



Brand Guidelines

December 2025

Acknowledgment Statement

Basketball SA acknowledges the traditional owners throughout South Australia of the land on which we live, learn, gather and play. We pay our respects to Elders, past, present and emerging, recognising the continuing connection and contribution to this land they share with us.



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About Us

As the peak body for basketball in South Australia, Basketball SA is responsible for the governance, growth, commercialisation, and strategic direction of the sport across the state. This brand guide will play a vital role in strengthening our brand consistency and awareness.

Our Vision

To lead basketball as a unified and inclusive sport by fostering participation, governance, and education.

Our Values

- Respect
- Accountability
- Inclusivity
- Trust
- Excellence

Together, we will create a future where basketball inspires, connects, and thrives across South Australia.

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Our Logos

Section 1

Primary Logo - Horizontal

This is the most common and standard use of the Basketball South Australia logo.

This version of the logo is the preferred option to be used in most marketing material.



Primary Logo - Vertical

This version of the logo is the preferred option to be used when the horizontal logo does not suit the marketing material.



Secondary Logo

The secondary logo is an adaptation of our primary brand logo, designed for versatility and clarity in diverse applications.

Retaining essential elements from the primary logo, it offers a recognisable representation of our brand, ensuring consistency across various platforms and promotional materials.

Horizontal orientation version of the logo is the preferred option to be used in most marketing material.



Monochromatic Logo

These logos are specifically intended for use within Basketball South Australia, and only to be used with approval.

Internal and external users who wish to use a monochromatic logo must obtain approval from the Marketing team



Logo Clear Space

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the logo.

They have a fixed relationship that must not be altered. For Logo, the minimum personal space is equal to precisely the height in the Basketball SA logotype (x).

Minimum size

The minimum height of the logo must be at least 40 pixels for digital applications or 8mm for print.

Do not use the logo at a size less than this as reproduction may become problematic.



Limited Use Logo

In certain instances a reduced version of the main logo can be used. Ideally this should only be used for internal purposes/communications (e.g. Powerpoint) as a decorative element and rarely in other designs which heavily already references the Basketball SA name.

If there is a requirement for this logo to be used externally, it should be carefully reviewed by the Basketball SA Marketing team.

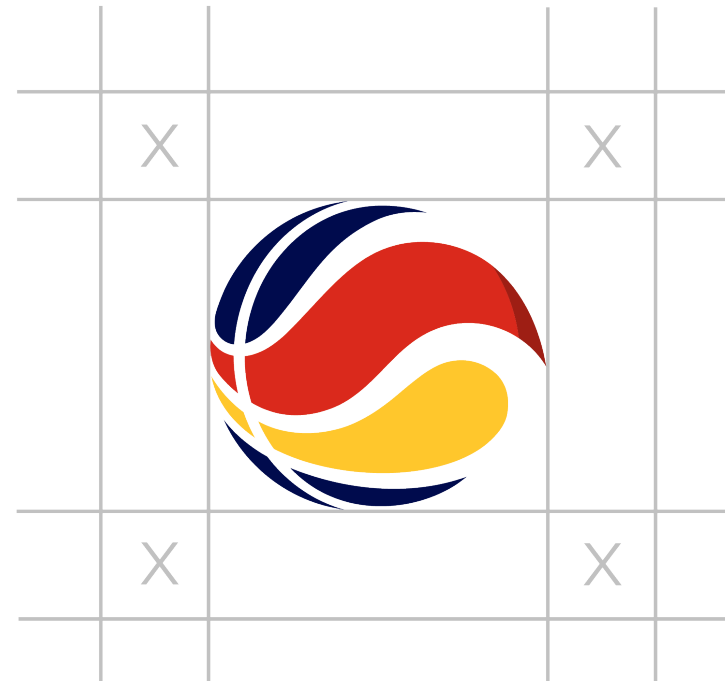
Clear space

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the logo. They have a fixed relationship that should not be altered.

For Logo, the minimum personal space is equal to precisely the height in the Basketball SA logotype (x).

Note

Never use the 'Basketball SA' type by itself.



Co-Branding

When creating Basketball SA marketing material which needs to feature a co-branded logo, the following rules should be applied.

