Integrity Australia

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

PRIMARY TYPOGRAPHY

Oscine

Light

Regular

Bold

Caps	abcdefghijklmnopqrstuvwxy
Lowercase	ABCDEFGHIJKLMN OPQRSTUVWXYZ
Punctuation	! ; ? < » « > . , : ; ' " , ... ! - _ \ / () [] { } • * # % % ¢ § © ® ª ¯ ± °
Numerals	0123456789
Currency	\$ ¢ £ ¥ € ¢
Diacritics Uppercase	Á Â Ã Ä Å Æ 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 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
Diacritics Lowercase	Á Â Ã Ä Å Æ 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 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

Oscine should be used for all headlines and important text, for both print and digital.

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

Oscine can also be purchased form here:
myfonts.com/fonts/daltonmaag/oscine/

SECONDARY TYPOGRAPHY

Nudista

Light

Medium

SemiBold

Bold

Caps	abcdefghijklmnopqrstuvwx yz
Lowercase	ABCDEFGHIJKLMN OPQRSTUVWXYZ
Punctuation	! ? , < > . : ; ' " , . . . - - _ \ / () [] { } * # % % % § © ® ¶ ™ @ & + = °
Numerals	0 1 2 3 4 5 6 7 8 9
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 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
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 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

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/

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**

Unit 14, 5 Tennant St, Fyshwick ACT 2609
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

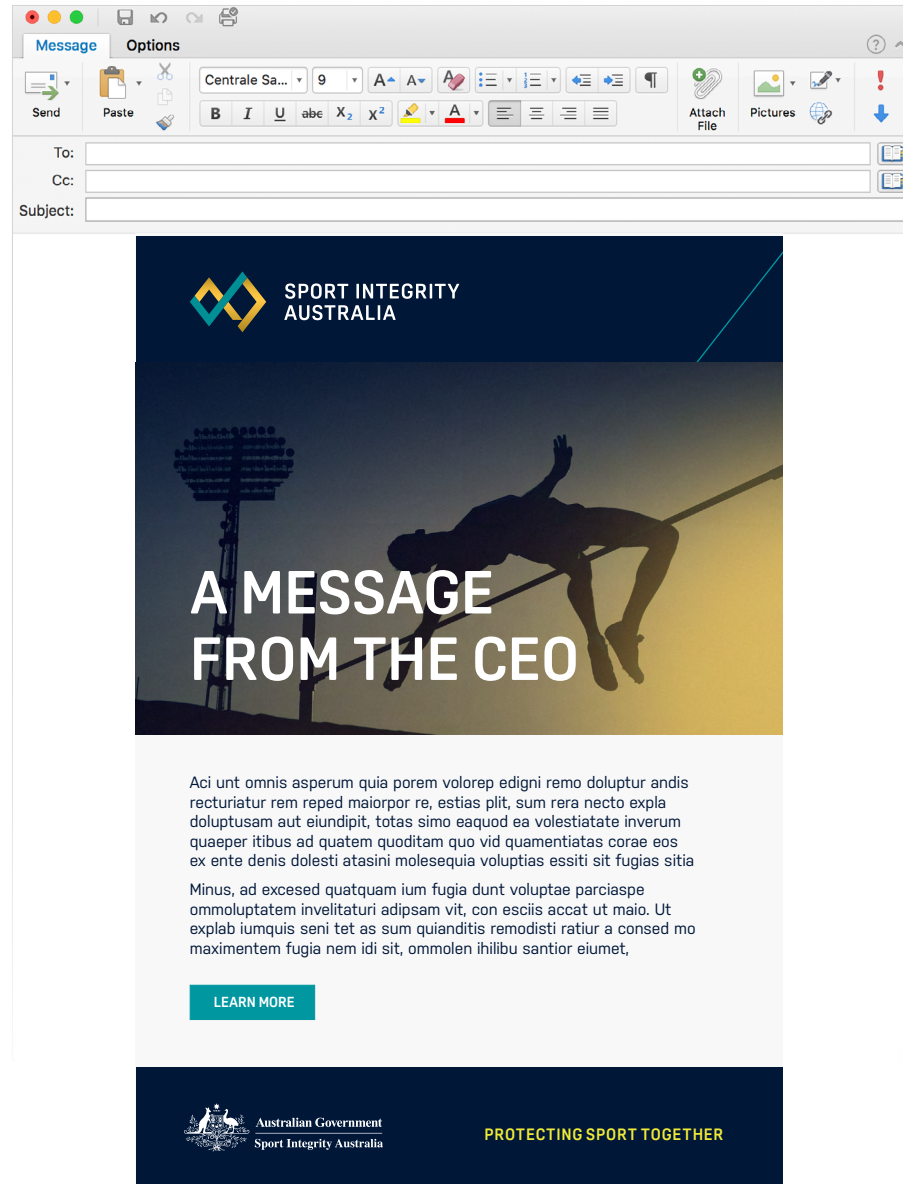
P 02 6212 1234 | **M** 0412 345 678 | **Hotline** 13 000 27232

