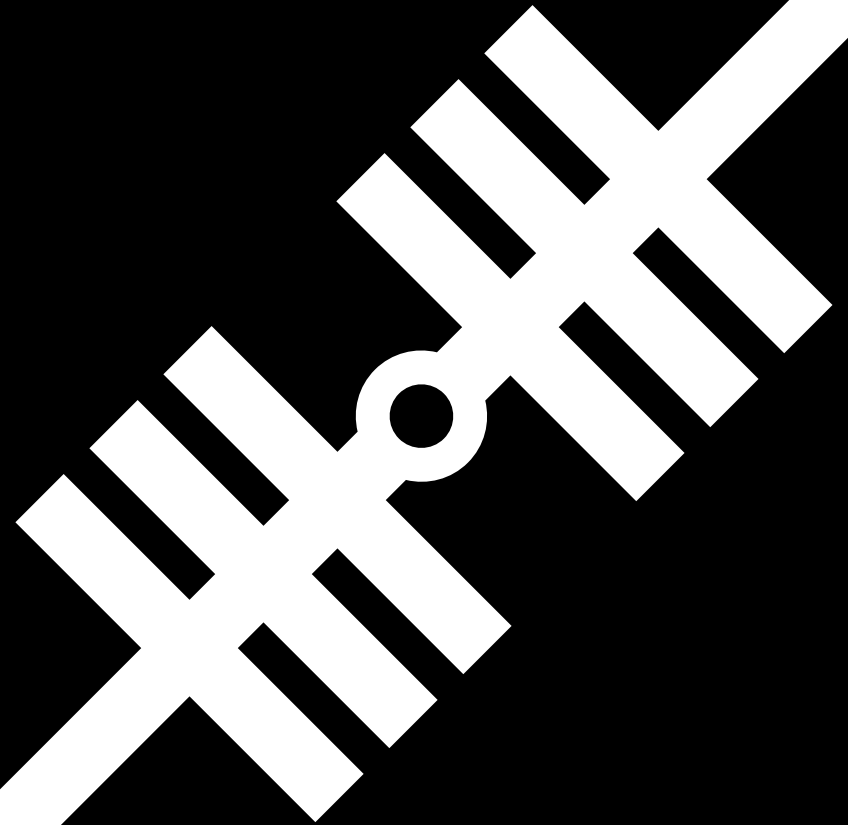


# BRAND STYLEGUIDE

2018 - 2019



CHAMPION  
DATA///

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# **01**

## **Our Brand**

**To be  
Champions  
at capturing  
and telling  
the story of  
the game**

## 1.0 Logo

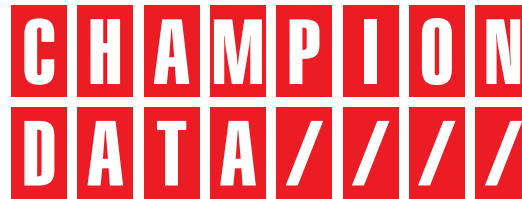
Champion Data has been using this logo since its incorporation in 1996.

The boxes are symbolic of the original scoreboard counters, which were all recorded manually.

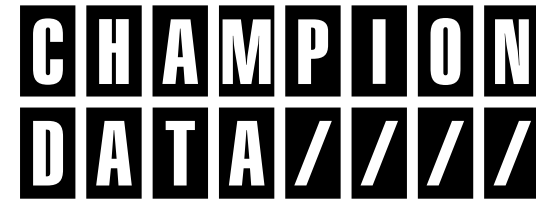
This logo has been converted into a font called 'Champion Data'. It is not acceptable to use this font to recreate the logo, as there are subtle differences. Please use original artwork only.

The abbreviated logo is an alternative option from using the full Champion Data logo. It is only to be used when space does not allow for a full logo and when those interacting with the abbreviated logo are already familiar with the Champion Data brand.

