NQ TOUCH FOOTBALL

BRAND GUIDELINES

North Queensland Touch Football

Contents

Using Our Brand

The approval process

Our brand is important to us, so we don't let just anybody use it. Before you go to production on any media containing our logo, we need to have the chance to inspect it and provide feedback to you on how the brand should be used. We do this to ensure that our brand is used properly, in accordance with these guidelines.

DEVELOP

Before adding our brand to any media, let us know where, why and how, you would like to use it. We're happy to assist you to find the best way to use our brand.

REVIEW

Once you've developed your media, send a copy of it to us so that we can review it to ensure it follows these guidelines.

Email a PDF copy of your artwork ourbrand@nqtouch.com.au.

APPROVE

We will review your artwork and provide you feedback if we think our brand isn't quite right. Once we're happy with it, we'll give you the approval to produce it.

PRODUCE

Now it's all in your hands! Don't forget to give us a copy of your media so that we can keep it for our records, or display it where appropriate.

Our Logos

Making a mark

We've developed the North Queensland Touch Football mark to provide a way for us to promote our organisation to the world. It joins our "Cyclones" mark which, since day one, has become one other most easily recognisable identities across the entire touch football community, from local right through to national levels of the sport.

Our primary mark is used to represent us as an organisation and it's corporate identity as a regional touch football body, while our Cyclones mark is used identify our representative arm - our teams that compete on a state and national stage.

Together, the corporate primary and representative marks provide us with a strong identity across the touch football world.

PRIMARY MARK

Our primary mark was created to provide an identity that was separate from our representative arm. It is used the represent our organisation as a whole, while keeping the "Cyclones" mark just for our representative teams.

Logo Elements

The Shield   **The Wording**   **The Ball**

NQ TOUCH FOOTBALL

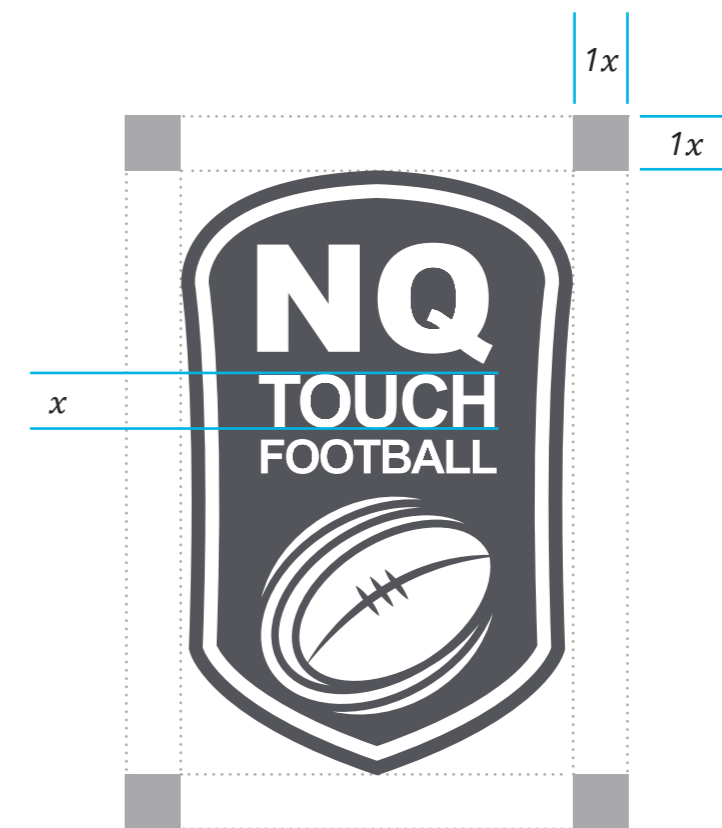### Safe Margins

To ensure that our logo doesn't get lost amongst your design, we need to keep at "safe distance" around it. That distance is equal to the height of the word "TOUCH", as shown below.

1x

1x

x

NQ TOUCH FOOTBALL

COLOUR FORMATS

Gradient

- Brochures
- Stationary
- Gloss signage
- Gloss signage
- Posters
- Flags

Flat

- Screen printing
- Embroidery
- Matte signage

a Our positive logo, for use on lighter coloured backgrounds where black text would normally be used.

b Our negative logo, for use on darker coloured backgrounds where white text would normally be used.

COLOUR VARIATIONS

Not every design or media can use a white background, nor can every application display all of our colours, so we have developed some variations to our logo which will let you use it in almost any situation.

SINGLE-COLOUR VARIATIONS

Black
For use on a white background when printing in black-and-white. Not to be overlaid on photos.

White
For use on a dark background when printing in black-and-white. Can also be used when overlaid on photos.

Dark Gray
For use on light-coloured backgrounds where a only a single colour can be printed.

Mid Gray
For use on dark or light-coloured backgrounds where a only a single colour can be printed.