- The Basketball SA logo must remain on the left-hand side.
- Basketball SA standard spacing applies.
- The clear space to the left of the partner logo should also be 1/2 X.

Use of Sponsor Branding on Basketball SA

Sponsor branding should be sized at Basketball SA branding, minus 20 percent.

Any exemptions to this rule must be approved by the Marketing Team.



Incorrect Logo Usage

Basketball SA icon should not be altered. Any modifications of the icon will confuse its meaning, diminishing its impact.

The following are some examples of incorrect usages that must be avoided to maintain the integrity of the Basketball SA brand.



Do not stretch logo



Do not add your own outline



Do not change the colour of the logo



Do not rotate the ball icon



Do not use primary logo on solid Basketball SA colours. Primary only to be used on white.



Do not place the logo on a pattern/ image that can impact it's legibility.



Do not use previous logos



Placement Guidelines

For simplicity and maximum visibility, the secondary Basketball SA logo (contained within the white keyline) should always be used on imagery. This version ensures clarity and contrast across diverse backgrounds.

To maintain a consistent and professional visual identity across all social media assets:

Preferred placement:

Bottom centre – This creates a grounded and balanced look, ensuring the logo is consistently visible and reinforces brand recognition.

Alternative placements (if bottom centre is unsuitable):

- Top right
- Bottom right

Avoid placing the logo in areas that interfere with key content (e.g., text, player imagery).

Social Media Logo Placement

Secondary Placement



Preferred
Placement

Our Colours

Section 2

Colours



South Australian Red – Pride and Passion

The South Australian red runs deep in our identity. Our community is bold, passionate, and powerful, reflecting the fire in our game and the determination of our people. It is the colour of courage, commitment, and the relentless drive to compete.

Red connects us to South Australia's rich sporting heritage; from Brett Maher and Issy Borlase wearing the red jersey as juniors before rising to national prominence, to the heart of our participants, young and old. It symbolises the pride we carry each time we step onto the floor wearing our state colours or in the way we advocate for our sport.

Colour Combinations



Red can be used as primary with black and white as secondary colours

**PRIDE
BOLD
PASSION
POWER**



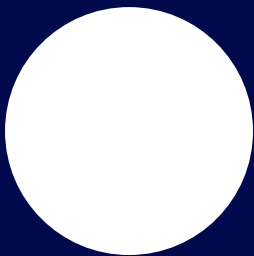
South Australian Blue – Unity and Integrity

The South Australian blue grounds our brand, calm, strong, and dependable. It represents integrity, trust, and the connection that unites our basketball community.

