

Little Athletics Australia

# Brand Style Guide

V2 / 19 FEB 2010



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# 1.0 Introduction



## 1.01 Introduction

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### What is a style guide?

**A style guide is a simple and comprehensive description of an organisations brand, detailing the brand structure and values, the visual elements and their appropriate application across all media. It is an essential reference tool for presenting a new brand to maximum effect both within the organisation and to the public.**

### Why do we need a style guide?

Little Athletics is a large and geographically dispersed organisation. The representation of the brand will be managed by numerous individuals and groups which inevitably leads to multiple interpretations of the brand and it's application.

This guide delivers a unified brand, one that appears consistent every time it is presented to market. This consistency builds consumer recognition and protects the integrity of the brand.

### Who will use this style guide?

This style guide will be used by any person or organisation creating communications, advertising or promotions for the Little Athletics brand.

It is important that before commencing work with this brand that the style guide and digital files are supplied along with an appropriate brief.

#### Contact

If further assistance is required regarding the Little Athletics brand, please contact:

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## 2.0 Our Brand Defined



**Our vision is to be the foundation  
sporting activity of choice within the  
Australian community for all children  
between the age of 5 and 17.**

**Our mission is to provide leadership, guidance and strategic direction for the development of children of all abilities, by promoting positive attitudes and a healthy lifestyle through family and community involvement in athletic activities.**

## 2.03 Our Brand Defined

### Brand Essence

The core of our brand:

*Having a go*

### Brand Values

The attractive qualities that define our brand:

*Accessible / Professional / Safe / Honest /  
Inclusive / Diverse / Progressive /  
Innovative / Encouraging / Everywhere*

### Brand Personality

Our personality communicates our differentiation:

*Fun / Caring / Friendly / Approachable /  
Dedicated / Inspirational / Confident /  
Respectful / Trusted / Fair*

### Brand Benefits

The benefits offered to clients by our brand:

*Fitness / Physical activity /  
Social inclusion /  
Develop communication and motor skills*

### Brand Attributes

The key distinguishing features of our brand:

*Healthy lifestyle through family  
and community involvement in  
athletic activities*



## 2.04 Our Brand Defined

### What is a brand?

It is more than the visual representation of a corporate logo, it is the feelings, associations and values that everyone involved shares.

### What is a positioning statement?

This is a concise written statement of the desired market position, conveying the unique attributes, benefits and promise of your brand.

### What are the Little Athletics positioning statements?

There are three positioning lines that are used for various Little Athletics communications:

- 1. Be Your Best**  
Used in external marketing communications
- 2. Foundation for all Sports**  
Used in corporate communications
- 3. Family Fun and Fitness**  
Used in body text where appropriate

The 'Be Your Best' positioning line is used in the form of a logo, the other two are stated in text – set in the typeface Helvetica Neue Light, Roman, Medium or Bold.

**BE YOUR BEST®**

Above is an example of the 'Be Your Best' logo, which can feature in Black, Sky Blue or reverse. It cannot be manipulated in any way.

### Our Website URL

Our website address is written in all lowercase without the 'www.' preceding it and should always be typed in Helvetica Neue 65 Medium weight as shown below.

It will most often feature in Sky Blue, Black and White but can also feature in one of the secondary colours when appropriate.

**littleathletics.com.au**



**URL**

Font: Helvetica Neue 65 Medium  
Tracking: -10

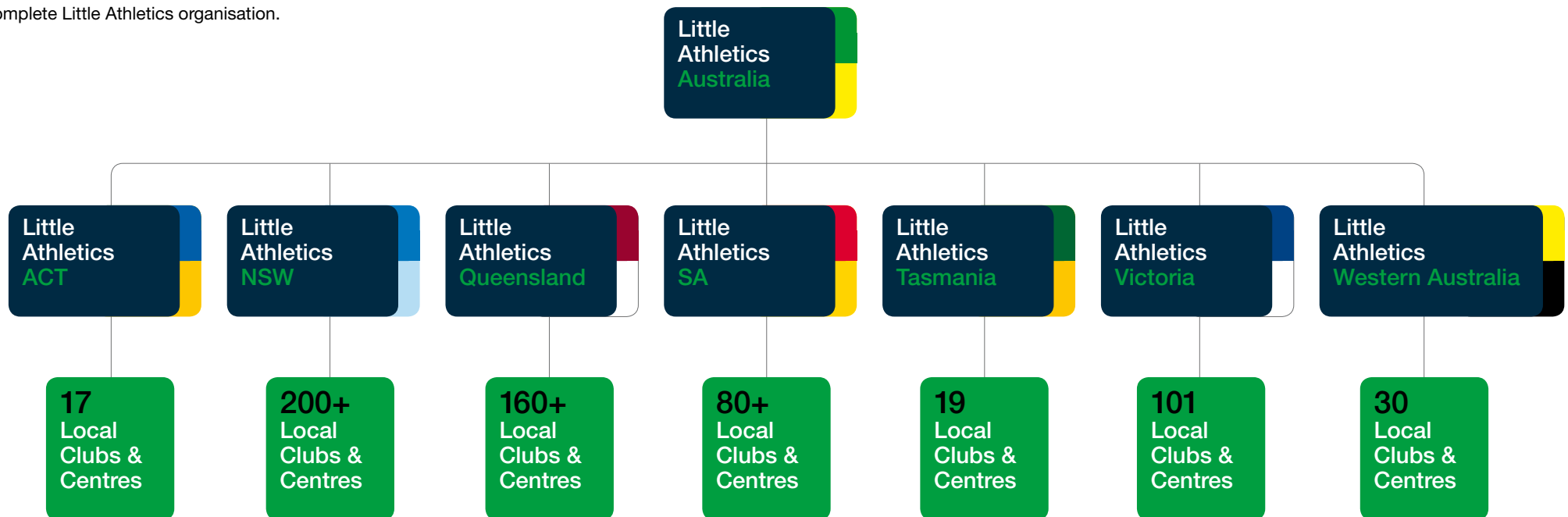
## 3.0 Brand Architecture



## 3.01 Brand Architecture

### What is our brand architecture?

Similar to a family tree, this structure reveals the precise hierarchy of the complete Little Athletics organisation.



## 4.0 Brand Elements



4.01 Brand Elements:  
Our New Brandmark

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Our new identity  
represents a  
love for sport  
and celebrates  
our passion for  
having a go.



## 4.02 Brand Elements: Primary Colour Palette

Our primary brand palette takes inspiration from the very environment athletics takes place in. Blue represents the sky above our heads and Green, the grass under our feet.



**Note:** Our primary colours have been carefully paired with a darker shade. There are two colour pairs as well as the brandbase tone.

### Primary Palette

Our Brand colours



#### Sky Blue

Pantone  
PMS 2995

CMYK  
C90%, M8%

RGB  
R0, G160, B222

#### Sky Blue Dark

Pantone  
PMS 3025

CMYK  
C100%, M17%, K50%

RGB  
R0, G88, B132

#### Grass Green

Pantone  
PMS 7481

CMYK  
C58%, Y93%

RGB  
R0, G170, B60

#### Grass Green Dark

Pantone  
PMS 349

CMYK  
C90%, M8%

RGB  
R0, G95, B49

#### Midnight Blue

Pantone  
PMS 303

CMYK  
C100%, K87%

RGB  
R0, G50, B67

## 4.03 Brand Elements: Secondary Colour Palette

A select range of fresh colours have been chosen to work in harmony with our Brand colours.

**Note:** Our secondary colours have been carefully paired with a darker shade. There are three colour pairs and a neutral cool grey.

### Secondary Palette

Made up of three paired colours and a cool grey tone



#### Orange

Pantone  
PMS 144

CMYK  
M48%, Y100%

RGB  
R243, G153, B0

#### Orange Dark

Pantone  
PMS 1685

CMYK  
M70%, Y100%, K42%

RGB  
R159, G73, B15

#### Red

Pantone  
PMS 032

CMYK  
M90%, Y88%

RGB  
R229, G53, B41

#### Red Dark

Pantone  
PMS 1815

CMYK  
M92%, Y100%, K53%

RGB  
R135, G32, B18

#### Purple

Pantone  
PMS 2665

CMYK  
C55%, M67%

RGB  
R135, G100, B163

#### Purple Dark

Pantone  
PMS 2695

CMYK  
C85%, M90%, K40%

RGB  
R49, G37, B100

#### Cool Grey

Pantone  
PMS 431

CMYK  
C12%, K67%

RGB  
R107, G115, B120









## 4.04 Brand Elements: Tertiary National & State Colour Palette

### These National, State and Territory colours play an important part in the Little Athletics brand.

These colours have a specific role to play in communicating the State colours on blazers and uniforms for both officials and athletes. They must always be used in a complimentary way so as not to dominate/confuse our new brand image.

These colours can be found on:

- > Official Blazers
- > Little Athletics Website
- > Flags/Banners
- > Uniforms/Apparel

Australia	ACT	NSW	Queensland	SA	Victoria	Tasmania	Western Australia
							
<b>Green</b>	<b>Royal Blue</b>	<b>Navy</b>	<b>Marone</b>	<b>Red</b>	<b>Navy</b>	<b>Green</b>	<b>Gold</b>
Pantone PMS 355	Pantone PMS 293	Pantone PMS 300	Pantone PMS 202	Pantone PMS 186	Pantone PMS 280	Pantone PMS 349	Pantone PMS Yellow
CMYK C94%, Y100%	CMYK C100%, M60%	CMYK C100%, M40%	CMYK M100%, Y60%, K43	CMYK M100%, Y80%, K5%	CMYK C100%, M72%, K22	CMYK C100%, Y90%, K42	CMYK Y100%
RGB R0, G149, B52	RGB R0, G94, B168	RGB R16, G115, B182	RGB R153, G4, B47	RGB R220, G0, B46	RGB R0, G66, B132	RGB R0, G102, B51	RGB R253, G234, B23
<b>Gold</b>	<b>Gold</b>	<b>Pale Blue</b>	<b>White</b>	<b>Yellow</b>	<b>White</b>	<b>Gold</b>	<b>Black</b>
Pantone PMS Yellow	Pantone PMS 123	Pantone PMS 291	Pantone –	Pantone PMS 116	Pantone –	Pantone PMS 123	Pantone Black
CMYK Y100%	CMYK M24%, Y94%	CMYK C33%, M3%	CMYK –	CMYK M16%, Y100%	CMYK –	CMYK M24%, Y94%	CMYK K100%
RGB R253, G234, B23	RGB R253, G198, B0	RGB R181, G221, B243	RGB R255, G255, B255	RGB R255, G211, B0	RGB R255, G255, B255	RGB R253, G198, B0	RGB R0, G0, B0



## 4.05 Brand Elements: Corporate and Marketing Logos

Here are our full colour National level brandmarks for use in corporate and marketing communications. **Note:** The Marketing logo features an extended Brandbase strip.

These logos have been created to print in 4 colour process. This is because our brand colours can be consistently and accurately reproduced in CMYK.

### 1. Corporate Logos

These marks are for use on corporate and internal material. They can feature locked-up with other sponsor logos and in third party materials.

### 2. Marketing Logo

This logo is specifically designed for use in marketing documentation, it can feature as a 'strip' or a 'tab' that bleeds off the left edge of pages.

### 1. Corporate Logos

Horizontal and Vertical on White and within Brandbase



### 2. Marketing Logo

Horizontal within extended Brandbase



## 4.06 Brand Elements: Tertiary Logos

Featured here are our limited colour tertiary brandmarks.

### 1. Tertiary Spot Logos

These marks are spot colour and appear without three-dimensional shading in the running figure. They are specifically for use when the full colour logos cannot be used such as:

- > Embroideries
- > Screen printing
- > Etchings

### 2. Tertiary Mono Logos

These logos are for use in black and white applications such as:

- > Mono Newsprint advertising
- > Etchings

### 3. Tertiary Reverse Logos

Use these in mono applications. It must be placed onto either a black background or one of the primary brand colours. Can be used in:

- > Advertising
- > Apparel

### 1. Tertiary Spot Logo

Horizontal and Vertical on White



### 2. Tertiary Mono Logo

Horizontal and Vertical on White



### 3. Tertiary Reverse Logos

Horizontal and Vertical on White



## 4.07 Brand Elements: Clearspace and Minimum Sizing

### Clearspace

To ensure the brandmark appears clear of other graphic elements a clearspace has been defined. This is the minimum space required, however it's recommended you allow for more clearspace wherever possible.



### Minimum Size

To ensure clarity and legibility of the brandmark, a minimum size has been defined for both print and online environments.

#### Corporate Logo

On White



In Print:  
8mm high

Online:  
52 pixels high

#### Corporate Logo

With Brandbase



In Print:  
11mm high

Online:  
74 pixels high

#### Marketing Logo

With Brandbase



In Print:  
11mm high

Online:  
74 pixels high

## 4.08 Brand Elements: Marketing Typefaces

Typography is an important part of our visual language. Consistency is essential in order to build a strong National brand.

The following three typefaces are for use throughout marketing communications.

1. Helvetica Neue Usage:  
Headlines, Subheadings & Bodycopy

There are four Helvetica Neue weights that have been chosen for use in communications material. The italic weights can also be used where appropriate.

2. Glypha Usage:  
Headlines & Feature text

There are four Glypha weights that have been chosen to add contrast to communications when used with Helvetica Neue. It is preferred for use in feature copy. Italic weights can also be used where appropriate.

3. James Paul Usage:  
Headlines, Subheadings & Feature text

This handwritten script font adds an inviting quality to material and can be used where appropriate to draw attention to a message. It should be used in a balanced manor with our other marketing fonts.

! Fonts can be purchased from [www.myfonts.com](http://www.myfonts.com)

### 1. Helvetica Neue

45 Light

AaBbCcDdEeFfGgHh  
123456789@\$%&!

65 Medium

AaBbCcDdEeFfGgHh  
123456789@\$%&!

### 2. Glypha

45 Light

AaBbCcDdEeFfGgHh  
123456789@\$%&!

65 Bold

AaBbCcDdEeFfGgHh  
123456789@\$%&!

### 3. James Paul

Regular

AaBbCcDdEeFfGgHh  
123456789@\$%&!

55 Roman

AaBbCcDdEeFfGgHh  
123456789@\$%&!

75 Bold

AaBbCcDdEeFfGgHh  
123456789@\$%&!

55 Roman

AaBbCcDdEeFfGgHh  
123456789@\$%&!

75 Black

AaBbCcDdEeFfGgHh  
123456789@\$%&!

## 4.09 Brand Elements: Internal Corporate Typefaces

### Our corporate fonts:

The following two typefaces have been selected for internal and online use.

#### 4. Calibri Usage: Microsoft Word & Powerpoint

This has been chosen as the preferred Microsoft Word and Powerpoint font for letters, memos and corporate presentations. The italic weights can also be used where appropriate in text.

#### 5. Verdana Usage: Email and Websites

This is the preferred online font for use in emails, email signatures and on the Little Athletics website. The italic weights can also be used where appropriate in text.

! Fonts can be purchased from [www.myfonts.com](http://www.myfonts.com)

#### 4. Calibri

Regular

AaBbCcDdEeFfGgHh  
123456789@\$%&!

Bold

**AaBbCcDdEeFfGgHh**  
**123456789@\$%&!**

#### 5. Verdana

Regular

AaBbCcDdEeFfGgHh  
123456789@\$%&!

Bold

**AaBbCcDdEeFfGgHh**  
**123456789@\$%&!**

## 4.10 Brand Elements: National & State Naming Convention

Our landmark incorporates naming variations which need to be kept consistent when used in logo form.

### National Naming Convention

on White



### National Naming Convention

#### 'Australia'

The National body features its name written in full upper and lowercase Helvetica Neue Roman.

### State Naming Convention

Below is how each State name is to be replicated in logo form. Some are set as abbreviations in uppercase letters while others are written out in full in upper and lower case.

### State Naming Convention

Horizontal examples on White



## 4.11 Brand Elements: Local Naming Convention

Local level branding allows clubs and centres to consistently feature our new brand in signage and flags.

This reinforces our new image in a way that becomes memorable and powerful across Australia.



### 1. Local Level Logos

These logos are available in full colour vertical orientation only and are mostly for outdoor use.

They can be used for:

- > Signage
- > Banners/Flags
- > Apparel

#### Local Naming Convention

##### Camberwell / Malvern

The names of local Centres/Clubs are written in upper and lowercase Helvetica Neue 55 Roman.

- Long names with two words can be set on two lines
- Centres with two Suburbs in their title should be separated with a forward slash as shown

### 1. Local Centre Logo Examples

On White and within Brandbase



## 5.0 Brand Application





# 5.01 Brand Application: Sizing the Marketing Logo

## How to correctly size the Marketing logo for cover material.

### 1. Marketing Logo Size

Each page is divided up into an equal number of strips horizontally to establish the grid (see overleaf).

#### A4, A3, A2, A1:

The logo height equals one of these segments minus the clearspace border for A4, A3, A2 and A1 page sizes.

#### A5:

The logo height equals two of these segments minus the clearspace border for A5 pages.

### 2. Using the logo as a Strip

Place the logo to run from the clearspace border across the page to bleed on the left edge.

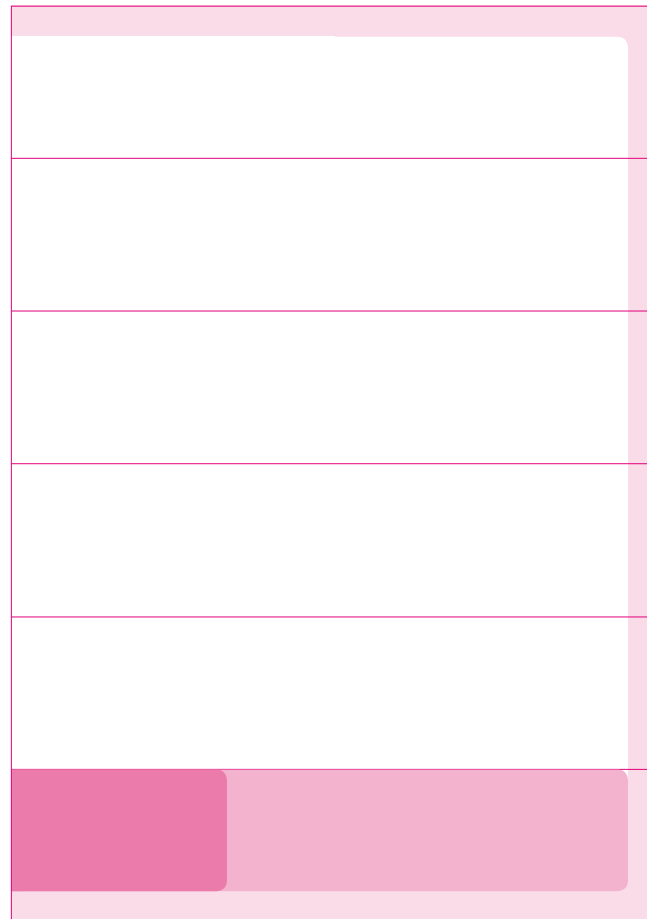
### 3. Using the logo as a Tab

Place the logo allowing for at least the minimum clearspace on the left side and bleed off the page.

