

# **NATIONAL PREMIER LEAGUES**

**BRAND GUIDELINES  
V1.0 JANUARY 2020**



**NATIONAL  
PREMIER LEAGUES**

# INTRODUCTION

**Welcome to the National Premier Leagues brand guidelines.**

**Within this document you will find direction on the assets and design system which make up the NPL visual identity at both a national and state-based level.**

**These guidelines should be used in conjunction with relevant Member Federation brand guidelines, as directed.**

**It is through these guides that we can ensure the NPL is presented consistently and professionally, and that you have the appropriate know-how and tools to produce communication material that reflects our distinct and contemporary football brand.**

**Please note that all applications of the National Premier Leagues logo must be submitted to the FFA Marketing Department for approval prior to production and/or distribution.**

**Please contact the FFA Marketing Department at [npl@ffa.com.au](mailto:npl@ffa.com.au) for all approvals and enquiries relating to these guidelines.**

# CONTENTS

## 1 NPL BRAND SYSTEM OVERVIEW 4

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### How we approach the NPL identity

<b>A Introduction</b>	<b>5</b>
<b>B Approach to system</b>	<b>6</b>
<b>C Naming conventions</b>	<b>7</b>

## 2 MASTER NPL IDENTITY 8

---

### For use at a national level including Finals

<b>Introduction</b>	<b>9</b>
<b>Brand toolkit</b>	<b>10</b>
<b>A Master logo</b>	<b>11</b>
Vertical versions	12
Horizontal versions	13
Clear space and minimum size	14
Don'ts	15
<b>B Colours</b>	<b>16</b>
Logo colours	16
Colour palette	17
<b>C Supergraphic</b>	<b>18</b>
Backgrounds	19
<b>D Typography</b>	<b>20</b>
Typeface	20
Typesetting	21
<b>E Application examples</b>	<b>22</b>
Finals advert	22
Online channel	22
Champions comms	23

## 3 STATE LEVEL NPL 25

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### For use at a state level

<b>Introduction</b>	<b>26</b>
<b>A Logo</b>	<b>27</b>
Overview of logos	27
Vertical versions	27
Horizontal versions	29
Clear space and minimum size	31
Don'ts	32
<b>B Application examples</b>	<b>33</b>
Social media	33
State league web page	34
Member Federation web ads	35

# **NPL BRAND SYSTEM OVERVIEW**

**How we approach the  
National Premier Leagues  
identity**



# INTRODUCTION

The National Premier Leagues (NPL) is an integral part of our national, unified football code and represents an important step in the realisation of FFA's strategic vision to make Australia a world class football nation and to better connect elite player development and the wider football community.

It helps create greater consistency across the Member Federation top leagues across Australia, and provides a clear pathway for up and coming players to reach the highest level in their state, and even the glory of a National Premier Leagues Champions badge.



# NATIONAL PREMIER LEAGUES

## 1.B

# APPROACH TO SYSTEM

To maximise the value of the NPL at both a state and national level, the visual identity exists in both state and national ('Master') forms. The State Level NPL identity is used for the relevant local division of the NPL, giving ownership to the facilitating Member Federation, while the Master NPL identity is used for the national Finals and for any national communications about the NPL.

### Master NPL logo

The Master NPL identity has its own colour system, and otherwise applies much like any Football identity. This is detailed in section 2 of these guidelines.

### State-level NPL logos

The State Level NPL identity is a dynamic identity that takes on the colour system of the Member Federation in which the state-based league is being held, and again applies consistently as a Football identity. This is detailed in section 3 of these guidelines.

Note: Capital Football has not yet refreshed their brand identity in line with the unified Football identity. Once done, they will be added to these guidelines.

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### Master NPL logo



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### State-level NPL logos



# NAMING CONVENTIONS

When referencing in text, for example in media releases, EDMS and news articles, the following naming conventions are to be used:

## General:

All National Premier Leagues (NPL) competitions will be known as the National Premier Leagues, shortened to NPL as necessary, in order to maintain consistency and build brand awareness.

