



# West Australian Country Football League Brand Guidelines

Using, maintaining and developing the WACFL Brand

**UPDATE OCTOBER 2018**

# 1. Our Brand

## 1.1 Introduction

To build a successful brand, the WA Country Football League (WACFL) must be consistent in everything it does.

The following brand guidelines have been developed to define the basic elements of our brand and assist in the development of WACFL's Brand.

The WACFL 'swan' is a registered logo. The use of this logo is only allowed subject to permission being granted by the WACFL. Failure to gain permission to utilise this logo is in breach of trademark laws.

This document and the use of the WACFL logo has been written into the WACFL bylaws document.

It is imperative we use these guidelines in all relevant communications and when purchasing apparel and footballs to ensure brand consistency and alignment. It is essential these guidelines are followed throughout the WACFL, its Leagues and Clubs.

These guidelines are to be followed throughout all communications by the WACFL and clubs.

For further information or clarification on certain elements please contact the WACFL Operations Manager on 9287 5584.

# 1. Our Brand

## 1.2 Our Vision

The WACFL objects are to promote, develop, manage and represent football within country WA.

The WACFL's vision is to enhance regional communities through having professionally run football competitions where participants are able to develop within a safe, well governed and successfully administered competition.

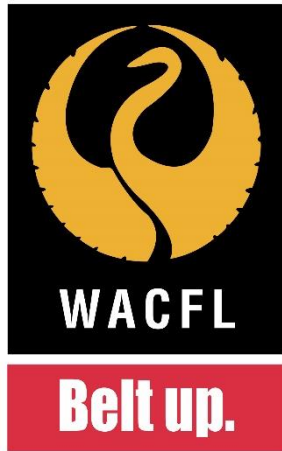
By building a strong, professional brand we believe will help us further enhance our standing within the community.

This is our vision.

It describes how we want to be perceived in the market place and the values for which the WACFL stands.

## 2. WACFL Logo

### 2.1 Master Logo



Minimum Size:



The master colour logo is the only version of the WACFL logo Clubs should use.

This logo is a trademark of the WACFL and its use without the permission of the WACFL is subject to trademark laws.

Leagues and Clubs which do not abide by the regulations set out in WACFL bylaws are in breach of their affiliation agreements and may be liable for financial sanctions such as fines.

Companies who use this LOGO without the WACFL's permission may be prosecuted.

## 2. WACFL Logo

### 2.2 Logo Variations and Misuse

#### Correct use of WACFL logo

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**A.** When using the WACFL master colour logo on colourful background, the white border must be visible.

#### Incorrect use of WACFL logo

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Do NOT distort or scale the logo disproportionately.

Do NOT change the colour of the WACFL logo.

Do NOT use any previous WACFL logos

## 2. Our Partner's Logos

### 2.3 Major Partner Logos

Logo A



Logo B



Logo C



Logo D



The WACFL is permitted to use the following logos under agreement. Any use of these logos by Leagues or Clubs requires permission from the WACFL.

The Landmark and CBH Group logos are required to be used on uniforms for the Country Football Championships.

