

# SPORTING Schools



Australian Government  
Australian Sports Commission

## BRANDING GUIDE

*Bringing schools and sports together to help  
Aussie kids get active through sport!*



# HELLO

The Australian Government is committed to helping sports, schools and communities work closer than ever to increase sport delivery and participation in schools. We want to see more kids, more active, more often, developing healthy active communities and nurturing a lifelong love of sport and physical activity.

This Sporting Schools Branding Guide provides clear direction on how to use the Sporting Schools logo and design elements.

For more information about Sporting Schools branding, email [info@sportingschools.gov.au](mailto:info@sportingschools.gov.au)

## PROGRAM DETAILS

### PROGRAM SUMMARY

Sporting Schools is a Australian Government initiative, delivered by the Australian Sports Commission (ASC). It is designed to help schools increase children's participation in sport and to connect them with community sporting opportunities.

The program partners with more than 38+ national sporting organisations to deliver FREE, quality sporting programs to primary and secondary (year 7 and 8 only) schools.

### SPORT STAKEHOLDERS

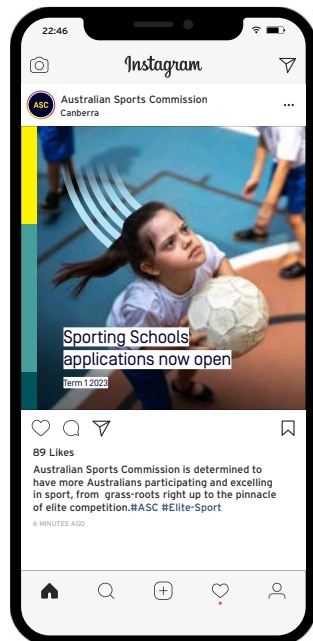
**Partners** — National sporting organisations [NSOs] and national sporting organisations for people with disability [NSODs] accepted by the Australian Sports Commission as partner sports in the program.

**Approved Coaching Providers** — State sporting organisations or other coaching providers who deliver programs on behalf of a partner NSO.

# SPORTING SCHOOLS PROMOTION

We've created templates and resources to make it easy to promote the Sporting Schools programs on offer. Download these resources from the [Branding Toolkit](#) online and start spreading the news.

When using the Sporting Schools logo outside of the provided templates/resources, final logo placement must be approved by the ASC. Please send all requests and enquiries to [info@sportingschools.gov.au](mailto:info@sportingschools.gov.au)



## BRANDING GUIDANCE



Sporting Schools funded programs, products and materials should be branded with the Sporting Schools logo. Where applicable, acknowledge the Sporting Schools Program in media interviews and releases.

Partners and providers should seek approval from the ASC's branding team, or when they require further assistance.

### THE AUSTRALIAN GOVERNMENT CREST

The Commonwealth Coat of Arms [Arms] is the formal symbol of the Commonwealth of Australia that signifies Commonwealth authority and ownership.

The Arms is used by Australian Government departments and agencies, statutory and non-statutory authorities, the Parliament and Commonwealth courts and tribunals.

Non-government bodies should not use the Australian Government crest. Use of the Arms without permission may breach the *Competition and Consumer Act 2010*, the *Trade Marks Act 1995* and the *Criminal Code Act 1995*.



## CO-BRANDING SPORTING SCHOOLS ENDORSEMENT

Partners and providers are encouraged to develop collateral that aligns to their own visual identity, using the Sporting Schools logo as an endorsement.

The Sporting Schools logo should be used to complement the existing visual identity of the stakeholder who is producing the collateral and/or online materials.

Please note that providers can only promote the specific sport/s they are approved to deliver as an organisation within Sporting Schools via our NSO partners.

Do not use the Australian Sports Commission or Sporting Schools colours, fonts, layouts, images and graphic elements unless express written permission is provided.

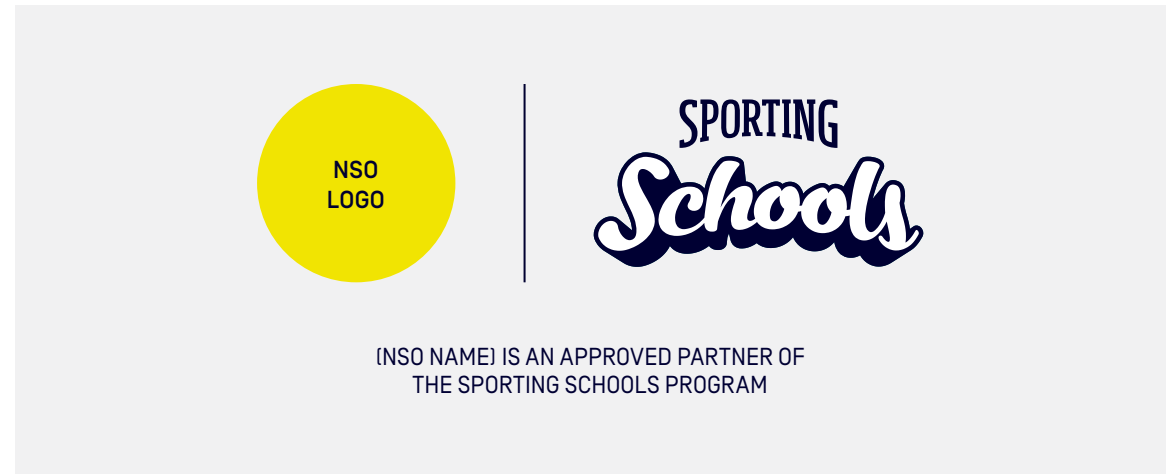
When using the Sporting Schools logo and messaging, partners and providers need to comply with this branding toolkit.

