



# HOOK IN 2 HOCKEY



## BRAND GUIDELINES

UPDATED JULY 2023

# PRIMARY LOGO

The HookIn2Hockey logo is the primary brand mark that should be used across all generic Hockey Australia branded Hin2H collateral.

The logo is the visual expression of our brand, and as such should be valued and treated with importance. The following document shows how to use this branding, and should be followed in all instances.

To ensure legibility, there is a clear space guide around the logo as shown below. The space should always be clear of graphics, text and complex areas of photography.

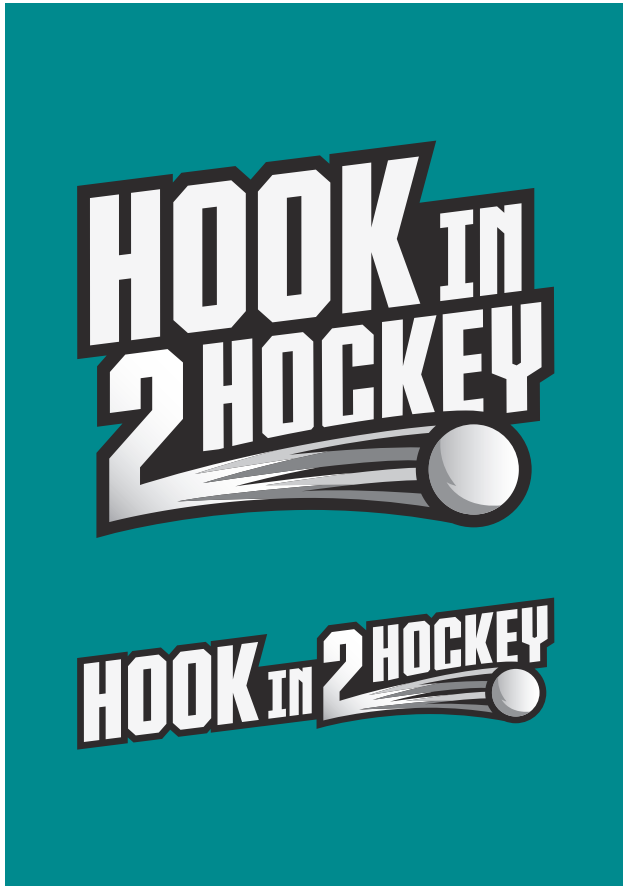
The Hin2H logo should not be reproduced at a size smaller than 10mm wide. This is to preserve legibility in print formats.

The Hin2H primary alternates can be used in place of the main primary logo when necessary depending on the situation. Similar clear space and minimum sizing can be applied to these alternates.

