BRAND GUIDELINES

Visual Identity Document 2.0



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Having well-defined brand guidelines is crucial to upholding the integrity and identity of a brand. They serve as a reference point, ensuring that all communications and materials align with the brand's core values, personality, and mission. Whether it's a social media post, a website design, or a print ad, brand guidelines make certain that every touchpoint feels cohesive, professional, and true to the brand's essence.

Consistency in brand representation is key to building a strong and memorable brand presence.

Version 2.0 includes additional brand info, keeping the doc up to date, as well as Ai artwork guidelines for APL designers, marketers and licensees.

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LOGO







Logo

The APL Logo in green is the primary logo, to be used in favour of the other variations when appropriate.

The Australian Poker League is the largest poker league in Australia. The APL logo is well known amongst APL players and is shown on all media produced for APL. To uphold the strong brand identity, please use your best judgement when choosing the logo colour and placement for your artwork.

Approved Variations include full-colour, black-and-white, and monochrome versions of the logo.

Please consult your Marketing Manager for advice on further variations you which to create.

The logo should generally have **clearspace** surrounding with no elements closer than the logo 'A' width and height. The exception for this being when creating a new game/event logo.









Don't - Skew, stretch or flip the logo

















Don't - Remove or make adjustments to the elements in the logo





Logo Dos & Don'ts

Be sure to not weaken the visual impact of the brand by warping or rearranging the logo in your artworks. You may recolour the logo in accordance with a new themed event lockup, or series logo. In this case, ensure the APL logo features only one new colour or gradient.

When colouring the APL logo to suit a new game type or event, please seek Marketing Manager approval prior to distributing your artwork.



Don't - Use multiple colours in the logo unless in a gradient to match your artwork



























Series Logos

Take note of the logos here and be sure to use them when your artwork falls under any of these game types.

When creating a new logo for a series, always include the APL logo and seek Marketing Manager approval before distributing.









Logo Placement & Choice

For dark artworks, opt for the lighter and best contrasting APL logo.

Place the logo in a prominent position as a way to introduce the event or campaign. If featuring partner or venue logos, they are to be the same size or smaller than the APL logo.





Game Logos

Across series events will be reoccurring games, many having their own logos. When these specific games are called out, be sure to add the corresponding game logo in your artwork.

Not all reoccurring games have a logo - check with your Marketing Manager if a logo is necessary.





TYPOGRAPHY



Fonts

For bespoke events and games, please use your creative experience and imagination to form an exciting artwork in-line with the event/game's theme. The fonts in the game name and corresponding subtitles can be of your choosing to enhance the artwork. For remaining text, including venue details, game rules, terms and conditions, and footer details, please use the Barlow Condensed family. Keep the colour across this more subtle, contrasting to the background for legibility, and consistent to allow your artwork theme to be the hero.

For corporate assets and APL marketing, please use the fonts in Barlow Condensed Family. Use white, APL green, APL gradient or black text.

Tracking for Barlow Condensed Semibold Italic is recommended at 50.

BARLOW CONDENSED BLACK ITALIC (ALL CAPS)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

BARLOW CONDENSED SEMIBOLD ITALIC (ALL CAPS)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Barlow Condensed Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z



Secondary font

Microgramma is an optional alternative font for digital use or special applications.

It's featured heavily in APLPT artworks as a font to make featured details stand out.

MICROGRAMMA (ALL CAPS)

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z



COLOUR

CMYK 75 0 99 0

RGB 32 132 32

#208420

APL Dark Green

CMYK 79 3 82 0

RGB 11 162 68

#0ba244

CMYK 42 0 83 0

RGB 143 249 52

#8ff934

APL Gradient

Colour

The APL gradient is the highlight colour of the APL brand. This should be the stand-out colour across APL branded corporate artworks.

Backgrounds most commonly are black, a black gradient or a black or dark green wash over a background image.

Your bespoke assets don't have to adhere to these colours. They should preferably be themed for the game/event and coloured accordingly.

