



BASKETBALL NSW

BASKETBALL NSW **Brand Guidelines**

Version 1 11/2022



Introduction

Welcome

Welcome to the Basketball NSW Brand Guidelines.

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

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

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



Table of Contents

| | | | |
|-------------------|-----------|-------------------------------|-----------|
| Our Logo | 4 | Typography | 20 |
| Primary Usage | 5 | Overview | 21 |
| Reverse Usage | 6 | Futura PT | 22 |
| Vertical Usage | 7 | Helvetica Now Text | 23 |
| Secondary Usage | 8 | Arial | 24 |
| Space & Size | 9 | Using Type | 25 |
| Limited Use Logo | 10 | Guidelines in Practice | 26 |
| Placement | 11 | Letterhead | 27 |
| Improper Usage | 13 | Business Card | 29 |
| Colour | 14 | EDM | 30 |
| Overview | 15 | Email Signature | 32 |
| Colour Palette | 16 | Co-Branding | 33 |
| Primary Colour | 17 | Space & Size | 34 |
| Secondary Colours | 18 | | |
| Neutral Colours | 19 | | |



Our Logo



Our Logo

Primary Usage

Primary Logo

This is the most common and standard use of the Basketball NSW logo.

This version of the logo is the preferred option to be used in most marketing material.



BASKETBALL NSW



Our Logo

Reverse Usage

Reverse

The reverse logo may be used on a black background.



BASKETBALL NSW



Our Logo

Vertical Usage

Vertical Logo

This is the most common and standard use of the vertical Basketball NSW logo.

This version of the logo is the preferred option to be used when the horizontal logo does not suit the marketing material.



BASKETBALL
NSW



BASKETBALL
NSW



Our Logo

Secondary Usage

Secondary Logo

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

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





Our Logo

Space & 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 a proportional measure and is consistent at whatever size the logo appears.

Minimum size

The minimum height of the logo must be at least 40 pixels for digital applications or 8mm for print. Do not use the logo at a size less than this as reproduction may become problematic.





Our Logo

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 NSW name.

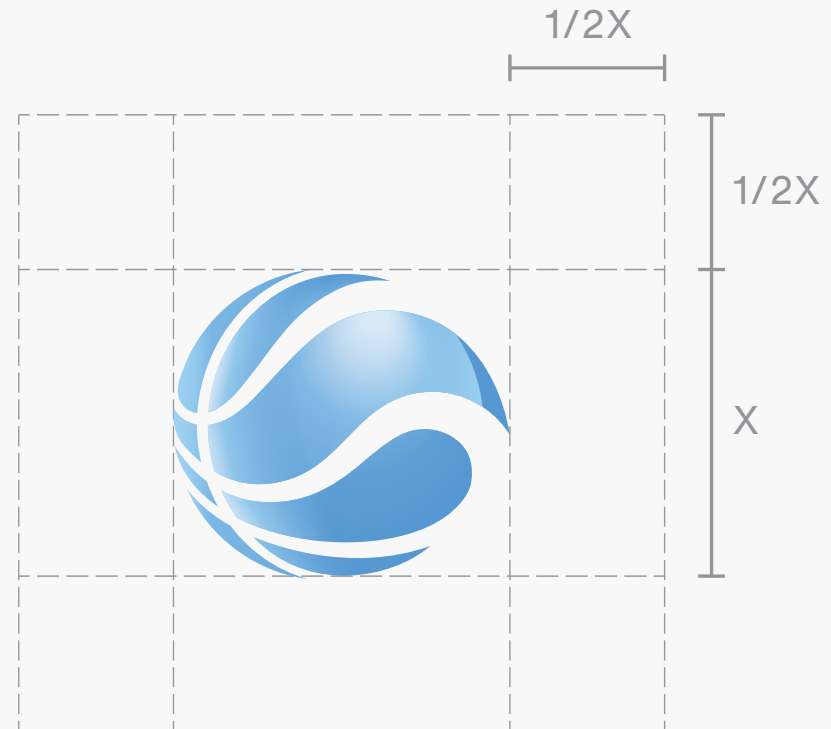
If there is a requirement for this logo to be used externally it should be carefully reviewed by the Basketball NSW Marketing team.

