

PLAY
RUGBY



MATCH OFFICIALS

PROMOTIONAL TOOLKIT



SUMMARY

This toolkit has been developed to provide a collection of promotional assets to assist Community Rugby Clubs to promote Match Officiating within Australia.

These assets are designed to inform, engage, and drive registrations for community rugby match officiating at all levels across Australia. By sharing these materials across social media platforms, Rugby Australia, Member Unions, and Clubs aim to increase interest and grow match officiating nationwide.

This toolkit provides promotional materials and editable templates for your Club or Association to promote match officiating within your region. Assets include social media tiles, stories, flyers, and digital resources, available in both editable and non-editable formats. Developed to support Community Rugby Clubs across Australia, this toolkit equips you with ready-to-use resources to enhance visibility and engagement.

Make sure you're following our social media channels to stay up to date with what's happening in the rugby community. Don't forget to tag us in your posts and stories—we love seeing and resharing the fantastic things happening within your Member Union, Association, or Club.

-  Play Rugby
-  @rugbyau
-  play.rugby.com.au

TO NOTE

When sharing the below content on social media, it's important to remember the following:

- On editable templates, the PlayRugby logo should never be removed.
- When creating new templates ensure the PlayRugby colour palette and fonts are used.
- It is recommended to include your Club logo or Member Union logo on all editable templates alongside the PlayRugby logo.
- Ensure images used on social media and promotional tiles reflect the diversity of the game.
- Ensure images showcase girls, boys, women and men.
- Ensure we are not posting images where other sports logos are front and centre or visible i.e. NRL / AFL / Soccer.
- Ensure images are clear, straight and in correct proportion within tiles.



LOGO VARIATIONS

The PlayRugby logo has two main colour variations, and two layout orientations.

On a white / light background, the 'POS' (positive) version should be used.



On a navy / dark background, the 'REV' (reverse) version should be used.



The only variation to these, is a full white logo, which is only to be used if either of the above logos don't stand out enough on the supporting background colour.



Example: Full White should only be used when needed for contrast on a background colour where teal or navy won't stand out.



USAGE

CORRECT USAGE

Custom font, colouring, and proportions, using the PlayRugby logos supplied.



INCORRECT USAGE

Do not replace the custom PLAY font with any alternatives.



Do not squeeze or stretch the logomark. Proportions must stay the same.



Do not manually move or adjust the position of words 'Play' and/or 'Rugby'.



COLOURS

Our PlayRugby colours have been aligned with the overarching Rugby Australia brand.

The three colours to the right, are the only colours to be used in the PlayRugby brand identity – for the logomark and accompanying typography.

We use HEX or RGB colours for all 22 screen applications. CMYK is the preferred default print colours. Pantone PMS is for specialty single colour printing.

TEAL	NAVY	WHITE
HEX #4AFFBB PMS 333 C	HEX #171772 PMS 662 C	HEX #FFFFFF PMS White
R 74 G 255 B 187	R 23 G 23 B 114	R 255 G 255 B 255
C 45 M 0 Y 40 K 0	C 100 M 100 Y 20 K 15	C 0 M 0 Y 0 K 0

FONTS

The typography used in the PlayRugby logomark is an important part of the brand identity.

Fonts have been custom-designed in order to fit the Rugby AU overarching masterbrand, therefore need to be used in order to keep brand cohesion and recognition across all content.

Utilising various font weights, as shown on the right, will help create hierarchy and ensure all designs are well-balanced and easy to digest for viewers.

HEADINGS (CAPS)

EFFRA HEAVY

SUB-HEADINGS (CAPS)

EFFRA REGULAR

BODY COPY (SENTENCE-CASE)

Proxima Nova Regular

CALL TO ACTIONS (CAPS)

EFFRA HEAVY

ASSETS

Our brand assets are available at the following link:

[CLICK TO ACCESS](#)



TEMPLATES

To ensure consistency of brand, and making it easy for clubs to promote everything related to PlayRugby, we have created and supplied a range of Canva Templates to use.

You will see below, an example of 15 PlayRugby templates, which you will be able to duplicate and use for your own club-based assets.

Within the CANVA Templates, you will also find alternatives for Get Into Rugby and Tri Tag Rugby campaigns.

Important Notes:

- Club's must duplicate the CANVA Templates and edit their own version, NOT the master document
- The PlayRugby logo must remain, in it's current placement, on all assets
- Club Logo to be added alongside PlayRugby – at the same sizing. It can not be larger or more prominent.
- All imagery is to be updated with club-specific images, and the same colour treatment preset applied.

TEMPLATE EXAMPLES:



Event V3



Match Official of the Month



News V1



News V2

[CLICK TO ACCESS TEMPLATES](#)

DIGITAL ASSETS

The digital asset Canva templates are available in the following sizes, suitable for online collateral such as webpages, digital newsletters, social media covers, and operational communications:

- 300x250 – MREC
- 728x90 – Leaderboard
- 300x600 – Half Page Ad
- 300x100 – Sidebar
- 600x300 – EDM Header

Half Page Ad



MREC



Side bar



EDM Header



Leaderboard



[CLICK TO ACCESS TEMPLATES](#)

VIDEO ASSETS



PLAY RUGBY

PLAY 
RUGBY