CMYK 60 40 40 100

RGB 0 0 0

#000000

Black

CMYK 72 100 0 0

RGB 107 44 145

#6B2C91

CMYK 43 54 0 0

RGB 151 126 186

#977EBA

APL Million Purple

CMYK 0 0 22 0

RGB 255 249 209

#fff9d1

CMYK 2 6 53 0

RGB 253 231 144

#fde790

CMYK 38 60 87 28

RGB 129 89 50

#815932

APL Million Gold



CMYK 84 87 50 69

RGB 26 14 40

#1A0E28

Dark Purple

CMYK 0 0 0 95

RGB 40 40 41

#282829

Grey

Series colours/themes

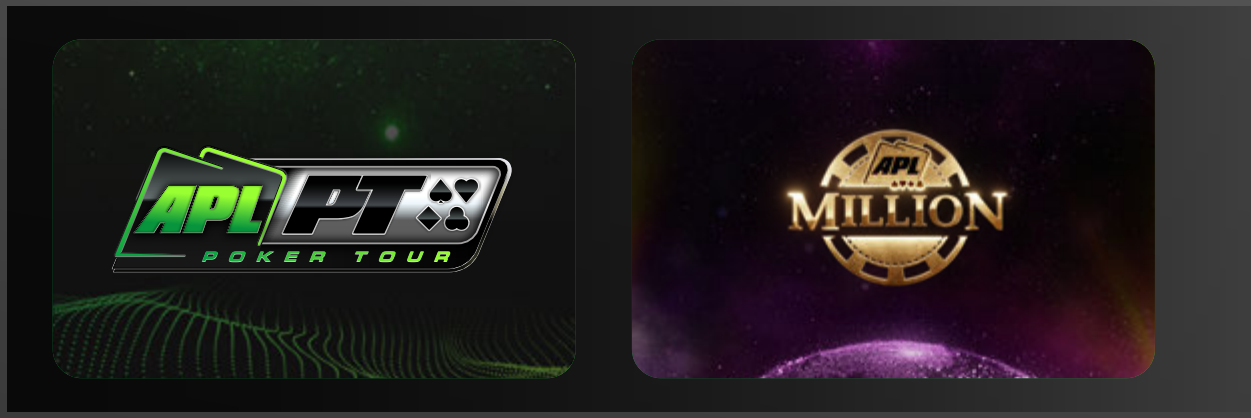
APLPT - A dark, green galaxy, shimmers in space juxtaposing the dynamic, bright digital waves that span the foreground.

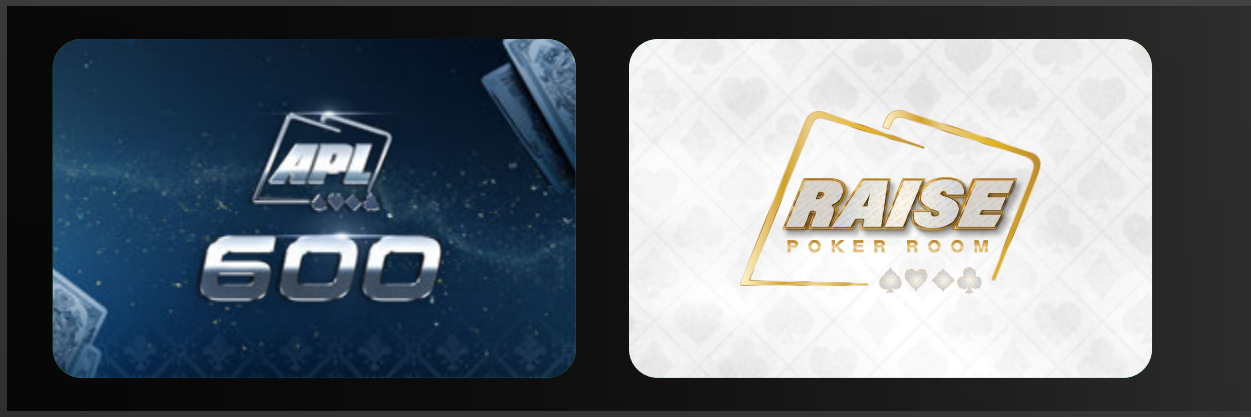
APL Million - Star filled, dark background featuring a purple atmosphere fading to black. Golden spotlights emerge from a futuristic bright earth, lighting the sides of the canvas and/or highlighting the feature.

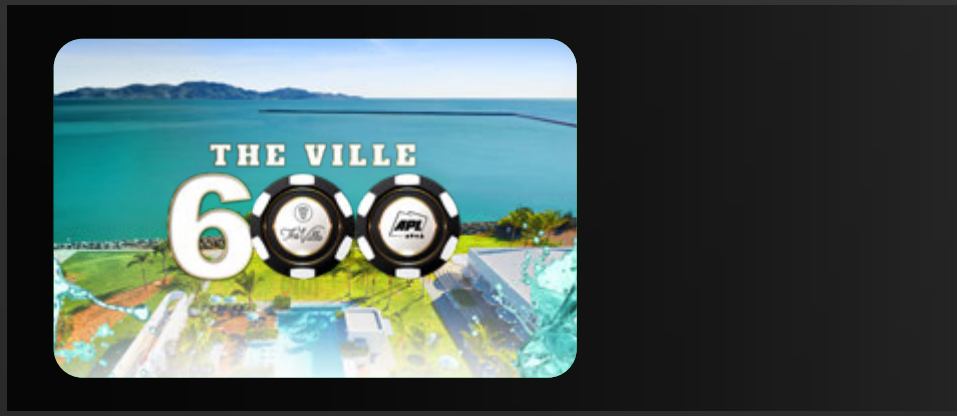
APL 600 - Blue space dust fades into regal, repeating decoration. Supporting images such as cards or chips are silver to complement the logo.

Raise - The textured white Raise background, subtly featuring card suits, leaves the Raise logo as the highlight of the artwork.

The Ville 600 - Bright, warm Townsville waters, feature in front of The Ville Resort which fades to white. Splashes of water overlayed, invoke the excitement of summer.







