



BRAND IDENTITY STYLE GUIDE

DRAFT

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TO BE UPDATED

WHO WE ARE

Who We are
APL Brand and Story

TO BE UPDATED

A LOOK AT THE NEW APL LOGO

PRIMARY



SECONDARY



In 2022, APL released a new logo. While maintaining the identifiable shield lock up, the logo was given a modern and updated design. The new logo will be our primary branding to be used in all APL events, meets, event, websites, official communications, etc. Australian Powerlifting League owns the rights to designs of our original APL logo and any previous logos, as well as our re-branded logo. This is the Federation's Intellectual Property. Permission to use the APL Logo Intellectual Property can be obtained by submitting the APL Logo Usage Form.

All artwork must receive Federation approval prior to its use in any form. The APL Logo Usage Form can be located at www.aplpowerlifting.com. Any intellectual property, which includes the APL logo (the current logo and prior logos) shall not be used by anyone without completing the APL Logo Usage form and without receiving written approval in return.

CLEAR SPACE

Clear space prevents type, imagery or other graphic elements from interfering with eligibility of the APL logo. No graphic elements should encroach the border around the logomark. This space is determined by 70% APL banner height of on each side of the lockup.






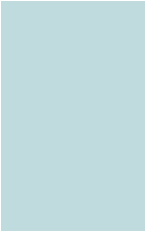

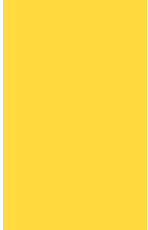
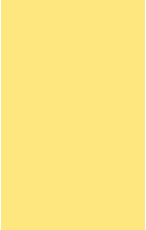
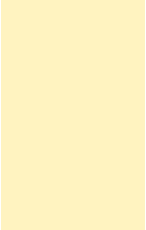

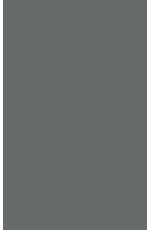





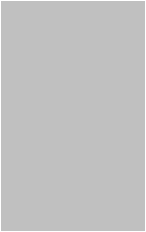
VARIATIONS AND BACKGROUNDS

APL logos used on an application will often depend on the background and production method. When using the logo on a black or white background, you can use full color version or single color logo.



PRIMARY COLOUR SYSTEM

Colour selection is a key element in building a strong brand. Pantone 322C, 109C and 447C are APL's primary colours. Staying true to this color palette allows us to reinforce the brand characteristics and build brand recognition. The primary color palette should be the dominant colors used when designing materials.

		100%	75%	50%	25%
CMYK	100% 35% 50% 13%				
HEX	#007078				
PMS	322 C				
CMYK	01% 16% 100% 00%				
HEX	#ffd100				
PMS	109 C				
CMYK	69% 60% 64% 54%				
HEX	#373a36				
PMS	447 C				
CMYK	75% 68% 67% 90%				
HEX	#000000				
PMS					

CORPORATE TYPE FACES

Typography is an important element of the APL's visual identity system and helps convey the personality of our brand. When used correctly and consistently, typography unifies the appearance of communications.

The primary sans serif typeface is **Be Vietnam Pro**, which allows for fluid readability and versatility. If Be Vietnam Pro is not available, you may use **Helvetica**, which is provided with Microsoft Windows and Mac OS X operating systems. Be Vietnam Pro, the primary sans-serif typeface, is also highly readable and is suitable for a number of different, more formal, applications such as letterhead or business cards, or where a sans-serif font is required.

PRIMARY FONT FAMILY: Be Vietnam Pro

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!~`@#\$\$%^&*()_{}[]:"<>/. , ?

1234567890@&

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!~`@#\$\$%^&*()_{}[]:"<>/. , ?

1234567890@&

SECONDARY FONT FAMILY: Helvetica

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!~`@#\$\$%^&*()_{}[]:"<>/. , ?

1234567890@&

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!~`@#\$\$%^&*()_{}[]:"<>/. , ?

1234567890@&

DO NOT – LOGOMARK

DO NOT

- ✗ Do not resize, remove, replace or change the position any elements of the logomark
- ✗ Do not use any other other font
- ✗ Do not use squish, stretch or squash the logo. Any resizing must be in proportion
- ✗ Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines

