

# Training and Education Uniform Brand Guideline



## Brand Guideline

This Uniform Brand Guideline has been designed for Clubs and Branches to follow, should they wish to include their Club and/or Branch name and/or the name of third-party sponsors on the new TAF uniforms. It also protects and promotes our Training and Education position by establishing the correct and consistent use of the uniform.

The guideline was developed through consultation with various stakeholders including TAFs to ensure it was built on our education purpose and values.

The result is a clear and consistent guideline that defines the uniforms composition, imagery and colour representing who we are as Educators at SLSNSW.

Outlined below are the conditions which applies to all Clubs and Branches:

- Approved brand marks are to be used including the composition, colours, and fonts for each TAF uniform
- The style templates and composition for Club and/or Branch names is specifically designed for the back of each shirt
- All third-party sponsor/s should also be placed on the back of each shirt, adhering to the style template and composition set out in this guideline
- The SLSNSW Logo is the only logo to be shown on the front of each TAF uniform



## Trainer Shirts

SLSNSW Trainer shirts will be in the prescribed colour for this TAF Uniform. The shirt may be short or long sleeved.

Club or Branch names, if printed on the Trainer Shirt, shall be in blue text (PMS 286)

### Legend:

- a. Club or Branch Name:**  
back of the shirt (140cm<sup>2</sup>)
- b. Club or Branch Sponsor:**  
back of the shirt above the Club or Branch Name (45cm<sup>2</sup>)

All areas that lie outside of the designated areas A and B are part of the Exclusion Zone and shall be left blank of writing and logos and free of any sponsorship.



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## Assessor Shirts

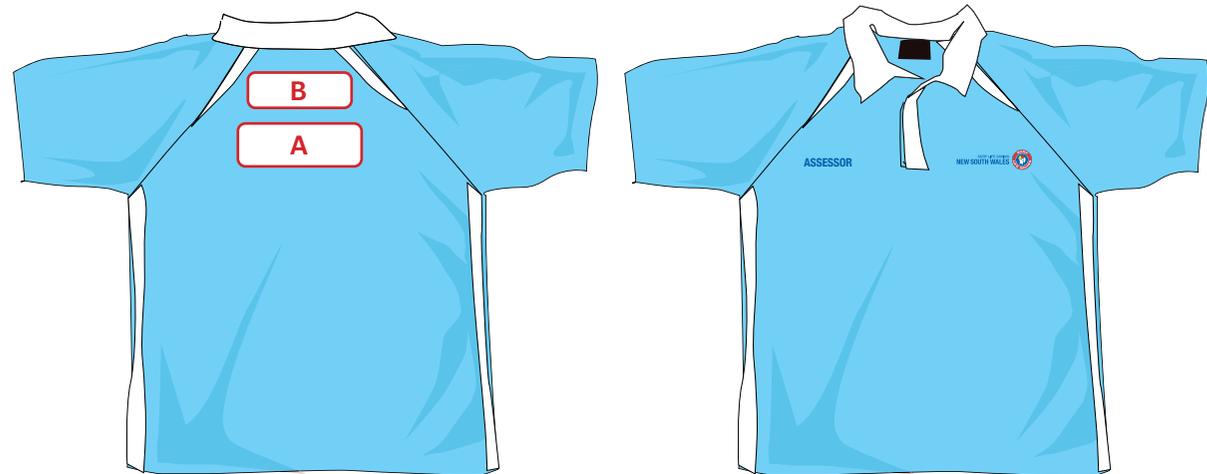
SLSNSW Assessor shirts will be in the prescribed colour for this TAF Uniform. The shirt may be short or long sleeved.

Club or Branch names, if printed on the Assessor Shirt, shall be in white text

### Legend:

- a. Club or Branch Name:**  
back of the shirt (140cm<sup>2</sup>)
- b. Club or Branch Sponsor:**  
back of the shirt above the Club or Branch Name (45cm<sup>2</sup>)

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## Facilitator Shirts

SLSNSW Facilitator shirts are to be in the prescribed colour for this TAF Uniform. The shirt may be short or long sleeved.

Club or Branch names, if printed on the Facilitator Shirt, shall be in white text

### Legend:

- a. Club or Branch Name:**  
back of the shirt (140cm<sup>2</sup>)
- b. Club or Branch Sponsor:**  
back of the shirt above the Club or Branch Name (45cm<sup>2</sup>)

All areas that lie outside of the designated areas A and B are part of the Exclusion Zone and shall be left blank of writing and logos and free of any sponsorship.



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