BRAND GUIDELINES

RUGBY LEAGUE, NETBALL & PICKLEBALL

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01

MISSION & VALUES

MISSION & VALUES



MISSION

To create a sustainable player pathway for men and women in rugby league and netball in Ipswich, from local juniors through local seniors to the Ipswich Jets senior sides, and for those who earn the right, to the NRL and SSN.

VISION

Our children are able to grow up in Ipswich with their families, going to their local school and clubs, playing footy or netball with their mates, and growing as people, in an environment that cares for them.

VALUES

The Ipswich Game Plan will have a huge **HEART**.

HUMILITY: NO ONE PERSON IS BETTER;

EFFORT: CONSISTENTLY COMPETITIVE;

ATTITUDE: PASSIONATE AND COMMITTED;

RESPECT: LOVE FOR SELF, OTHERS AND EACH OTHER;

TEAMWORK: BECOMING BETTER TOGETHER, EVERYONE MATTERS.

02 LOGOS & COLOURS

PRIMARY & MONO LOGO

The Ipswich Jets logo is an important and valued graphic element that should be used consistently and appropriately, even minor variations can undermine and compromise the image of the branding.

Where the coloured version may not be appropriate, a monochromatic version may be used.





PINK LOGO

The Jets Pink Logo is intended for use in specific circumstances only, such as Women’s Day and related initiatives or activities. Prior approval must be obtained before utilising this logo.



LOGO PLACEMENT

It is important that logos are not distorted or sized too small.

- For clear readability logo should not be smaller than 60mm wide
- In cases where the logo is small, the tagline may be dropped to preserve readability
- Exclusion zone should be equal in size to the width of the ‘S’ in the JETS logo, around all sides of the logo

Minimum Size: 60mm

Exclusion Zone: Equal to width of ‘S’ in JETS logo



Logo should remain perspective correct at all times.

INCORRECT LOGO USAGE

The visual integrity of the logo should be maintained at all times. Please see examples of how not to use the Jets Logo on this page.

- Logo symbol and wording should remain proportionate - when re-sizing the whole logo should be altered as one element
- Never distort or skew the logo proportions
- Logos should be centred or aligned to far left or far right corner. Never cut logo off
- Do not place shadows on or behind the logo
- Do not alter colours
- Do not repeat the logo within individual assets



COLOURS

CMYK colours will be used for most general printing requirements.

If a designer or printer asks for your logo you are best to give them the high resolution CMYK PDF vector art files. PDF files or EPS files supplied with this package are both vector art files in CMYK suitable for print applications. Where there is a large solid area of black for printing we recommend you use a rich black, and for text and smaller black areas use the simple black. RGB colours are for use in screen based designs.

The colour appearance can vary however from screen to screen due to different screen types and settings. Generally you will use JPG files or PNG files (transparent background) for web based applications. Hex colours can be used in websites and Online design applications.

Sticking with these colours will ensure consistency in the brand over a variety of different medias. Colours are reproduced out of CMYK and RGB, however you will often notice slight differences due to the different ways colour is produced for different applications.

CORE

C83 M44 Y80 K44 **R32 G78 B55** **#204E37**	**C0 M0 Y0 K0** **R255 G255 B255** **#FFFFFF**

SECONDARY

C48 M0 Y33 K57 **R57 G109 B73** **#396D49**	**C60 M0 Y31 K44** **R58 G144 B99** **#3A9063**	**C18 M0 Y13 K46** **R112 G137 B119** **#708977**

