



AUSTRALIAN SPORTS COMMISSION

AUTHORISED logo style guide

A SUMMARY



AUSTRALIAN SPORTS COMMISSION

Corporate logos identify organisations. They are a branding which makes our organisation recognisable throughout the community. Consistency of usage is therefore essential. Logos identify the source of materials and reinforce credibility of the items on which they appear.

The logos in this guide are the only authorised logos to be used on ASC publications/advertising and promotional materials/presentations/stationery etc. whether in print or electronic media.

As the primary organisation, the ASC logo must be used with the Australian Institute of Sport and/or the Active Australia logo. In these cases the ASC logo must be the most prominent and guidelines for the use of the Commonwealth Coat of Arms must be observed*.

Logos must be reproduced in their correct and full forms. They are not to be altered or new versions 'made up'. Specifications for each of the logos are provided and they should not be reproduced in any way contrary to these guidelines.

- colours must not be changed
- additional colours should not be added
- additional text or graphics should not be added
- logos should not be scanned, retraced or redrawn; distorted when rescaled or smaller than the minimum size specified.

When ASC logos are used with other corporate logos, eg in sponsorship arrangements, advertisements and joint promotions, the size and placement should be discussed with the Publication Services Manager.

ASC logos cannot be used for external purposes or on products without appropriate ASC authorisation. Such requests should be addressed in the first place to the Publication Services Manager who will consult with appropriate senior staff.

COPIES OF THESE GUIDELINES AND ELECTRONIC COPIES OF LOGOS ARE AVAILABLE FROM:

Publication Services Unit
Australian Sports Commission
PO Box 176
Belconnen ACT 2616
Telephone: (02) 6214 1912
Email: pubs@ausport.gov.au

Guidelines for the use of the Commonwealth Coat of Arms can be found in the AGPS Style Guide or in the comprehensive ASC Style Guide at www.ausport.gov.au
Enquiries should be directed to the Publication Services Manager on (02)6214 1375.

AUSTRALIAN SPORTS COMMISSION MISSION



to enrich the lives of all Australians through sport

THE AUSTRALIAN SPORTS COMMISSIONS MISSION

Will be achieved through:

- development and maintenance of an effective national sports infrastructure;
- improved participation in quality sports activities by Australians; and
- excellence in sports performance by Australians.

We are working towards this Mission by:

- providing leadership through the development of a national policy framework;
- coordinating and contributing to the national delivery network; and
- developing and disseminating quality services, programs and products.

In achieving its mission, the Commission acknowledges the important complementary relationship between elite and community sport in Australia.

AUSTRALIAN SPORTS COMMISSION LOGO

TWO COLOUR LOGO VERSION
USE ON LIGHT BACKGROUND
Blue: PMS 288
C-100, M-65, Y-0, K-30
Yellow: PMS 122,
C-0, M-18, Y-83, K-0



LOGO FOR USE ON LIGHT
BACKGROUND IN EITHER
BLACK OR BLUE (PMS 288)



AUSTRALIAN INSTITUTE OF SPORT LOGO

TWO COLOUR LOGO VERSION
USE ON LIGHT BACKGROUND
Blue: PMS 288,
C-100, M-65, Y-0, K-30
Red: PMS 485,
C-0, M-100, Y-91, K-0



LOGO FOR USE ON LIGHT
BACKGROUND EITHER BLACK
OR BLUE (PMS 288)



ACTIVE AUSTRALIA LOGO

FOUR COLOUR LOGO VERSION
FOR USE ON LIGHT BACKGROUND
HEADS AND TEXT PRINT IN BLACK
BLUE: PMS 300
C-100, M-43, Y-0, K-0)
RED: PMS 485
C-0, M-100, Y-91, K-0
YELLOW: PMS 122
C-0, M-18, Y-83, K-0



LOGO FOR USE ON LIGHT
BACKGROUND IN BLACK WITH
WHITE KEYLINE AROUND HEADS



TWO LOGO VERSIONS FOR USE ON DARK BACKGROUND
WHITE + YELLOW
WHITE ONLY



TWO LOGO VERSIONS FOR USE ON DARK BACKGROUND
BLUE + RED + WHITE
WHITE ONLY



TWO LOGO VERSIONS FOR USE ON DARK BACKGROUND
HEADS AND TEXT PRINT IN
WHITE + COLOURS SEE ABOVE



LOGO PRINTS IN WHITE WITH
BLACK KEYLINE AROUND HEADS

