



BRAND MANAGEMENT

STYLE GUIDE

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INTRODUCTION

Welcome to the Illawarra Academy of Sport Incorporated (IAS) Brand Management Guide. This guide has been developed to help you apply the IAS identity correctly.

WHY DO WE NEED BRANDING?

It is important to present a single unified identity within the IAS and to the wider community. By presenting the IAS in a professional and consistent manner at all times, it tells people that we are a cohesive and recognisable organisation. When used consistently and correctly, the IAS logo and its associated elements will support and strengthen its identity in the eyes of our organisation. A coordinated approach to managing the IAS identity is advantageous because such an approach assists in the marketing of the brand.

This guide has been developed to help you understand how the IAS logo and brand are to be used. Please read it carefully, and apply the principles and guidelines in any material you prepare for the IAS.

WHO DO I CONTACT WITH ANY QUESTIONS?

If you have any questions about this guide, how to implement its guidelines or about approval, please contact Senior Program Manager, Shawn McEachin by phone on 02 4225 3899 or email programs@ias.org.au.

BRANDING EVOLUTION

The evolution of the IAS logo was seen as a necessary step in ensuring that the IAS maintains its image in the local sporting community.

THE HISTORY

The IAS has used the same logo since its foundation in 1985. This logo has become a well recognised visual representation of the IAS, its mission and its values. Over time, however, the original logo has become dated and no longer represented the youthful and innovative message the IAS wants to project.

THE CONCEPT

The original concept of the IAS logo was to portray a sporting image that was representative of what the IAS was about. These concepts can be seen below.



- The different shapes represent the multiple balls used in sport.
- The shape of the logo represents the state of NSW.
- The arrows point to the Illawarra Region.
- The opposing arrows represent the opposing the adversarial nature of sport.
- The gridlines represent the netting used in several sports including the original sports of Basketball, Hockey and Netball.

the old

Some of the original concepts have been retained in the new IAS logo with additional elements added to represent the IAS into the future. It was important that the new IAS logo was not too dissimilar to the previous version to ensure familiarity and continuity of the IAS within the region.



- The ball in the air represents the 'bounce', 'toss' etc of the ball to begin a game/match.
- The general shape of NSW has been retained
- The 'i' has been replaced with the number '1' to represent the IAS being Australia's first regional academy and also the goal of achieving in sport.
- The 'star' replaces the arrows in representing Illawarra region and extends on that concept as each point of the star represents one of the five local government areas (Kiama, Shellharbour, Shellharbour, Wingecarribee and Wollongong.)
- The tilted orientation of the logo represents action and moving forward.

the new

THE LOGO

THE PREFERRED VERSION

The logo must only be used in the configurations and colours shown below. The IAS logo may NOT be redrawn or altered under any circumstances. If you have any doubts about your use of the logo, contact Shawn McEachin.



portrait



landscape

These are the preferred logos. Always use either of these versions of the logo unless space or colour restrictions require otherwise.

THE ALTERNATE VERSION

Use the mono or greyscale version of the logo where colour reproduction is not available.



THE REVERSED VERSION

In rare circumstances the logo may need to appear in print where none of the approved colours are available, for instance in a publication which is printed entirely in a single colour such as black. Under these circumstances the reversed version is to be used.



THE MARKETING LOGO



This version is for IAS marketing and promotional purposes only. It can also be used in the same colour formats as the IAS preferred logo.

The Unique Selling Proposition (USP) 'a pathway to excellence' has been developed to provide the IAS with a promotional campaign that will be relevant to the IAS well into the future and provides a campaign base that can be effectively used across all promotional and media formats.

In addition, the USP allows any number of businesses and sports within the IAS to take advantage of the positioning by utilising a version of the USP within their own individual promotions to suit their particular needs.

Single descriptive words can be added to the USP to communicate different aspects of the IAS. For example:

- a pathway to golfing excellence
- a pathway to competitive excellence etc.

LOGO USAGE

ORIENTATION

The IAS logo should always appear level and horizontally oriented. It should not be tilted or rotated.

