



BRAND & VISUAL GUIDELINES

AUCKLAND BASKETBALL SERVICES LIMITED

Delivering basketball in our communities





Delivering basketball in our communities



VISION

To be the leading regional basketball organisation in New Zealand delivering outstanding basketball experiences for athletes, officials, coaches and managers inspiring a vibrant and inclusive basketball community across greater Auckland.

MISSION

To lead the growth and development of basketball in Greater Auckland through the delivery of exceptional basketball programmes in a collaborative, community focused, innovative and sustainable manner.





Delivering basketball in our communities



ABS L VALUES – ‘THE ABS L WAY’

EXCELLENCE

We strive to achieve excellence in everything we do.

SPORT

We celebrate and protect the high principles of sporting endeavour and fair play.

INTEGRITY

We conduct ourselves openly and transparently in a professional manner with honesty and integrity.

COMMUNITY

We embrace diversity and respectfully work together to build inclusive, collaborative communities united by basketball.





BRAND BEHAVIOUR

Warm and engaging

Inclusive

A focus on positive change and development

Collaborative

BRAND BYLINE

Delivering basketball in our communities

BRAND STORY

ABSL is a shared services organisation between Basketball Auckland, Counties-Manukau and Waitakere West Auckland basketball associations, which is aimed at providing greater resources, aligning the associations more closely to deliver a better product to the basketball communities.

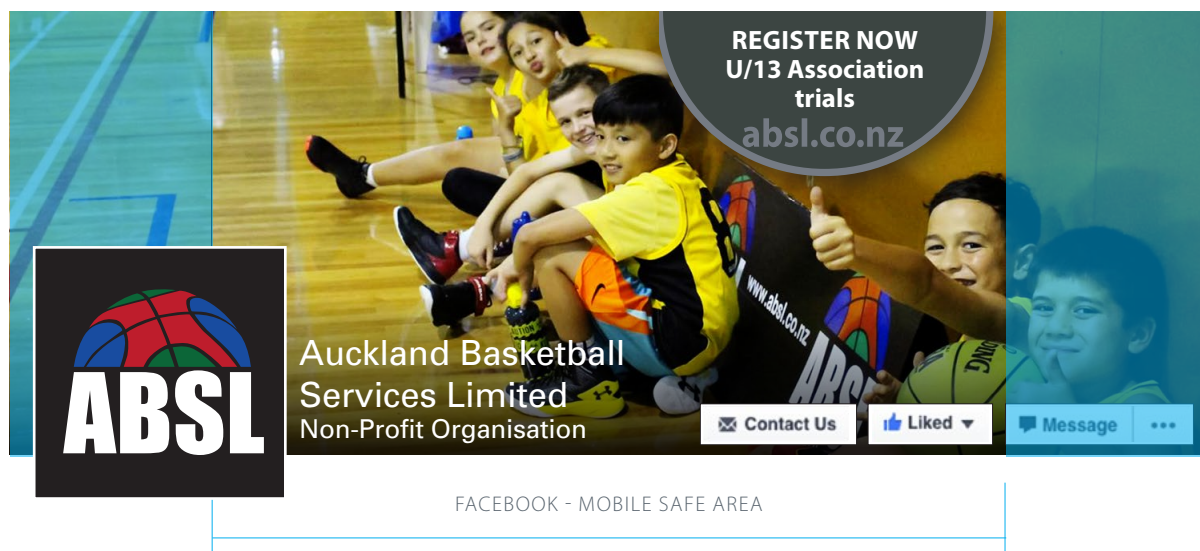
Basketball is popular across a wide and diverse range of communities and the development of basketball has a wide scope and one that continually evolves. Since ABSL was established in 2012, it has established sound processes through management of its resources expanding the scale, scope and reach of its operations across our communities.



This document is a guide around use of the ABSL brand, ensuring visual elements are used consistently across traditional and online marketing and communications channels.

It also serves as a guide for the use of the visual identity and logos.

DIGITAL COMMUNICATIONS



Facebook

Generally, facebook cover images should be one dynamic image and facebook posts used to promote events and notices.

