

AFL MASTERS

BRANDING GUIDE CHEAT SHEET

Primary Lockup



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Other Logo use



The AFL PLAY logo must be present on all assets, as it's the master brand of Game Development, with the exception of using the Primary AFL Logo alone. The Primary AFL Logo should be used on official items such as uniforms or footys.

Colours

GREY 300

CMYK 11 / 8 / 9 / 0
RGB 224 / 224 / 224
HEX #E0E0E0

PLAY GREEN

CMYK 30 / 0 / 100 / 0
RGB 0 / 192 / 255
HEX #00FF00

BLACK

CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX #000000

PLAY BLUE

CMYK 82 / 71 / 0 / 0
RGB 41 / 77 / 232
HEX #294DEB

Fonts

PODIUM SHARP 2.11
ALL CAPS ONLY

HEADLINE

PODIUM SHARP 7.12
ALL CAPS ONLY

HEADLINE

PODIUM SHARP 5.9

Sub Heading

PODIUM SHARP 4.7

Body Text

In order to achieve a consistent look with the AFL PLAY brand, colours should be weighted towards the primary colour palette, with a secondary colour palette supporting where appropriate.

Please visit [AFL Brand HQ](#) to refer back to the [AFL PLAY Guidelines](#) for a detailed guide and to download logos >