

MANLY EAGLES

# BRAND & SOCIAL MEDIA STYLE GUIDE

Seasonal content planning and publishing



VERSION 4  
President review | August 2026



HOME GROUND • LOCAL BASEBALL • MANLY COMMUNITY

## 01 FOUNDATION

## Purpose and brand idea

A practical guide for club people planning, creating, approving and publishing social media throughout the baseball season.

**OUR PURPOSE | Provide our players with the most professional baseball experience possible - and make the experience memorable for our community.**

### What the brand should achieve

- Create an experience, not only promote the product on the field.
- Make Manly Eagles home games welcoming, distinctive and worth talking about.
- Connect juniors, seniors, masters, families, volunteers, sponsors and the wider district.
- Celebrate competitive ambition while showing the fun on the other side of the fence.
- Build anticipation for fixtures, events, promotions and club milestones.

### Working brand personality

- Competitive - proud of performance and development.
- Community-minded - local, inclusive and volunteer-powered.
- Professional - prepared, consistent and credible.
- Entertaining - energetic, playful and occasionally cheeky.
- Baseball-authentic - informed by the game without excluding newcomers.

#### **Draft recommendation**

*Use a minor-league-inspired promotional approach: strong local storytelling, recurring themed content and a sense that every home fixture offers more than a scoreline.*

## 02 IDENTITY

# Naming and brand architecture

## Approved names

### MANLY EAGLES BASEBALL CLUB

Official full club name. Use on formal documents, first references, policies and major announcements.

### MANLY EAGLES

Public-facing name and headline expression. Use in campaign titles, supporter messaging and short promotional copy.

### MEBC

Short club name. Use after the full name has appeared, or where space is restricted.

## Writing rules

- Always capitalise Manly Eagles Baseball Club and MEBC as shown.
- On first reference in formal copy: “Manly Eagles Baseball Club (MEBC)”.
- Avoid introducing unapproved variants or historic organisation names unless context requires them.
- Use “Manly Eagles” as a supporter-facing name, not as a legal substitute where the full club name is required.
- Use Australian English: program, organise, colour, centre and finals series.

## Example

*Manly Eagles Baseball Club (MEBC) welcomes players and families to the new season.  
Follow Manly Eagles for fixtures, results and events.*



The identity should feel recognisably Manly: local, open, active and connected to the wider community.

## 03 IDENTITY

## Logo system

The circular eagle crest is the approved club logo and may be used across club communications.



PRIMARY CLUB CREST



SECONDARY "M" MARK



MANLY SCRIPT / UNIFORM USE

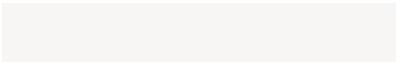
### Draft usage rules

- Use the crest as the default identifier on official posts and documents.
- Use the "M" mark where a compact sporting mark is more legible, especially avatars, caps and small applications.
- Treat the Manly script as a wordmark tied to uniforms and approved promotional designs; do not recreate it in another script font.
- Do not stretch, rotate, recolour, outline, crop or add effects to any mark.
- Keep clear space around a mark equal to the height of the "M" in MANLY. Minimum digital crest size: 80 px wide.

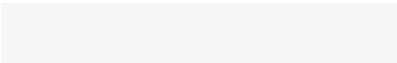
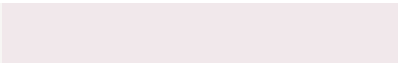
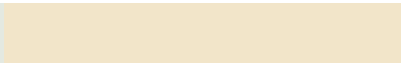
04 IDENTITY

Official and editorial colour palette

Keep maroon and navy as the unmistakable club colours. Use white, warm off-white and charcoal generously to make communications feel open, readable and contemporary.

|                                                                                                        |                                                                                               |                                                                                    |                                                                                                   |                                                                                             |
|--------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
|                       |              |  |                |          |
| PRIMARY MAROON<br>#732E4A<br>RGB 115, 46, 74<br>CMYK approx. 0, 60, 36, 55<br>Pantone 7642 C reference | NAVY<br>#323E4F<br>RGB 50, 62, 79<br>CMYK approx. 37, 22, 0, 69<br>Official supporting colour | WHITE<br>#FFFFFF<br>RGB 255, 255, 255<br>CMYK 0, 0, 0, 0<br>Primary canvas         | WARM OFF-WHITE<br>#F7F6F4<br>RGB 247, 246, 244<br>CMYK approx. 0, 0, 1, 3<br>Editorial background | CHARCOAL<br>#202020<br>RGB 32, 32, 32<br>CMYK approx. 0, 0, 0, 87<br>Headings and body copy |

