


netball
NEW SOUTH WALES

Netball NSW
Brand Guidelines

Version 2.0 January 2021

An abstract graphic consisting of several white lines of varying thicknesses that intersect and curve across the right side of the page. The lines create a sense of movement and depth, with some lines forming a large, rounded shape that resembles a stylized letter or a dynamic form. The background is a solid, vibrant blue.

Netball NSW acknowledges and pays respect to the Traditional Owners of the land, the Wangal people of the Dharug nation, where Netball Central is based.

Netball NSW also acknowledges the various traditional custodians of the land across the wide netball landscape in NSW. We pay respect to their culture, history and Elders, past, present and emerging.

The Aboriginal lands and waters on which we build our courts, clubhouses, and facilities that are essential to our game are acknowledged as ancient and respected ground, and we acknowledge the significant and ongoing contribution of local Aboriginal communities throughout the Netball NSW community.

INTRODUCTION

About Us

With members playing and enjoying netball at all levels in cities, suburbs and country towns in all corners of New South Wales, our sport continues to grow both on and off the court. From their local club team, to association representative teams, from talent squads and Regional Academies of Sport, talented players are also offered pathways as they strive to represent New South Wales or even Australia.

OUR VISION

Netball is NSW's leading sport of choice and opportunity.

OUR PURPOSE

Lead and support our netball community to grow and thrive.

VALUES AND BEHAVIOURS

- **Welcoming:** we are an inclusive community for everyone
- **One Team:** we respect and value each other
- **Best Always:** we aspire to excellence
- **Integrity:** we play fair and take ownership of our actions
- **Fun:** we love what we do



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INTRODUCTION

Brand Usage

YOUR RESPONSIBILITY

Consistency in brand application will enable us to deliver a strong, unique and exciting Netball NSW visual experience, helping to grow affinity and loyalty to the brand. We thank you for using and observing the brand guidelines in the manner and spirit in which they have been created.

It is vital that the brand guidelines are used across all areas of the brand experience. The brand guidelines do not seek to describe all possible applications, but provide examples and instructions that illustrate correct use and application that can be translated into a wide variety of scenarios.

You are responsible for, and should undertake all appropriate actions, checks and processes to ensure that content and use of any material, product or service from Netball NSW does not infringe applicable statutes, laws or rights of Netball NSW and/or any third parties.

LEGAL STATEMENT

The Netball NSW brand is provided for your use under the terms of your agreement with Netball NSW. Netball NSW reserve the right to approve all usages of the brand and additionally reserves the right to deny the use of the brand in a fashion that is not consistent with the brand guidelines.

USAGE RIGHTS

Only authorised parties may use the artworks in these brand guidelines. Usage rights will vary between organisations. Please check your agreement.

THIRD PARTY IP AND PHOTOGRAPHIC IMAGERY

Netball NSW is not able to (and does not) grant the right to use any third party intellectual property (photographic or graphic) or the right to use the image of any person past or present. Prior written consent from the image owner is required for any such use. To this end, any approvals provided by Netball NSW shall not extend to (or in any way relate to) third party intellectual property.

All photos used in these brand guidelines are copyright protected and provided courtesy of Netball NSW.

CONTACT

To request brand approvals or if any needs or variations arise that are not provided for in these brand guidelines, please contact Netball NSW:

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EGM – Commercial & Marketing

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Jess Mensforth

Marketing Manager

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Ph: 02 9951 5000

OUR LOGO



OUR LOGO

Logo Variations

PRIMARY LOGO

Our primary logo consists of two elements — the radiating ball and wordmark.

The radiating ball should only appear in the logo (i.e. never as a separate element). The stacked relationship between these elements is fixed, so please only reproduce the logo from approved artwork files.

The primary logo best represents our brand and should be considered first in all instances. In particular, the primary logo should always be used when:

- formally recognising the brand (i.e. when presenting on behalf of the business rather than from the brand)
- establishing a presence in spaces or environments external to Netball NSW

WORDMARK

Our wordmark is intended to be used in the following instances:

- as a secondary brand mark for general identification and communication of Netball NSW across platforms and collateral after the primary logo has been used
- to replace the primary logo when space is limited (e.g. thin horizontal applications such as pens or lanyards)



Primary logo
Preferred



Wordmark

OUR LOGO

Primary Logo

GRADIENT LOGOS

We always prefer to use our gradient logos as these best utilise colour. For maximum legibility, we prefer to apply the positive logo to white and the negative logo to navy.