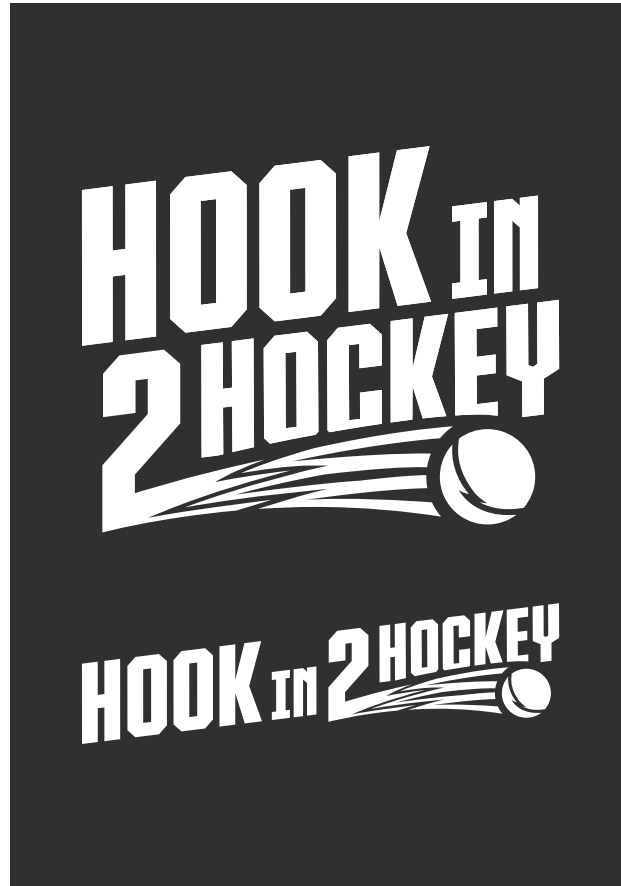
**A LOGO FILE FORMAT & USAGE GUIDE IS AVAILABLE AT THE END OF THIS DOCUMENT.**



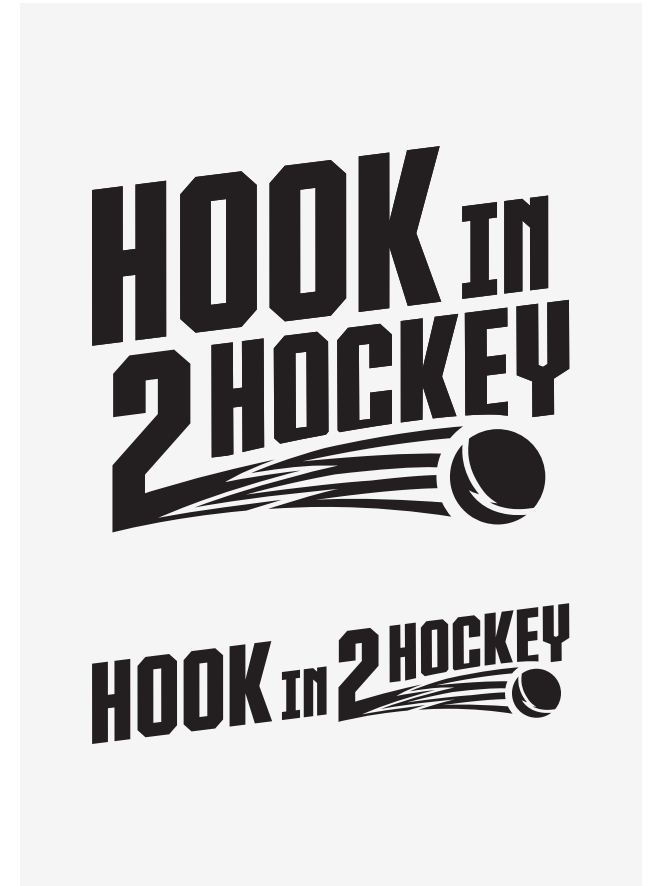
# ALTERNATE LOGOS



GREYSCALE



WHITE



BLACK

# COLOUR PALETTE

The signature Hockey Australia Teal colours must be used in all generic Hockey Australia branded Hin2H materials to ensure that the brand tone and manner is captured and produced in the proper colour combinations.

## WEB & DIGITAL USE

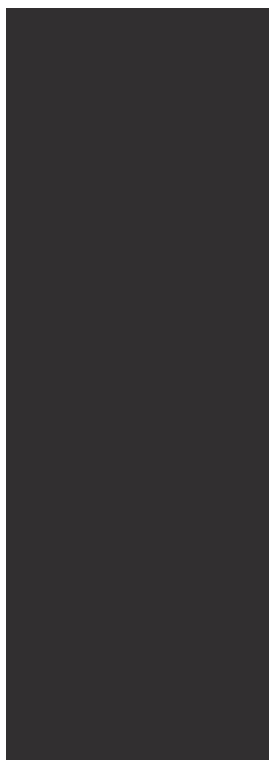
For web, use the HEX values (#xxxxxx) and for digital applications, use the RGB codes. Please note that colours will vary slightly on different computers/devices due to varying screens and resolutions.

## PRINT USE

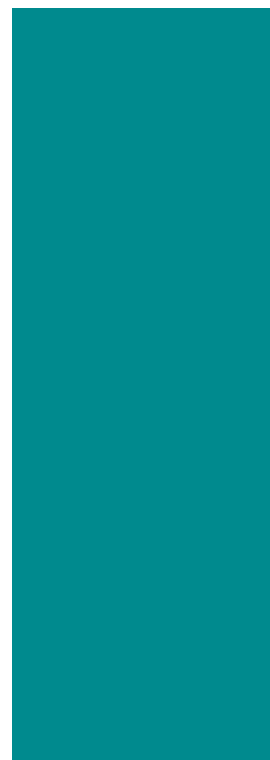
For print publication, please use the CMYK files within your Brand Folder. For large print runs with minimal colors or specialty printing/packaging, Pantone Matching System (PMS) spot colors may be required.

