

BRAND GUIDELINES



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INTRODUCTION

WHO WE ARE

The AFL Players' Association has a rich history and has entrenched itself as a key stakeholder in the AFL industry as the representative body for male, female and past player members.

Established in 1973, the PA has grown in influence and size to become a respected champion of players and the game.

It is the belief of the AFLPA that, as key stakeholders, players deserve to continue to have their voices heard on all issues pertaining to themselves and the game.

As an advocate for its members and the broader community, the AFL Players' Association is passionate about instilling a sense of integrity and belonging, and showcasing its members as people first and athletes second.

USING THE BRAND GUIDELINES

These brand guidelines set out certain parameters in using the various elements that come together to form our brand identity, from our logo to our presentations and proposals, all of which are tools that continue to build our brand.

This document provides the basic guidelines for the application of the AFL Players' Association brand.

It outlines the general elements – brandmark, colours, usage, typeface, graphic elements and photography. They are the component parts which, when put together, form the foundation of the brand identity.

Each time we come into contact with our target audience, we have the opportunity to build the AFL Players' Association brand. The extent to which people understand and respond is dependent upon the clarity and coherence of the brand experience.

Please follow these guidelines carefully. We have developed these guidelines to help and inspire you to build and maintain a clear, consistent and successful AFL Players' Association brand.

OUR BRAND AND IDENTITY

OUR NAME

There a number of different naming designations that are used to reference the AFL Players' Association. 'AFLPA' is our most commonly used name and is synonymous with our history and in particular, our role as the players' union. 'AFLPA' has built a strong reputation through success in fierce industrial battles over the past 45 plus years.

Those within the industry sometimes shorten that acronym even further to the 'PA', which demonstrates familiarity and trust. With the diversification and evolution of our business, our name has been more frequently used in a wider variety of settings, many of these beyond the industry. It's therefore become important to reinforce our brand identity through the use of AFL Players' Association where required. As we strive to motivate players to engage with us on a deeper level, it's important to reinforce our identity, to all stakeholders including the players, as 'the players' and this is achieved through the use of AFL Players. Avoid using the Association as a naming designation as it separates us from our greatest strength, the players.

These include:

- AFL Players' Association
- AFLPA
- Players' Association
- The PA
- AFL Players (no apostrophe required)

Please note that when writing the words 'AFL Players' Association', they cannot be split over multiple lines of text.

When referring to the AFLPA website, it should be written as aflplayers.com.au.

AFL PLAYERS V AFL PLAYERS'

There is a difference between referencing AFL Players as an organisation and AFL players as a collective of people.

When referring to the organisation, DO NOT use the apostrophe after the 's' in 'players' unless it's following by Association but DO use capital 'P' for players
*Eg. AFL Players is pleased to announce new partnership with Mattel.
 Eg. AFL Players CEO Paul Marsh said he was thrilled to be joining the organisation.*

When referring to the players as a collective group of people, do NOT use the apostrophe after the 's' in 'players' or a capital 'P' for players
*Eg. 'AFL players fully support the concept of representative football.'
 Eg. 'The majority of AFL players believe there needs to be a greater work-life balance.'*

The apostrophe in Players' is used only when indicating ownership.
*Eg. AFL Players' President Patrick Dangerfield has been instrumental
 Eg. The AFL players' view is that free agency rules should be more fluid.*