sportintegrity.gov.au   

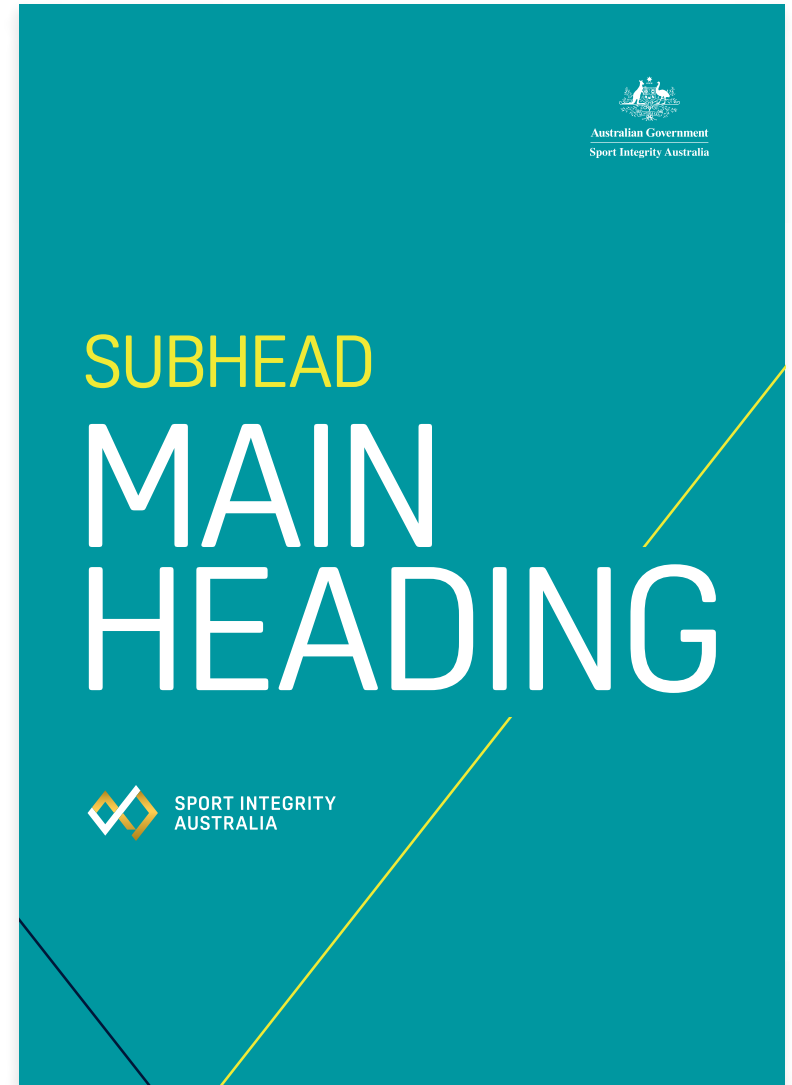
PROTECTING SPORT TOGETHER