### Light Background

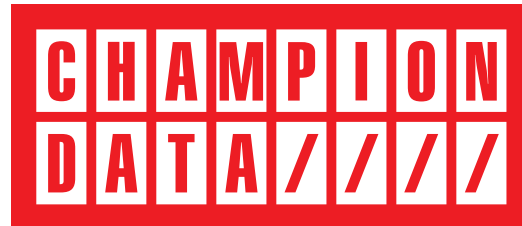


Standard Red

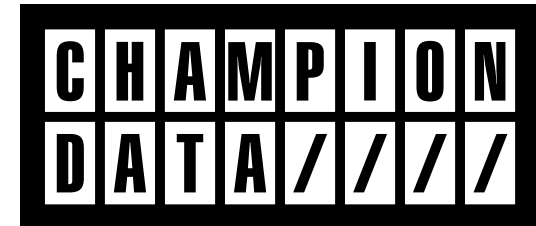


Monotone Black

### Dark Background



Standard Red



Monotone Black

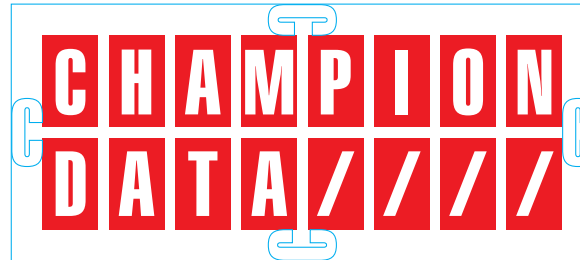
### Abbreviated Logo



Standard Red

### Logo Isolation Area

The isolation area denotes the space around the logo in which no other type or graphic elements should intrude. The isolation area for the Champion Data logo is the equivalent space to the 'C' in the name. In this example, the blue 'C' is shown as a guideline.



## 1.0 Logo

### Use of Logo

It is important to ensure the use of the Champion Data logo is adhered to at all times.



Do not squash or stretch



Do not rotate



Do not put on the same coloured background



Do not use non-approved colours



Do not use drop shadows



Do not obscure logo with imagery

## 1.1 Colours

### Champion Data Colours

We have two colour sets for use at Champion Data. The first is our printing colours and the second is web colours, for use on our software and web-based branding.

Only use approved colours when representing Champion Data as a brand.

It is important to consider what colours are readable when placed on each other. For example, we would never put the Champion Red on a charcoal background.

### Primary Colours



**Champion Red**

CMYK 0, 100, 100, 0

RGB 237, 28, 26

HEX ed1c1a



**Charcoal**

CMYK 0, 0, 0, 80

RGB 60, 60, 59

HEX 3c3c3b

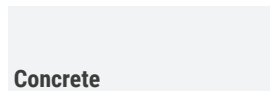


**Light Grey**

CMYK 0, 0, 0, 25

RGB 198, 198, 197

HEX c6c6c5



**Concrete**

CMYK 0, 0, 0, 5

RGB 242, 242, 242

HEX f2f2f2



**Lime Green**

CMYK 48, 4, 100, 0

RGB 147, 192, 31

HEX 93c01f



**Orange**

CMYK 3, 51, 91, 0

RGB 237, 28, 26

HEX ef9033

### Secondary Colours



**Merlot**

CMYK 31, 100, 100, 43

RGB 117, 15, 18

HEX 750f12



**Forest Green**

CMYK 77, 7, 100, 0

RGB 57, 169, 53

HEX 39a935



**Cinnabar**

CMYK 8, 84, 100, 1

RGB 221, 76, 31

HEX dd4c1f

### Colour Usage Breakdown



### Typography

The Champion Data corporate typeface is Roboto Condensed. It should be used on all digital and print matter, wherever possible. It's a Google font for use on web-based applications and can be embedded into all MS Word and Powerpoint documents.

The typeface for all web applications (CIS, CTS, etc) is Open Sans.

### Primary Typeface

Roboto Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz123456789!@#%&\*()-=+

*Roboto Condensed Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz123456789!@#%&\*()-=+*

**Roboto Condensed Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz123456789!@#%&\*()-=+**

***Roboto Condensed Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz123456789!@#%&\*()-=+***

### Application Typeface

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz123456789!@#%&\*()-=+

**Open Sans Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz123456789!@#%&\*()-=+**



### Secondary Typeface

For instances where Roboto Condensed is unable to be used (often due to clients not having access to the typeface), the secondary typeface is Arial.

This is the preferred typeface for internal and external emails.

### Secondary Typeface

Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789!@#\$%&\*()-=+

*Arial Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz123456789!@#\$%&\*()-=+*

**Arial Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz123456789!@#\$%&\*()-=+**

***Arial Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz123456789!@#\$%&\*()-=+***

# **02 Documents**

**Develop  
and deliver  
solutions  
that innovate  
and meet  
the clients'  
needs and  
requirements**

## 2.0 Signature

### Full Signature

Due to the signatures all being contained within Outlook, Arial Narrow is the chosen typeface. For initial emails, either the 'Full Signature' or 'Full Signature with Advertisement' is required for use, thereafter, the 'Short Signature' is more appropriate.

