



Brand guidelines



Contents

Introduction	3
Brand elements	4
- The logo	5
- Photography	14
- Typography	15
Available Brand Assets	16
Planning & Promoting SheSails Activities	17



Introduction

Australian Sailing has a strategic objective to increase female participation in our sport. The SheSails brand is designed to be a focal point for recognising all of the amazing female contributors to our sport, and to encourage women of all ages to get involved in sailing through organised activities at their local club.

SheSails aims to:

- Promote and celebrate female participation in the sport of sailing
- Unify all female participation activities run across the country under one **SheSails** brand
- Provide clubs with visual materials and case studies to help grow female participation in recreational and competitive sailing
- Provide new and existing female sailors with the opportunity to enjoy activities at their local sailing club with like-minded people
- Develop an online platform to feature female-focused events and programs across the country

The **SheSails** brand package includes a guidelines document, along with examples of clubs from around the country who are currently running successful female-focused activities, events and programs and a digital assets pack for clubs to use to promote the brand including social media banners, pop-up banners, poster templates and other promotional collateral to be printed or used digitally.

You can find more information on SheSails brand and access brand assets via **SheSails.org.au**

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Brand elements

Brand elements comprise the essence of the brand.

These include the **SheSails** logo, colours, typefaces, and visual language.

The logo

The **SheSails** logo consists of the **SheSails** brand mark and the SheSails logotype text. Care must be taken to use both marks appropriately.

The **SheSails** logo should always appear as per the following examples, using the **SheSails** colour values.

The colour logo should always appear with adequate clear space (please see page 9 for clear space guidelines).

Use the CMYK colour values in full colour print applications, and the PMS colour value if using spot inks, or for applications such as embroidered merchandise.

For digital applications, and documents created in the Microsoft Office suite of applications, use the RGB/hexadecimal values.

For any enquiries about digital formats and approval to use the stacked colour logo, please contact the Head of Commercial and Communications.



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Primary Logo

SheSails Red

C0 M97 Y100 K3
PMS 485 C
R229 G40 B35
#E52823

SheSails Blue

C100 M95 Y0 K16
PMS 2372 C
R35 G46 B131
#232E83

The logo

Secondary logo

The secondary **SheSails** logo is to be used in scenarios where left alignment is necessary to create a balanced and pleasing layout (a typical scenario include the need for the logo to be anchored to the left edge of the page).

Tertiary logo

Clubs can request a version of the SheSails logo without 'Presented by Hamilton Island' (tertiary **SheSails** logo option). This version is to be used for all scenarios where the text is too small to read and/or when there is a sponsorship clash.



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Secondary Logo



Tertiary Logo

The logo

Monotone logo

In exceptional circumstances the **SheSails** logo may be used in a monotone application, e.g. for use on single colour ads.

Reverse logo

The **SheSails** logo may appear with a white keyline for use on the blue or red brand background colours.



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Monotone Logo

Black

C0 M0 Y00 K0
R0 G0 B0
#000000



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Blue Background

SheSails Blue

C100 M95 Y0 K16
PMS XXX
R35 G46 B131
#232E83

The logo

Correct usage

Care should be taken to use the **SheSails** logo correctly.

A few examples of misuse are shown here.

If you are unsure of an application, please consult the Head of Commercial and Communications.



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Correct usage



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Don't change colours



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Don't rotate or skew



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Don't distort



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Don't place on off-brand colour



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Don't add messages



The logo

Logo size

The minimum recommended width for the **SheSails** logo is **20mm**.

Clear space of logo lockup

The **SheSails** logo lockup must always include a clear space area around the logo.

The clear space is equal to the height of the second panel in the sail. This space must also apply when used in the logo lockup between the divider line and the secondary logo.



The logo

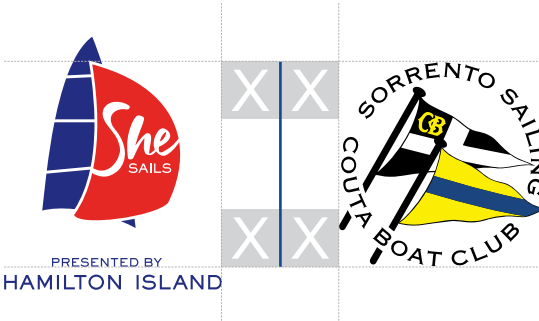
Primary Co-Branding Lockup

Keeping in mind the clear space around the **SheSails** logo. This space must also apply when used in the logo lockup between the divider line and the secondary logo.

The divider line is the height of the tip of the red sail to the baseline of the 'Presented By' text in the SheSails logo - this height determines the maximum height that the secondary logo can represented.