Images are cut when viewed on a mobile (see mobile safe area above).

To highlight an upcoming event/notice on a cover image, a small amount of text is suggested.*

Style of general notices should be text-based and click through to website for extra information. Created campaigns or activities that are associated with an existing graphic/logo can have more flexibility in style on the post.

When a series of images are uploaded after an event – the cover image can also change to indicate images are there for a while after initial post.

A post should have clear communication. If placed logos are too small to read – use text format within the communication (see example below).



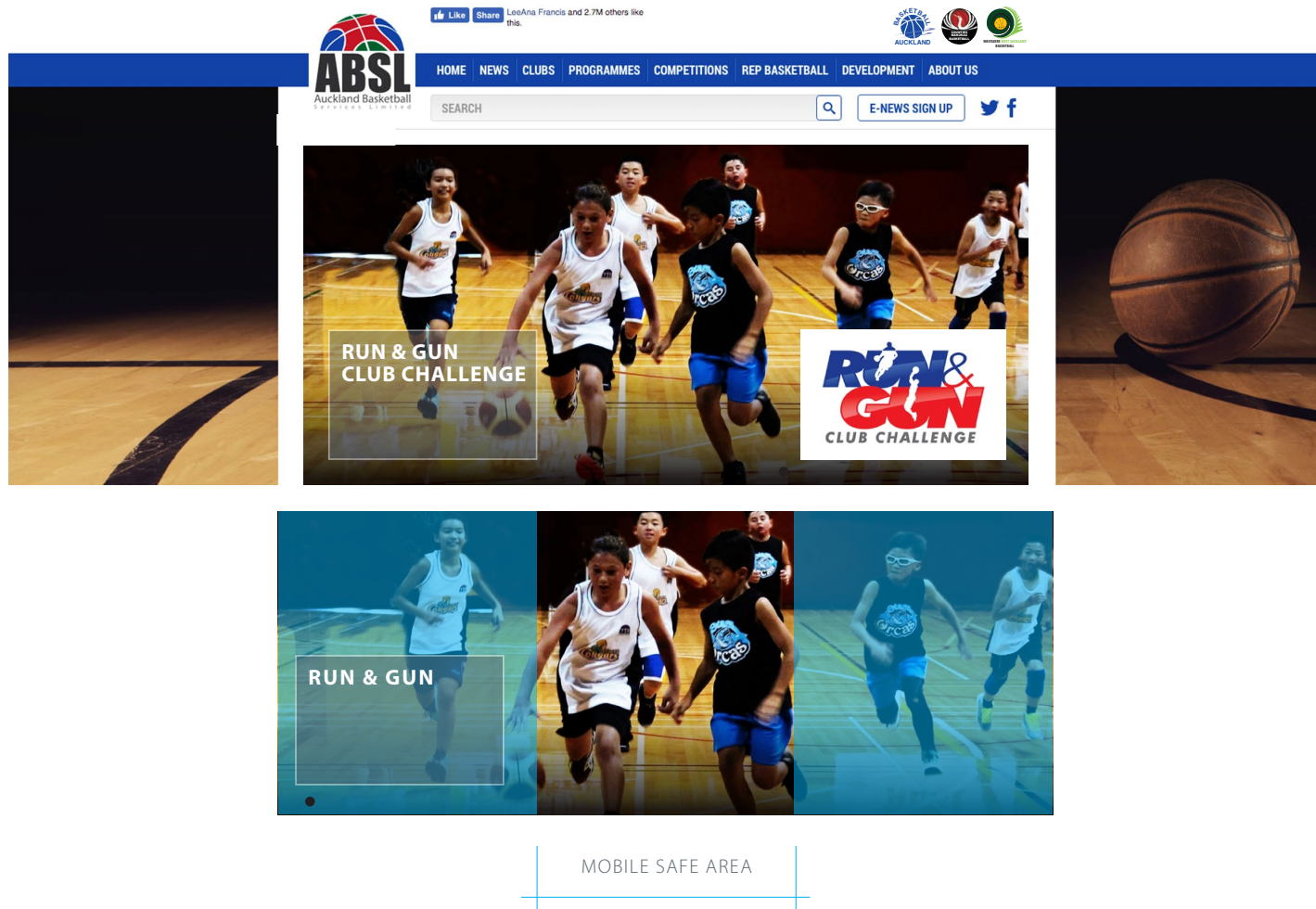
GENERAL NOTICE



CAMPAIGN NOTICE WITH EXISTING GRAPHIC

*there are further facebook rules if advertising a product, relating to the amount of text on cover images.

DIGITAL COMMUNICATIONS



Website

Banner rolling images need to be positioned for mobile safe area.

A square box on righthand side of banner can hold campaign graphic (logo) or a call to action, such as an upcoming event.

The top left web tile is shown first on mobile devices - this should be 'News & Events'.

The ABSL website is the often the first point of call for the community, and stakeholders. It is important to convey a friendly yet professional outlook and convey the values of – excellence, sport, integrity and community.



ABSL BRAND & ASSOCIATION LOGO USAGE

Where possible, the ABSL should be placed alongside the Association logos.

The acronym of 'ABSL' is now well-established. There are situations where the full name – Auckland Basketball Services Limited – can be left off.

In exceptions, such as, placement on relationship organisation websites or advertising, where you can not place all logos the associations can be listed alongside the ABSL logo. In these situations the tag line should also be used.

E-SIGNATURES | STATIONERY | PROPOSALS



absl.co.nz  ABSLBasketball  admin@absl.co.nz  09 300 2878



ASSOCIATION BRANDS

For communications where the ABSL brand placement is secondary to the Association logos, variations can be used for the ABSL logo, addresses and tag line.

