

# STYLE GUIDE

GREATER SYDNEY







# Introduction

The Greater Sydney Rams Brand will become a valuable asset and brand. This style guide has been developed to protect this asset and ensure continued and consistent representation of the brand. It is intended as a reference point for all visual and branding applications. It does not seek to describe possible applications but provide some guides, instruction and visual reference that illustrate correct use and application that can be translated to a wide variety of scenarios.

These guidelines are not rigid - they will evolve over time and can be adapted to situations that require it. They can be adjusted as needs and new styles emerge.

G R E A T E R   S Y D N E Y  
***RAMS***

# Brand Value

The Greater Sydney Rams are the representatives of Southern and Western Sydney in the National Rugby Championship (NRC) - a new national semi-professional rugby competition to occur in 2014. Both the NRC and The Greater Sydney Rams are vital to rugby development in Western and Southern Sydney and must maintain a strong community, grassroots focus whilst conducting their professional obligations.

Just like the pioneering first settlers that brought the first merino rams to Sydney's agricultural bowl, the Rams will bring a successful base for rugby growth in its catchment area. Exciting, pioneering, accessible and down to earth is what the Rams brand hinges on. The Rams will take on any challenge brought to them. Much like the merino's thrived in the harsh Australian conditions to become the blood of Australia's industry, the rams will take on the challenging and highly competitive environment in Sydney's sporting market and thrive on the conditions to become the biggest sporting brand there.

## Positioning

A force from the under seen South & West, rearing its head for recognition. Moving away from the stuffy positions of the old rugby base. Unexpected, exciting and unpredictable, taking on and beating the best a team that represents and appeals to a new generation of rugby youth driven by passion and determination to persevere and break the mould.

## Brand Essence

Forging a new rugby power house through a strong community orientation.

## Personality traits

Revolutionary, Bold, Passionate, Colourful, Youthful

## Core Values

Pioneering - pushing boundaries of traditional rugby & creating an inspirational and unexpected new team and community of support. This team will not be stuck in the past, but will look to the future.

Inclusive - unifying the community of existing and newer rugby supporters. More than 50% of Sydney's population is located in the greater Sydney region. The team will include many vibrant, young footballers that will come from many different backgrounds, much like our supporters. Down to earth and open.

Determined - pugnacious, combative, persevering to win and willing to take on the 'underdog' status, up for the challenge, cheeky on the side.

# Colour Range

## Primary Colours

Where possible the Greater Sydney Rams logo should always be reproduced in full colour. The colours used are shown below.

PMS	166
CMYK	C 0 / M 64 / Y 100 / K 0
RGB	R 255 / G 92 / B 0
HEX	#F47B20
PMS	288
CMYK	C 100 / M 67 / Y 0 / K 23
RGB	R 48 / G 65 / B 126
HEX	#0A2972

## Support Colours

Use support colours when a break in the primary solids is needed, or the primary colours are not suitable to the application. Never use support colours to replace those in the logo itself.

PMS	289
CMYK	C 100 / M64 / Y 0 / K 60
RGB	R 0 / G 43 / B 92
HEX	#002B5C
PMS	---
CMYK	C 0 / M 0 / Y 0 / K 0
RGB	R 255 / G 255 / B 255
HEX	#FFFFFF
PMS	Cool Gray 4C
CMYK	C 0 / M 10 / Y 0 / K 30
RGB	R 188 / G 190 / B 192
HEX	#BCBEC0

## Stripe Device

To accentuate the brand and represent The Greater Sydney Rams in a unique way, you can use the stripe device shown below. Please use this device with restraint, when suitable and preferably at the bottom of the page.



When it is not possible to print a solid Pantone colour, use the recommended CMYK Breakdown.

RGB Values are specified for on-screen usage as in powerpoints, facebook covers, twitter back-grounds and computer desktops. HTML Codes are provided for web applications.

Colours are correct as of 13th February 2014



# Logo Styles



Primary logo - Portrait



Logotype

When able to, the portrait logo should always be used. The Linear style should be used only when the portrait cannot be applied due to space or reproduction restrictions.

Application standards across all logos follow those of the primary portrait unless otherwise stated

The logotype and typeface is used when for space or reproduction reasons neither the primary, nor alternate can be used.

The full colour portrait logo is always the preferred format of application.



Alternate logo - Linear

# Reverse Colour



When applied to a background colour, the preferred block colour is the primary orange. If this is restricted, the primary blue is preferred followed by the secondary colours.

If other block colours need to be used, please [contact the management office](#).

GREATER SYDNEY  
**RAMS**

On photographic backgrounds apply as on block colour.



