

OBJECTIVES

In line with the objectives of AFF as stated in the Constitution, and in line with the AFF's Communications Policy (2010), this policy has been written to ensure all branding and uniforms involving the organisation maintain a consistent standard.

As a basic principle, all AFF logos and images must;

- have consistent proportions, shapes and colour;
- be used only with the permission of the AFF;
- be imprinted on articles only after an authorisation process has been completed and
- remain the intellectual property of AFF

AFF LOGO

The AFF logo is as follows:



The following general guidelines apply to the use of this logo:

- The logo may only be used on documents (including web sites) that are written by, or on behalf of, or with the permission of the AFF. Such permission may only be requested of and given in writing (or by email) by the AFF Executive.

- The logo may only be reproduced in the same proportions (height to width) and colours as found here or in white on a dark background or black on a light background.

AFF UNIFORM LOGO

The AFF uniform logo is as follows,:



This is the official design approved by the AFF for the AUS design to go on fencing uniforms. It is the only design accepted by the FIE at tournaments, and is documented on the FIE web site.

When applied to the side of each thigh on breeches, the following dimensions should apply:

- The height of the logo from the top tip of the upper star to the bottom tip of the lowest star is 20.5 cm
- The width of the logo from the leftmost star to the rightmost large star is 15.5 cm
- The height from the top of the letter "A" to the bottom of the letter "S" is 10 cm
- The width of the letters is 2.3 cm

OWNERSHIP AND PERMISSION TO USE

- The AFF at all times holds intellectual property in the logo.
- The uniform logo may only be used on documents (including web sites) that are written by, or on behalf of, or with the permission of the AFF. Such permission may only be requested of and given in writing (or by email) by the AFF Executive.
- The logo may only be reproduced in the same proportions (height to width) and colours as found here.

Non-representative and representative fencers may display the uniform logo on any part of their fencing uniform, as long as:

- that uniform logo has been printed by an approved organisation; and
- the location of the logo conforms with the FIE Material Rules, specifically m25.3

Any Australian athlete competing in an FIE circuit event is expected to carry the logo on their Fencing uniform as per the FIE requirements

There are no restrictions as to the material used as part of the uniform logo. However, it must be affixed to the fencing uniform in such a way that it will not come off during a representative competition.

The following people and organisations are authorised to apply uniform logos to fencing uniforms:

- Mr Jeff Gray (NSW).
- Mr Nigel Bacon (Victoria).
- Ms Kayt Spano

Any other organisation or person can apply to the AFF to be authorised to apply the uniform logo to fencing uniforms. Such authorisation will not be reasonably withheld.

AUSTRALIAN COMMONWEALTH COAT OF ARMS

The use of the Australian Commonwealth Coat of Arms is controlled by the Department of Prime Minister and Cabinet. According to this Department, Australian representative fencing teams participating in international competitions may seek the Australian Government's permission to display the Arms on their uniforms. The following guidelines have been developed by the Department:

- Only teams recognised by the Australian Sports Commission may be permitted to use the Arms, or where after consultation with the Commission, the Minister or his or her delegate is satisfied that it is appropriate for a team to receive permission.
- Permission, where granted, will allow the Arms to be displayed by representative sports persons on their playing and dress uniforms and by accompanying officials on their dress uniforms.
- The name and the dates of the competition must be shown immediately under the Arms on the dress and playing uniforms.
- No advertising material or sponsorship must be shown near the Arms. No material must be shown above the Arms.
- Each approval is for one competition only. However, approval may be given for more than one competition where competitions of a like kind occur within a short period of time or sequentially within a given overseas tour.
- Each request will be dealt with on a case by case basis and requests will usually only be considered within four months of the commencement date of the competition.

Requests must be made in writing by an authorised officer of the team (usually the Team Manager) and must supply the following information:

- The name of the team.

- The location, dates and the name of the competition.

Applications for permission to use the Arms, and inquiries, should be addressed to both the AFF Executive and:

National Symbols Officer
Awards and Culture Branch
Department of the Prime Minister and Cabinet
PO Box 6500
CANBERRA ACT 2600

Ph: (02) 6271 5601
Fax: (02) 6271 5662
Email: nationalsymbols@pmc.gov.au

DISCIPLINARY ACTION

Breach of this policy may result in legal or disciplinary action.