

BRANDING GUIDELINES

Welcome to the Basketball ACT Brand Guidelines.

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

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

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

www.basketballact.com.au

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PRIMARY USAGE

This is the most common and standard use of the vertical Basketball ACT logo.
This version of the logo is the preferred option to be used when the horizontal logo does not suit the marketing material.



REVERSE USAGE

The Reverse logo is to be used on the black (or very dark background)



IN-LINE USAGE

this is the secondary logo which can be used when the stacked logo does not suit the material.
The stacked logo is the primary usage, and the in-line logo is the secondary usage.



REVERSE USAGE

The Reverse logo is to be used on the black (or very dark background)



ALTERNATIVE LOGOS

The Alternative Logo is to be used when the Primary Logo does not suit the marketing material.
This is the preferred option for coloured documents.



ALTERNATIVE LOGOS

The alternative logos may be used in contextual environments.



SINGLE COLOUR

The Single Colour Logo is to be used when the Primary Logo does not suit the marketing material.
This is the preferred option for embroidery and other clothing designs.



SINGLE COLOUR

The secondary logos may be used in contextual environments.



SPACE AND 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 proportional measure and is consistent at whatever size the logo appears.

Minimum Space

The minimum height of the logo must be at least 40 pixels for digital applications or 10mm for print. Do not use the logo at a size less than this as reproduction may become problematic.



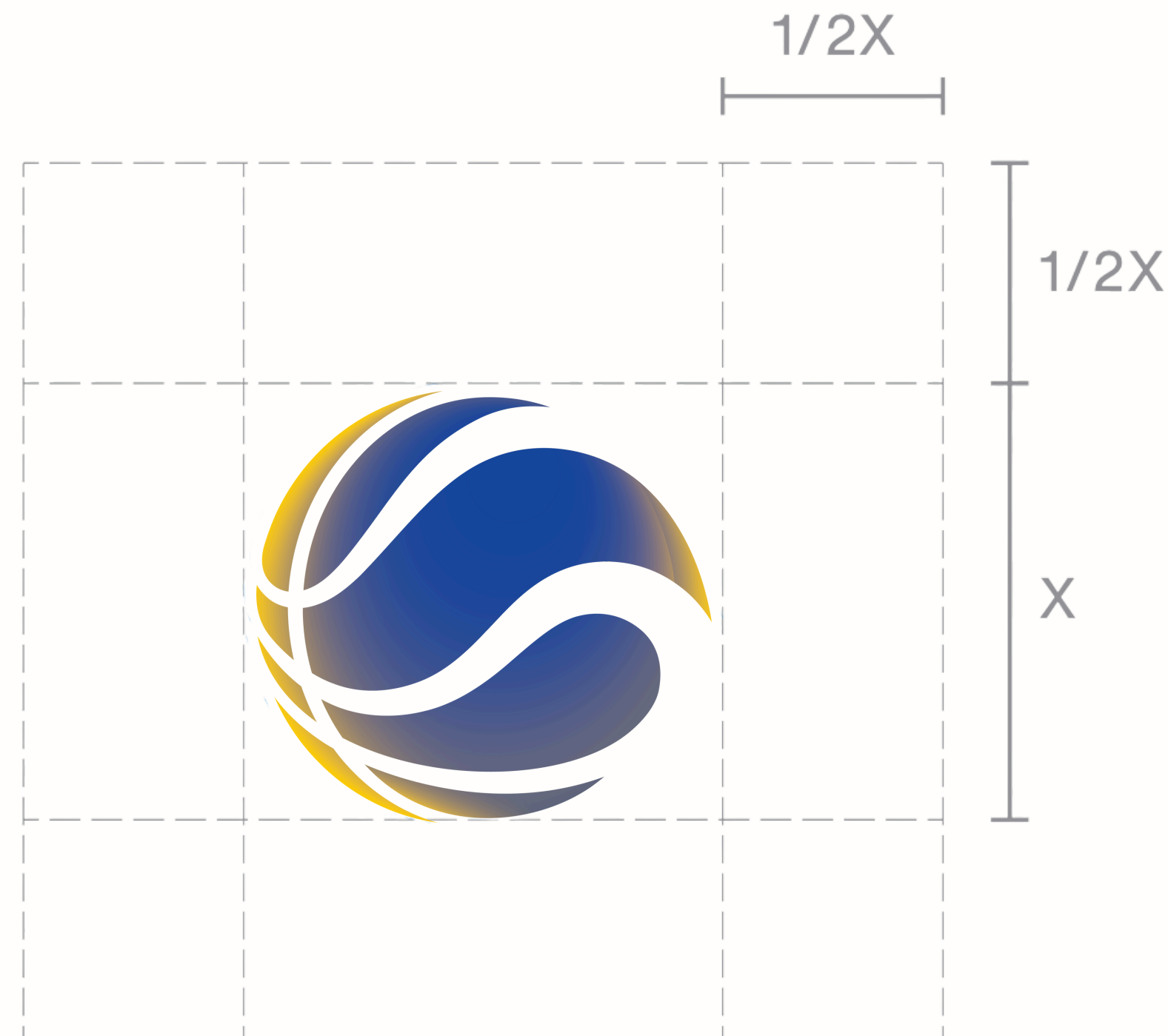
LIMITED USE LOGO

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 ACT name. If there is a requirement for this logo to be used externally it must be approved by the Basketball ACT Communications Manager.