THIRD

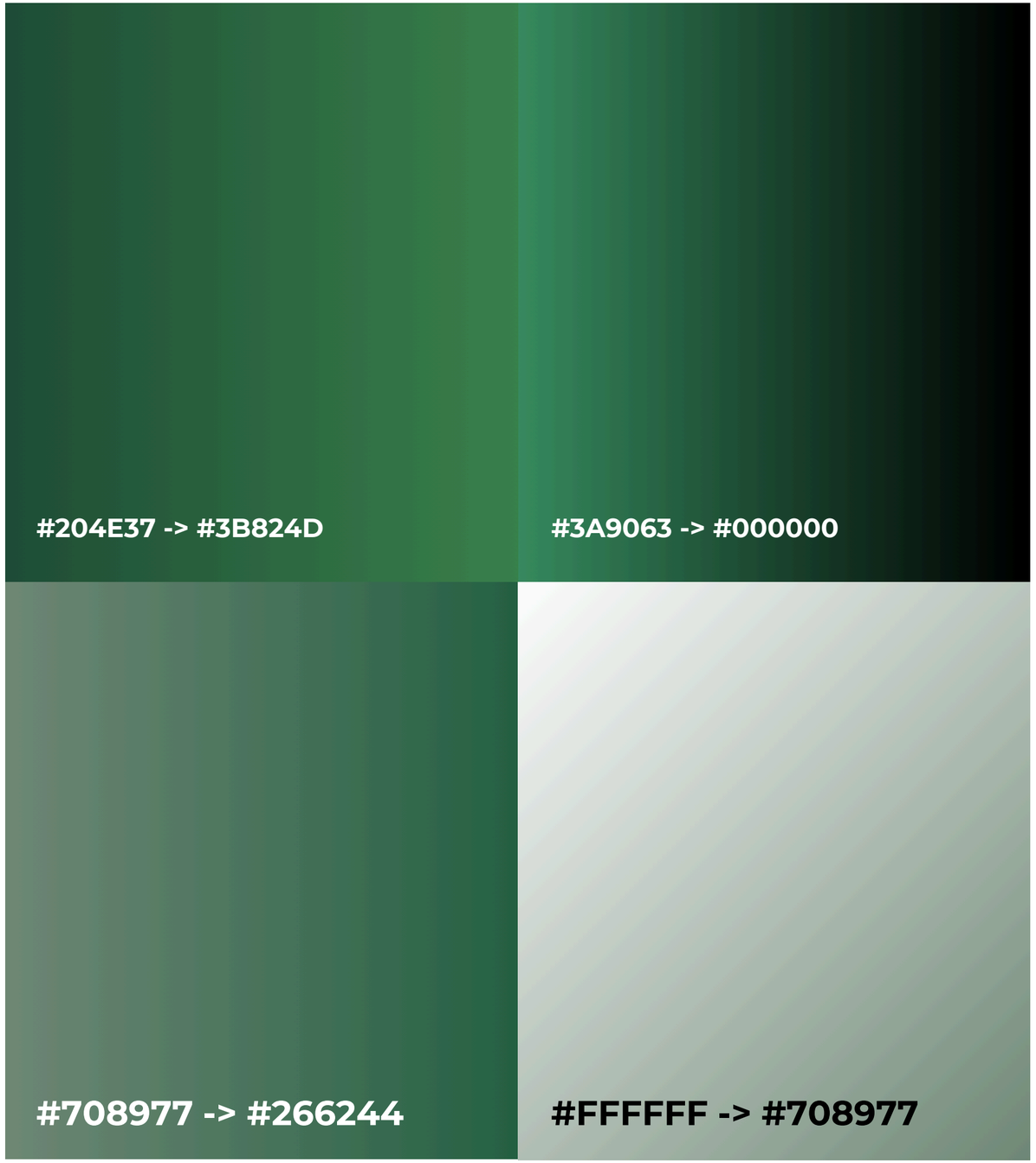
C0 M0 Y0 K100 **R0 G0 B0** **#000000**	**C0 M13 Y72 K12** **R225 G195 B64** **#E1C340**

GRADIENTS

The Jets brand provides a selection of gradients that can be used across both print and digital design. These gradients add depth and dimension to Ipswich Jets assets, helping maintain a consistent look while still giving designers room to create visually engaging layouts.

By incorporating gradients, designers can avoid flat or repetitive backgrounds and instead introduce subtle variation that draws attention to key content. For example, the top gradient shown may be used as a background for a social post to create a more dynamic, eye-catching design compared to a solid colour.

While these gradients support overall brand cohesion, their use isn’t mandatory. Designers can apply them wherever they enhance the aesthetic or improve clarity, offering a balance between creative freedom and brand consistency.



03 TYPOGRAPHY

Ipswich Jets Typography Family

Usage of the correct font ensures a cohesive experience across all touch points. The use of italics is discouraged as well as fonts that do not appear in this Brand Guide.

Secondary fonts should generally be used for emphasis and not for general text.

