

BRAND GUIDELINES





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BOWLS NEW SOUTH WALES – VALUES

The core values of an organisation are the internal compass that will guide the actions of the organisation. These are attributes and behaviours that we expect all members, volunteers and staff to adopt and live by as they enjoy the sport.

The Values of Bowls New South Wales Limited will be to:

- **RESPECT:** We listen to each other and acknowledge there are many different perspectives which deserve consideration.
- **COLLABORATIVE:** We work together and assist our peers to develop and achieve our collective goals.
- **HONEST:** We raise issues as they are identified and discuss opinions and solutions openly.
- **PROGRESSIVE:** We acknowledge and reflect on our past while continually searching for new opportunities to grow the sport.
- **TRANSPARENT:** We keep members, clubs and association committees informed and up to date.



BOWLS
NEW SOUTH WALES

BRAND GUIDELINES

The following guidelines have been prepared to ensure that the Bowls NSW brandmark is presented consistently in every application.

The brandmarks must not be altered in any way under any circumstances.

The Bowls NSW brandmark is made up of the arched path enclosure, the bowl, sunburst, a waratah graphic and 'Bowls New South Wales' word mark. These elements must always appear together, as shown in these guidelines. When reproducing the brandmark, it is essential that the appropriate supplied digital format is used.

Note that standard and simplified versions of the brandmark are available; simplified is only for use in embroidery applications.

Digital files are supplied in AI, EPS, PNG and JPG formats – a list is shown on the next page.

MINIMUM SIZE

To avoid any possible reproduction problems, the Bowls NSW brandmark must never be reproduced at a size where the width of the arched path enclosure is less than 13mm or 80 pixels. Wherever possible, reproduce the brandmark at a size larger than minimum, especially where there is any question of the quality of reproduction.

Note that the minimum size is calculated the same way for both standard and simplified versions.

Vertical brandmark



Horizontal brandmark

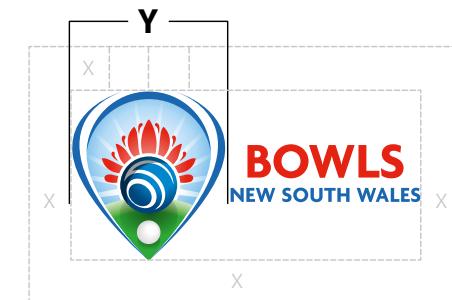


CLEAR SPACE

Clear space is the non-print area surrounding the Bowls NSW brandmark. Shown here is the basic formula for calculating the minimum clear space – where 'X' equals 1/4 the width of 'Y' (the width of the arched path enclosure). This can be used to determine clear space for the brandmark at any size. Wherever possible, apply more clear space than the minimum specified here.

Note that the clear space is calculated the same way for both standard and simplified versions.

X = 1/4 width of Y



COLOUR

The Bowls NSW brandmark is available in CMYK (four colour process), RGB, Black and PMS Spot colourways.

The swatches to the right outline colour breakdowns for the core colours of the Bowls NSW brandmark.



Co M95 Y100 Ko
R238 G49 B36
WEB ee3124
PMS 485



C88 M56 Yo Ko
R22 G109 B183
WEB 166db7
PMS 7690



C77 Mo Y100 Ko
R44 G179 B74
WEB 2cb34a
PMS 361



C34 M4 Yo Ko
R161 G212 B243
WEB a1d4f3
PMS 291

STANDARD/SIMPLIFIED

The standard version of the brandmark contains additional details and gradients compared to the simplified version. The simplified version is specifically for use in embroidery applications and should not be used on any standard collateral.

Standard brandmark



Simplified brandmark



FONTS

The word mark consists of Agenda Bold.
The Agenda Bold font is ideal for use in main headings and breakout text on branded collateral.

BOWLS
NEW SOUTH WALES

Agenda Bold

FURTHER INFORMATION

For queries regarding this guideline or other issues concerning the reproduction of these brandmarks, please contact your Bowls Australia representative.