## State Level competitions:

To identify divisions of state leagues, the following format is used:

Premier division: **NPL / NPL Women's**

2nd division: **NPL 2 / NPL 2 Women's**

3rd division: **NPL 3**

4th division (NSW only): **NPL 4**

To identify the state that the league belongs to, the State name is appended, eg **NPL NSW** or **NPL Western Australia**. And to identify a specific event, this detail is further appended, eg. **National Premier Leagues Victoria Finals 2020, National Premier Leagues Tasmania [Partner Name] Finals 2020** (ie. in the case of a commercial partner).

## Finals:

For the Finals, the following naming conventions will be used:

**National Premier Leagues Finals 2020**

**National Premier Leagues Grand Final 2020**

**National Premier Leagues Champions 2020**

**Remember: these naming conventions are for when referencing the competitions in text only. They are not for use at a logo level. For logo conventions, please refer to Sections 2 and 3 of these Brand Guidelines.**

**Refer to the Application examples shown throughout these Brand Guidelines for naming in action.**

# **MASTER NPL IDENTITY**

**For use at a national level  
including Finals**

# 2



# INTRODUCTION

**The Master NPL identity is the umbrella brand for the National Premier Leagues, and is used for any national communications about the NPL and for any communications about the Finals.**

**Where you'll see the Master NPL Identity used:**

- **On [www.nationalpremierleagues.com.au](http://www.nationalpremierleagues.com.au)**
- **On any channel (online, social) that is an umbrella 'National Premier Leagues' channel**
- **In any communication that is about the whole of the National Premier Leagues, e.g. a weekend wrap up eDM of results from around the country.**
- **In any communication about the national Finals, whether that is a nationally-broadcast communication, or one shared within a Member Federation.**

**For communications from a State-based competition, see section 3 of these guidelines.**

## 2.A

# BRAND TOOLKIT

The National Premier Leagues identity utilises the same core elements (logo, typeface and supergraphic device) as our Member Federations but with the NPL colour palette of blues and white.

### LOGO



### TYPEFACE

**Gibson**  
Regular,  
**SemiBold,**  
**Bold**

### COLOUR PALETTE



### SUPERGRAPHIC



## 2.A

# MASTER LOGO

The National Premier Leagues logo is strongest in its primary, gradient colour form. The blue gradient adds a sense of entertainment and premiumness to this nation-wide competition.

To allow it the best prominence, please use it only on white or light-coloured images.



# NATIONAL PREMIER LEAGUES

## 2.A

# LOGO

## VERTICAL VERSIONS

The logo is the most precious asset. It is the primary form of sign off and must be present in all applications. The preferred version is the vertical logo in full colour.

The mono, 'solid' versions are only to be used when an accurate reproduction of the gradient cannot be guaranteed or is not technically possible.

Only use the official master artwork, which can be obtained from the NPL Marketing team. Never alter, re-draw or re-create the master logo in anyway.

The master logo must always be applied correctly and consistently as per these guidelines.



NPL\_RGB\_VERT\_Grad.ai



NPL\_PMS\_VERT\_2Colour\_Solid.ai



NPL\_RGB\_VERT\_White\_Solid.ai



NPL\_RGB\_VERT\_Black\_Solid.ai



NPL\_RGB\_VERT\_DarkBlue\_Solid.ai

## 2.A

# LOGO

## HORIZONTAL VERSIONS

The horizontal versions should be used in all vertical confined spaces and whenever the vertical option is not appropriate.

The mono, 'solid' versions are only to be used when an accurate reproduction of the gradient cannot be guaranteed or is not technically possible.

Only use the official master artwork, which can be obtained from the NPL Marketing team. Never alter, re-draw or re-create the master logo in anyway.

The master logo must always be applied correctly and consistently as per these guidelines.



**NATIONAL  
PREMIER LEAGUES**

NPL\_RGB\_HORIZ\_Grad.ai



**NATIONAL  
PREMIER LEAGUES**

NPL\_PMS\_HORIZ\_2Colour\_Solid.ai



**NATIONAL  
PREMIER LEAGUES**

NPL\_RGB\_HORIZ\_White\_Solid.ai



**NATIONAL  
PREMIER LEAGUES**

NPL\_RGB\_HORIZ\_Black\_Solid.ai



**NATIONAL  
PREMIER LEAGUES**

NPL\_RGB\_HORIZ\_DarkBlue\_Solid.ai

## 2.A

# LOGO

## CLEAR SPACE AND MINIMUM SIZE

### Clear space

Clear space helps the logo stand out and ensures it's not compromised by surrounding elements. The clear space for all logos is 25% of the logo graphic for vertical logos, and 40% for horizontal. All supplied logos have the specified clear space included within the file.