FLAT LOGOS

Occasionally there are instances where gradient reproduction is not possible (e.g. embroidery or screen printing). In such cases there are positive and negative flat logos available.

SINGLE COLOUR

The single colour logo is core blue and should only be used when a budget does not permit the reproduction of a full colour logo. Variances to this require approval on a case-by-case basis.

MONO

When applying a mono logo, it should generally be placed on core blue. Variances to this require approval on a case-by-case basis.

GREYSCALE

The greyscale logo may only be used for black and white printing.



Gradient Preferred
Positive



Gradient Preferred
Negative



Flat
Positive



Flat
Negative



Single colour
Positive



Mono
Negative



Greyscale B&W only
Positive

OUR LOGO

Wordmark

SINGLE COLOUR

When used on its own we prefer the single colour wordmark to be core blue. This holds a stronger resonance to the brand colour palette, than if the wordmark were grey, as in the primary logo.

MONO

When applying a mono wordmark, it should generally be placed on core blue. Variances to this require approval on a case-by-case basis.

GREYSCALE

The greyscale wordmark may only be used for black and white printing.



Single colour Preferred
Positive



Mono
Negative



Greyscale B&W only
Positive

OUR LOGO

Clear Space and Minimum Size

CLEAR SPACE

The minimum clear space around the logo and wordmark are determined by the width of the letter 'n' in netball, as illustrated opposite.

No other type, logo or graphic may encroach this zone. In this way the logo and wordmark will maintain their own independent visual identity.

MINIMUM SIZE

Please take care to maintain the clarity and legibility of the logo and wordmark by adhering to the following minimum size standards:

- Print: 23.5mm wide
- Digital: 40 pixels wide

For embroidery applications, please consult your supplier and/or Netball NSW.

On occasional instances there may be a need to reproduce the logo at a size smaller than what is specified in these brand guidelines. All such applications require approval on a case-by-case basis and should be applied with caution.

Clear Space Zones



Minimum Print Sizes

30mm
including clear space



23.5mm

30mm
including clear space



23.5mm

Minimum Digital Sizes

50px
including clear space



40px

50px
including clear space



40px

OUR LOGO

Incorrect Usage

AVOIDING INCORRECT USE

Consistency is important to building recognition. Incorrect use of the logo can weaken and damage the visual integrity of the brand.

Please only reproduce the logo and wordmark from artwork provided.



Don't distort the logo dimensions



Don't rotate the logo



Don't change the logo colours



Don't place the logo on an unapproved colour



Don't outline the logo



Don't badge the logo



Don't apply effects



Don't alter the proportion or position of elements



Don't place the logo on a busy background

BRAND TOOLKIT



Typography

PROXIMA NOVA

Proxima Nova is the typeface of choice for work, compete and heritage applications. It is clean, modern and professional in character.

It has been chosen to complement Gotham, the typeface used in the logo.

Proxima Nova can be licensed via Adobe Fonts and is used across all public-facing Netball NSW brand applications.



Proxima Nova Thin



Proxima Nova Light



Proxima Nova Regular



Proxima Nova Medium



Proxima Nova Semibold



Proxima Nova Bold



Proxima Nova Extrabold



Proxima Nova Black

Office Font

CALIBRI

Calibri is readily available on most platforms however it should only be used in instances where the user has no access to Proxima Nova. This primarily refers to internal communications.

- Headings should use Calibri Bold
- Body copy should use Calibri Regular

A large, bold, blue font sample showing the uppercase letter 'A' and the lowercase letter 'a' in the Calibri Bold typeface.

Calibri Bold

A large, regular, blue font sample showing the uppercase letter 'A' and the lowercase letter 'a' in the Calibri Regular typeface.

Calibri Regular

Colour Palette

PRIMARY

Core blue is our primary brand colour. It is the deepest blue in the blue gradient — which fills the radiating ball in our gradient primary logo. Whilst it sits at the core of our entire brand, we like to hero it in compete applications.

Transient blue is the middle blue in the gradient. It is great for creating tonal variation.

Play blue is the lightest blue in the gradient. As the name suggests, we feature it heavily in play applications as it resonates well with our younger audiences.

Navy sophisticates, complements and diversifies the brand. It is used in place of black in colour applications (e.g. body copy). Navy is the hero colour for work applications.