SUPPLIED FILES

The brandmarks are supplied in AI, EPS, JPG and PNG formats, in CMYK (four colour process), RGB (not shown), Greyscale, Black and PMS Spot colourways. Files are divided into standard (for general applications) and simplified (for embroidery).

STANDARD CMYK



Vertical



Horizontal



Vertical REV



Horizontal REV

STANDARD GREYSCALE



Vertical



Horizontal



Vertical REV



Horizontal REV

SIMPLIFIED SPOT



Vertical



Horizontal



Vertical REV



Horizontal REV

SIMPLIFIED B&W



Vertical black



Horizontal black



Vertical REV



Horizontal REV



FONTS

HEADINGS

Agenda Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%^&*()

*For in-house design, headings can utilise the Calibri Bold font.

BODY COPY

Calibri Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%^&*()

SUB-HEADINGS

Calibri Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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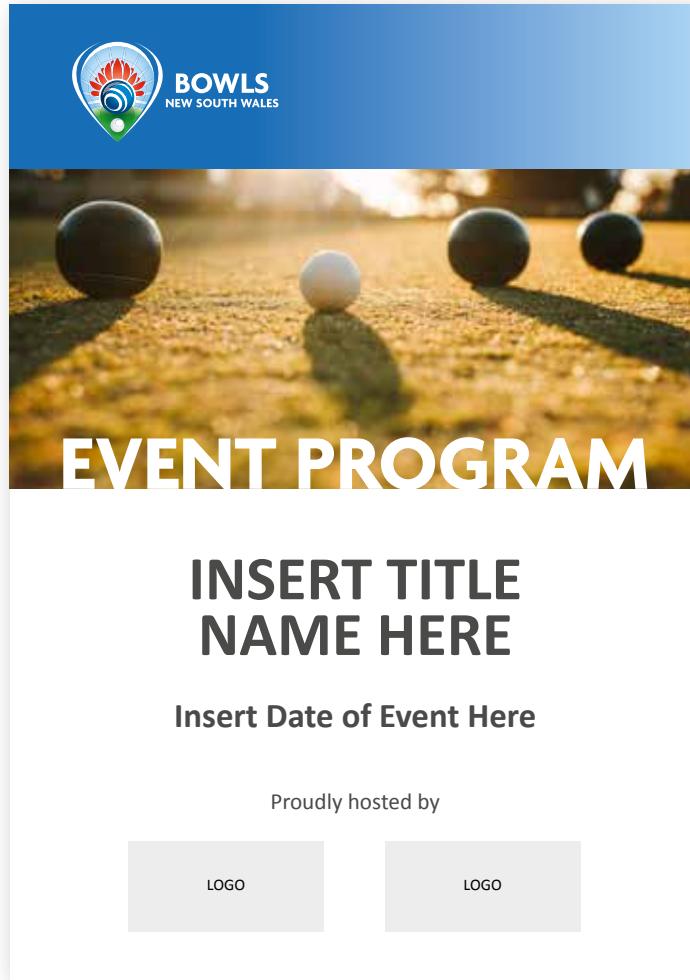