PHOTOGRAPHY

Photography Rules

APL photos should be high-energy, professional, inclusive & player focussed.

APL Logo **watermarks** are required in the bottom right of all photos.

For optimal image quality on social media, use JPEG for photos and PNG for images with text or transparency.

Ensure a **resolution** of at least 72 PPI, but 150–300 PPI is ideal for sharper images. For Facebook, use 1200 x 630 px for feed posts and 1080 x 1920 px for stories. On Instagram, post square images at 1080 x 1080 px, portrait at 1080 x 1350 px, and landscape at 1080 x 608 px.

For stories on both Facebook and Instagram, stick to 1080 x 1920 px. Keep image file sizes under 5MB to maintain quality and fast loading speeds.

Avoid stock images that don't align with APL's identity or contextually irrelevant imagery. All stock images require the Marketing Manager's approval.

All APL media must explicitly exclude gaming machines (EGMs) and any gaming related marketing material from photos.

Player Focussed Imagery



APL Watermark





SOCIALS

Social Media Best Practices



APL Socials



Bespoke Socials

Voice & Tone of social copy and CTAs is friendly, engaging, and professional.

Content should focus on event updates, player highlights, and promotional material.

Use the logo, colours, and typography consistently as stated above. If bespoke, the artwork needs to feature the APL footer.

Call to Action (CTA): To **PlayAPL.com** or a link within **PlayAPL.com**

Image Dimensions - Refer to photography image quality on page 16.

To maintain a clean and professional design, all creative assets must adhere to the following **Spacing & Layout** principles:

No event content (text, logos, or imagery) should be placed directly on or touching the borders of the design. A safe margin must be maintained around all edges to ensure clarity and visual balance.

All copy elements should be evenly spaced to create a consistent and structured layout. Uneven spacing or crowding of text should be avoided.

When creating bespoke artwork, the recommended structure is:

APL Logo
Venue Details
Primary Event Visuals (Highlight, Icon, Logo, Prize Pool)
Date
Secondary Highlight (If necessary)
Entry
Registration - Start - Late Registration
Additional Mechanics & Promotions.

Special, Satellite & Regional Event Best Practices

To maintain consistency and professionalism across all creative assets, please refer to the Social Media Page for all conditions regarding Special & Satellite Event creative.

All Regional Event creative must be approved by the Marketing Manager before release and must adhere to these brand guidelines.

We encourage all stakeholders to collaborate with the Creative & Marketing departments to ensure all artwork complies with these guidelines.



Special, Satellite & Regional Event Artworks



AI ARTWORK USAGE

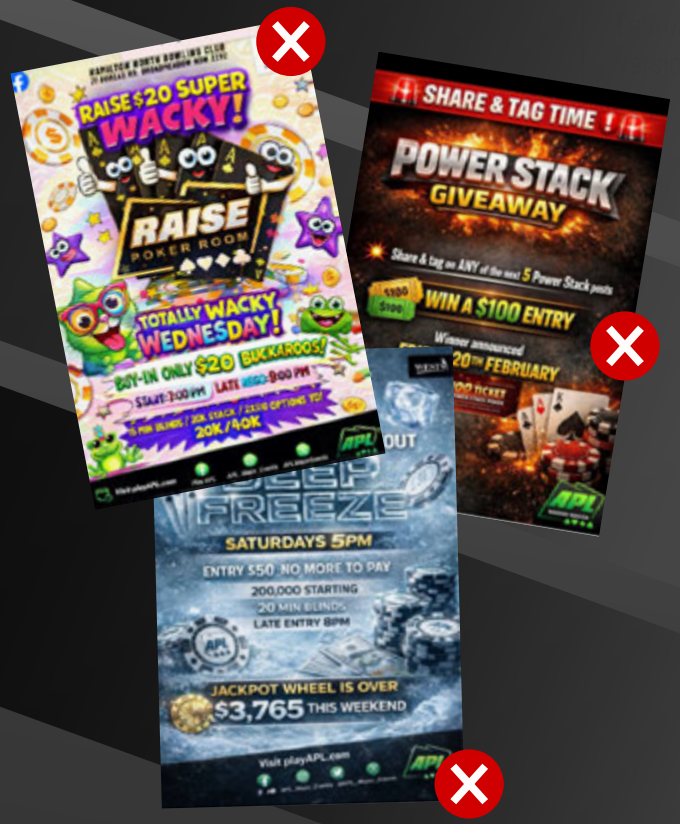
Simple Rule
Use AI for ideas.
Use Marketing for brand.

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.



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.

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

Simple Rule
Use AI for ideas.
Use Marketing for brand.

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

USEFUL LINKS



Cape

APL artwork templates
https://entain.campaigndesigner.io/auth/login

Bespoke Requests

To request a new artwork, template, and/or a bespoke size of an existing artwork.
linktr.ee/apl_marketing

Privacy Act

Australian Privacy Principles
https://www.oaic.gov.au/privacy/australian-privacy-principles