Light Gray
For use on dark-coloured backgrounds where a only a single colour can be printed.
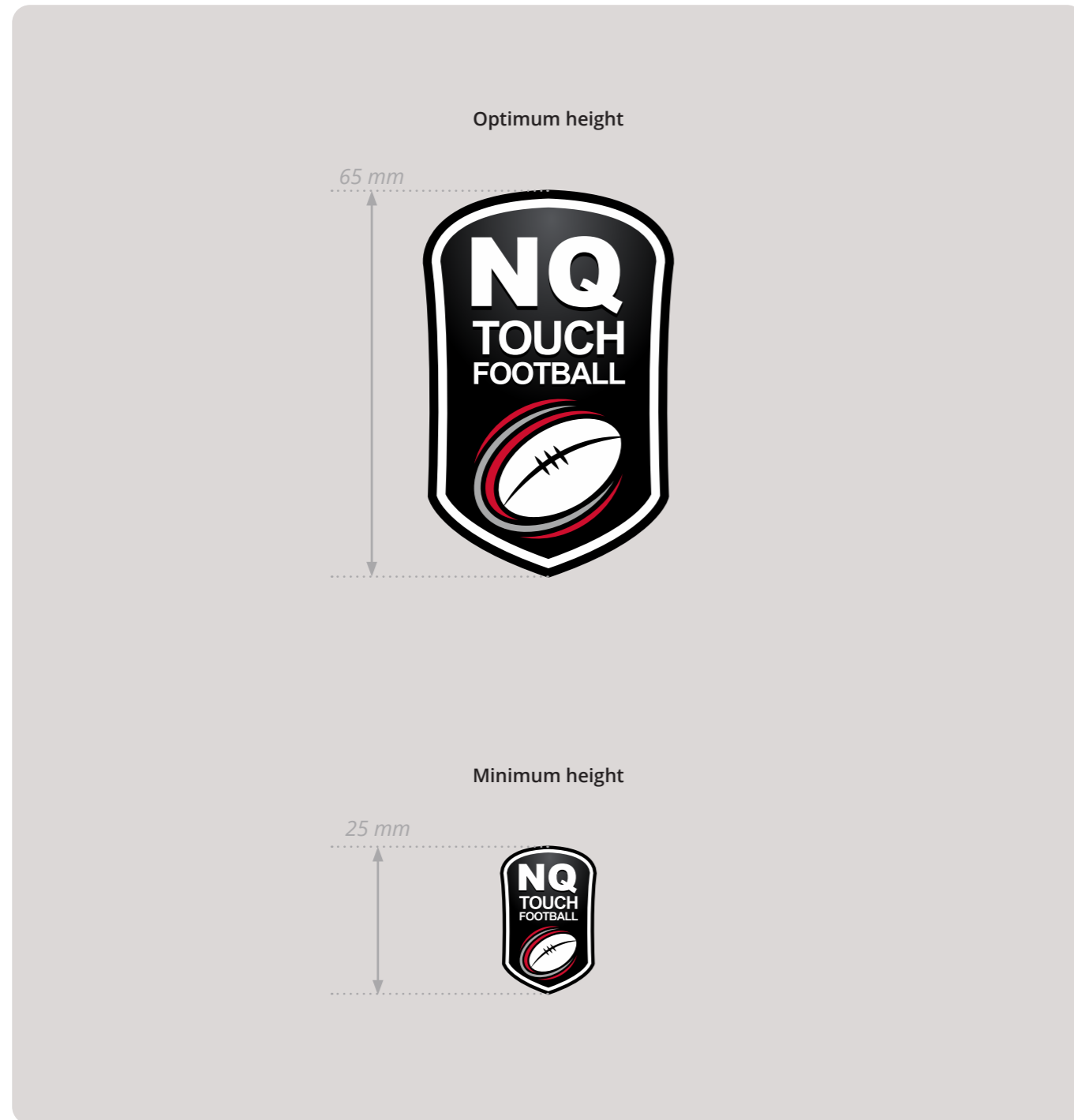
Red
For use on light-coloured backgrounds where a only a single colour can be printed.

SIZING

To make sure our brand can be easily identified across all media types, we need to ensure that our logo is the right size. In most cases, sizing will be dependant on available space, but at all times the minimum height for the media type must be adhered to.

PRINT (PHYSICAL MEDIA)

Optimum height

65 mm

Minimum height

25 mm

SCREEN (PC & MOBILE)