Clear space

The clear space is measured by half the height of the logo (as shown). This is a proportional measure and is consistent at whatever size the logo appears.

Note

Never use the 'Basketball NSW' type by itself.





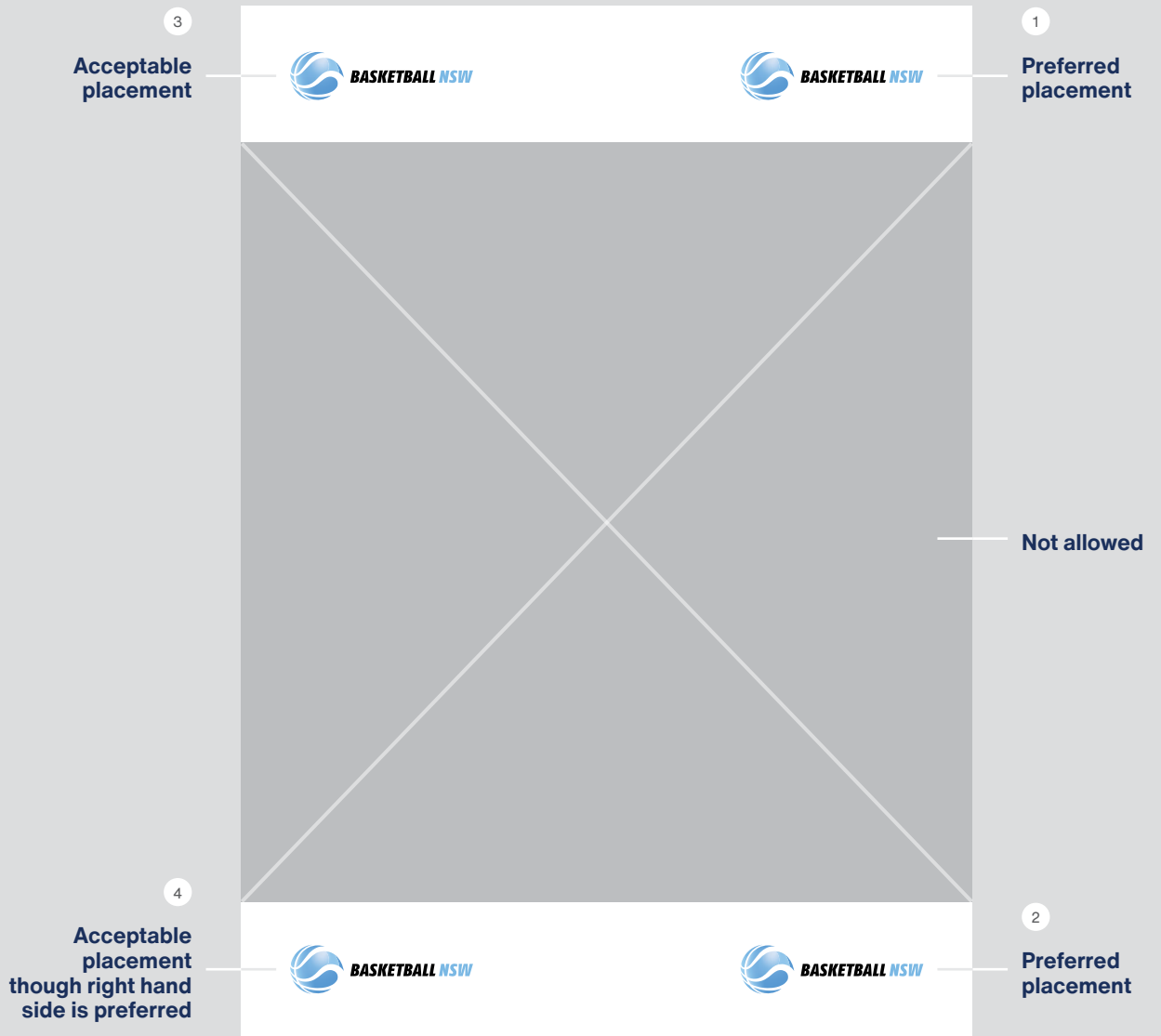
Our Logo

Placement

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

The preferred placement for the Basketball NSW 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.