OUR BRAND AND IDENTITY



OUR BRAND AND IDENTITY

BRAND VALUES



TRUST

Respect Confidentiality
Do What You Say You'll Do
Trust In Others



Connect
Care
Promote Belonging



Be United
Bring Passion
Take Ownership



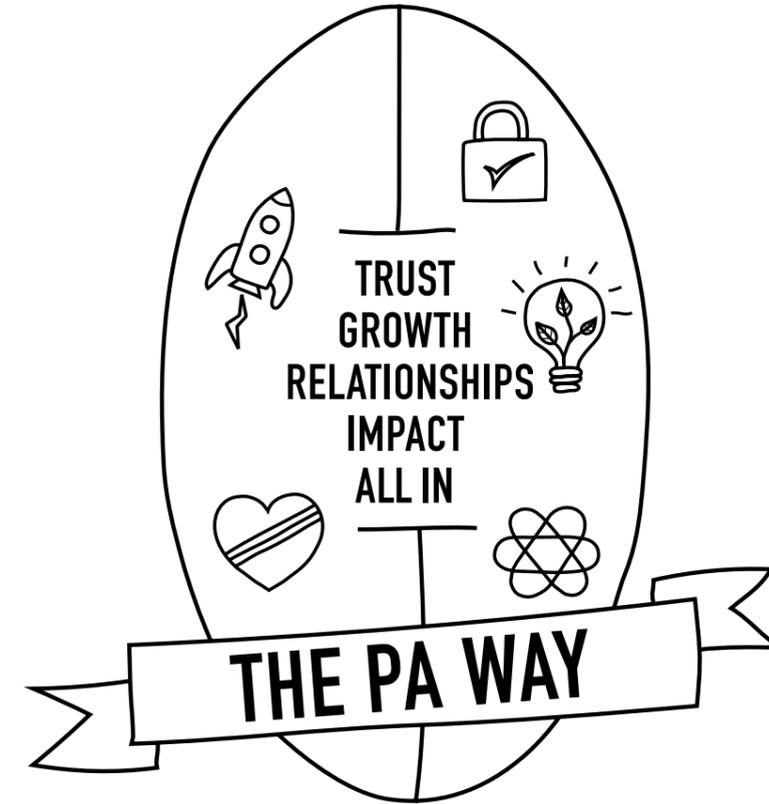
Go Above & Beyond
Seek Continuous Improvement
Be Innovative & Agile



Show Courage
Inspire & Influence Others
Create Our Legacy

OUR BRAND AND IDENTITY

BRAND VALUES





OUR BRANDMARK

OUR LOGOS

The AFL Players' Association brand has several complementary brandmarks for different purposes. These are:

- Primary logo
- Secondary logo 1
- Secondary logo 2
- Sub brands
 - Alumni
 - 22Under22
 - Madden Medal
 - AFL Players Care
 - MAX360
 - Business Network
 - MVP

PRIMARY LOGO



SECONDARY LOGO 1



SECONDARY LOGO 2



aflplayers.com.au

OUR BRANDMARK



OUR BRANDMARK

PRIMARY LOGO

There is **one** primary AFL Players' Association logo.

The primary logo contains the AFL Players' Association web URL.

This logo is always to be used in the first instance when an AFL Players' Association logo is required for branding/collateral purposes.

SIZE

The primary logo is to be used when the required logo size is to be depicted at **33mm or larger (in height/width)**.

COLOUR

The words AFL PLAYERS in the primary logo always appears in white text.

The greyscale version of the logo **should only** be used when the coloured version cannot be reproduced, such as newspaper print, **as black is not in our colour palette and therefore is not to be used.**



33mm minimum size



Greyscale logo
C0, M0, Y0, K90



White logo
C0, M0, Y0, K0

OUR BRANDMARK

SECONDARY LOGOS

There are **two** secondary logos:

AFL PLAYERS

The secondary logo does NOT contain the AFL Players' Association web URL.

The secondary logo is used in instances where the logo's size is too small to view the URL of the primary logo, thus making the URL in the primary logo illegible.

SIZE

The secondary logo is only to be used when the required logo size is to be depicted at **less than 33mm (in height/width)**.

Therefore, if the required logo is **smaller** than 33mm then the secondary logo (which does **NOT** contain the URL) is to be used.

COLOUR

The words AFL PLAYERS in the secondary logo always appears in white text.

The greyscale version of the logo **should only** be used when the coloured version cannot be reproduced, such as newspaper print, **as black is not in our colour palette and therefore is not to be used.**



17mm minimum size



Greyscale logo
C0, M0, Y0, K90



White logo
C0, M0, Y0, K0

OUR BRANDMARK

SIZE

The minimum size for reproduction of the logo is 33mm in height/width.

