



# *Branding Guidelines*

## **BASKETBALL WA**

**2024**

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# Introduction

## Welcome

Welcome to the Basketball WA Brand Guidelines.

This document outlines the visual identity and design guidelines for Basketball WA.

The following guidelines have been designed to support internal and external partners.

It is essential in raising the Basketball WA brand awareness whilst ensuring consistency across all communication materials and media.



# Contents

<b>Scope</b>	<b>5</b>	Improper Usage	
<b>Purpose</b>	<b>5</b>	<b>Other BWA Brand Logos</b>	<b>13</b>
Document Author & Approving Authority		Colour	
<b>Voice</b>	<b>5</b>	Primary Colour	
<b>Basketball WA Logo</b>	<b>7</b>	Secondary Colours	
Reverse Logo		<b>Typography</b>	<b>15</b>
Alternative Logos		<b>Document Templates</b>	<b>17</b>
Vertical Basketball WA Logo		<b>Business Cards</b>	<b>18</b>
Reverse Vertical Logo		<b>EDM</b>	<b>18</b>
Alternative Vertical Logos		<b>Email Signature</b>	<b>19</b>
Space and Size		<b>Co-Branding</b>	<b>21</b>
Clear Space		Use of Sponsor Branding on BWA Uniforms	
Minimum Size			
Limited Use Logo			
Clear Space			
Placement			



# Scope

This Brand guideline is designed to ensure brand integrity across all Basketball WA (BWA) materials.

Please refer to this guideline for visual style, tone and usage guidelines.



# Purpose

This Brand guideline applies to the BWA organisation.

## Document Author and Approving Authority

The BWA CEO is the document approver for this Guideline.

Any changes or process improvement suggestions should be communicated to the BWA Marketing Manager.

# Voice

The intended voice of the BWA brand is conversational, engaging, inclusive and community minded. Our visual style is bold, clean and self-assured.

Our voice follows suit. Our approach to basketball, both on the court and beyond, is to strive for continual improvement in all we do. We are not arrogant in our delivery or tone.

BWA is inclusive (i.e. 'we'), fun, and represents a sport of choice.

Our voice should always convey the same.



# Our Logo



## Primary Usage

## Reverse Logo



The Reverse logo is to be used on the black (or very dark background).

This logo is located at:

# Basketball WA Logo

This is the primary logo for BWA and should be used in most cases.

The logo draws from the Basketball Australia logo but is localised to adopt Western Australia's proud and traditional sporting colours.

Variations of this logo in other colours, font or style is not approved (unless otherwise mentioned in the guideline).



The logo is located at:

Documents>BWA>Marketing>LOGOS>2024 Approved BWA & Partner Logos>New BWA Logos 2024

## Alternative Logos

The secondary logos may be used in contextual environments and only the approval of the Marketing Manager.



Flat/Spot Colour



White Logo



### Secondary Logo

The Secondary Logo is to be used when the Primary Logo does not suit the marketing material.

This is the preferred option when the logo is to be displayed on a busy background.



Black Logo

These logos are located at:

Documents>BWA>Marketing>LOGOS>2024 Approved BWA & Partner Logos>New BWA Logos 2024

## Vertical Basketball WA Logo

This is the Primary Vertical logo for BWA and should be used in most cases. The version of the logo is the preferred option to be used when the horizontal logo does not suit the contextual environment.

## Reverse Vertical Logo

The reverse logo is to be used on a black (or very dark background).



## Alternative Vertical Logos



The Secondary Vertical Logo is to be used when the Primary Logo does not suit the marketing material.

This is the preferred option when the logo is to be displayed on a busy background.



The secondary logos may be used in contextual environments and only the approval of the Marketing Manager.

These logo files are located at:  
Documents>BWA>  
Marketing>LOGOS>  
2024 Approved  
BWA & Partner Logos>  
New BWA Logos 2024





## Space and Size

### Clear Space

There should be a minimum clearance between the logo and other elements. The clear space is measured by half the height of the logo (as shown). This is proportional measure and is consistent at whatever size the logo appears.

