



NATIONAL BRAND GUIDELINES

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INTRODUCTION

Everyone has a signature, mark or distinctive trait that is all their own. A distinctive print we leave on forms and other legal documents. It is the graphic representation of who we are as individuals, and the proof of our true identity. Similarly, every company has a logo to identify itself.

Preserving the integrity of a logo is of great importance to any organisation, since altering or modifying it in any way would weaken the bond of confidence established between that company and its customers.

A logo is also symbolic of an organisation's character. In order to make sure it is instantly recognisable and convey a consistent message, it is of vital importance that the same logo be used in all communications. When a logo is used correctly, advertiser recognition is instant and the consumer knows exactly who's behind the message.

This style guide and the logos it contains, is designed to finally give the Australian Dragon Boat Federation and its members a strong unified identity in the marketplace.

OBJECTIVE

The AusDBF Strategic Planning meeting held in Melbourne, September 2011, established clear lines of responsibilities and a new focus on unity, cohesion, cooperation.

Branding and appearance was at the heart of discussions and strong support from across the states and the national body for a 're-badging' of the Federation to a consistent series of artwork for National and State logos.

It was agreed that the result of consistent branding and common logos produced a clear message to members and observers, that:

- State and National peak bodies were aligned and cooperative
- Rules and administration of the sport was consistent across the country
- Minimum and consistent standards and professionalism across the bodies would be found
- The 'product' - be it the sport, development programs, strategic objectives, etc – was agreed to and common
- The sport was immediately identifiable, regardless of whether a National, State or Regional logo is seen.

AUSDBF BRAND GUIDELINES



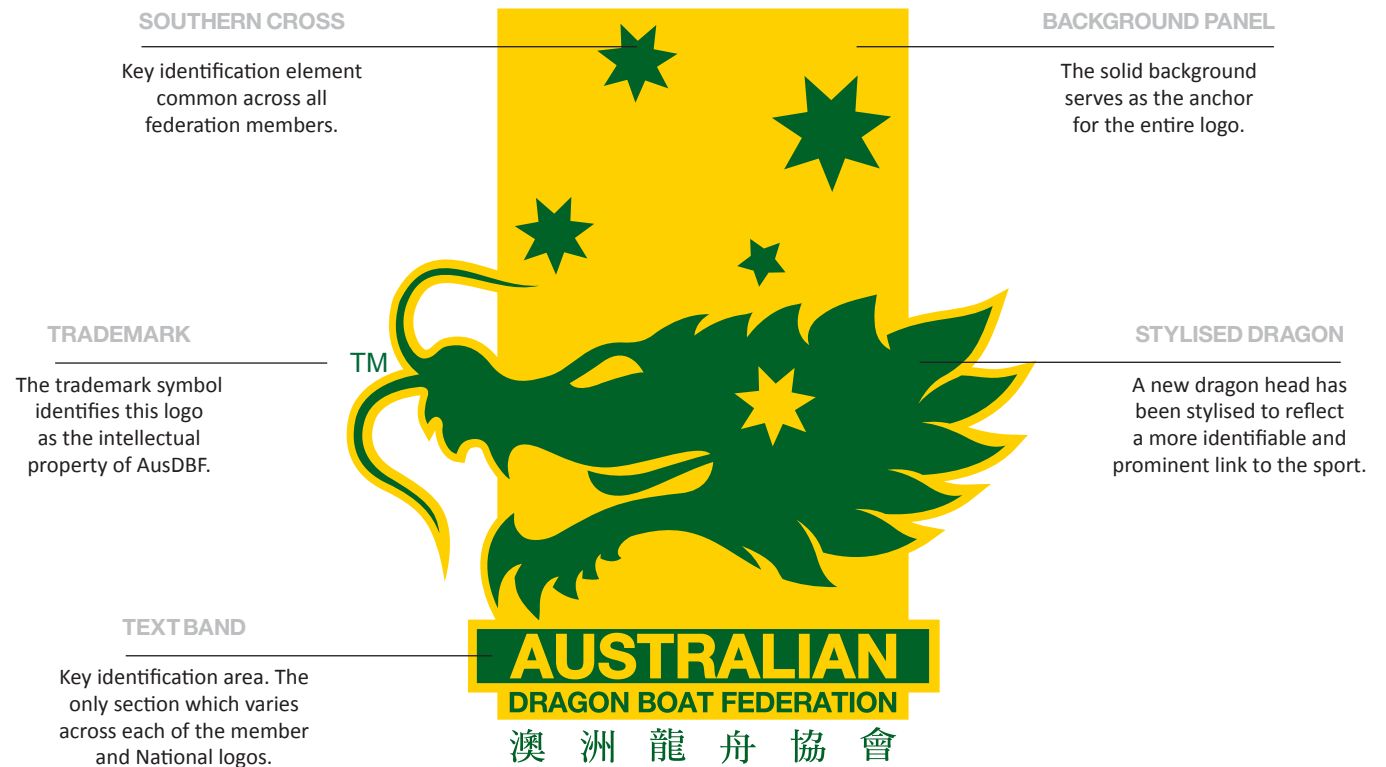
AUSTRALIAN DRAGON BOAT FEDERATION LOGO



The AusDBF logo is a clean, clear re-interpretation of the original logo, with the main goal of identifying the sport of Dragon Boat on a National level.

The main alterations from the old to new logo include;

- A reduction in the number of colours
- Refining of the dragon head outline
- Clarification of the text component by choosing a clean solid font
- Unifying the logo by drawing up the gold background frame.



LOGO VARIATIONS

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Pictured are the colour and grey scale reproductions of our identity that are correct and legible. The logo may be produced in either four colour or PMS.

The logo can be represented in both positive and negative variations. This allows it to be used across different visual contexts while maintaining design integrity and consistency.

The positive version is favoured in all applications however to ensure optimal legibility, please select the variation that provides the best possible contrast for your situation.

Always use the electronic versions made available from the AusDBF committee. Do not attempt to recreate these logos.

POSITIVE



NEGATIVE



COLOUR

The Colour version of the logo should be used primarily wherever possible, particularly when introducing the brand.



GREYSCALE

The Greyscale logo should be used only when full colour reproduction is not available, or if there is a conflict with a background element behind the logo, such as a photograph.

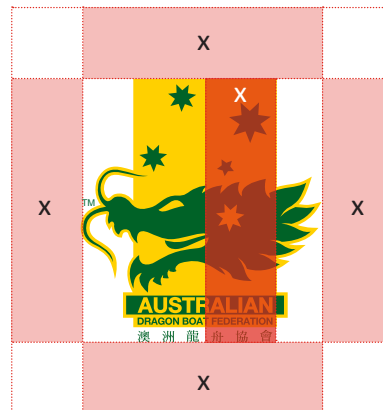


MONO

The Mono logo may only be reproduced in white if both colour and Greyscale versions can't be used. The logo should only appear over a nondescript part of the image that allows suitable contrast.

CORRECT USAGE

Careful consideration of placements and sizing of our identity ensures that the logo is given a chance to represent the brand without distractions.



CLEAR SPACE

Clear Space is a padded area, surrounding the logo that should be kept free of any other logos, text or visual elements that may clutter and affect clear communication.

To apply Clear Space to the logo, we use half the width of Background Panel (x) as a guide. The Clear Space may be increased or carefully decreased on a case-by-case basis.



MINIMUM SIZE (PRINT)

To ensure quality reproduction do not use the logo less than 25mm wide.

**Diagram represents actual scale*



PREFERRED SIZE (PRINT)

The preferred width of the logo when used on A4 formatted materials is 45mm.

**Diagram represents actual scale*

INCORRECT USAGE

7

Opposite are examples of what we DON'T want to see. These are INCORRECT applications of our identity and should be avoided at all times. Some basic rules of thumb are:

- Colours should never be altered or diluted
- Colours should always remain exactly as previously shown
- Logo should never be changed, shifted or replaced in any way
- Exclusion zone must not be reduced
- Logo should never appear on different and random backgrounds
- Each federation member logo must adhere to the same rules.



GRAPHIC ELEMENTS

No text or images can be positioned on, around or within the logo.



EXCLUSION ZONE

All text and graphics must be kept away from the logo so that the brand is prominent.



GRAPHIC ELEMENTS

Graphics and text must not be moved or deleted.



MODIFYING THE LOGO

The logo must not be modified or extended in any way.



ROTATING THE LOGO

The logo must not be rotated or placed on an angle.



GRAPHIC BACKGROUNDS

The logo must not be reproduced on a patterned background that interrupts or breaks the image.



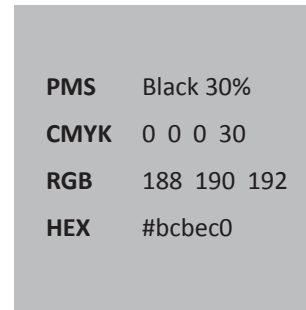
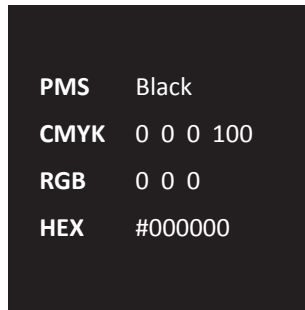
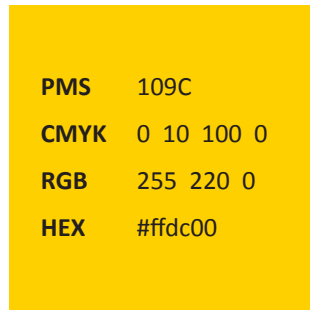
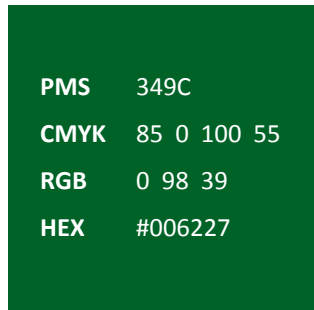
PHOTO BACKGROUNDS

The logo must not be placed on any photo background that interrupts or breaks the image.



STRETCHING AND SKEWING

The logo must not be stretched, skewed or moved.



PRIMARY COLOURS

The Primary Colours should be used for all branding opportunities such as emails, events, key presentations, newsletters, etc.

For examples where the Primary Green is used in big blocks (such as backgrounds), you may use the Yellow as an accent (such as buttons). When the Primary Yellow is used predominately, the inverse can be applied.

SECONDARY COLOURS

Secondary colours may be used for headlines or prominent typography assets in the design. Secondary colours should be used to provide contrast and legibility within designs.

Secondary colours are not to be used for background colours on any asset.

Secondary colours should not be utilised unless the two primary colours have already been utilised.

GRADIENTS

A linear gradient made up of the Primary Colours may be used as a graphic element, such as backgrounds, image overlays, text boxes, footers, etc. as long as the elements placed above are contrasted with the background.

The Australian Dragon Boat Federation brand uses a combination of typefaces for various applications.

When writing the abbreviated 'AusDBF', The 'A' 'D' 'B' and 'F' should always be capitalised if using sentence case.

HEADINGS & ACCENTS

Europa Grotesk Nr 2 SH can be applied to headings, sub-headings, pull-out text, quotes and other accents for print use in two different weights. Headings and subheadings should always be written in all caps.

EUROPA GROTESK NR 2 SH BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+

Europa Grotesk Nr 2 SH Extra light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+

USAGE

Printed headlines should be no smaller than 9pt.

Main headlines may feature a thick underline at least 5pt underneath, if it does not interfere with surrounding elements.

Calibri Bold and Italic can be used in place of Europa Grotesk Nr 2 SH in instances where additional formatting is required on web and digital assets.

BODY COPY

The Calibri font family can be used as body copy across all print, digital and online assets. The font family includes the following weights:

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+

Calibri Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+

USAGE

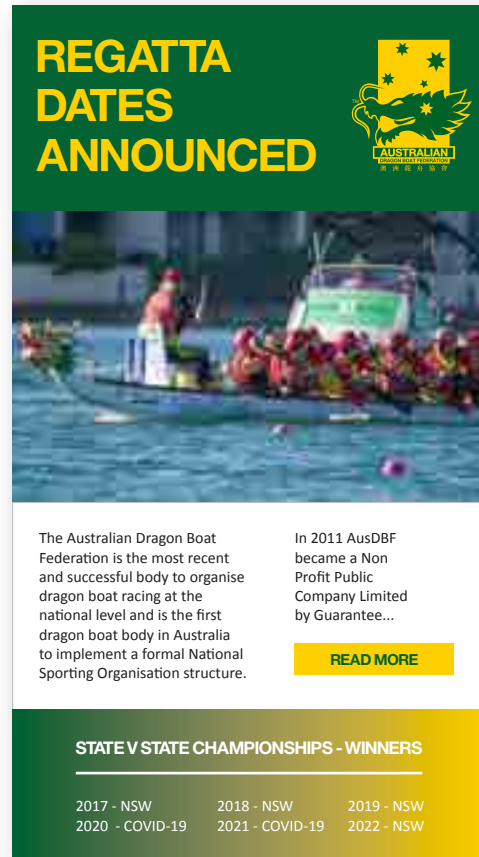
Body copy should be no smaller than 8.5pt for general printed body copy, and 6pm for footnotes.

Fonts should always be left aligned, with the headline copy and the body copy stacked on top of each other.

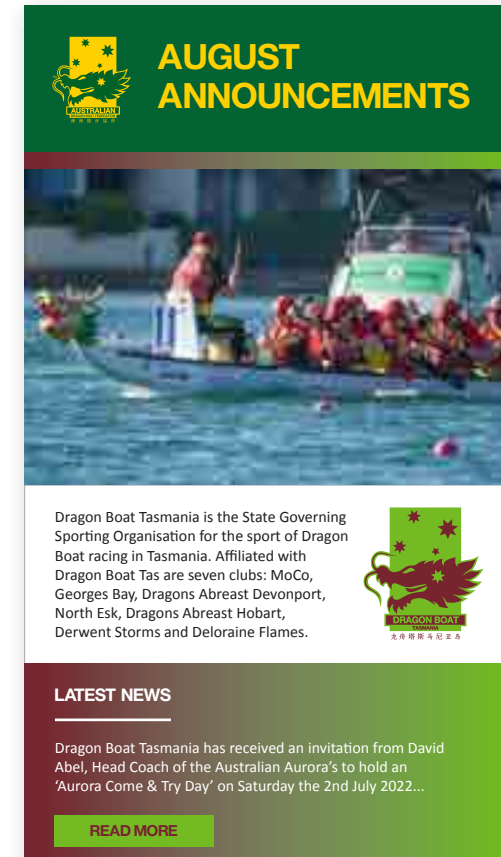
APPLICATION (DIGITAL)

10

When using AusDBF assets in club communications it is important to consider who the message is coming from. If the communication is coming from the CLUB, the club brand guidelines are to be adhered to. If the communication is coming from AusDBF, the AusDBF brand guidelines are to be adhered to.



E-NEWSLETTER
(AUSDBF)



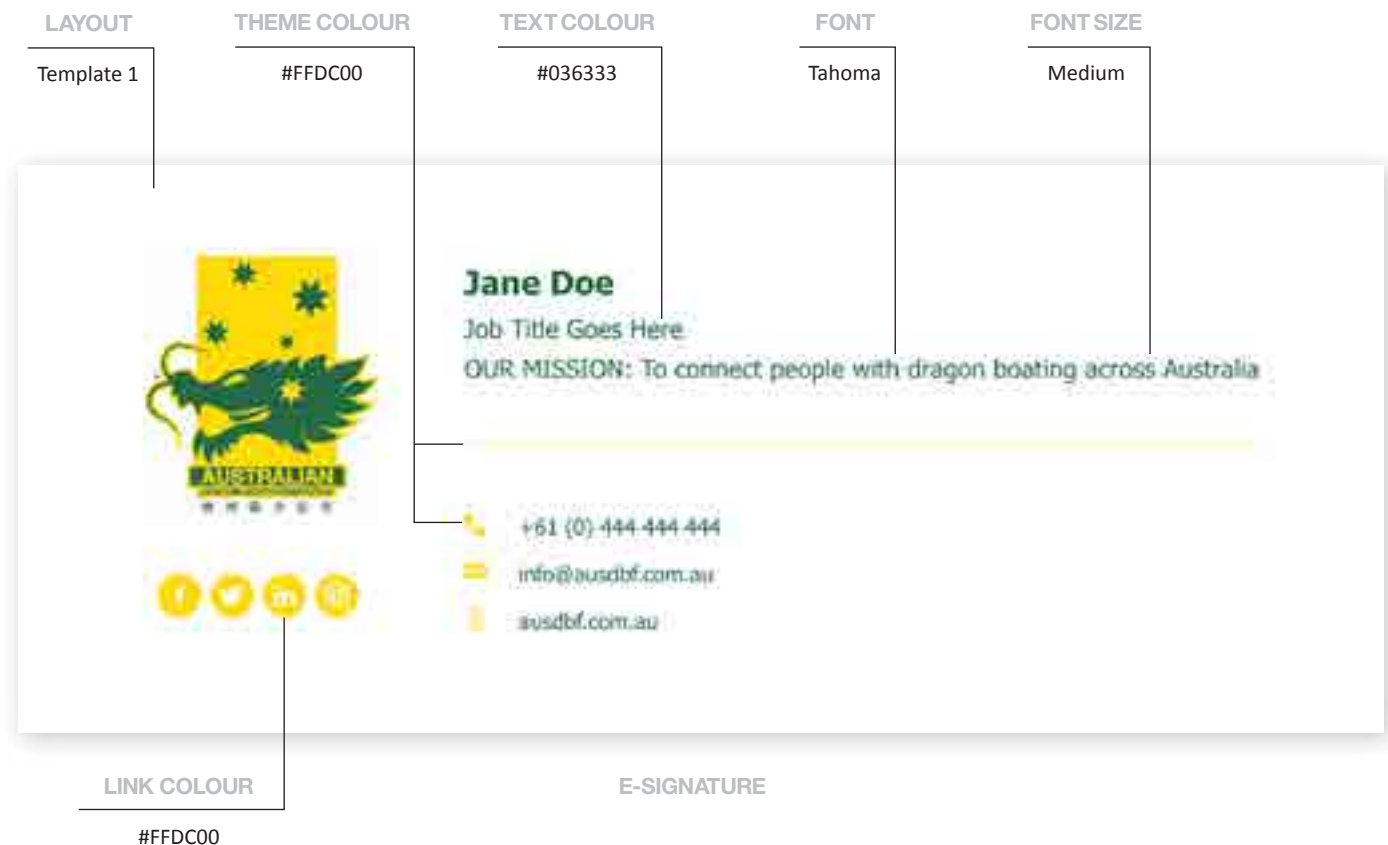
E-NEWSLETTER
(CLUB E.G. TASMANIA)

The AusDBF email signatures are created using online email generator, HubSpot.