Optional pale accents

|                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |
| WARM IVORY<br>#F7F6F4                                                             | DUSTY BLUSH<br>#F1E8EB                                                            | POWDER BLUE-GREY<br>#E8EEF1                                                        | FIELD SAGE<br>#E4E9E1                                                               | SOFT GOLD<br>#F2E5C9                                                                |

Colour balance

- Let white or warm off-white provide most of the page; use maroon as a confident accent rather than a full-page fill.
- Use navy selectively for scores, data and secondary contrast - not as a replacement for primary maroon.
- Use pale accents only for panels, labels or quiet section changes. Do not introduce several pale colours into one item.
- Colour conversions are production starting points. Suppliers should match Pantone 7642 C or an approved physical uniform sample where colour-critical.
- Never rely on colour alone to communicate a result, team or status. Pair colour with words, icons or labels.

## 05 IDENTITY

# Typography

Arial creates the clear, familiar and highly readable tone used throughout Version 3. One practical font family also makes club files easier to edit and share.

## Headings

### Arial Bold

Use for campaign titles, fixtures, results, section headings and short calls to action. Prefer sentence case; use capitals only for short labels.

## Body and information

### Arial Regular / Bold

Use for captions, dates, venue details, explanatory text, tables and accessibility-critical information.

## Hierarchy

### Headline

Large, short and direct.

### Label or kicker

Small capitals may be used sparingly.

### Body and detail

Keep line lengths comfortable and paragraphs brief.

## Rules

- Use Arial consistently across editable club materials.
- Never type body copy in the Manly script wordmark style.
- Avoid all-cap paragraphs and condensed type for small text.
- Minimum recommended social graphic size: 24 px for essential information and 18 px for secondary information.
- Keep text contrast at least 4.5:1 for normal-sized digital copy.

06 COMMUNICATION

Voice and tone

Sound like a confident local baseball club: knowledgeable, welcoming and energetic.

| ATTRIBUTE    | DO                                                          | AVOID                                                 |
|--------------|-------------------------------------------------------------|-------------------------------------------------------|
| Competitive  | Celebrate preparation, effort, improvement and results.     | Demeaning opponents, officials or players.            |
| Welcoming    | Explain baseball terms when speaking to newcomers.          | Assuming every follower knows the competition.        |
| Playful      | Use light humour for promotions and community moments.      | Humour about injuries, identity, ability or children. |
| Local        | Name teams, volunteers, grounds and community partners.     | Generic copy that could belong to any club.           |
| Professional | Check facts, spelling, permissions and sponsor commitments. | Posting rumours, disputes or unapproved commentary.   |

VOICE TEST | Before publishing, ask: Is it accurate? Is it welcoming? Does it sound like Manly Eagles? Does it give the reader a useful next action?

07 SOCIAL PROGRAM

Seasonal content pillars

Use recurring pillars to prevent the calendar becoming only fixtures and results.

| PLAY                                                                      | BELONG                                                                        | EXPERIENCE                                                                           | GROW                                                                              | PARTNER                                                                                   |
|---------------------------------------------------------------------------|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| Fixtures, results, ladders, milestones, selection and player development. | Juniors, seniors, masters, women, families, volunteers and supporter stories. | Home-game promotions, food, entertainment, theme days and behind-the-scenes moments. | Registration, clinics, pathways, coaching, officiating and volunteer recruitment. | Sponsor recognition, community organisations, council and baseball-network relationships. |

Draft programming balance

- 35% Play - core competition information
- 25% Belong - people and community
- 15% Experience - reasons to attend and return
- 15% Grow - participation and pathways
- 10% Partner - sponsor and stakeholder value

*Balance is measured across a month, not within every week.*





08 SOCIAL PROGRAM

Seasonal calendar framework

Plan at three levels: season, month and game week.