## PANTONES

Some brand colors may appear without a specific Pantone colour (or the same colour). Please supply them with a EPS file and pass on the Branding Guidelines so printers can properly match this colour.



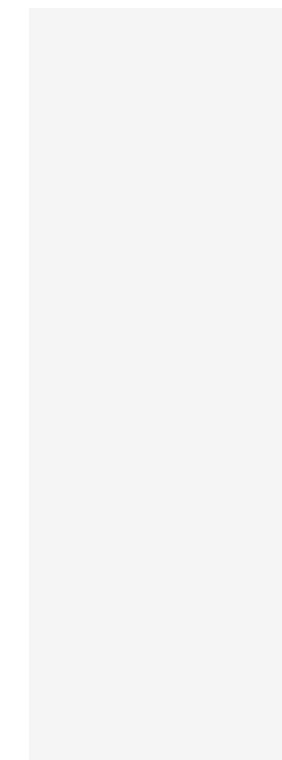
**CHARCOAL**  
CMYK 0 / 0 / 0 / 95  
RGB 51 / 49 / 50  
HEX #333132  
PMS 179-15



**DARK TEAL GREEN**  
CMYK 90 / 0 / 35 / 27  
RGB 000 / 138 / 142  
HEX #008A8E  
PMS 321



**LIGHT TEAL GREEN**  
CMYK 65 / 0 / 35 / 0  
RGB 73 / 192 / 182  
HEX #49C0B6  
PMS 3258



**LIGHT GREY**  
CMYK 0 / 0 / 0 / 4  
RGB 243 / 244 / 244  
HEX #F3F4F4  
PMS 99-1

**A LOGO FILE FORMAT & USAGE GUIDE IS AVAILABLE AT THE END OF THIS DOCUMENT.**

# TYPOGRAPHY

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## EXAMPLE

### HEADING 1

#### SUBHEADING SUBHEADING

Sa mer iam esupiem nihilis teripterio, comacre virteri, Palicturnum que ficividem adhum me patilius or lis vatussolutus videm hore inatia virmis nostili consupio aus verficatuas horber invercem pridion intrude. Vent pliasi sinciae eum, verfero qui doluptatia a con estiat. Ria sequi dis exerio voloreræ aboris aut que coria. Incid maiorehendit ium faccae milique exceper orest, ut entem cuscium eos repedi occusam, net aut fugiaQuunditatio eum quiae sit dolo voloren delenist odi bero volorei caest, quia nobitatur sequi doluptatur modiaes sitenistio omnis aribus, aliqua por auta cum earitio ipicia vellest aut verehendis estrum ulparum.

**A LINK TO DOWNLOAD ALL ASSETS IS AVAILABLE AT THE END OF THIS DOCUMENT.**

## FISIONADA BLACK

### DISPLAY FONT

Used for Major Titles. Font should be used in all caps only.

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0**

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## BARLOW SEMI CONDENSED BOLD

### SECONDARY CONTRASTING FONT

Used when bold statements are required, this is most suited for headings and call-outs.

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0**

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## BARLOW SEMI CONDENSED REGULAR

### BODY COPY FONT

Used for all other basic information, such as supporting statements, instructions and product information.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