SECONDARY

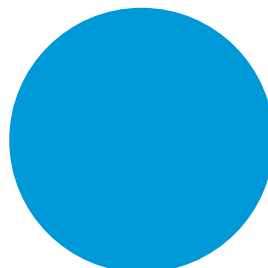
Grey is used in our positive gradient and positive flat colour primary logo.

Light grey is handy to have, mainly in the digital space (e.g. eDMs) where we use it to break up sections of content.

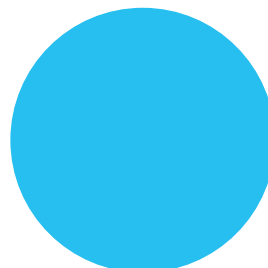
HERITAGE

Heritage blue is inspired by the dresses donned by our state teams in our early years. We reserve this special colour strictly for heritage applications (e.g. anniversaries).

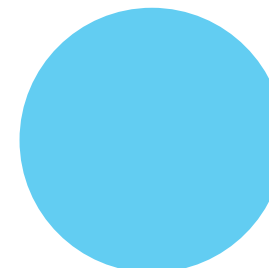
Primary



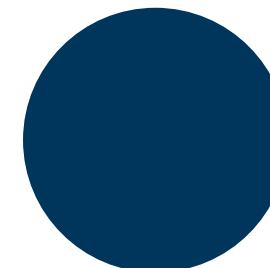
Core Blue
Pantone® Process Blue C
C100 / M13 / Y1 / K2
R0 / G153 / B216
#0099d8



Transient Blue
Pantone® 298 C
C67 / M2 / Y0 / K0
R38 / G191 / B240
#26bff0

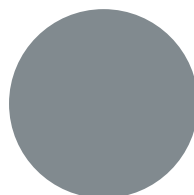


Play Blue
Pantone® 297 C
C52 / M0 / Y1 / K0
R98 / G205 / B242
#62cdf2



Navy
Pantone® 302 C
C100 / M48 / Y12 / K58
R0 / G54 / B92
#00365c

Secondary

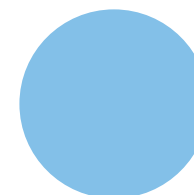


Grey
Pantone® 430 C
C33 / M18 / Y13 / K37
R129 / G138 / B143
#818a8f



Light Grey
—
C7 / M5 / Y5 / K0
R234 / G234 / B234
#eaeaea

Heritage



Heritage Blue
Pantone® 291 C
C38 / M4 / Y0 / K0
R131 / G192 / B232
#83c0e8

Blue Gradient

CREATING THE GRADIENT

Core blue, transient blue and play blue are combined to create the blue gradient used to fill the radiating ball in the gradient logos.

SETTING THE GRADIENT

Ensure that the gradient type is set to 'Radial'.

Colour Stops and Midpoints

Colour Stop at 0%: Play Blue

Midpoint at 37%

Colour Stop at 52%: Transient Blue

Midpoint at 68%

Colour Stop at 100%: Core Blue

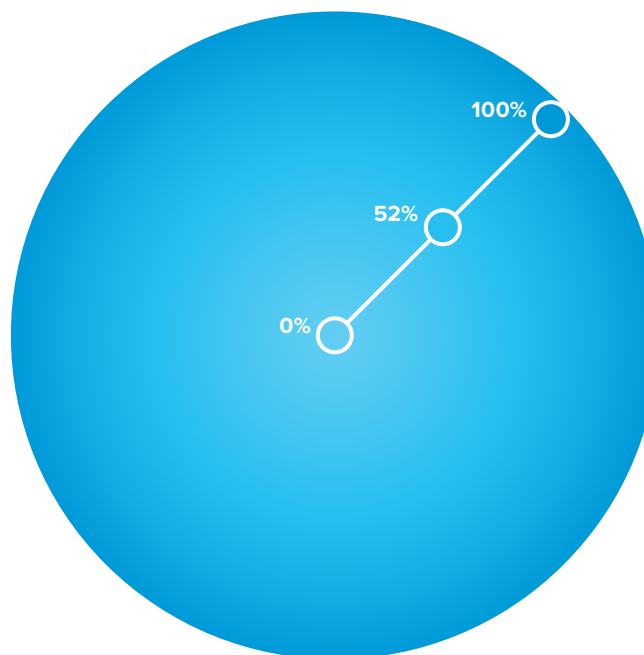
APPLYING THE GRADIENT TO THE LOGO

Compound Path

Ensure that all the circular elements that make up the radiating ball are a compound path. The blue gradient must be applied across all the elements as a whole, not each individually.