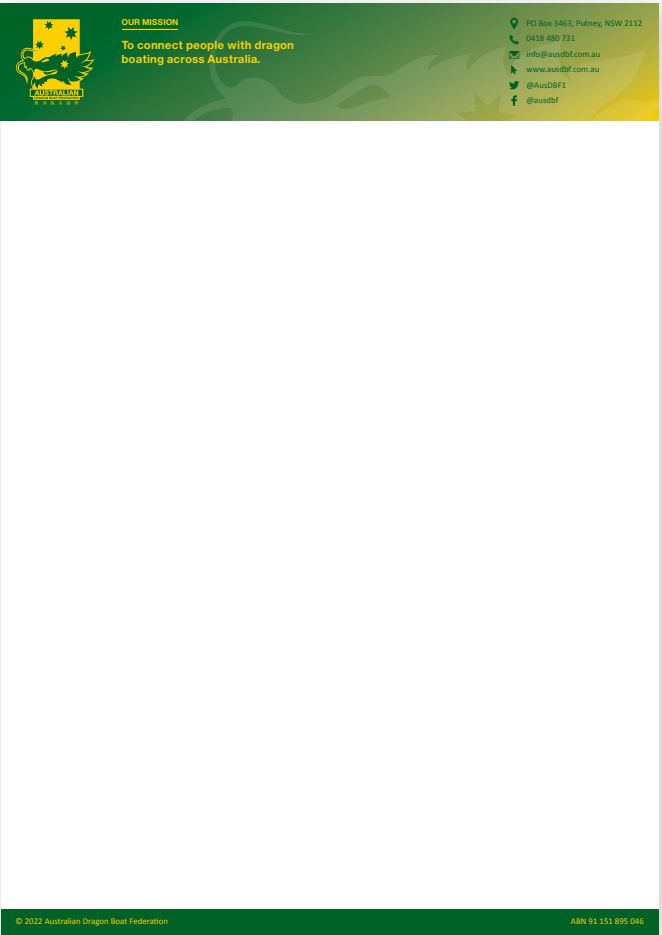
The steps to build your email signature are as follows:

- **Enter the below address into your browser:**
www.hubspot.com/email-signature-generator
- **Select Your Template:** Template 1
- **Enter Your Signature Details:** Add your first and last name, job title, contact details and the company website. Next, add in the company social media hyperlinks. Under custom field, add the tagline “*OUR MISSION: To connect people with dragon boating across Australia*”. Leave all other fields blank.
- **Stylize Your Signature:** As per the example on this page.
- **Upload Your Custom Signature Images:** You will first need to add the AusDBF png logo to Dropbox or Google Drive. Copy the sharing link for the logo file, ensuring the share permissions are set to public. Under **Company Logo**, add the hyperlink. Leave all other fields blank.
- Once finished, click Create signature and select any of the options to add the signature to your email.

Alternatively, you may copy a colleague’s existing email signature from an email, paste it into your own email and update the contact details to your own.



APPLICATION (PRINT)



LETTERHEAD



BUSINESS CARD (FRONT)



BUSINESS CARD (BACK)

MEMBER STATE GUIDELINES

AUSTRALIAN CAPITAL TERRITORY LOGO

The Dragon Boat Australian Capital Territory logo is a clean, clear re-interpretation of the original logo, with the main goal of identifying the sport of Dragon Boat on a National level.

The main alterations from the old to new logo include;

- A reduction in the number of colours
- Refining of the dragon head outline
- Clarification of the text component by choosing a clean solid font
- Unifying the logo by drawing up the gold background frame.



LOGO VARIATIONS

Pictured are the colour and grey scale reproductions of our identity that are correct and legible. The logo may be produced in either four colour or PMS.

The logo can be represented in both positive and negative variations. This allows it to be used across different visual contexts while maintaining design integrity and consistency.

The positive version is favoured in all applications however to ensure optimal legibility, please select the variation that provides the best possible contrast for your situation.

Always use the electronic versions made available from the AusDBF committee. Do not attempt to recreate these logos.

POSITIVE



NEGATIVE



COLOUR

The Colour version of the logo should be used primarily wherever possible, particularly when introducing the brand.



GREYSCALE

The Greyscale logo should be used only when full colour reproduction is not available, or if there is a conflict with a background element behind the logo, such as a photograph.



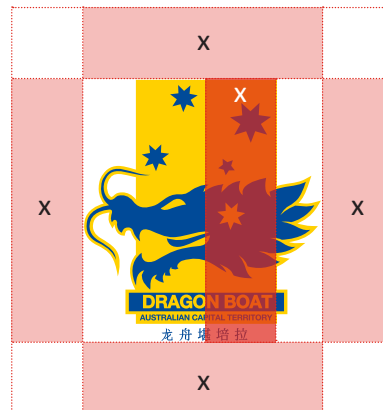
MONO

The Mono logo may only be reproduced in white if both colour and Greyscale versions can't be used. The logo should only appear over a nondescript part of the image that allows suitable contrast.

CORRECT USAGE

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Careful consideration of placements and sizing of our identity ensures that the logo is given a chance to represent the brand without distractions.



CLEAR SPACE

Clear Space is a padded area, surrounding the logo that should be kept free of any other logos, text or visual elements that may clutter and affect clear communication.

To apply Clear Space to the logo, we use half the width of Background Panel (x) as a guide. The Clear Space may be increased or carefully decreased on a case-by-case basis.



MINIMUM SIZE (PRINT)

To ensure quality reproduction do not use the logo less than 25mm wide.

**Diagram represents actual scale*



PREFERRED SIZE (PRINT)

The preferred width of the logo when used on A4 formatted materials is 45mm.

**Diagram represents actual scale*

INCORRECT USAGE

17

Opposite are examples of what we DON'T want to see. These are INCORRECT applications of our identity and should be avoided at all times. Some basic rules of thumb are:

- Colours should never be altered or diluted
- Colours should always remain exactly as previously shown
- Logo should never be changed, shifted or replaced in any way
- Exclusion zone must not be reduced
- Logo should never appear on different and random backgrounds
- Each federation member logo must adhere to the same rules.



GRAPHIC ELEMENTS

No text or images can be positioned on, around or within the logo.



EXCLUSION ZONE

All text and graphics must be kept away from the logo so that the brand is prominent.



GRAPHIC ELEMENTS

Graphics and text must not be moved or deleted.



MODIFYING THE LOGO

The logo must not be modified or extended in any way.



ROTATING THE LOGO

The logo must not be rotated or placed on an angle.



GRAPHIC BACKGROUNDS

The logo must not be reproduced on a patterned background that interrupts or breaks the image.



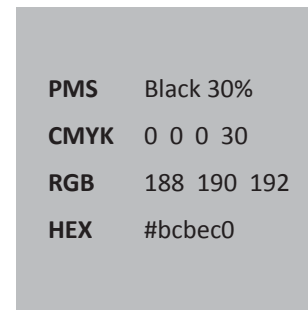
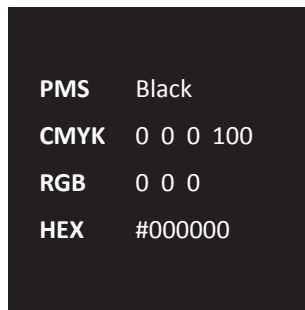
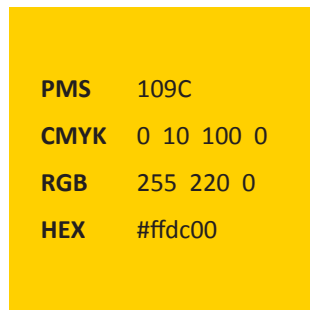
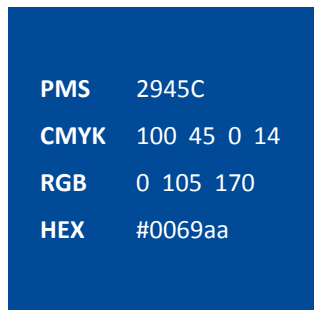
PHOTO BACKGROUNDS

The logo must not be placed on any photo background that interrupts or breaks the image.



STRETCHING AND SKEWING

The logo must not be stretched, skewed or moved.



PRIMARY COLOURS

The Primary Colours should be used for all branding opportunities such as emails, events, key presentations, newsletters, etc.

For examples where the Primary Blue is used in big blocks (such as backgrounds), you may use the Yellow as an accent (such as buttons). When the Primary Yellow is used predominately, the inverse can be applied.

SECONDARY COLOURS

Secondary colours may be used for headlines or prominent typography assets in the design. Secondary colours should be used to provide contrast and legibility within designs.

Secondary colours are not to be used for background colours on any asset.

Secondary colours should not be utilised unless the two primary colours have already been utilised.

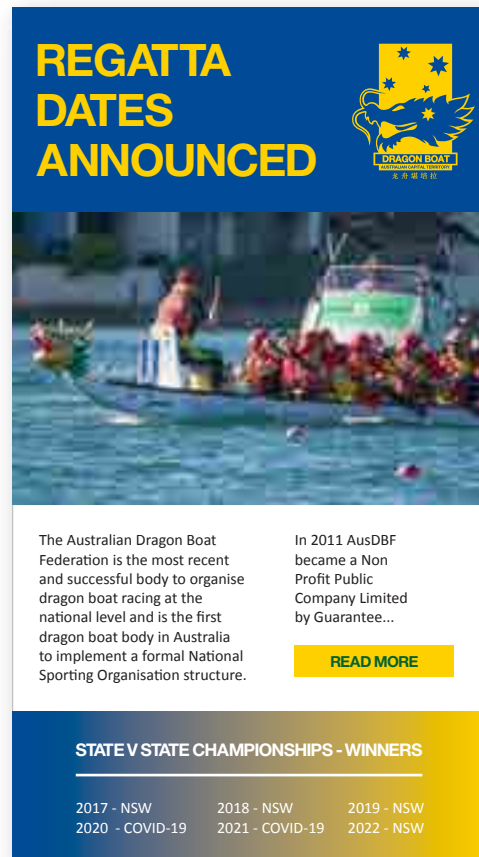
GRADIENTS

A linear gradient made up of the Primary Colours may be used as a graphic element, such as backgrounds, image overlays, text boxes, footers, etc. as long as the elements placed above are contrasted with the background.

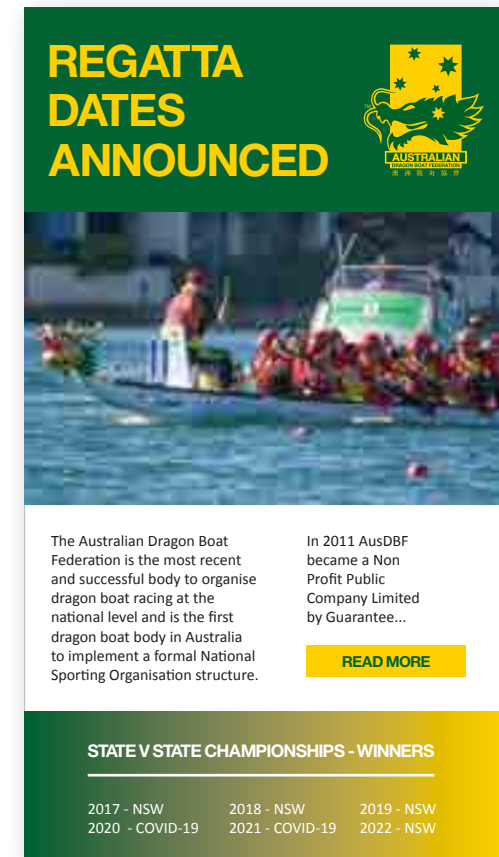
APPLICATION (DIGITAL)

19

When using Dragon Boat Australian Capital Territory assets in club communications it is important to consider who the message is coming from. If the communication is coming from the CLUB, the club brand guidelines are to be adhered to. If the communication is coming from AusDBF, the AusDBF brand guidelines are to be adhered to.



E-NEWSLETTER
(CLUB)



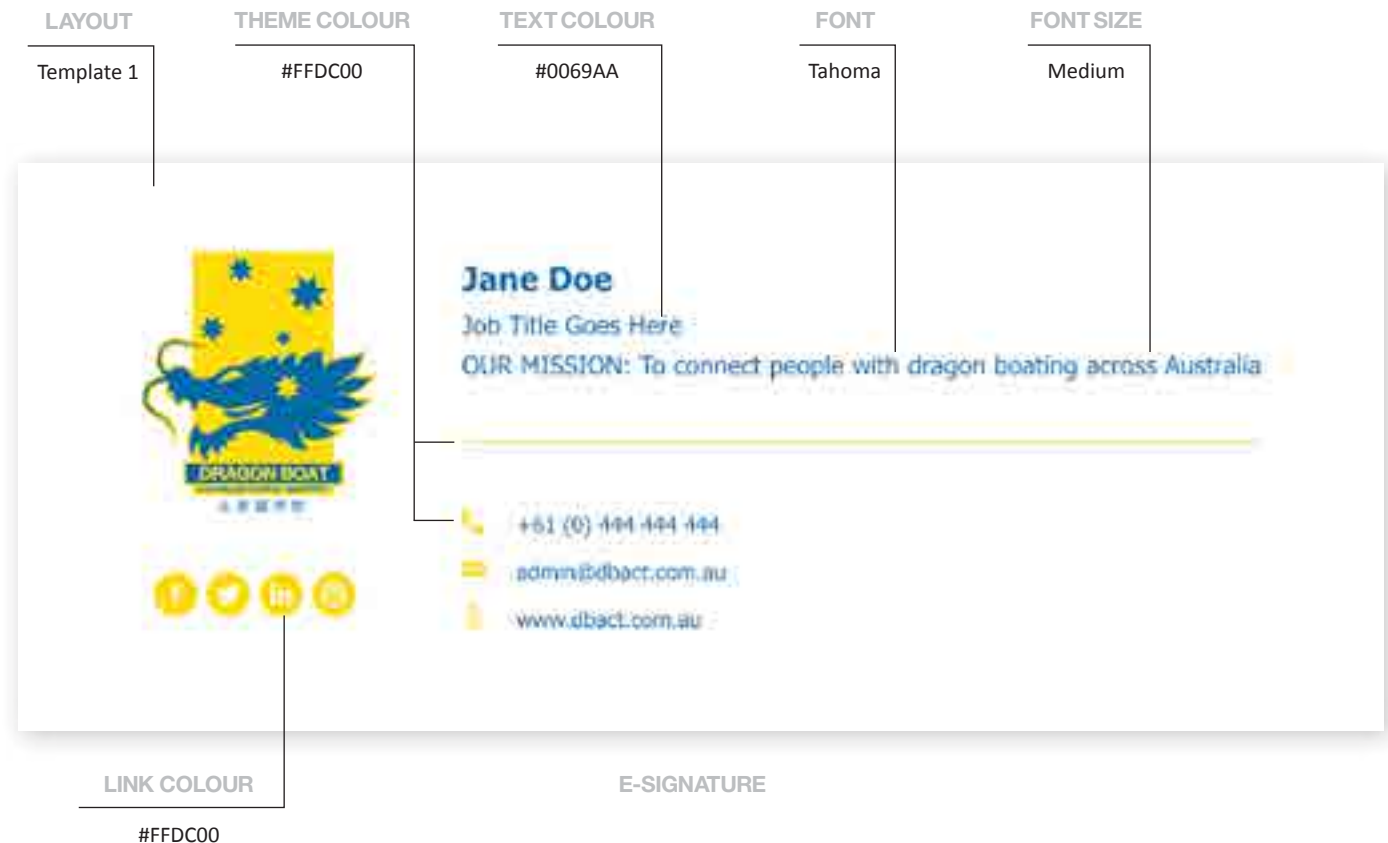
E-NEWSLETTER
(AUSDBF)

The Dragon Boat Australian Capital Territory logo email signatures are created using online email generator, HubSpot.

The steps to build your email signature are as follows:

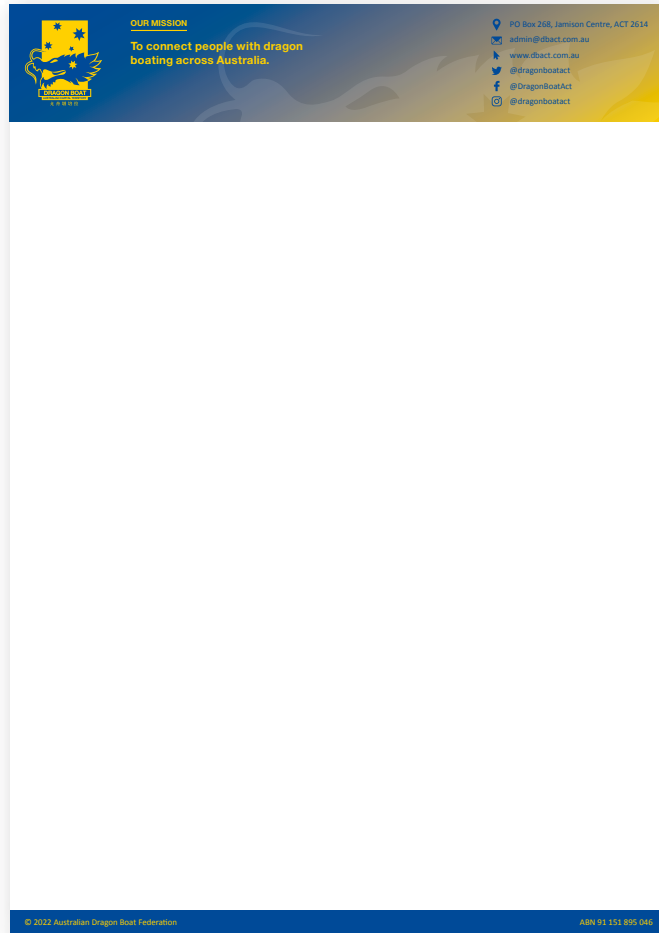
- **Enter the below address into your browser:**
www.hubspot.com/email-signature-generator
- **Select Your Template:** Template 1
- **Enter Your Signature Details:** Add your first and last name, job title, contact details and the company website. Next, add in the company social media hyperlinks. Under custom field, add the tagline “OUR MISSION: To connect people with dragon boating across Australia”. Leave all other fields blank.
- **Stylize Your Signature:** As per the example on this page.
- **Upload Your Custom Signature Images:** You will first need to add the DBACT png logo to Dropbox or Google Drive. Copy the sharing link for the logo file, ensuring the share permissions are set to public. Under **Company Logo**, add the hyperlink. Leave all other fields blank.
- Once finished, click Create signature and select any of the options to add the signature to your email.

Alternatively, you may copy a colleague’s existing email signature from an email, paste it into your own email and update the contact details to your own.



APPLICATION (PRINT)

21



LETTERHEAD



BUSINESS CARD (FRONT)



BUSINESS CARD (BACK)

NEW SOUTH WALES LOGO

The Dragon Boat New South Wales logo is a clean, clear re-interpretation of the original logo, with the main goal of identifying the sport of Dragon Boat on a National level.

The main alterations from the old to new logo include;

- A reduction in the number of colours
- Refining of the dragon head outline
- Clarification of the text component by choosing a clean solid font
- Unifying the logo by drawing up the gold background frame.

SOUTHERN CROSS

Key identification element common across all federation members.

BACKGROUND PANEL

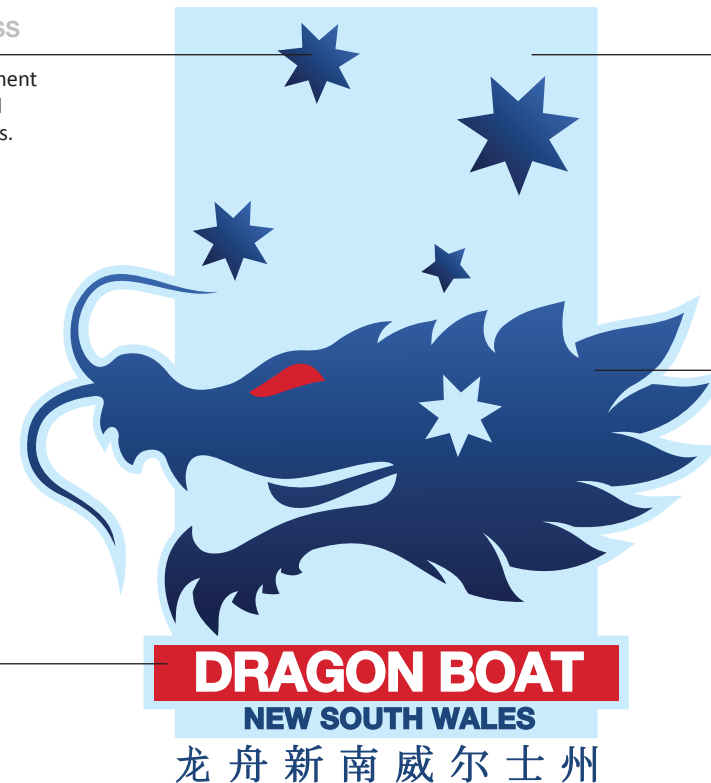
The solid background serves as the anchor for the entire logo.

STYLISTED DRAGON

A new dragon head has been stylised to reflect a more identifiable and prominent link to the sport.

TEXT BAND

Key identification area. The only section which varies across each of the member and National logos.



LOGO VARIATIONS

Pictured are the colour and grey scale reproductions of our identity that are correct and legible. The logo may be produced in either four colour or PMS.

The logo can be represented in both positive and negative variations. This allows it to be used across different visual contexts while maintaining design integrity and consistency.

The positive version is favoured in all applications however to ensure optimal legibility, please select the variation that provides the best possible contrast for your situation.

Always use the electronic versions made available from the AusDBF committee. Do not attempt to recreate these logos.

POSITIVE



NEGATIVE



COLOUR

The Colour version of the logo should be used primarily wherever possible, particularly when introducing the brand.



GREYSCALE

The Greyscale logo should be used only when full colour reproduction is not available, or if there is a conflict with a background element behind the logo, such as a photograph.



MONO

The Mono logo may only be reproduced in white if both colour and Greyscale versions can't be used. The logo should only appear over a nondescript part of the image that allows suitable contrast.

CORRECT USAGE

Careful consideration of placements and sizing of our identity ensures that the logo is given a chance to represent the brand without distractions.



CLEAR SPACE

Clear Space is a padded area, surrounding the logo that should be kept free of any other logos, text or visual elements that may clutter and affect clear communication.

To apply Clear Space to the logo, we use half the width of Background Panel (x) as a guide. The Clear Space may be increased or carefully decreased on a case-by-case basis.



MINIMUM SIZE (PRINT)

To ensure quality reproduction do not use the logo less than 25mm wide.

**Diagram represents actual scale*



PREFERRED SIZE (PRINT)

The preferred width of the logo when used on A4 formatted materials is 45mm.

**Diagram represents actual scale*

Opposite are examples of what we DON'T want to see. These are **INCORRECT** applications of our identity and should be avoided at all times. Some basic rules of thumb are:

- Colours should never be altered or diluted
- Colours should always remain exactly as previously shown
- Logo should never be changed, shifted or replaced in any way
- Exclusion zone must not be reduced
- Logo should never appear on different and random backgrounds
- Each federation member logo must adhere to the same rules.



GRAPHIC ELEMENTS

No text or images can be positioned on, around or within the logo.



EXCLUSION ZONE

All text and graphics must be kept away from the logo so that the brand is prominent.



GRAPHIC ELEMENTS

Graphics and text must not be moved or deleted.



MODIFYING THE LOGO

The logo must not be modified or extended in any way.



ROTATING THE LOGO

The logo must not be rotated or placed on an angle.



GRAPHIC BACKGROUNDS

The logo must not be reproduced on a patterned background that interrupts or breaks the image.



PHOTO BACKGROUNDS

The logo must not be placed on any photo background that interrupts or breaks the image.



STRETCHING AND SKEWING

The logo must not be stretched, skewed or moved.

PMS	281C 281U
CMYK	100 85 5 20
RGB	0 38 100
HEX	#002664

PMS	2387C 2387U
CMYK	94 58 0 0
RGB	20 108 253
HEX	#146cfd

PMS	291C 40% 283U 40%
CMYK	13 2 0 0
RGB	203 237 253
HEX	#cbefdf

PMS	186C 186U
CMYK	0 100 75 4
RGB	215 21 58
HEX	#d7153a

PMS	Black
CMYK	0 0 0 100
RGB	0 0 0
HEX	#000000

PMS	White
CMYK	0 0 0 0
RGB	255 255 255
HEX	#FFFFFF

PRIMARY COLOURS

The Primary Colours should be used for all branding opportunities such as emails, events, key presentations, newsletters, etc.

For examples where the Primary dark Blue is used in big blocks (such as backgrounds), you may use the Light Blue as an accent (such as buttons). When the Primary Light Blue is used predominately, the inverse can be applied.



GRADIENTS

A linear gradient made up of the Primary Colours may be used as a graphic element, such as backgrounds, image overlays, text boxes, footers, etc. as long as the elements placed above are contrasted with the background.

SECONDARY COLOURS

Secondary colours may be used for headlines or prominent typography assets in the design. Secondary colours should be used to provide contrast and legibility within designs.

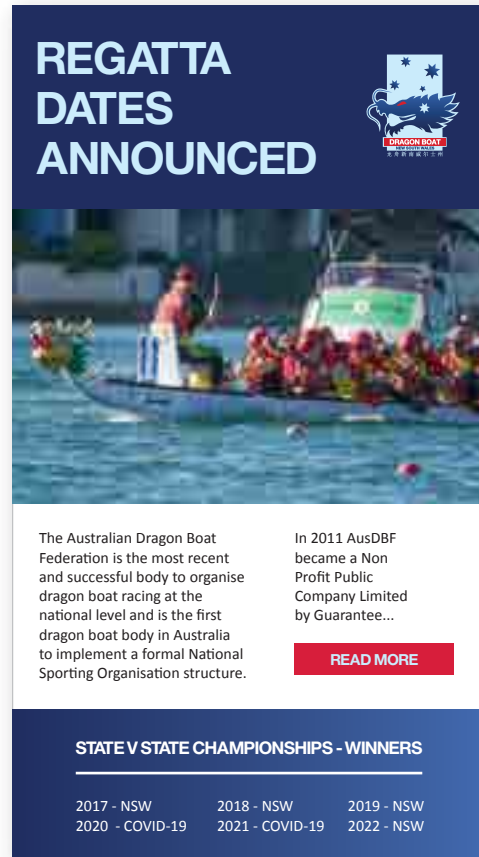
Secondary colours are not to be used for background colours on any asset.

Secondary colours should not be utilised unless the two primary colours have already been utilised.

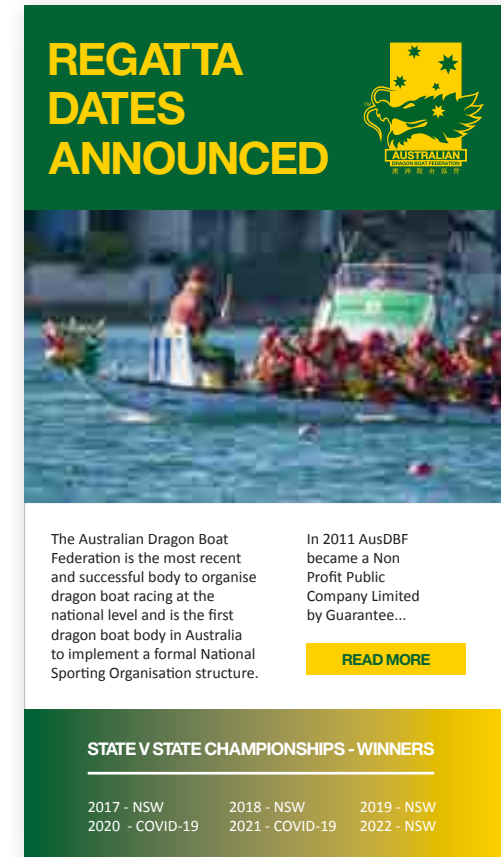
APPLICATION (DIGITAL)

27

When using Dragon Boat New South Wales assets in club communications it is important to consider who the message is coming from. If the communication is coming from the CLUB, the club brand guidelines are to be adhered to. If the communication is coming from AusDBF, the AusDBF brand guidelines are to be adhered to.



E-NEWSLETTER
(CLUB)



E-NEWSLETTER
(AUSDBF)

The Dragon Boat New South Wales email signatures are created using online email generator, HubSpot.

The steps to build your email signature are as follows:

- **Enter the below address into your browser:**
www.hubspot.com/email-signature-generator
- **Select Your Template:** Template 1
- **Enter Your Signature Details:** Add your first and last name, job title, contact details and the company website. Next, add in the company social media hyperlinks. Under custom field, add the tagline “OUR MISSION: To connect people with dragon boating across Australia”. Leave all other fields blank.
- **Stylize Your Signature:** As per the example on this page.
- **Upload Your Custom Signature Images:** You will first need to add the DBNSW png logo to Dropbox or Google Drive. Copy the sharing link for the logo file, ensuring the share permissions are set to public. Under **Company Logo**, add the hyperlink. Leave all other fields blank.
- Once finished, click Create signature and select any of the options to add the signature to your email.

Alternatively, you may copy a colleague’s existing email signature from an email, paste it into your own email and update the contact details to your own.



APPLICATION (PRINT)



LETTERHEAD



BUSINESS CARD (FRONT)



BUSINESS CARD (BACK)

NORTHERN TERRITORY LOGO

The Dragon Boat Northern Territory logo is a clean, clear re-interpretation of the original logo, with the main goal of identifying the sport of Dragon Boat on a National level.

The main alterations from the old to new logo include;

- A reduction in the number of colours
- Refining of the dragon head outline
- Clarification of the text component by choosing a clean solid font
- Unifying the logo by drawing up the gold background frame.

SOUTHERN CROSS

Key identification element common across all federation members.

BACKGROUND PANEL

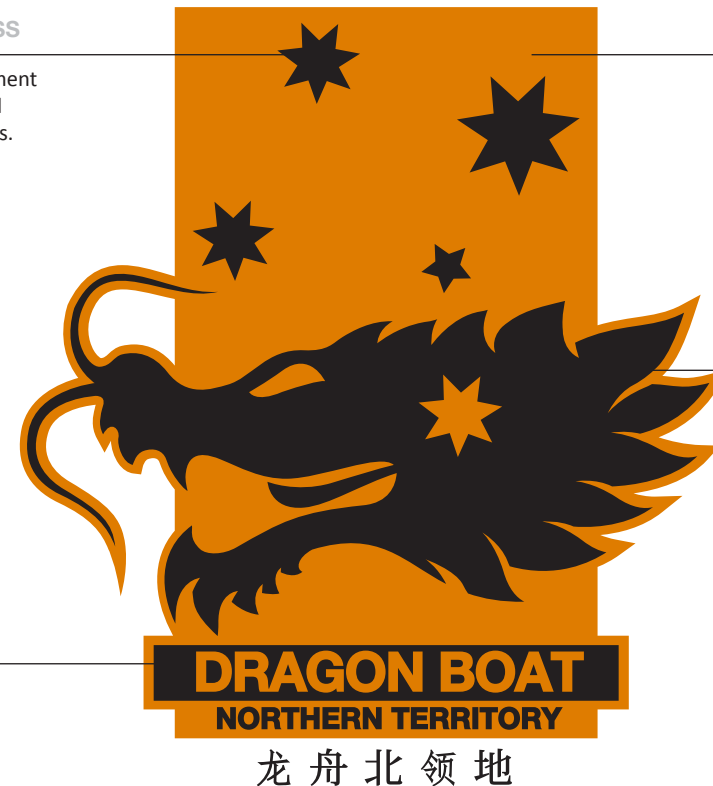
The solid background serves as the anchor for the entire logo.

STYLISTED DRAGON

A new dragon head has been stylised to reflect a more identifiable and prominent link to the sport.

TEXT BAND

Key identification area. The only section which varies across each of the member and National logos.



LOGO VARIATIONS

Pictured are the colour and grey scale reproductions of our identity that are correct and legible. The logo may be produced in either four colour or PMS.

The logo can be represented in both positive and negative variations. This allows it to be used across different visual contexts while maintaining design integrity and consistency.

The positive version is favoured in all applications however to ensure optimal legibility, please select the variation that provides the best possible contrast for your situation.

Always use the electronic versions made available from the AusDBF committee. Do not attempt to recreate these logos.

POSITIVE



NEGATIVE



COLOUR

The Colour version of the logo should be used primarily wherever possible, particularly when introducing the brand.



GREYSCALE

The Greyscale logo should be used only when full colour reproduction is not available, or if there is a conflict with a background element behind the logo, such as a photograph.



MONO

The Mono logo may only be reproduced in white if both colour and Greyscale versions can't be used. The logo should only appear over a nondescript part of the image that allows suitable contrast.

CORRECT USAGE

32

Careful consideration of placements and sizing of our identity ensures that the logo is given a chance to represent the brand without distractions.



CLEAR SPACE

Clear Space is a padded area, surrounding the logo that should be kept free of any other logos, text or visual elements that may clutter and affect clear communication.

To apply Clear Space to the logo, we use half the width of Background Panel (x) as a guide. The Clear Space may be increased or carefully decreased on a case-by-case basis.



MINIMUM SIZE (PRINT)

To ensure quality reproduction do not use the logo less than 25mm wide.

**Diagram represents actual scale*



PREFERRED SIZE (PRINT)

The preferred width of the logo when used on A4 formatted materials is 45mm.

**Diagram represents actual scale*

INCORRECT USAGE

33

Opposite are examples of what we DON'T want to see. These are INCORRECT applications of our identity and should be avoided at all times. Some basic rules of thumb are:

- Colours should never be altered or diluted
- Colours should always remain exactly as previously shown
- Logo should never be changed, shifted or replaced in any way
- Exclusion zone must not be reduced
- Logo should never appear on different and random backgrounds
- Each federation member logo must adhere to the same rules.



GRAPHIC ELEMENTS

No text or images can be positioned on, around or within the logo.



EXCLUSION ZONE

All text and graphics must be kept away from the logo so that the brand is prominent.



GRAPHIC ELEMENTS

Graphics and text must not be moved or deleted.



MODIFYING THE LOGO

The logo must not be modified or extended in any way.



ROTATING THE LOGO

The logo must not be rotated or placed on an angle.



GRAPHIC BACKGROUNDS

The logo must not be reproduced on a patterned background that interrupts or breaks the image.



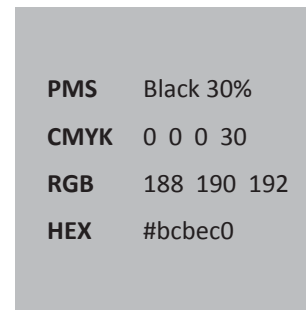
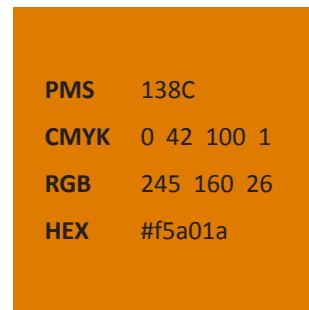
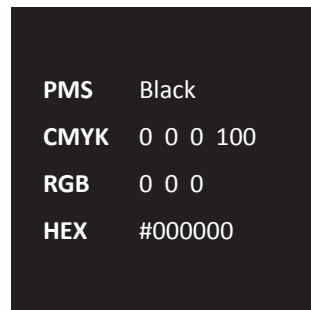
PHOTO BACKGROUNDS

The logo must not be placed on any photo background that interrupts or breaks the image.



STRETCHING AND SKEWING

The logo must not be stretched, skewed or moved.



PRIMARY COLOURS

The Primary Colours should be used for all branding opportunities such as emails, events, key presentations, newsletters, etc.

For examples where the Primary Black is used in big blocks (such as backgrounds), you may use the Orange as an accent (such as buttons). When the Primary Orange is used predominately, the inverse can be applied.

SECONDARY COLOUR

Secondary colours may be used for headlines or prominent typography assets in the design. Secondary colours should be used to provide contrast and legibility within designs.

Secondary colours are not to be used for background colours on any asset.

Secondary colours should not be utilised unless the two primary colours have already been utilised.

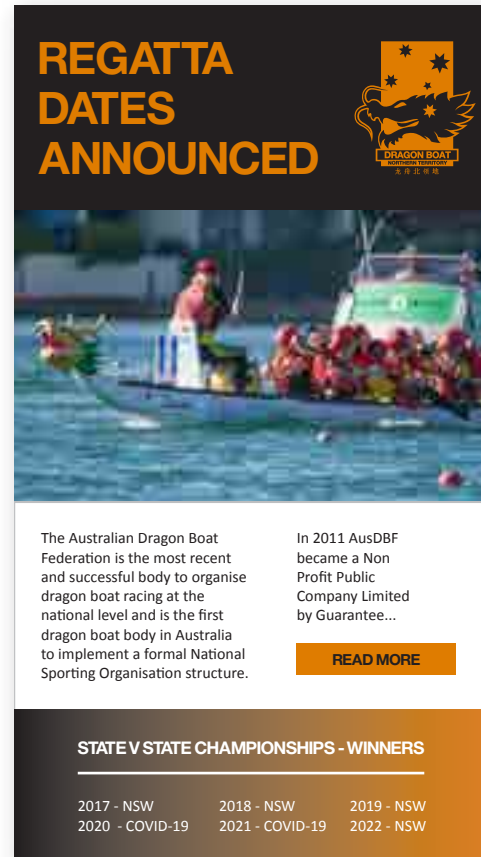
GRADIENTS

A linear gradient made up of the Primary Colours may be used as a graphic element, such as backgrounds, image overlays, text boxes, footers, etc. as long as the elements placed above are contrasted with the background.