Optimum height

180 pixels

Minimum height

35 pixels
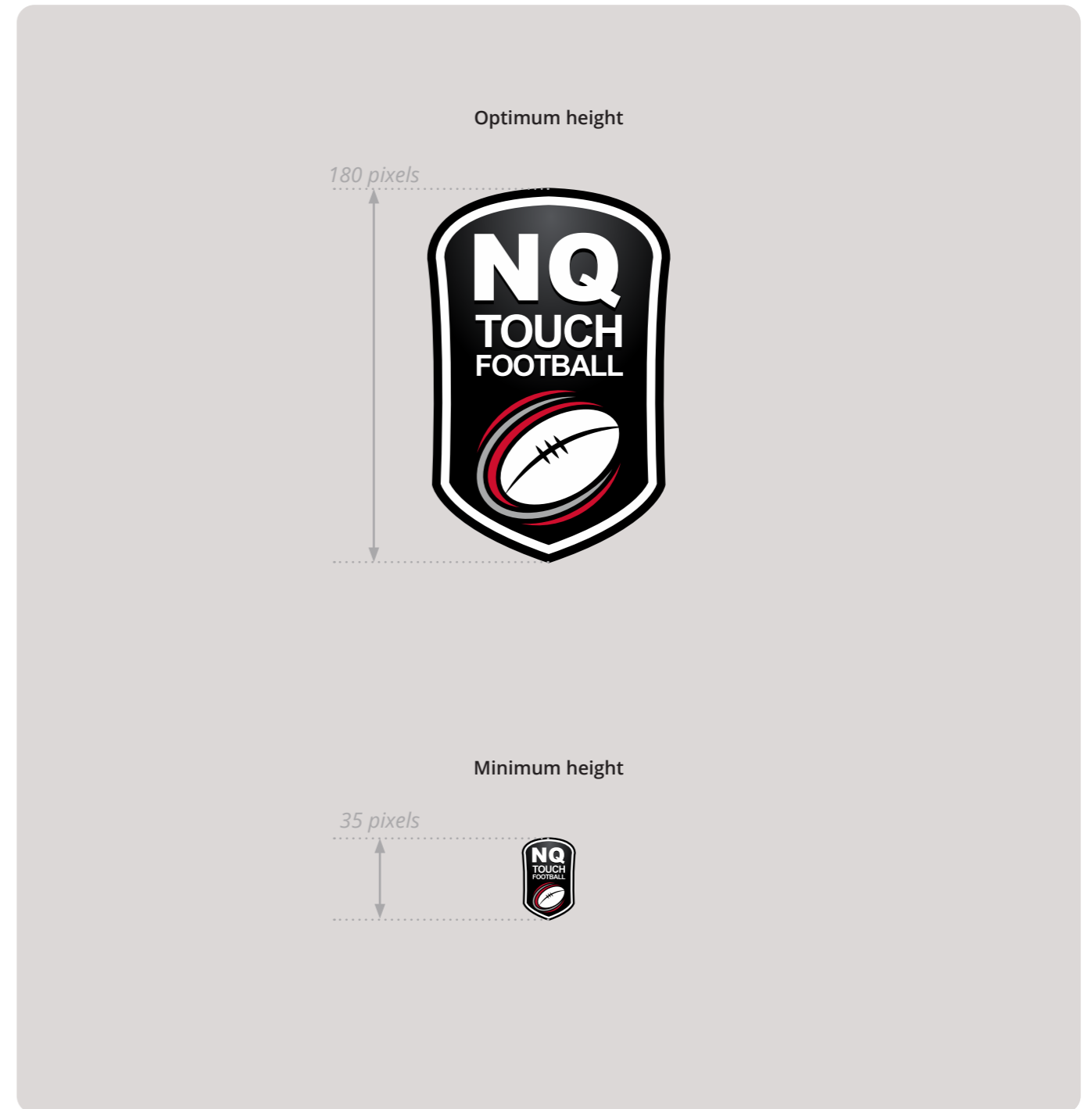
REPRESENTATIVE LOGO

The Tropical Cyclones mark is one of the most recognised brands across the touch football community. It is used to identify our representative teams at all levels of the sport and is easily recognisable to many touch football participants.

Logo Elements

The Tropical Cyclone
One of the fiercest weather events, iconic to region we represent. Just like our representative teams, it's not be taken lightly!
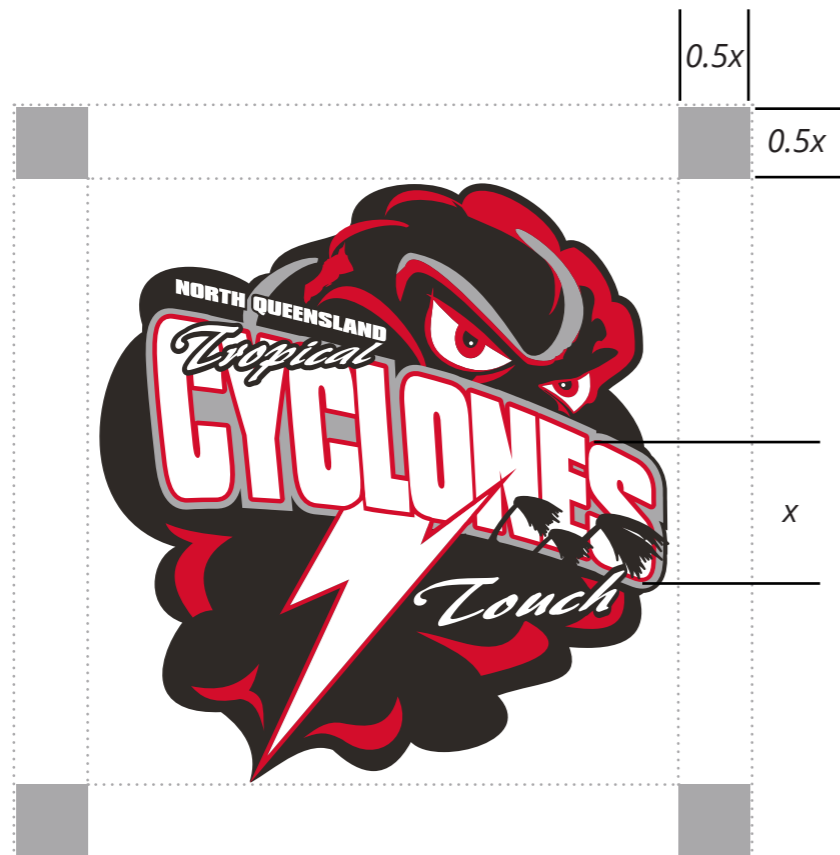