Our Logo

Placement

Logo & Photography

For simplicity and maximum visibility, the secondary Basketball NSW logo should always be utilised along with sufficient white space. This logo, contained within the black key, will be clearly visible on any imagery.

To the right are some typical examples of incorrect and correct logo usage and placement.





Our Logo

Improper Usage

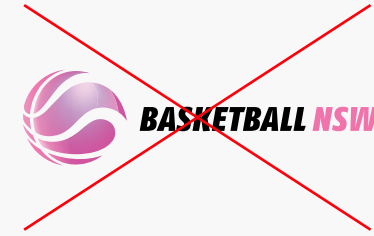
To the right are some typical examples of incorrect logo usage.

As a general rule, the Basketball NSW logo must not be altered or recreated in any way.

Contact the Basketball NSW marketing team with any questions regarding specific logo usage.



DO NOT outline



DO NOT change the colour



DO NOT rotate the logo



DO NOT add effects



DO NOT stretch or squash the logo



DO NOT encase the logo in a shape



DO NOT place the standard logo over photos



DO NOT use the primary logo on off-brand background colours *



Colour



Colour

Overview

Beyond our logo, colour is a key recognisable aspect of our brand identity. Alongside the Basketball NSW blue, secondary colours were selected to expand the colour palette and have been given names for ease of reference.

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

Note

When using colours, always use the colour values listed here. They were adjusted for the best reproduction in print and on screen and do not match Pantone® Colour Bridge breakdowns.



Colour

Colour Palette

The Basketball NSW colour palette has 3 groups.

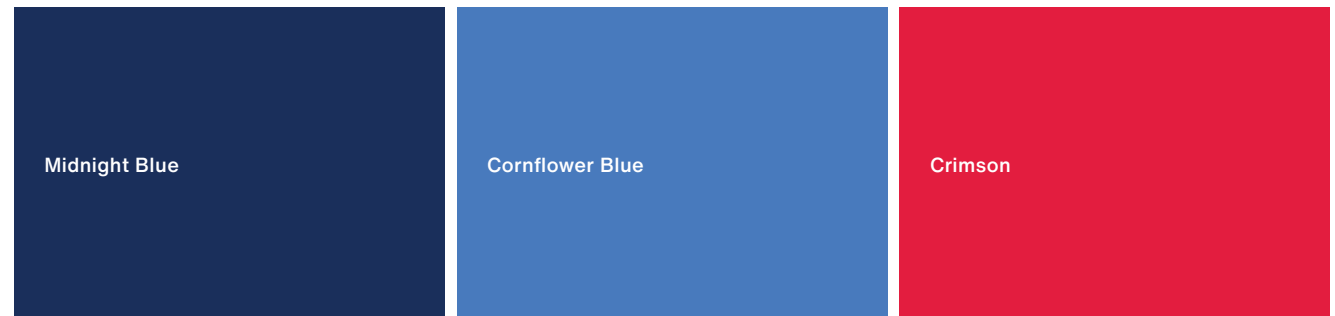
The Primary Colour, Secondary Colours & Neutral colours.

An overview of each group and their colours are shown to the right. The following pages breakdown each group into their individual colours with colour mix specifications.

Primary Colour



Secondary Colours



Neutral Colours





Colour

Primary Colour

Our primary colour, is simply called BNSW Sky Blue. It represents Basketball NSW at the highest level and should be present in all communications.

Tips

BNSW Sky Blue should not be used for the main headings (unless on a dark background).

It should never be used as body copy colour. This is traditionally reserved for Black or Dark Grey (see Neutral Colours).

BNSW Sky Blue

C 50 M 15 Y 0 K 0
R 120 G 183 B 228
78b7e4



Colour

Secondary Colours

This range of Secondary Colours were created to expand and compliment the Primary Colour. These bold and bright colours reinforce a modern brand with a sense of energy and confidence. They can be utilised throughout all of our brand communications.

Note

These Secondary Colours should never completely replace the Primary Colour as the main representation of Basketball NSW.

Secondary colours should never be used as body copy colour. This is traditionally reserved for Black or Dark Grey (see Neutral Colours).
Continued next page.

