



OFFICIAL PARTNER GUIDELINES

for the Victorian Institute of Sport

This document should be used as a guide for all Victorian Institute of Sport (VIS) creative and brand elements. We have laid out some basic principles for partners and stakeholders to follow.



BRANDMARK

PRIMARY LOGO



(Primary logo on navy background)

To be used in first instances, such as on websites, banners, decals, activations, digital collateral, etc.

SECONDARY LOGO



(Secondary logo on navy background)

To be used in instances where the Primary logo is at risk of being unreadable, is impractical or doesn't fit well. Please contact the VIS for approvals.

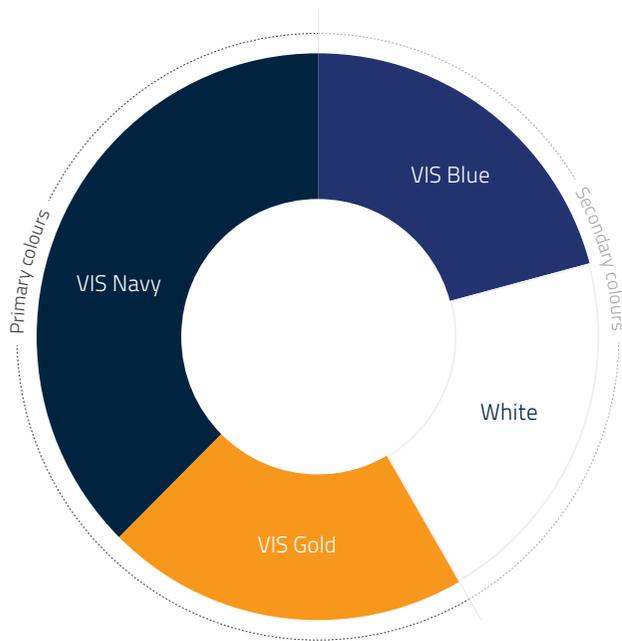
WHEN TO USE NAVY OR WHITE LOGOS

Please select the colour which is most contrasting to the background in use, to ensure the logo stands out (i.e. white logo on dark coloured backgrounds, navy logo on light coloured backgrounds).



COLOUR PALETTE

The primary colours of the VIS are navy and VIS gold. The navy represents Victoria, while the gold represents success and achievement at the highest level.



VIS COLOUR WHEEL

<p>VIS Navy</p> <p>PMS 289C CMYK 99/84/45/51 RGB 11/35/63 HEX #0b233f</p>	<p>VIS Gold</p> <p>PMS 144C CMYK 0/47/100/0 RGB 248/152/29 HEX #f8981d</p>
<p>VIS Blue</p> <p>PMS 288C CMYK 100/92/25/14 RGB 0/44/118 HEX #002c76</p>	<p>White</p> <p>CMYK 0/0/0/0 RGB 255/255/255 HEX #ffffff</p>

Our colours can vary in reproduction, especially on different fabrics and materials, so please consult the VIS before undertaking any design work.

PARTNER LOCK-UP



(Horizontal Lock-up)



(Vertical Lock-up)

The minimum clear space is determined by the height of the "VICTORIAN" in the logo.

The composite layouts should be used when the VIS logo and commercial partner logo need to appear together in a set lock-up. When applying the VIS logo with another brand logo a minimum clear space should be applied between the vertical or horizontal divider lines and each of the logos as shown.

DIGITAL ASSETS FOR PARTNER ADVERTISING ON VIS PLATFORMS

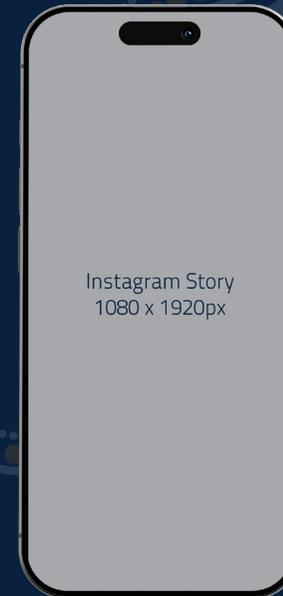
The below information is in reference to the Partner providing digital collateral to be promoted on VIS owned platforms.

- Integrate VIS brand colours in the designs wherever possible so the post looks organic to VIS platforms (e.g. background in VIS navy with white primary logo, and placing text/graphics in white, VIS gold or Victorian blue).
- Include a call to action (CTA) button on EDM and website advertising assets. E.g. Learn more / Read now / Shop now.
- Do not include a CTA button on social media assets (leave space for one to be added natively on Instagram story tiles, not on grid tiles).
- If utilising VIS athlete imagery, please request images from the VIS.

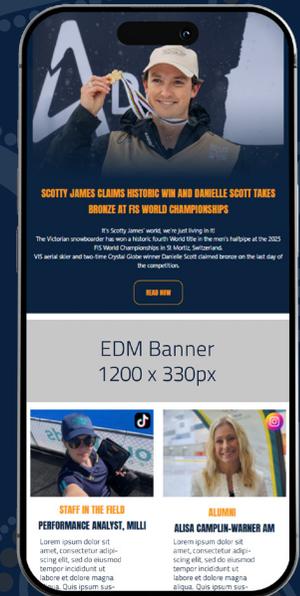
Artwork delivery due minimum 3 weeks prior to requested live date.



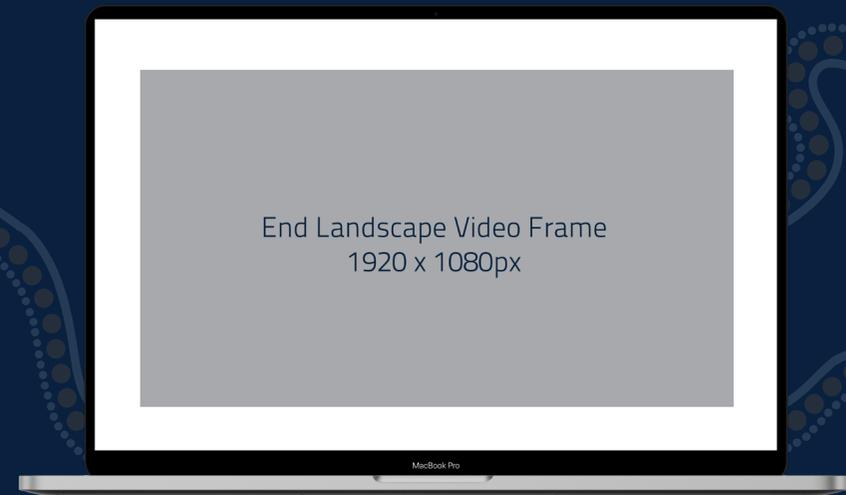
Social Tile



Instagram Story



EDM Banner



End Landscape Video Frame

ATHLETE APPEARANCES

- VIS athletes and alumni regularly attend community and corporate events. Appearances can be used for a range of things like keynote presentations, events, meet and greet sessions (business and public), award presentations, panels etc, and can be in person or online.
- Requests must be submitted to the VIS at least 4 weeks prior to the event, with a detailed brief of the appearance request and athlete requirements. *Requests are not to be sent directly to athletes.*
- When submitting your request, please consider your athlete preferences, such as:
 - Preferred sport / any sport
 - Able-bodied / Para athlete / either
 - Region-specific athlete (if in regional Victoria)
 - Any specific messaging
- Based on your criteria, and subject to availability, we'll do our best to allocate the most suitable athlete for your event.
- Fees may apply, subject to specific requirements.





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