Centre Point

The ball should appear to radiate from the largest circle, not the centre of the compound path.



Logo with blue gradient applied **correctly across a compound path**

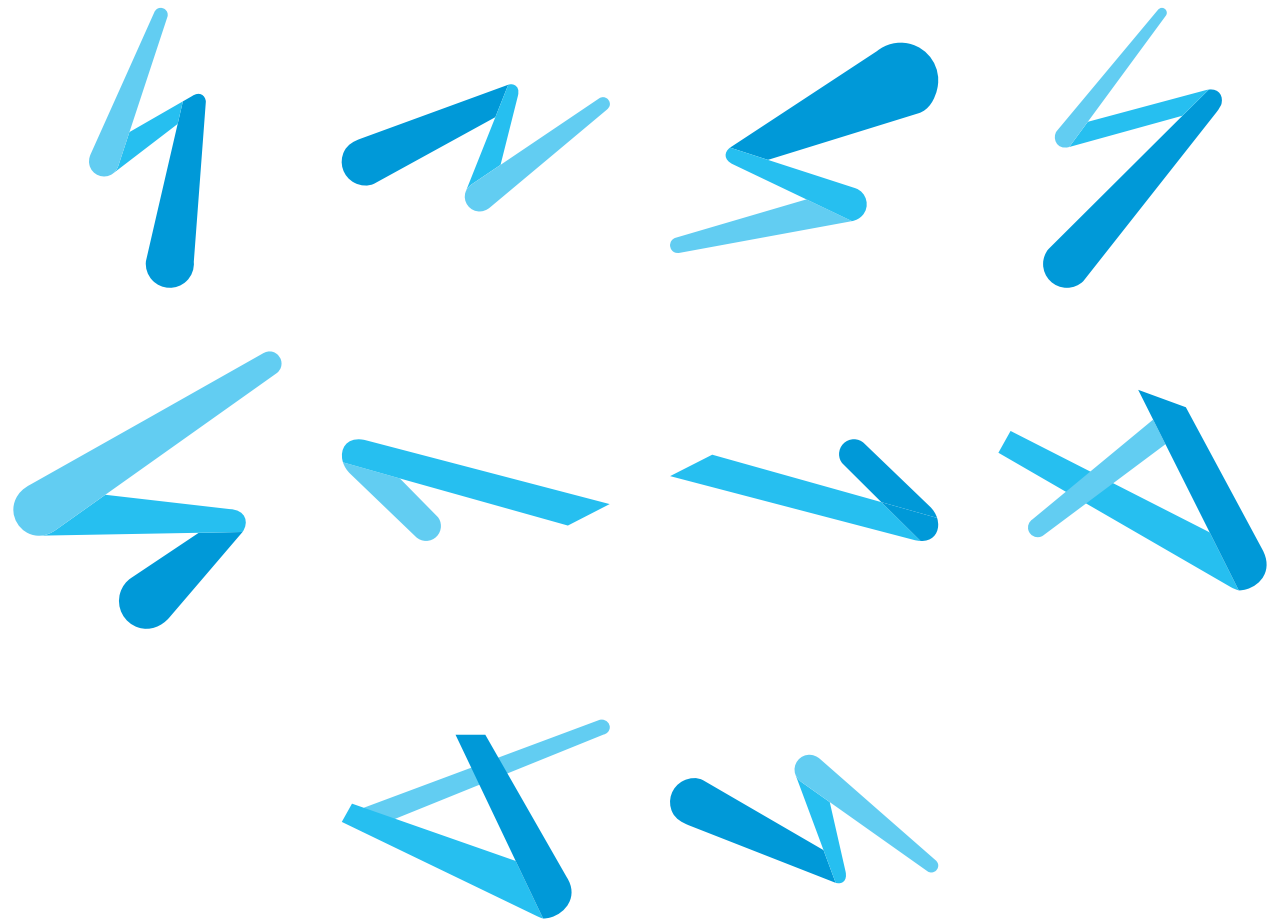


Logo with blue gradient applied **incorrectly across separate paths**

Graphic Devices

SUBGRAPHICS

The subgraphics are graphic devices used to diversify the brand. There are 10 subgraphic artworks available, and each looks very different depending on how it is cropped.