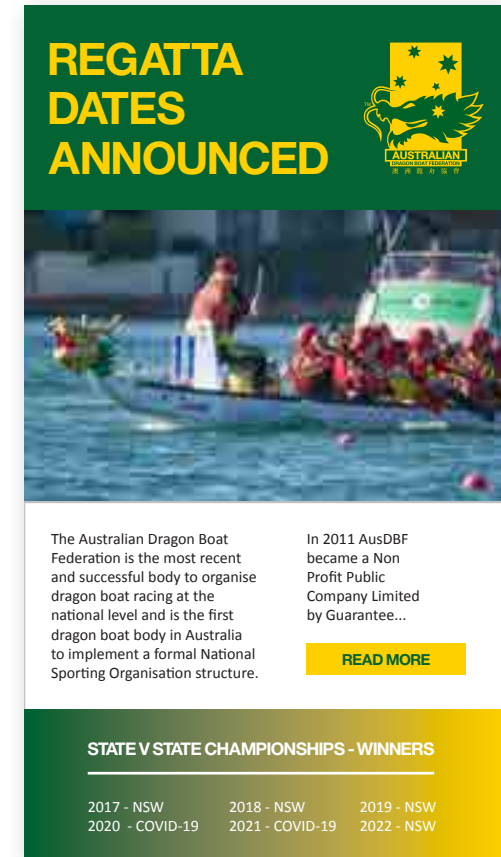
APPLICATION (DIGITAL)

35

When using Dragon Boat Northern Territory assets in club communications it is important to consider who the message is coming from. If the communication is coming from the CLUB, the club brand guidelines are to be adhered to. If the communication is coming from AusDBF, the AusDBF brand guidelines are to be adhered to.



E-NEWSLETTER
(CLUB)



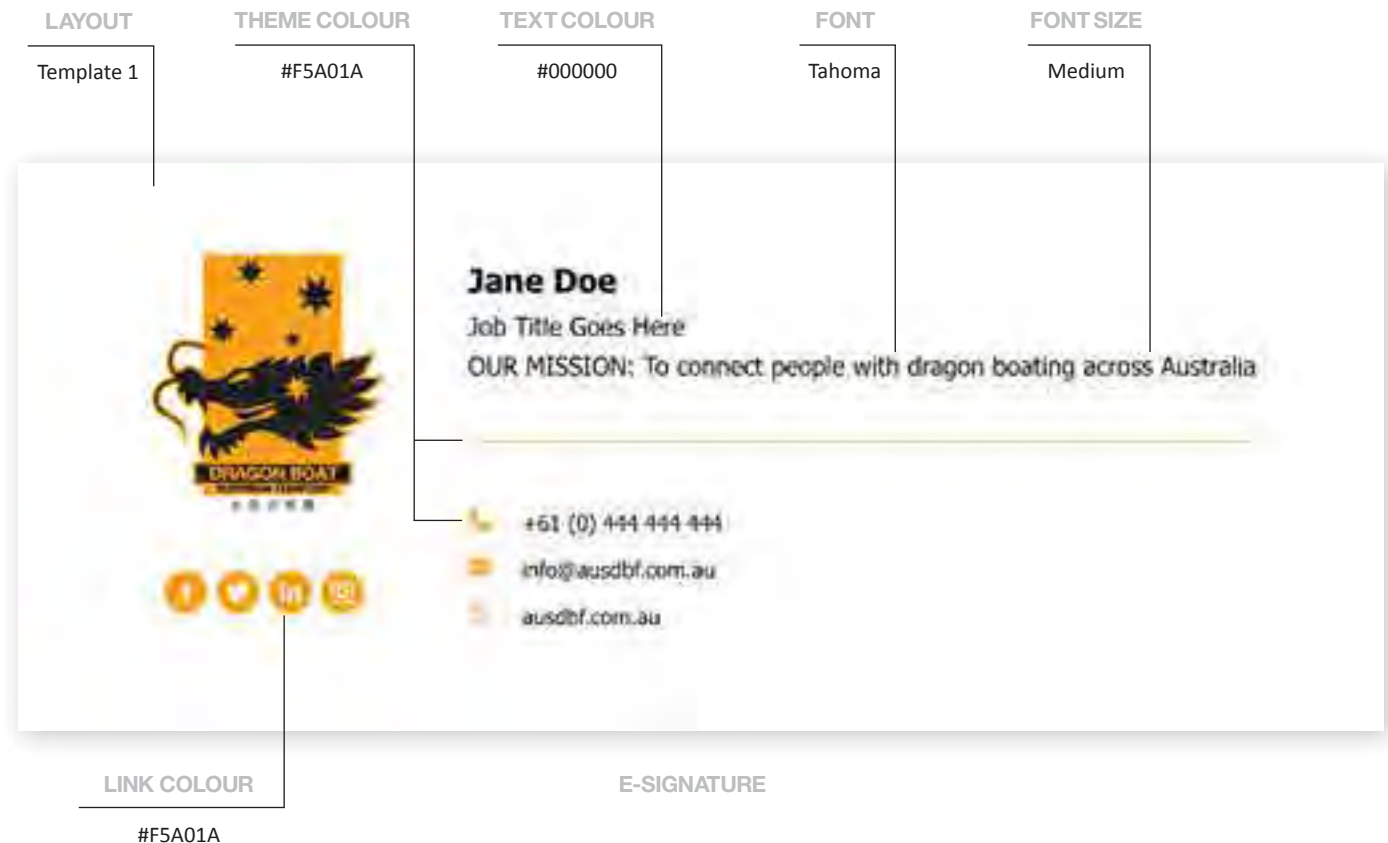
E-NEWSLETTER
(AUSDBF)

The Dragon Boat Northern Territory email signatures are created using online email generator, HubSpot.

The steps to build your email signature are as follows:

- **Enter the below address into your browser:**
www.hubspot.com/email-signature-generator
- **Select Your Template:** Template 1
- **Enter Your Signature Details:** Add your first and last name, job title, contact details and the company website. Next, add in the company social media hyperlinks. Under custom field, add the tagline “*OUR MISSION: To connect people with dragon boating across Australia*”. Leave all other fields blank.
- **Stylize Your Signature:** As per the example on this page.
- **Upload Your Custom Signature Images:** You will first need to add the DBNT png logo to Dropbox or Google Drive. Copy the sharing link for the logo file, ensuring the share permissions are set to public. Under **Company Logo**, add the hyperlink. Leave all other fields blank.
- Once finished, click Create signature and select any of the options to add the signature to your email.

Alternatively, you may copy a colleague’s existing email signature from an email, paste it into your own email and update the contact details to your own.



APPLICATION (PRINT)



LETTERHEAD



BUSINESS CARD (FRONT)



BUSINESS CARD (BACK)

QUEENSLAND LOGO

The Dragon Boat Queensland logo is a clean, clear re-interpretation of the original logo, with the main goal of identifying the sport of Dragon Boat on a National level.

The main alterations from the old to new logo include;

- A reduction in the number of colours
- Refining of the dragon head outline
- Clarification of the text component by choosing a clean solid font
- Unifying the logo by drawing up the gold background frame.



LOGO VARIATIONS

Pictured are the colour and grey scale reproductions of our identity that are correct and legible. The logo may be produced in either four colour or PMS.

The logo can be represented in both positive and negative variations. This allows it to be used across different visual contexts while maintaining design integrity and consistency.

The positive version is favoured in all applications however to ensure optimal legibility, please select the variation that provides the best possible contrast for your situation.

Always use the electronic versions made available from the AusDBF committee. Do not attempt to recreate these logos.

POSITIVE



NEGATIVE



COLOUR

The Colour version of the logo should be used primarily wherever possible, particularly when introducing the brand.



GREYSCALE

The Greyscale logo should be used only when full colour reproduction is not available, or if there is a conflict with a background element behind the logo, such as a photograph.



MONO

The Mono logo may only be reproduced in white if both colour and Greyscale versions can't be used. The logo should only appear over a nondescript part of the image that allows suitable contrast.

CORRECT USAGE

Careful consideration of placements and sizing of our identity ensures that the logo is given a chance to represent the brand without distractions.



CLEAR SPACE

Clear Space is a padded area, surrounding the logo that should be kept free of any other logos, text or visual elements that may clutter and affect clear communication.

To apply Clear Space to the logo, we use half the width of Background Panel (x) as a guide. The Clear Space may be increased or carefully decreased on a case-by-case basis.



MINIMUM SIZE (PRINT)

To ensure quality reproduction do not use the logo less than 25mm wide.

**Diagram represents actual scale*



PREFERRED SIZE (PRINT)

The preferred width of the logo when used on A4 formatted materials is 45mm.

**Diagram represents actual scale*

INCORRECT USAGE

41

Opposite are examples of what we DON'T want to see. These are INCORRECT applications of our identity and should be avoided at all times. Some basic rules of thumb are:

- Colours should never be altered or diluted
- Colours should always remain exactly as previously shown
- Logo should never be changed, shifted or replaced in any way
- Exclusion zone must not be reduced
- Logo should never appear on different and random backgrounds
- Each federation member logo must adhere to the same rules.



GRAPHIC ELEMENTS

No text or images can be positioned on, around or within the logo.



EXCLUSION ZONE

All text and graphics must be kept away from the logo so that the brand is prominent.



GRAPHIC ELEMENTS

Graphics and text must not be moved or deleted.



MODIFYING THE LOGO

The logo must not be modified or extended in any way.



ROTATING THE LOGO

The logo must not be rotated or placed on an angle.



GRAPHIC BACKGROUNDS

The logo must not be reproduced on a patterned background that interrupts or breaks the image.



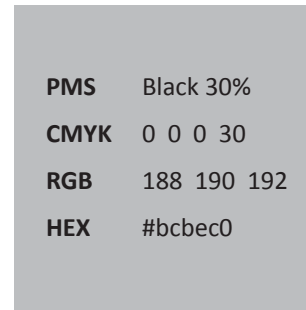
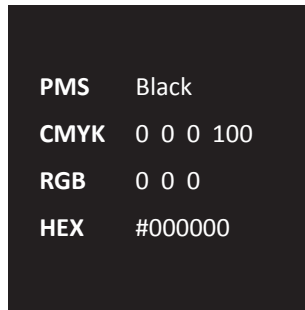
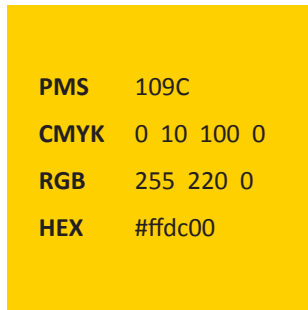
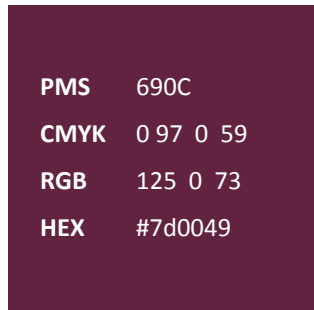
PHOTO BACKGROUNDS

The logo must not be placed on any photo background that interrupts or breaks the image.



STRETCHING AND SKEWING

The logo must not be stretched, skewed or moved.



PRIMARY COLOURS

The Primary Colours should be used for all branding opportunities such as emails, events, key presentations, newsletters, etc.

For examples where the Primary Maroon is used in big blocks (such as backgrounds), you may use the Yellow as an accent (such as buttons). When the Primary Yellow is used predominately, the inverse can be applied.

SECONDARY COLOURS

Secondary colours may be used for headlines or prominent typography assets in the design. Secondary colours should be used to provide contrast and legibility within designs.

Secondary colours are not to be used for background colours on any asset.

Secondary colours should not be utilised unless the two primary colours have already been utilised.

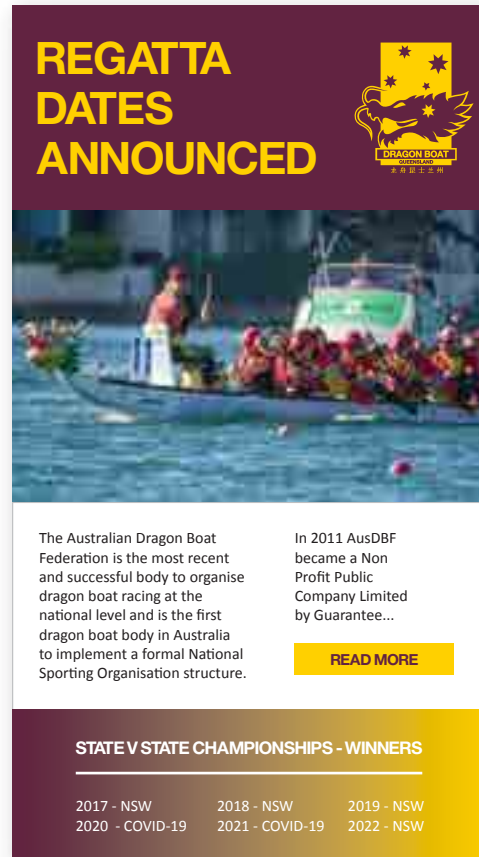
GRADIENTS

A linear gradient made up of the Primary Colours may be used as a graphic element, such as backgrounds, image overlays, text boxes, footers, etc. as long as the elements placed above are contrasted with the background.

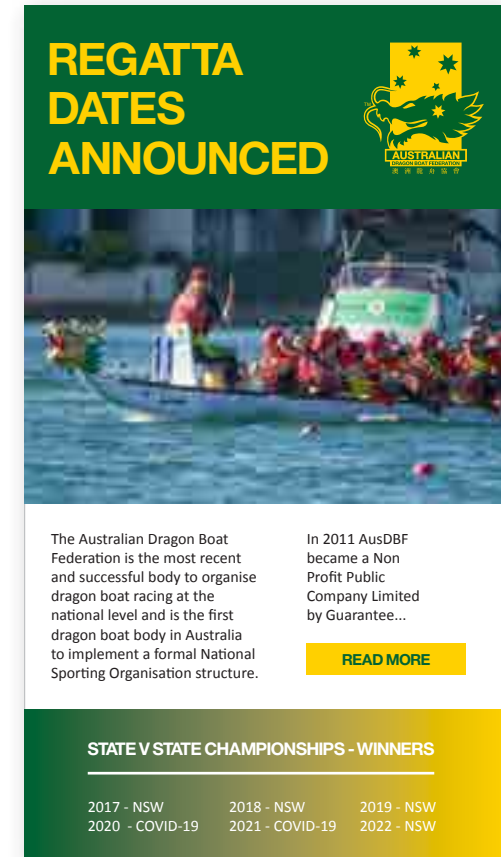
APPLICATION (DIGITAL)

43

When using Dragon Boat Queensland assets in club communications it is important to consider who the message is coming from. If the communication is coming from the CLUB, the club brand guidelines are to be adhered to. If the communication is coming from AusDBF, the AusDBF brand guidelines are to be adhered to.



E-NEWSLETTER
(CLUB)



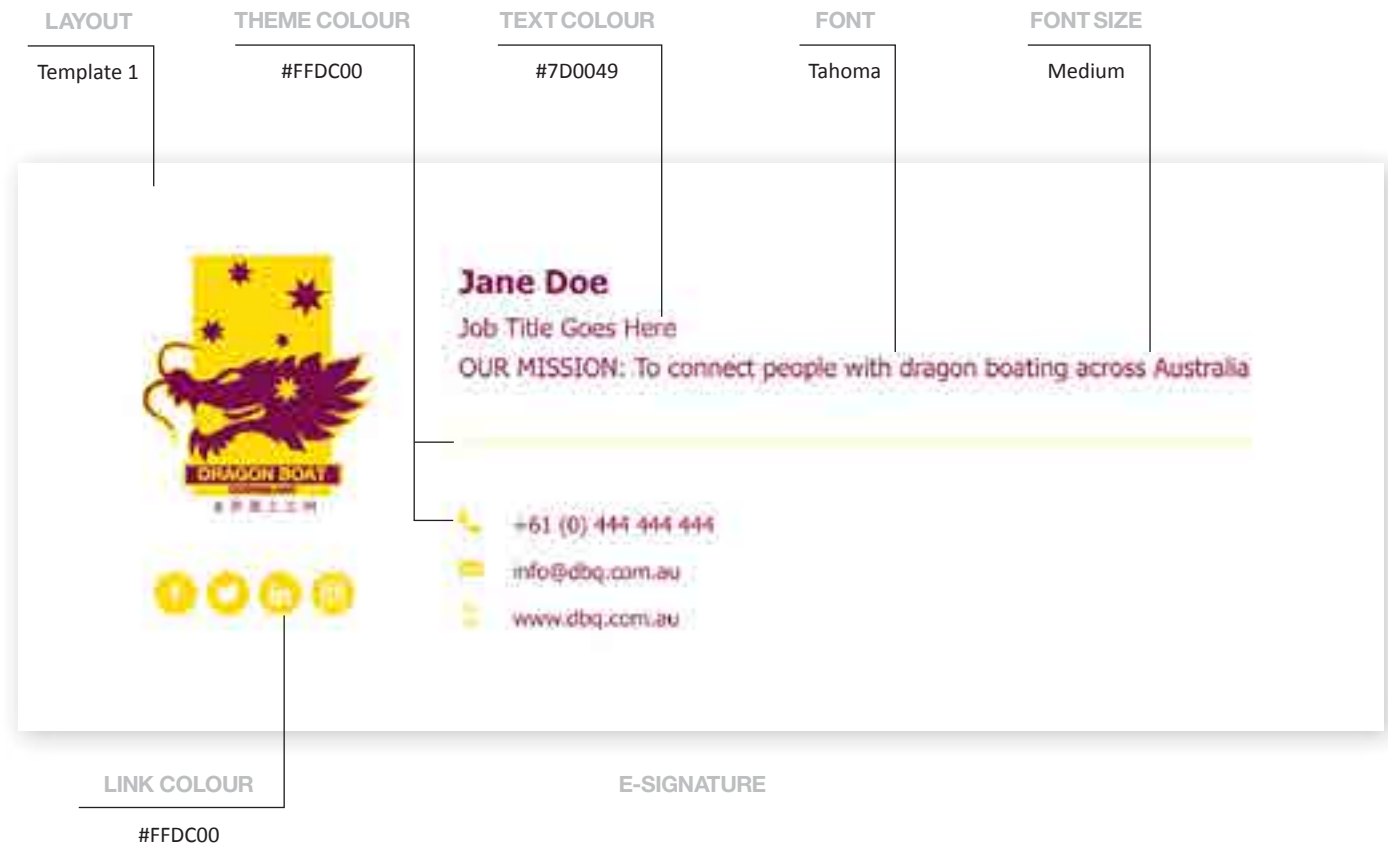
E-NEWSLETTER
(AUSDBF)

The Dragon Boat Queensland email signatures are created using online email generator, HubSpot.

