

Branding and Social Media Guidelines

WHEELCHAIR RUGBY LEAGUE LIMITED



WHEELCHAIR
RUGBY LEAGUE

This document provides the guidelines for the use of the branding of Wheelchair Rugby League Australia Limited by all national and state bodies.

Name of Organisation

Wheelchair Rugby League Australia Limited
ACN 654 789 189

NRL Wheelchair

This trademark is owned by the NRL and is licensed to Wheelchair Rugby League for limited use only. All use of this MUST be approved in writing by the NRL and the Board of WRLA. No state or regional body can use this name or logo unless they have this written permission.

Regional And State Bodies

Each state and regional body is only permitted to utilise the approved logos and branding of its relevant state and regional affiliates as set out in this document.

Social Media Policy

Refer to the Social Media Policy at www.nrl.com/community/inclusion/rights-and-responsibilities/codes-and-policies/.

All social media activities must meet the legal requirements and all requirements of the Wheelchair Rugby League Australia Limited Social Media Policy.

Brand Overview

Logo



Colour palette



Typeface – RL2



Subgraphic



Imagery

Duotone



Full colour



Black & white



Note: Images used are for positional purposes and are indicative only.

National logos

Our logos are initially provided in three colourways; black, white and green. Legibility and accessibility should always be considered. Always use the correct logo for background use.

These logos are owned by the NRL and are only used by WRLA under license from the NRL. Only to be used by National WRLA.

▼ DOWNLOAD NRL WHEELCHAIR LOGOS

NRL_WC_Shield_Stacked_Green



NRL_WC_Shield_Stacked_Black



NRL_WC_Shield_Stacked_White



NRL_WC_Shield_Horizontal_Green



NRL_WC_Shield_Horizontal_Black



NRL_WC_Shield_Horizontal_White



NRL_WC_Wordmark_Stacked_Green



NRL_WC_Wordmark_Stacked_Black



NRL_WC_Wordmark_Stacked_White



NRL_WC_Wordmark_Horizontal_Green



NRL_WC_Wordmark_Horizontal_Black



NRL_WC_Wordmark_Horizontal_White



Wheelaros logos

The Wheelaros name and trademark is owned by Wheelchair Rugby League Australia.
It is only to be used by the National WRLA.

▼ DOWNLOAD WHEELAROOS LOGOS

NRL_National_WC_Four Colour_Pos



NRL_National_WC_Embroidery



NRL_National_WC_Four Colour_Neg



NRL_National_WC_Single Colour_Pos



NRL_National_WC_Single Colour_Neg



Other State Logos

For use by state organisations where there is an agreement with the relevant state body.

▼ DOWNLOAD NSWRL WC LOGOS

NSW_Full Colour_Gradient_Pos



NSW_Full Colour_Flat_Pos



NSW_Embroidery_Pos



NSW_Single Colour_Pos



NSW_Full Colour_Gradient_Neg



NSW_Full Colour_Flat_Neg



NSW_Embroidery_Neg



NSW_Single Colour_Neg



▼ DOWNLOAD QRL LOGOS

QLD_Two Colour_Pos



QLD_One Colour_Pos



QLD_Two Colour_Maroon_Neg



QLD_Two Colour_White_Neg



QLD_One Colour_Maroon_Neg



QLD_One Colour_White_Neg



Colour palette

Our colours are clear and bold with black, white and green being the primary colourways. A secondary green colour has been included for use in supporting graphics.

Black

CMYK 45/0/0/100
RGB 0/0/0
HTML 000000

White

CMYK 0/0/0/0
RGB 255/255/255
HTML FFFFFFFF

Green_Primary

CMYK 82/0/86/0
PMS 7481C
RGB 0/176/96
HTML 00B060

Green_Secondary

CMYK 90/0/90/43
PMS 7733C
RGB 0/114/57
HTML 007239

Our RL2 typeface should be used for all typographic requirements. If RL2 cannot be used please use Arial as an alternative.

Weights

Light

abcdefghijklmnopqrstuvxyz
0123456789!@#%^&*

Regular

abcdefghijklmnopqrstuvxyz
0123456789!@#%^&*

Medium

abcdefghijklmnopqrstuvxyz
0123456789!@#%^&*

Bold

abcdefghijklmnopqrstuvxyz
0123456789!@#%^&*

Extra Bold

abcdefghijklmnopqrstuvxyz
0123456789!@#%^&*

Subgraphic

Our subgraphic may be positioned in any corner or used as a dividing brand element, and can be used in black, white or green.

