



Brand Identity
Guidelines
February 2014

The Brand

The strength of a brand is determined by the consistent adherence to the graphic standards that govern the presentation of its visual identity.

A cohesive and consistent brand identity system increases and strengthens our visibility to all audiences.



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Brand Identity



Brand Identity

Swing Fit Master landmark

Master configuration

The master configuration of the Swing Fit landmark is to be used across all applications, where possible.

The full colour landmark, to be printed on a white background, is the preferred version.



Master Positive



Master Reversed



Brand Identity

Monotones

Monotones

The single colour brandmark is to be used only when the reproduction methods are restricted to a single colour. In this case, the brandmark is converted to display the various brand colours.



Black



Sky Blue



Golf Blue



Green



Magenta



Brand Identity

Clear space and minimum size

Clear space

To protect the integrity of the brandmark a clear space has been defined. Clear space is the minimum area surrounding the brandmark which must remain clear of other elements. 'X' as defined by the letter 'T' in 'FIT' and indicates the space that should be left around the brandmark at all times.



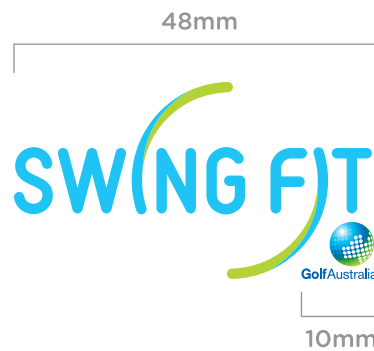
Clear space indicated by 'X' representing the height of the full "T".

Minimum size

A minimum size requirement of 48mm wide has been set to ensure the brandmark is always legible and never reproduced inappropriately at a third party's discretion.

This size has been determined due to the proportion and minimum size of the Golf Australia brand which is 10mm wide.

In cases where space is extremely limited, a limited use small size version has been created. This can be scaled down between 47mm to 18mm in width. Approval of this is still to be attained by Golf Australia.



Master minimum size is 48 mm wide.



Monotone version

Limited use minimum size is 18mm



Brand Identity

Incorrect use



✓ Correct brandmark



✗ Don't squash or stretch



✗ Don't crop



✗ Don't remove items



✗ Wrong colour backgrounds



✗ Don't crowd the brand mark and always use the clear space



✗ Don't move items



✗ Don't change colours



Brand Identity

Limited use

Limited use Master

The Swing Fit brandmark version below should only be used when special colours and print techniques are required e.g. PMS colours, vinyls, embroidery, etc.



3 Colour Master for Embroidery, PMS, Vinyls etc

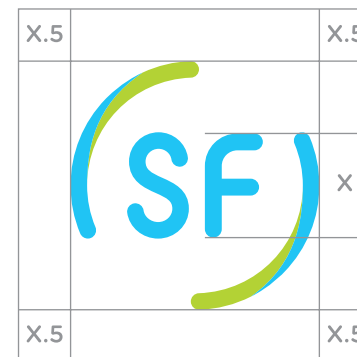


Magenta version to be used for specific brand extensions.
NB The magenta version is not intended to replace the Swingfit master brandmark.



Limited use Shorthand

There is also a shorthand "initials" version of the Swing Fit brandmark, this should only be used as a secondary to the master where appropriate or where space is very limited.