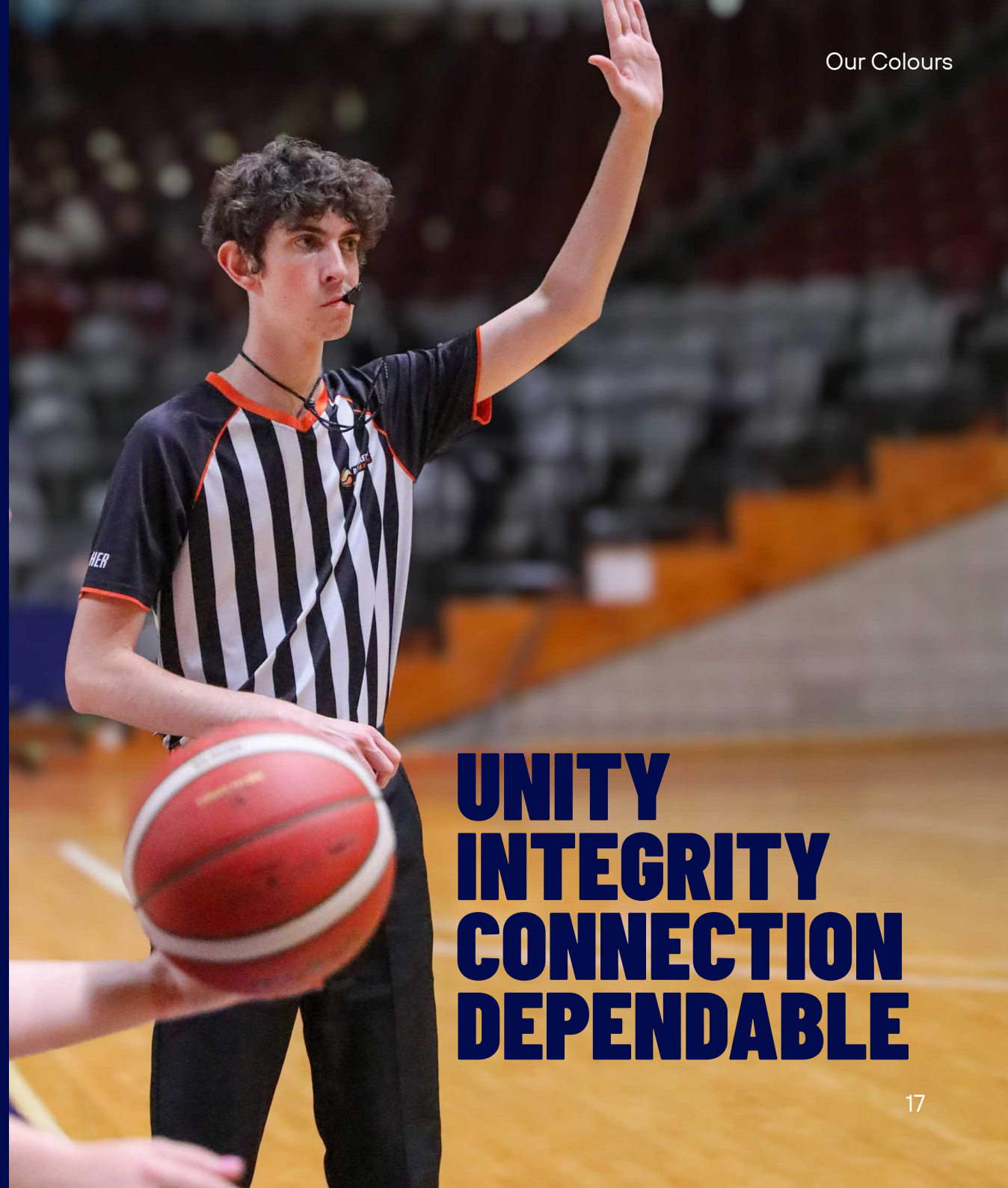
It is packed stadiums, the roar after a buzzer beater, and the determination of every player who steps onto the court. It honours the trailblazers who shaped our game; from Lorraine Eiler, whose influence opened doors for generations of South Australian women and Noel Woollacott, whose pioneering work laid the foundations for the sport we enjoy today.

Blue reminds us that we are part of something larger than ourselves; a shared commitment to the game, to each other, and to the heritage that defines South Australian basketball. Blue is the link between our people and our purpose.

Colour Combinations



Blue may be used as the primary colour, with white applied as the secondary colour.



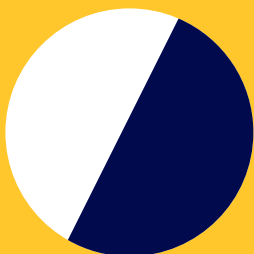
South Australian Yellow – Energy and Aspiration

The South Australian yellow is our energy and aspiration. It captures the spark that drives us, the excitement we feel every time we pick up a basketball. Yellow is the joy of practicing in driveways, the buzz of carnivals across the state, and the freedom of shooting hoops at a local court with friends.

It represents every stage of the game; the referees finding their confidence, the coaches guiding the next generation, the volunteers creating safe and welcoming environments, and the players – young and old – who keep showing up because they love this sport.

Yellow is the optimism in our future and the momentum that keeps our community moving forward. It is the colour of joy, possibility, and the enduring commitment that defines basketball in South Australia.

Colour Combinations



Yellow may be used as the primary colour, with white or blue applied as the secondary colours.



**BRIGHT
OPTIMISM
FUTURE
FUN**

Ideal Colour Combination

Ideally, all three state colours will be incorporated across our designs, with Red being the primary colour, followed by Blue, and then Yellow as supporting accents.



Prohibited Colour Combinations

To maintain brand consistency and avoid visual conflicts, certain colour combinations are prohibited: Blue and Red should not be used together as they clash with club colours, and Red and Yellow should be avoided as this pairing conflicts with existing brand guidelines.