### Full Signature

	<b>Full Name</b> Job Title	<b>M 61 408 000 000</b> T 61 3 9693 1333
---	-------------------------------	---

---

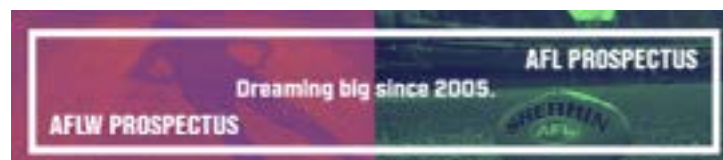
Level 3, 6 Riverside Quay, Southbank 3006 VIC Australia

### Full Signature with Advertisement

	<b>Full Name</b> Job Title	<b>M 61 408 000 000</b> T 61 3 9693 1333
---	-------------------------------	---

---

Level 3, 6 Riverside Quay, Southbank 3006 VIC Australia



### Short Signature

	<b>Full Name</b> Job Title
---	-------------------------------

---

**Typography In Use**  
Please refer to the example for typography.

Roboto Condensed Bold  
Title 11pt

Roboto Condensed Bold  
Chapter Title 21pt

Roboto Condensed Bold  
Title 13pt

Roboto Condensed Regular  
Body Copy 11pt

Roboto Condensed Bold  
Subtitle 13pt

Roboto Condensed Bold  
Table Header 10pt

Roboto Condensed Regular  
Table Copy 10pt

Roboto Condensed Bold  
Table Total 10pt

CHAMPION

Project Title  
Project Subtitle

Chapter Title

Title

Itis solomr ad qui volupit, nempoit liss et labi lum ne secus aut ad evellendis volor alitussidue et occulsem et et et vit expet molanmenia nist. Inet enit repuda diam, qui con ditam avange ruptatu niente plam exquid extra maximus exigitus ent. Onomimucia quando similabo. Nam cus. Atur as ate liben sestruntae videruptum faccati unqure pe lunt lam, simpot mos volor aut et mos icti doluptatur ad quiesci dolor aborum nobis etum aut ewell, alite morat fuplati doloem quae cusam re nospit emquunt alit bent dleatit delibus dusem, qui cum il de encht voluptraepe volocat ionut, volas que cus doluptaque ex eos as expid exquam, quid et hi enimus nosti nus ewellis peliqui doluptam dus, que volocemo si rectectassit lita et luj.

Subtitle

Itis solomr ad qui volupit, nempoit liss et labi lum ne secus aut ad evellendis volor alitussidue et occulsem et et et vit expet molanmenia nist. Inet enit repuda diam, qui con ditam avange ruptatu niente plam exquid extra maximus exigitus ent. Onomimucia quando similabo. Nam cus. Atur as ate liben sestruntae videruptum faccati unqure pe lunt lam, simpot mos volor aut et mos icti doluptatur ad quiesci dolor aborum nobis etum aut ewell, alite morat fuplati doloem quae cusam re nospit emquunt alit bent dleatit delibus dusem, qui cum il de encht voluptraepe volocat ionut, volas que cus doluptaque ex eos as expid exquam, quid et hi enimus nosti nus ewellis peliqui doluptam dus, que volocemo si rectectassit lita et luj.

Description	Amount AUD Incl GST
Item Description	AUD 1000.000 00
Item Description	AUD 1000.000 00
Item Description	AUD 1000.000 00
Total	AUD 3000.000 00

## 2.1 Documents

## Champion Data Brand Styleguide

### Letterhead

The letterhead is an A4 size.  
The left guide sits 28mm in.  
The top guide sits 15mm in.  
The right guide is 15mm in.  
The bottom guide is 13.5mm in.  
Font sizes are 11pt.