### Minimum Space

The minimum height of the logo must be at least 40 pixels for digital applications or 10mm for print. Do not use the logo at a size less than this as reproduction may become problematic.



## Limited Use Logo

In certain instances, a reduced version of the main logo can be used. Ideally this should only be used for internal purposes/communications (e.g. PowerPoint) as a decorative element and rarely in other designs which heavily already references the Basketball WA name. If there is a requirement for this logo to be used externally it must be approved by the BWA Marketing Manager.

## Clear Space

The clear space is measured using the same principle of section Minimum Space and Size. This is a proportional measure and is consistent at whatever size the logo appears.

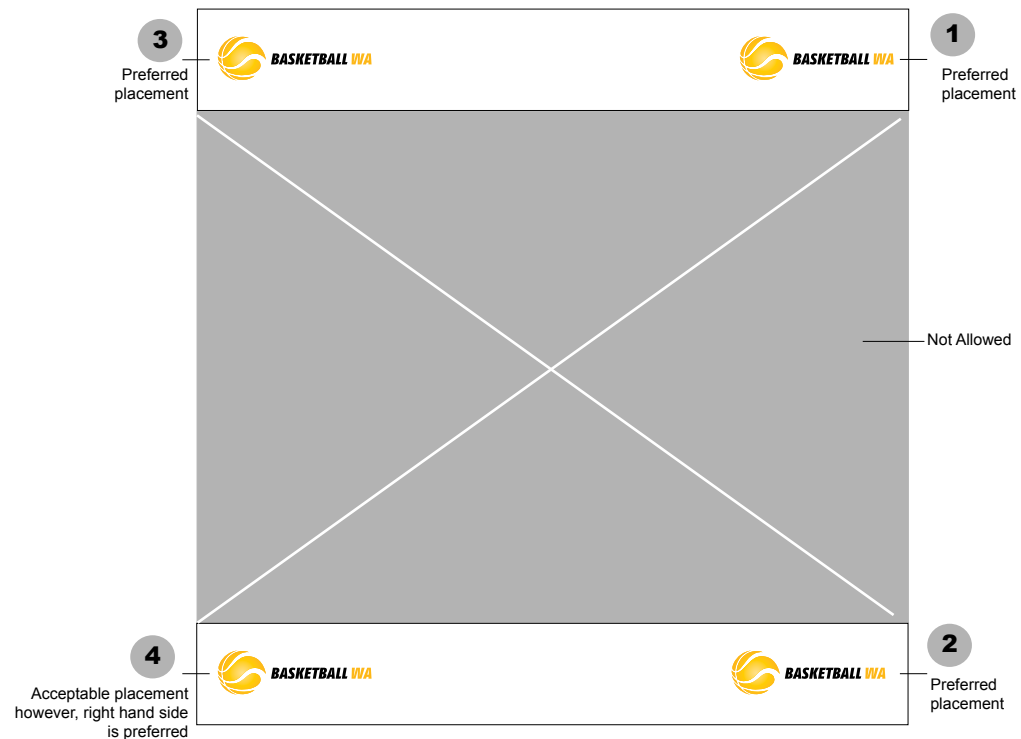
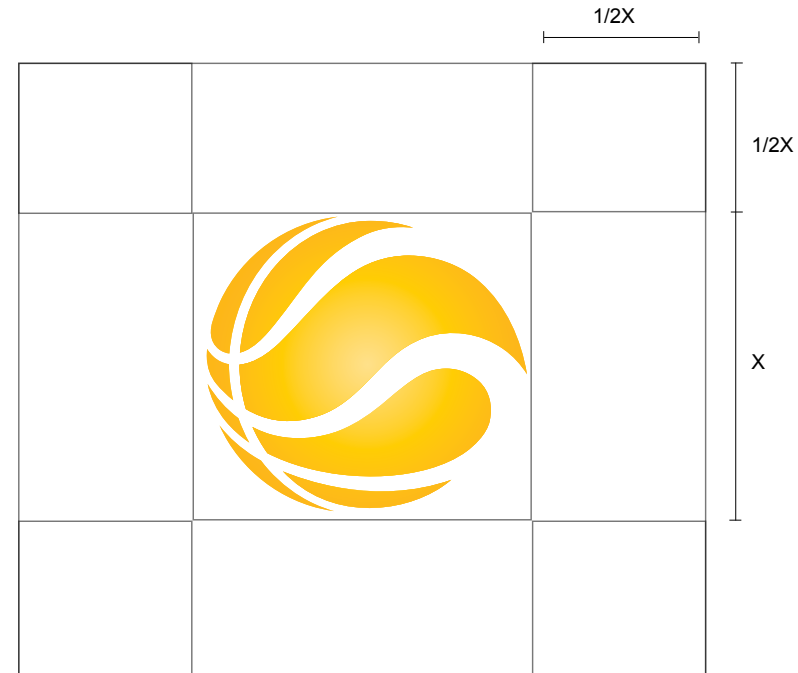
**Note:** Never use the 'Basketball WA' type by itself as a logo.