The steps to build your email signature are as follows:

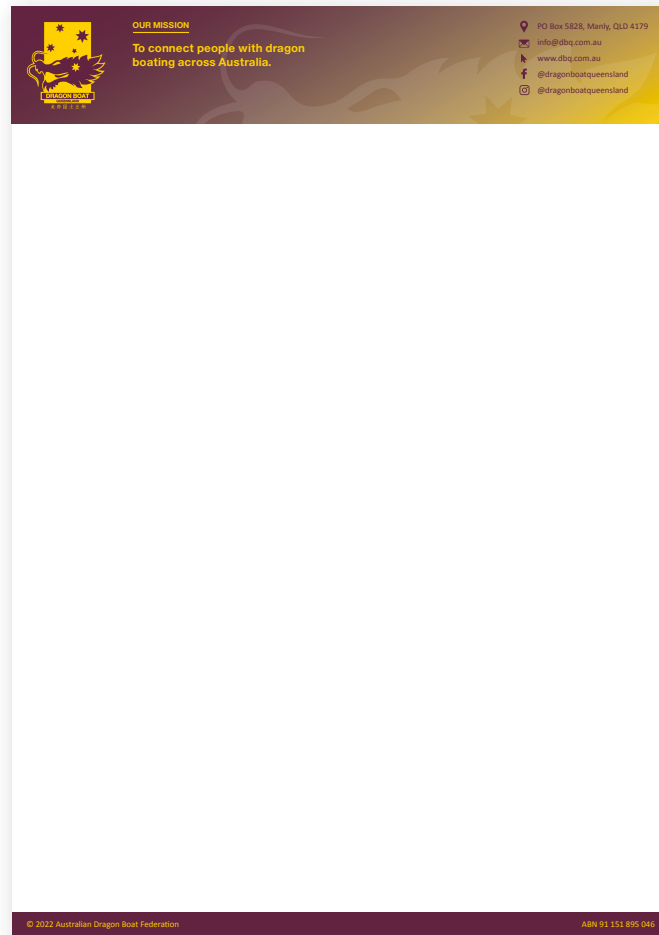
- **Enter the below address into your browser:**
www.hubspot.com/email-signature-generator
- **Select Your Template:** Template 1
- **Enter Your Signature Details:** Add your first and last name, job title, contact details and the company website. Next, add in the company social media hyperlinks. Under custom field, add the tagline “OUR MISSION: To connect people with dragon boating across Australia”. Leave all other fields blank.
- **Stylize Your Signature:** As per the example on this page.
- **Upload Your Custom Signature Images:** You will first need to add the DBQLD png logo to Dropbox or Google Drive. Copy the sharing link for the logo file, ensuring the share permissions are set to public. Under **Company Logo**, add the hyperlink. Leave all other fields blank.
- Once finished, click Create signature and select any of the options to add the signature to your email.

Alternatively, you may copy a colleague’s existing email signature from an email, paste it into your own email and update the contact details to your own.



APPLICATION (PRINT)

45



LETTERHEAD



BUSINESS CARD (FRONT)



BUSINESS CARD (BACK)

SOUTH AUSTRALIA LOGO

The Dragon Boat South Australia logo is a clean, clear re-interpretation of the original logo, with the main goal of identifying the sport of Dragon Boat on a National level.

The main alterations from the old to new logo include;

- A reduction in the number of colours
- Refining of the dragon head outline
- Clarification of the text component by choosing a clean solid font
- Unifying the logo by drawing up the gold background frame.

SOUTHERN CROSS

Key identification element common across all federation members.

BACKGROUND PANEL

The solid background serves as the anchor for the entire logo.

STYLISTED DRAGON

A new dragon head has been stylised to reflect a more identifiable and prominent link to the sport.

TEXT BAND

Key identification area. The only section which varies across each of the member and National logos.



LOGO VARIATIONS

Pictured are the colour and grey scale reproductions of our identity that are correct and legible. The logo may be produced in either four colour or PMS.

The logo can be represented in both positive and negative variations. This allows it to be used across different visual contexts while maintaining design integrity and consistency.

The positive version is favoured in all applications however to ensure optimal legibility, please select the variation that provides the best possible contrast for your situation.

Always use the electronic versions made available from the AusDBF committee. Do not attempt to recreate these logos.

POSITIVE



NEGATIVE



COLOUR

The Colour version of the logo should be used primarily wherever possible, particularly when introducing the brand.



GREYSCALE

The Greyscale logo should be used only when full colour reproduction is not available, or if there is a conflict with a background element behind the logo, such as a photograph.



MONO

The Mono logo may only be reproduced in white if both colour and Greyscale versions can't be used. The logo should only appear over a nondescript part of the image that allows suitable contrast.

CORRECT USAGE

Careful consideration of placements and sizing of our identity ensures that the logo is given a chance to represent the brand without distractions.



CLEAR SPACE

Clear Space is a padded area, surrounding the logo that should be kept free of any other logos, text or visual elements that may clutter and affect clear communication.

To apply Clear Space to the logo, we use half the width of Background Panel (x) as a guide. The Clear Space may be increased or carefully decreased on a case-by-case basis.



MINIMUM SIZE (PRINT)

To ensure quality reproduction do not use the logo less than 25mm wide.

**Diagram represents actual scale*



PREFERRED SIZE (PRINT)

The preferred width of the logo when used on A4 formatted materials is 45mm.

**Diagram represents actual scale*

INCORRECT USAGE

Opposite are examples of what we DON'T want to see. These are INCORRECT applications of our identity and should be avoided at all times. Some basic rules of thumb are:

- Colours should never be altered or diluted
- Colours should always remain exactly as previously shown
- Logo should never be changed, shifted or replaced in any way
- Exclusion zone must not be reduced
- Logo should never appear on different and random backgrounds
- Each federation member logo must adhere to the same rules.



GRAPHIC ELEMENTS

No text or images can be positioned on, around or within the logo.



EXCLUSION ZONE

All text and graphics must be kept away from the logo so that the brand is prominent.



GRAPHIC ELEMENTS

Graphics and text must not be moved or deleted.



MODIFYING THE LOGO

The logo must not be modified or extended in any way.



ROTATING THE LOGO

The logo must not be rotated or placed on an angle.



GRAPHIC BACKGROUNDS

The logo must not be reproduced on a patterned background that interrupts or breaks the image.



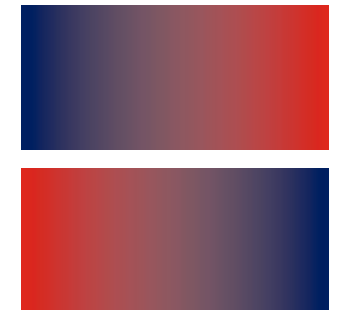
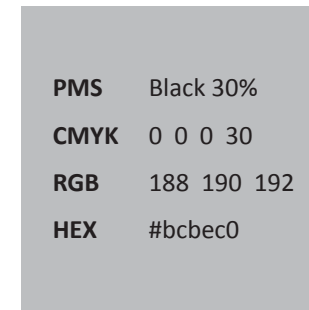
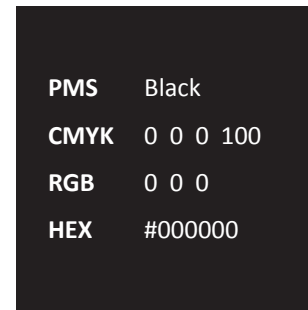
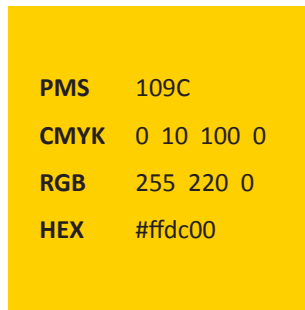
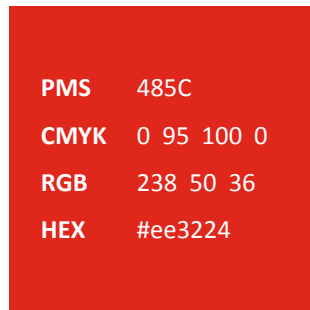
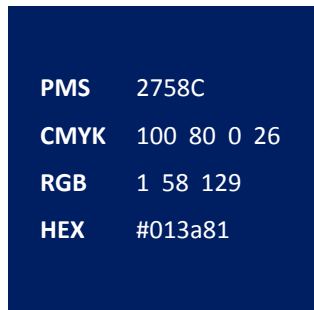
PHOTO BACKGROUNDS

The logo must not be placed on any photo background that interrupts or breaks the image.



STRETCHING AND SKEWING

The logo must not be stretched, skewed or moved.



PRIMARY COLOURS

The Primary Colours should be used for all branding opportunities such as emails, events, key presentations, newsletters, etc.

For examples where the Primary Blue is used in big blocks (such as backgrounds), you may use the Red as an accent (such as buttons). When the Primary Red is used predominately, the inverse can be applied.

SECONDARY COLOURS

Secondary colours may be used for headlines or prominent typography assets in the design. Secondary colours should be used to provide contrast and legibility within designs.

Secondary colours are not to be used for background colours on any asset.

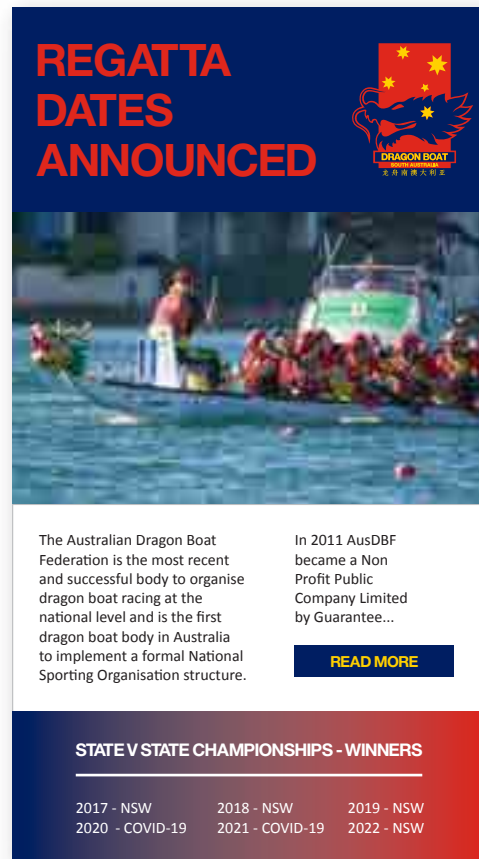
Secondary colours should not be utilised unless the two primary colours have already been utilised.

GRADIENTS

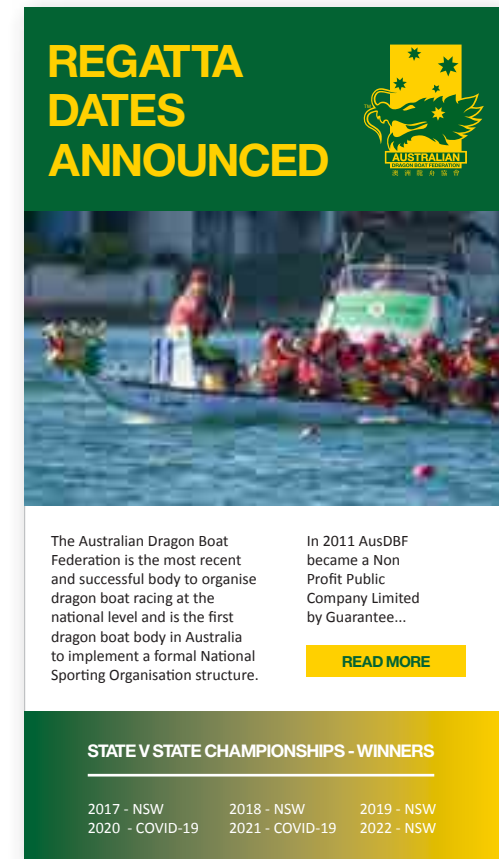
A linear gradient made up of the Primary Colours may be used as a graphic element, such as backgrounds, image overlays, text boxes, footers, etc. as long as the elements placed above are contrasted with the background.

APPLICATION (DIGITAL)

When using Dragon Boat South Australia assets in club communications it is important to consider who the message is coming from. If the communication is coming from the CLUB, the club brand guidelines are to be adhered to. If the communication is coming from AusDBF, the AusDBF brand guidelines are to be adhered to.



E-NEWSLETTER
(CLUB)



E-NEWSLETTER
(AUSDBF)

The Dragon Boat South Australia email signatures are created using online email generator, HubSpot.

The steps to build your email signature are as follows:

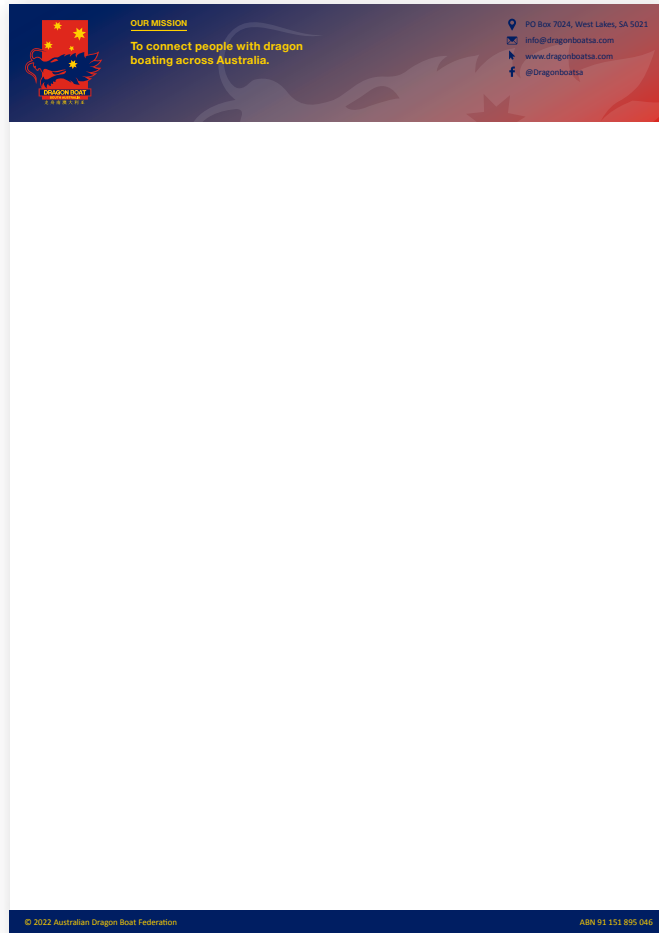
- **Enter the below address into your browser:**
www.hubspot.com/email-signature-generator
- **Select Your Template:** Template 1
- **Enter Your Signature Details:** Add your first and last name, job title, contact details and the company website. Next, add in the company social media hyperlinks. Under custom field, add the tagline “OUR MISSION: To connect people with dragon boating across Australia”. Leave all other fields blank.
- **Stylize Your Signature:** As per the example on this page.
- **Upload Your Custom Signature Images:** You will first need to add the DBSA png logo to Dropbox or Google Drive. Copy the sharing link for the logo file, ensuring the share permissions are set to public. Under **Company Logo**, add the hyperlink. Leave all other fields blank.
- Once finished, click Create signature and select any of the options to add the signature to your email.

Alternatively, you may copy a colleague’s existing email signature from an email, paste it into your own email and update the contact details to your own.



APPLICATION (PRINT)

53



LETTERHEAD



BUSINESS CARD (FRONT)



BUSINESS CARD (BACK)

TASMANIA LOGO

The Dragon Boat Tasmania logo is a clean, clear re-interpretation of the original logo, with the main goal of identifying the sport of Dragon Boat on a National level.

The main alterations from the old to new logo include;

- A reduction in the number of colours
- Refining of the dragon head outline
- Clarification of the text component by choosing a clean solid font
- Unifying the logo by drawing up the gold background frame.



LOGO VARIATIONS

Pictured are the colour and grey scale reproductions of our identity that are correct and legible. The logo may be produced in either four colour or PMS.

The logo can be represented in both positive and negative variations. This allows it to be used across different visual contexts while maintaining design integrity and consistency.

The positive version is favoured in all applications however to ensure optimal legibility, please select the variation that provides the best possible contrast for your situation.

Always use the electronic versions made available from the AusDBF committee. Do not attempt to recreate these logos.

POSITIVE



NEGATIVE



COLOUR

The Colour version of the logo should be used primarily wherever possible, particularly when introducing the brand.



GREYSCALE

The Greyscale logo should be used only when full colour reproduction is not available, or if there is a conflict with a background element behind the logo, such as a photograph.

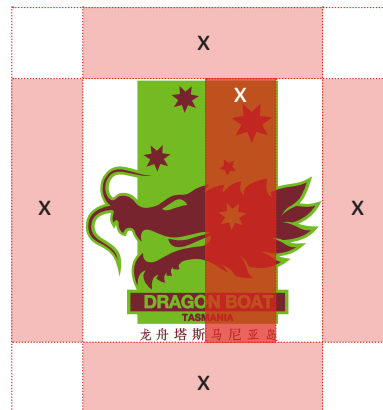


MONO

The Mono logo may only be reproduced in white if both colour and Greyscale versions can't be used. The logo should only appear over a nondescript part of the image that allows suitable contrast.

CORRECT USAGE

Careful consideration of placements and sizing of our identity ensures that the logo is given a chance to represent the brand without distractions.



CLEAR SPACE

Clear Space is a padded area, surrounding the logo that should be kept free of any other logos, text or visual elements that may clutter and affect clear communication.

To apply Clear Space to the logo, we use half the width of Background Panel (x) as a guide. The Clear Space may be increased or carefully decreased on a case-by-case basis.



MINIMUM SIZE (PRINT)

To ensure quality reproduction do not use the logo less than 25mm wide.

**Diagram represents actual scale*



PREFERRED SIZE (PRINT)

The preferred width of the logo when used on A4 formatted materials is 45mm.

**Diagram represents actual scale*

INCORRECT USAGE

57

Opposite are examples of what we DON'T want to see. These are INCORRECT applications of our identity and should be avoided at all times. Some basic rules of thumb are:

- Colours should never be altered or diluted
- Colours should always remain exactly as previously shown
- Logo should never be changed, shifted or replaced in any way
- Exclusion zone must not be reduced
- Logo should never appear on different and random backgrounds
- Each federation member logo must adhere to the same rules.