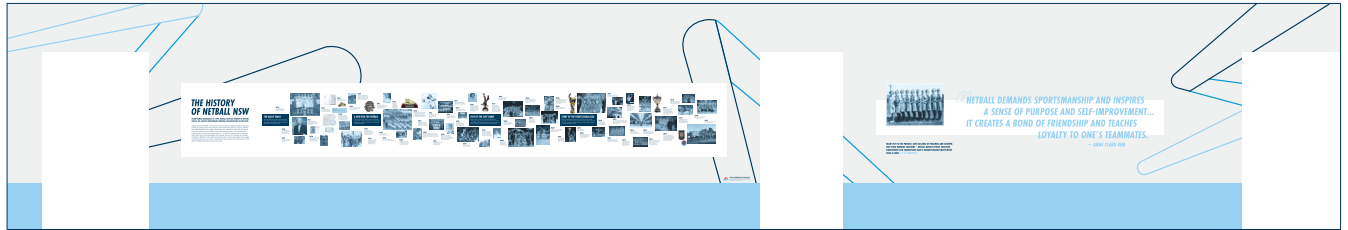


Graphic Devices

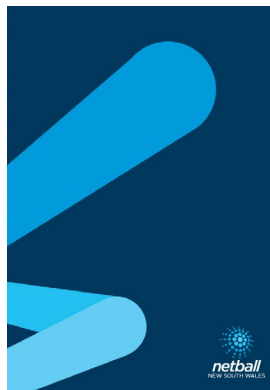
EXAMPLES OF THE SUBGRAPHIC IN USE:



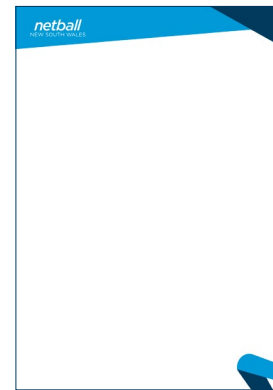
Website Headers



Venue Dressing



Presentation Folder



A4 Factsheet



A4 Letterhead



PowerPoint

Photography

TONE

Select photos appropriate to the application and audience.

For example, at a participation level, our priority is to show netball as a fun and enjoyable team sport. Therefore images showing social connection with subjects smiling resonate well with the audience.

At a more competitive level, particularly in the performance and pathways area of our sport, we are speaking to an audience striving for excellence. Action imagery depicting athletic prowess, focus and contests for the ball, tend to be more relevant for this audience.

CONSIDERATIONS

- Action imagery should show correct form and technique
- Choose the most appropriate environment (indoor or outdoor netball) for the application
- Be inclusive and conscious of diversity

TIPS

- Use professional imagery (high resolution)
- Avoid excessive retouching – best to keep subjects natural in appearance



Participation examples



Performance & Pathways examples

**APPENDIX 1:
WORK**



Our Workforce

FOR THE TEAM BEHIND THE TEAM

The Netball NSW workforce is comprised of:

- Coaches
- Umpires
- Bench Officials
- Staff
- Volunteers

IMAGE CONSIDERATIONS

Our workforce is active and united by a shared passion for netball. Images should seek to show:

- diversity – our workforce is comprised of all ages and ethnicities
- context – a lot of our workforce carry out their roles around the netball court
- enjoyment – our workforce enjoy what they do



Logo Colourways

NAVY

Navy is the hero colour for the Netball NSW workforce. It is a sophisticated colour that translates well into the corporate environment.

For our workforce out in the community, it is a practical and flattering colour for uniform kits.

LOGO COLOURWAYS

Occasionally circumstances arise where it may be more appropriate to reproduce the Netball NSW Primary Logo or Wordmark in one of the colour ways illustrated opposite. **All such applications require approval on a case-by-case basis and should be applied with caution.**

EXAMPLES OF PERMITTED USE

- Single colour workforce promo products or uniforms
- Logo designs under the workforce umbrella



Single colour
Positive



Mono
Negative



Single colour
Positive



Mono
Negative

APPENDIX 2: WORK Examples

netball NEW SOUTH WALES **2020 CONFERENCE**
 Saturday 22 February
 Goulburn Recreation Area – Veolia Arena

