



INSPIRING A HEALTHIER SPORTING NATION

Good Sports Logo Use Guidelines

Who can use it

The Alcohol and Drug Foundation (ADF) grants Good Sports accredited clubs, leagues and associations and sporting organisations permission to use the brand mark of the Good Sports program on club-related merchandise and promotional material in both print and digital formats.

How to use it

The brand mark must be used in accordance with the following Good Sports Brand Guidelines and Style Guide. The Brand Mark User must only display, use or refer to the brand mark to enhance and promote the awareness and reputation of the Good Sports program. The Brand Mark User acknowledges that all intellectual property rights in the Good Sports brand mark, are vested in the ADF and these terms shall not be construed as transferring or granting any intellectual property rights.

The guidelines

The Good Sports brand mark can be used on merchandise such as water bottles or training cones, stationery such as business cards and letterheads and signage, as well as appropriate clothing and apparel. Examples include training tops, jumpers, hats etc. The Good Sports brand mark cannot be used on:

- Alcohol and other drug related merchandise or material (unless supplied by the ADF). Examples include bar mats, stubby holders etc.
- The logo must not be displayed next to advertising and promotion of brands that are not aligned with the purpose of the Good Sports program. These include alcohol, gambling and tobacco brands, pharmaceutical brands, illegal drug promotion/images, or any other material that the ADF may deem offensive.
- No Good Sports branded goods may be sold without prior consent from the ADF.

If guidelines are not followed

The ADF will conduct random audits to ensure compliance with the Brand Guidelines. The ADF reserves the right to revoke the Brand Mark User's permission to use the brand mark at any time for reasons including, but not limited to, not participating in the program, failure to progress through the accreditation levels, displaying the logo in a way which is indecent or inappropriate, or in any way incompatible with the above requirements.

If this occurs, or if a Brand Mark User's accreditation is revoked, the Brand Mark User must immediately cease all use of the brand mark. Any existing display of the brand mark must be removed at the expense of the Brand Mark User.

National Office

Level 12, 607 Bourke Street
Melbourne VIC 3000
PO Box 818, North Melbourne VIC 3051

T 03 9611 6100
1300 88 38 17
E goodsports@adf.org.au

ABN 66 057 731 192

goodsports.com.au