West Australian Country Football League Brand Guidelines

Using, maintaining and developing the WACFL Brand

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 Office 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. Our Logos

2.1 Master Logo

Minimum Size:

The master colour logo is the only version of the WACFL logo.

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.

2. Our Logos

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

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 Logos

2.4 Major Sponsor 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 in the Country Football Championships.

The CBH Group is a sponsor of 11 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 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.

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.

BLK, Burley, JS Sports and BlackCrome are the only manufacturers of jumpers for the WACFL.

3. Logo Placement

3.2 Standard Club and Representative Jumper Back

The top logo on the jumper shall contain the WACFL logo.

The back of the jumper shall display a visible number.

Multiple sponsors are permitted within this area, but must not exceed specified dimensions.

3. Logo Placement

3.3 Standard Club and Representative Shorts

Shorts
Sponsor logo on the left
WACFL logo on the right

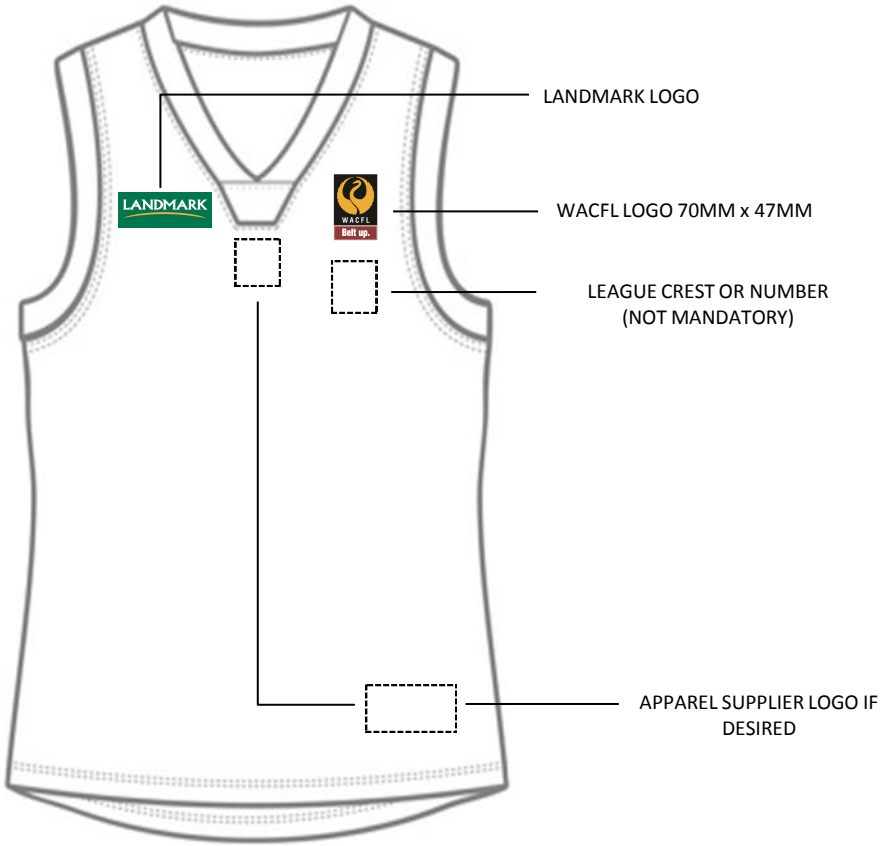
Shorts shall be manufactured in accordance with industry standards with regard to pattern and material.

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

3. Logo Placement

3.4 Country Football Championships – Jumper Front – SENIORS

Jumper Front



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 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

BLK, Burley, JS Sports and PowerPlay are the only manufacturers of jumpers for the WACFL.

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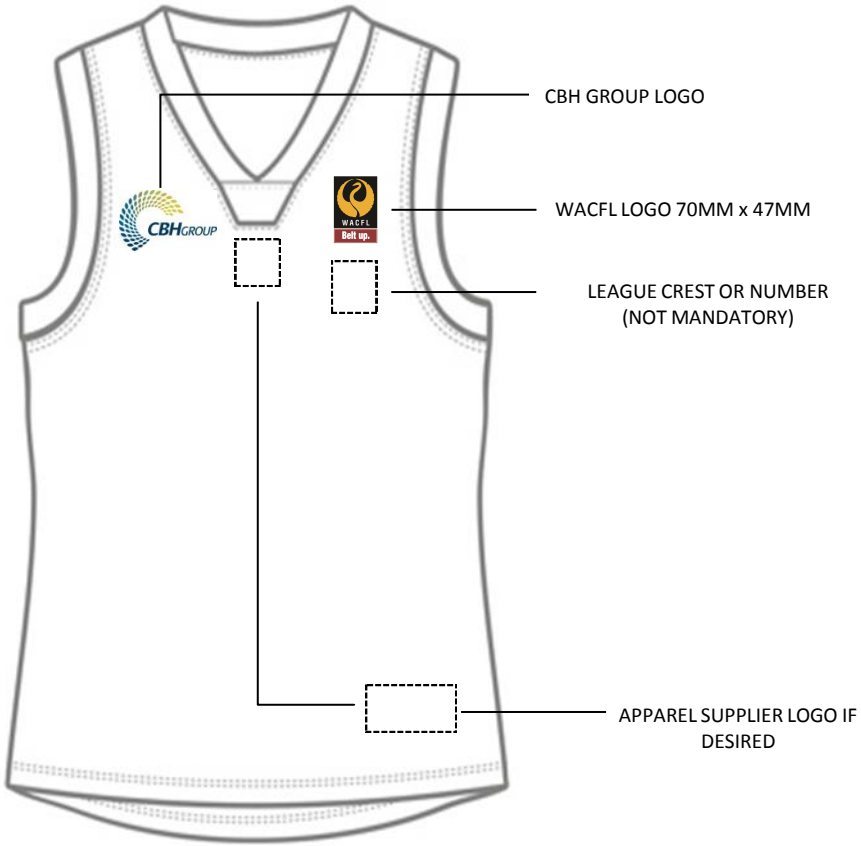
3. Logo Placement

