



FOOTBALL FEDERATION
**NORTHERN
TERRITORY**

STYLE GUIDE

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FOOTBALL FEDERATION
NORTHERN
TERRITORY

Football Federation Northern Territory Logo Style Guide.

To ensure successful visual communication, we ask all our stakeholders and partners to embrace these guidelines to ensure brand strength and integrity.

This is intended as a reference point, for application of logos. It does not seek to describe all possible applications, but provide basic principles to illustrate the correct use and application that can be translated to a wide variety of scenarios.

Careful and considered use of the Style Guide will aid in maintaining logos, messages and graphics as powerful, recognisable and successful images.

Visual Guidelines are not meant to be a rigid presentation, if any needs or variations arise that are not scoped out in this Style Guide please consult the Football Federation Northern Territory marketing department.

Digital versions of all logos are available on the accompanying CD and/or upon request.

We implore all stake holders to use and observe the guidelines provided in the manner and spirit in which they have been created to ensure that the brand is communicated consistently to the highest level.



FOOTBALL FEDERATION
**NORTHERN
TERRITORY**

full colour, **stacked logo** > preferred format



FOOTBALL FEDERATION
**NORTHERN
TERRITORY**

full colour, **linear logo**



FOOTBALL FEDERATION
**NORTHERN
TERRITORY**

1 colour: **PMS158**

Primary brand colour; process reproduction: C0 M60 Y100 K0



FOOTBALL FEDERATION
**NORTHERN
TERRITORY**

1 colour: **BLACK**



FOOTBALL FEDERATION
**NORTHERN
TERRITORY**

negative full colour, **stacked logo** > preferred format



FOOTBALL FEDERATION
**NORTHERN
TERRITORY**

negative full colour, **linear logo**



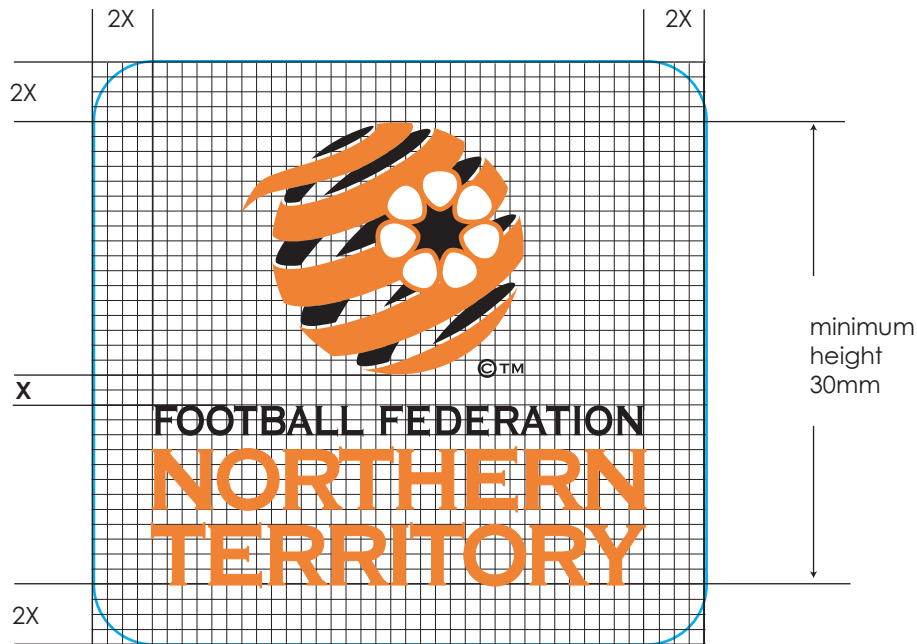
FOOTBALL FEDERATION
**NORTHERN
TERRITORY**