In instances where the logo size is required to be less than 33mm in width, the logo without the URL is to be utilised. If logo is smaller than 33mm do not use the logo containing the URL.



CLEAR SPACE

Clear space must be maintained around each logo as shown to the right. The clear space is determined by the 'x' height, which is found by measuring the height of the 'S' in PLAYERS.



OUR BRANDMARK

SUB BRANDS

ALUMNI LOGO

The AFL Players' Association's Alumni program recognises the contribution every past player has made to our great game and provides past players with a lifetime of meaningful benefits. Whether a player has played 300 games or just one, these former players will have full access to the comprehensive support network of the Players' Association.

SIZE

The Alumni brandmark is to be used when the required logo size is to be depicted at **33mm or larger (in width)**.

COLOUR

The words AFL PLAYERS and ALUMNI always appear in white text. The circle in which these words are contained always appear in storm.



22UNDER22 LOGO

The 22Under22 concept was launched in 2013 to recognise the AFL's best young talent. It is a fan-voted award in which the AFL Players' Association calls on all footy fans to help pick the year's 22Under22 team.

To be eligible for selection, players must be aged 22 or younger for the entire AFL season (including finals). The final squad is announced at the annual MVP Awards in September.

The 22Under22 logo is to be used throughout the annual campaign period of the AFL Players' MVP Awards (generally from August to September or otherwise stipulated by the Communications department) across all digital and social media platforms.



MADDEN MEDAL LOGO

The AFL Players' Association awards the annual Madden Medal to a recently retired AFL player and recognises a retiring player's contribution to the game and the broader community.

The three key criteria that are taken into consideration are football achievement, personal development and community spirit. The award, named in honour of former Essendon ruckman Simon Madden and his brother Justin, was first awarded in 2007.

The Madden Medal logo is to be used across all event collateral (generally from September to October or otherwise stipulated by the Marketing and Communications department), as well as digital and social media platforms.



OUR BRAND AND IDENTITY

SUB BRANDS

AFL PLAYERS CARE LOGO

AFL Players Care is the players' official charity initiative and was established in 2014 when the male playing group voted to increase their match fee charity contributions from \$25 to \$50 per player, per game. While \$25 per game per player is still donated to the AFL Players' official charity partner, Ladder, to help tackle youth homelessness, an additional \$25 per game per player is now contributed to the AFL Players Care fund. \$180,000 of this fund is then equally distributed among all 18 male AFL clubs each season giving each team the opportunity to support one or two charities of they are passionate about.

The AFLW playing group is also a part of the AFL Players Care program. The female players donated \$25 of their football salaries to the cause in 2018 for a total of \$7500. This money was donated to the players' choice of charity, Our Watch.



aflplayers care



MAX360

The MAX360 logo has been created to support the MAX360 resource program, as part of the Player Development area of the Players' Association.

It is to be used across multiple platforms (print, online, etc), both internally and externally.

The word 'MAX' is always to be depicted in uppercase. There is no space between MAX and 360.

BUSINESS NETWORK LOGO

AFLPA Business Network Membership was created especially for corporates to enable them to show their support of current and former male and female players and the association, through unique access, networking and a presence at key AFLPA events.

This brand mark can also be used by past and present AFL and AFLW players who are pursuing a business venture.

It is to be supplied only after approval from the AFL Players' Association Head of Communications and does not represent an endorsement of the member's business.

It should appear in red, charcoal or white only to protect the integrity of the AFL Players' Association brand.



OUR BRAND AND IDENTITY

SUB BRANDS

MVP LOGO

Who better to select the game's most valuable player than the players themselves? It's no surprise that the AFL Players' MVP honour roll includes the very best footballers of the modern era.

Matthews, Ablett Jr and Sr, Carey, Voss, Fyfe, Dangerfield, Martin and most recently Mitchell, are just some of the superstars in this exclusive club. Big or small, the MVP is open to any footballer who displays leadership, versatility, ability to play under pressure, skill and courage.