GRAPHIC ELEMENTS

No text or images can be positioned on, around or within the logo.



EXCLUSION ZONE

All text and graphics must be kept away from the logo so that the brand is prominent.



GRAPHIC ELEMENTS

Graphics and text must not be moved or deleted.



MODIFYING THE LOGO

The logo must not be modified or extended in any way.



ROTATING THE LOGO

The logo must not be rotated or placed on an angle.



GRAPHIC BACKGROUNDS

The logo must not be reproduced on a patterned background that interrupts or breaks the image.



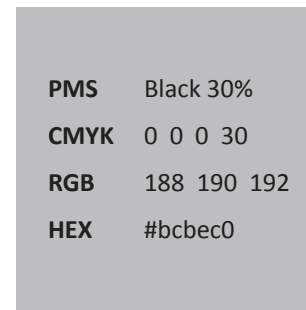
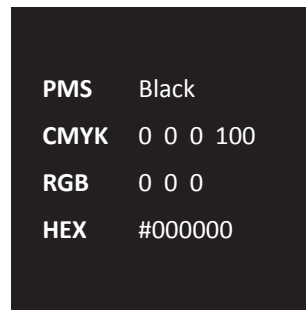
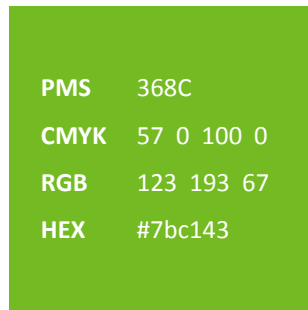
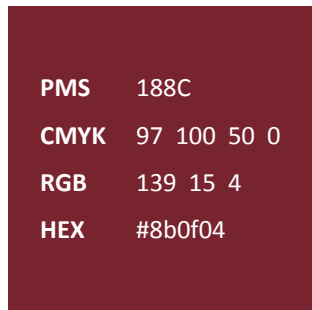
PHOTO BACKGROUNDS

The logo must not be placed on any photo background that interrupts or breaks the image.



STRETCHING AND SKEWING

The logo must not be stretched, skewed or moved.



PRIMARY COLOURS

The Primary Colours should be used for all branding opportunities such as emails, events, key presentations, newsletters, etc.

For examples where the Primary Red is used in big blocks (such as backgrounds), you may use the Green as an accent (such as buttons). When the Primary Green is used predominately, the inverse can be applied.

SECONDARY COLOURS

Secondary colours may be used for headlines or prominent typography assets in the design. Secondary colours should be used to provide contrast and legibility within designs.

Secondary colours are not to be used for background colours on any asset.

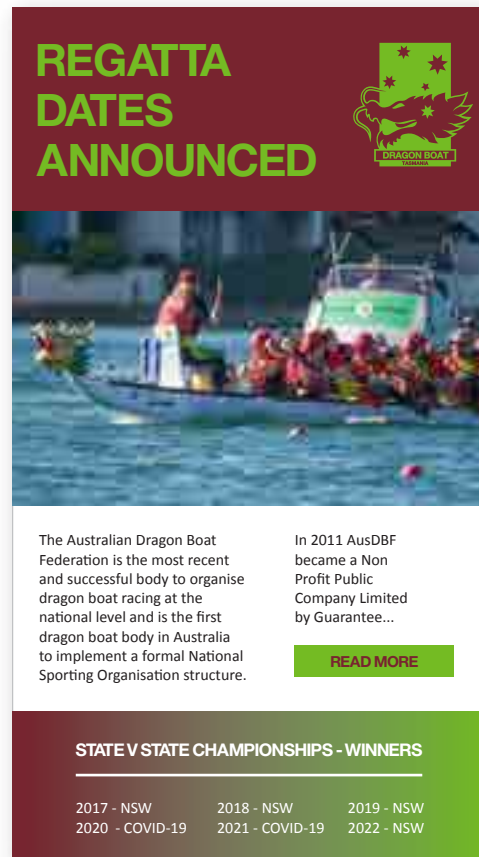
Secondary colours should not be utilised unless the two primary colours have already been utilised.

GRADIENTS

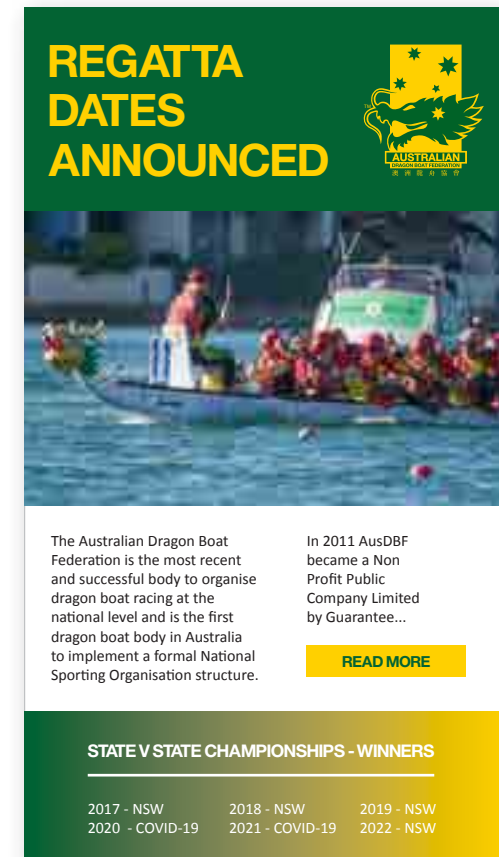
A linear gradient made up of the Primary Colours may be used as a graphic element, such as backgrounds, image overlays, text boxes, footers, etc. as long as the elements placed above are contrasted with the background.

APPLICATION (DIGITAL)

When using Dragon Boat Tasmania assets in club communications it is important to consider who the message is coming from. If the communication is coming from the CLUB, the club brand guidelines are to be adhered to. If the communication is coming from AusDBF, the AusDBF brand guidelines are to be adhered to.



E-NEWSLETTER
(CLUB)



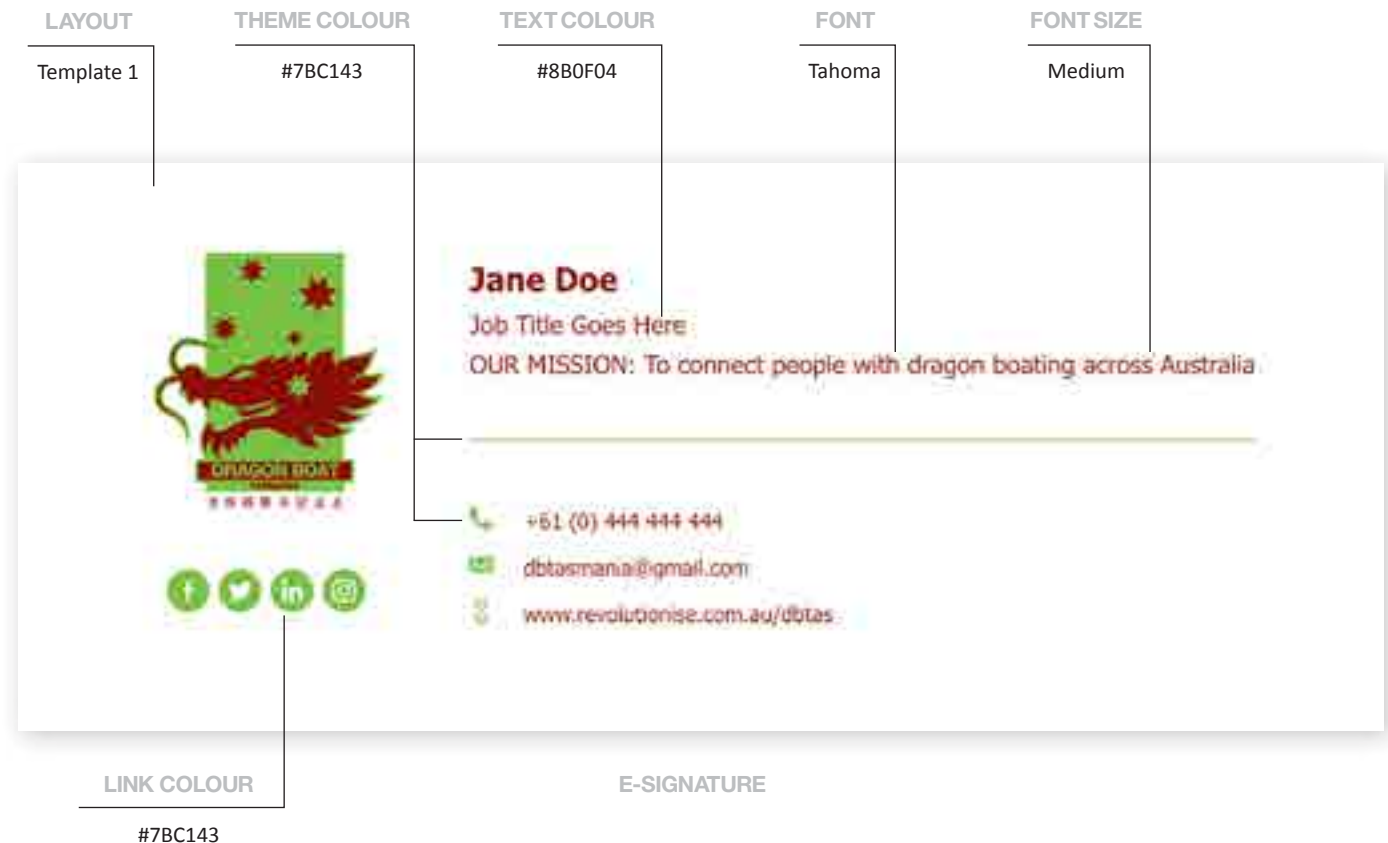
E-NEWSLETTER
(AUSDBF)

The Dragon Boat Tasmania email signatures are created using online email generator, HubSpot.

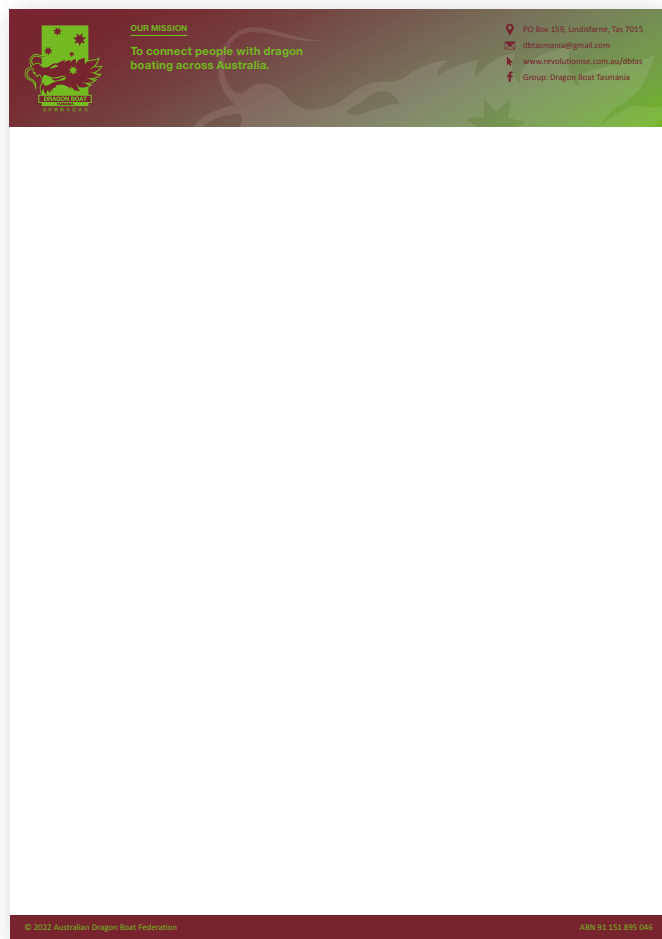
The steps to build your email signature are as follows:

- **Enter the below address into your browser:**
www.hubspot.com/email-signature-generator
- **Select Your Template:** Template 1
- **Enter Your Signature Details:** Add your first and last name, job title, contact details and the company website. Next, add in the company social media hyperlinks. Under custom field, add the tagline “OUR MISSION: To connect people with dragon boating across Australia”. Leave all other fields blank.
- **Stylize Your Signature:** As per the example on this page.
- **Upload Your Custom Signature Images:** You will first need to add the DBTAS png logo to Dropbox or Google Drive. Copy the sharing link for the logo file, ensuring the share permissions are set to public. Under **Company Logo**, add the hyperlink. Leave all other fields blank.
- Once finished, click Create signature and select any of the options to add the signature to your email.

Alternatively, you may copy a colleague’s existing email signature from an email, paste it into your own email and update the contact details to your own.



APPLICATION (PRINT)



LETTERHEAD



BUSINESS CARD (FRONT)



BUSINESS CARD (BACK)

VICTORIA LOGO

The Dragon Boat Victoria logo is a clean, clear re-interpretation of the original logo, with the main goal of identifying the sport of Dragon Boat on a National level.

The main alterations from the old to new logo include;

- A reduction in the number of colours
- Refining of the dragon head outline
- Clarification of the text component by choosing a clean solid font
- Unifying the logo by drawing up the gold background frame.



LOGO VARIATIONS

Pictured are the colour and grey scale reproductions of our identity that are correct and legible. The logo may be produced in either four colour or PMS.

The logo can be represented in both positive and negative variations. This allows it to be used across different visual contexts while maintaining design integrity and consistency.

The positive version is favoured in all applications however to ensure optimal legibility, please select the variation that provides the best possible contrast for your situation.

Always use the electronic versions made available from the AusDBF committee. Do not attempt to recreate these logos.

POSITIVE



NEGATIVE



COLOUR

The Colour version of the logo should be used primarily wherever possible, particularly when introducing the brand.



GREYSCALE

The Greyscale logo should be used only when full colour reproduction is not available, or if there is a conflict with a background element behind the logo, such as a photograph.

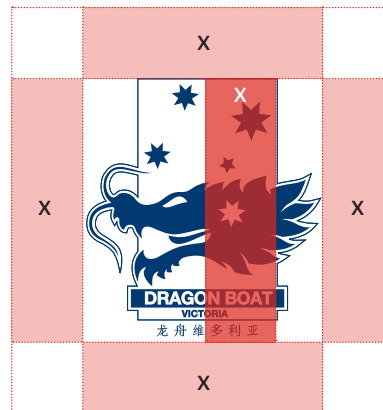


MONO

The Mono logo may only be reproduced in white if both colour and Greyscale versions can't be used. The logo should only appear over a nondescript part of the image that allows suitable contrast.

CORRECT USAGE

Careful consideration of placements and sizing of our identity ensures that the logo is given a chance to represent the brand without distractions.



CLEAR SPACE

Clear Space is a padded area, surrounding the logo that should be kept free of any other logos, text or visual elements that may clutter and affect clear communication.

To apply Clear Space to the logo, we use half the width of Background Panel (x) as a guide. The Clear Space may be increased or carefully decreased on a case-by-case basis.



MINIMUM SIZE (PRINT)

To ensure quality reproduction do not use the logo less than 25mm wide.

**Diagram represents actual scale*



PREFERRED SIZE (PRINT)

The preferred width of the logo when used on A4 formatted materials is 45mm.

**Diagram represents actual scale*

INCORRECT USAGE

Opposite are examples of what we DON'T want to see. These are INCORRECT applications of our identity and should be avoided at all times. Some basic rules of thumb are:

- Colours should never be altered or diluted
- Colours should always remain exactly as previously shown
- Logo should never be changed, shifted or replaced in any way
- Exclusion zone must not be reduced
- Logo should never appear on different and random backgrounds
- Each federation member logo must adhere to the same rules.



GRAPHIC ELEMENTS

No text or images can be positioned on, around or within the logo.



EXCLUSION ZONE

All text and graphics must be kept away from the logo so that the brand is prominent.



GRAPHIC ELEMENTS

Graphics and text must not be moved or deleted.



MODIFYING THE LOGO

The logo must not be modified or extended in any way.



ROTATING THE LOGO

The logo must not be rotated or placed on an angle.



GRAPHIC BACKGROUNDS

The logo must not be reproduced on a patterned background that interrupts or breaks the image.



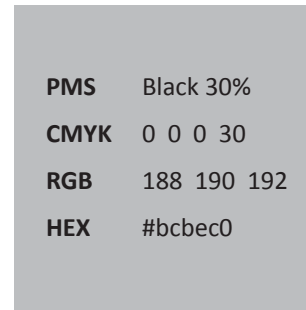
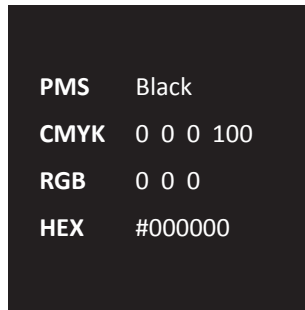
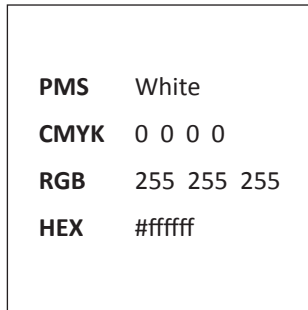
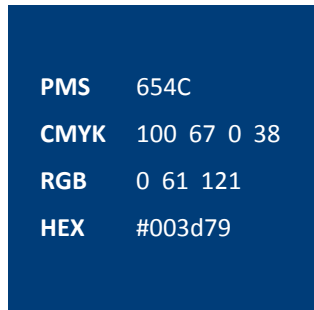
PHOTO BACKGROUNDS

The logo must not be placed on any photo background that interrupts or breaks the image.



STRETCHING AND SKEWING

The logo must not be stretched, skewed or moved.



PRIMARY COLOURS

The Primary Colours should be used for all branding opportunities such as emails, events, key presentations, newsletters, etc.

For examples where the Primary Blue is used in big blocks (such as backgrounds), you may use the White as an accent (such as buttons - with a blue outline). When the Primary White is used predominately, the inverse can be applied.

SECONDARY COLOURS

Secondary colours may be used for headlines or prominent typography assets in the design. Secondary colours should be used to provide contrast and legibility within designs.

Secondary colours are not to be used for background colours on any asset.