Tips

Crimson is a notable Secondary Colour, which is visually striking. Care should be taken to not over utilise this colour as to not take too much focus away from the main Basketball NSW Blues, it can be used however to highlight key features in a design.

Midnight Blue

C 100 M 88 Y 35 K 30
R 26 G 47 B 90
1a2f5a

Headings

Cornflower Blue

C 75 M 49 Y 0 K 0
R 72 G 122 B 189
437aca

Highlight Colour

Crimson

C 5 M 100 Y 77 K 0
R 227 G 29 B 63
E31D3E

Highlight Colour | Links/Buttons



Colour

Neutral Colours

This range of Neutral Colours have been selected to be used mostly in Body Copy throughout Basketball NSW marketing material. Limiting the Neutral colours to only 4 increases brand consistency.

Tips

Black should generally be used for all body copy (unless on an a coloured background, in which cause it would be white).

Note

These Neutral Colours should never completely replace the Primary Colour as the main representation of Basketball NSW. Nor should they dominate a design more than the Secondary Colour Palette.

Black

C 040 M 040 Y 040 K 100
R 61 G 61 B 61
000000

Small Headings | Body Copy

75%

50%

25%

Dark Grey

C 000 M 000 Y 000 K 091
R 61 G 61 B 61
3D3D3D

Small Headings | Body Copy

75%

50%

25%

Medium Grey

C 000 M 000 Y 000 K 070
R 109 G 109 B 109
6D6D6D

Small Headings | Body Copy

75%

50%

25%

Light Grey

C 000 M 000 Y 000 K 060
R 129 G 129 B 129
818181

Small Headings | Body Copy

75%

50%

25%



BASKETBALL NSW

Typography



Typography

Overview

When used thoughtfully, Typography becomes a powerful brand tool that can add visual meaning to what is communicated.

Typography should also be easy to use. The Basketball NSW brand reduces the amount of complexity by utilising only two font families.

1. Futura PT - for Headings
2. Helvetica Now Text - for Body copy.
Arial is an acceptable alternate to Helvetica Now Text.

Note

Consistent usage of these fonts are important to achieving a consistent, professional and unified look & feel.



Typography

Futura PT

Futura PT is our primary typeface used for headings and subheadings.

Whilst the Futura PT Family contains multiple font weights, Basketball NSW only utilises Cond Extra Bold (including italicised versions if required).

Tips

Type reads best with:
Tracking at 0. Leading at 1.3em.

All Caps and Title cases are preferred for consistency. [Convertcase.net](https://www.convertcase.net) can assist.

Always set ® and ™ as superscript.

Resources

If an agency uses Adobe Creative Cloud they can activate Futura PT from:

<https://fonts.adobe.com/fonts/futura-pt>

Or the Futura PT font may be purchased and downloaded from:

<https://www.linotype.com/1213120/futura-extra-bold-condensed-product.html>

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**

Lowercase

**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**

Numerals, Punctuation & Glyphs

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



Typography

Helvetica Now Text

Helvetica Now Text is our secondary typeface and is to be used for body copy.

Whilst the Helvetica Now Text Family contains multiple font weights, Basketball NSW only utilises Bold, Medium & Regular (including italicised versions if required).

Tips

Type reads best with:
Tracking at 0. Leading at 1.4em.

Always set ® and ™ as superscript.

Resources

The Helvetica Now Text font may be purchased and downloaded from:

<https://www.fonts.com/font/monotype/helvetica-now>

Helvetica Now Text

Capitals

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Lowercase

abcdefghijklmn
opqrstuvwxyz

Numerals, Punctuation & Glyphs

0123456789
~!@#\$%^&*~+=_
{[\|;: `”” <> , .] }



Typography

Arial

Alternate

Arial is an acceptable alternate to Helvetica Now Text.

Tips

Type reads best with:
Tracking at 0. Leading at 1.4em.

Always set [®] and [™] as superscript.

Resources

Arial is a Universal font that should be on all PC devices.

Arial

Capitals

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Lowercase

abcdefghijklmn
opqrstuvwxyz

Numerals, Punctuation & Glyphs

0123456789
~!@#\$%^&*~+=_
{[|/|;:~`"'"<>,.]}}



Typography

Using Type

The way we use type is crucial to making our designs look thoughtful and professional. Use these tips to make sure the Typography is consistent.