Whilst their outstanding performances on the football field sees these players gain many accolades during their careers, the MVP stands alone for what it represents – the respect of their peers. With every player having the opportunity to vote, the winner is truly the players' choice. Thirty-six years that have passed since the MVP was first presented to Leigh Matthews in 1982 and renamed in his honour in 2002. In that time its prestige has grown enormously.

The AFLW Players' Most Valuable Player award was first presented in 2017 to coincide with the inaugural season of the national women's competition and Adelaide Crows co-captain Erin Phillips was the recipient.

In 2018, then 36-year-old GWS Giants midfielder, Courtney Gum, became the second winner of the award before Phillips claimed her second MVP in 2019.



OUR BRANDMARK

OUR COLOURS

There are two sets of colours that form the primary and secondary colour palette for the AFL Players' Association brand. They are:

1. PRIMARY COLOURS

- Cherry
- Charcoal
- Silver
- White

2. SECONDARY COLOURS

- Storm
- Steel Blue
- Mustard Yellow
- Blue
- Apple
- Orange

These colours are shown in various colour break downs including:

- PMS (spot colour)
- CMYK (process)
- RGB (screen)
- Web colour

Always use these colours when representing the AFL Players' Association brand.

COLOURS FOR PRINT

The PMS or CMYK colour values should be used for all printed collateral. Black is never to be used as it is not part of our colour palette. Charcoal is our darkest colour.

COLOURS FOR SCREEN

RGB and HEX colours are for on screen/web only. These colour values should never be used for any printed material.

PRIMARY COLOURS

CHERRY
 PMS 186 C
 C7, M100, Y100, K0
 R220, G31, B38
 HEX #DC1F26

CHARCOAL
 PMS 433 C
 C0, M0, Y0, K90
 R66, G65, B66
 HEX #323232

SILVER (NEW)
 PMS 429 C
 C11, M8, Y7, K0
 R237, G237, B237
 HEX #E8E8E8

WHITE
 C0, M0, Y0, K0
 R255, G255, B255
 HEX #FFFFFF

SECONDARY COLOURS

STORM
 PMS 430 C
 C0, M0, Y0, K60
 R122, G129, B131
 HEX #646464

BLUE
 PMS 2168 C
 C26, M16, Y0, K66
 R64, G72, B86
 HEX #404856

YELLOW
 PMS 135 C
 C0, M23, Y64, K3
 R247, G191, B89
 HEX #F7BF59

CAMPAIGN BASED SECONDARY COLOURS

BLUE
 PMS 285 C
 C94, M40, Y0, K0
 R0, G125, B195
 HEX #0066CC

APPLE
 PMS 604 C
 C24, M9, Y97, K0
 R204, G204, B49
 HEX #CCCC33

ORANGE
 PMS 152 C
 C0, M51, Y92, K0
 R247, G146, B30
 HEX #FF9933

OUR BRANDMARK

FOIL FINISH

Foil finish can be incorporated into AFLPA branding where appropriate to elevate the prestige and importance of the collateral.

Foils are used outside the colour palette for the AFL Players' Association brand. Foils of choice are:

1. PRIMARY COLOURS

- Gold
- Silver
- Red



OUR BRANDMARK

USAGE

To ensure the AFL Players' Association logo is seen in its original format please follow these rules for correct reproduction.

Logo artwork may only be reproduced directly from a digital file. It is never to be reproduced from previously printed materials.

Do not reproduce the logo in colours other than those specified in these guidelines.

On this page are examples of how **NOT** to use the brandmark.

1. Never substitute the brandmark with any other font. Do not try to recreate it yourself.
2. Never change the colour. Use colours outlined within these guidelines.
3. Never set the brandmark to outline stroke.
4. Never change the colour of AFL PLAYERS within the red circle.
5. Never stretch or distort the logo.
6. Never condense or distort the logo.
7. Never rotate the logo.
8. Never add 'special effects' to the logo eg. a inner shadow.