	<p>Association logo height = ABSL logo/web & facebook address/tagline</p>	
	<p>Shorter version 1 web & facebook address (alongside)</p>	
	<p>Shorter version 2 web address (below)</p>	

The logos can sit as a header or a footer, or they can be split and aligned left or right – e.g the Association logo sits top right and the ABSL logo bottom right - centrally aligned. There should be clear space between logos.





Bit ullam am volorporo rianihit, offic temporibus.

Fictatur ad ut earupti sam es audis aut faccus, sunt, optatum essimil laboreem ipsamus is quamus vento blanda pro doluptae ea net harchil et voluptatur rest vellassit, ipsam, omnimus volorum voloris repratem nim quid quunt ut quiscipide aspit qui omni odisi sequos eos aut etur adios minte modisciam quidunt iantius ium sam excepellest ad minction erum quid minis etur, conse pra sit exerovit quibusto quo illa dipsapic to molupti occus dit, cum sequibus apita veles perio cus.

Oluptas ma si ut aboribus quidigendent offictem quaeatur aliquibusti ipsae. Namet fuga. Cumquam quos et asim lacepel imaioribusae eatem audant expeliquae et est iur?

Liquunti doluptium nulluptio dit moloris audanis explit, volorio. Ipsanditinis modi re od untur? Qui bero et odi offic to voluptatur sit qui sitationse pore et provid quissum arumquam qui quis apit, ulluptat aut et faccae: toremum accabo. Nem enienetur? Ma core modis velibus aepudae sitatur aut aut velles dolumquibus venihit, ventiant alitius.

Ovid etur aut ma nonsera nullum rerumqui non cupstis saperibus, simposti dolo imus Liquunti doluptium nulluptio dit moloris audanis explit, volorio. Ipsanditinis modi re od untur? Qui bero et odi offic to voluptatur sit qui sitationse pore et provid quissum arumquam qui quis apit, ulluptat aut et faccae: toremum accabo. Nem enienetur? Ma core modis velibus aepudae sitatur aut aut velles dolumquibus venihit, ventiant alitius.



Bit ullam am volorporo rianihit, offic temporibus.


Fictatur ad ut earupti sam es audis aut faccus, sunt, optatum essimil laboreem ipsamus is expliqueaped quatum harchic identur?