| PHASE          | PRIMARY GOAL               | CORE CONTENT                                                                              | PLANNING PROMPT                           |
|----------------|----------------------------|-------------------------------------------------------------------------------------------|-------------------------------------------|
| Pre-season     | Recruit and prepare        | Registration, trials, coaches, calendar, sponsors, uniform and volunteer calls.           | What must members know before round one?  |
| Opening month  | Build recognition          | Team introductions, how to attend, baseball explainers, opening day and venue experience. | Why should a new family follow or attend? |
| Regular season | Sustain rhythm             | Weekly fixture/result cycle plus people, development and partner stories.                 | Which content pillar is being neglected?  |
| Finals         | Drive pride and attendance | Qualification, previews, live updates, results, thank-yous and conduct reminders.         | What information will reduce confusion?   |
| Off-season     | Retain connection          | Awards, milestones, AGM, volunteers, clinics, recruitment and next-season dates.          | What keeps the community involved?        |

## 09 SOCIAL PROGRAM

## Game-week publishing rhythm

Draft recommendation - adjust for competition schedules, volunteer capacity and the significance of each fixture.

| TIMING      | POST               | MINIMUM CONTENT                                                                      | OWNER / STATUS            |
|-------------|--------------------|--------------------------------------------------------------------------------------|---------------------------|
| Mon-Tue     | Week ahead         | Teams, opponents, dates, venues and any major event hook.                            | Calendar owner drafts     |
| Wed-Thu     | Story / promotion  | Player, volunteer, sponsor, junior pathway or home-game experience.                  | Content lead drafts       |
| Fri         | Fixture reminder   | Time, venue, access, weather link if relevant and call to attend.                    | Team facts verified       |
| Game day    | Live / atmosphere  | Arrival, line-up if approved, short video, scores and responsible supporter content. | Authorised publisher      |
| Within 24 h | Result             | Score, opponent, key fact and respectful acknowledgement.                            | Result verified           |
| Sun-Mon     | Wrap / next action | Photo carousel, milestone, thank-you, next fixture or registration link.             | Photo permissions checked |

## 10 GOVERNANCE

## Planning and approval workflow

President is the final brand approver. Routine publishing may be delegated within an approved calendar and template system.

|           |                                                                                                 |
|-----------|-------------------------------------------------------------------------------------------------|
| 1 PLAN    | Enter the post in the seasonal calendar: objective, pillar, audience, channel, date and owner.  |
| 2 CREATE  | Draft copy and artwork using approved assets, templates and naming.                             |
| 3 VERIFY  | Check fixture facts, names, sponsor commitments, links, permissions and accessibility.          |
| 4 APPROVE | Routine post: delegated approver. Sensitive/new campaign: President approval before scheduling. |
| 5 PUBLISH | Use the authorised account; monitor comments and correct material errors promptly.              |
| 6 LEARN   | Record performance and reuse what worked without repeating identical content.                   |

### Always escalate

- Incidents, injuries, disputes, complaints, disciplinary matters or legal issues.
- Content identifying children where consent or context is uncertain.
- New sponsor arrangements, political advocacy or statements on behalf of the club.
- New logos, campaign identities, uniforms or significant departures from this guide.

## 11 SOCIAL PROGRAM

## Post copy templates

Keep paragraphs short. Put the information people need first, then personality and one clear action.

### Fixture / event

*HOOK: [Team/event] is at [venue] this [day].*

*DETAIL: [Opponent], [time], [access/promotion detail].*

*ACTION: Join us / register / view the full schedule: [link].*

### Result

*RESULT: Manly Eagles [score] - [score] [opponent].*

*CONTEXT: [One verified milestone or performance note].*

*RESPECT: Thank [opponent/officials/supporters].*

*NEXT: [Next fixture or action].*

### People story

*INTRO: Meet [name/role/team].*

*STORY: [One specific contribution or moment].*

*QUOTE: [Short approved quote, optional].*

*ACTION: Thank them / volunteer / learn more.*

### Sponsor recognition

*PARTNER: Thanks to [sponsor] for supporting [specific team/program/event].*

*VALUE: Their support helps [tangible outcome].*

*ACTION: Learn more at [tag/link].*

### Registration / recruitment

*OPPORTUNITY: [Program/team/role] is open.*

*WHO: [Eligibility and experience].*

*WHEN/WHERE: [Dates and venue].*

*ACTION: Register by [date] at [link/contact].*

### Caption rules

- Lead with the news, not “We are excited to announce”.
- Use one or two short sentences per paragraph.
- Tag only relevant, verified accounts.
- Use 0-3 useful hashtags; do not build a wall of tags.
- Use one clear call to action.