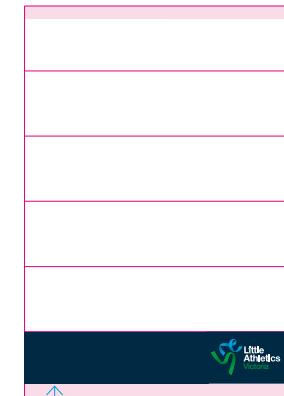
#### Logo Height

This is defined by the space between the clearspace border and either the last one or last two segments of the page.

### 1. Sizing Marketing Logo

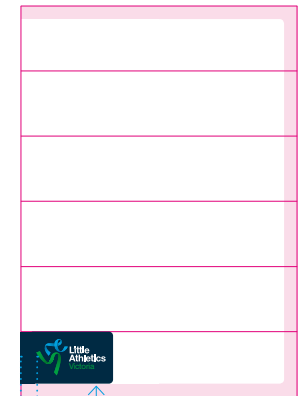


### 2. Strip Example



Marketing Logo used as a strip

### 3. Tab Example



Marketing Logo used as a tab

Minimum clearspace based on 'X'

#### Clearspace

A different measure is specified for each page size – see overleaf

## 5.02 Brand Application: Grid and Clearspace Specifications

### Grid, Clearspace and Tab guidelines for brochure covers.

#### The Grid

Each page is divided up into an equal number of strips horizontally:

#### Portrait

A5 = 10 parts vertically

A4, A3, A2, A1 = 6 parts horizontally

#### Landscape

A4 = 4 parts vertically

#### Clearspace

The clearspace defines the page border:

#### Portrait & Landscape

A5 = 8mm

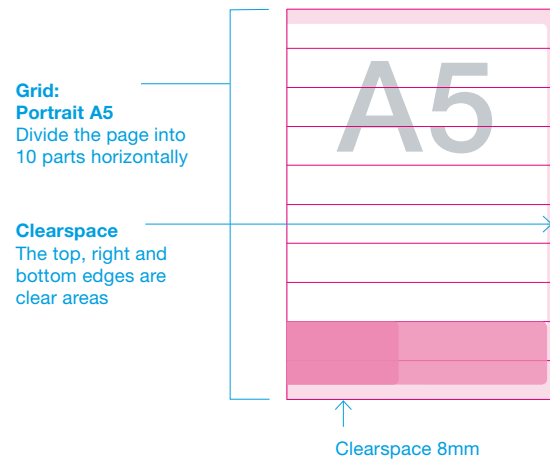
A4 = 10mm

A3 = 15mm

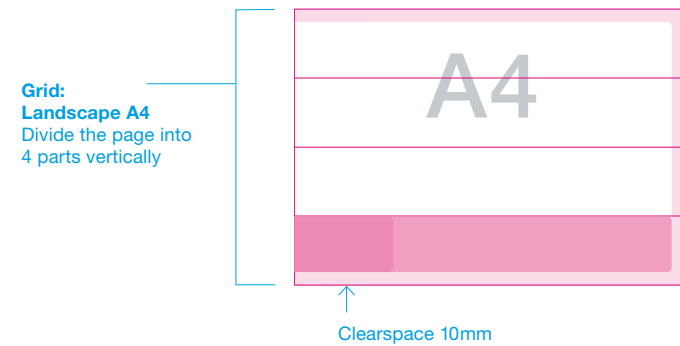
A2 = 20mm

A1 = 25mm

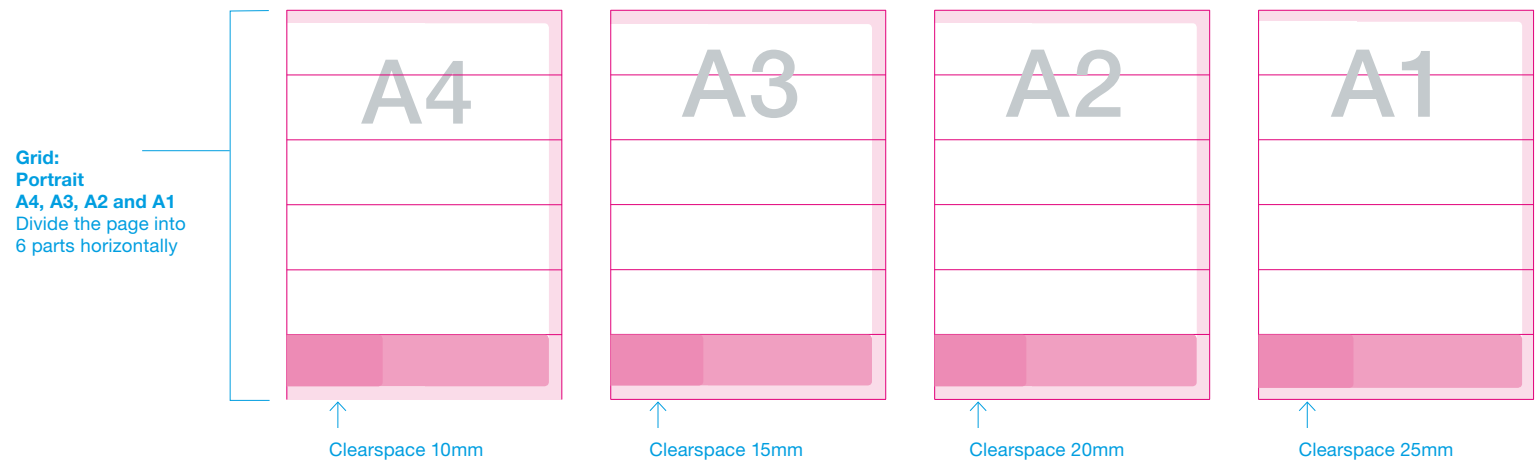
#### A5 Portrait Grid



#### A4 Landscape Grid



#### A4, A3, A2, A1 Portrait Grid



## 5.03 Brand Application: Placing the Marketing Logo

Where do you place the brandmark?  
Simply use the horizontal grid as an anchor point for placing the logo.

### 1. Grid Lines and Positioning

The marketing logo can be positioned along any of the horizontal lines created by the grid. The logo can either sit on top of one of the lines or hang from one.

### 1A. Logo Placement Examples

Using A5 Grid



### 1B. Logo Placement Examples

Using A4 Grid



## 5.04 Brand Application: Stationery – Business Cards

The Little Athletics business cards are designed two sided.