### Minimum size

For optimal reproduction and viewing on digital applications, never use the logo smaller than the sizes listed.

### Content lock-Ups

Content can be locked up with the NPL logo to promote events like the Grand Final. These lock-ups are typeset in Gibson Bold and divided from the logo by a 0.5pt keyline.



Clear space vertical logo options  
= 25% of logo height



Clear space horizontal logo options  
= 40% of logo height



16.5mm/62px wide



8mm/23px high



## 2.A

# LOGO

## DON'TS

Only use the official master logo files, which can be obtained from the NPL Marketing team. Never alter, re-draw or re-create the logo in any way.

All logos must always be applied correctly and consistently. The logos must appear only in the specified configurations and in the correct brand colours, as defined in these guidelines.



**DO NOT** unproportionally scale or otherwise distort the logo.



**DO NOT** add drop shadows or any other effects to the logo.



**DO NOT** re-size any of the elements or create any new lock-ups of the logo.



**DO NOT** create new colour versions of the logo.



**DO NOT** change order, position or size of any of the elements in the lock-ups provided.



**DO NOT** create any new logos with additional elements added within the clear space.



**DO NOT** create negative versions of the logo. Only use the negative versions provided.



**DO NOT** place the logo on colours other than outlined in section 2.A Logos.



**DO NOT** place the logo on busy image backgrounds with insufficient contrast.

## 2.B

# LOGO COLOUR

The NPL master logo is formed by two colours: Dark Blue provides the base, Light Blue adds depth and movement.

Only use the official master artwork files, which can be obtained from the NPL Marketing team. Never alter, re-draw or re-create the logo in any way.

### Dark Blue

CMYK 100-65-12-65  
PMS 289 C  
RGB 12-35-64  
HEX #0C2340

### Light Blue

CMYK 85-25-0-0  
PMS 2173 C  
RGB 0-134-224  
HEX #0086E0

Light Blue

Dark Blue



## 2.B

# COLOUR PALETTE

NPL utilises a blue primary colour palette of light to dark blue, accompanied simply by white, with black when needed.

### Dark Blue

Dark Blue is the primary brand colour and should be the lead brand colour across all executions.

CMYK 100-65-12-65  
PMS 289 C  
RGB 12-35-64  
HEX #0C2340

### Light Blue

Light Blue is the second primary brand colour. It shines from the inside of the logo and adds excitement to Dark Blue.

CMYK 85-25-0-0  
PMS 2173 C  
RGB 0-134-224  
HEX #0086E0

### White

CMYK 0-0-0-0  
RGB 255-255-255  
HEX #FFFFFF

### Black

CMYK 0-0-0-100  
RGB 0-0-0  
HEX #000000

NB: Black can be used either as a text colour or in a 10% tint of itself as a background colour. It is not to be used as a main brand colour.

## 2.C

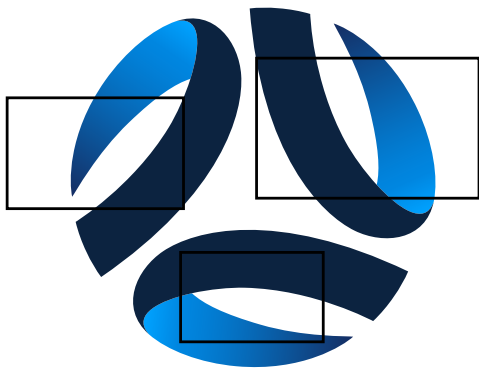
# SUPER-GRAPHIC

## FLEXIBLE USE

The supergraphic is derived from the logo graphic. It links back to our 3 core beliefs: no other sport in Australia is as atmospheric, diverse and unifying.

The shape can be drawn or animated freely and does not have to be a direct crop as long as it visually represents our brand through simplicity, movement, energy, pace and colour.

For static applications, different crops of the supergraphic can be used. To keep it interesting, change its shape, size and direction across horizontal and vertical applications.



Supergraphic as background



Supergraphic as background



Supergraphic as image container



Supergraphic as logo housing device

## 2.C

# SUPER- GRAPHIC

## BACKGROUNDS

The supergraphic can be used to inject life and energy into backgrounds.