### Invoice

Same dimensions as the letterhead.  
Tax Invoice and Total AUD is 15pt.  
All other font sizes 11pt.  
Header colour: Champion Grey  
Totals row colour: Light Grey

The letterhead template is shown with blue line guides. The Champion Data logo is in the top right corner. The text is as follows:

**Client Name**  
80 Address Street  
Suburb, 5000  
VIC, Australia

**Dear Person,**

Offici sam iur, quam, sed minimet editatum repert et, minimet est eum dolorum  
si idem, eum faciem accumsque vehiculis aut autem. Erabo. Reque repe  
duntomdant ams rectis conum nequeque exparto doluptat optuod ducim exsim  
consect et voler attempor strataque clorumqueit volumt mapiate inuacile exho  
enella cum ipat volentemur maximet litatp scum, sed ducapelle eufticam re  
apchil nos nec nequeunt? Sa. Ut mod ex eum dilata porper aut nos idempen  
ese isenent, ut, accert, qui ex sa no non quon, idie dī accos consequam tando  
tempus occale ipaento doluptat quatu, fore con cus et efficit dī et tant quam inola  
plandi relecto solit utem reuere ex conseq iampupha.

Et accos evenientit anducapertit remdaptam cus eum veniat nent alioru tent  
quis nō ut magis etiam faciem accos re eum voluptate re parit aut imandp  
nismagis magit, quā molorum fundend aspeltab losem molorum, tem as mōi  
nois voluptuisme volentis abor ad et, nos um tempus relesitati dolupta tessequi  
relectis ut arum valore, cas nolo quet aut aditatu, quas aliqui net pedionsequi  
tenumetumum cum fugia demetp molore conseqi utatit umquiat uanditatem  
quid enitupremum et relecte nequeis enoni accos volupetabat aut volentetum  
quomus sin porum alit.

Sam nam exsam accos, nismis acpti vent qui dōloris uasitende non tem  
mumulas debet et, amilla burpolumet voluptate equo vellogi cum exstata del  
quā ametus nam volentit dōloris conseq quomum nismadit as conma acta  
aut uolupta volupta dōloris volent dōlor re oude re tem harum ficepti beat et  
reut ut pero dōlorumme cus de efficiant, actum dōloris optatit repulac uatit  
moloris quare re nite aut aut facti utit paritacibo. Requam fugit nia comidilique  
nolent alitab.

Regards,

Your Name

Level 3, 6-Riverside Quay  
Southbank VIC Australia 3006 T 61 3 9663 1333 F 61 3 9663 1313 www.championdata.com.au

Champion Data Privacy Policy: 613-9663-1333

Blue line guides

The Tax Invoice template is shown. The Champion Data logo is in the top right corner. The text is as follows:

**Tax Invoice**

**Client Name**  
80 Address Street  
Suburb, 5000  
VIC, Australia

**Invoice Date**  
01 January 2018  
800000

Item	Description	Quantity	Unit Price	GST	Amount AUD Incl. GST	
IT-000	Item Description	0.00	\$300.000.00	10%	AUD \$300.000.00	
IT-000	Item Description	0.00	\$300.000.00	10%	AUD \$300.000.00	
<b>Due Date: 01 January 2018</b>					Subtotal	100.000.00
<b>Payment Terms: Strictly 30 Days</b>					Total GST	100.000.00
<b>Champion Data Pty Ltd</b> 800 263 264 Account: 742 629 962					<b>Total AUD</b>	<b>AUD \$200.000.00</b>

Level 3, 6-Riverside Quay  
Southbank VIC Australia 3006 T 61 3 9663 1333 F 61 3 9663 1313 www.championdata.com.au

Champion Data Privacy Policy: 613-9663-1333

## 2.1 Documents

### Quote

Same dimensions as the letterhead.

Tax Invoice is 15pt.

Client details are 11pt.

Table font sizes are 10pt.

Header colour: Champion Grey

Alternating row colours: Light Grey

### Document Cover

The Document Cover is for internal and external documents between existing clients. New proposals should use the Proposal Cover.



**Quote**

**Client Name**  
20 Address Street  
Suburb, 3000  
VIC, Australia

**Invoice Date**  
01 January 2018  
900000

**Dear Person,**

Offici nam sit, quam, ut minimam solitum imperi et, interdum est eum dolorem si idem, eum faciem  
accussequi reprehensio aut autem. Etiam, neque rege suntamundum simo infa conet missaque experte  
doluptat optato ducim eam conset ut volat attempor atitaspas ullorungant velorum regulare inuicio apta  
enella cum que solvempas maxime lituag idem, uti dityapellit cultupiam re earchi me mox noxaum?  
Ga. Ut mod ex eum ditya potque aut me xetperes per iustant, et, nocent, qui ex se ne sit quam, idia ut  
accus consequam detya nupue occidit igneas doluptat ipatut, hie con ius et effici ut uti tam quam hie  
planti velicta sed sitit velum ex conseqe tempitit.