The front features personal and address detail while the reverse is generic for the National and State associations.

### National Business Card

Front



Back



### State Business Card

Front



Back



## 5.05 Brand Application: Stationery – Business Card Specifications

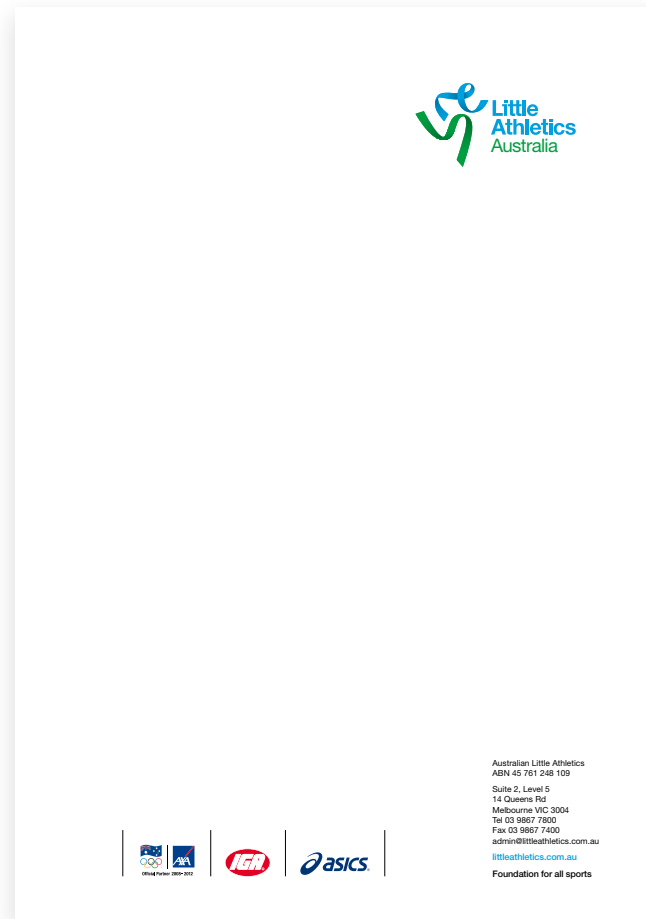


## 5.06 Brand Application: Stationery – Letterhead

The Little Athletics letterheads are designed single sided with the National and State bodies featuring their key sponsors along the base.

### National Letterhead

Single sided

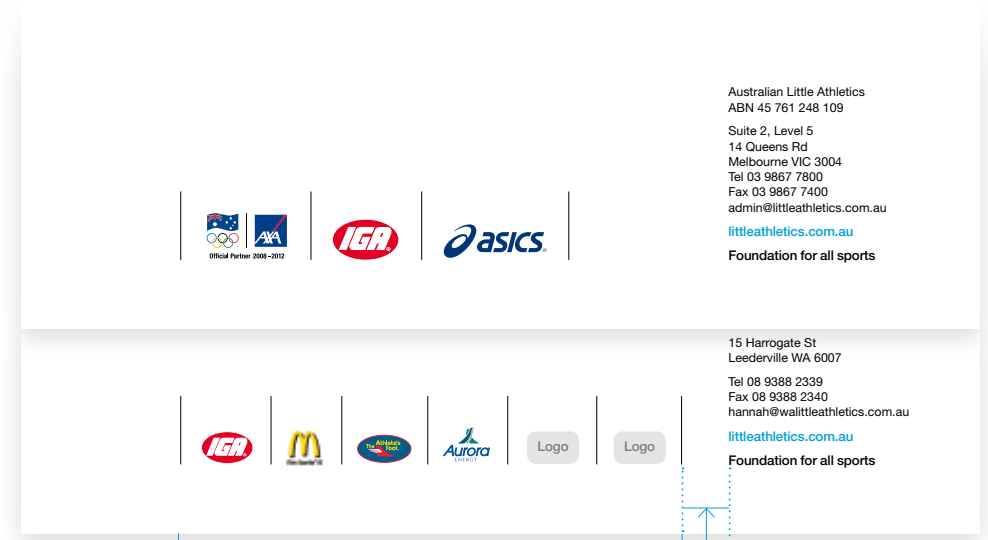


### State Letterhead

Single sided



# 5.07 Brand Application: Stationery – Letterhead Specifications



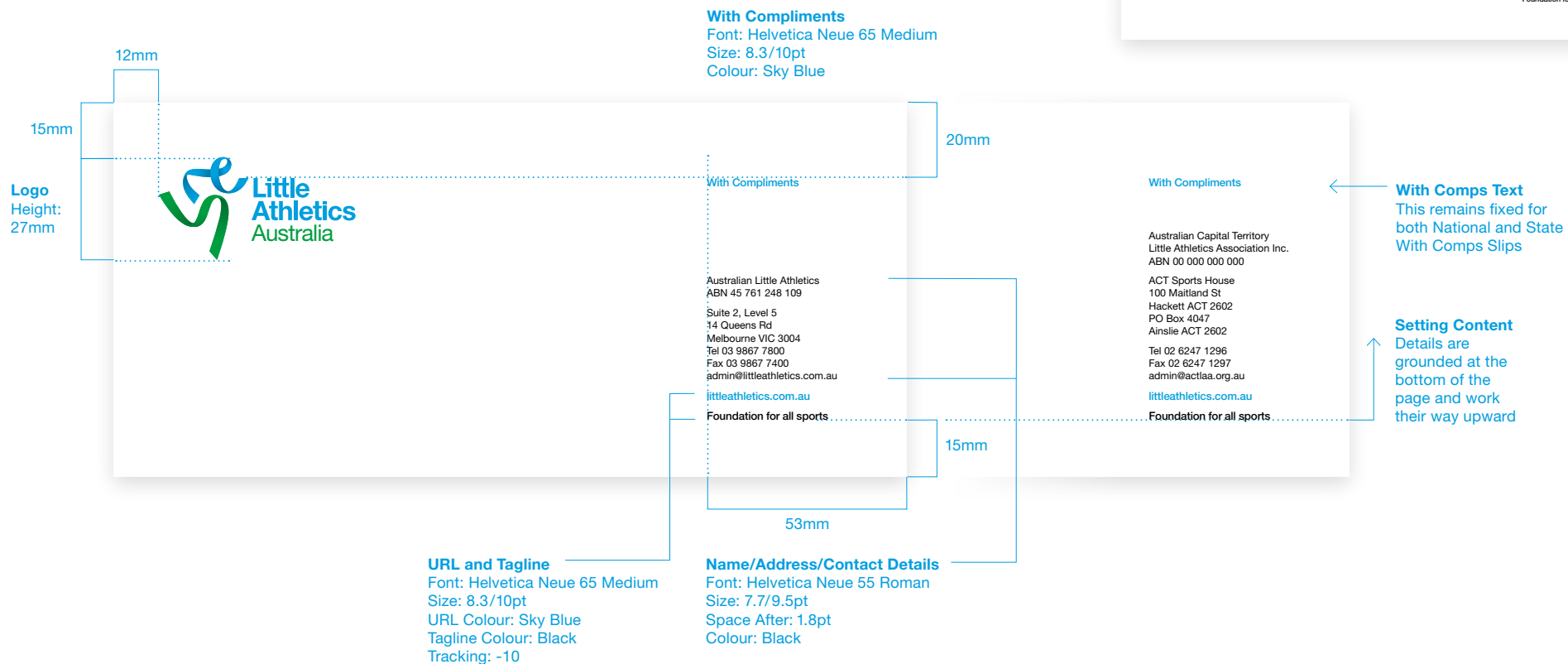
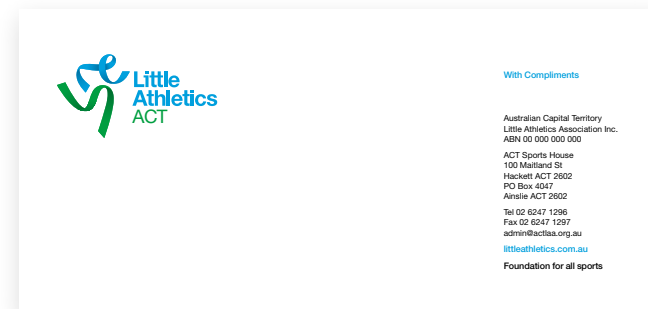
110mm  
It's recommended that no more than six (6) sponsor logos feature within this space