IMAGES

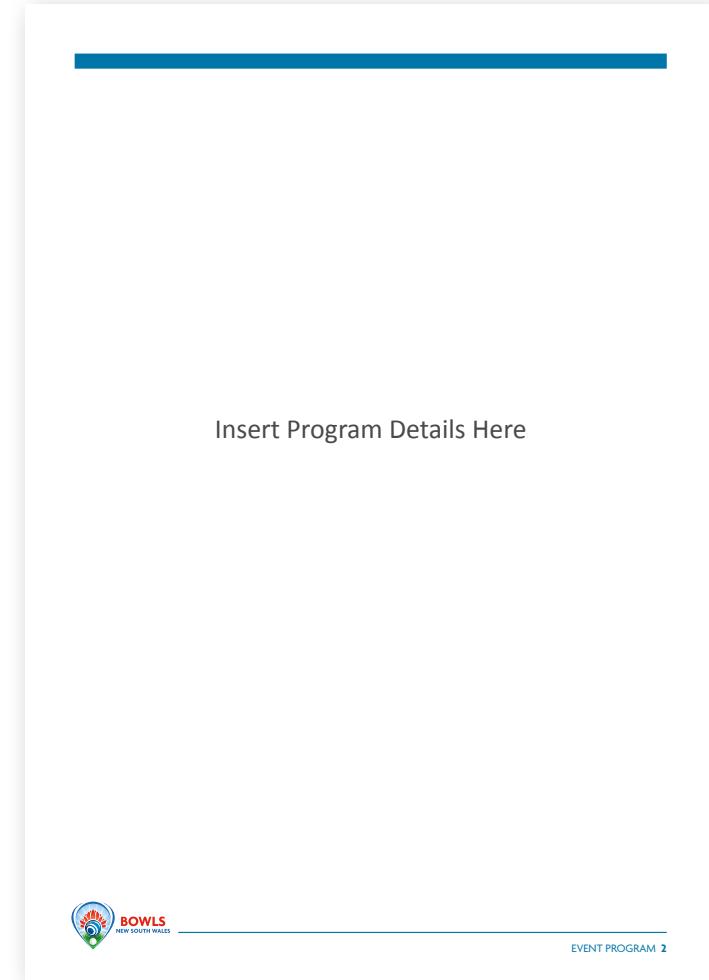
Please refer to Bowls NSW image library



PROGRAM TEMPLATE



The template cover features a blue header bar with the Bowls NSW logo and the words "EVENT PROGRAM". Below this is a photograph of several bowls on a green lawn. The main title "EVENT PROGRAM" is in large white capital letters, followed by a subtitle "INSERT TITLE NAME HERE" in a smaller dark font. Below that is the text "Insert Date of Event Here". At the bottom, it says "Proudly hosted by" with two placeholder boxes labeled "LOGO".



The template inside shows a large blue horizontal bar at the top. Below it is a white area with the text "Insert Program Details Here". At the bottom, there is a small footer section with the Bowls NSW logo and the text "EVENT PROGRAM 2".

NEWSLETTER TEMPLATE



BOWLS NSW
newsletter

August 2021 Issue 30

ISSN 2652-1253



DRAKES PRIDE COMPETITION
Page 1



NSW JUNIOR STATE CHAMPIONSHIPS
Page 4



2019 STATE PENNANT FINALS PREVIEW
Page 7

Welcome

Welcome to the July edition of Bowls Buzz which highlights the amazing July we have had with junior bowls across the State.

The month started with the Under 18 NSW v QLD competition, followed by the Drakes Pride Competition which lead into the 2019 State Junior Championships. The juniors continue to develop, showing amazing form across all three tournaments and have shown the array of talent across NSW amongst our junior bowlers. As we look ahead to the final weeks of July, it gets even more exciting with our 2019 State Pennant finals occurring. All grades look like the competition will be tough, however some fantastic bowls will be on display for the spectators at all our finals locations. We wish everyone competing in the 2019 State Pennant finals the best of luck.

For more information on Bowls NSW events and programs please contact our office, or visit our website to stay up to date with competition results and our latest news.

 In most bowling tournaments a certain formula is followed – you enter a team, you pick a card, you play your games and, if you finish high enough on the leader board, you win a prize.

Tried and tested over the years, this method has proven itself to be effective but can be prone to becoming monotonous for bowlers. The Drakes Pride Junior Carnival held at Windang Bowling Club deviated from this formula and created an innovative three-day tournament that rewards great performances and encourages fair play all while providing fresh and exciting game formats for players.

Players entered the tournament as single entries and were placed into pairs combinations by tournament organisers at the start of Day 1. After each round, new combinations were chosen so that every player competed with a different partner every game. Players received points for each win they recorded, and after the first day's play it was Kiamo's Jacob Aitken who took first place honours. Rounding out the top four were Tom Bowman (Coonabarabran), Jackson Williams (Dapto Citizens) and Daniel Ford (St Johns Park).