The Wording
Our representative brand overlays the Tropical Cyclone element to tie it all together.

Safe Margins

To ensure that our logo doesn't get lost amongst your design, we need to keep at "safe distance" around it. That distance is equal to half the height of the "S", as shown below.

a Our positive logo, for use on lighter coloured backgrounds where black text would normally be used.

b Our negative logo, for use on darker coloured backgrounds where white text would normally be used.

VARIANTS

Not every design or media can use a white background, nor can every application display all of our colours, so we have developed some variations to our logo which will let you use it in almost any situation.

Black
For use on a white background when printing in black-and-white. Not to be overlaid on photos.

White
For use on a black background when printing in black-and-white. Can also be used when overlaid on photos.

Red
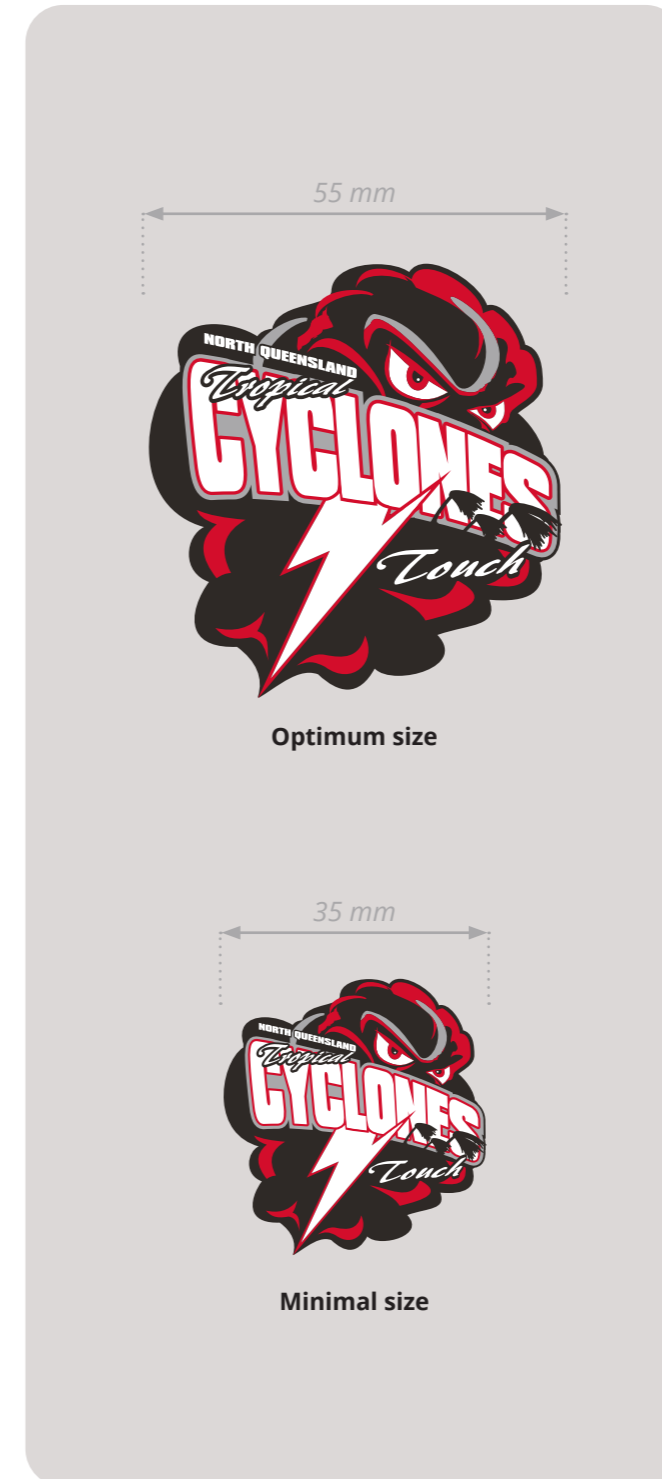For use on light-coloured backgrounds where a only a single colour can be printed.