Clear space

10mm



Minimum Size

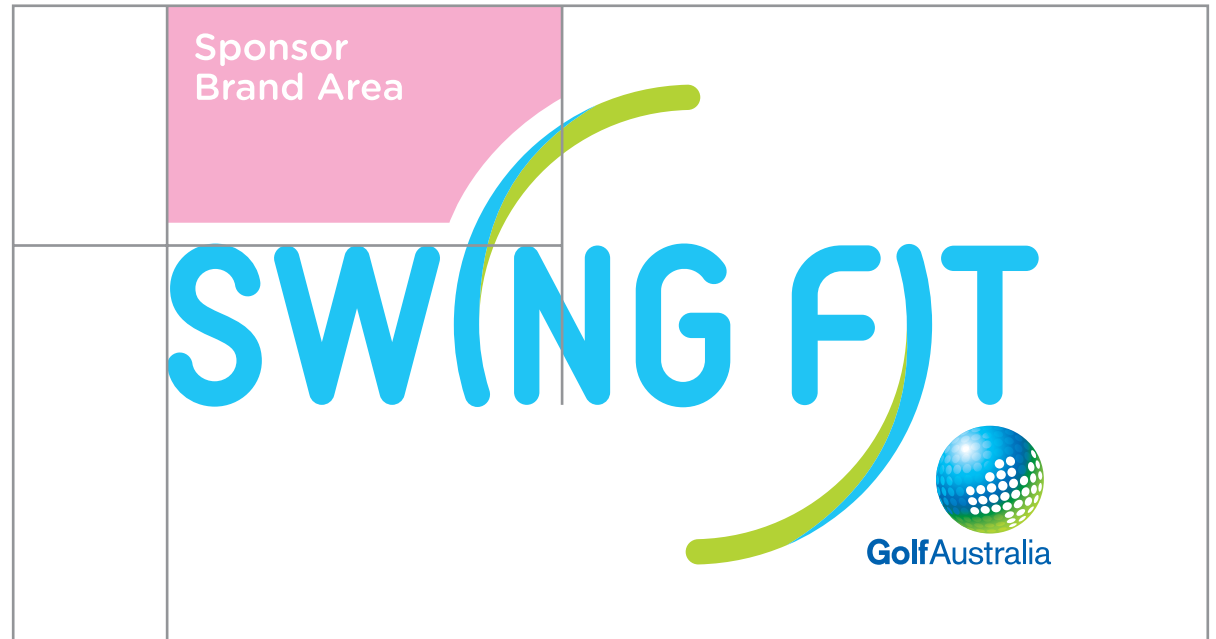
Brand Identity

Sponsors

The Swing Fit brand may eventually be sponsored, thus an area has been allocated for any potential landmark addition. This is in the top left corner as indicated, this area has been deemed ideal as it will be best for legibility and balance.



Sponsor example



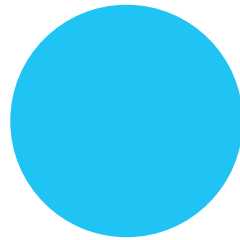
Brand Identity

Colour palette

Primary colours

The Swing Fit colour palette is bright and playful. Because of the number and complexity of colours, the full colour Swing Fit brand can only be printed in CMYK or appear in RGB when used in screen applications.

Please refer to the Limited Use for embroidery, Vinyl and Paint colour guidelines.