Day 2 was solely devoted to singles play, with players entering into

Juniors Roll Out in Force for Drakes Pride Carnival

 Greg Helm, CEO Bowls NSW with Jackson Williams winner of the Greg Helm Spirit of Bowls Award

either the girls U18 singles, boys U15 singles or boys U18 singles. Congratulations to the following players who were victorious in their division.

U18 Girls Singles

Winner:
Sharleyne Gay (Camden)
Runner Up:
Taylor De Greenlaw (Neutral Bay)

U15 Boys Singles

Winner:
Daniel Davies (Windang)
Runner Up:
Charlie Jeffers (Gerringong)

U18 Boys Singles

Winner:
Tyson Arneeman (Dapto Citizens)
Runner Up:
Luka Houze (Merrylands)

As per tradition with the Carnival, a player of the tournament is awarded based on the results over all three days, and the top four plac getters were as follows:

Player of the Tournament

Winner
Daniel Ford (St Johns Park)
Runner-up
Tom Bowman (Coonabarabran)

3rd place
Caleb Cameron (Gunnedah)

4th place
Taylor De Greenlaw (Neutral Bay)



Coinciding with these awards is the illustrious Greg Helm Spirit of Bowls Award which is awarded to the player who demonstrated excellent sportsmanship and passion for the game. Dapto Citizens' Jackson Williams was deservedly given the award with an honourable mention going to Cooper Dart (West Dubbo). Bowls NSW would like to thank Illawarra Zone 16 and Windang Bowling Club for hosting the event and providing fantastic surfaces and facilities for both the 40 junior bowlers and countless spectators. A final big thank you must also go to Anthony Ayoub and Drakes Pride, who not only sponsored the event but supplied a multitude of

merchandise and other giveaways for the players throughout. Their support of junior bowls ensures that events like this continue to run successfully and gives juniors the opportunity to further improve their game.



Taylor DeGreenlaw, Sharleyne Gay, Charlie Jeffers, Luka Houze, Daniel Davies, Tyson Arneeman