3.5 Country Football Championships – Jumper Front – COLTS

Jumper Front



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.

BLK, Burley, JS Sports and PowerPlay are the only manufacturers of jumpers for the WACFL.

3. Logo Placement

3.6 Country Football Championships – Shorts

Shorts
Sponsor Logo on the right
WACFL logo on the left

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.

4. Preferred Suppliers

BLK
Sales Contact: Brett Longfield
Phone: 0407 433 319
Email: brett@wrsgroup.com.au
Website: www.**blk**sport.com

Burley Sekem
Sales Contact: Glen Metherell
Phone: (08) 9270 5400
Email: glen@sekem.com.au
Website: www.sekem.com.au

JS Sports
Sales Contact: Joe Siciliano
Phone: (08) 8281 7155
Email: sales@jssports.com.au
Website: www.jssports.com.au

BlackCrome Sportswear
Sales Contact: Jesse Silver
Phone: 0421 027 811
Email: jesses@blackchrome.com.au
Website: **www.blackchrome.com.au**

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

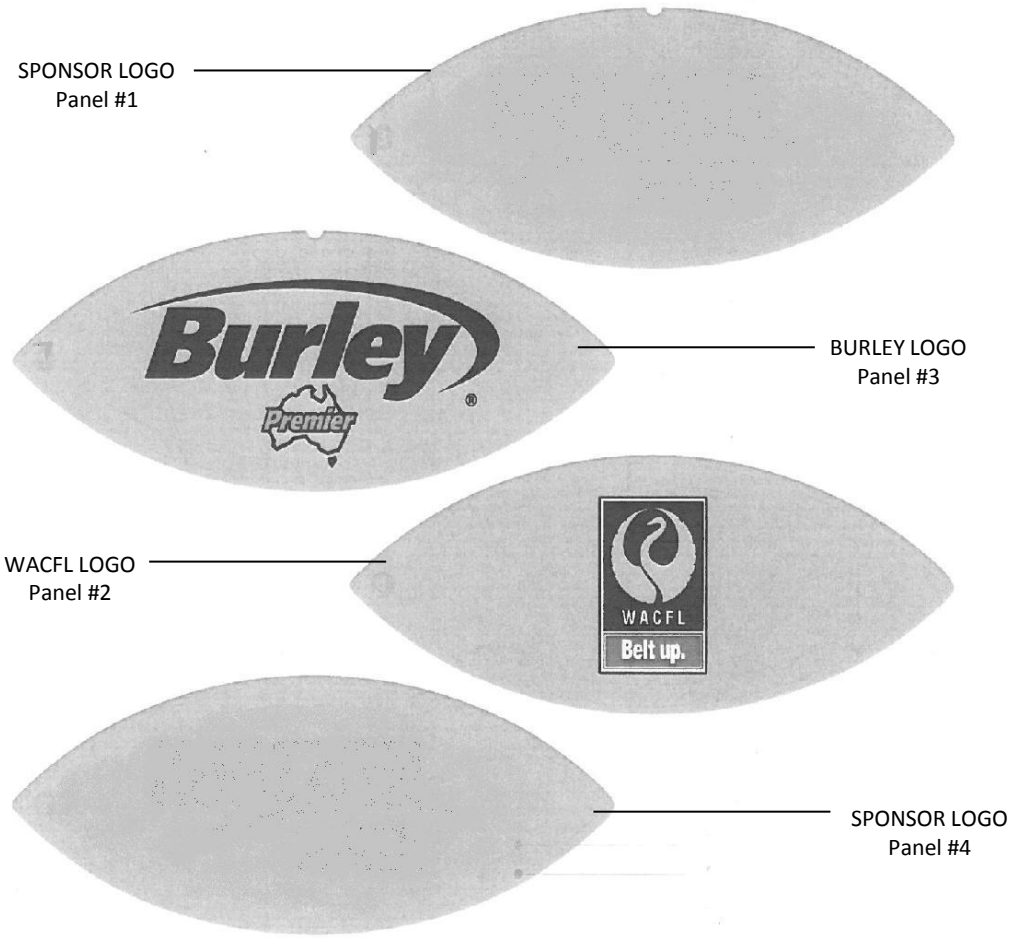
No other manufacturer or person is permitted to reproduce the WACFL and sponsor marks.

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



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 ball.

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.

WACFL

Belt up.