Clear Space

The clear space is measured using the same principle of section Minimum Space and Size. This is a proportional measure and is consistent at whatever size the logo appears.

Note: Never use the 'Basketball ACT' type by itself as a logo.



CO-BRANDING

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

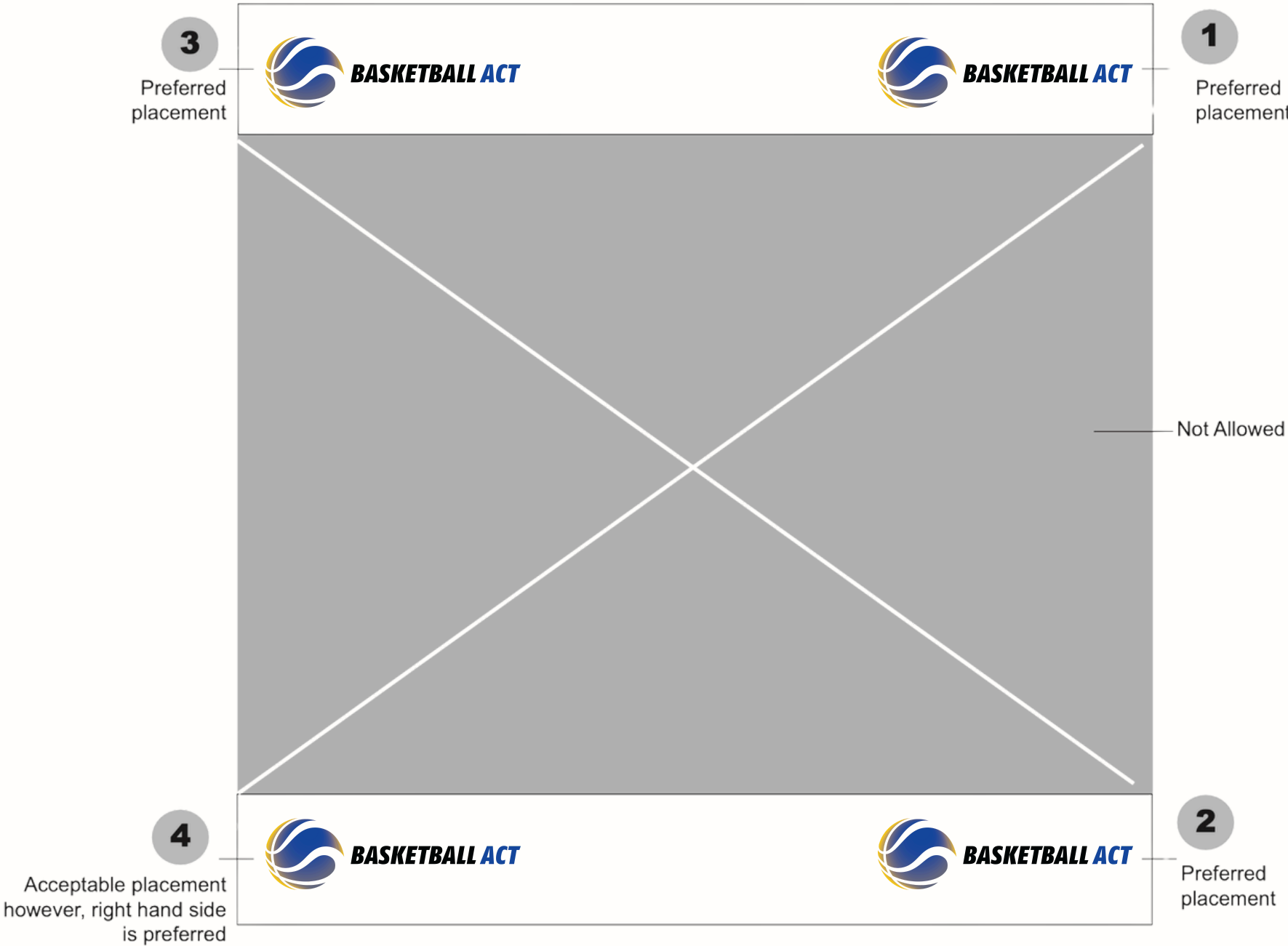
- The BACT logo should remain on the left-hand side.
- BACT standard spacing applies.
- There should be a thin dividing line between the two logos.
- The line should be Black and a tint of 25%.
- The divider should be the height of X.
- The clear space to the left of the partner logo should also be $1/2 X$.
- The partner logo's height should be the height of $Y \times 2$ (Y multiplied by 2)



PLACEMENT

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



PLACEMENT

For simplicity and maximum visibility, the secondary Basketball ACT 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.