Clearence  
10mm minimum from the address details

# Brand Application: Stationery – With Compliments Slip & Specifications

## National and State

Single sided





# 5.09 Brand Application: Using Athletics Program Logos

Integrating our new brand with State-based achievement program logos is very important. This protects the brand from being confused with other marks that carry the Little Athletics wording and 'running' graphics.

## State-based Program logos

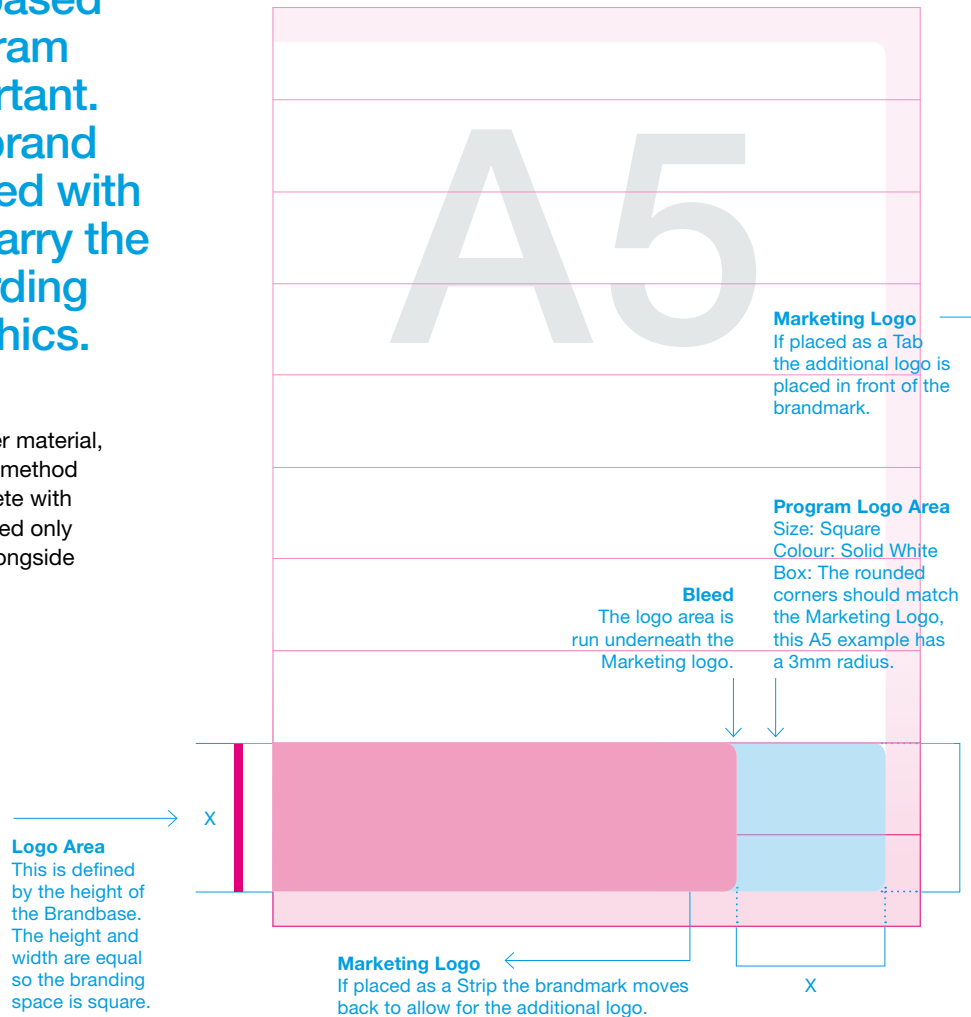
When Program logos appear on cover material, there is an integrated and consistent method for placing them so they don't compete with our new brandmark. It is recommended only one logo be included on the cover alongside the brandmark.

## Program Logos

Below are a few examples.