Start with a Dark Blue background and layer the supergraphic on top. The supergraphic layer is drawn in Light Blue with changing levels of opacity, ranging from 20–60%. Additionally the different shapes of the supergraphic are directionally faded through linear gradients.

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### Light Blue

CMYK 85-25-0-0  
PMS 2173 C  
RGB 0-134-224  
HEX #0086E0

### Dark Blue

CMYK 100-65-12-65  
PMS 289 C  
RGB 12-35-64  
HEX #0C2340



## 2.D

# TYPOGRAPHY

## TYPEFACE

Our brand typeface is Gibson and should be used across all our communications. Its bold simplicity and its friendly tone are a perfect match for our brand.

Only when the typeface has to be replaced by a default font in digital or office applications use Arial Regular, Bold and Black.

### Gibson Regular

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890%\$?!.,:@()

### Gibson SemiBold

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890%\$?!.,:@()

### Gibson Bold

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890%\$?!.,:@()

Gibson  
Regular  
SemiBold  
Bold

# TYPOGRAPHY

## TYPESETTING

Be bold and simple. Clear hierarchies help the reader to understand our messages. Keep the number of different type sizes within a publication to a minimum.

We use Gibson Semi Bold in all caps (visually tracked out) for main headlines to match the logo.

Headlines may be followed by additional intro paragraphs in Gibson SemiBold in sentence case.

Body copy and pull outs are always set in Gibson Regular in sentence case.

Pull outs can be coloured to stand out.

Sub headlines are typeset in Gibson SemiBold in sentence case.

# MAIN HEADLINES

Gibson Bold all caps

Large statement paragraphs can be used to create hierarchy and focus

Gibson SemiBold in sentence case

**This is a sub headline**

Gibson SemiBold in sentence case

Body copy aximagnis elia alit utest molupta quo corepe litae nis nulparciusam quunturiorum lam fuga. Ut asim sit es sed venum molorum est vitatem velit, nia sanis di velent aut apit mossecte volento quamus re simenet eat odiscid modit accatia debit quam ilitata ssitatquis experum list essit ent aborro occatia.

Pull out copy axima ogniis utest molupta quo corepe litae nis nulpa eciusam qui unturi orem lam fugat venis rebium volat serugam.

Gibson Regular in sentence case

## 2.E

# APPLICATION EXAMPLES

## FINALS ADVERT

Uses Master NPL identity.

Club logos used as per relevant club.

Note that event title, eg 'Grand Final 2020' can either be locked up next to the logo, or treated as a headline.

### Approach A: NPL Grand Final lock-up



Approach A: NPL Grand Final lock-up. The graphic features the National Premier Leagues logo at the top left, with the text 'NATIONAL PREMIER LEAGUES' below it. To the right, the event title 'GRAND FINAL 2020' is displayed in large, bold, white letters. Below the event title, the logos for Lions FC (a blue and orange hexagonal pattern) and Wollongong Wolves (a red and black shield with a wolf's head) are shown in white circles, separated by a white 'V'. At the bottom, the date and time are listed: 'SUNDAY 01.09.2020 VALENTINE SPORTS PARK 5.15PM KICK-OFF'.

### Approach B: NPL Grand Final headline



Approach B: NPL Grand Final headline. The graphic features the National Premier Leagues logo at the top center, with the text 'NATIONAL PREMIER LEAGUES' below it. The event title 'GRAND FINAL 2020' is displayed in large, bold, white letters as the main headline. Below the headline, the logos for Lions FC (a blue and orange hexagonal pattern) and Wollongong Wolves (a red and black shield with a wolf's head) are shown in white circles, separated by a white 'V'. At the bottom, the date and time are listed: 'SUNDAY 01.09.2020 VALENTINE SPORTS PARK 5.15PM KICK-OFF'.

## 2.E

# APPLICATION EXAMPLES

## ONLINE CHANNEL

Uses Master NPL identity.

Can reference State-based competitions to give them profile also.