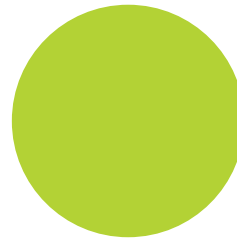


C 65 **R** 30
M 0 **G** 195
Y 0 **B** 245
K 0

Pantone
PMS 298

Vinyl
Ocena Blue 31

Paint
Modal P34H3

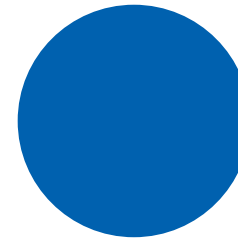


C 35 **R** 175
M 0 **G** 210
Y 100 **B** 50
K 0

Pantone
PMS 382

Vinyl
Kiwi 79

Paint
Lykra Strip P20H7

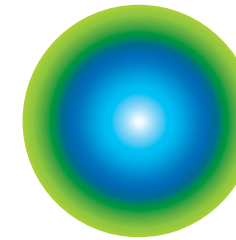


C 100 **R** 0
M 65 **G** 100
Y 0 **B** 175
K 0

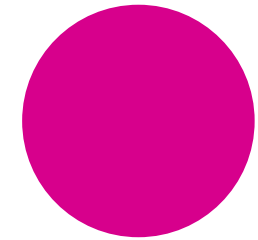
Pantone
PMS 293

Vinyl
Blue 05

Paint
Blue Sail P40H8



*Golf Australia
Gradient
(Refer to GA
Guidelines)*



C 0 **R** 215
M 100 **G** 0
Y 0 **B** 140
K 0

Pantone
PMS 219

Vinyl
Magenta 524EM

Paint
Painter
Recommended
Magenta



Master Brand



Limited use (Pantone)



Brand Identity

Typography

Netto Bold and Regular are the fonts to be used for marketing collateral and signage. They are utilised for main and sub headings.

Helvetica Regular is to be used when large segments of text are needed in publications, such as stationery and brochures.

'Myriad Pro' is to be used for internal and corporate correspondence.

Due to availability issues, 'Myriad Pro' is replaced with Arial when material is being produced internally on PC or in online applications.