[▼ DOWNLOAD SUBGRAPHIC](#)

Green



White



Top left



Top right



Green



Black



Bottom left

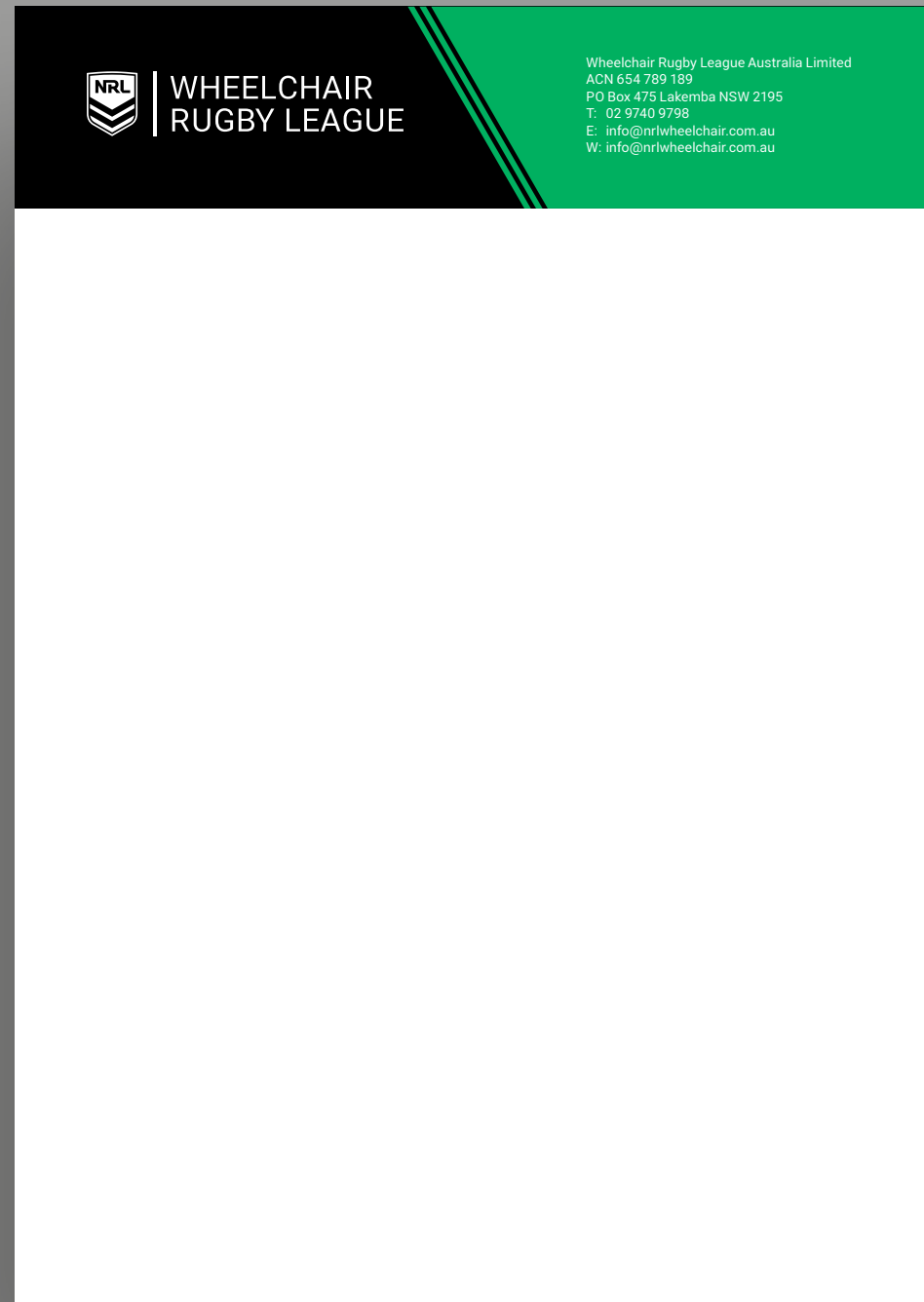


Bottom right

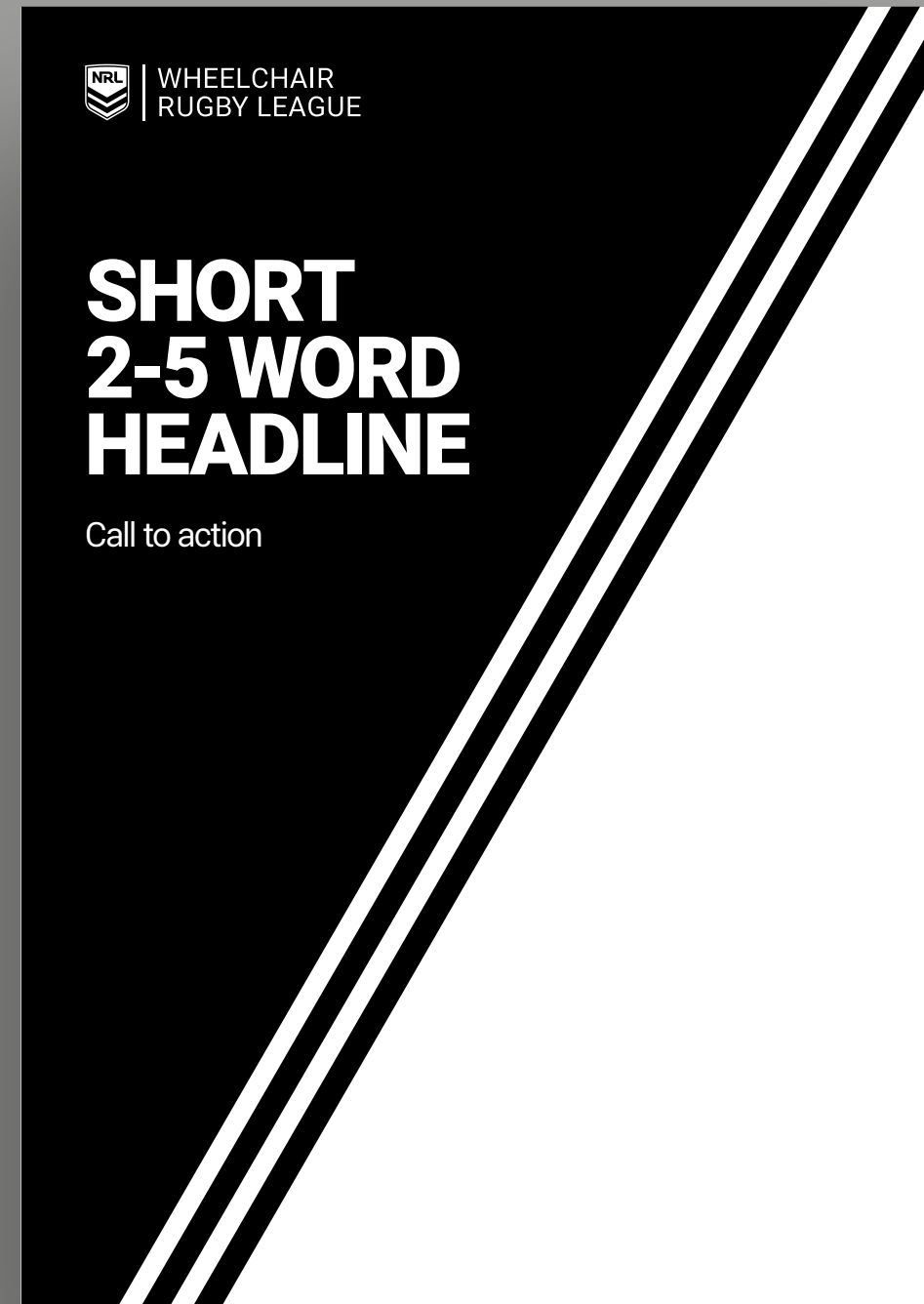


Print media examples

Letterhead example



Portrait example



Landscape example



Things to post

Upcoming games/competitions

Include date, time, location, NRL Wheelchair logo and branch, relevant image, branch colours.

Photos and videos from recent games and events

Ensure all people in photos have consented to it being shared.

Registrations

Include date, time, location, NRL Wheelchair logo and branch, relevant image, branch colours.

Sponsorship

Only official sponsors of NRL Wheelchair, NRL Wheelchair logo and branch, and the sponsor logo, use a relevant image.

National content

All National content be reshared at a state or territory level.

Tagging organisations/clubs

When posting, always tag the page of the organisation and/or club you are referring to.

Sponsor logos

No sponsor logos are to be used without the written consent of use and the material context of the sponsor.

Things NOT to post

About other businesses

Posting/sharing about other businesses/companies that are irrelevant to NRL Wheelchair.

Posting the old logo

Always use the correct NRL Wheelchair logos displayed above.

Sharing personal views

Do not post or share personal views on political and social topics.

Using images without consent

Ensure people and children in images have agreed to their images being used.

Incorrect spelling and grammar

Always proofread text before sharing.