The screenshot shows the website for National Premier Leagues (NPL). The browser address bar displays [nationalpremierleagues.com.au](http://nationalpremierleagues.com.au). The navigation bar includes links for **FOOTBALL Network**, **My Football**, **Play Football**, **FFA.com.au**, and **ALDI MiniRoos**. Below the navigation bar, there are logos for various NPL divisions: **NATIONAL PREMIER LEAGUES**, **NATIONAL PREMIER LEAGUES SOUTH AUSTRALIA**, **NATIONAL PREMIER LEAGUES TASMANIA**, **NATIONAL PREMIER LEAGUES VICTORIA**, **NATIONAL PREMIER LEAGUES NSW**, **NATIONAL PREMIER LEAGUES QUEENSLAND**, **NATIONAL PREMIER LEAGUES WEST**, **NATIONAL PREMIER LEAGUES NORTHERN NSW**, and **CAPITAL FOOTBALL**.

The main content area features a dark blue navigation bar with links for **News**, **Videos**, **Fixtures**, **Live streams**, and **More**. Below this, a match result is displayed for the **NPL GRAND FINAL 2019** at **ALBERT BUTLER PARK**, scheduled for **SAT 5 OCT, 2.30PM** and marked as **FULL TIME**. The match details are as follows:

Team	Score
<b>WOLLONGONG WOLVES</b>	4
<b>LIONS FC</b>	3

A **VIEW FIXTURES** button with a right-pointing arrow is located at the bottom right of the match card.

## 2.E

# APPLICATION EXAMPLES

## CHAMPIONS COMMS

Uses Master NPL identity.

Note that in Grand Finals communications and the Champions badge, a bespoke look may be applied. This is only to be developed by the FFA Marketing Department and must not be created by any other body.

## CHAMPIONS BADGE



Champions badge retains single colour Gold, to signal 'champions' and for ease of application to jersey.

## CHAMPIONS BANNER



Simple design to maximise presence of NPL logo and '2020 Champions'.



# **STATE LEVEL NPL**

**For use at a state level**

# 3

# INTRODUCTION

**For the State level competitions, the National Premier Leagues identity is dynamic, taking on the colour system of the Member Federation in which the competition is being held.**

**This approach gives ownership to the facilitating Member Federation, giving a stronger State level identity for the league.**

**Where you'll see the State Level NPL Identity used:**

- **On any channel (online, social) that belongs to a state-based competition. E.g:**
  - **Facebook: [facebook.com/nplnsw/](https://facebook.com/nplnsw/)**
  - **YouTube: [youtube.com/user/NPLVictoria](https://youtube.com/user/NPLVictoria)**
  - **Twitter: [twitter.com/officialNPLCF](https://twitter.com/officialNPLCF)**
  - **Website: [footballqueensland.com.au/nplqld/](https://footballqueensland.com.au/nplqld/)**
- **In any communication that is about a specific State's competition, at any point throughout the season.**

**Once the State competition's Champion has been decided and they qualify for the national Finals, communications about the Finals uses the Master NPL identity as detailed in section 2.**

**Tip: a singular piece of communication should not have multiple 'Football' logos appearing. Either it is a communication 'from' a state-based league, in which case it has the State Level NPL logo (and no Master NPL logo, or Member Federation logo), or it is 'from' or about the national umbrella NPL brand, in which case it uses the Master NPL logo.**

### 3.A

# LOGO

## VERTICAL VERSIONS FULL COLOUR

When used on a state level, the NPL adopts the colour of the Member Federation. The preferred version is the vertical logo in full colour.

The mono, 'solid' versions are only to be used when an accurate reproduction of the gradient cannot be guaranteed or is not technically possible.

Only use the official logo artwork files, which can be obtained from the relevant Member Federation's marketing team or NPL Marketing team. Never alter, re-draw or re-create the official logo in anyway.

The State NPL logo must always be applied correctly and consistently as per each Member Federation guideline.



**NATIONAL  
PREMIER LEAGUES**  
NSW

NPL\_NSW\_RGB\_VERT\_POS\_Grad.ai



**NATIONAL  
PREMIER LEAGUES**  
WEST

NPL\_WEST\_CMYK\_VERT\_POS\_Grad.ai



**NATIONAL  
PREMIER LEAGUES**  
SOUTH AUSTRALIA

NPL\_SA\_CMYK\_VERT\_POS\_Grad.ai



**NATIONAL  
PREMIER LEAGUES**  
NORTHERN NSW

NPL\_NNSW\_CMYK\_VERT\_POS\_Grad.ai



**NATIONAL  
PREMIER LEAGUES**  
TASMANIA

NPL\_TAS\_CMYK\_VERT\_POS\_Grad.ai



**NATIONAL  
PREMIER LEAGUES**  
QUEENSLAND

NPL\_QLD\_CMYK\_VERT\_POS\_Grad.ai



**NATIONAL  
PREMIER LEAGUES**  
VICTORIA

NPL\_VIC\_CMYK\_VERT\_POS\_Grad.ai

Note: Capital Football has not yet refreshed their brand identity in line with the unified Football identity.