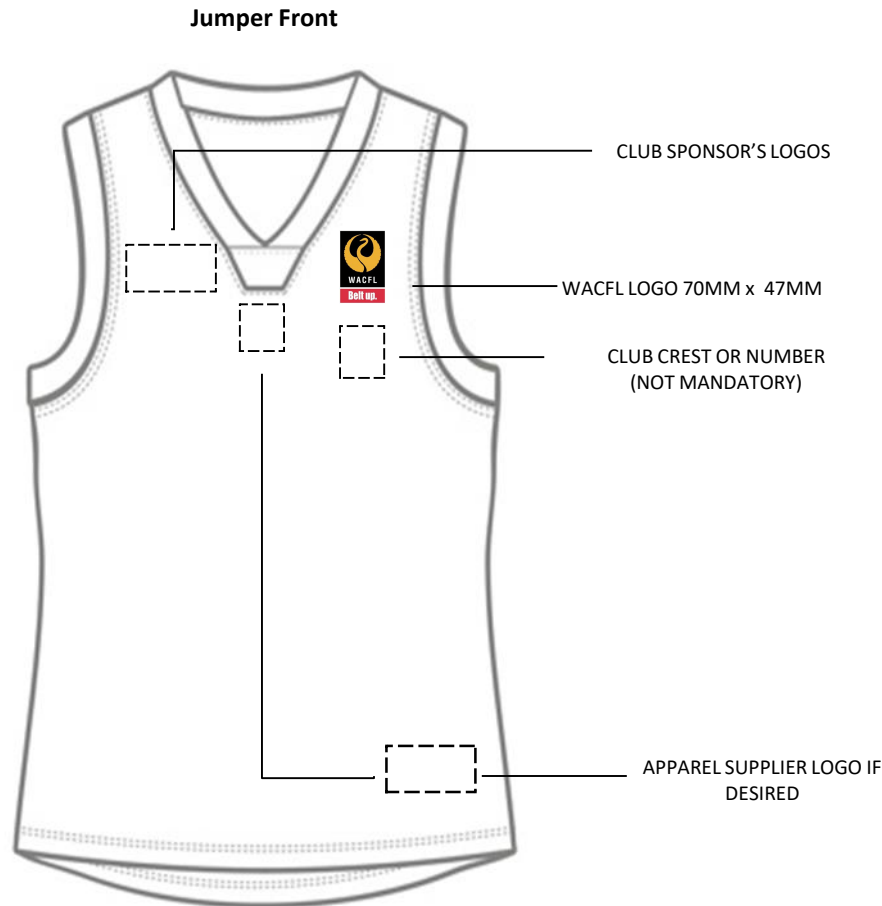
The CBH Group is a sponsor of 12 Country Leagues so this logo should be used to promote this partnership.

CUB is a sponsor of three WACFL Leagues (SWFL, GNFL, GFL). These leagues are required to display a 'Carlton Draft' logo on the front chest of their playing jumpers.

Please do not distort or use any other logos which you may find for Belt up, Landmark, CBH Group and CUB then the ones to the left.

### 3. Logo Placement

#### 3.1 Standard Club Jumper Front



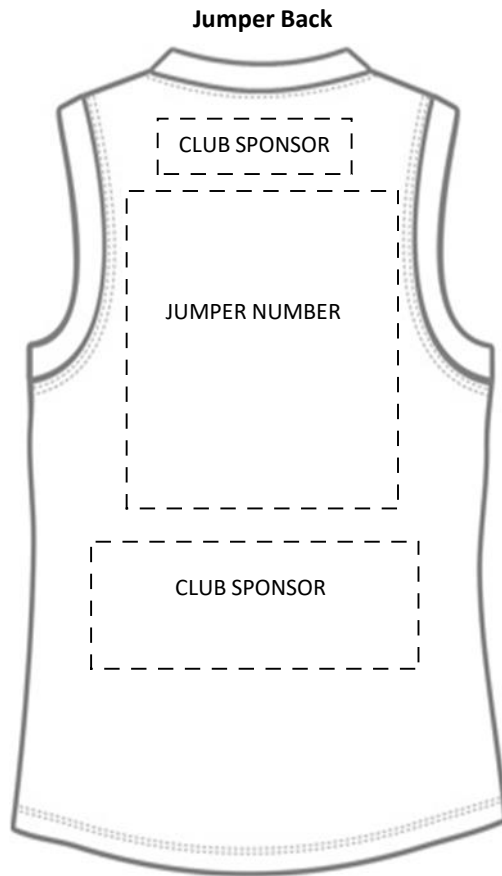
The WACFL issues bylaws to clubs on branding and advertising of jumpers to play in the League. These bylaws only pertain to the specifications and do not confer on a club or a manufacturer permission or authorisation for reproduction of these logos.

The jumper must comply with WACFL branding, licensing and advertising specifications. Leagues and Clubs that fail to carry out this are liable to financial sanctions.

Blackchrome, BLK Sport, Burley Sekem, ISC Teamwear and JS Sports, are the only manufacturers of jumpers for the WACFL.

### 3. Logo Placement

#### 3.2 Standard Club and Representative Jumper Back



It is optional if Clubs wish to use the WACFL logo as the top logo on their jumper.

The back of the jumper shall display a visible number.

Multiple sponsors are permitted within this area, but should be within specified dimensions.