Gray
An alternative of Red, for use on light-coloured backgrounds where a only a single colour can be printed.

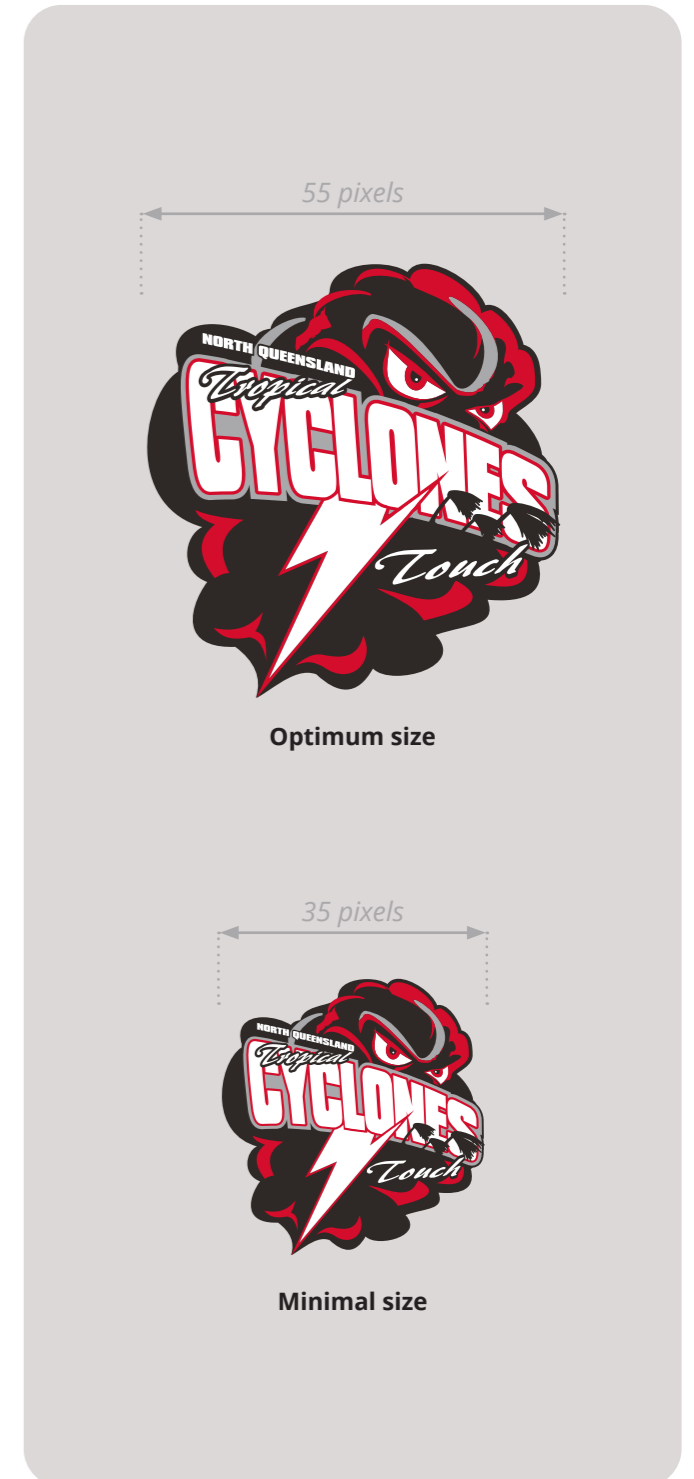# SIZING

To make sure our brand can be easily identified across all media types, we need to ensure that our logo is the right size.

PRINT

55 mm

Optimum size

35 mm

Minimal size

SCREEN

55 pixels

Optimum size

35 pixels

Minimal size

INCORRECT USAGE

Avoid altering any of our marks in any way, shape or form. We will supply you with the correct variations of the logo that you need so there will be no need to resize, re-colour or modify the logo at all.

✗
Don't flip the logo

✗
Don't rotate the logo

✗
Don't alter the wording, or place text or other content over the top of the logo

✗
Don't shrink or compress the logo out of it's correct proportions

✗
Don't use light-coloured logos on a light background

✗
Don't use dark-coloured logos on a dark background

✗
Don't add shadow

✗
Don't change the colour of any element

Additional Logos

Slogans & Event branding

In addition to the slogans and catch phrases we use to brand our organisation, we've built an identity around each of our major events by creating an event-specific logo for each of them. These specific brands allow us to promote each of our organisation and events quickly and clearly across all media types.

FORCE FROM THE NORTH

Our primary slogan, featured on our advertising material, features our easily recognised representative logo on a shield, above our now iconic slogan "The Force from the North".

BADGE

WORD MARK

The "FORCE FROM THE NORTH" word mark is a three-line stacked "text-only" version of the badge, for use on some specifc media where a badge is not suitable.