Download the Sporting Schools logo from the **Branding Toolkit** online.

Final logo placement must be approved by the Australian Sports Commission. Send all requests and enquiries to **[info@sportingschools.gov.au](mailto:info@sportingschools.gov.au)**

## CO-BRANDING

### NSOs approved to deliver Sporting Schools



### Coaching providers approved to deliver programs within Sporting Schools, via our NSO partners




NSOs can use the Sporting Schools logo to promote the partnership on promotional materials.

Coaching providers can use the logo as a mark of endorsement.

# CO-BRANDING EXAMPLES

## FACT SHEET



**YOUR  
SPORTING  
ORGANISATION**

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NSO NAME IS AN APPROVED PARTNER OF SPORT AUSTRALIA'S SPORTING SCHOOLS PROGRAM


## BANNERS



## EMAIL SIGNATURE

Partners and providers may use the logo and text below, as long as their own logo is larger than the Sporting Schools logo.



### Name here

Job title  
 Organisation  
 Phone: xxxx xxxx  
 Email: xxxx@organisation.com.au



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Coaching providers can use the logo as a mark of endorsement.



# LOGO



## CLEAR SPACE & MINIMUM SIZE

The Sporting Schools logo should be used quite large where possible. In print instances, the logo should be no smaller than 25mm wide.

When used in the digital space, the logo must have a minimum width of 50px. Due to the space restrictions of mobile devices, a designers' discretion must be used to determine the final size.

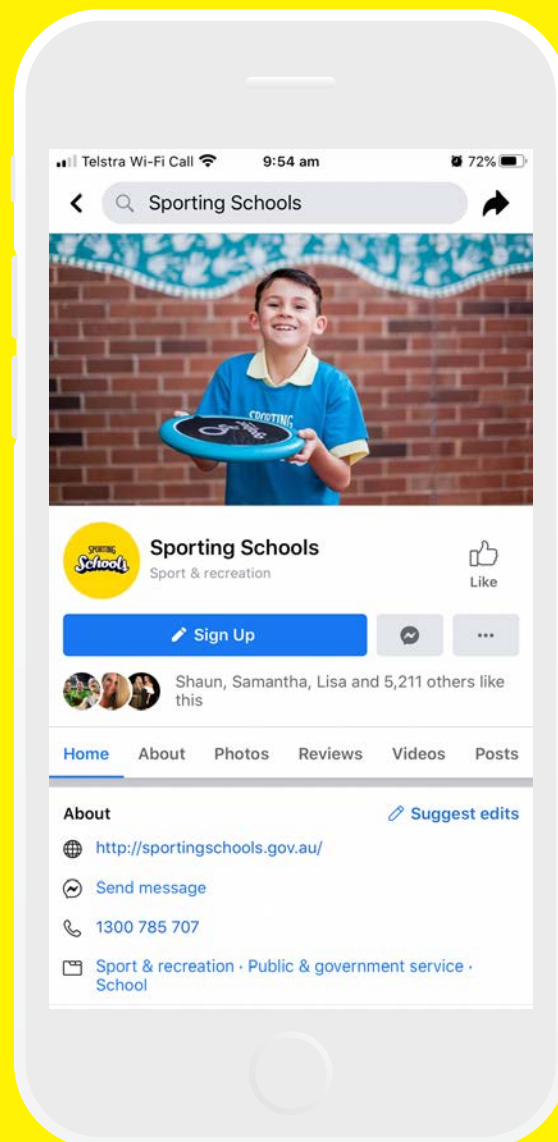
Always surround the logo with ample space to ensure that it is easily identifiable, visible and legible.

Do not crowd the logo. As a basic rule, the minimum clear space maintained around all sides of the logo is the width of the 'x' displayed. Ensure graphic elements do not interfere this clear space.

Download the Sporting Schools logo at [ausport.gov.au/schools/branding](https://ausport.gov.au/schools/branding)



## SOCIAL MEDIA



**GET IN TOUCH VIA SOCIAL MEDIA**  
**sportingschools.gov.au**

Social media channels such as Facebook and Twitter are great ways of publicising videos, images and stories about Sporting Schools.

So we can share your stories, please reference the Sporting Schools Program by tagging our handle **@sportingschools** and **@asc** in your posts and include the hashtag **#sportingschools**.

# SPORTING Schools



**Australian Government**  
**Australian Sports Commission**



**LEARN MORE:**  
[sportingschools.gov.au](http://sportingschools.gov.au)  
P 1300 785 707  
E [info@sportingschools.gov.au](mailto:info@sportingschools.gov.au)