### 3. Logo Placement

#### 3.3 Standard Club and Representative Shorts

##### Shorts

Sponsor logo on the left  
WACFL logo on the right

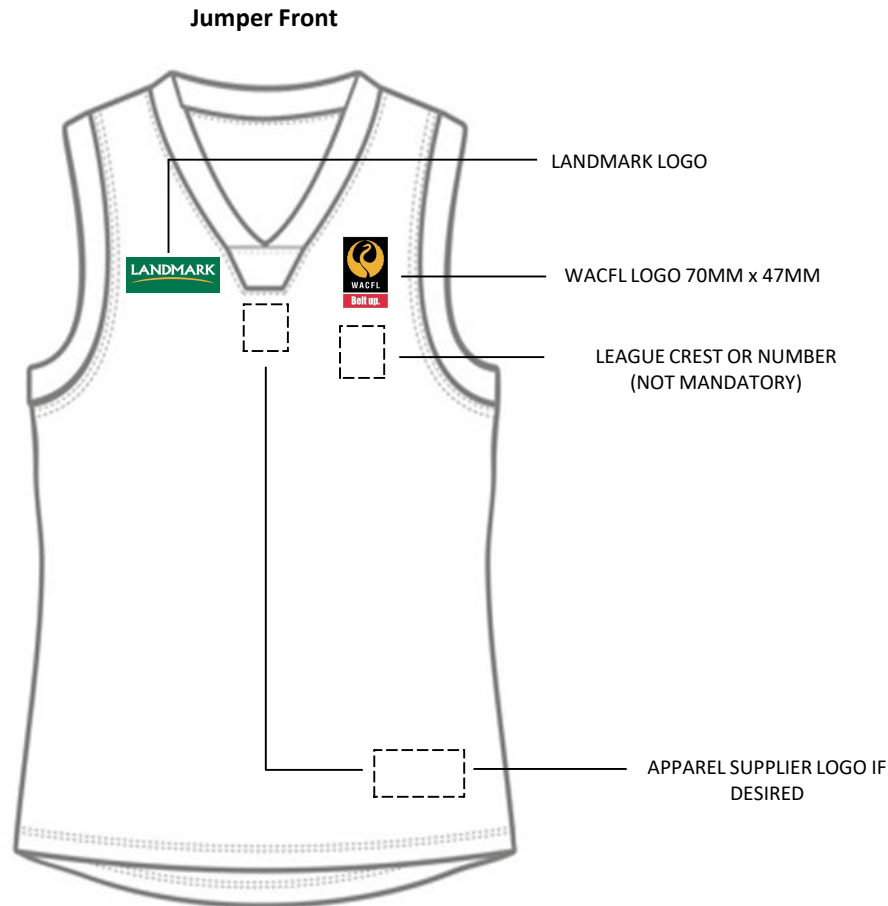


Shorts shall be manufactured in accordance with industry standards with regard to pattern and material.

Shorts shall comply with WACFL branding, licensing and advertising specifications.

### 3. Logo Placement

#### 3.4 Country Football Championships – Jumper Front – SENIORS



The WACFL is permitted to use the following logos/trademarks under agreement. Any use of these logos/trademarks by Clubs requires permission from the WACFL.

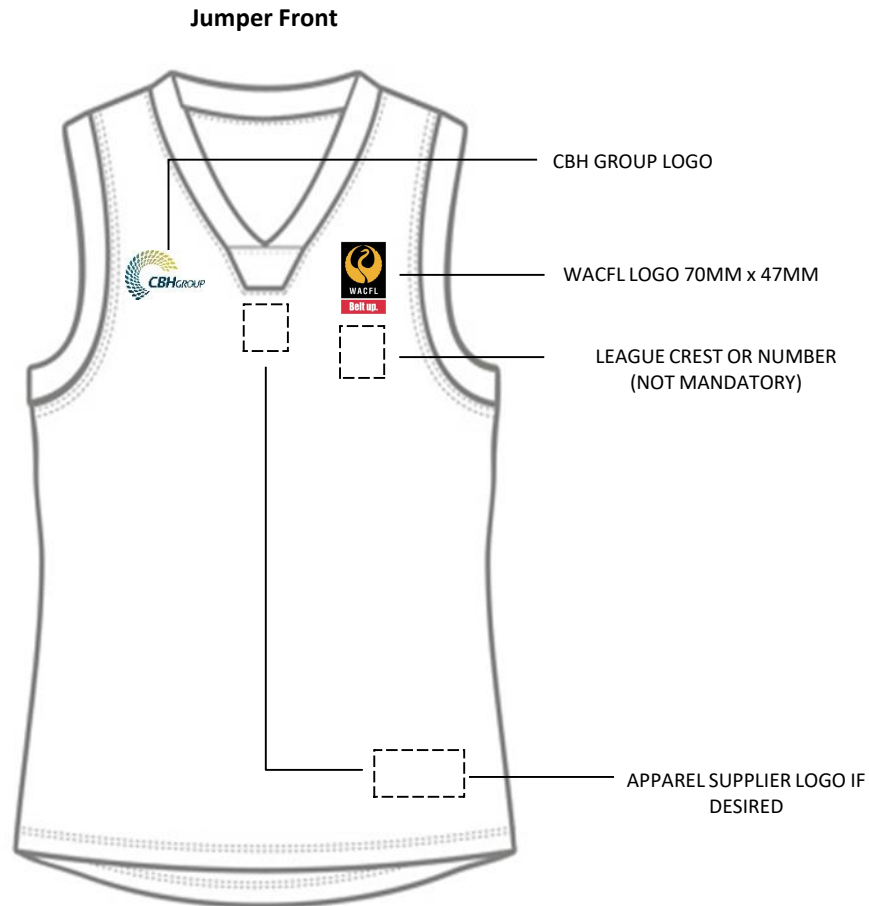
There are many different Landmark logos so if you are unsure please contact the WACFL Operations Manager on 9287 5584.