IMPROPER USAGE

In this section there are examples of incorrect logo usage.
The Basketball ACT logo must not be altered or recreated in any way. Contact the Basketball ACT communications team with any questions regarding specific logo usage.



OTHER BRAND LOGOS

The following are Brand Logos of Basketball ACT.
These are not to be modified and should be used only in context
of the Brand.
Basketball ACT logo should still be displayed on all designs with
this logo if not yet visible.



**ROYAL
BLUEBELL**

PANTONE: 301 C
HEX: #004B87
RGB: (0 75 135)
CMYK: 100 44 0 47

**GOLDEN
WATTLE**

PANTONE: 7406 C
HEX: #FFC72C
RGB: (255 199 44)
CMYK: 0 22 83 0

WHITE

HEX: #FFFFFF
RGB: (255 255 255)
CMYK: 0 0 0 0

BLACK

HEX: #000000
RGB: (0, 0, 0)
CMYK: 0 0 0 100

COLOR PALETTE

Beyond our logo, colour is a key recognisable aspect of our brand identity. Alongside the Basketball ACT yellow, 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 ACT branding.

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.

TYPOGRAPHY

Typography becomes a brand tool that can add visual meaning to what is communicated. Typography should also be easy to use. The Basketball ACT brand reduces the amount of complexity by utilising only two font families.

1. Helvetica Bold- for Headings
2. Helvetica Regular - for Body copy. Calibri is an acceptable alternate to Helvetica Text.

Note:

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

HELVETICA

Helvetica is our primary typeface used for headings and subheadings.
Whilst the Helvetica Family contains multiple font weights, Basketball ACT only utilises bold (including italicised versions if required).

Tips
Type reads best with:
Title cases are preferred for consistency.
Always set ® and ™ as superscript.

Resources
To download Helvetica, using the following link:

<https://font.download/font/helvetica-255>

Capitals

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ

Lowercase

abcdefghijklmnopqrstuv
wxyz

Numerals, Punctuation & Glyphs

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

DESIGN DOCUMENTS

Canva/Adobe Created:
Header Font: Zing Rust Base (Black)(Bold)
Alternitive Title Font: Zing Rust Base (Black)
Body Text: Helvetica

These documents will need to be approved by the
Communications Team.

Header - Zing Rust Base:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ~! @#\$%^&*+=_({[
/|;: `'"<>,.1})

Body - Anton:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ~! @#\$%^&*+=_({[
/|;: `'"<>,.1})

LETTERHEAD

Letterhead

- 1. **Logo**
Alternative White
- 2. **Company Name, ABN, Address, Contact Details**
Helvetica, 8pt, 11pt Leading, Black
- 3. **Website address**
Helvetica Bold, 8pt, Royal Bluebell
- 4. **Body Introduction**
Helvetica Regular, 11pt, 14pt Leading, Black
- 5. **Body Copy**
Helvetica Regular, 9pt, 14pt Leading, Black
- 6. **Quote/Pull-out text**
Helvetica Neue Medium Italic, 16pt, 18pt Leading, Royal Bluebell
- 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)



6 August 2025

Mr John Smith
Job Title
Basketball ACT
42 Oatley Court
Belconnen, ACT, 2617

Basketball ACT
ABN: 11 936 731 929

Ngunnawal County
PO Box 3268
Belconnen DC, ACT, 2617

(02) 6189 0709
admin@basketballact.com.au
basketballact.com.au

Basketball ACT is proud to continue leading the way in delivering inclusive, high-quality basketball experiences for the Canberra region. As we reflect on recent achievements and look toward the future, our commitment remains clear: to grow the game at every level and ensure that basketball is accessible, welcoming, and empowering for all.

Over the past season, we've seen incredible growth across our competitions, development programs, and community initiatives. From junior leagues to senior championships, our courts have been alive with energy, teamwork, and passion. We've expanded our coaching and referee education pathways, strengthened our partnerships with schools and local clubs, and introduced new programs to support diversity and inclusion.

Looking ahead, Basketball ACT is focused on enhancing our facilities, embracing innovation, and continuing to build a strong, connected basketball community. With your support, we will keep creating opportunities for players, coaches, officials, and volunteers to thrive—on and off the court.