Once done, they will be added to these guidelines.

### 3.A

# LOGO

## VERTICAL VERSIONS MONO REVERSE

When used on a state level, the NPL adopts the colour of the Member Federation. Full colour vertical versions of the logo are always preferred. Only in cases where a reverse full colour version doesn't exist, or where the gradient cannot be reproduced at a high quality, the white reverse logo can be used on Member Federation coloured backgrounds.

The mono, 'solid' versions are only to be used when an accurate reproduction of the gradient cannot be guaranteed or is not technically possible.

Only use the official logo artwork files, which can be obtained from the relevant Member Federation's marketing team or NPL Marketing team. Never alter, re-draw or re-create the official logo in anyway.

The State NPL logo must always be applied correctly and consistently as per each Member Federation guideline.



**NATIONAL  
PREMIER LEAGUES  
NSW**

NPL\_NSW\_CMYK\_VERT\_White\_Solid.ai



**NATIONAL  
PREMIER LEAGUES  
WEST**

NPL\_WEST\_CMYK\_VERT\_White\_Solid.ai



**NATIONAL  
PREMIER LEAGUES  
SOUTH AUSTRALIA**

NPL\_SA\_CMYK\_VERT\_White\_Solid.ai



**NATIONAL  
PREMIER LEAGUES  
NORTHERN NSW**

NPL\_NNSW\_CMYK\_VERT\_White\_Solid.ai



**NATIONAL  
PREMIER LEAGUES  
TASMANIA**

NPL\_TAS\_CMYK\_VERT\_White\_Solid.ai



**NATIONAL  
PREMIER LEAGUES  
QUEENSLAND**

NPL\_QLD\_CMYK\_VERT\_White\_Solid.ai



**NATIONAL  
PREMIER LEAGUES  
VICTORIA**

NPL\_VIC\_CMYK\_VERT\_White\_Solid.ai

Note: Capital Football has not yet refreshed their brand identity in line with the unified Football identity.

Once done, they will be added to these guidelines.

### 3.A

# LOGO

## HORIZONTAL VERSIONS FULL COLOUR

When used on a state level, the NPL adopts the colour of the Member Federation. The preferred version is the vertical logo in full colour.

The mono, 'solid' versions are only to be used when an accurate reproduction of the gradient cannot be guaranteed or is not technically possible.

Only use the official logo artwork files, which can be obtained from the relevant Member Federation's marketing team or NPL Marketing team. Never alter, re-draw or re-create the official logo in anyway.

The State NPL logo must always be applied correctly and consistently as per each Member Federation guideline.



NPL\_NSW\_RGB\_HORIZ\_POS\_Grad.ai



NPL\_TAS\_CMYK\_HORIZ\_POS\_Grad.ai



NPL\_WEST\_CMYK\_HORIZ\_POS\_Grad.ai



NPL\_QLD\_CMYK\_HORIZ\_POS\_Grad.ai



NPL\_SA\_RGB\_HORIZ\_POS\_Grad.ai



NPL\_VIC\_CMYK\_HORIZ\_POS\_Grad.ai



NPL\_NNSW\_CMYK\_HORIZ\_POS\_Grad.ai

Note: Capital Football has not yet refreshed their brand identity in line with the unified Football identity.

Once done, they will be added to these guidelines.

### 3.A

# LOGO

## HORIZONTAL VERSIONS MONO REVERSE

When used on a state level, the NPL adopts the colour of the Member Federation. Full colour vertical versions of the logo are always preferred. Only in cases where a reverse full colour version doesn't exist, or where the gradient cannot be reproduced at a high quality, the white reverse logo can be used on Member Federation coloured backgrounds.