Headings, signage and copy

Netto Bold

**ABCDEFGHI
abcdefghijk
0123456789**

Netto Regular

ABCDEFGHI
abcdefghijk
0123456789

Corporate Correspondence

Myriad Pro Bold

**ABCDEFGHI
abcdefghijk
0123456789**

Myriad Pro Semi Bold

**ABCDEFGHIJK
abcdefghijk
0123456789**

Myriad Pro Regular

ABCDEFGHIJK
abcdefghijk
0123456789

Web and internal use

Arial Bold

**ABCDEFGHI
abcdefghijk
0123456789**

Arial Regular

ABCDEFGHI
abcdefghijk
0123456789

Arial Italic

*ABCDEFGHI
abcdefghijk
0123456789*



Brand Toolkit

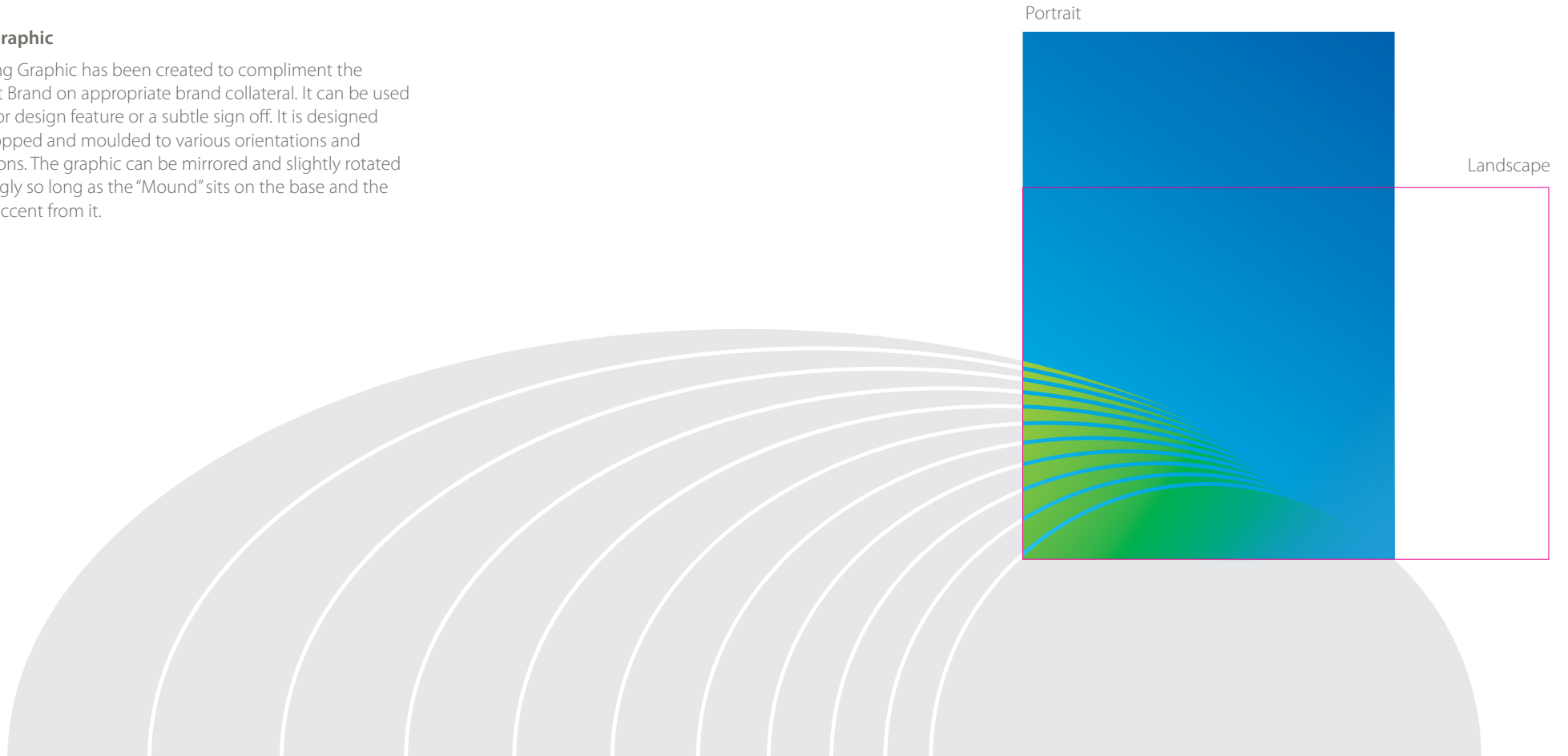


Brand Toolkit

Graphic device

Swing Graphic

The Swing Graphic has been created to compliment the Swing Fit Brand on appropriate brand collateral. It can be used as a major design feature or a subtle sign off. It is designed to be cropped and moulded to various orientations and proportions. The graphic can be mirrored and slightly rotated accordingly so long as the "Mound" sits on the base and the Swings accent from it.



Brand Toolkit

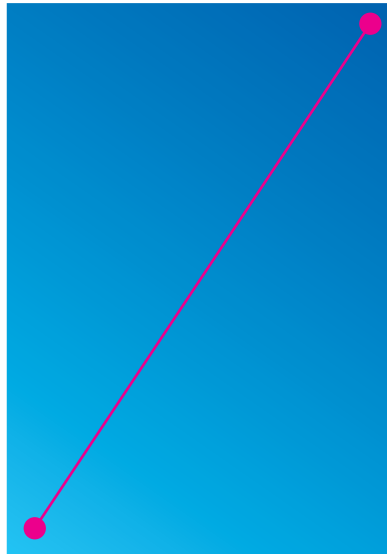
Graphic device

Swing Graphic Colour Variations

The Swing Graphic can be customised to suit its applications so long as the colour palette is strictly adhered to. There are two standard gradient variations as indicated, one for a coloured background, the other for white.

Please refer to page 11 for colour breakdowns.