The jumper shall comply with WACFL branding, licensing and advertising specifications. Leagues and Clubs that fail to carry out this are liable to financial sanctions

Blackchrome, BLK Sport, Burley Sekem, ISC Teamwear and JS Sports, are the only manufacturers of jumpers for the WACFL.

### 3. Logo Placement

#### 3.5 Country Football Championships – Jumper Front – COLTS



The WACFL is permitted to use the following logos/trademarks under agreement. Any use of these logos/trademarks by Clubs requires permission from the WACFL.

There are many different CBH logos so if you are unsure please contact the WACFL Office on 9287 5584.

The jumper shall comply with WACFL branding, licensing and advertising specifications. Leagues and Clubs that fail to carry out this are liable to financial sanctions.

Blackchrome, BLK Sport, Burley Sekem, ISC Teamwear and JS Sports, are the only manufacturers of jumpers for the WACFL.

### 3. Logo Placement

#### 3.6 Country Football Championships – Shorts



Shorts shall be manufactured in accordance with industry standards with regard to pattern and material. The WACFL requires that Leagues place the current WACFL logo on the left side of the shorts.

Shorts shall comply with WACFL branding, licensing and advertising specifications.

### 3. Logo Placement

#### 3.7 Incorrect and common mistakes



Logos on wrong side.  
*League logo on the left*  
*Sponsor on the right.*



Wrong logo, shape,  
colour.



Wrong positioning.  
Logos must align and be  
in the correct position.

To avoid mistakes, it is the manufacturer's responsibility to provide a proof of the playing uniform before production to ensure it complies with WACFL bylaws.

If in any doubt, contact the WACFL for clarity.

## 4. Preferred Suppliers



Quality sporting apparel since 1923



### Blackchrome Sportswear

Sales Contact: Troy Beard

Phone: 0477 188 00

Email: [troyb@blackchrome.com.au](mailto:troyb@blackchrome.com.au)

Website: [www.blackchrome.com.au](http://www.blackchrome.com.au)

### Burley Sekem

Sales Contact: Neil Fotheringham

Phone: 0407 787 755

Email: [neil@sekem.com.au](mailto:neil@sekem.com.au)

Website: [www.sekem.com.au](http://www.sekem.com.au)

### Icon

Sales Contact: Jon Wells

Phone: 0408 593 010

Email: [jonwells@icon-sports.com.au](mailto:jonwells@icon-sports.com.au)

Website: [www.iconsportsapparel.com.au](http://www.iconsportsapparel.com.au)

### ISC Teamwear

Sales Contact: Greg Clark

Phone: 0415 107 692

Email: [gclark@iscsport.com](mailto:gclark@iscsport.com)

Website: [www.iscsport.com/teamwear](http://www.iscsport.com/teamwear)

### JS Sports

Sales Contact: Joe Siciliano

Phone: (08) 8281 7155

Email: [sales@jssports.com.au](mailto:sales@jssports.com.au)

Website: [www.jssports.com.au](http://www.jssports.com.au)

### X Blades

Sales Contact: Toby Bairstow

Phone: 0438 095 698

Email: [toby@xblades.com.au](mailto:toby@xblades.com.au)

Website: [www.xblades.com.au](http://www.xblades.com.au)

The WACFL has formalised Licensee arrangements with these manufacturers who are the only companies allowed to reproduce the WACFL for apparel.