The word mark is created using the **Impact** typeface. Base font sizes are shown to the right, and can be scaled up as required. The spacing between lines of text (shown as **x**) is equal to the width of the spine of the letter E.
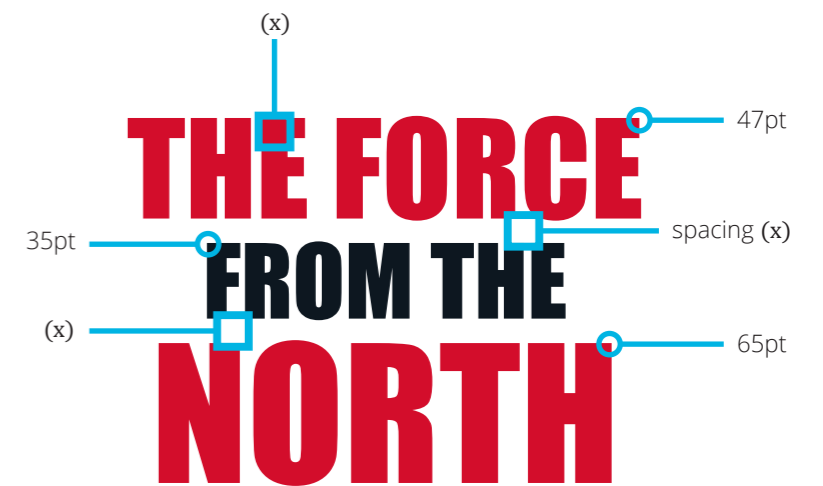
CYCLONESHOP

Merchandising and apparel sales are branded under our "CycloneShop" logo. The logo is used on our online apparel store, as well as our physical merchandise stall at events.

OPEN & SENIOR CHAMPIONSHIPS

The pinnacle event on our regional calendar is the North Queensland Open & Senior Touch Football championships. It draws the best players from across the North Queensland region, all vying for the title of "Regional Champions" and the chance to be selected to represent the North Queensland Tropical cyclones.

JUNIOR CHAMPIONSHIPS

The biggest event on our annual calendar is by far the North Queensland Junior Touch Football championships. It regularly attracts over 120 teams from across the region and is three days of fun, sun, and touch football!

NQ ALL SCHOOLS

An event run in coordination with the region's secondary schools, the annual North Queensland All Schools features school teams from across North Queensland battling it out to be crowned "Regional Champions".

Colour Palette

Corporate tones

Our colours are just as important as our logo is. Red, black and white has distinguished us from the crowd since we launched the Tropical Cyclones brand all those years ago. The colours follow us across all forms of media; from printed letterheads, business cards and stationary, to websites, social media and email.

PRIMARY COLOURS

Our primary colours are red, black, and white. They are what distinguish us from our opposition and are easily recognisable on and off the playing field.

BRAND COLOURS

Cyclones red

Pantone	186 C
CMYK	2 100 85 6
RGB	200 16 46
HEX	C8102E

Black

Pantone	Black C
CMYK	100 100 100 100
RGB	0 0 0
HEX	000000

White

Pantone	White
CMYK	0 0 0 0
RGB	255 255 255
HEX	FFFFFF

HIGHLIGHTERS

When required, highlighter colours can be used to draw attention to a specific bit of information. Where possible, they should be used as a solid-fill background and contain only a few short lines of text.

Lemon yellow

Pantone	101 C
CMYK	0 0 68 0
RGB	247 234 72
HEX	F7EA48

Moss green

Pantone	360 C
CMYK	63 0 84 0
RGB	108 194 74
HEX	6CC24A

Sky blue

Pantone	306 C
CMYK	75 0 5 0
RGB	0 181 226
HEX	00B5E2

SECONDARY COLOURS

Secondary colours should be used to separate sections of media. They should be used as a solid-fill background where possible.

Light Gray

Pantone	Cool Gray 1 C
CMYK	13 9 10 27
RGB	177 179 179
HEX	B1B3B3

Mid Gray

Pantone	Cool Gray 6 C
CMYK	13 9 10 27
RGB	177 179 179
HEX	B1B3B3

Dark Gray

Pantone	Cool Gray 11 C
CMYK	51 41 36 20
RGB	124 124 129
HEX	7C7C81

Typeface

Typography usage

We want to our brand to present a clear image across all media, so we've adopted a typography that helps us do exactly that. Through clear spacing and well formatted content, our brand helps us portray a crisp and clean message to our audience.

PRIMARY

Our primary font-family, Open Sans, uses two weights; a lighter option for body text and a heavier option for headings and titles.

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY

Some media requires a more condensed font to be used; in this case we use Open Sans Condensed font family, again with both light and bold options.

Open Sans Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIGITAL ALTERNATIVES

When creating media where our primary font is unavailable, you may use the Arial font family as a replacement.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DEFAULT TABLE TYPE

Media that includes tables for displaying data should contain a bold, solid coloured heading using one of our primary colours. The table should be padded appropriately to ensure that the data is displayed clearly.