# HOCKEY ONE LEAGUE LOGO

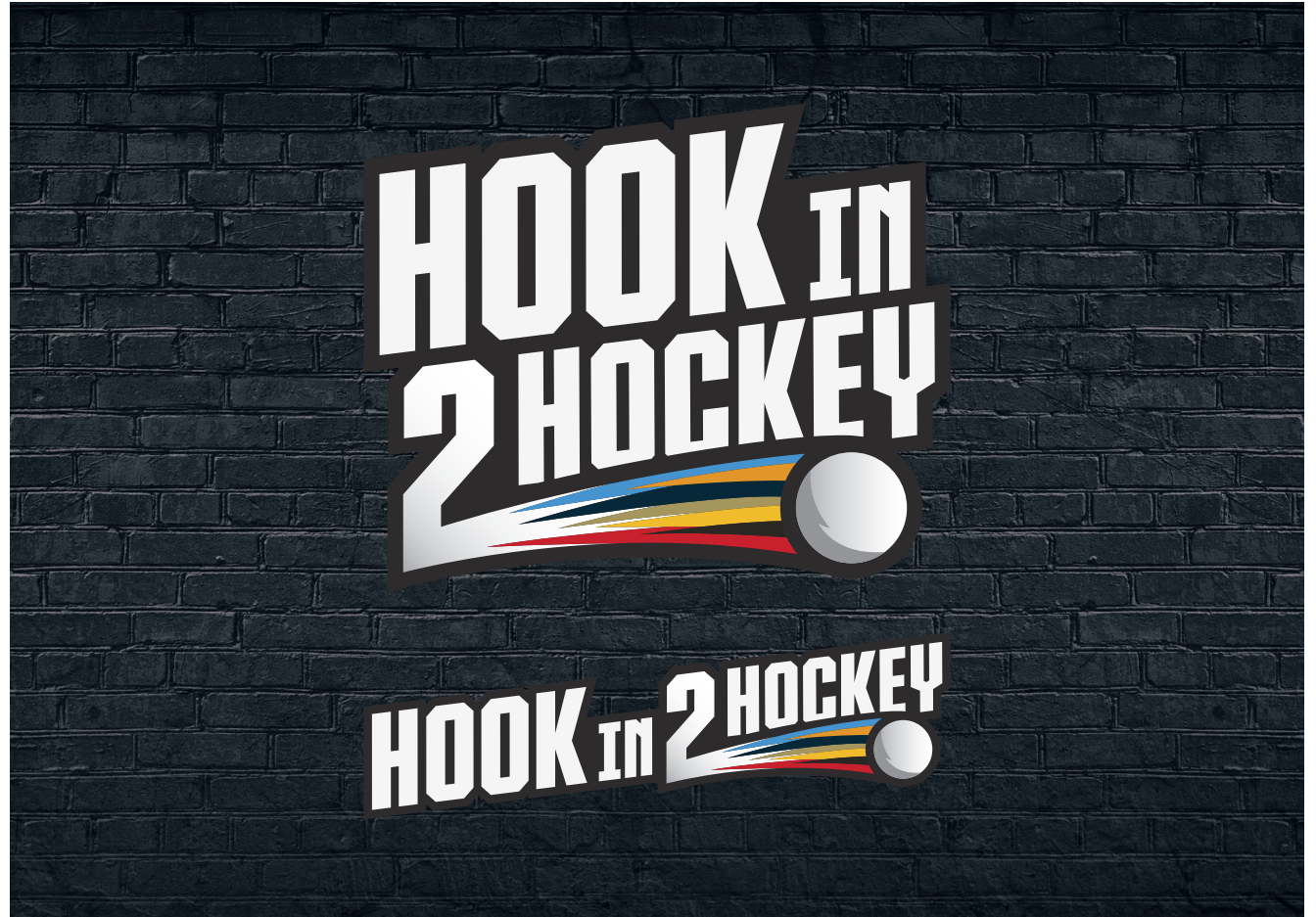
The HookIn2Hockey Hockey One league logo is the primary brand mark that should be used across all Hockey One league branded Hin2H collateral.

To ensure legibility, there is a clear space guide around the logo as shown below. The space should always be clear of graphics, text and complex areas of photography.

The Hin2H logo should not be reproduced at a size smaller than 10mm wide. This is to preserve legibility in print formats.

The Hin2H primary alternates can be used in place of the main primary logo when necessary depending on the situation. Similar clear space and minimum sizing can be applied to these alternates.

PLEASE REFER TO THE HOCKEY ONE LEAGUE & TEAM GUIDELINES [HERE](#) FOR MORE INFO.



# HOCKEY ONE LEAGUE COLOUR PALETTE

The Hin2H Hockey One league logo uses one main colour from each team in the H1 league. When utilising logos for a specific H1 league team please ensure the correct colours are used as per the individual team guidelines.

## WEB & DIGITAL USE

For web, use the HEX values (#xxxxxx) and for digital applications, use the RGB codes. Please note that colours will vary slightly on different computers/devices due to varying screens and resolutions.

## PRINT USE

For print publication, please use the CMYK files within your Brand Folder. For large print runs with minimal colors or specialty printing/packaging, Pantone Matching System (PMS) spot colors may be required.