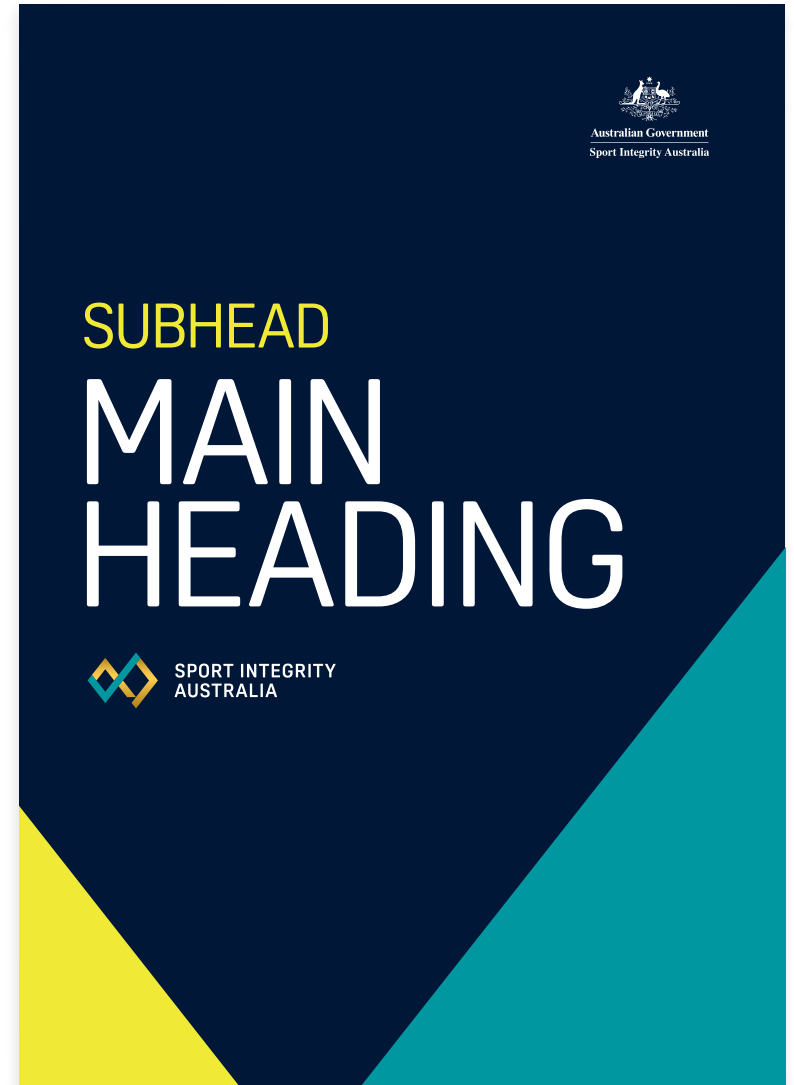
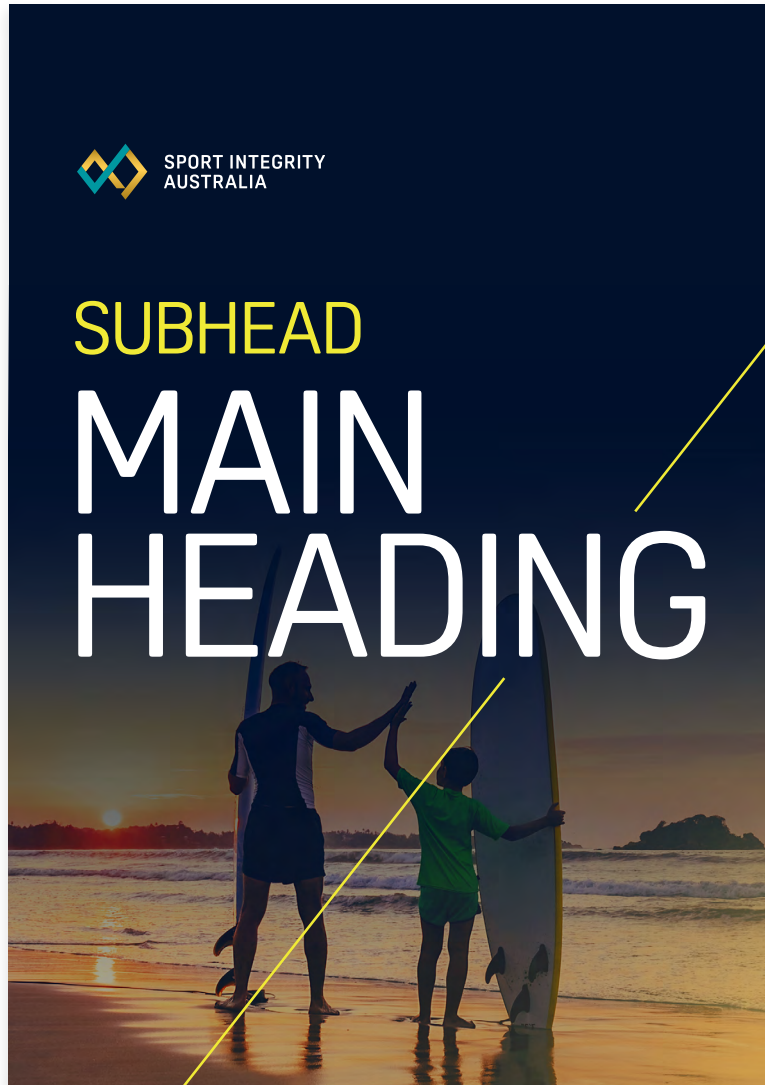
EMAIL NEWSLETTERS