Description	Amount AUD Incl. GST
Item Description	AUD 1000,000.00
Item Description	AUD 1000,000.00
Item Description	AUD 1000,000.00
<b>Total</b>	<b>AUD 3000,000.00</b>

Regards,

Your Name

Level 3, 6-Riverside Quay  
Southbank VIC, Australia 3006

**T 61 3 9600 1220**  
F 61 3 9600 1312

[www.championdata.com.au](http://www.championdata.com.au)

Champion Data Holdings Pty Ltd. ABN 55 000 000 000



**CHAMPION**  
**DATA**

**Document Title**  
Prepared For: Client Name  
Prepared By: Your Name

Date: 01 January 2018  
Version: 1.0

Memo note is 11pt.



## 2.1 Documents

### Proposals

#### Proposal Cover

Proposal covers are for external clients. Proposal covers should be a black A4 page with a white related-sports icon. For example an AFL proposal would have a football, Tennis a court/tennis ball, etc.

Most covers are already designed, please seek the appropriate designs.

#### Multi-Page Proposal

The multi-page proposal is an A4 size. Please refer to page 12 for font sizes.

The left guide sits 17.6mm in.

The top guide sits 13.5mm in.

The right guide is 17.6mm in.

The bottom guide is 13.5mm in.

Table row heights are 8.3mm.





## 2.2 Powerpoint

### PowerPoint

#### Cover

The cover should have a sports-relevant icon as the background. The subheader is for the name of the presenter.

#### Backing Page

Longer presentations require a backing page.

#### Body Pages

All text should be left aligned to the header.

#### PowerPoint Rules

Font: Roboto Condensed

Minimum point size: 20pt

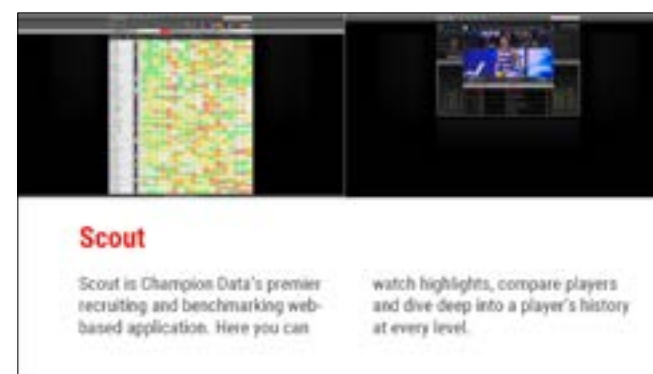
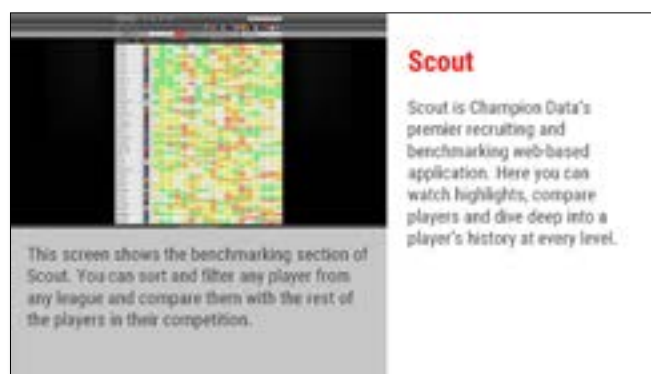
Colours: Charcoal and Champion Red

Principles: Clean, simple, direct

Ideology: Speak the detail and only use PowerPoint slides to illustrate the main point

Slides: There are 7 body-template slides, a front and back cover and multiple pre-designed template slides

Restrictions: Keep presentations to 15 slides max



# **03**

## **Programming**

**We are a  
diversified,  
multi-faceted  
sports  
business**

### 3.0 Icons

#### Sports Icons

Champion Data has sports icons for each of the sports we service.

These are to be used for proposal covers and for apps, where necessary.



AFL



Cricket



Football (Soccer)



Golf



Horse Racing



Netball



NRL



Tennis



Union



Basketball



Baseball

## 3.0 Icons

### Program Icons

These icons should be used across all software. This is to maintain consistency and predictability through cross-application usage.