Proudly supported by

8:15AM	Delegate Registration		
9:00AM–9:05AM	Welcome and Opening Address Caryn Campbell – CEO, Netball NSW		
9:10AM–9:20AM	Address from Goulburn Mulwaree Council Mayor Stephen		
9:20AM–10:00AM	Building Positive Cultures Andrew Milne		
Morning Tea served			
10:00AM–11:30AM	Communications and Leadership Skills Carol Fox		
11:30AM–12:00PM	Rise of Women's Sport Panel Lisa Saliba, Sarah Park, Sony Turner & Tiffany Robertson		
12:00PM–12:30PM Lunch served			
	Association & Club	Coaches Presented by Women's Games	Umpires
12:30PM–1:30PM	The Pathways of elite sport and how to ensure positive sporting experiences from 7 years	Defence Wills Games Bec Bulley	2020 Rules Updates Chris Hall & Emma Corfield
1:30PM–2:30PM	Recruit, Retain and Reward Volunteers Gaston Fournelle	Coach on Court Workshop Paul Cooper	Talent ID and coaching practices for umpires Chris Hall & Emma Corfield
2:30PM–3:30PM	Sponsorship & Grants	How to Plan a Season Paul Cooper	Test Practices for Umpires Chris Hall & Emma Corfield
3:30PM Afternoon Tea brought to you by Netball Sport Closing Remarks Louise Sullivan – President, Netball NSW			
4:00PM	Exhibition Match – NSW Swifts V GIANTS Netball		
6:30PM Post-match Dinner (For ticket holders who have pre-purchased)			

VALOUR

Lanyard Card

Secure Yourself the Best Seat at the Game

Are you looking to expand your involvement in the game?
Start your Bench Official pathway today.

Social Graphics

National C Umpires Camp **\$95** incl GST

Learn some new skills or refresh some old ones as well as meet National C umpires from around NSW.

Saturday 10 October
 Netball Central, 9:00AM–4:00PM

2021 Forums **\$30** per person per forum

2021 will see five single day forums hosted around NSW:

- Dubbo – Sat, 13 Feb 2021
- Wagga Wagga – Sat, 20 Feb 2021
- Port Macquarie – Sun, 28 Feb 2021
- Armidale – Sat, 6 March 2021
- Sydney Olympic Park – Sun, 21 March 2021

netball NEW SOUTH WALES

Employee Service Recognition Award

In recognition of the valuable contribution to Netball NSW

Certificate

Presentation Folder

Netball Central

VENUE OPERATIONS

Netball Central is Australia's leading purpose built netball facility, opening its doors to the public in 2015. Based in New South Wales's premier sporting precinct of Sydney Olympic Park, it is not only an elite netball facility, but also lends itself perfectly to hosting a wide range of community, corporate and sporting functions and events. It is home to Netball NSW, the governing body of netball in NSW, and is also the training base of our representative and elite netball teams, including the NSW Swifts and GIANTS Netball.

APPROVED COLOURWAYS

When designing a Netball Central branded asset, the Netball NSW logo may be reproduced on black, as illustrated opposite.

Separate guidelines are available for those working with the Netball Central brand.

netball central



Gradient Preferred
Negative



Flat
Negative

**APPENDIX 2:
PLAY**



APPENDIX 2: PLAY

Play Netball

FOR OUR GRASSROOTS COMMUNITY

Netball NSW offer a variety of competitions and programs for all ages and skill levels:

- Club and association netball
- Suncorp NetSetGO
- Schools Cup and clinics
- Fast5
- Walking Netball
- Empowerplay

IMAGE CONSIDERATIONS

To drive participation amongst our grassroots community, photos should seek to show:

- participants enjoying physical activity
- social connection/making friends
- team work



Logo Colourways

PLAY BLUE

Play Blue, as the name suggests, is the hero colour for play netball applications. It has a light, gentle and inviting presence, appropriate for attracting people to our sport. It's inviting nature resonates particularly well with our younger audiences – who make up a large portion of the 'Play Netball' demographic.