Leading

Line spacing, called leading, is critical to setting professional-looking type that is easy to read. Leading should be set tight, but not too tight.

Letter spacing

Correct letter spacing, called tracking, is needed to make the type easy to read.

Note

The font demonstrated is Helvetica Now Text, refer to the previous pages for each font's optimum settings.

Leading

Leading that is too loose leaves too much pause between lines.

17 pt type / 30.6 pt (1.8em) leading

Leading that is tight leaves too little pause between lines.

17 pt type / 20.4pt (1.1em) leading

Leading that is correct, the reader won't even notice.

17 pt type / 23.8pt (1.4em) leading

Letter spacing

Tracking that is too loose leaves too much space between letters.

+60 tracking

Tracking that is too tight leaves too little space between letters.

-80 tracking

When tracking is correct, the reader won't even notice.

+10 tracking



Guidelines in Practice



Guidelines in Practice

Letterhead

Letterhead - Version 01

1. Logo

Primary Version

2. Company Name, ACN, ABN, Address, Contact Details

Helvetica Now Text, 8pt, 11pt Leading, Black

3. Website address

Helvetica Now Text Bold, 8pt, BNSW Sky Blue

4. Body Introduction

Arial Bold, 11pt, 14pt Leading, Black

5. Body Copy

Arial Regular, 9pt, 14pt Leading, Black

6. Quote/Pull-out text

Arial, 16pt, 18pt Leading, BNSW Sky Blue

7. Acknowledgement of Country

(Only appears on first page of document)

8. Graphic Element Watermark / Limited Use Logo

(Does not appear on first page of document)

9. Page Number





Guidelines in Practice

Letterhead

Letterhead - Version 02

1. Logo
Secondary Version
2. Graphic Element
Aboriginal Artwork as background
(Only appears on first page of document)
3. Body Introduction
Arial Bold, 11pt, 14pt Leading, Black
4. Body Copy
Arial Regular, 9pt, 14pt Leading, Black
5. Quote/Pull-out text
Arial, 16pt, 18pt Leading, BNSW Sky Blue
6. Company Name, ACN, ABN,
Address, PO Box, Contact Details
Helvetica Now Text, 7pt, 11pt Leading, Black
7. Acknowledgement of Country
(Only appears on first page of document)
8. Logo
Primary Version
9. Graphic Element Watermark / Limited Use Logo
(Does not appear on first page of document)
10. Page Number





Guidelines in Practice

Business Card

Front

- 1. Card Owner - Name**
Helvetica Now Text Bold, 8pt, 11pt Leading, Black
- 2. Card Owner - Title**
Helvetica Now Text Regular, 7pt, 10pt Leading, Black
- 3. Company Name, ACN, ABN, Address, Contact Details**
Helvetica Now Text Regular, 7pt, 10pt Leading, Black
- 4. Website address**
Helvetica Now Text Bold, 7pt, BNSW Sky Blue
- 5. Graphic Element Watermark / Limited Use Logo**

Back

- 1. Logo**
Reverse logo on black





Guidelines in Practice

EDM

Standard Example

The header is reduced to a simple bar due to email coding restrictions.

Note

The full EDM template is separated into sections, shown on the next page.






Guidelines in Practice

EDM

Standard Example

1. Introduction
2. News Article
3. High Performance News
4. Competition News
5. Upcoming Events and Camps
6. Job Listings
7. Shop the Sales
8. Partners
9. NSW Based National Teams
10. Footer Social Links and Company Details



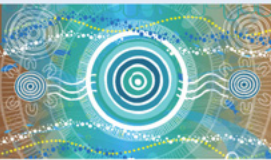
WELCOME TO THE FIRST NEWSLETTER OF 2022!

Happy New Year! This is our first newsletter of 2022 and we at BSNW would like to start by saying thank you to all our amazing, connected, team spirit, basketball players, coaches, staff, and supporters. We are excited to have you all back and we are looking forward to a successful year ahead.

In this month's newsletter you will find:

- High-Performance News
- Competition news
- Upcoming events
- Product specials

What are we waiting for? Let's Go!