## Placement

The image to the right demonstrates the general rule for logo placement.

The preferred placement for the Basketball WA logo is in the top right-hand corner of communications. This way, the logo becomes a grounding element that appears consistently on all pieces.

If the top right is unsuitable, bottom right should be used, followed by the corners on the left-hand side of the document.



## Improper Usage

In this section there are examples of incorrect logo usage.

The BWA logo must not be altered or recreated in any way. Contact the BWA marketing team with any questions regarding specific logo usage.



DO NOT add colours



DO NOT rotate logo



DO NOT outline



DO NOT stretch or squash



DO NOT change colour



DO NOT add effects



DO NOT use old logo



DO NOT use old logo



# Other BWA Brand Logos

The following are Brand Logos of BWA.

These are not to be modified and should be used only in context of the Brand.

These logo files are located at:

The logo is located at:  
Documents>BWA>Marketing>LOGOS>



## Colour

Beyond the BWA logos, colour is a key recognisable aspect of our brand identity. Alongside the The Western Australian yellow, secondary colours were selected to expand the colour palette.

Using colour appropriately is one of the easiest ways to make sure our materials reflect cohesive branding.

## Primary Colour

**The BWA primary colour is Gold**

Pantone: 1235 C  
Hex: #FDB718  
RGB: (253, 183, 24)  
CMYK: 0, 31, 99, 0

## Secondary Colours

**Black**

Hex: #000000  
RGB: (0, 0, 0)  
CMYK: NAN, NAN, NAN, 1

**White**

Hex: #FFFFFF  
RGB: (255, 255, 255)  
CMYK: 0, 0, 0, 0



# Typography

Typography becomes a brand tool that can add visual meaning to what is communicated. Typography should also be easy to use. The BWA brand reduces the amount of complexity by utilising only two font families.

1. Email Signatures: **Font APTOS / Size 10**
2. Documents: **Font ARIAL / Size 11** is the font to be used in all BWA documents. Arial is a Universal font that should be on all PC devices.
3. Design Documents (Canva/Adobe):  
Canva/Adobe Created:  
Header Font: Glory Night/ProLamina  
Sub Title Font: Monument/Eurostil Ext  
Alternative: Eusthalia Clean/Eusthalia Clean

## BWA Documents - Arial Capitals

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

## Arial Lowecase

a b c d e f g h i j k l m n o p  
q r s t u v w x y z

## Arial Numerals, Punctuation & Glyphs

0 1 2 3 4 5 6 7 8 9  
~ ! @ # \$ % ^ & \* - + = \_ ( {  
[ \ / ; : ' " < > , . ] } )

## Design Documents

Canva/Adobe Created:

Header Font: Monument/Eurostil Ext (Black)

Sub Title Font: Monument/Eurostil Ext

Alternative: Eusthalia Clean/Eusthalia Clean

These documents will need to be approved by the Marketing Manager.