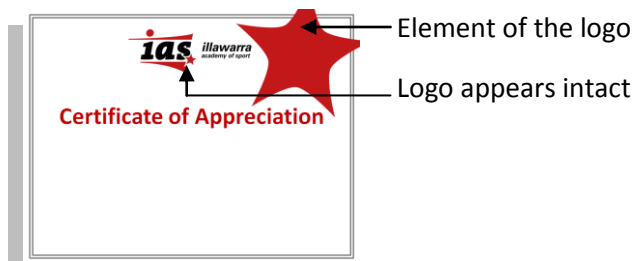


TEXT POSITIONING

The text “illawarra academy of sport” must not be removed, edited or modified in any way. Depending on the space available, the words “illawarra academy of sport” must always be present and in their original position beneath or to the right.

DESIGN TREATMENTS

The IAS logo and elements of it can be used as a design feature only in cases where it has appeared intact at least once elsewhere on the material in question.



INCORRECT USE OF THE LOGO

Consistency of application of the logo is critical to maintaining recognition for the IAS. For this reason, the integrity of the logo and its use should be maintained at all times. The logo and type should always appear together as one element, in the proportions shown. Icons and word mark may not be shifted relative to each other. It is not permissible to alter any elements of the logo, such as substituting another font for the word mark or changing the colour of the icons. The logo must never be traced, re-drawn or modified in any way and shadowing or borders may not be used to surround the logo.

The examples below show how the logo is **not** to be used.

Please note: the examples below apply to every form of the logo, and every application of the logo.



Never remove, omit or obscure the words “illawarra academy of sport” in the logo.

Never distort the logo.

Never use the logo in a low contrast manner. On dark backgrounds, always use the reverse (white) version of the logo.



Never tilt the logo, or move, readjust or modify any part of the logo.

Never use the logo in any colours other than black, reverse (white), greyscale or the specified CMYK, PMS or RGB colours.

Never add a border to the logo.

LOGO COLOURS

The logo consists of several colours, the three principal colours of the IAS logo are: (Red), (White) and (Black). Wherever possible, the logo should appear in its principal colours. The CMYK logo should be used for all colour process or digital printing applications. The greyscale version of the logo consists of the tints of black as well as 100% black.

CMYK (Cyan, Magenta, Yellow, Black) - This refers to the four ink colours used in a typical printing process. C is cyan (blue), M is magenta (red), Y is yellow and K is black. The four inks are placed on the paper in layers of dots that combine to create the illusion of many more colours.

- ★ C16 M100 Y99 K6
- ★ C0 M0 Y0 K100
- ★ C65 M57 Y56 K34
- ☆ C0 M0 Y0 K0

RGB (Red, Green, Blue) - Is the colour system used in designing for computer and television screens e.g. website

- ★ R 194 G24 B26
- ★ R0 G0 B0
- ★ R81 G81 B81
- ☆ R255 G255 B255

PMS (Pantone Matching System) - Equivalents for these CMYK colours are supplied for the purposes of ensuring consistency of colour reproduction. Unlike CMYK, PMS colours are pre-mixed inks. One ink is used for each colour in the publication. (Process Uncoated).

- ★ PANTONE DS75-1 U
- ★ PANTONE Process Black U
- ★ PANTONE DS 325-2 U

TYPOGRAPHY

PRIMARY TYPEFACE

The typefaces (or fonts) that support the branding for the IAS have been chosen for readability and visual appeal.

Calibri is the designated font as the primary typeface to use for all IAS work. This typeface is to be used as capital letters only when used for headings, subheading or major information lines.

The Calibri typeface is shown below.

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SUPPORTING TYPEFACE

Where it is not possible to use CALIBRI to conform to the style guide, please substitute this font with Arial.

ACADEMY NAME

The full legal name of the organisation is the Illawarra Academy of Sport Incorporated. However, this should only be used in legal and policy documents such as contracts. In all other cases, use simply 'IAS'.

In brochures, promotional literature and other text-based materials, the first reference to the company should use the name Illawarra Academy of Sport, while all further references can use simply 'IAS'. The use of 'the Academy' should not be used as it does not distinctly refer to the IAS. In lengthy documents, or on websites, this rule should be applied to each section or chapter or web page.



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