

# AFL Masters Brand



The following styleguide has been created to outline the terms, criteria and restrictions of use of the AFL Masters brand ("The Brand") by *Masters Australian Football / AFL Masters (MAF/AFLM)*.

**The official designation for the brand is "AFL Masters".**

**The Brand is not to be manipulated, distorted, treated or cropped in any way.**



## **Reversing the AFL Masters brand**

The brand may be reversed for use on a coloured background. Care should be taken to ensure that no background detail interferes with the brand or makes it illegible. Ensure that the ® symbol is always visible. Reversed versions of the brand have been created and provided.



# AFL Masters Brand



## Permitted Use of The Brand

The Brand is provided by the AFL only for the use by:

1. MAF / AFLM (National Body)
  - Material promoting the sport and masters segment
  - Organisational business materials – stationary, signage
  - Materials promoting participation in the segment – website, flyers etc
  - Apparel / Uniforms relating directly to MAF/AFLM activities
2. State Affiliated Masters Bodies
  - Apparel relating specifically to the national carnival
  - Materials promoting participation in the segment – website, flyers etc
3. Affiliated Community Masters Clubs
  - Materials promoting participation in the segment – website, flyers etc
  - Apparel/uniforms relating to the community club competition

in accordance with the terms of the agreement between the AFL and MAF/AFLM.

**- Please note that when apparel designs are submitted for approval it will need to be clearly outlined who the sponsor is and what they do, with a clear version of the sponsor logo provided**

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## **Non-Permitted use of The Brand**

- The rights granted to MAF / AFLM and its affiliated members by the AFL under this agreement may not be assigned or sub-licensed to any third party without the prior written consent of the AFL, which may be exercised at the AFL's sole discretion.
- The Brand may not be used by or associated with the brand, name, reputation or identity of a third party other than with the written consent of the AFL.
- Under no circumstance will the AFL approve The Brand to be used by or associated with a third party that is in direct conflict with one of the AFL's 3 Protected Partners.
  - Toyota
  - Coca Cola
  - Fosters
- The Brand may not be used to create a composite logo of any form with the brand, logo or name of any third party. This includes the brand being locked up with any additional text.
- The Brand may not be used on merchandise or apparel of any kind other than merchandise or apparel relating directly to MAF/AFLM activities and subject to AFL approval at all times.

## **Process of Seeking AFL Approval**

- MAF / AFLM and its affiliated State bodies and Community Clubs wishing to use The Brand must submit artwork/creative to the AFL for brand approval prior to production. This includes website use.
- This must be submitted via the MAF/AFLM national body.

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## The AFL Masters brand minimum size

To avoid any possible reproduction problems, the AFL Masters brand should always be reproduced with the AFL logo at a minimum of 1 cm in width.



## Brand Colours

The AFL Masters brand may only appear in the colours specified in this guide. No other colour combination is acceptable.

### PMS Colours

Blue – PMS 287

Red – PMS 485

White – White

### Process (CMYK) reproduction

If reproduction using Pantone® (spot) colours is not possible, process (CMYK) equivalents may be used.

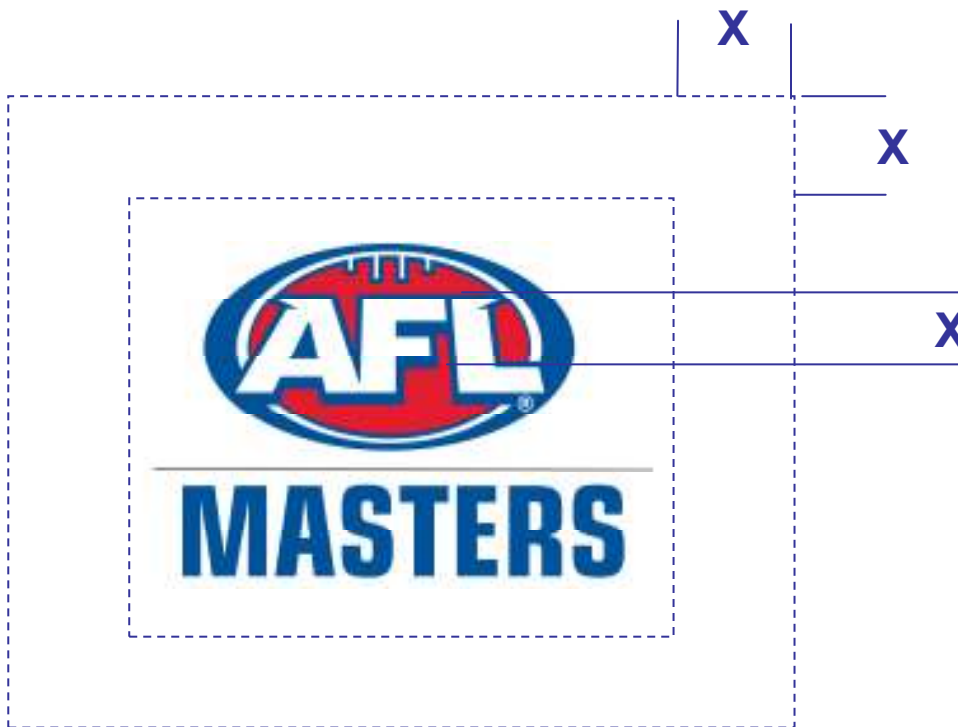
PMS Blue 287: C 100% M 70% Y 0% K 10%

PMS Red 485: C 5% M 100% Y 90% K 0%

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## Clear Space



The brand is most effective when surrounded by as much uninterrupted space as possible. The example above shows the basic formula for calculating the minimum clear space for the brand, and can be used as a guide to determine the clear space for the brand at all sizes. Use additional clear space, outside the minimum requirement if desirable.

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## Guernsey Brand use

### Logo Size

The minimum size for any use of the logo is 1 cm. However, the required size for the guernsey logo is as follows:

### Playing Guernsey - Masters AFL Logo

Front: 9.8cm x 6cm

### Logo Position

- The brand must be positioned on the **right breast**.
- The preferred location is approximate one third of the distance above a line drawn level with the bottom of the armpit and a line drawn level with the top of the shoulder point of the arm opening.
- Example: The distance between a horizontal line drawn between the bottom of the armpit and the outer top corner of the shoulder of the MAF umpire's shirts is approximately 24 cm. For the new umpire's shirts the centre of the AFL oval in our AFL Masters logo will be placed at 8 cm above the line at the bottom of the armpit. The openings of sleeveless jumpers are about the same in size".