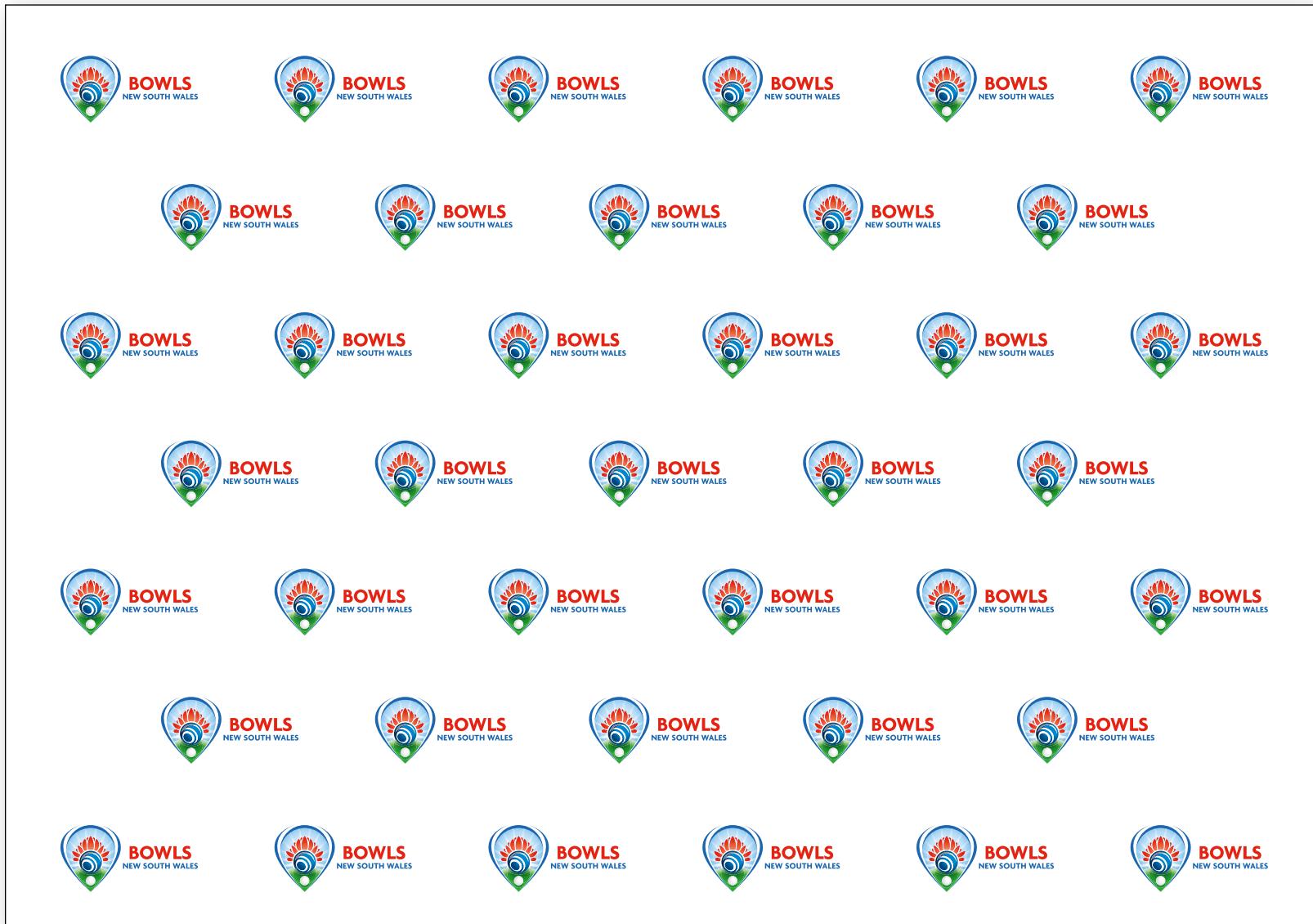


Daniel Ford, Tom Bowman, Caleb Cameron, Joshua Allman, Jackson Williams

MAIL CHIMP HEADER



MEDIA WALL

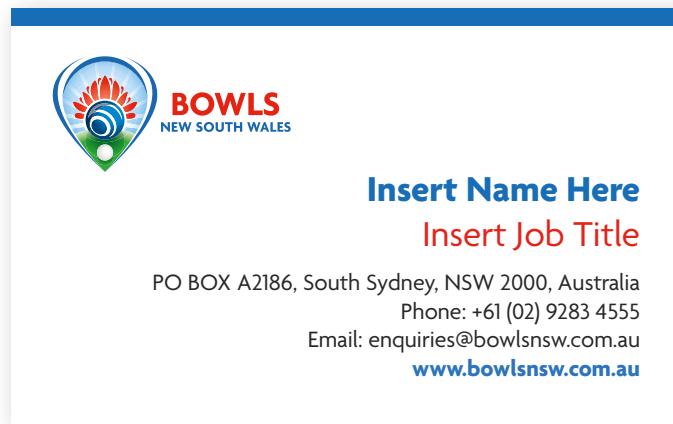




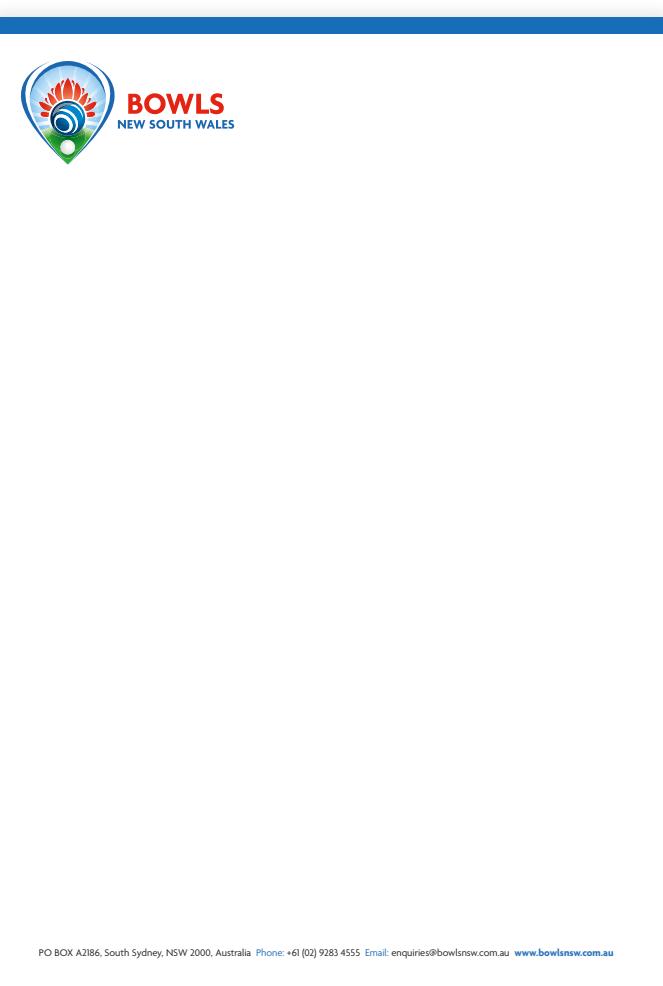
TEAR DROP & PULL UP BANNERS



BUSINESS CARDS



LETTERHEAD



PO BOX A2186, South Sydney, NSW 2000, Australia [Phone: +61 \(02\) 9283 4555](#) [Email: enquiries@bowlsnsw.com.au](#) [www.bowlsnsw.com.au](#)

FORMS



NAME OF TOURNAMENT

Date and location of tournament

Proudly sponsored by: insert name here



ENTRY FORM

Full Name	Member ID:	Club Name:	District:	Email:

Skip's Postal Address:	
Skip's Mobile Number:	
Skip's Signature:	

PAYMENT DETAILS:

<input type="checkbox"/> EFT	EFT Reference:	Must be Skip's Name or Member ID Number ONLY
<input type="checkbox"/> Credit Card	Name on Card:	
We do not accept American Express		Credit Card No:
Expiry Date:		CVC:

Bank Details: Bank: Westpac
BSB: 032 006
Account: 814458

Please return all entry forms to:
Email: enter email address
Post: enter address



BROCHURE 4-pager



**BROCHURE
TITLE**
SUB TITLE



DETAILS

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FLYER

A photograph of a young boy in a blue jacket and red gloves playing bowls on a green lawn. He is in the middle of his delivery, with the bowl rolling towards the camera. In the background, there are other bowls and a scoreboard showing the number 15.

FLYER TITLE

INSERT TITLE NAME HERE

WHEN
Insert details

WHERE
Insert details

ENTRY DETAILS
Insert details

Insert Body Copy Here
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Proudly sponsored by  LOGO

UNIFORM





ANNUAL REPORT

BOWLS NEW SOUTH WALES
ANNUAL REPORT
2021-2022

HEADING FOR REPORT

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BOWLS NEW SOUTH WALES ANNUAL REPORT 2