12 SOCIAL PROGRAM

Visual template system

Version 4 continues the editorial, photo-led system: generous white space, clear Arial type, thin rules and restrained club-colour accents.

| FIXTURE                                                                       | RESULT                                                                 | PEOPLE                                                             | EVENT / PARTNER                                                             |
|-------------------------------------------------------------------------------|------------------------------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------------------------|
| Large baseball image<br>Small maroon label<br>Opponent + date<br>Venue + time | White canvas<br>Large charcoal score<br>Thin grey rule<br>Next fixture | Portrait-led<br>Short name/role<br>Minimal overlay<br>Open margins | Strong image or hook<br>Clear hierarchy<br>Quiet sponsor zone<br>Single CTA |

Layout rules

- Design mobile-first. Keep essential text inside safe margins and test at phone size.
- Let one strong photograph and one dominant message lead each graphic; put supporting detail in the caption.
- Use authentic club photography when available. Carefully selected free stock baseball photography may support general campaigns, but should never imply that a pictured person plays for Manly Eagles.
- Use charcoal for most text, maroon for a label or key line, and navy only where it adds useful contrast.
- Use the crest deliberately for fixtures, results, official notices and partner content; it need not dominate every post.
- Recommended master sizes: 1080 x 1350 px portrait feed; 1080 x 1920 px story/reel; platform-native landscape only when needed.

## 13 SAFETY AND INCLUSION

# Photography, juniors and accessibility

Draft policy guidance - align this page with the club's adopted child-safety and consent procedures before final approval.

### Photography and video

- Use images from approved club sources and record the photographer where required.
- Confirm consent before identifying or featuring a junior player. Follow any no-photo register or team instruction.
- Do not publish changing rooms, medical treatment, private conversations, contact information or humiliating moments.
- Prefer active, positive scenes that show effort, teamwork, coaching, supporters and the home-game experience.
- Remove location metadata where a post could create a safeguarding risk.

### Accessible publishing

- Add descriptive alt text to meaningful images.
- Caption spoken content in videos and identify important non-speech audio.
- Do not put essential information only inside an image; repeat it in the caption.
- Use strong contrast and avoid small, condensed or all-cap body copy.
- Write dates unambiguously, include venue names and provide descriptive link text.
- Avoid rapid flashing, excessive animation and long emoji sequences.

**IF IN DOUBT | Do not publish. Pause the post and refer it to the President or the club's designated child-safety contact.**

## 14 PARTNERS

## Sponsor and stakeholder recognition

Protect sponsor value without allowing partner branding to overwhelm the club identity.

### Draft rules

- Use current, approved sponsor artwork only.
- Follow written tier, frequency and placement commitments.
- Keep sponsor marks visually separate from the club crest.
- Do not recolour, distort or rearrange sponsor logos.
- Confirm tags, business names and links before publishing.
- Describe the specific club outcome a partner helps deliver.

### Suggested hierarchy

#### 1 Club crest / Manly Eagles message

The club remains the clear sender.

#### 2 Content message

Fixture, program, event or community story.

#### 3 Sponsor recognition

Appropriate to the agreement and the post objective.

### Still required for final version

- Current sponsor list and tier structure.
- Minimum logo sizes and exclusivity rules.
- Apparel and uniform placements.
- Approval contacts for sponsor campaigns.

## 15 WORKING TOOLS

## Social media calendar fields

Use one shared calendar as the source of truth. Each scheduled item should contain enough information for another authorised person to finish or check it.

|                              |                                                                       |                             |                                                                         |
|------------------------------|-----------------------------------------------------------------------|-----------------------------|-------------------------------------------------------------------------|
| <b>Publish date/time</b>     | When the item is intended to go live.                                 | <b>Channel / format</b>     | Facebook, Instagram feed, story, reel, email or other approved channel. |
| <b>Content pillar</b>        | Play, Belong, Experience, Grow or Partner.                            | <b>Objective / audience</b> | What should change, and for whom?                                       |
| <b>Post type / campaign</b>  | Fixture, result, profile, event, registration, sponsor, etc.          | <b>Draft copy / CTA</b>     | Final or linked copy, with one clear next action.                       |
| <b>Assets / template</b>     | Approved photo, logo, template and photographer credit.               | <b>Owner / approver</b>     | Creator, fact-checker and approval status.                              |
| <b>Permissions / sponsor</b> | Consent, child-safety and commercial checks.                          | <b>Link / tracking</b>      | Destination URL and campaign tracking if used.                          |
| <b>Performance</b>           | Reach, engagement, clicks, saves, registrations or attendance signal. | <b>Learning</b>             | One sentence on what to repeat, change or stop.                         |



# CONTENT STRATEGY

A one-page direction for the season, campaign or month

Complete this page before building the calendar. Keep the strategy specific enough that another volunteer can make good publishing decisions.

|              |                                   |                   |                      |
|--------------|-----------------------------------|-------------------|----------------------|
| PERIOD       | [Season / month / campaign dates] | PREPARED BY       | [Name and role]      |
| PRIMARY GOAL | [The one main outcome]            | PRIORITY AUDIENCE | [Who should respond] |

## Goals and objectives

Write one measurable goal. Example: increase junior registrations, lift home-game attendance, recruit volunteers or improve sponsor visibility.