Incorrect wording

When referring to a person without a disability, avoid saying “able-bodied.” You should use a non-disabled person or athlete/person without a disability.

Legal responsibilities

It is a legal requirement that all posts be reviewed and managed to ensure that there are no defamatory or contentious comments.

Assets

Overview

Naming Convention

State bodies are known as “State or Territory” Wheelchair Rugby League Regional bodies are known as “Region” Wheelchair Rugby League.

Management and Responsibility of Social Media

Each state and regional body is permitted to operate a Facebook and Instagram account and is responsible for all content posted on these pages. Each state or territory must advise the nominated person responsible for management and adherence to all WRLA policies.

Social Media Branding

This document set out the branding protocols for all regional and state social media. No other branding/ format can be utilised.

Role of Infodec

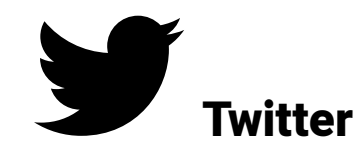
Infodec is appointed to manage the national content.

Structure and Management of Social Media

	YouTube	Facebook	LinkedIn	Instagram	Twitter	Managed by	Branding
National	Yes	Yes	Yes	Yes	Yes	Infodec	NRL Wheelchair
State	No	Yes	No	Yes	No	State	State Rugby League Body
Territory	No	Yes	No	Yes	No	Territory	Territory Rugby League Body
Region	No	Yes	Yes	No	No	Region	State Rugby League Body

Where the state, territory or regional body has not issued a license for the use of the state or territory logo, the National logo must be utilised.

Profile information



About

Wheelchair Rugby League Australia is the governing body for the sport of Wheelchair Rugby League in Australia: a sport that allows disabled and non-disabled athletes to play in against each other, based on the rules of Tag Rugby League.

(Insert branch) is a branch of NRL Wheelchair Australia.

Link to website

www.nrlwheelchair.com.au

Link to email

info@nrlwheelchair.com.au

Cover photo

Available from NRL Wheelchair dropbox link.

Bio

Wheelchair Rugby League Australia is the governing body for the sport of Wheelchair Rugby League in Australia.

(Insert branch) is a branch of NRL Wheelchair Australia.

Link

www.nrlwheelchair.com.au

Category

Sports League

Bio

Wheelchair Rugby League Australia is the governing body for the sport of Wheelchair Rugby League in Australia.

(Insert branch) is a branch of NRL Wheelchair Australia.

Link

www.nrlwheelchair.com.au

Cover photo

Available from NRL Wheelchair dropbox link.

Bio

Wheelchair National Rugby League (Wheelchair NRL) is a national not-for-profit sporting organisation, which promotes fun, fitness, skill development, self-esteem, social inclusion and the fostering of good sportsmanship in a safe, positive and welcoming environment.

Our mission is to improve the lives of people with disabilities through inclusion in mainstream sport participation and we rely heavily on the support of private business and community grants to continue our programs and operations.

First established in Australia in 2010, it is the only sport that allows able-bodied and athletes with disabilities of both genders and all ages to compete together in all levels of competition, including international.

(Insert branch) is a branch of NRL Wheelchair Australia.