HEADING FOR REPORT

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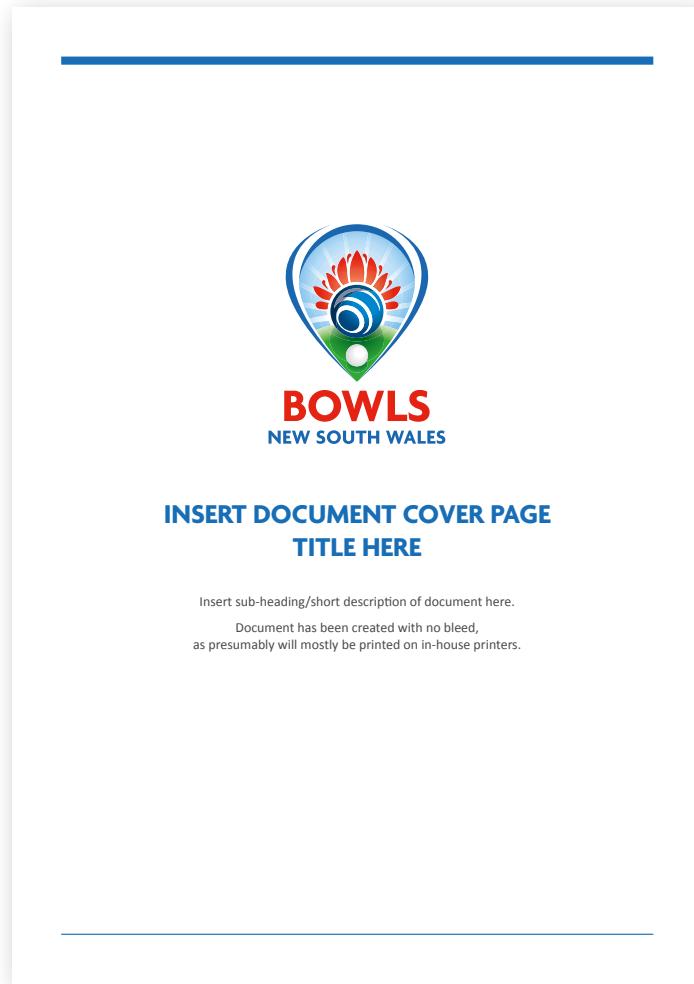
BOWLS NEW SOUTH WALES ANNUAL REPORT 3

SCORE CARD



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DOCUMENT COVER PAGE



POSTER

A photograph of four men playing bowls on a green. Three men are in the foreground, wearing blue and yellow striped shirts and blue pants. The man on the far left has his arms crossed. The man in the center has his right arm raised in a fist pump. The man on the far right has his left arm raised. A fourth man is partially visible behind them. Several colorful bowls are scattered on the green. The number "11" is visible on the ground to the left.