Core Fonts

Montserrat Light
Montserrat Regular
Montserrat Medium
Montserrat Bold
Montserrat Extra Bold
Montserrat Black

Heading Fonts

ZUUME ROUGH BOLD

HAVE HEART TWO

Cursive/Special Fonts

Brittany

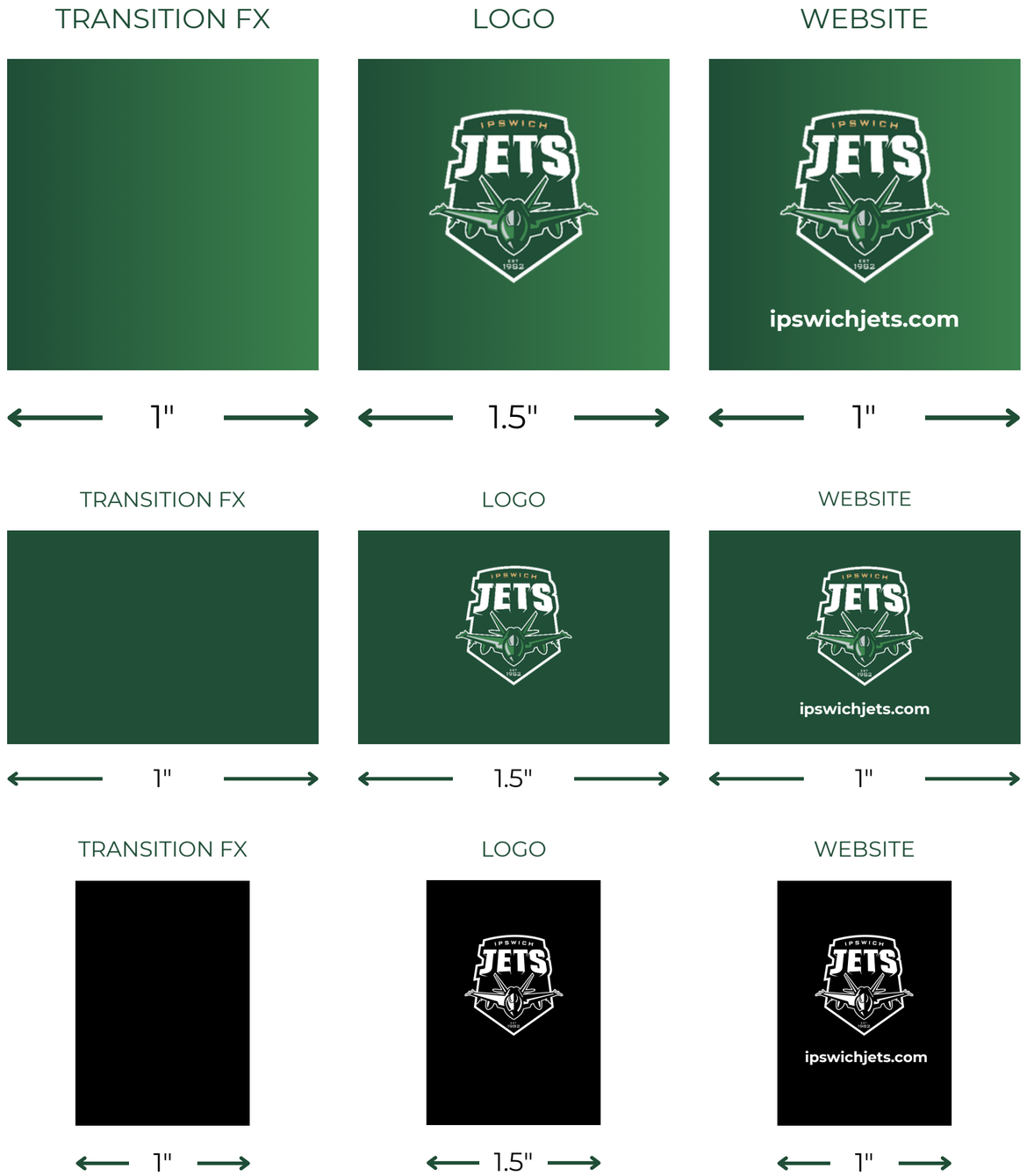
Have Heart One

04 TEMPLATES

VIDEO END TILES

The size of the end tile used will depend on the video asset being used, a post may be 1:1 or 16:9, and a video reel may be 4:5 or 9:16. The correct end tile to use will be determined by the intended platform and aspect ratio of the content. The end tile can either use a black background or the Jets' green background as depicted on the right. When using the black background, you may use the mono-white Jets logo.

