



# AI ARTWORK USAGE



### Simple Rule

Use AI for ideas.

Use Marketing for brand.



This is accepted, as it's not using APL branding but highlights an element of the game across socials on an APL branded page. Use ai to improve your message.



Do not upload logos, ask AI to recreate branding, or generate "APL-style" artwork. All official brand assets must come from Marketing.

## Purpose

AI tools are increasingly used across venues and stakeholders. APL supports creative exploration; however it is important to maintain consistency in our brand assets so that we remain recognised by our player and maintain our brand position. These guidelines outline how AI can be used safely when developing artwork connected to APL activity.

### AI Can Be Used — With Limits

Stakeholders may use AI tools (Canva AI, Midjourney, Firefly, etc.) for:

- Inspiration / Concept Exploration
- Supportive visuals or textures that don't include our branding
- Draft ideas to support a bespoke creative request

AI should be treated as a starting point — not the final artwork.

### AI Must NOT Include APL Branding

APL brand assets must never be entered into AI tools or prompts, including:

- APL logos
- APLPT branding
- APL Million branding
- Raise Poker Room branding
- Series or game logos
- Official fonts or lockups



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## Brand Requirements & Privacy Law

### Recommended Use — Support Bespoke Requests

AI is best used to explore creative direction.  
Workflow:

- Use AI to explore themes or ideas
- Share outputs as reference only
- Submit a bespoke request to Marketing
- Final artwork produced using official brand assets

### Final Artwork Requirements

Any creative that includes APL branding must:

- Use official logos and typography
- Follow colour and layout guidelines
- Be created or approved by Marketing/Marketing Tools etc, Cape

AI-generated artwork containing APL branding must not be published without approval.



Uploading player imagery without consent may breach the [Privacy Act and Australian Privacy Principles](#).

Complaints could lead to regulatory investigation, financial penalties, legal exposure and reputational damage to APL and venues.

Unauthorised use of player or venue imagery in AI tools will be escalated and content removed.

### Why This Matters

Uncontrolled AI artwork can lead to:

- Incorrect logos or colours
- Typography inconsistencies
- Off-brand visuals
- Player and venue confusion
- Reduced professionalism

Consistency builds trust in the APL brand.

### DO NOT Upload Player or Venue Imagery

To protect privacy and brand integrity:

- Do NOT upload player photos into AI tools
- Do NOT upload staff or TD images into AI platforms
- Do NOT upload venue interiors or branded environments
- Do NOT alter official APL photography using AI