The mono, 'solid' versions are only to be used when an accurate reproduction of the gradient cannot be guaranteed or is not technically possible.

Only use the official logo artwork files, which can be obtained from the relevant Member Federation's marketing team or NPL Marketing team. Never alter, re-draw or re-create the official logo in anyway.

The State NPL logo must always be applied correctly and consistently as per each Member Federation guideline.



**NATIONAL  
PREMIER LEAGUES  
NSW**

NPL\_NSW\_CMYK\_HORIZ\_White\_Solid.ai



**NATIONAL  
PREMIER LEAGUES  
TASMANIA**

NPL\_TAS\_CMYK\_HORIZ\_White\_Solid.ai



**NATIONAL  
PREMIER LEAGUES  
WEST**

NPL\_WEST\_CMYK\_HORIZ\_White\_Solid.ai



**NATIONAL  
PREMIER LEAGUES  
QUEENSLAND**

NPL\_QLD\_CMYK\_HORIZ\_White\_Solid.ai



**NATIONAL  
PREMIER LEAGUES  
SOUTH AUSTRALIA**

NPL\_SA\_CMYK\_HORIZ\_White\_Solid.ai



**NATIONAL  
PREMIER LEAGUES  
VICTORIA**

NPL\_VIC\_CMYK\_HORIZ\_White\_Solid.ai



**NATIONAL  
PREMIER LEAGUES  
NORTHERN NSW**

NPL\_NNSW\_CMYK\_HORIZ\_White\_Solid.ai

Note: Capital Football has not yet refreshed their brand identity in line with the unified Football identity.

Once done, they will be added to these guidelines.

### 3.A

# LOGO

## CLEAR SPACE AND MINIMUM SIZE

### Clear space

Clear space helps the logo stand out and ensures it's not compromised by surrounding elements. The clear space for all logos is 25% of the logo graphic for vertical logos, and 40% for horizontal. All supplied logos have the specified clear space included within the file.

### Minimum size

For optimal reproduction and viewing on digital applications, never use the logo smaller than the sizes listed.

### Content lock-Ups

Content can be locked up with the NPL logo to promote events like the League Final. These lock-ups are typeset in Gibson Bold and divided from the logo by a 0.5pt keyline.



Clear space vertical logo options  
= 25% of logo height

Clear space horizontal logo options  
= 40% of logo height



16.5mm/62px wide



8mm/23px high



### 3.A

# LOGO

## DON'TS

Only use the official State level logo files, which can be obtained from the relevant Member Federation's marketing team or the NPL Marketing team. Never alter, re-draw or re-create the logo in any way.

All logos must always be applied correctly and consistently. The logos must appear only in the specified configurations and in the correct brand colours, as defined in these guidelines.



**DO NOT** unproportionally scale or otherwise distort the logo.



**DO NOT** add drop shadows or any other effects to the logo.



**DO NOT** re-size any of the elements or create any new lock-ups of the logo.



**DO NOT** create new colour versions of the logo.

**NATIONAL  
PREMIER LEAGUES  
QUEENSLAND**



**DO NOT** change order, position or size of any of the elements in the lock-ups provided.



**DO NOT** create any new logos with additional elements added within the clear space.



**DO NOT** include an NPL and Member Federation logo on the same singular communication.



**DO NOT** create negative versions of the logo. Only use the negative versions provided.



**DO NOT** place the logo on colours other than outlined in section 2.A Logos.



**DO NOT** place the logo on busy image backgrounds with insufficient contrast.



## 2.B

# APPLICATION EXAMPLES

## SOCIAL MEDIA

Uses State Level identity.

Home Moments Search Twitter

**NPL SA**  
@FFSANPL

Official account of South Australian National Premier Leagues, run by Football South Australia.

Adelaide, SA

[fsa.com.au/competitions/p...](https://fsa.com.au/competitions/p...)