Don't create alternative end tiles without approval.



SOCIAL POSTS

Capture attention quickly

• Deliver key messaging and branding within the first 3-seconds of the creative

• Start the creative with the most captivating element to create a unique and quick hook

Frame the visual story

• Maximise the amount of real estate in the mobile space by sizing the creative to 1:1 for feed and 9:16 for stories

Design for sound off

• 80% of in-feed video is listened with sound off

• Utilise subtitles often

Frame For The Platform

• Ensure you're using the correct framing for the correct post type and platform.

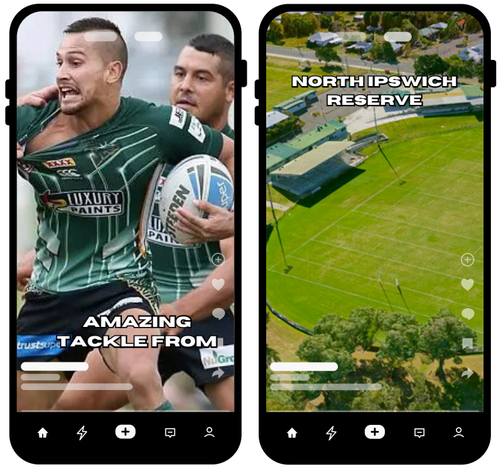
CAPTURE ATTENTION QUICKLY



FRAME THE VISUAL STORY



DESIGN FOR SOUND OFF



FRAME FOR THE PLATFORM



SOCIAL MEDIA TEMPLATES

Social post templates will be developed annually to ensure the Ipswich Jets social media presence remains fresh and modern.

Each division has it’s own templates and goes through an approval process before the beginning of each season, where a vote is cast among key members of the team and board on multiple design options to decide on the final templates for use each year.

These design templates will be made available in the Jets Team Canva account to edit and use for appropriate purposes. These template posts should not be altered in design and look without prior approval of the Ipswich Jets CEO.

These posts include content such as but not limited to the below:

- Team List
- Game Day
- Player’s Player
- Half Time/Full Time Score Results

05 SPONSORS

IDENTIFYING SPONSORS

Sponsors are critical to the Ipswich Jets continued operaton. First off, the Ipswich Jets should always be referred to the iCare Group Australia Ipswich Jets in text, and in images, the logo should often appear alongside the Ipswich Jets logo, divided by a small line (dividing device).

Additionally, please reference the below bullet points for which sponsor must be mentioned with the relevant division:

- iCare Group Australia Hostplus Cup
- University of Southern Queensland BMD Women
- TBC Mal Meninga Cup Under 19 Boys
- ACS Group Cyril Connell Cup Under 17 Boys
- QLD Law Group Harvey Norman Under 19 Girls

Netball should always be iCare Group Australia Ipswich Jets Netball Club Sapphire Series or iCare Group Australia Ipswich Jets Netball Club Ruby Series.

Note how in the example post on the right, the sponsors are thanked, tagged and displayed alongside the appropriate division in the image.

EXAMPLE POST



Jets takeover at Macca's tomorrow for McHappy Day!

We've got players popping up all over Ipswich from our @iCare Group Australia HostPlus Cup team to our @ACS Group QLD Cyril Connell boys, our girls and boys juniors, and even a few of our @iCare Group Australia Ipswich Jets Netball girls jumping between multiple McDonald's stores for McHappy Day!

Don't miss out on this year's official, limited-edition merch: Silly Socks for $6.50 featuring McDonalds' iconic heritage characters, Grimace and Hamburglar, on a fashion-forward crew sock or Bucket Hats for $3.95 (available in two colours!)

Swing by, say hi, and support a great cause!

#McHappyDay #IpswichJets

SPONSOR LOGO USAGE

As with the Ipswich Jets logo, the visual integrity of sponsor logos should be maintained at all times. Refrain from doing the following.

- Logo symbol and wording should remain proportionate - when re-sizing the whole logo should be altered as one element
- Never distort or skew the logo proportions
- Logos should be centred or aligned to far left or far right corner. Never cut logo off
- Do not place shadows on or behind the logo
- Do not alter colours
- Do not repeat the logo within individual assets
- Logos shouldn't be too close together














IPSWICH
JETS
EST
1982