### Audience insight

What do they need, value or worry about?

*[Write the practical insight that should shape the content.]*

### Desired action

*[Attend / register / volunteer / share / enquire / thank.]*

### Recommended content mix

|                |                |                |                |                |
|----------------|----------------|----------------|----------------|----------------|
| PLAY           | BELONG         | EXPERIENCE     | GROW           | PARTNER        |
| 35%   [adjust] | 25%   [adjust] | 15%   [adjust] | 15%   [adjust] | 10%   [adjust] |

### Core message

What should they remember?

*[One clear sentence in Manly Eagles language.]*

### Measures of success

*[Registrations, attendance, clicks, enquiries, reach or partner value.]*

# CONTENT PLANNING

Turn the strategy into an achievable month of club content

MONTH / CAMPAIGN: \_\_\_\_\_ OWNER: \_\_\_\_\_ APPROVER: \_\_\_\_\_

| PRIORITY | OBJECTIVE             | KEY MESSAGE              | AUDIENCE        | CALL TO ACTION         |
|----------|-----------------------|--------------------------|-----------------|------------------------|
| 1        | [Main campaign]       | [What must people know?] | [Primary group] | [What should they do?] |
| 2        | [Secondary priority]  | [Supporting message]     | [Audience]      | [Action]               |
| 3        | [Community story]     | [Story angle]            | [Audience]      | [Action]               |
| 4        | [Partner priority]    | [Partner value]          | [Audience]      | [Action]               |
| 5        | [Flexible / reactive] | [Leave capacity]         | [Audience]      | [Action]               |

## Weekly production plan

| WEEK   | HERO CONTENT            | SUPPORTING CONTENT           | ASSETS NEEDED          | OWNER / STATUS            |
|--------|-------------------------|------------------------------|------------------------|---------------------------|
| WEEK 1 | [Main post or campaign] | [Fixture / story / reminder] | [Photo / video / copy] | [Name / draft / approved] |
| WEEK 2 | [Main post or campaign] | [Fixture / story / reminder] | [Photo / video / copy] | [Name / draft / approved] |
| WEEK 3 | [Main post or campaign] | [Fixture / story / reminder] | [Photo / video / copy] | [Name / draft / approved] |
| WEEK 4 | [Main post or campaign] | [Fixture / story / reminder] | [Photo / video / copy] | [Name / draft / approved] |
| WEEK 5 | [Main post or campaign] | [Fixture / story / reminder] | [Photo / video / copy] | [Name / draft / approved] |

**CAPACITY RULE** | Plan the minimum reliable program first. Add extra posts only when there is a clear purpose, a suitable asset and an available owner.

# CONTENT CALENDAR

Month-view publishing plan

MONTH / YEAR

Use each square for the publish date, content type, short topic and owner initials. Add the completed caption and assets in the shared calendar or linked folder.