DOCUMENT/
REPORT
COVERS



DOCUMENT/
REPORT
COVERS



PULL UP BANNERS



GOVERNMENT/ LEGAL USE LETTERHEADS



Australian Government
Sport Integrity Australia



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04 May 2020

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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

The image shows a screenshot of the Sport Integrity Australia Facebook page. The page layout includes a top navigation bar with the Facebook logo, a search bar containing 'Sport Integrity Australia', and user navigation options like 'Home', 'Create', and notification icons. The main header features a circular profile picture with a blue and yellow geometric logo, the page name 'Sport Integrity Australia' with a verified badge, and the handle '@SPORTINTEGRITYAUS'. Below this is a large cover photo of three young boys in a huddle, with the text 'PROTECTING SPORT TOGETHER' overlaid. The page is divided into three main sections: a left-hand navigation menu with options like 'Home', 'About', 'Posts', 'Videos', 'Photos', 'Events', 'Terms of Use', 'Missingpersons.gov.au ...', and 'Community', along with a 'Create a Page' button; a central 'Posts' section showing a photo of a cyclist; and a right-hand 'Community' section displaying engagement statistics such as '19,151 people like this' and '19,843 people follow this', along with an 'About' section listing contact information like the phone number '13 000 27232' and website 'www.sportintegrity.gov.au'. A 'Page Transparency' section is also visible at the bottom right.

SOCIAL MEDIA

TWITTER

The screenshot shows the Twitter profile for Sport Integrity Australia (@sportintegrityaus). The profile banner features a sunset beach scene with the text "PROTECTING SPORT TOGETHER" and the organization's logo. The bio includes introductory text, location (Australia), and website (sportintegrity.gov.au). The page shows 11.9K following and 41.3K followers. A pinned tweet is visible at the bottom of the profile section, featuring a cyclist. The right sidebar contains a "New to Twitter?" sign-up prompt, a "You might like" section with recommendations for AUS Olympic Team, Athletics Australia, and AIS Paralympic Team, and a "What's happening" section with a COVID-19 live event.

SPORT INTEGRITY AUSTRALIA / SECTION 01

Document 1
FOI 24-31
BRAND IDENTITY TOOLKIT / 36

SOCIAL MEDIA

TWITTER

← Search Twitter

Log in Sign up

PROTECTING SPORT TOGETHER



Sport Integrity Australia ✓
@sportintegrityaus

Introductory text goes here. ditas inissitiis dolesto ribuscit hit et eossus id que pra aut inulpar cipsus arum voloescius niminciis ma cus, aspici que doluptat accum

Australia sportintegrity.gov.au

11.9K Following 41.3K Followers

Tweets Tweets & replies Media Likes

Pinned Tweet

Sport Integrity Australia ✓ @sportintegrityaus

Post text goes here. ditas inissitiis dolesto ribuscit hit et eossus id que pra aut inulpar cipsus arum voloescius niminciis ma cus, aspici que