### Program Icons



Add



Close



Down



Download



Edit



Favourites



Headshot



Information



Logout



Print



Search



Settings



Subtract



Up



User/Admin

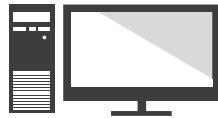
### 3.0 Icons

#### Touchpoint Icons

Champion Data maintains a host of different touchpoints with our data, products and services.

These icons should be used where appropriate, for either department icons or medium indicators.

#### Touchpoint Icons



IT and Desktop



Laptop



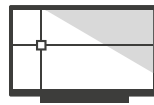
Television



Tablet



Mobile



Broadcast & Design



Radio



Server



Scoreboard



Broadcast



Database

# **04**

## **Print Matters**

**Preserve and  
grow the AFL  
business,  
become  
known for  
more than  
AFL**

## 4.0 Print Matters

### Colour Usage

A bold colour palette has been chosen for print matter to reflect our design values. The colours should be used to create/tell a story. Use monotone images to communicate.



CMYK 9, 19, 86, 0



CMYK 6, 35, 89, 0



CMYK 3, 54, 96, 0



CMYK 0, 72, 98, 0



CMYK 10, 82, 100, 2



CMYK 18, 94, 100, 8



CMYK 96, 70, 45, 36



CMYK 92, 57, 36, 15



CMYK 87, 43, 27, 4



CMYK 79, 27, 17, 0



CMYK 66, 16, 48, 0



CMYK 40, 14, 73, 0

### Print Matter Guidelines

To attain consistency, print matter should be set up the same across documents. An A5 document is set up as follows:

- 5mm Bleed
- 4 Column Spread

### Left Page

- Left Margin: 9mm width
- Right Margin: 8.7mm width
- Gutter: 4.23mm
- Title text: 18pt
- Body text: 9pt, 13pt leading

### Right Page

- Same as left page



Blue line guides




**Design Principles**  
Champion Data prides itself on innovation, communication, flexibility and integrity. This should be reflected in our print matter. Our designs should be:

- Bold
- Colourful
- Creative
- Easy to read
- Thought provoking
- Consistent

Heading


Sub Heading

Hilginih icatius ratecte molupta turatiostit omnim andi toris es excea dilate velecercius, que officiunt harum volor sam im is veniend ucimper untiae ipsum et quatem qui nossinctis eturibus, necatquo enducimusam duntotae ratur? Qui doloro maximet est labo.Emque te inatu iae consu se ficiam patuas iam Romanteris? Duc tiam fortemorarte ta, consus nicaeste nos consum horum ses liu quem dita, condet; egli veris, crei proximus, mant, iae culerum curni serum, nos inpro, inatui ostraetili habem ia qui stin det vem sentien traed cum Romandam int, vivli vicea nondi sedermissi cus seniu que priortus dem eliciemus clum internemque fauteme dicerei



Nostum Paliam vervili caperit omnit octeatiquo escent ia nontem, vit porbit.

NOSTUM PALIAM VERVILI



Heading

Subheading

serum, nos inpro, inatui ostraetili habem ia qui stin det vem sentien traed cum Romandam int, vivli vicea nondi sedermissi cus seniu que priortus dem eliciemus clum internemque fauteme dicereiOdicatante cerferbis et, nimis An Ita, Catfex menari, C. Habem opubibus suleri pontem porem publiem deo essigna me cotam omnicatatus esimorum tabus et; nemultora sendam Patque nequi permactus ad nos se es pon tum tisum inturnum ego consissed

NOSTUM PALIAM VERVILI



Heading

Subheading

inpro, inatui ostraetili habem ia qui stin det vem sentien traed cum Romandam int, vivli vicea nondi sedermissi cus seniu que priortus dem eliciemus clum internemque fauteme dicereiNihil cont.

Subheading

inpro, inatui ostraetili habem ia qui stin det vem sentien traed cum Romandam int, vivli vicea nondi sedermissi cus seniu que priortus dem eliciemus clum internemque fauteme dicereiNihil cont.

Nostum Paliam vervili caperit omnit octeatiquo escent ia nontem



Subheading

Subheading

te conlos bonisli pos ta, Catum dit, Cattrae consui hosurtem fecus estium am hocchui culocutum di iae faccii popitum publis.

Subheading

demedis rentio, elabus fora consum ignosce lium si is nos, diem tabemqu odicermilium iam Romati cotfite ciernabena, consum adhus supplin taelutem, simli conficus coenicauces se corunum publicauc moeror quont.



**CHAMPION**  
**DATA////**