BASKETBALL NSW UNVEILS ABORIGINAL ARTWORK

Basketball NSW is pleased to share the unveiling of a specially designed Aboriginal artwork of an elite basketball player. This artwork was designed to celebrate Aboriginal and Torres Strait Islander history, culture, values in NSW and honour the original custodians of the land. The specially commissioned piece will coincide with BSNW's first Reconciliation Action Plan that will be launched in 2022, with the official launch taking place at the State Conference.

The land was shared by Jordan Adkins who is from the Aboriginal community in La Perouse "represents how the land means the waters, rivers, ocean, grass and bush land are the main source of our survival and have been since the beginning of time."

[Click here for more](#)


HIGH PERFORMANCE NEWS

THE LATEST REP TEAMS HAVE BEEN ANNOUNCED!

This month's High-Performance News focuses on the release of the representative team selections. Click the links below to see if you made the squad - Best of luck!

| | |
|--|---|
| U17 D-League Selection Click Here | State Performance Program U18 Metro Squad Selection Click Here |
| U18 D-League Selection Click Here | State Performance Program U18 Country Squad Selection Click Here |
| U18 Metro State Team Squad Selection Click Here | Developing Athlete Program U17 Squad Selection Click Here |
| U18 Country State Team Squad Click Here | |

[Read the latest news here](#)




DREAM HOOPS

Dream Hoops 1000 partners with young people and their families to overcome the financial barriers faced in accessing and participating in Basketball across NSW. We aim to have 1000 new players, who wouldn't play due to financial reasons, reach their potential on and off the court.

| | |
|--|---|
| U17 D-League Selection Click Here | State Performance Program U18 Metro Squad Selection Click Here |
| U18 D-League Selection Click Here | State Performance Program U18 Country Squad Selection Click Here |
| U18 Metro State Team Squad Selection Click Here | Developing Athlete Program U17 Squad Selection Click Here |
| U18 Country State Team Squad Click Here | |

[Read the latest news here](#)



DREAM HOOPS

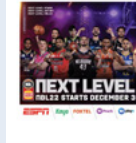
Dream Hoops 1000 partners with young people and their families to overcome the financial barriers faced in accessing and participating in Basketball across NSW. We aim to have 1000 new players, who wouldn't play due to financial reasons, reach their potential on and off the court.

[Read More Here](#)

DREAM HOOPS

Basketball NSW continues to work closely with Basketball Australia, NSW Office of Sport, NSW Health and other government agencies as we plan for the full return of basketball in NSW. We continue to update our website weekly with updates on upcoming events along with government regulations and compliance.

[Read More Here](#)



THE NBL IS BACK

Happy day's NBL is back and needs to take it to the NEXT LEVEL. Season Tip-off December 3.

[Read More Here](#)

COMPETITION NEWS

[View all Competition news](#)

GET THE LATEST COMP NEWS AND RESULTS

[Spalding Warratah Junior League Update](#)
Click Here

[Spalding Warratah Junior League Update](#)
Click Here

[NBL 1 & Spalding Warratah Program Managers Announced](#)
Click Here

[View all Competition news](#)

UPCOMING EVENTS

COACH EDUCATION COURSES

[View all Competition news](#)

[View all Competition news](#)

UPCOMING EVENTS

COACH EDUCATION COURSES

Club Coach Course | Sat 27 November 2021 | Maitland Basketball Stadium
Association Coach Course | Sat & Sun 18-19 December 2021 | Maitland Stadium

[Click here for details](#)

TECHNICAL OFFICIALS COURSES

Development Referee Course | Sun 21 November 2021 | Online

[Click here for details](#)

HIGH PERFORMANCE TRIALS

Country U14 | Sat & Sun 13-14 November 2021 | Maitland Basketball Stadium
Country U18 | Sat & Sun 20-21 November 2021 | Maitland Basketball Stadium
Country U19 | Sat & Sun 4-5 December 2021 | Maitland Basketball Stadium
Metro U14 Girls | Sat 13 November 2021 | Penrith Indoor Sports Centre
Metro U14 Boys | Sun 14 November 2021 | Penrith Valley Regional Sports Centre
Metro U15 Girls | Sat 20 November 2021 | Metro Indoor Sports Centre
Metro U15 Boys | Sun 21 November 2021 | Penrith Valley Regional Sports Centre

[Click here for details](#)

FREE BASKETBALL CAMPS

Did you know we are running some free basketball programs across the state this November & December as part of the NSW Legacy Program ahead of the **FIBA Women's Basketball World Cup**?