OUR BRANDMARK

USAGE WITH COLOUR

In the instance when the AFL Players' Association logos can not appear on a white background (or on any of the AFL Players' Association colours), three alternatives can be used:

- the logo with a white keyline around it (the line used around the circle is to be 1pt).
- the charcoal and white version of the logo.
- the white version of the logo.





TYPOGRAPHY

FONTS

Typography is a key element of our brand expression, adding strength and personality through all our communications. In order to build recognition and familiarity with the AFL Players' Association brand, we must use our typography confidently and consistently at all times.

HEADINGS

Using **Stag Bold**, headings are always written in uppercase. **DIN Condensed** can be used as an alternative heading font.

SUB HEADINGS

Sub headings, introduction paragraphs should be in **DIN Condensed** or **Carosello (Must be used in Sentence or lower case. Sub headings only)**. The font/points size should always be larger than body copy and written in sentence case.

BODY COPY

Body copy should be **Helvetica Neue Regular**, or **Helvetica Neue Condensed** when necessary. When these fonts are not available, please use **Arial**. Font size of all body copy is to be in size 11. All body copy is to be in charcoal/black.

ALTERNATIVE AND ON-SCREEN TYPEFACE

When **Helvetica Neue Regular** is not available, please use **Arial**. It can be used for on-screen applications, word-processing, PowerPoint® and websites.

BREAKOUT MESSAGING

DIN Condensed can be used for motivational messaging, occasional signage and pull out quotes.

EMAILS

Body copy of all email correspondence is to be in **Arial**. Font size of all email copy is to be in size 11. All email copy is to be in black colour.

STAG BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:?!\$&#-)**

STAG BOOK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:?!\$&#-)**

HELVETICA NEUE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:?!\$&#-)**

CAROSELLO

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:?!\$&#-)**

DIN CONDENSED

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:?!\$&#-)**

TYPOGRAPHY



TYPOGRAPHY

HEADINGS

Stag Bold - always in uppercase

SUB HEADINGS

DIN Condensed
Stag Book - sentence case (Alternative option)

BODY COPY

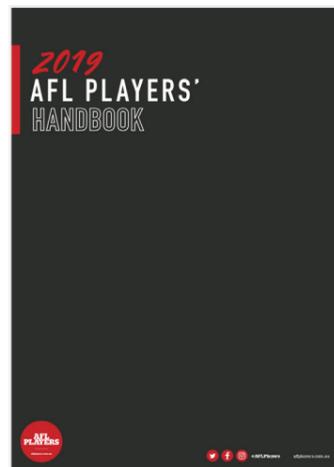
Helvetica Neue - sentence case

HEADINGS V2

DIN Condensed

Sub Heading

Decorative Font - Carosello



2019 AFLPLAYERS' | TRANSITION SERVICES GUIDE

A WORD FROM THE PRESIDENT

PATRICK DANGERFIELD

AFL football has changed significantly over recent years and as it continues to evolve at a rapid rate, it's easy to become consumed by the game and forget that there is indeed plenty to be excited about beyond the boundary.

For those who are transitioning out of the game, I imagine you are experiencing a level of uncertainty about your next step. This time of year can be filled with mixed emotions for players, and while those exiting the game may feel a sense of freedom and relief, I have also seen former teammates experience a level of anxiety about the unknown.

The AFL Players' Association (AFLPA) sees assisting members during this transition out of the game as a major priority and this booklet aims to provide real and valuable assistance to members during this time.

The AFLPA aims to help players use the knowledge and skills they have developed throughout their football career and combine this with a comprehensive program designed specifically for you.

This is a great time to make personal development a priority and set yourself up for the next stage of your career, in whatever field that may be. The potential opportunities for players are vast and can be tailored to individual needs.

Congratulations on your career and good luck for whatever lies ahead.

5



OUR COLLATERAL



OUR COLLATERAL

The following pages show various AFL Players' Association collateral and how the fonts, colours, elements and images are used.