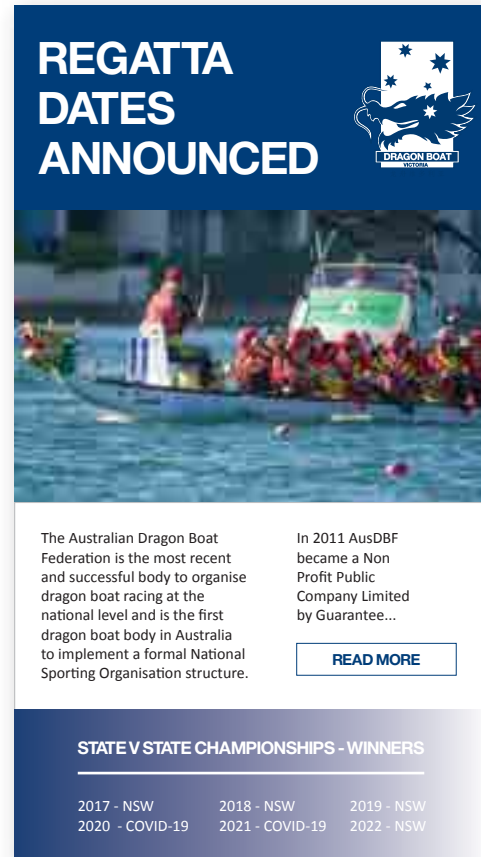
Secondary colours should not be utilised unless the two primary colours have already been utilised.

GRADIENTS

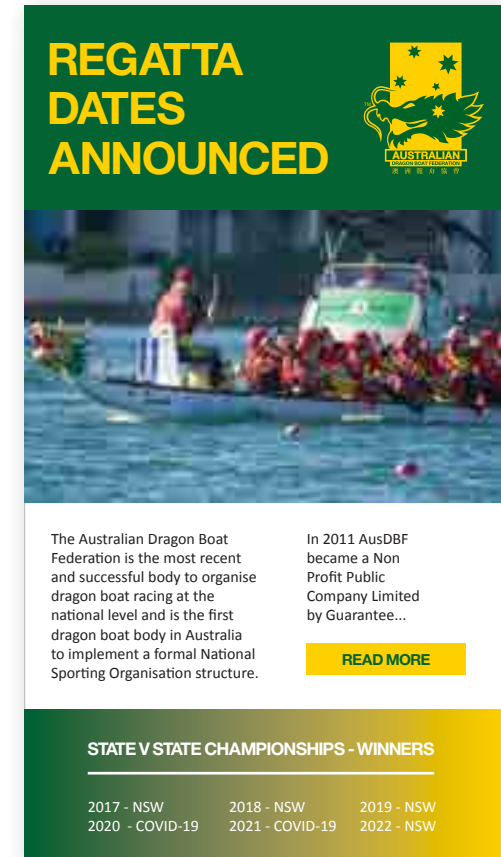
A linear gradient made up of the Primary Colours may be used as a graphic element, such as backgrounds, image overlays, text boxes, footers, etc. as long as the elements placed above are contrasted with the background.

APPLICATION (DIGITAL)

When using Dragon Boat Victoria assets in club communications it is important to consider who the message is coming from. If the communication is coming from the CLUB, the club brand guidelines are to be adhered to. If the communication is coming from AusDBF, the AusDBF brand guidelines are to be adhered to.



E-NEWSLETTER
(CLUB)



E-NEWSLETTER
(AUSDBF)

The Dragon Boat Victoria email signatures are created using online email generator, HubSpot.

The steps to build your email signature are as follows:

- **Enter the below address into your browser:**
www.hubspot.com/email-signature-generator
- **Select Your Template:** Template 1
- **Enter Your Signature Details:** Add your first and last name, job title, contact details and the company website. Next, add in the company social media hyperlinks. Under custom field, add the tagline “OUR MISSION: To connect people with dragon boating across Australia”. Leave all other fields blank.
- **Stylize Your Signature:** As per the example on this page.
- **Upload Your Custom Signature Images:** You will first need to add the DBVIC png logo to Dropbox or Google Drive. Copy the sharing link for the logo file, ensuring the share permissions are set to public. Under **Company Logo**, add the hyperlink. Leave all other fields blank.
- Once finished, click Create signature and select any of the options to add the signature to your email.

Alternatively, you may copy a colleague’s existing email signature from an email, paste it into your own email and update the contact details to your own.

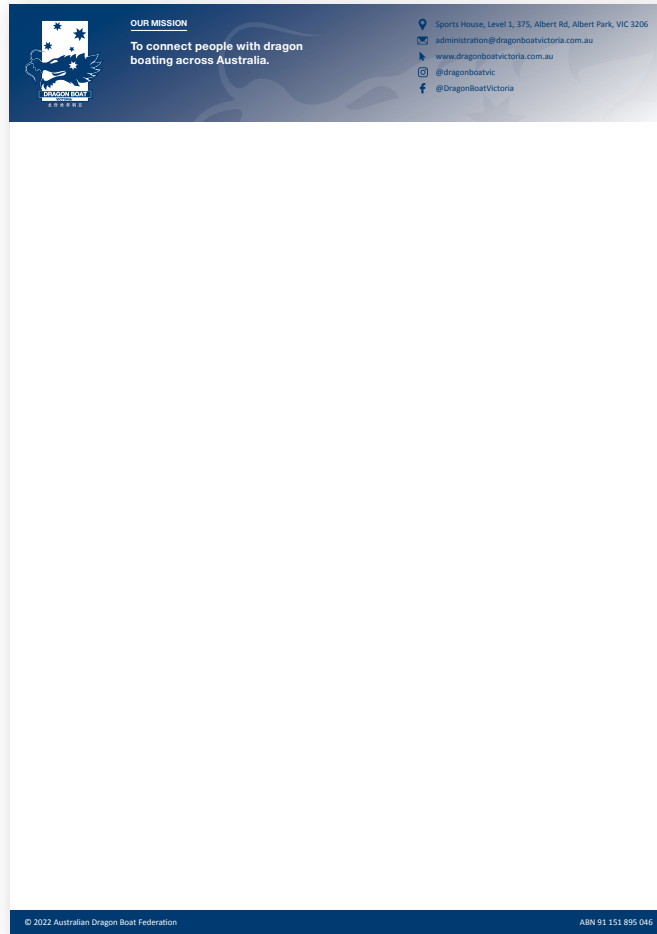
LAYOUT	THEME COLOUR	TEXT COLOUR	FONT	FONT SIZE
Template 1	#003D79	#003D79	Tahoma	Medium

LINK COLOUR
#003D79

E-SIGNATURE

APPLICATION (PRINT)

69



LETTERHEAD



BUSINESS CARD (FRONT)



BUSINESS CARD (BACK)

WESTERN AUSTRALIA LOGO

The Dragon Boat Western Australia logo is a clean, clear re-interpretation of the original logo, with the main goal of identifying the sport of Dragon Boat on a National level.

The main alterations from the old to new logo include;

- A reduction in the number of colours
- Refining of the dragon head outline
- Clarification of the text component by choosing a clean solid font
- Unifying the logo by drawing up the gold background frame.

SOUTHERN CROSS

Key identification element common across all federation members.

BACKGROUND PANEL

The solid background serves as the anchor for the entire logo.

STYLISTED DRAGON

A new dragon head has been stylised to reflect a more identifiable and prominent link to the sport.

TEXT BAND

Key identification area. The only section which varies across each of the member and National logos.



LOGO VARIATIONS

Pictured are the colour and grey scale reproductions of our identity that are correct and legible. The logo may be produced in either four colour or PMS.

The logo can be represented in both positive and negative variations. This allows it to be used across different visual contexts while maintaining design integrity and consistency.

The positive version is favoured in all applications however to ensure optimal legibility, please select the variation that provides the best possible contrast for your situation.

Always use the electronic versions made available from the AusDBF committee. Do not attempt to recreate these logos.

POSITIVE



NEGATIVE



COLOUR

The Colour version of the logo should be used primarily wherever possible, particularly when introducing the brand.



GREYSCALE

The Greyscale logo should be used only when full colour reproduction is not available, or if there is a conflict with a background element behind the logo, such as a photograph.



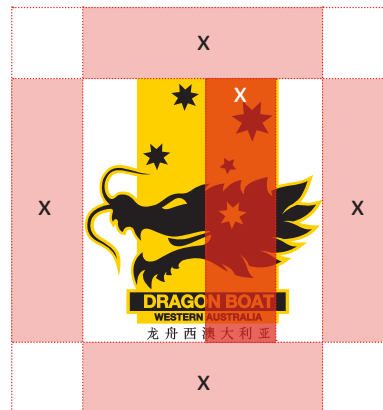
MONO

The Mono logo may only be reproduced in white if both colour and Greyscale versions can't be used. The logo should only appear over a nondescript part of the image that allows suitable contrast.

CORRECT USAGE

72

Careful consideration of placements and sizing of our identity ensures that the logo is given a chance to represent the brand without distractions.



CLEAR SPACE

Clear Space is a padded area, surrounding the logo that should be kept free of any other logos, text or visual elements that may clutter and affect clear communication.

To apply Clear Space to the logo, we use half the width of Background Panel (x) as a guide. The Clear Space may be increased or carefully decreased on a case-by-case basis.



MINIMUM SIZE (PRINT)

To ensure quality reproduction do not use the logo less than 25mm wide.

**Diagram represents actual scale*



PREFERRED SIZE (PRINT)

The preferred width of the logo when used on A4 formatted materials is 45mm.

**Diagram represents actual scale*

INCORRECT USAGE

73

Opposite are examples of what we DON'T want to see. These are INCORRECT applications of our identity and should be avoided at all times. Some basic rules of thumb are:

- Colours should never be altered or diluted
- Colours should always remain exactly as previously shown
- Logo should never be changed, shifted or replaced in any way
- Exclusion zone must not be reduced
- Logo should never appear on different and random backgrounds
- Each federation member logo must adhere to the same rules.



GRAPHIC ELEMENTS

No text or images can be positioned on, around or within the logo.



EXCLUSION ZONE

All text and graphics must be kept away from the logo so that the brand is prominent.



GRAPHIC ELEMENTS

Graphics and text must not be moved or deleted.



MODIFYING THE LOGO

The logo must not be modified or extended in any way.



ROTATING THE LOGO

The logo must not be rotated or placed on an angle.



GRAPHIC BACKGROUNDS

The logo must not be reproduced on a patterned background that interrupts or breaks the image.



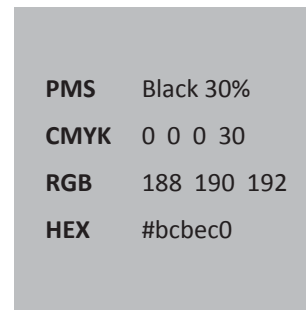
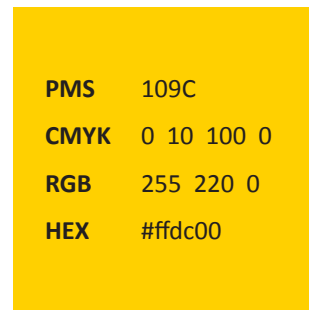
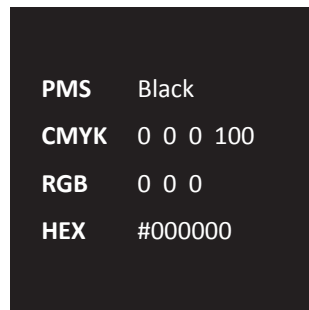
PHOTO BACKGROUNDS

The logo must not be placed on any photo background that interrupts or breaks the image.



STRETCHING AND SKEWING

The logo must not be stretched, skewed or moved.



PRIMARY COLOURS

The Primary Colours should be used for all branding opportunities such as emails, events, key presentations, newsletters, etc.

For examples where the Primary Black is used in big blocks (such as backgrounds), you may use the Yellow as an accent (such as buttons). When the Primary Yellow is used predominately, the inverse can be applied.

SECONDARY COLOUR

Secondary colours may be used for headlines or prominent typography assets in the design. Secondary colours should be used to provide contrast and legibility within designs.

Secondary colours are not to be used for background colours on any asset.

Secondary colours should not be utilised unless the two primary colours have already been utilised.

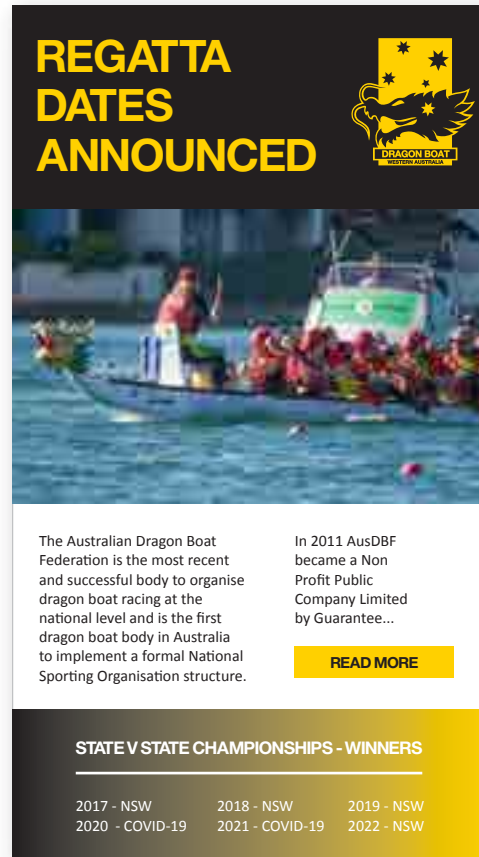
GRADIENTS

A linear gradient made up of the Primary Colours may be used as a graphic element, such as backgrounds, image overlays, text boxes, footers, etc. as long as the elements placed above are contrasted with the background.

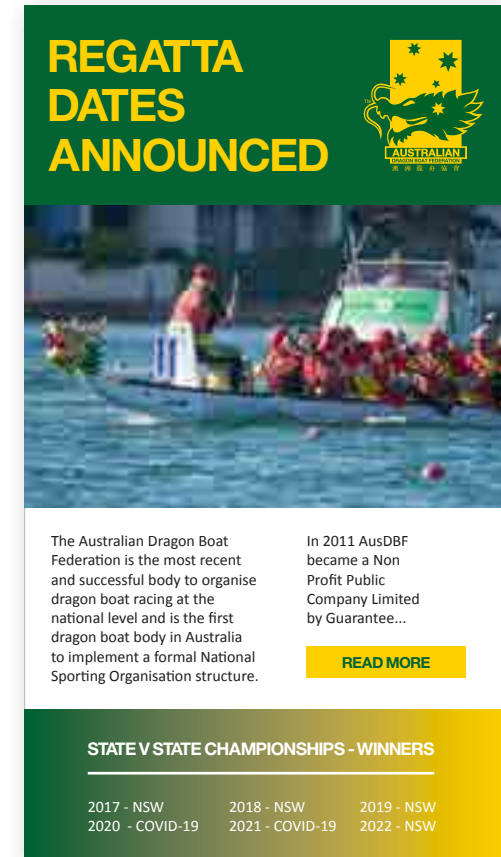
APPLICATION (DIGITAL)

75

When using Dragon Boat Western Australia assets in club communications it is important to consider who the message is coming from. If the communication is coming from the CLUB, the club brand guidelines are to be adhered to. If the communication is coming from AusDBF, the AusDBF brand guidelines are to be adhered to.



E-NEWSLETTER
(CLUB)



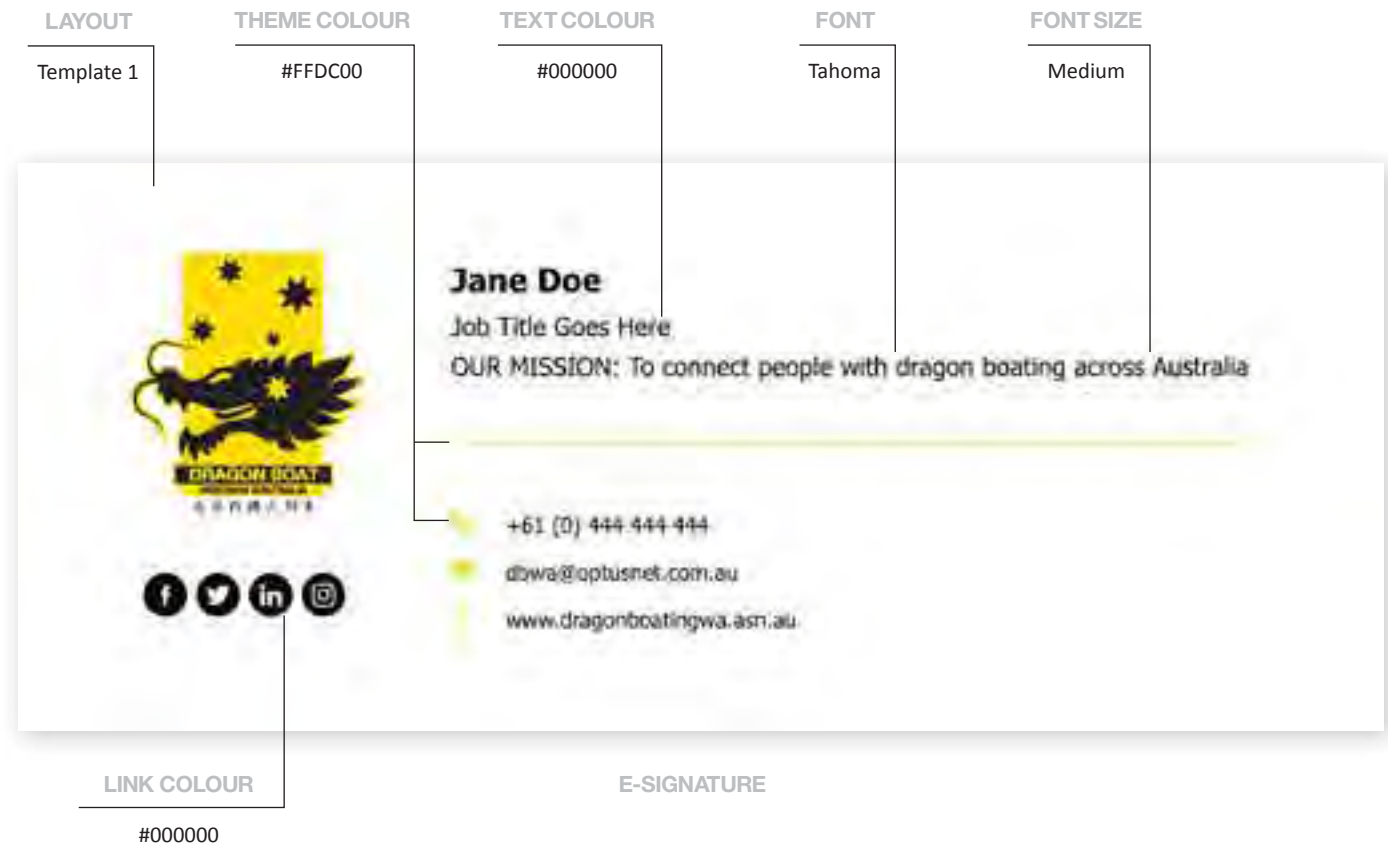
E-NEWSLETTER
(AUSDBF)

The Dragon Boat Western Australia email signatures are created using online email generator, HubSpot.