Tweets 11.7K Following 334 Followers 2,884 Likes 1,818

Tweets Tweets & replies Media

**NPL SA** @FFSANPL · 17h  
Find out how our [#NPL](#) and [#WNPL](#) players fared in the full counts for the Sergio Melta and Shirley Brown Medals. Plus State Leagues 1 & 2, Reserves and U18 competitions! 📄

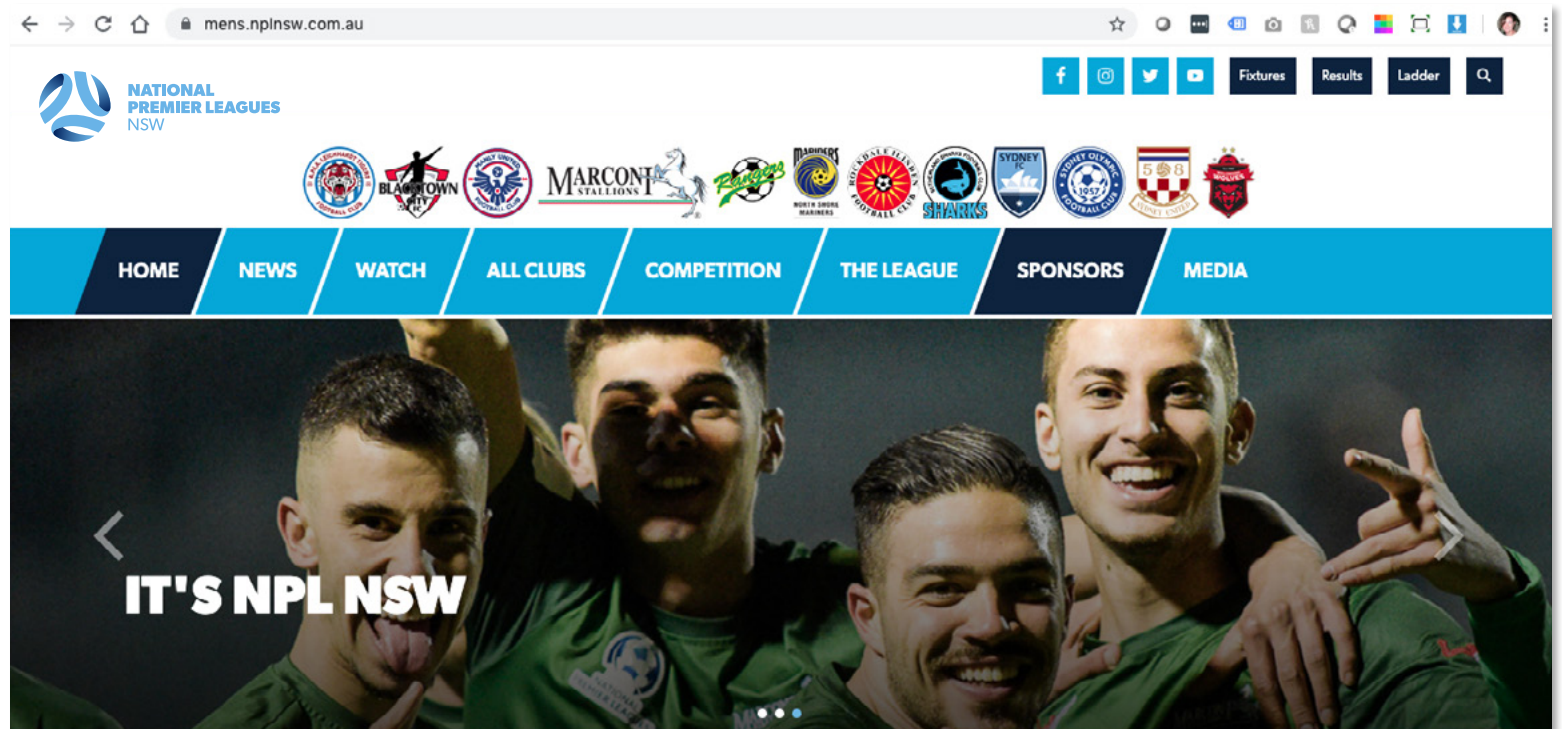
**Football South Australia** @FootballSouthAu  
Vote tallies from our 2019 Player of the Year awards are now online! #COF2019 📄 📄

## 2.B

# APPLICATION EXAMPLES

## STATE LEAGUE WEB PAGE

Uses State Level identity.



2.B

# APPLICATION EXAMPLES

## MEMBER FEDERATION WEB ADS

Uses State Level identity.



Please contact the FFA Marketing  
Department at [npl@ffa.com.au](mailto:npl@ffa.com.au) for  
all approvals and enquiries relating  
to these guidelines.