



**BOWLS**  
QUEENSLAND

# BRAND GUIDELINES

The following guidelines have been prepared to ensure that the Bowls Queensland brandmark is presented consistently in every application.

**The brandmarks must not be altered in any way under any circumstances.**

The Bowls Queensland brandmark is made up of the arched path enclosure, the bowl, jack, kookaburra, 'Bowls Queensland' script text and 'Bowls Queensland' word mark. These elements must always appear together, as shown in these guidelines. When reproducing the brandmark, it is essential that the appropriate supplied digital format is used.

Note that standard and simplified versions of the brandmark are available; simplified is only for use in embroidery applications.

Digital files are supplied in AI, EPS, PNG and JPG formats – a list is shown on the next page.

## MINIMUM SIZE

To avoid any possible reproduction problems, the Bowls Queensland brandmark must never be reproduced at a size where the width of the arched path enclosure is less than 13mm or 80 pixels. Wherever possible, reproduce the brandmark at a size larger than minimum, especially where there is any question of the quality of reproduction.

Note that the minimum size is calculated the same way for both standard and simplified versions.

Vertical brandmark

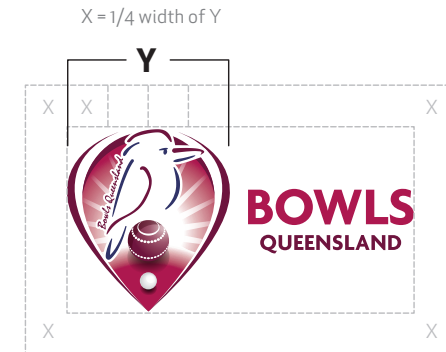
Horizontal brandmark



## CLEAR SPACE

Clear space is the non-print area surrounding the Bowls Queensland brandmark. Shown here is the basic formula for calculating the minimum clear space – where 'X' equals 1/4 the width of 'Y' (the width of the arched path enclosure). This can be used to determine clear space for the brandmark at any size. Wherever possible, apply more clear space than the minimum specified here.

Note that the clear space is calculated the same way for both standard and simplified versions.



## COLOUR

The Bowls Queensland brandmark is available in CMYK (four colour process), RGB, Black and PMS Spot colourways.

The swatches to the right outline colour breakdowns for the core colours of the Bowls Queensland brandmark.



C45 M100 Y55 K35  
R111 G21 B62  
WEB 6F153E  
PMS 222



C20 M100 Y50 K15  
R174 G25 B80  
WEB AE1950  
PMS 215



C93 M90 Y30 K18  
R52 G52 B105  
WEB 343469  
PMS 5265

## STANDARD/SIMPLIFIED

The standard version of the brandmark contains additional details and gradients compared to the simplified version. The simplified version is specifically for use in embroidery applications and should not be used on any standard collateral.

Standard brandmark



Simplified brandmark



## FONTS

The word mark consists of Agenda Bold. The Agenda Bold font is ideal for use in main headings and breakout text on branded collateral.

**BOWLS**  
**QUEENSLAND**

Agenda Bold

## FURTHER INFORMATION

For queries regarding this guideline or other issues concerning the reproduction of these brandmarks, please contact your Bowls Australia representative.

## SUPPLIED FILES

The brandmarks are supplied in AI, EPS, JPG and PNG formats, in CMYK (four colour process), RGB (not shown), Greyscale, Black and PMS Spot colourways. File are divided into standard (for general applications) and simplified (for embroidery).

### STANDARD CMYK



Vertical



Horizontal



Vertical REV



Horizontal REV

### STANDARD GREYSCALE



Vertical



Horizontal



Vertical REV



Horizontal REV

### SIMPLIFIED SPOT



Vertical



Horizontal



Vertical REV



Horizontal REV

### SIMPLIFIED B&W



Vertical black



Horizontal black



Vertical REV



Horizontal REV