

BRANDBOOK



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INTRODUCTION

Energy Basketball is an elite basketball club that provides both junior and senior players the opportunity to represent the Gippsland region at the highest possible level.

Our branding is essential to developing the Energy Basketball experience. The focus of our identity is bold and simplistic. We created this document to help communicate our brand guidelines to partners seeking to feature Energy Basketball.

We need to ensure that our brand maintains a consistent look and feel no matter where in the world it's seen. This requires strict dedication to standards.

Whilst we cannot control how the media, leagues and other people portray Energy Basketball, we can use this guide to generate consistency in the way we represent ourselves.

LOGO USAGE

Our logo is the touchstone of our brand and one of our most valuable assets. We must ensure proper usage.

The preferred way to use the Energy Basketball logo is over a Energy Orange background. Every attempt must be made to do this.

If the Energy Basketball logo must be used on a black background, the variation shown is acceptable.



Please observe the clear space around the logo to maximise visual effectiveness. Nothing should intrude into this specified clear space.

INCORRECT USAGE

Don't:

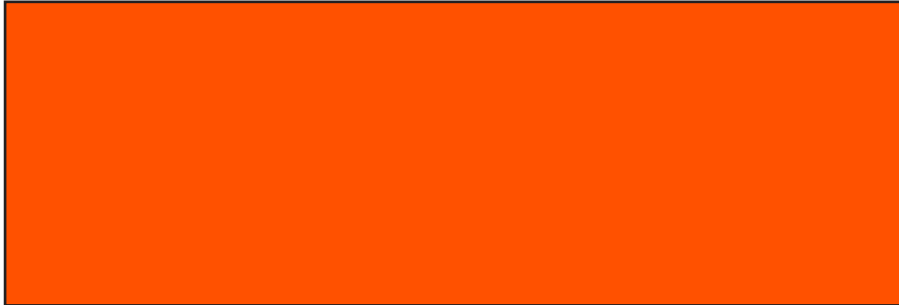
1. Change the logo's orientation.
2. Add extraneous effects to the logo.
This includes but is not limited to: bevel and emboss, lighting effects and drop shadows.
3. Place the logo on busy photography.



4. Attempt to recreate the logo.
5. Scale the logo unproportionately.
6. Make alterations, additions or substitutions to the words and or colours contained in the logo.
7. Use the logo as a repeated pattern, "wallpaper" or other decorative device.

COLOURS

Our colours are what gives us our personality.
We're bright, bold and colourful.



Energy Orange

CMYK 3, 76, 91, 0

RGB 255, 81, 0

HEX # FF5100



Black

CMYK 75, 68, 67, 90

RGB 0, 0, 0

HEX # 000000



White

CMYK 0, 0, 0, 0

RGB 255, 255, 255

HEX # FFFFFFFF

COPY AND TONE OF VOICE

Our signature style is light-hearted and playful whilst maintaining a professional presence.

Whenever referring to the association, be sure to capitalise the beginning of each word - 'Energy Basketball' and never, ever write 'EnergyBasketball'.

For Example:

Get together to Celebrate Christmas with your Energy Basketball Family.

Have a meal together and share some basketball stories, including your game winning shot or could-of-been great move!

Have some fun and win some prizes!

Bragging rights and prizes for team with most players attending!

Extreme challenge for team with lowest player representation.
Will this be a male or female team, Big V or VJBL?



TYPOGRAPHY

The following font styles must be used when referring to the Energy Basketball brand in order to maintain consistency across all types of correspondence.

These rules apply to all mediums, including media releases, social media accounts and our official website.

All typography must use one of the three official brand colours listed in the colours section of this document: Energy Orange, Black or White.

Headings must use the font Helvetica Neue in Bold with a font size of 16pt or more.

The body text of all correspondence should also be in Helvetica Neue, with a font size of 12pt or more.

With the exception of professionally developed advertising materials, under no circumstances is any Energy Basketball correspondence to use a font other than Helvetica Neue.

Do not use UltraLight, Light, Thin, Medium or Condensed font weights, nor Italic or Underlined font styles.

Please never, ever use Comic Sans MS. Ever.

This is a heading in the approved style.

This is a sentence in the approved body text styling.

Latrobe City Energy
2016 VJBL U16 Girls
Squad Announcements



**2015
Annual General
Meeting**

**Friday 6th November
7pm Start
Morwell Bowls Club**

**MEN SECURE
ROUND 5
WIN**



Energy Basketball

Energy Basketball

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Y**

ALTERNATE LOGO

The use of the alternate logo shown below is acceptable in the following circumstances:

1. For use on official Energy Basketball corporate documents.
2. For use on Energy Basketball correspondence.
3. For use in media releases when making reference to our demographic (Latrobe City).
4. For use on official Energy Basketball merchandise.



MERCHANDISE AND UNIFORMS

All Energy Basketball merchandise including playing uniforms and other apparel must meet the following strict criteria:

Use the official Energy Basketball logo in one of the three approved styles shown on Page 4 of this document.

The Energy Basketball logo must not be displayed smaller than 50mm x 50mm.

Only use the official Energy Basketball colours as shown on Page 6 of this document, with the exception of using colours that match the logos of our partners where applicable.

Where applicable, any text copy on merchandise, apparel or playing uniforms must be consistent with the Copy and Tone of Voice set out on Page 7 of this document.



Positive Energy. Positive Basketball.