BWA Design documents Canva/Adobe: Capitals (Header Font)

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

Canva/Adobe: Lowecase (Header Font)

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

Canva/Adobe: Numerals, Punctuation & Glyphs (Header Font)

**0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & \* - + = \_ [ { [ \ / ; : ' " < > , . ] } ]**

BWA Design documents Canva/Adobe: Capitals (Sub Title)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Canva/Adobe: Lowecase (Sub Title)

a b c d e f g h i j k l m n o p q r s t u v w x y z

Canva/Adobe: Numerals, Punctuation & Glyphs (Sub Title)

0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & \* - + = \_ [ { [ \ / ; : ' " < > , . ] } ]

BWA Design documents Canva/Adobe: Capitals (Alternative)

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*

Canva/Adobe: Lowecase (Alternative)

*a b c d e f g h i j k l m n o p q r s t u v w x y z*

Canva/Adobe: Numerals, Punctuation & Glyphs (Alternative)

*0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & \* - + = ( ( [ \ / ; : ' " < > , . ] } ) )*



# Document Templates

All document Templates are located at:  
Documents>BWA>Marketing>BRAND TEMPLATES>  
Basketball WA 2024 Approved BRANDING

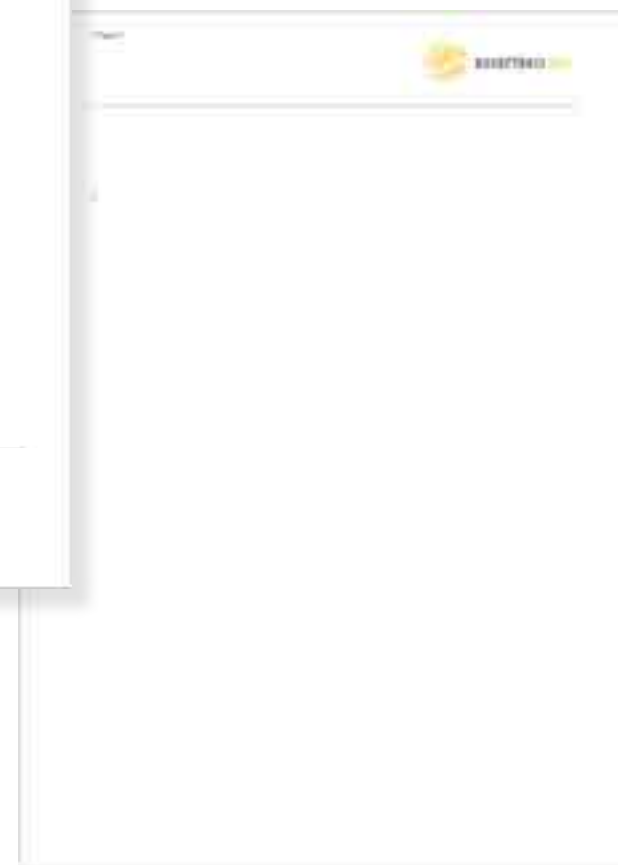
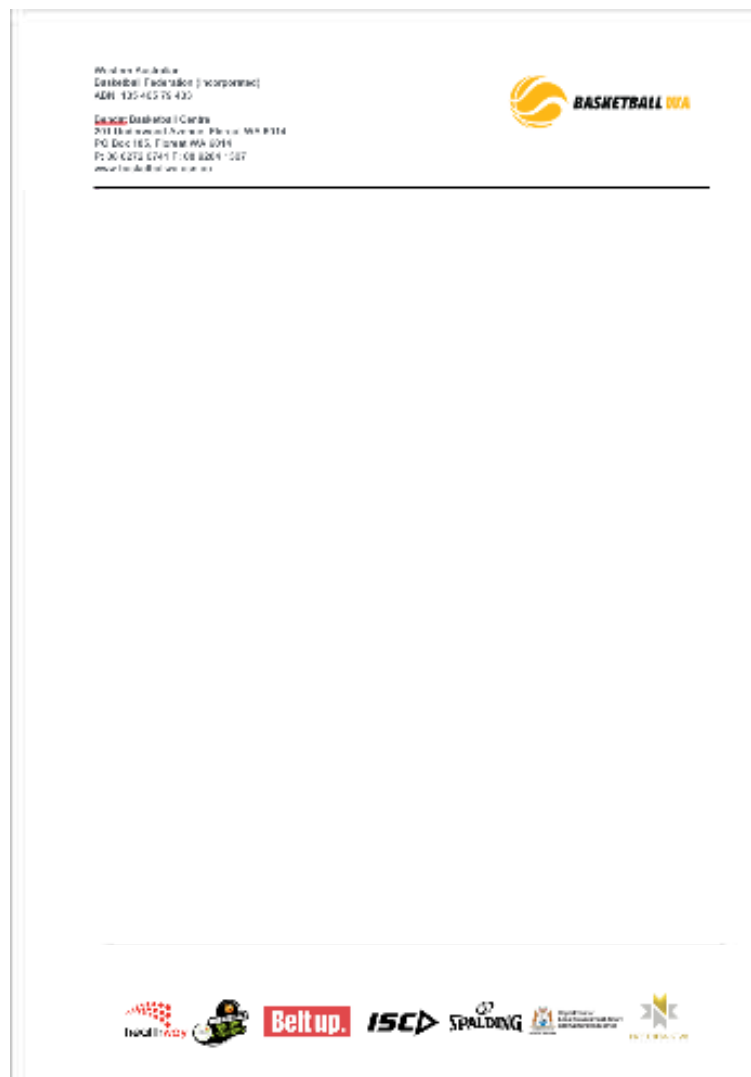
No other styled templates are to be created.

