



**BOWLS**  
SA

# BRAND GUIDELINES

The following guidelines have been prepared to ensure that the Bowls SA brandmark is presented consistently in every application.

**The brandmarks must not be altered in any way under any circumstances.**

The Bowls South Australia brandmark is made up of the arched path enclosure, the bowl, jack, sunburst, unique hero of the Magpie and 'Bowls SA' word mark. These elements must always appear together, as shown in these guidelines. When reproducing the brandmark, it is essential that the appropriate supplied digital format is used.

Note that standard and simplified versions of the brandmark are available; simplified is only for use in embroidery applications.

Digital files are supplied in EPS, PNG and JPG formats – a list is shown on the next page.

## MINIMUM SIZE

To avoid any possible reproduction problems, the Bowls SA brandmark must never be reproduced at a size where the width of the arched path enclosure is less than 13mm or 80 pixels. Wherever possible, reproduce the brandmark at a size larger than minimum, especially where there is any question of the quality of reproduction.

Note that the minimum size is calculated the same way for both standard and simplified versions.

Vertical brandmark

Horizontal brandmark

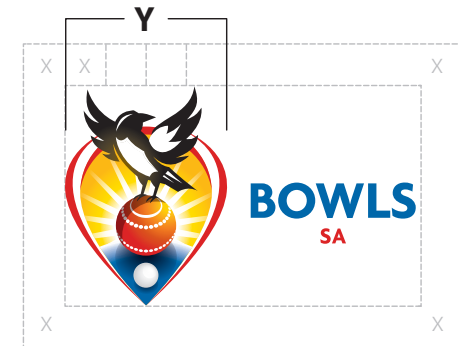


## CLEAR SPACE

Clear space is the non-print area surrounding the Bowls SA brandmark. Shown here is the basic formula for calculating the minimum clear space – where 'X' equals 1/4 the width of 'Y' (the width of the arched path enclosure). This can be used to determine clear space for the brandmark at any size. Wherever possible, apply more clear space than the minimum specified here.

Note that the clear space is calculated the same way for both standard and simplified versions.

X = 1/4 width of Y



## COLOUR

The Bowls SA brandmark is available in CMYK (four colour process), RGB, Black and PMS Spot colourways.

The swatches to the right outline colour breakdowns for the core colours of the Bowls SA brandmark.



C100 M50 Y0 K10  
R0 G103 B172  
WEB 0067AC  
PMS 7462



C8 M98 Y100 K1  
R218 G37 B38  
WEB DA2526  
PMS 1795 C



C0 M30 Y100 K0  
R253 G185 B19  
WEB FDB913  
PMS 130

## STANDARD/SIMPLIFIED

The standard version of the brandmark contains additional details and gradients compared to the simplified version. The simplified version is specifically for use in embroidery applications and should not be used on any standard collateral.

Standard brandmark



Simplified brandmark



## FONTS

The word mark consists of Agenda Bold. The Agenda Bold font is ideal for use in main headings and breakout text on branded collateral.

**BOWLS**  
SA

Agenda Bold

## FURTHER INFORMATION

For queries regarding this guideline or other issues concerning the reproduction of these brandmarks, please contact your Bowls Australia representative.

## SUPPLIED FILES

The brandmarks are supplied in EPS, JPG and PNG formats, in CMYK (four colour process), Greyscale, Black and PMS Spot colourways. File are divided into standard (for general applications) and simplified (for embroidery).

### STANDARD CMYK



Vertical



Horizontal



Vertical REV



Horizontal REV

### STANDARD GREYSCALE



Vertical



Horizontal



Vertical REV



Horizontal REV

### SIMPLIFIED SPOT



Vertical



Horizontal



Vertical REV



Horizontal REV

### SIMPLIFIED B&W



Vertical black



Horizontal black



Vertical REV



Horizontal REV