#protectingsporttogether



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

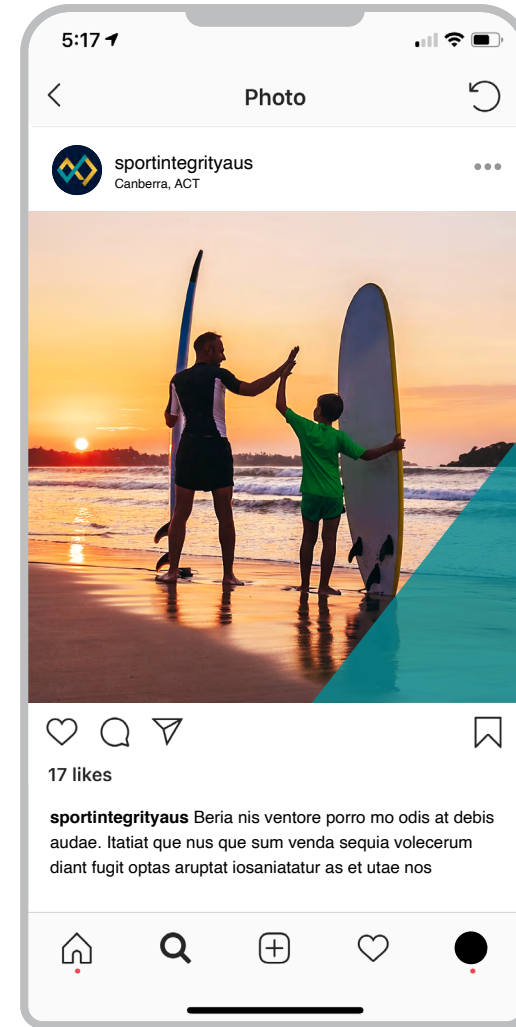
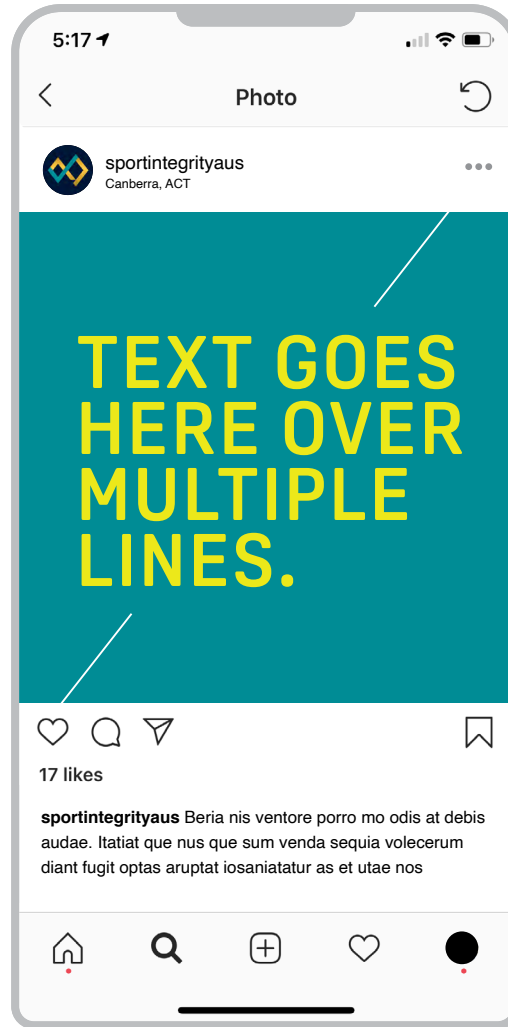
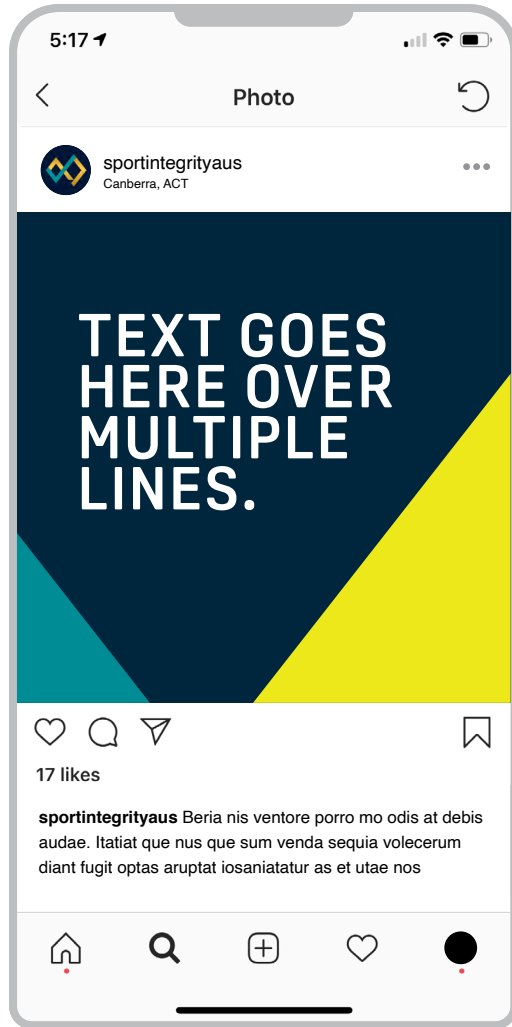
Show more

What's happening

COVID-19 · LIVE

COVID-19: Shing...

SOCIAL MEDIA CONTENT TEMPLATES





Unit 14, 5 Tennant St, Fyshwick ACT 2609
PO Box 1744, Fyshwick, ACT, 2609
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sportintegrity.gov.au