## PANTONES

Some brand colors may appear without a specific Pantone colour (or the same colour). Please supply them with a EPS file and pass on the Branding Guidelines so printers can properly match this colour.

PLEASE REFER TO THE HOCKEY ONE LEAGUE & TEAM GUIDELINES [HERE](#) FOR MORE INFO.



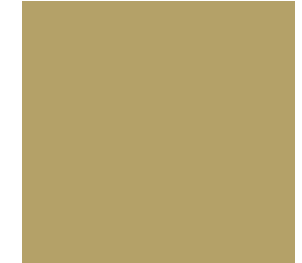
**CANBERRA**  
CMYK 81 / 18 / 0 / 0 RGB 0  
/ 160 / 221  
HEX #00A0DD  
PMS 299



**BRISBANE**  
CMYK 0 / 45 / 98 / 0  
RGB 255 / 158 / 24 HEX  
#FF9E18  
PMS 1375



**TASSIE**  
CMYK 96 / 72 / 52 / 57 RGB  
0 / 42 / 58  
HEX #002A3A  
PMS 303



**NEW SOUTH WALES**  
CMYK 31 / 31 / 69 / 2  
RGB 180 / 162 / 105 HEX  
#B4A269  
PMS 4515



**PERTH**  
CMYK 0 / 23 / 92 / 0 RGB  
255 / 198 / 41  
HEX #FFC629  
PMS 123

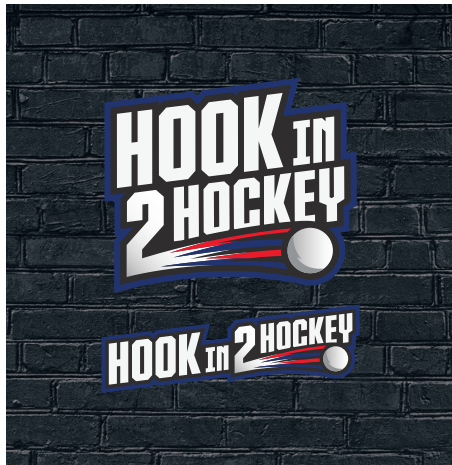


**MELBOURNE**  
CMYK 67 / 64 / 67 / 67 RGB  
45 / 42 / 38  
HEX #2D2A26  
PMS BLACK 6



