

BRAND BASICS

PLAY HANDBALL • HANDBALL INTRODUCTORY PROGRAM

PLAY
HANDBALL

THE LOGO



Yellow + white — on teal, on photography, on any dark ground.



Yellow + teal — on paper grey and white only.

Sits in a corner, 48px inset on a 1080px canvas: **top-right** on flat templates, **bottom-right** over photography. Never re-typeset, recoloured, rotated, stretched or outlined. Never placed on top of the paint splatter.

COLOUR



Teal

#056674

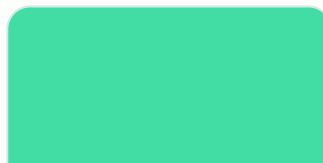
Primary. Backgrounds and headline ink.



Yellow

#FFD528

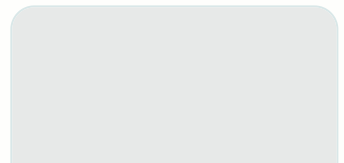
Logo, buttons, big display words.



Mint

#41DDA4

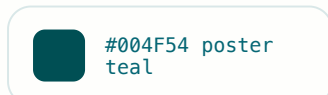
Highlighted words only.
#9CFFDB on teal.



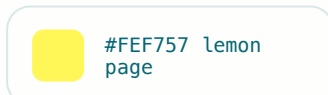
Paper grey

#E7E9E8

Light alternative background.



#004F54 poster teal



#FEF757 lemon page



#FECA00 display type



#FEFEFC white

One background colour per piece. Teal is the default; paper grey and lemon are the alternatives, never mixed with each other. Yellow is an accent or a whole page, never a panel behind body copy. Mint colours a word inside a sentence, never a surface.

TYPEFACES

HANDBALL

Brush marker — Permanent Marker (stand-in for the Canva original).
Hero words and friendly headings. Sentence case for headings, caps for heroes. **One brush word per piece** — never a brush paragraph.

TEACH

Display sans — Poppins ExtraBold.
The loud voice: one-word headlines and short caps statements. Always uppercase, tight tracking.

Jump into our **8-week** program and see what the buzz is about.

Body — Poppins Regular / Bold.
Facts, dates and prose. Sentence case, bold the one fact that matters. Never below 26px on a 1080px canvas, 12pt in print.

THE HEADLINE LOCKUP

THE
JOIN
TEAM

One sans word above one brush word, stacked and overlapping, the block rotated about -4.65° . This pairing is the brand's signature — use it for the hero of any poster or social post, and nothing else on the piece competes with it.

GRAPHIC MOTIFS

READY TO PLAY?

Yellow paint splatter, one per piece, top-right, always behind the type. White rounded brush swashes on paper layouts. Pills for every button and badge; 24px radius on cards, 20px on photos. Shadows are teal-tinted and soft, never grey.

ICONS & VOICE

 **NISSAN ARENA (QLD)**
 **Juniors, Women, Men**
 **11–12 April 26**
 **Fun. Inclusive.**

Emoji are the icon set — one per line, leading a fact. No line-icon libraries. Copy is warm and plain: "you" for the reader, "our program" for us. Short sentences, one exclamation mark, imperative CTAs — *Register to play, Show me now, Join the fun.*