

PLAY
RUGBY



CLUB & VOLUNTEER

PROMOTIONAL TOOLKIT



SUMMARY

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

These assets are designed to boost Community Rugby engagement, registrations, and volunteer numbers. Sharing them across social media helps Rugby Australia, Member Unions, and Clubs boost interest and grow club registrations nationwide.

The toolkit includes a range of promotional materials and templates, including social media tiles, stories, flyers, and digital resources. These materials are available in editable and ready-to-use formats for online or print use.

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 your local community.
- Ensure images showcase girls, boys, women and men where applicable.
- 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	
HEX #4A9FB8	
PMS 333 C	
R	74
G	255
B	187
C	45
M	0
Y	40
K	0

NAVY	
HEX #171772	
PMS 662 C	
R	23
G	23
B	114
C	100
M	100
Y	20
K	15

WHITE	
HEX #FFFFFF	
PMS White	
R	255
G	255
B	255
C	0
M	0
Y	0
K	0

FONTS

The typography used in the Play Rugby 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:



Registrations V1



Registrations V2



Registrations V3



Player of the Month



Coach of the Month



Volunteer of the Month



Match Official of the Month



Coaching



Gala Day



Event V1



Event V2



Event V3



Event V4



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



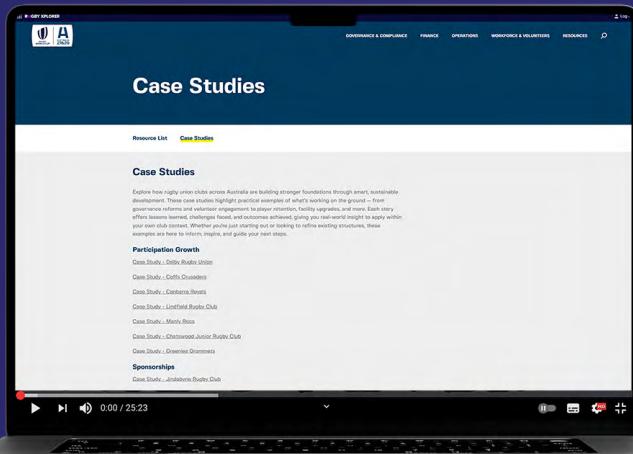
CLICK TO ACCESS TEMPLATES

VIDEO ASSETS



PLAY RUGBY

CASE STUDIES



VIEW CASE STUDIES ON CLUB HUB HERE

PLAY 
RUGBY