We have a number of I AM A GIRL, Come 'N' Try sessions for girls aged 8-15 years & we have partnered with Indigenous Basketball Australia to provide a mix of Camps/3x3 sessions for boys and girls aged 8-21. These sessions are aimed at new players all the way up to seasoned ballers. We just want everyone to take the court, learn some new skills and have fun.

Check out our online calendar to find an event near you and register to secure your spot. [Click Here](#).

For more information about the NSW Legacy Programs and about the activations. [Click Here](#).

[View all Camp and Event news](#)

JOB LISTING

JOIN THE BSNW LEADERSHIP TEAM TODAY

State Coaching and Development Manager BSNW

Basketball NSW is seeking an experienced and passionate leader for its High Performance team. This Coaching and Development manager role forms a critical role in our leadership team which is focused on growth of the game of Basketball in NSW. The role is full-time and is based in Newcastle, NSW.

[Click here for details](#)

Coaching and Development Manager

The Coaching and Development Administrator position is a permanent, full-time (39 hours per week) role and is based at the Basketball New South Wales Head office in Maitland (NSW).

The Coaching and Development Administrator position is a permanent, full-time (39 hours per week) role and is based at the Basketball New South Wales Head office in Maitland (NSW).


[Click here for details](#)

[Meet our amazing BSNW staff](#)

SHOP THE SALES

JNR. BASKETBALL PACK ONLY \$45

WHILE STOCK LAST



GET THE JNR. BASKETBALL PACK FOR JUST \$45



That includes:

- 1 x TF Flex (Size 4 or 5)
- 1 Sport Bag
- 1 Drivable Goggles
- and FREE DELIVERY


*Upgrade to a TF-Girl ball for \$25

[Get your pack here](#)


OTHER ITEMS YOU MIGHT BE INTERESTED IN

| | | |
|--|---|---|
|  Spalding 6 Inch Pump \$49.99 |  Spalding Basketball Bag \$49.99 |  Spalding Shoulder Bag \$49.99 |
| Buy Now | Buy Now | Buy Now |

GOVERNMENT AND CORPORATE PARTNERS



NSW BASED NATIONAL LEAGUE TEAMS



BASKETBALL NSW

[Facebook](#) [Twitter](#) [Instagram](#) [LinkedIn](#)

The mailing address is: Unit 27, 28, Newcastle Sports Park, 11-21, International Blvd, Newcastle NSW 2300
PO Box 400, Sydney, New South Wales 2000
This is a draft and may be subject to change. It is not intended for publication.



Guidelines in Practice

Email Signature

1. Name
2. Position
3. Logo
4. Company Name
5. Company Details
6. Social Media Link
7. Banner Image
8. Acknowledgement of Country
9. LGBTIQA+ diversity and inclusion

1

Your Name

2

Your Title

3



4

BASKETBALL NSW

Wangal Country

PO Box 198

Sydney Markets NSW 2129

5

P (02) 8765 8555

M +61 418 948 242

E your.email@bnsw.com.au

BNSW.COM.AU

6



7



8

Basketball NSW acknowledges the Traditional Custodians of Country throughout New South Wales and their connections to land, sea and community and play. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

9

Basketball NSW is a proudly diverse organisation, we actively celebrate LGBTIQA+ diversity and inclusion. Basketball is everyone's game!

Sans Serif

Send



Co-Branding



Co-Branding

Space & Size

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

1. The Basketball NSW logo should remain on the left hand side.
2. Basketball NSW standard white space applies
3. There should be a thin dividing line between the two logos. The line should be Light Grey and a tint of 25% (see Neutral Colours section). The divider should be the height of X.
4. The clear space to the left of the partner logo should also be $1/2 X$.
5. The partner logo's height should be the height of $Y \times 2$ (Y multiplied by 2).





BASKETBALL NSW

THANK YOU

BNSW.COM.AU