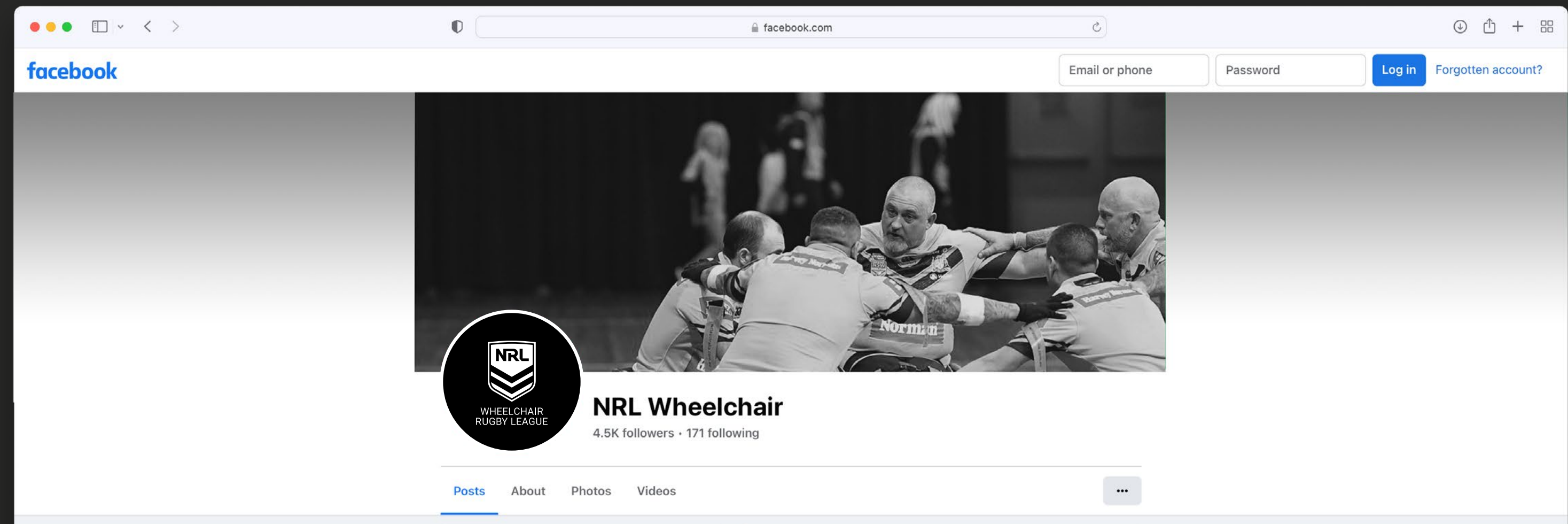
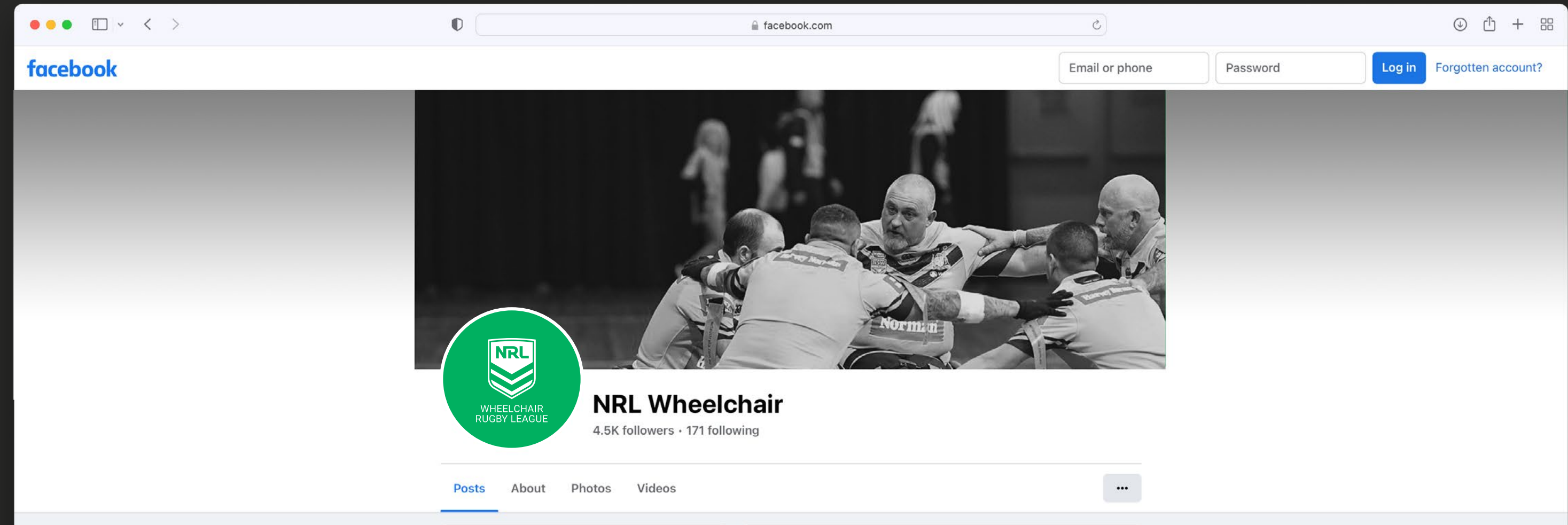
Link

www.nrlwheelchair.com.au

Cover photo

Available from NRL Wheelchair dropbox link.

Profile picture



Wheelchair Rugby League

SHORT 2-5 WORD HEADLINE

NRL | WHEELCHAIR
RUGBY LEAGUE

Call to action

Wheelchair Rugby League

NRL | WHEELCHAIR
RUGBY LEAGUE

#hashtag

SHORT 2-5 WORD HEADLINE



Wheelchair Rugby League

SHORT 2-5 WORD HEADLINE

#hashtag



For any further questions, contact:

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