All relevant collateral and/or templates can be found on the V:// drive.

BUSINESS CARDS TEMPLATE



REBECCA CHITTY
 General Manager - Communications,
 Commercial & Strategic Innovation

AFL Players' Association
 Level 2, 170 Bridport St
 Albert Park, VIC 3206

D 03 8651 4323
 M 0411 407 776
 E rchitty@aflplayers.com.au

 aflplayers.com.au
 facebook.com/aflplayers
 @AFLPlayers
 @AFLPlayers

OUR COLLATERAL

LETTERHEAD TEMPLATE - GENERIC



24 February 2015

Clint Hillas
 Chief Executive Officer
 All-Star Football League
 PO BOX 2275
 KEW, VIC 3101

Dear Clint,

Re: Letter of Support- 'Clash of Legends' Weekend/ All-Star Football League

After undertaking sufficient internal discussions, the AFL Players' Association would be delighted to be aligned with the 'Clash of Legends' Weekend/ All-Star Football League.

The AFL Players' Association is proud to support a concept that provides further commercial opportunities for a number of our retiring members.

Our organisation is also passionate about assisting in the overall marketing of the weekend, coupled with social media, in addition to the structure and management of playing lists.

We are confident that the 'Clash of Legends' Weekend' will become an annual fixture on Australia's sporting calendar.

The AFL Players' Association looks forward to developing the first event in 2016.

Kindest regards



Paul Marsh
 Chief Executive Officer

   #AFLPlayers aflplayers.com.au

LETTERHEAD TEMPLATE - LEGAL/FINANCE/GOVERNANCE



24 February 2015

Clint Hillas
 Chief Executive Officer
 All-Star Football League
 PO BOX 2275
 KEW, VIC 3101

Dear Clint,

Re: Letter of Support- 'Clash of Legends' Weekend/ All-Star Football League

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Kindest regards



Paul Marsh
 Chief Executive Officer

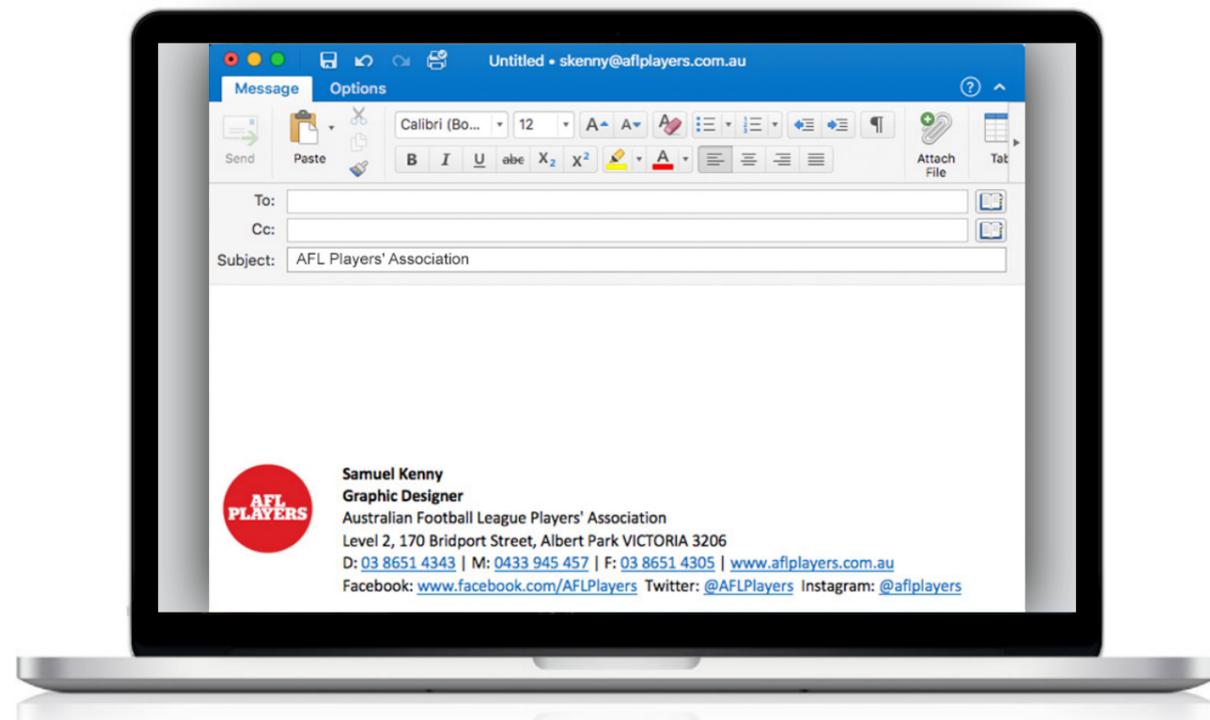
AFL PLAYERS' ASSOCIATION
 Level 2, 170 Bridport Street, Albert Park, VIC 3206
 T: 03 8651 4300 F: 03 8651 4305 W: aflplayers.com.au
   #AFLPlayers