negative 1 colour: **PMS158**

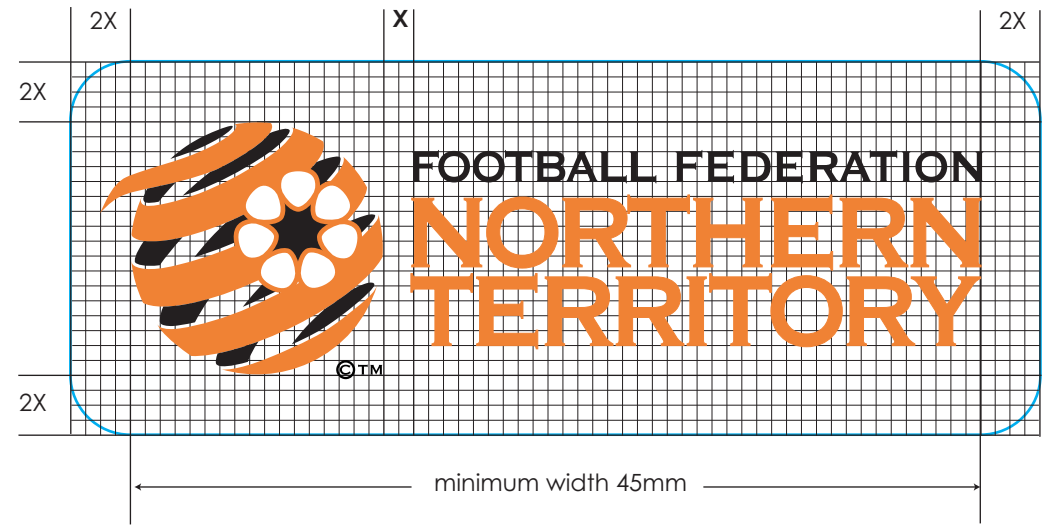


FOOTBALL FEDERATION
**NORTHERN
TERRITORY**

negative 1 colour: **BLACK**



Isolation area (in which no other element may encroach)= **2X**.
 Blue line indicates **boundary box** dimensions; please don't print lines
Minimum height = 30mm



Isolation area (in which no other element may encroach)= **2X**.
 Blue line indicates **boundary box** dimensions; please don't print lines
Minimum width = 45mm



Logo on complex backgrounds

When placing the logo on patterns or photographic images please use a boundary box to ensure legibility.

Boundary box dimensions are the same as the isolation area, with rounded corners (corner radius = isolation area). The boundary box then has an equivalent additional isolation area.

< Example of logo on simple background vs complex background.

Best positioning is centred, bottom right or wherever maximum impact can be achieved.

Incorrect usage

Please take care not to use the logo incorrectly as incorrect usage weakens and damages the integrity and impact of the logo.

- Do not keyline any elements of the logo.
- Do not change the relationship or proportions of the logo elements.
- Do not blend any other name, textmark, text or logo with the logo.
- Do not rotate elements of the logo.
- Do not change the colours.
- Do not remove logo elements.
- Do not alter the logotype or use a substitute typeface.

Fonts

The primary typeface for communication elements is Century Gothic and the complimentary branding font is Copperplate Gothic.

Century Gothic

The primary face should be used for all body text and information text.

COPPERPLATE GOTHIC BOLD

Copperplate should only be used for headings and key statements and should not be used for body text purposes.

Approval Guidelines

To ensure that the integrity of the brand is maintained at all times all applications of the logo must be submitted for consideration prior review and written approval.

Please note that approval is not based only on compliance with standards depicted in these Guidelines, but also with the overall tone and quality of the item submitted for approval.

We will endeavour to respond to all submissions within 5 working days and will include information on any revisions and re-submissions that may need to be made via email or fax.

All queries relating to approvals and intellectual property should be directed to the provided addresses.

Football Federation Northern Territory Key Contacts

First and surname
position
Direct phone number
emailaddress@ffnt.com.au

First and surname
position
Direct phone number
emailaddress@ffnt.com.au

First and surname
position
Direct phone number
emailaddress@ffnt.com.au

Football South Address

Suite 701, Level 7,
26 College Street,
Sydney NSW 2000
Locked bag A4071,
Sydney South, NSW 1235

T (02) 8354 5555
F (02) 8354 5590
E info@ffnt.com.au

W www.ffnt.com.aun