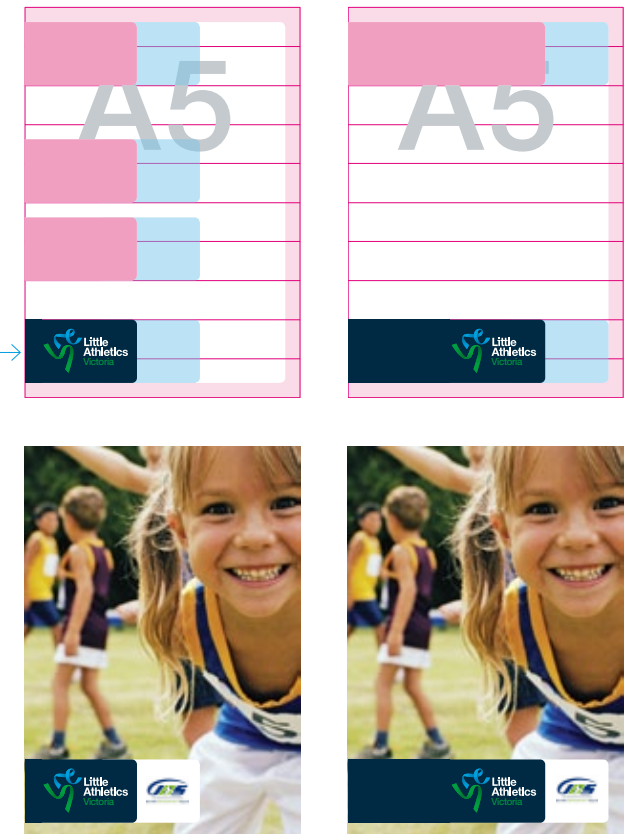


## Sizing Example



## Logo Placement Examples

Using A5 Grid



## 5.10 Brand Application: Intergrating Sponsor Logos

### Integrating Sponsor logos with our new brand in a way that's consistent, reinforces the important relationship Sponsors and Little Athletics share.

#### Sponsor logos

There are many Sponsors across the country that have an association with Little Athletics. When these logos are required for use on cover or poster material, there's a simple method for applying them.

#### A4, A3, A2, A1:

For A4, A3, A2, and A1 pages simply raise the Brandmark half of its height to allow for a row of Sponsors to fit beneath it.

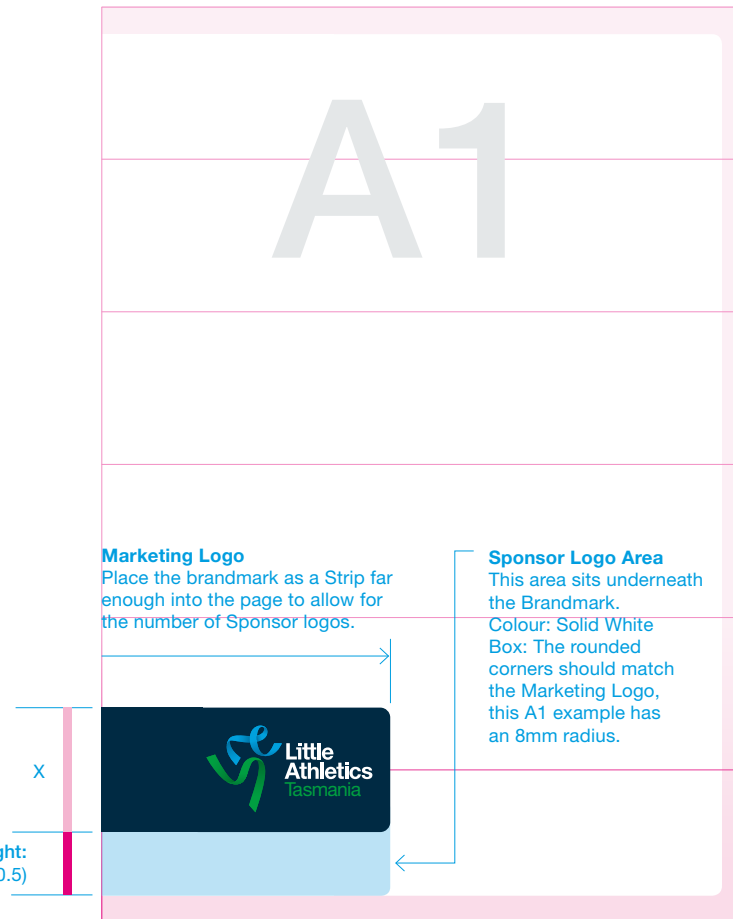
#### A5:

For A5 pages, raise it two-thirds of its height.

A5 Height:  
Two-thirds X, (0.75)

A1, A2, A3, A4 Height:  
Half X, (0.5)

#### Sizing Example



#### Logo Placement Example

Using A1 Grid



↑  
Sponsor logos appear in one single row.

## 5.11 Brand Application: Our landmark and corporate logos

When featuring sponsors in corporate materials simply use a thin keyline between the brandmarks as shown.

Which logo to use

For best results it's recommended that the horizontal Corporate Brandmark on White is used for this purpose. The horizontal logo proportions balance best with most Sponsor logos.

In circumstances where a Sponsor has a tall vertical logo, our vertical version should be used.



### Arrangement Examples

Using horizontal Corporate logo on White



## 6.0 Branding Examples



## 6.01 Branding Examples: Covers

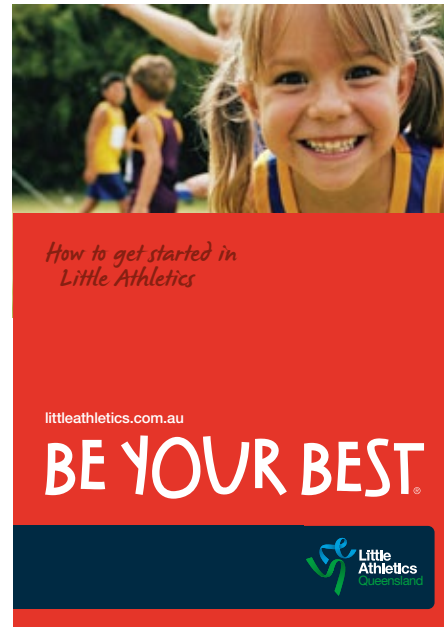
### A4 Layout Example

Featuring Strip logo



### A4 Layout Example

Featuring Strip logo & secondary colour



### A5 Layout Example

Featuring Tab logo & secondary colour



### A5 Layout Example

Featuring Program logo



## 6.02 Branding Examples: Posters

### A3 Layout Example

Featuring Strip logo and sponsor logos



### A3 Layout Example

Featuring Strip logo and sponsor logos



## 6.03 Branding Examples: Flags & Banners

### Banners for office buildings/events.

In Corporate applications the 'Foundation for all Sports' tagline can be utilised.



Utilising two banner designs together adds diversity and interest.