Golf Blue Background



Swing Fit Blue

Golf Aus Blue

Golf Blue/Swing Graphic Background



Swing Fit Green

80 Cyan
100 Yellow

100 Cyan
10 Magenta



Swing Fit Blue

Swing Fit Green



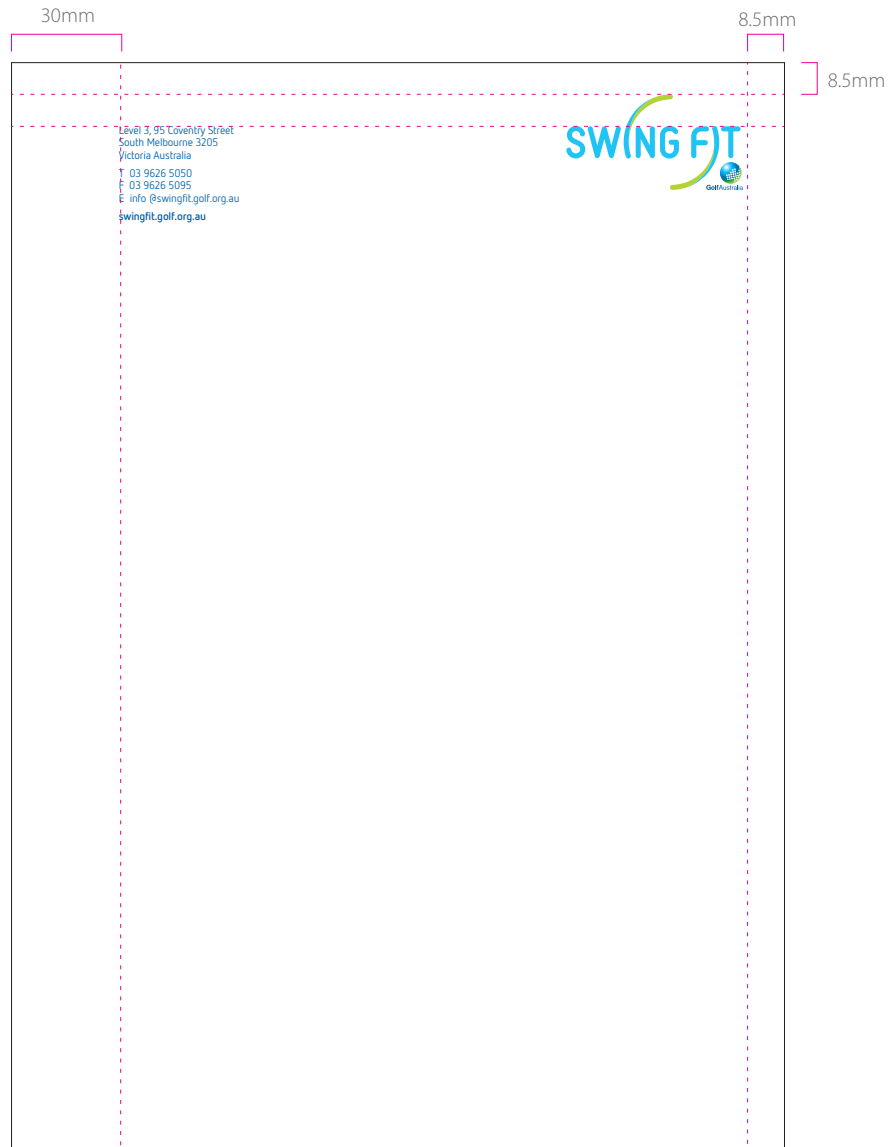
Brand Toolkit

Stationery

Letterhead

The letterhead design is an example of how the brandmark is best applied. Care has been taken to create a relationship between all elements by centre aligning the brandmark with text and page edge. Always use master letterhead artwork.

If you need information about the company, or registered company name, please contact the appropriate legal counsel.



Brand Toolkit

Stationery

Letterhead

A typing template had been designed to compliment the Swing Fit stationery.