LOGO COLOURWAYS

Occasionally circumstances arise where it may be more appropriate to reproduce the Netball NSW Primary Logo or Wordmark in one of the colour ways illustrated opposite. **All such applications require approval on a case-by-case basis and should be applied with caution.**

EXAMPLES OF PERMITTED USE

- Single colour play netball promo products
- Logo designs under the play netball umbrella



Single colour
Positive



Mono
Negative

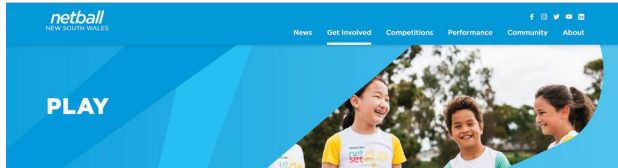


Single colour
Positive



Mono
Negative

Examples



Website Header



Facebook Cover



Social Graphic



Outdoor Advertising



Social Graphics

Program Logos

SUNCORP NETSETGO

Suncorp NetSetGO is Australia's official starter program for girls and boys aged 5 to 10. It's a chance to learn the netball basics, get outside and make some friends. For a lot of kids, this is the first time they'll pick up a netball.

EMPOWERPLAY

EmpowerPlay is a new program built for affiliated Clubs and Associations to increase self-confidence and generate awareness of individual's strengths to embrace better teamwork, to increase participation and member retention in the sport across NSW.

FAST5

Fast5 Netball is social, it's fun and it's netball played in a brand new way! With six minute quarters, five players a side, rolling substitutes, the pace and speed of the game is fast and intense. There are Power Plays to double your score and shots worth one, two or three points.

WALKING NETBALL

Walking Netball removes participation barriers for senior women and men, helping them experience the many on-going health and social benefits of staying active by enjoying games of netball.

Separate guidelines are available for those working with these brands.



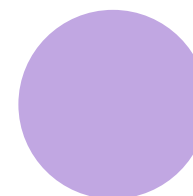
Competition Logos

NETBALL NSW SCHOOLS CUP

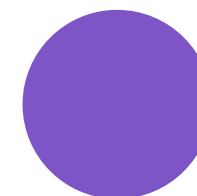
This competition gives school students the opportunity to participate in local gala days either in a competitive or non-competitive stream. This way there is a game for everyone and anyone can get involved.

NETBALL NSW SOCIALS MASTERS

The Netball NSW Social Masters is all about getting together with friends for some fun, good times, and a little bit of netball! To make this unique event stand out, two shades of purple have been introduced to complement the existing Netball NSW colour palette.



Social Lilac
Pantone® 264 C
C26 / M37 / Y0 / K0
R193 / G167 / B226
#c1a7e2



Social Purple
Pantone® 2665 C
C70 / M76 / Y0 / K0
R125 / G85 / B199
#7d55c7

Typography

PROXIMA SOFT

Proxima Soft may be used in place of Proxima Nova in play applications. Proxima Soft is more rounded, which lends itself to a gentler and relaxed feel.

Proxima Soft can be licensed via Adobe Fonts



Proxima Soft Thin



Proxima Soft Light



Proxima Soft Regular



Proxima Soft Medium



Proxima Soft Semibold



Proxima Soft Bold



Proxima Soft Extrabold



Proxima Soft Black

**APPENDIX 3:
COMPETE**



Performance and Pathways

DEVELOPING ATHLETES

The Performance and Pathways team at Netball NSW is committed to working together with our stakeholders to deliver competitions and programs that stand us aside from other sports by being positive, holistic, athlete-centred and have long term athlete development at their core.

PHOTO CONSIDERATIONS

For the performance and pathways audience, athletic excellence should be at the forefront. Photo selection should seek to show:

- athletes focused at training
- positive coach and team relationships
- correct form and technique
- exciting contests for the ball (action imagery)



Competition Logos

COMPETITION LOGO SUITE

The suite of Netball NSW competition logos has been intentionally designed with the following things in common:

- use of the netball graphic
- inclusion of the Netball NSW wordmark[^]
- badge housing all logo components

The logos then have varying points of difference, unique to the nature of the competition.

[^] Competition logos have been constructed to house the logo of partners with naming rights. **In the absence of a naming rights partner**, the Netball NSW wordmark should occupy this space. **In the presence of a naming rights partner**, the Netball NSW wordmark may be housed in the netball graphic as illustrated opposite.

Separate guidelines are available for those working with the Origin Premier League brand.



Program Logos

TALENT PROGRAMS

Netball NSW operates an Emerging Talent Program under the Netball NSW brand.