LOREM	IPSUM	DOLOR	SIT
Lorem	11	11	11
Ipsum	3	3	3
Dolor	656	656	656
Sit	99	99	99
Amet	34	34	34
Consectetur	87	87	87

TYPESETTING

Header: 37 pt, 50 px   ....

Header 2: 26 pt, 35 px   ....

Body: 9 pt, 13 px   ....

Header 3: 22 pt, 29 px   ....

Header 3: 18 pt, 24 px   ....

List: Left indent: 5mm   ....

Body highlight: ....

Touch Football

North Queensland Touch Football

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Touch Is The Real Winner

Everybody Loves Touch Football

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Live It. Love It. Play It. Touch It.

- The quick brown fox jumps over the lazy dog.
- The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.
- The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Design
Element

Media & Collateral Branding

To help create a uniform "look and feel" across all media and collateral, a "design element" graphic has been created. The element should be used on all outward media, following the guidelines shown herein.

THE ELEMENT

The NQTA Design Element is inspired by the shape of a touch ball, to represent the organisation's sport. It should be used as a graphic element across all media produced by the organisation. Be sure to follow all usage guidelines, detailed in this document, to ensure that it is used correctly.
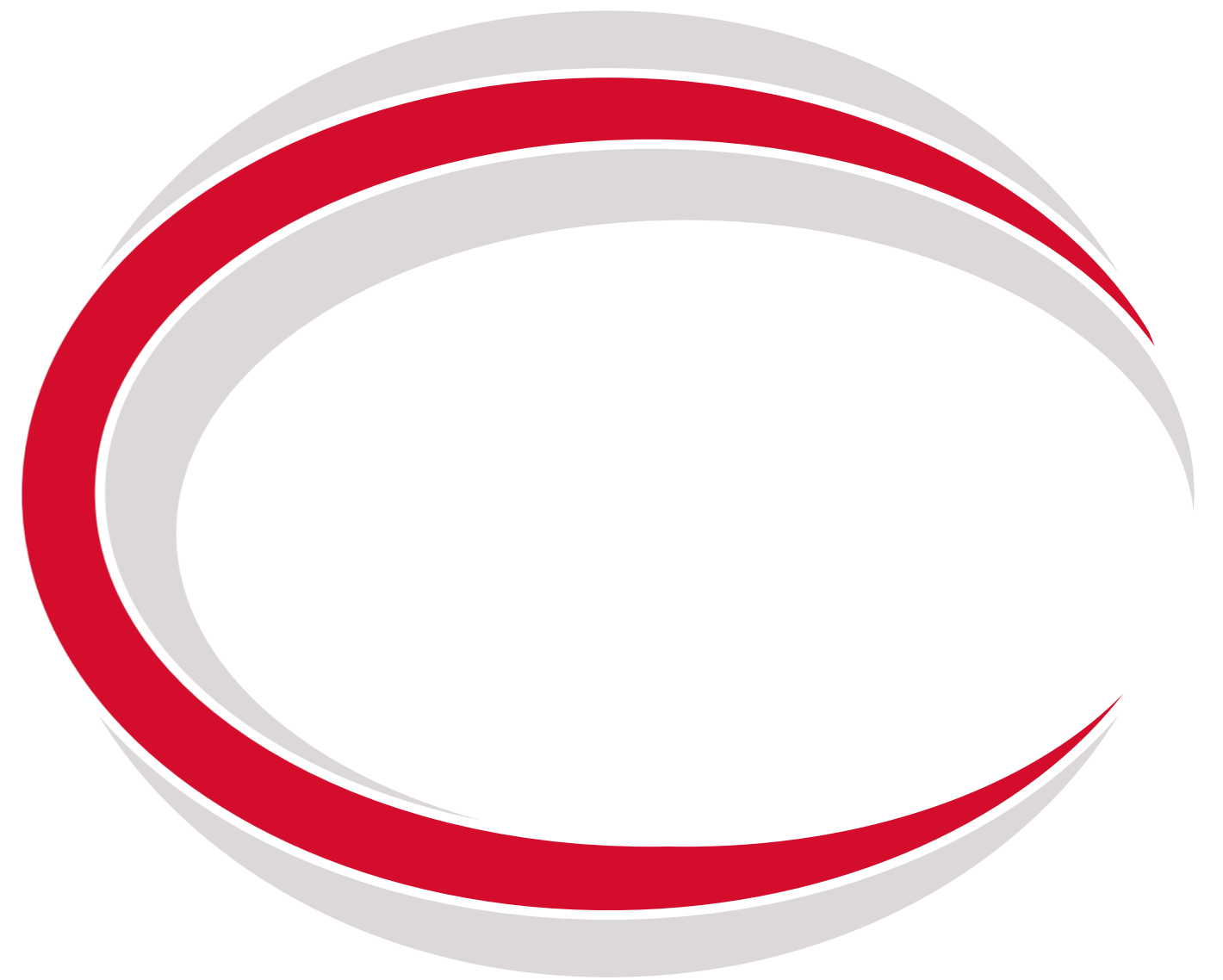
FLIP & ROTATE

The element can be rotated in 45-degree angle increments and can also be flipped as needed.