No text to extend
beyond 35mm

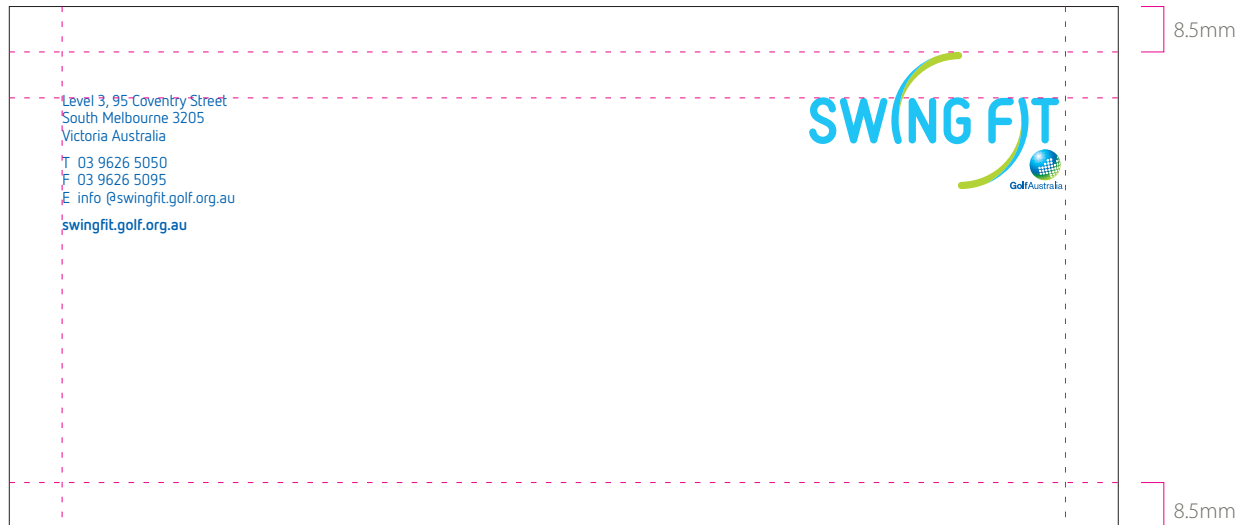


Brand Toolkit

Stationery

With Compliments

Care has been taken to create a relationship between all elements by aligning the landmark with text and page edge. Always use master artwork files.



Brand Toolkit

Stationery

Business Cards

The Swing Fit business card has been designed so that all main and personalised information works together on the front of the card. The back features the swing graphic and Swing Fit URL.

Always use master artwork files.

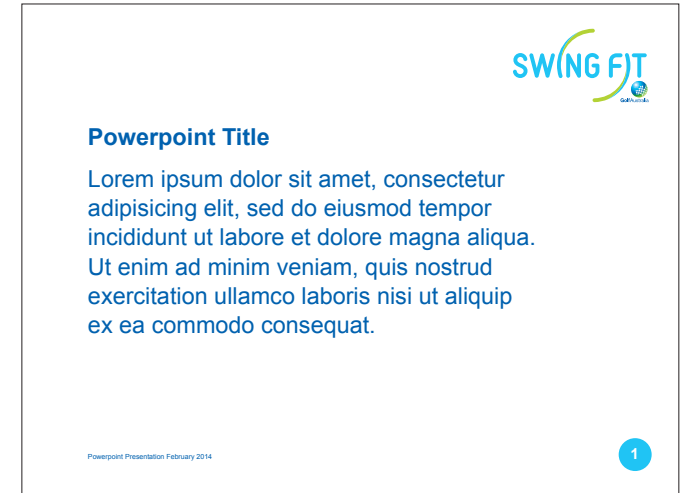


Brand Toolkit

Stationery

Powerpoint

Powerpoint template design intent.



Brand Toolkit

Photography

Photography

Photography plays an important part in creating Swing Fit's distinctive look. Overall, images should be people-orientated.

Images should be in full colour (CMYK) and be bright saturated colour shots.

Choose images that fit well with the Swing Fit colours.

If necessary, edit images so they fit within the palette.

The images on this page are examples only and can not be reproduced for publication.



Female of appropriate age
Smiling, or excited facial expression
Modern golf/athletic clothing
Clear blue sky from waist upward
Action or typical golf pose

Generic natural golf lower background ideal
No buildings or artificial structures



Brand Toolkit

Online

Online

Website home page design intention.



Contact

All enquiries and correspondence should be directed through:

**Golf Australia
Marketing Department**

Telephone: + 613 9626 5050

Email: info@golfaustralia.org.au