OUR COLLATERAL

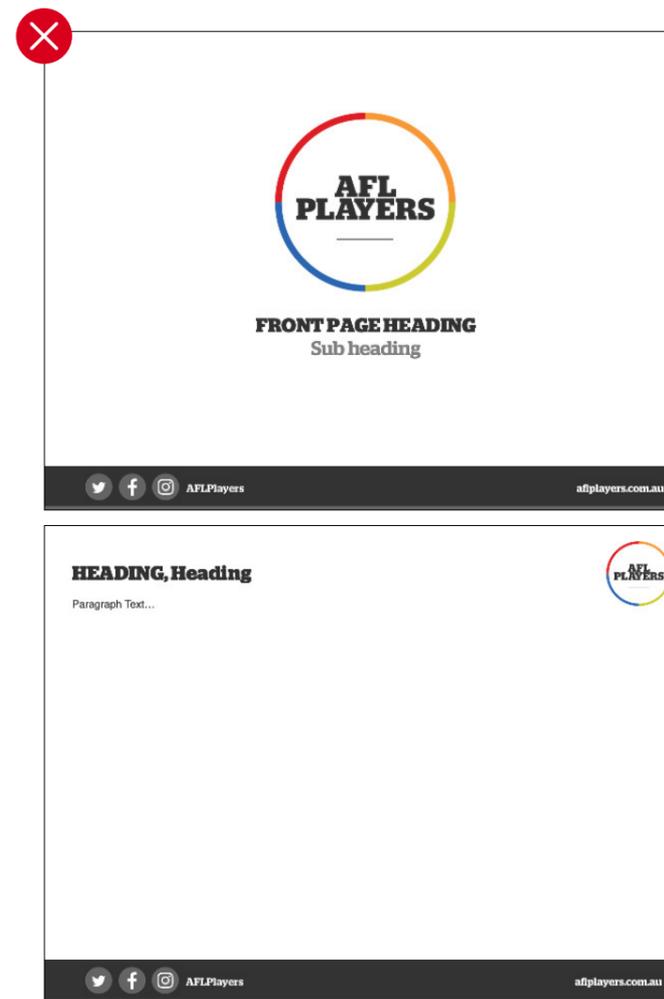
EMAIL SIGNATURE TEMPLATE

As per the example below, the email template should be created using the secondary 'AFL PLAYERS' logo.

The name and title should be in Arial Bold size 9, and the contact details should be in Arial Regular size 9.



OUR COLLATERAL - DONT USE



OLD LOGO

CAMPAIGN BRANDING FOR NON-CAMPAIGN PRESENTATIONS



For further information and logo approvals please contact the Communications department:

AFL PLAYERS' ASSOCIATION

Level 2, 170 Bridport Street, Albert Park VIC 3206

P: (03) 8651 4300 | **E:** info@aflplayers.com.au



@AFLPlayers

aflplayers.com.au