There are additional programs identified by specific logos:

- NSW State Teams (17U, 19U and Marie Little OAM Shield)
- QBE Swifts Academy
- GIANTS Netball Academy
- Sydney Netball Academy

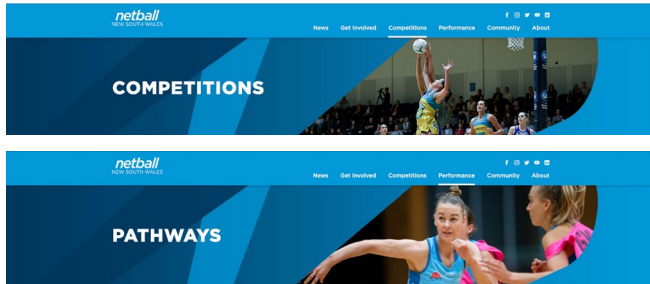
Separate guidelines are available for those working with the Sydney Netball Academy brand.



**Sydney Netball
Academy**

APPENDIX 3: COMPETE

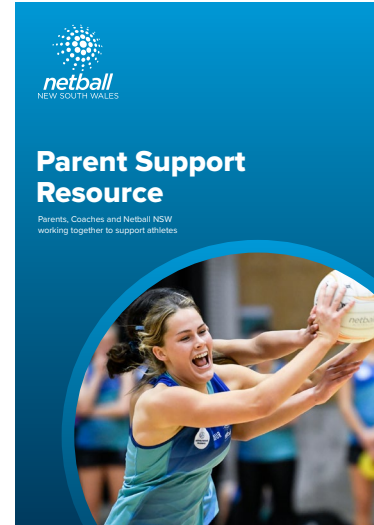
Examples



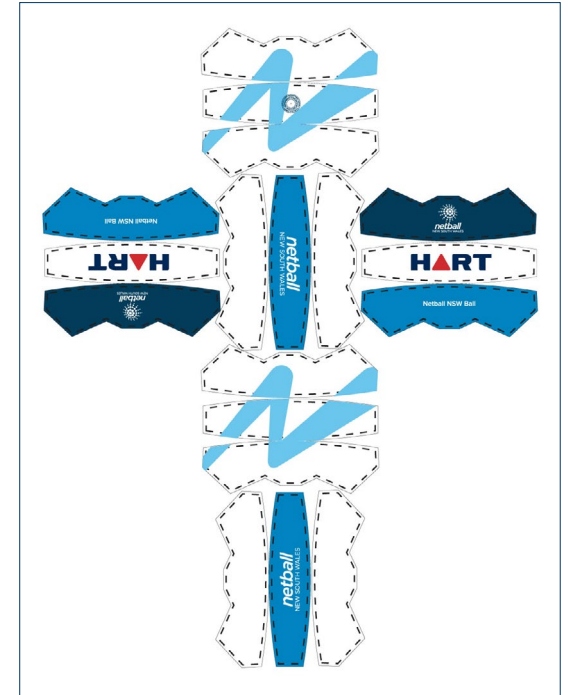
Website Headers



Social Story Graphics



Information Booklet



Netball

**APPENDIX 4:
HERITAGE**



Celebrating our History

ESTABLISHED IN 1929

From humble beginnings in 1929 when it had only a handful of players, Netball NSW has grown to become one of the largest independent sports organisations in this state.

History proves that NSW is one of the most successful netballing states in Australia, claiming countless state titles and producing some of the best players in the country. Much of this success can be attributed to the wide range of programs and services Netball NSW offers to its members – from the grassroots level through to the elite.

DESIGN CONSIDERATIONS

When celebrating the rich history of Netball NSW, there are two visual elements that should be at the forefront.

Heritage Blue should be the hero colour, used in place of our core blues. This particular baby blue holds sentimental significance, as it is derived from the dresses donned by our state teams in our early years. It works best with navy and white.

The NSW floral emblem, the Waratah, has long held great significance within the organisation. 'Waratah pride' is instilled within our NSW State Teams. The Waratah also adorns some of the most prestigious awards within our organisation.



90th Anniversary Logo

CELEBRATING 90 YEARS

In 2019, Netball NSW celebrated its 90th Anniversary. To commemorate the event, this special logo was created.

The top two primary colourways were utilised most frequently, with the secondary colourway reserved for instances where a white or Heritage Blue background were not appropriate.



Primary
Positive



Primary
Negative



Secondary
Negative

netball
NEW SOUTH WALES

netballnsw.com.au

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