**ADELAIDE**  
CMYK 2 / 100 / 92 / 0 RGB  
234 / 0 / 41  
HEX #EA0029  
PMS 185

# HOCKEY ONE TEAM LOGOS



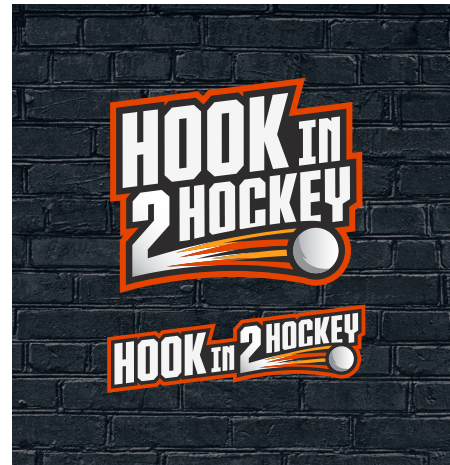
**ADELAIDE FIRE**

**BLUE**

CMYK 100 / 91 / 26 / 15  
RGB 0 / 45 / 116  
HEX #002D74  
PMS 288

**RED**

CMYK 2 / 100 / 92 / 0  
RGB 234 / 0 / 41  
HEX #EA0029  
PMS 185



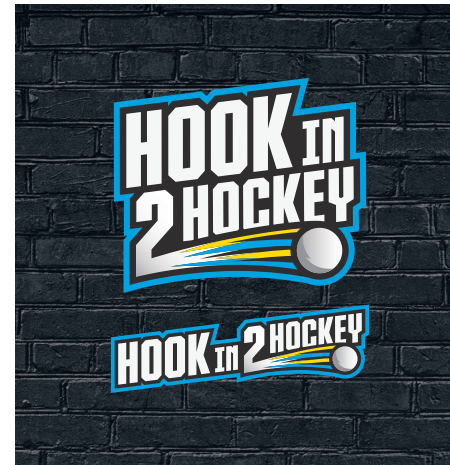
**BRISBANE BLAZE**

**RED**

CMYK 7 / 87 / 100 / 1  
RGB 224 / 68 / 3  
HEX #E04403  
PMS 1665

**ORANGE**

CMYK 0 / 45 / 98 / 0  
RGB 255 / 158 / 24  
HEX #FF9E18  
PMS 1375



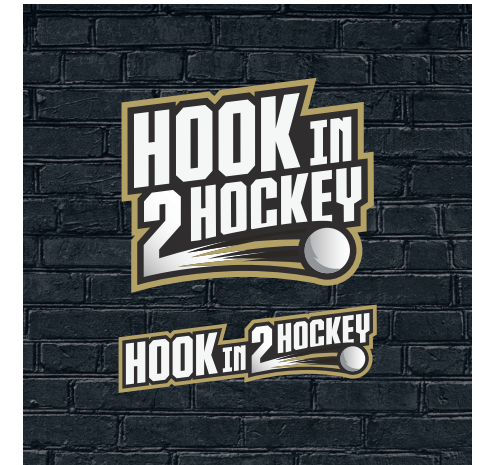
**CANBERRA CHILL**

**LIGHT BLUE**

CMYK 81 / 18 / 0 / 0  
RGB 0 / 160 / 221  
HEX #00A0DD  
PMS 299

**YELLOW**

CMYK 3 / 9 / 100 / 0  
RGB 251 / 220 / 0  
HEX #FBD000  
PMS YELLOW



**HOCKEY CLUB MELBOURNE**

**GOLD**

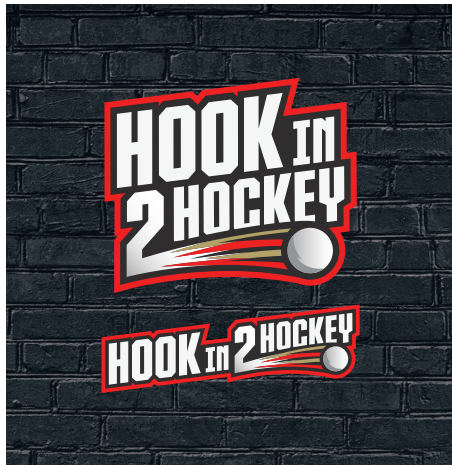
CMYK 31 / 31 / 69 / 2  
RGB 180 / 162 / 105  
HEX #B4A269  
PMS 4515