Original

Horizontal Flip

Vertical Flip

45 degress

90 degrees

135 degrees

180 degrees

225 degrees

270 degrees

315 degrees

CROPPING

The graphic can also be cropped to suit the media it is being used with, but it's important not to remove any elements.
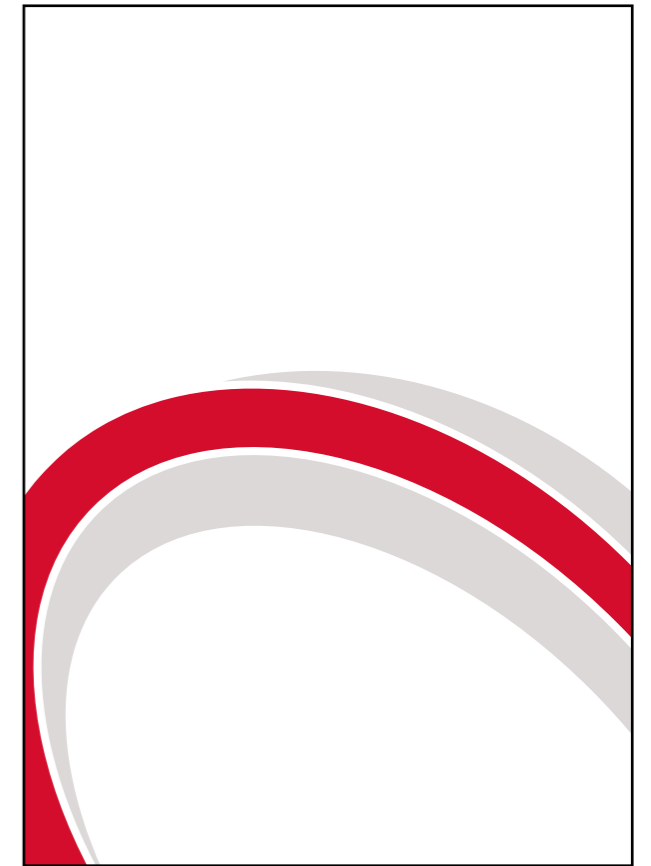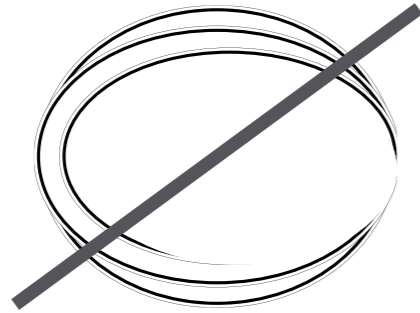
INCORRECT USAGE

Remember to retain the graphic as-is, don't change its colours, proportions, or elements, other than what's already been shown.
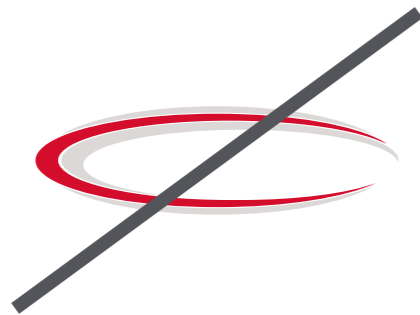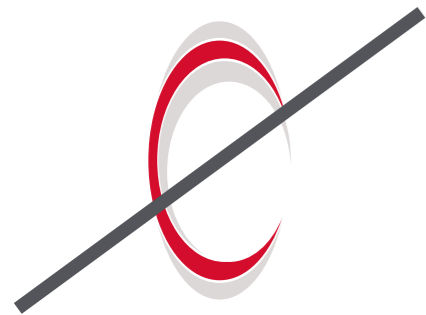Here's some examples of incorrect usage.
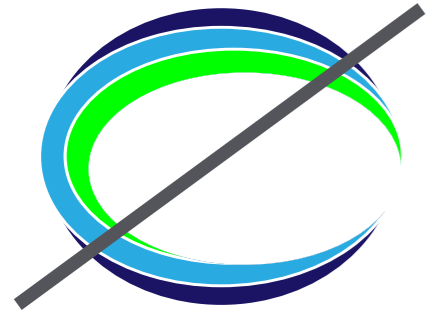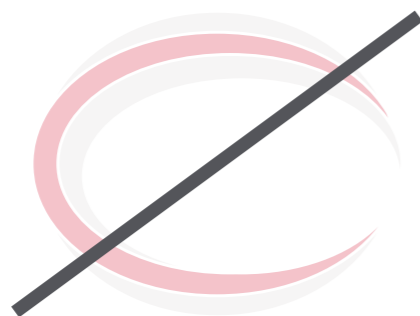
Don't recolour

Don't outline

Don't distort

Don't change it's proportions (stretch or squash)

Don't add elements

Don't watermark

Don't add effects