## Letterhead

Font to be used in the body of the letter  
is Arial Regular 11

Any headings can use Arial Bold in a larger size.

The template is located at:  
Documents>BWA>Marketing>BRAND TEMPLATES>  
Basketball WA 2024 Approved BRANDING







**BASKETBALL WA**

# Business Cards

The BWA Business Card is created by the Marketing Department.



# EDM

The BWA EDM is created by the Marketing Department.

Please refer to the Marketing Manager.





# Email Signature

The following is the required email signature. No other Signature is to be used unless approved by the BWA Marketing Manager. Other Signatures may include recognition of a special event or the like.

This signature is not to be used on a letter.

## Email Signature Style



Name | Title

M: 0433 832 035 P: 08 624 0714

Basketball WA  
Bendat Basketball Centre  
201 Underwood Ave, FLOREAT WA 6014  
<https://basketballwa.asn.au/>

[Facebook](#) | [Instagram](#) | [LinkedIn](#) | [YouTube](#)



We acknowledge the Whadjuk Noongar people as the original custodians of the land on which we live and work – Whadjuk Noongar Boodja.

Basketball WA acknowledges the Traditional Custodians of Country throughout Western Australia and recognises their continuing connection to

Land, Waters, and Community. We pay our respect to them and their cultures; to Elders both past and present.

### Email signature Style:

FONT Type: Aptos

Size: 10

Acknowledgment of Country / Aptos / Size 6.5

### Body of the email style:

FONT Type: Calibri OR Aptos

Size: Recommended 10.5 or 11

## Email Signature Style

For iPhone/android phone signatures, it is recommended just use a text-based signature as the images and footer do not load well

## Regional Email Signatures

We will be reverting to the overarching Basketball WA logo in all signatures, including regional. We recommend placing your region in the red highlighted section shown.

**Name | Title**

**M:** xxxx xxx xxx **P:** 08 6272 0741



**Basketball WA**

Bendat Basketball Centre  
201 Underwood Ave, FLOREAT WA 6014  
<https://basketballwa.asn.au/>

**Name | Regional Development Officer**

**M:** xxxx xxx xxx **P:** 08 6272 0741



Basketball WA – **Region Listed Here**  
Address Here

Address Here  
<https://basketballwa.asn.au/>



## Co-Branding

When creating BWA marketing material which needs to feature a co-branded logo, the following rules should be applied.

- The BWA logo should remain on the left-hand side.
- BWA standard spacing applies.
- There should be a thin dividing line between the two logos. The line should be Black and a tint of 25%.
- The divider should be the height of X.
- The clear space to the left of the partner logo should also be  $1/2 X$ .
- The partner logo's height should be the height of  $Y \times 2$  (Y multiplied by 2)



## Use of Sponsor Branding on BWA Uniforms

Sponsor branding should be the size of the BWA Branding – less 25%. Any exemptions to this rule must be approved by the BWA Marketing Manager.