Facil explam, id es et etures dit archill aboris aperume volum vent, si odignih illictat aut eate pilcatur assincture sit ad iatem quat ex endam es nesis nus eaton rendit eum int unt ent quamus vento blanda pro doluptae ea net harchil et voluptatur rest vellassit, ipsam, omnimus volorum voloris repratem nim quid quunt ut quiscipide aspit qui omni odisi sequos eos aut etur adios minte modisciam quidunt iantius ium sam excepellest ad minction erum quid minis etur, conse pra sit exerovit quibusto quo illa dipsapic to molupti occus dit, cum sequibus apita veles perio cus.

Oluptas ma si ut aboribus quidigendent offictem quaeatur aliquibusti ipsae. Namet fuga. Cumquam quos et asim lacepel imaioribusae eatem audant expeliquae et est iur?

Liquunti doluptium nulluptio dit moloris audanis explit, volorio. Ipsanditinis modi re od untur? Qui bero et odi offic to voluptatur sit qui sitationse pore et provid quissum arumquam qui quis apit, ulluptat aut et faccae: toremum accabo. Nem enienetur? Ma core modis velibus aepudae sitatur aut aut velles dolumquibus venihit, ventiant alitius.

Ovid etur aut ma nonsera nullum rerumqui non cupstis saperibus, simposti dolo imus Liquunti doluptium nulluptio dit moloris audanis explit, volorio. Ipsanditinis modi re od untur? Qui bero et odi offic to voluptatur sit qui sitationse pore et provid quissum arumquam qui quis apit, ulluptat aut et faccae: toremum accabo. Nem enienetur? Ma core modis velibus aepudae sitatur aut aut velles dolumquibus venihit, ventiant alitius.



EXAMPLES



AUCKLAND BASKETBALL SERVICES LIMITED

Delivering basketball in our communities



absl.co.nz
f ABSLBasketball

Dave Mackay
GENERAL MANAGER

p 09 123 4567 m 021 123 4567
dave@absl.co.nz

Auckland Basketball Services Ltd
Sport Auckland House Level 4
Alexandra Park Function Centre
Greenlane Rd West | Auckland 1051
PO Box 26599, Epsom, Auckland 1344

AUCKLAND BASKETBALL SERVICES LIMITED

Delivering basketball in our communities



SPORT AUCKLAND HOUSE LEVEL 4 | ALEXANDRA PARK FUNCTION CENTRE
GREENLANE RD WEST | AUCKLAND 1051 | PO BOX 26599, EPSOM, AUCKLAND 1344

absl.co.nz f ABSLBasketball
e admin@absl.co.nz p 09 300 2878

Association Logos

Each Association has a main colour that connect to the the ABSL logo.
Auckland - blue; Counties - red; Waitakere West Auckland - green



(Contact ABSL for technical specs and colour breakdowns)

ABSL Typeface

Myriad Pro is an easy-to-read, open typeface with a wide variety of font options for desktop and web.

FONT USAGE (GUIDE ONLY):

HEADINGS – 12pt Myriad Pro Light caps (and condensed versions)

Subhead 1 – 10pt Myriad Pro Light

Subhead 2 – 9.5 Myriad Pro Semibold (pantone 341 or 80%blk)

Intro copy – 9.5pt Myriad Pro Light (pantone 341 or 80%blk)

Body copy 1 – 8.5pt Myriad Pro Light

Body copy 2 – 8.5pt Myriad Pro Regular (pantone 341 or 80%blk)

Captions – 8pt Myriad Pro Italic (pantone 341 or 80%blk)

An alternative for Word files is Calibri.

Imagery

Image considerations are: emotive, age ranges, activities, supporters, team spirit, diversity, action, accross associations.

An effect can be added to an image by dakening an area to highlight or focus in on the action.

Graphic elements

The curved line and circle elements can be used to support images. By darkening part of the image, the focus and attanetion is on the activity





AUCKLAND BASKETBALL SERVICES LIMITED

Delivering basketball in our communities