The steps to build your email signature are as follows:

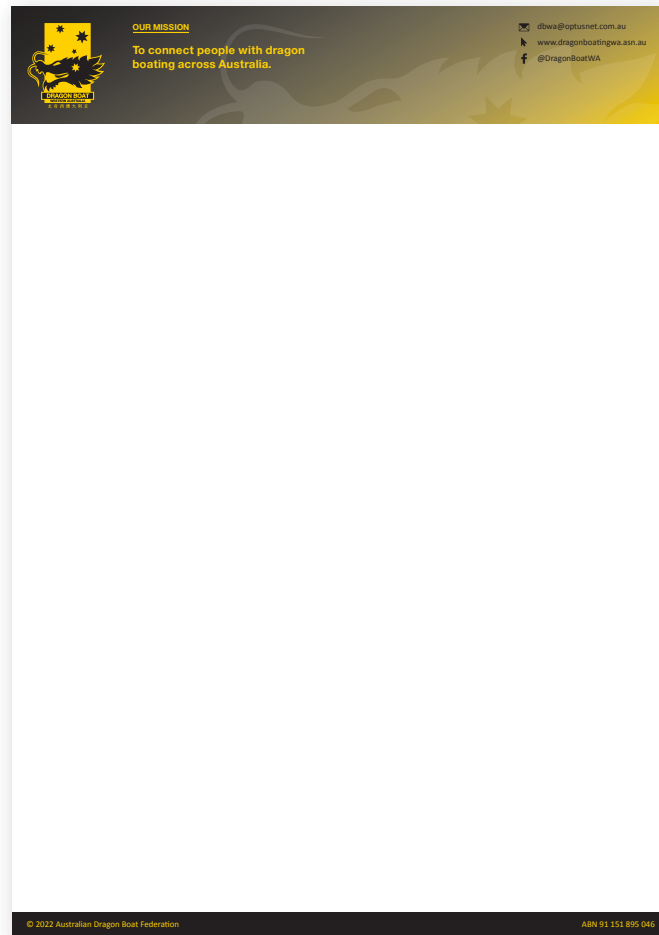
- **Enter the below address into your browser:**
www.hubspot.com/email-signature-generator
- **Select Your Template:** Template 1
- **Enter Your Signature Details:** Add your first and last name, job title, contact details and the company website. Next, add in the company social media hyperlinks. Under custom field, add the tagline “OUR MISSION: To connect people with dragon boating across Australia”. Leave all other fields blank.
- **Stylize Your Signature:** As per the example on this page.
- **Upload Your Custom Signature Images:** You will first need to add the DBWA png logo to Dropbox or Google Drive. Copy the sharing link for the logo file, ensuring the share permissions are set to public. Under **Company Logo**, add the hyperlink. Leave all other fields blank.
- Once finished, click Create signature and select any of the options to add the signature to your email.

Alternatively, you may copy a colleague’s existing email signature from an email, paste it into your own email and update the contact details to your own.



APPLICATION (PRINT)

77



LETTERHEAD



BUSINESS CARD (FRONT)



BUSINESS CARD (BACK)

SUB-BRAND GUIDELINES

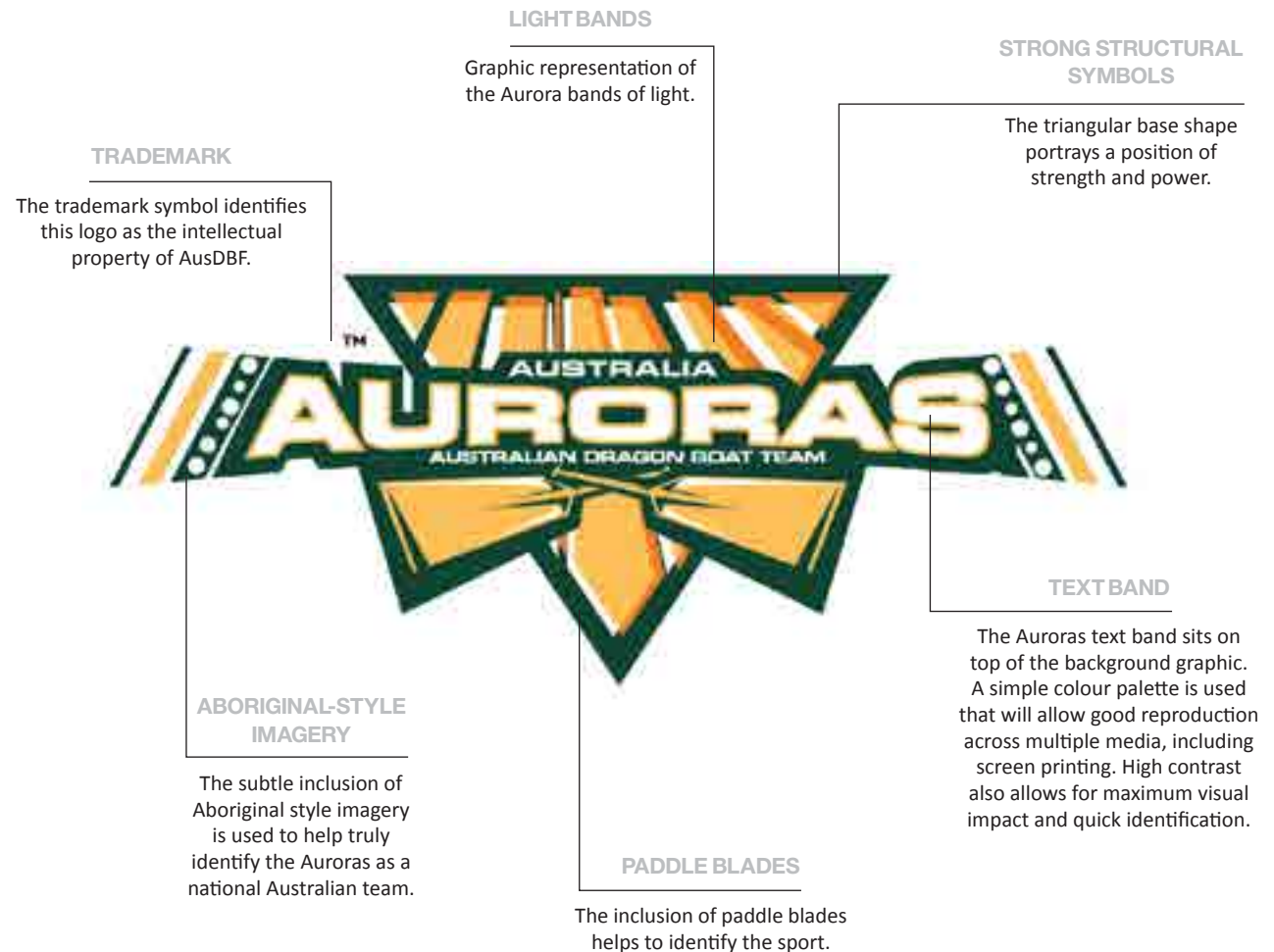


AURORAS LOGO

Selected technical words and phrases used in dragon boat paddling have been used to develop the visual framework of the logo.

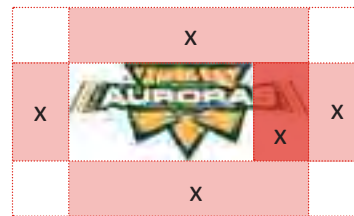
Lift - Straight - Dynamic - Hard - Reach - Power - Strength - Phase - Rip - Edge

By using these themes the logo also aims to capture the energy and fun of the sport of dragon boating. Resulting in a bold, strong and dynamic visual symbol that will help identify the Auroras and Australia on the world sporting stage.



CORRECT USAGE

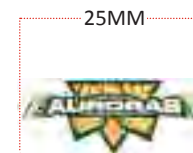
Careful consideration of placements and sizing of our identity ensures that the logo is given a chance to represent the brand without distractions.



CLEAR SPACE

Clear Space is a padded area, surrounding the logo that should be kept free of any other logos, text or visual elements that may clutter and affect clear communication.

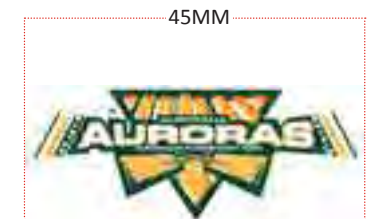
To apply Clear Space to the logo, we use the width of the right-hand section of the protruding Text Band (x) as a guide. The Clear Space may be increased or carefully decreased on a case-by-case basis.



MINIMUM SIZE (PRINT)

To ensure quality reproduction do not use the logo less than 25mm wide.

**Diagram represents actual scale*



PREFERRED SIZE (PRINT)

The preferred width of the logo when used on A4 formatted materials is 45mm.

**Diagram represents actual scale*

INCORRECT USAGE

81

Opposite are examples of what we DON'T want to see. These are INCORRECT applications of our identity and should be avoided at all times. Some basic rules of thumb are:

- Colours should never be altered or diluted
- Colours should always remain exactly as previously shown
- Logo should never be changed, shifted or replaced in any way
- Exclusion zone must not be reduced
- Logo should never appear on different and random backgrounds
- Each federation member logo must adhere to the same rules.



GRAPHIC ELEMENTS

No text or images can be positioned on, around or within the logo.



EXCLUSION ZONE

All text and graphics must be kept away from the logo so that the brand is prominent.



GRAPHIC ELEMENTS

Graphics and text must not be moved or deleted.



MODIFYING THE LOGO

The logo must not be modified or extended in any way.



ROTATING THE LOGO

The logo must not be rotated or placed on an angle.



GRAPHIC BACKGROUNDS

The logo must not be reproduced on a patterned background that interrupts or breaks the image.



PHOTO BACKGROUNDS

The logo must not be placed on any photo background that interrupts or breaks the image.



STRETCHING AND SKEWING

The logo must not be stretched, skewed or moved.

PMS	553C
CMYK	59 0 53 80
RGB	18 68 50
HEX	#124432

PMS	158C
CMYK	0 61 97 0
RGB	254 128 37
HEX	#fe8025

PMS	136C
CMYK	0 27 76 30
RGB	254 191 87
HEX	#febf57

PMS	Black
CMYK	0 0 0 100
RGB	0 0 0
HEX	#000000

PMS	Black 60%
CMYK	0 0 0 60
RGB	128 130 133
HEX	#231f20

PMS	Black 30%
CMYK	0 0 0 30
RGB	188 190 192
HEX	#000000

PRIMARY COLOURS

The Primary Colours should be used for all branding opportunities such as emails, events, key presentations, newsletters, etc.

For examples where the Primary Green is used in big blocks (such as backgrounds), you may use the Orange as an accent (such as buttons). When the Primary Orange is used predominately, the inverse can be applied.

SECONDARY COLOUR

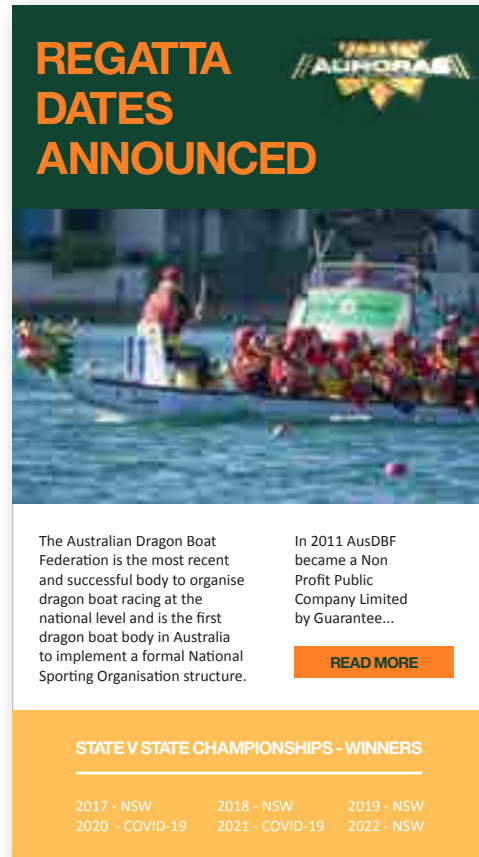
Secondary colours may be used for headlines or prominent typography assets in the design. Secondary colours should be used to provide contrast and legibility within designs.

Secondary colours are not to be used for background colours on any asset.

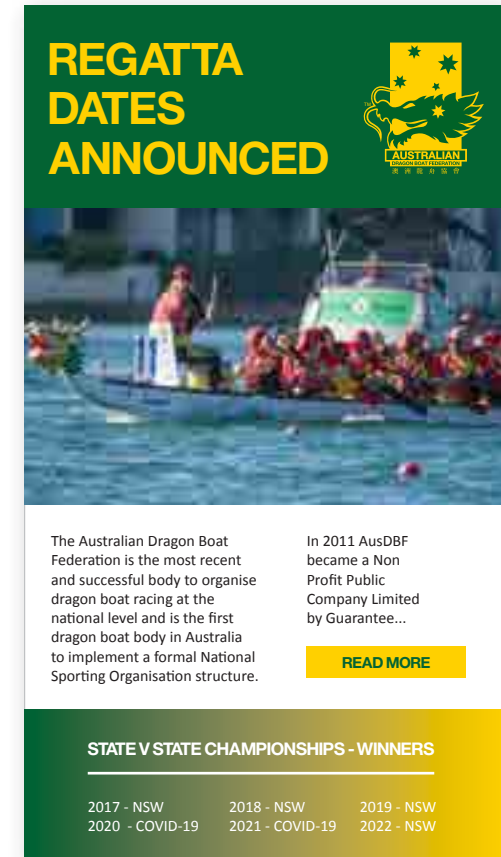
Secondary colours should not be utilised unless the two primary colours have already been utilised.

APPLICATION (DIGITAL)

When using AusDBF assets in club communications it is important to consider who the message is coming from. If the communication is coming from Auroras, the Auroras brand guidelines are to be adhered to. If the communication is coming from AusDBF, the AusDBF brand guidelines are to be adhered to.



E-NEWSLETTER
(AURORAS)



E-NEWSLETTER
(AUSDBF)

AUSCHAMPS LOGO

The AusDBF AusChamps logo has been designed to capture the essence of the AusDBF brand and its own identity. The design is neutral and does not favour any State. It is to be used at every AusChamps with the only change being the dates and location.

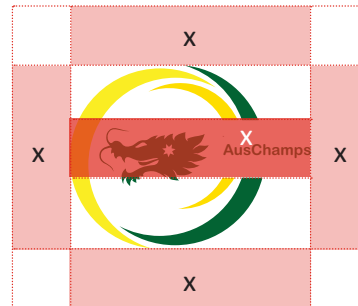
The design has been kept simple for functionality for embroidery and sublimation if required. Always use the electronic versions made available from the AusDBF committee. Do not attempt to recreate these logos..



CORRECT USAGE

85

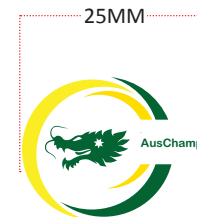
Careful consideration of placements and sizing of our identity ensures that the logo is given a chance to represent the brand without distractions.



CLEAR SPACE

Clear Space is a padded area, surrounding the logo that should be kept free of any other logos, text or visual elements that may clutter and affect clear communication.

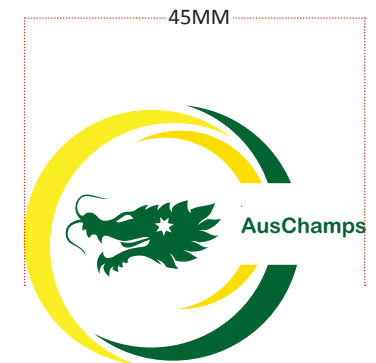
To apply Clear Space to the logo, we use the width of the white channel through the circle (x) as a guide. The Clear Space may be increased or carefully decreased on a case-by-case basis.



MINIMUM SIZE (PRINT)

To ensure quality reproduction do not use the logo less than 25mm wide.

**Diagram represents actual scale*



PREFERRED SIZE (PRINT)

The preferred width of the logo when used on A4 formatted materials is 45mm.

**Diagram represents actual scale*

INCORRECT USAGE

86

Opposite are examples of what we DON'T want to see. These are INCORRECT applications of our identity and should be avoided at all times. Some basic rules of thumb are:

- Colours should never be altered or diluted
- Colours should always remain exactly as previously shown
- Logo should never be changed, shifted or replaced in any way
- Exclusion zone must not be reduced
- Logo should never appear on different and random backgrounds
- Each federation member logo must adhere to the same rules.



GRAPHIC ELEMENTS

No text or images can be positioned on, around or within the logo.



EXCLUSION ZONE

All text and graphics must be kept away from the logo so that the brand is prominent.



GRAPHIC ELEMENTS

Graphics and text must not be moved or deleted.



MODIFYING THE LOGO

The logo must not be modified or extended in any way.



ROTATING THE LOGO

The logo must not be rotated or placed on an angle.



GRAPHIC BACKGROUNDS

The logo must not be reproduced on a patterned background that interrupts or breaks the image.



PHOTO BACKGROUNDS

The logo must not be placed on any photo background that interrupts or breaks the image.



STRETCHING AND SKEWING

The logo must not be stretched, skewed or moved.

COLOURS

PMS 7438C
CMYK 85 0 100 55
RGB 136 82 0
HEX #885200



PMS 109C
CMYK 0 10 100 0
RGB 255 220 0
HEX #ffdc00

APPLICATION (DIGITAL)

88

When using AusChamps assets in club communications it is important to consider who the message is coming from. If the communication is coming from AusChamps, the AusChamps brand guidelines are to be adhered to. If the communication is coming from AusDBF, the AusDBF brand guidelines are to be adhered to.

REGATTA DATES ANNOUNCED



The Australian Dragon Boat Federation is the most recent and successful body to organise dragon boat racing at the national level and is the first dragon boat body in Australia to implement a formal National Sporting Organisation structure.

In 2011 AusDBF became a Non Profit Public Company Limited by Guarantee...



[READ MORE](#)

STATE V STATE CHAMPIONSHIPS - WINNERS

2017 - NSW	2018 - NSW	2019 - NSW
2020 - COVID-19	2021 - COVID-19	2022 - NSW

E-NEWSLETTER
(AUSCHAMPS)

REGATTA DATES ANNOUNCED



The Australian Dragon Boat Federation is the most recent and successful body to organise dragon boat racing at the national level and is the first dragon boat body in Australia to implement a formal National Sporting Organisation structure.

In 2011 AusDBF became a Non Profit Public Company Limited by Guarantee...

[READ MORE](#)

STATE V STATE CHAMPIONSHIPS - WINNERS

2017 - NSW	2018 - NSW	2019 - NSW
2020 - COVID-19	2021 - COVID-19	2022 - NSW

E-NEWSLETTER
(AUSDBF)