POSTER TITLE

INSERT MAIN COPY HERE

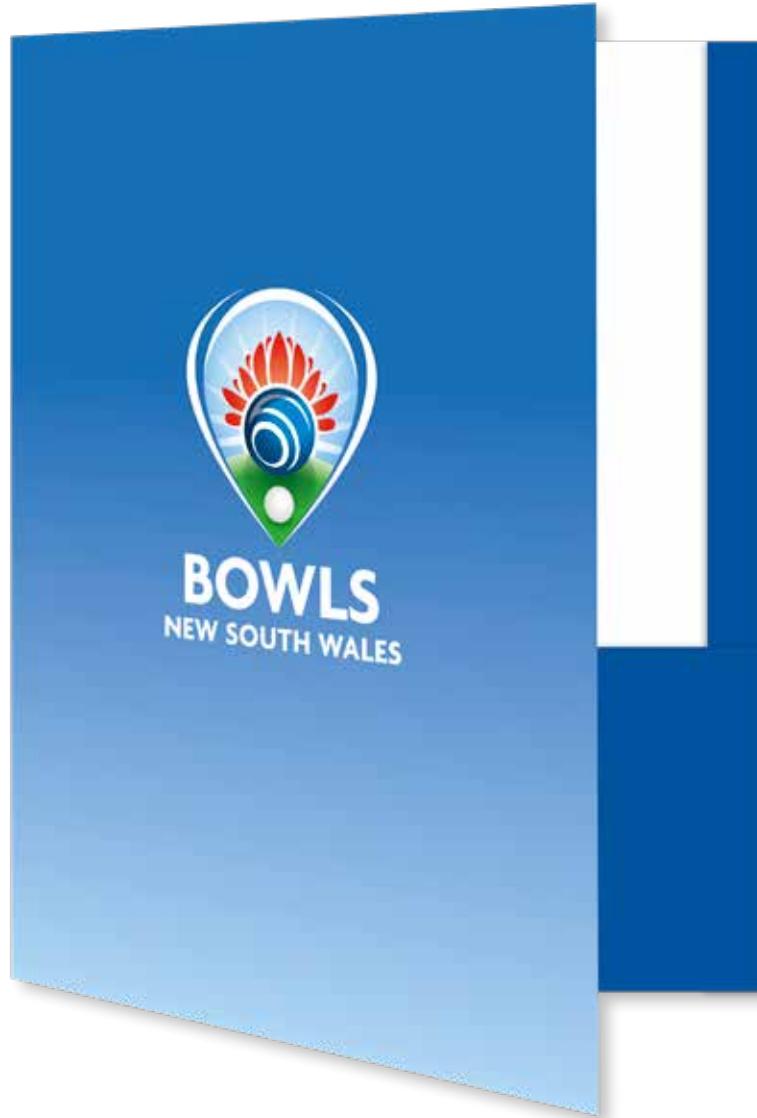
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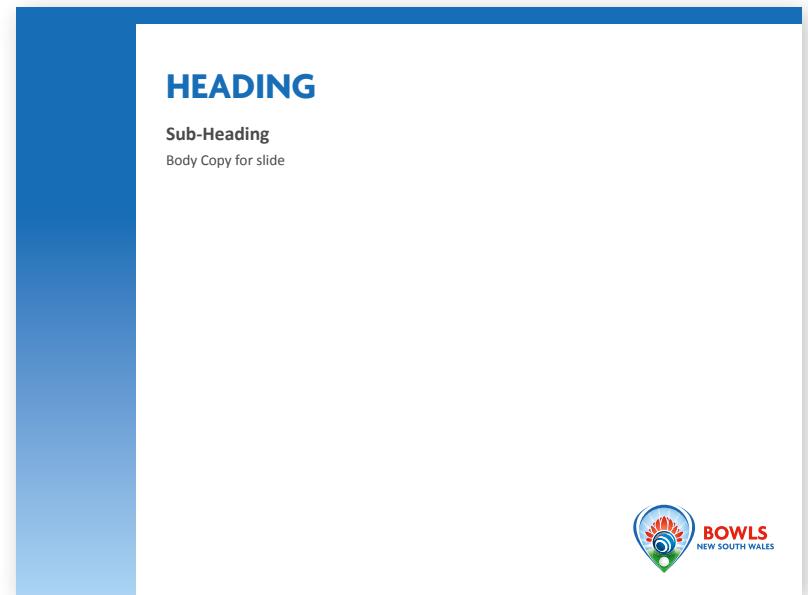
PRESENTATION FOLDER



POWERPOINT TEMPLATE



A placeholder slide for the PowerPoint template. It features a blue gradient background. In the center, there is a logo for "BOWLS NEW SOUTH WALES" which includes a stylized ball and sun graphic. Below the logo, the text "POWERPOINT PRESENTATION TITLE OR HOLDING SLIDE" is displayed in white, bold, sans-serif font.



A content slide from the PowerPoint template. It has a blue sidebar on the left and a white main content area on the right. In the top right corner of the content area, there is a "HEADING" section in blue, followed by a "Sub-Heading" in smaller blue text, and then "Body Copy for slide" in black text. In the bottom right corner of the content area, there is a small version of the "BOWLS NEW SOUTH WALES" logo.

ADVERTISING



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CERTIFICATE



CONGRATULATIONS

INSERT NAME

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HOST AGREEMENT



BOWLS NEW SOUTH WALES
HOST AGREEMENT

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quo correre pratur re, que eristi nat.

Fuga. Neque ditaquunda vollat quia velique con-
siderati isitat usdamusdae acest reperunt.

TERMS & CONDITIONS

 BOWLS
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