"Basketball is more than a sport—it's a community where everyone belongs."

Together, we are shaping the future of basketball in the ACT—one game, one player, and one community at a time.


Basketball ACT acknowledges the Ngunnawal people as traditional custodians of the ACT and recognise any other people or families with connection to the lands of the ACT and region. We acknowledge and respect their continuing culture Aboriginal and Torres Strait Islander people make to the life of basketball within the city and region.



MEMORANDUM

Memorandum

- 1. **Logo**
Primary Logo
- 2. **Title Name**
Helvetica, 40pt, 48pt Leading, Black
- 3. **Headings**
Helvetica Bold, 12pt, Royal Bluebell
- 4. **Body Copy**
Helvetica Regular, 8pt, 12pt Leading, Black
- 5. **Company Name, ABN, Address, Contact Details**
Helvetica, 8pt, 11pt Leading, White
(Only appears on first page of document)
- 6. **Company Details - Phone, Email, and Website**
Helvetica, 8pt, 11pt Leading, White & Yellow
(Only appears on first page of document)
- 8. **Graphic Element**
(Does not appear on first page of document)
- 8. **Limited Use Logo**
(Does not appear on first page of document)



Memorandum

To:

From:

Cc:

Date:6 August 2025

Re:

[Body Text]

Basketball ACT
ABN: 11 936 731 929
Ngunnawal County
42 Oatley Court,
Belconnen, 2617


(02) 6189 0709
admin@basketballact.com.au
basketballact.com.au



POLICY

Policies

- 1. **Logo**
Primary Logo
- 2. **Title Name**
Helvetica, 40pt, 48pt Leading, Black
- 3. **Headings**
Helvetica, 12pt, Royal Bluebell
- 4. **Body Copy**
Helvetica Regular, 8pt, 12pt Leading, Black
- 5. **Company Name, ABN, Address, Contact Details**
Helvetica, 8pt, 11pt Leading, White
(Only appears on first page of document)
- 6. **Company Details - Phone, Email, and Website**
Helvetica, 8pt, 11pt Leading, White & Yellow
(Only appears on first page of document)
- 8. **Graphic Element**
(Does not appear on first page of document)
- 8. **Limited Use Logo**
(Does not appear on first page of document)



Policy Name

Adopted by the Board: [Date]

Affective Date: [Date]

Basketball ACT
ABN: 11 936 731 929
Ngunnawal County
42 Oatley Court,
Belconnen, 2617

(02) 6189 0709
admin@basketballact.com.au
basketballact.com.au

BUSINESS CARD

Front

- 1. Card Owner Name
Helvetica Neue Bold, 11pt, 14pt Leading, Black
- 2. Card Owner Title
Helvetica Neue Bold, 9pt, 11pt Leading, Black
- 2. Company Name, ABN, Address, Contact Details
Helvetica Neue Regular, 7pt, 10pt Leading, Black
- 4. Website Address
Helvetica Neue Bold, 7pt, Royal Bluebell
- 8. Graphic Element Watermark / Limited Use
Logo

Back


- 1. Graphic Element
- 2. Vertical Logo
Alternate Logo on Royal Bluebell

Jane Doe

Job Title

Basketball ACT
Ngunnawal County
42 Oatley Court, Belconnen, ACT, 2617

P: 02 6189 0709
E: jane.doe@basketballact.com.au
BASKETBALLACT.COM.AU




EMAIL SIGNATURE

- 1. Logo
- 2. Name
- 3. Position
- 4. Company Name
- 5. Email
- 6. Phone
- 7. Website
- 8. Social Media Links
- 9. Banner Image
- 10. Acknowledgement of Country
- 11. LGBTIQA+ diversity and inclusion

To:

Cc

Bcc



Subject:

Importance ▾

Helvetica ▾

11 ▾

 ▾

B

I

U



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BASKETBALL ACT

Your Name
Job Title | Basketball ACT
E: your.name@basketballact.com.au
P: (02) 6189 0709
M: +61 400 000 000
A: 42 Oatley Court, Belconnen ACT 2617




Via The Basketball ACT App


Basketball ACT acknowledges the Ngurrinawal people as traditional custodians of the ACT and recognise any other people or families with connection to the lands of the ACT and region. We acknowledge and respect their continuing culture Aboriginal and Torres Strait Islander people make to the life of basketball within the city and region.

We proudly support diversity and inclusion, celebrating our LGBTIQA+ community and committing to a safe, welcoming game for all.

CONTACT US

basketballact.com.au

Phone Number
(02) 6189 0709

Email
comms@basketballact.com.au

Location
42 Oatley Court, Belconnen, ACT, 2617