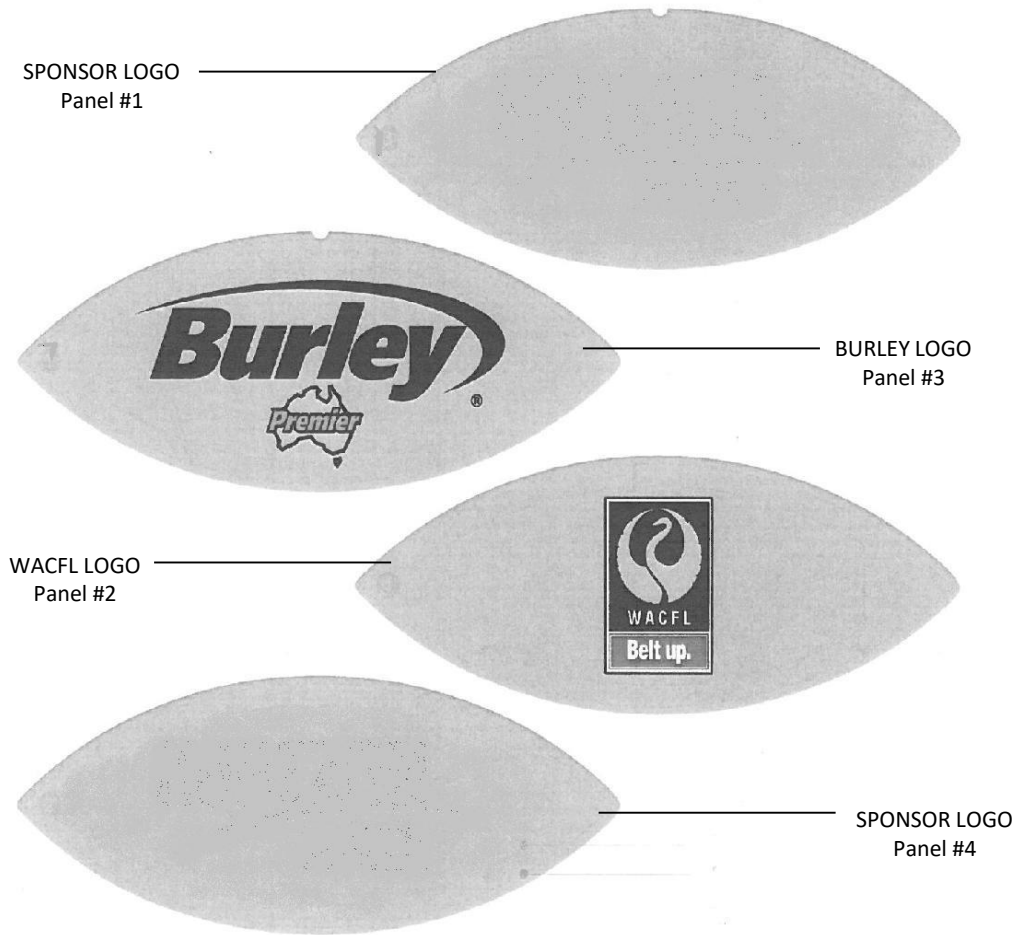
No other manufacturer or person is permitted to reproduce the WACFL and sponsorship marks.

A licensed manufacturer is permitted to supply direct to our clubs or through local retail outlets.

Contact details for preferred suppliers can be found to the left.

# 5. Footballs

## 5.1 Logo Placement on Footballs



All WACFL Leagues are required to place the WACFL master colour logo on Match Day Footballs.

Leagues and Clubs that do not abide by this regulation are in breach of their affiliation agreement.

Leagues have the opportunity to sell sponsorship on other panels of their match balls.

\*WACFL supplies every League with between 2-5 branded match balls for every League Match p.a. to support our rounds.



PANEL NUMBERING

## 6. Conclusion

As stakeholders of the WACFL we ask you to respect the brand and its use in all applications.

We want you to be passionate about the WACFL brand as it represents 'country football'. Through achieving consistency we can ensure the positive and professional growth of our league and its image, as well as deriving funds to continue to develop and grow our business and support our stakeholders.

**Please seek permission before using the WACFL logo to ensure it is used correctly.**

