

HUNTER JUNIOR RUGBY LEAGUE

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Branding Guidelines

Official reference guide for logo usage,
colours and visual identity





HJRL LOGO SUITE

Logo Usage:

- Positive (full colour) logo for light backgrounds
- Negative (reversed) logo for dark or coloured backgrounds
- No unauthorised alterations permitted

CLEAR SPACE & MINIMUM SIZE



Maintain a clear space around the logo equal to the height of the central shield element.

No text, imagery or graphic elements may encroach on this exclusion zone.

Logos must not be reproduced at sizes that reduce legibility or impact.

LOGO DO'S & DON'TS



Do use only approved logo files supplied by HJRL.



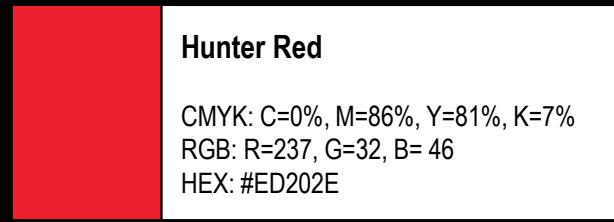
Do maintain original proportions at all times.



Don't stretch, skew, recolour or add effects to the logo.

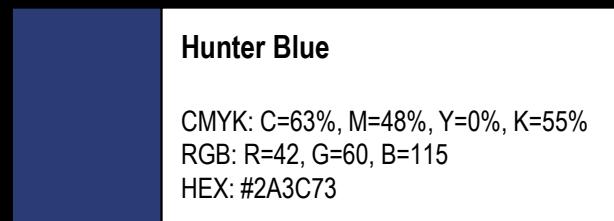
Don't place the logo on backgrounds that reduce legibility.

COLOUR PALETTE



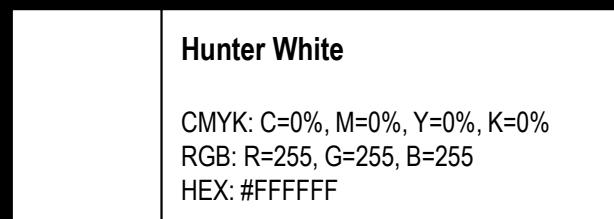
Hunter Red

CMYK: C=0%, M=86%, Y=81%, K=7%
RGB: R=237, G=32, B= 46
HEX: #ED202E



Hunter Blue

CMYK: C=63%, M=48%, Y=0%, K=55%
RGB: R=42, G=60, B=115
HEX: #2A3C73



Hunter White

CMYK: C=0%, M=0%, Y=0%, K=0%
RGB: R=255, G=255, B=255
HEX: #FFFFFF

Black and white versions may be used where colour reproduction is limited.
Always ensure strong contrast for accessibility and clarity.

APPAREL & MERCHANDISE APPLICATION



HJRL logo must be positioned clearly and consistently on apparel. Logo should not be obscured by seams, patterns or sponsorships. Colour version should be selected based on garment background.

All apparel designs must be approved prior to production.

GOVERNANCE & APPROVALS

HJRL branding is managed and protected by the Hunter Junior Rugby League.

Any variation or special use requires written approval.

Clubs and partners are responsible for correct application.

Misuse of branding may require correction or withdrawal.