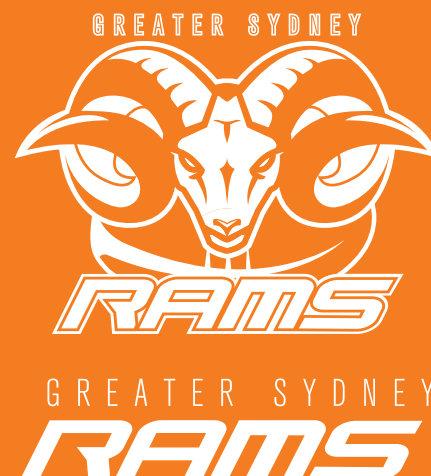
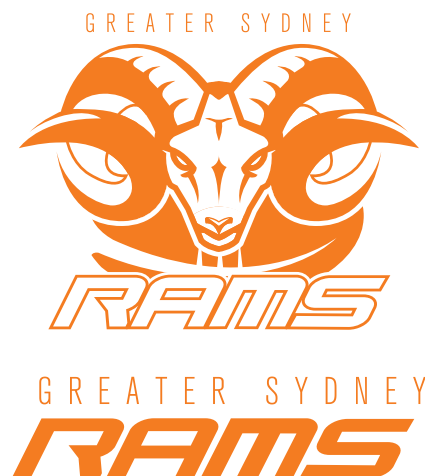
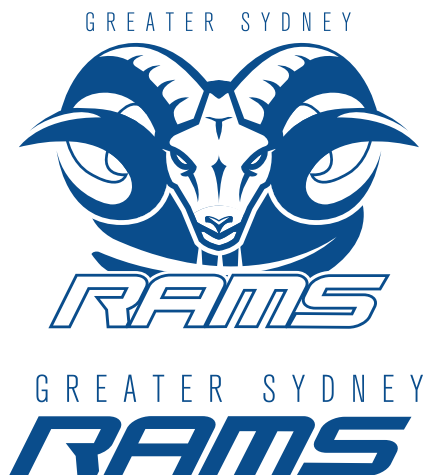
# Single Colour

For single colours, the preferred colour versions are the primary orange or blue variations. If these are unable to be used, the monotone variation should be used.

On block colour variations it is important to note that it is simply a stroked outline of white used, rather than a complete reversal of colours.

The preference is always for the full colour logo to be used.

If clarification is needed, please contact the management office.



# Monotone



In instances where the full colour logo cannot be applied due to printing or media limitations, single colour or black and white logos can be applied to comply with reproduction specifications. Please note that the on black block colour logo style is again stroked rather than reversed.

# Isolation Area



The isolation area denotes the space around the logo in which no other type, graphic and/or photographic elements must encroach.

The isolation area assists to maintain the impact of the logo and ensures consistent quality of reproduction.

The size of the isolation area is indicated by "x" and must be consistent around the parameter of the logo.



# Minimum Size



20mm



15mm



10mm

Minimum size standards have been developed for the logo to ensure that it is reproduced correctly at a small size.

If there are requirements to produce the logo at less than the minimum size it is recommended that single colour or monotone versions are used, in combination with alternate styles.

# Graphic



The crest element of the logo may be broken out and used for graphics applications.

The provision for using the crest element as a stand alone, is that at minimum logotype alternate logo appear in full on the page.

# Typography

## Heading Font

Berthold Akzidenz Grotesk BE Light Condensed

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()

Typography is a key visual element and used correctly can become a signature visual cue for a brand.

The displayed heading font should be used for heading in Rams related documents.

The standard body font for the Rams is Arial Narrow.

Alternatively Standard Arial can be used, and in digital cases, Verdana.

## Standard Font

Arial Narrow

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()

## Digital Font

Verdana

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890~!@#\$%^&\*()**

# Partnership Positioning

## Official Partners



Partners Logo

An official Partner endorsement layout has been designed for use when visual space is required between the Greater Sydney Rams logo and the corporate partner logo.

The official partner endorsement logo is composed of 4 elements. The Greater Sydney Rams primary logo, Partners logo, Coloured frame (where possible, flattened to black when in monotone) and wordmark "Official Partner" in Berthold Akzidenz Grotesk BE Light Condensed heading script.

When using the endorsement logo with a Partner corporate logo, the two marks must appear in the same visual plane however with visual separation. It is preferred that the endorsement logo and the partner corporate logo appears equal in size. The endorsement logo should not dominate or appear larger than the partner corporate logo. Please ensure that at all times the Western Sydney Rams logo is reproduced in its entirety and that all standards relating to use of the logo are observed.

## Official Partners



Partners Logo

GREATER SYDNEY



**RAMS**