Primary Co-Branded lockup examples with clearspace



The logo

Secondary Co-Branding Lockup

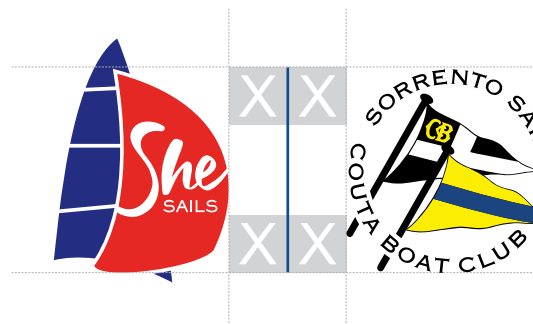
A version of the Co-Branded SheSails logo without 'Presented by Hamilton Island' can be used for all scenarios where the text is too small to read and/or when there is a sponsorship clash.

The divider line is the height of the red sail in the SheSails logo - this height determines the maximum height that the secondary logo can be represented.

This variation also adheres to the clear space between the divider line and the secondary logo.



Secondary Co-Branded lockup examples with clearspace



The logo

Co-Branding Lockup size

The minimum recommended height for the primary co-branded **SheSails** lockup is **30mm**.

The minimum recommended height for the secondary co-branded **SheSails** lockup is **20mm**.



Primary Co-Branded Lockup minimum size



Secondary Co-Branded Lockup minimum size



The logo

Logo Application options

- Apparel
- Boat Stickers
- Flags
- Stationary
- Drinking mugs
- Tote bags



Photography

The **SheSails** brand includes a library of images which can be used across appropriate applications.

Stock imagery must not be used unless otherwise approved.

All images for print should be supplied as CMYK at 300dpi, 100% of print size.

All images for web and screen should be supplied as RGB at 72dpi, 100% of screen size.

Please take care to use images that are sailing specific and approved for use.

To source any images from our library, please contact the Head of Commercial and Communications.



Typography

Primary typeface

A professional sans-serif, Proxima Nova is the brand's primary typeface and should be used on all external and professionally designed materials.

Proxima Nova Light

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
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

Proxima Nova Regular

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
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

Proxima Nova Semi Bold

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
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

Proxima Nova Characters

0 1 2 3 4 5 6 7 8 9

Proxima Nova Special characters

! @ # \$ % ^ & * () _ + ? / " :

Available Brand Assets

- Editable Poster Template A4
- Email/web banner 650 x 200px
- Email tile 400 x 400px
- Email Signature 2000 x 501px
- Facebook Event Cover image 1920 x 1080px
- Facebook post image 1200 x 630px
- Instagram post image 1080 x 1080
- Instagram Story 1080 x 1920px
- Twitter post image 506 x 253pxx
- Pull up Banner 850mm x 2100mm
- MsWord Doc Template
- PowerPoint Template

Event Name



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CLUB SPONSOR CAN BE ADDED HERE

ENTER DATE
ENTER TIME

Enter Sailing Club Detail here
Enter Sailing Club Detail here

SheSails.org.au

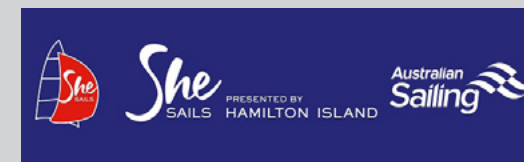


@SheSailsAus #SheSails

Double-Click
to add
Club Logo



Email Signatures



Web Banner



Facebook Event Cover

Planning & Promoting SheSails Activities

- Ask your current female members what they want when planning activities or designing programs
- Introduce a low-commitment way to join or try your activity
- Introduce a welcome offer/promotion for new members
- Make smaller groups with more personal support and advice from the instructor
- Offer variety of times and dates to make it more available
- Make sure you have communicated details of the event to staff and your current members. Let them know that new women will be visiting the club via newsletters, posters and social media. They will be invaluable in welcoming newcomers and promoting the club as welcoming, with a friendly atmosphere.

Promoting SheSails activities:

- Selecting the right message is very important. This message needs to motivate women to engage with your club and reflect what they want and need for their leisure time. Tailor your messages to be encouraging and positive, here are a few examples you may want to consider:

“Come along to our sailing club to meet likeminded women and learn to sail and open up a new vibrant social life”

“Sailing is great for people of all ages, backgrounds and abilities. It’s got lots of health benefits and is an excellent way to make new friends”

“Do you fancy learning a new skill and challenge whilst being in a social club environment. Have you thought about sailing?”

“Sailing is a great way to make new friends.”

“Sailing is great way to unwind and de-stress from the pressures of a busy lifestyle.”

- Use photos and video that show everyday women of all shapes, sizes, backgrounds and abilities getting involved
- Put the details on your club website. Make sure it’s clear that all equipment and boats will be provided and give guidance about appropriate clothing.
- Get the word out in your local community – word of mouth, newsletters and social media, remember to tag SheSails channels and #SheSails
- Promote your activity on the shesails.org.au website and @SheSailsAus FB page
- Create posters using SheSails template to display at your club and local businesses
- Ask your current women members to help, sign them up as volunteers
- Encourage your current members to bring friends
- Partner with other organisations to reach new people
- After the event, follow up with the participants, seek feedback, invite them to participate again and encourage new attendees to join your club and start sailing on a more permanent basis



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NATIONAL OFFICE

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