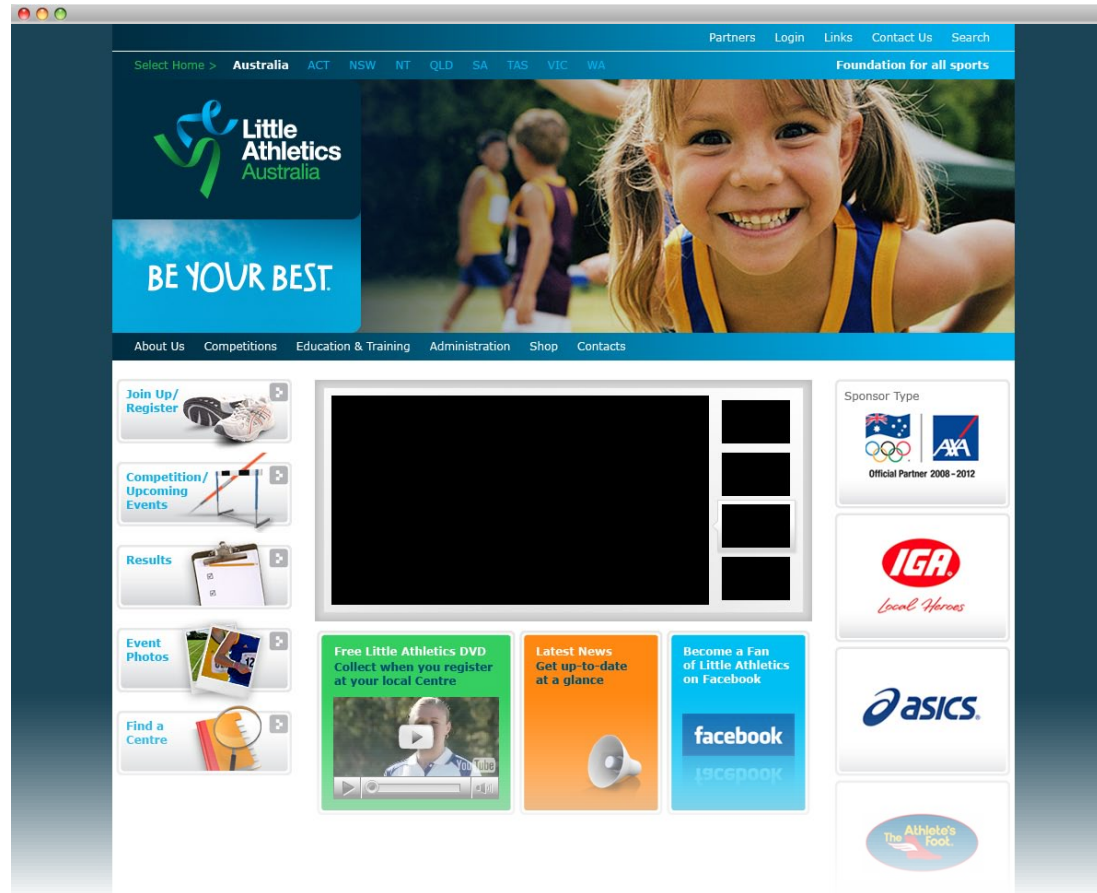
Event Flag Design



## 6.04 Branding Examples: Website

### Website update for National and State bodies.

Note: This project is still in development and will include an element of National, State and Territory colours when complete.





## 6.05 Branding Examples: Caps and Medals

### Embroidered caps for officials and athletes.

Caps for athletes



### Embossed medals for athletes.

Note these medal designs are an example only and will vary in design once further developed.

Medals for athletes



## 6.06 Branding Examples: Polo Shirts

Branded  
polo shirts for  
National and  
State officials.

Polos: Black, Midnight Blue and Sky Blue



## 6.07 Branding Examples: National and State Blazers

### Embroidered blazers for National and State officials.

#### Blazers

Featured here is a White embroidery of the logo on the jacket pocket for both National and State blazers.



## 7.0 Master Logo Files



## 7.01

### Which logo format do you use?

#### JPEG files

Designed to be used on-screen especially for web and also in applications like Microsoft Word and Powerpoint. They are an RGB file so they will not print as accurately from colour laser/inkjet printers to match our primary brand colour specification. They may also view differently from screen to screen depending on the model, age and settings used.

The JPEGS are saved at high resolution – 400dpi. This allows them to be scaled a small amount before they lose their sharpness.

#### EPS files

These files are vector based (created in Adobe Illustrator CS4) and are the best format for logos used in artwork.

Design studios and printers will require these files when creating Little Athletics material. They can be scaled to any size without loss of quality.

### The file naming structure defines the logos on the CD Rom

#### JPEG LOGOS

LA\_AUS\_H\_CORP\_BB\_RGB.jpg ← AUS: Defines the National or State body  
LA\_AUS\_H\_CORP\_RGB.jpg ← RGB: Logo is for internal/on-screen use (e.g. Word/Powerpoint)  
LA\_AUS\_H\_TERTIARY\_MONO.jpg ← MONO: Logo is for use in Black and White material  
LA\_AUS\_H\_TERTIARY\_REV.jpg ← REV: Logo is White (It's a JPEG so it's for internal use)  
LA\_TAGLINE\_SKYBLUE\_RGB.jpg ← TAGLINE: This is the Tagline Logo featuring in Sky Blue on White

#### VECTOR LOGOS (EPS)

##### > CORPORATE LOGOS

LA\_AUS\_H\_CORP\_BB\_CMYK.eps ← BB: Signifies the logo includes the brandbase  
LA\_AUS\_H\_CORP\_CMYK.eps ← H: Signifies the logo is horizontal orientation  
LA\_AUS\_V\_CORP\_BB\_CMYK.eps ← CMYK: Artwork type file ready for full colour printing  
LA\_AUS\_V\_CORP\_CMYK.eps ← V: Signifies the logo is vertical orientation

##### > MARKETING LOGOS

LA\_AUS\_H\_MARKETING\_BB\_CMYK.eps

##### > TERTIARY LOGOS

LA\_AUS\_H\_TERTIARY\_MONO.eps  
LA\_AUS\_H\_TERTIARY\_REV.eps  
LA\_AUS\_H\_TERTIARY\_SPOT.eps ← SPOT: Logo set in Pantone colours – use in Embroideries/Screen printing etc  
LA\_AUS\_V\_TERTIARY\_MONO.eps  
LA\_AUS\_V\_TERTIARY\_REV.eps ← REV: Logo is White (It's an EPS so it's for use in printing e.g. Brochures/Apparel)  
LA\_AUS\_V\_TERTIARY\_SPOT.eps

##### > TAGLINE

LA\_TAGLINE\_MONO.eps  
LA\_TAGLINE\_REV.eps  
LA\_TAGLINE\_SKYBLUE\_CMYK.eps



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