**BLACK**

CMYK 67 / 64 / 67 / 67  
RGB 45 / 42 / 38  
HEX #2D2A26  
PMS BLACK 6



# HOCKEY ONE TEAM LOGOS



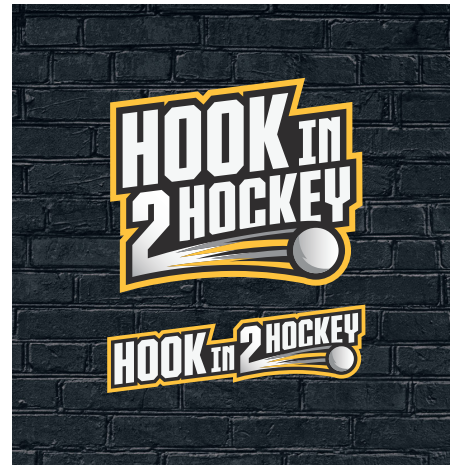
**NEW SOUTH WALES PRIDE**

**RED**

CMYK 1 / 98 / 98 / 0  
RGB 236 / 32 / 36  
HEX #EC2024  
PMS 185

**GOLD**

CMYK 31 / 31 / 69 / 2  
RGB 180 / 162 / 105  
HEX #B4A269  
PMS 4515



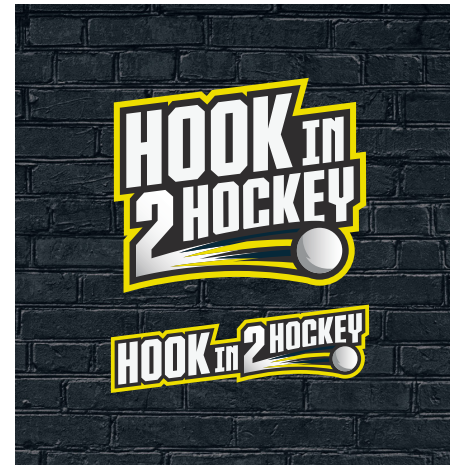
**PERTH THUNDERSTICKS**

**ORANGE**

CMYK 0 / 23 / 92 / 0  
RGB 255 / 198 / 41  
HEX #FFC629  
PMS 123

**GREY**

CMYK 0 / 0 / 0 / 50  
RGB 147 / 149 / 152  
HEX #939598  
PMS COOL GRAY 1



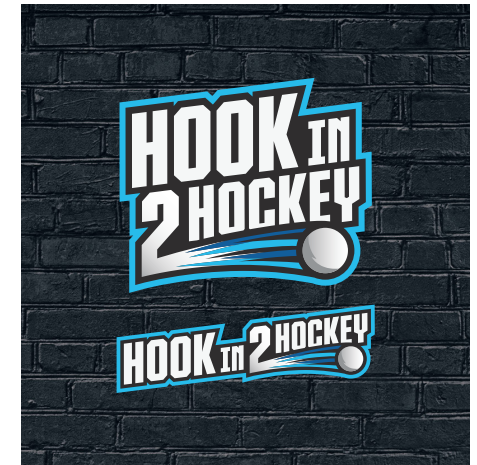
**TASSIE TIGERS**

**GREEN**

CMYK 16 / 2 / 100 / 0  
RGB 224 / 223 / 0  
HEX #E0DF00  
PMS 396

**NAVY**

CMYK 96 / 72 / 52 / 57  
RGB 0 / 42 / 58  
HEX #002A3A  
PMS 303



**TERRITORY STINGERS**

**LIGHT BLUE**

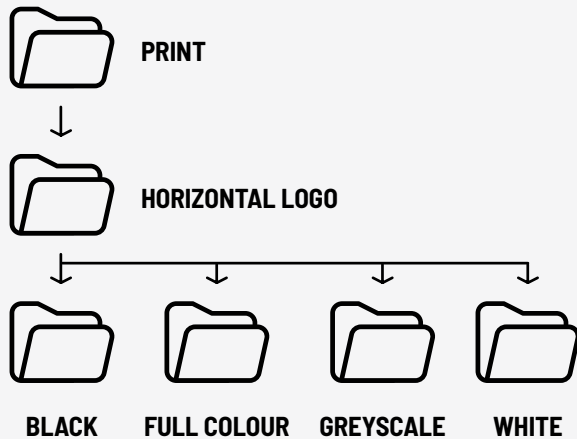
CMYK 68 / 4 / 2 / 0  
RGB 18 / 186 / 233  
HEX #12BAE9  
PMS 115-7

**BLUE**

CMYK 96 / 67 / 13 / 1  
RGB 0 / 92 / 154  
HEX #005C9A  
PMS 107-7

# FILE USAGE TIPS

Navigate to the folder you need logos for depending on application (print or digital use)



## HOT TIPS FOR NAVIGATING YOUR BRAND FOLDER

- Search 'PNG' to bring up logo files with a transparent background, These are great for over top of images or coloured backgrounds.
- Looking for help or guidance? Check out the 'Brand Guidelines' to find your colour palette, font links, guidelines and more!

The following files have been included in the branding folder. Here's a list of each individual format included for each variation of your logo, along with a brief explanation of how to use each file type:

## PRINT FILE FORMATS



EPS is a print file format that supports vector data and is completely scalable.  
**Use: when your designer or printer asks for version of your logo for print application/signage.**



Used primarily for print, the PDF file is versatile and commonly used. Use for professional printing or easy email attachments. PDFs can be opened using the free version of Acrobat Reader as well as Adobe Illustrator.  
**Use: for printing purposes, or to send to print designers.**

## DIGITAL FILE FORMATS



SVG is a web-friendly vector file format. As opposed to pixel-based raster files like PNGs, vector files like SVG can be significantly resized without losing any of their quality, which makes them ideal for logos and complex online graphics.  
**Use: when your designer asks for 'vector' version of your logo to be used online or digitally.**



A PNG is a web file that can have a transparent background and is generally larger and higher quality.  
**Use: when you need to put your logo over a photo/background online.**



DOWNLOAD THE HIN2H BRAND ASSETS HERE