| MONDAY                                                 | TUESDAY                                                  | WEDNESDAY                                              | THURSDAY                                                | FRIDAY                                                   | SATURDAY                                         | SUNDAY                                                |
|--------------------------------------------------------|----------------------------------------------------------|--------------------------------------------------------|---------------------------------------------------------|----------------------------------------------------------|--------------------------------------------------|-------------------------------------------------------|
| DATE: ____<br><b>Week ahead</b><br>[topic / owner]     | DATE: ____<br><b>Story / people</b><br>[topic / owner]   | DATE: ____<br><b>Story / people</b><br>[topic / owner] | DATE: ____<br><b>Promotion</b><br>[topic / owner]       | DATE: ____<br><b>Fixture reminder</b><br>[topic / owner] | DATE: ____<br><b>Game day</b><br>[topic / owner] | DATE: ____<br><b>Result / wrap</b><br>[topic / owner] |
| DATE: ____<br><b>Week ahead</b><br>[topic / owner]     | DATE: ____<br><b>Growth / pathway</b><br>[topic / owner] | DATE: ____<br><b>Story / people</b><br>[topic / owner] | DATE: ____<br><b>Partner</b><br>[topic / owner]         | DATE: ____<br><b>Fixture reminder</b><br>[topic / owner] | DATE: ____<br><b>Game day</b><br>[topic / owner] | DATE: ____<br><b>Result / wrap</b><br>[topic / owner] |
| DATE: ____<br><b>Week ahead</b><br>[topic / owner]     | DATE: ____<br><b>Behind scenes</b><br>[topic / owner]    | DATE: ____<br><b>Story / people</b><br>[topic / owner] | DATE: ____<br><b>Promotion</b><br>[topic / owner]       | DATE: ____<br><b>Fixture reminder</b><br>[topic / owner] | DATE: ____<br><b>Game day</b><br>[topic / owner] | DATE: ____<br><b>Result / wrap</b><br>[topic / owner] |
| DATE: ____<br><b>Week ahead</b><br>[topic / owner]     | DATE: ____<br><b>Growth / pathway</b><br>[topic / owner] | DATE: ____<br><b>Story / people</b><br>[topic / owner] | DATE: ____<br><b>Partner</b><br>[topic / owner]         | DATE: ____<br><b>Fixture reminder</b><br>[topic / owner] | DATE: ____<br><b>Game day</b><br>[topic / owner] | DATE: ____<br><b>Result / wrap</b><br>[topic / owner] |
| DATE: ____<br><b>Monthly review</b><br>[topic / owner] | DATE: ____<br><b>Flexible slot</b><br>[topic / owner]    | DATE: ____<br><b>Flexible slot</b><br>[topic / owner]  | DATE: ____<br><b>Next month prep</b><br>[topic / owner] | DATE: ____<br><b>Fixture reminder</b><br>[topic / owner] | DATE: ____<br><b>Game day</b><br>[topic / owner] | DATE: ____<br><b>Result / wrap</b><br>[topic / owner] |

STATUS KEY: IDEA • DRAFT • CHECKED • APPROVED • SCHEDULED • PUBLISHED

19 WORKING TOOLS

Pre-publish checklist

A short final check protects the club more effectively than fixing a post after publication.

☐ FACTS

Names, scores, opponent, date, time, venue and links verified.

☐ PURPOSE

Clear audience, content pillar and one useful call to action.

☐ SAFETY

Consent and child-safety rules checked; no private information.

☐ ACCESS

Alt text, captions, contrast and caption copy supplied.

☐ PUBLISH

Correct account, timing, link and format selected.

☐ BRAND

Correct name, approved mark, colours, fonts and template.

☐ TONE

Welcoming, respectful, local and appropriate for a family club.

☐ PARTNERS

Sponsor name, logo, tag and contractual placement checked.

☐ APPROVAL

Correct person has approved; President approval obtained where required.

☐ ARCHIVE

Final asset and copy stored; calendar status updated.

**FINAL AUTHORITY | The President is the final approver for the brand guide and for escalated or sensitive club communications.**

## 20 DRAFT REGISTER

## Items to confirm before adoption

This draft is intentionally workable. Complete these decisions during club review, then issue a dated approved edition.

| DECISION               | DRAFT POSITION / REQUIRED INPUT                                                                                     | STATUS |
|------------------------|---------------------------------------------------------------------------------------------------------------------|--------|
| Logo hierarchy         | Crest primary; “M” secondary; Manly script treated as approved uniform/promotional wordmark. Confirm mascot status. | OPEN   |
| Typography             | Arial Bold and Arial Regular used throughout Version 3.                                                             | DRAFT  |
| Social authority       | President final approver; define delegated routine approver and account owners.                                     | OPEN   |
| Child safety           | Insert adopted consent, photography and escalation procedure/contact.                                               | OPEN   |
| Sponsors               | Insert current tiers, logo files, frequency and placement commitments.                                              | OPEN   |
| Uniforms / merchandise | Add approved variants, supplier colour references and decoration rules.                                             | OPEN   |
| Contacts               | Add website, social handles, general email, ground and brand contact.                                               | OPEN   |
| Templates              | Version 3 fixture, result, people and event/partner masters created for review.                                     | REVIEW |

Draft photography: Mr. Hickmott, Keith Johnston, Matt Benson and Nicole Green via Unsplash. Source links: [unsplash.com/photos/Mj5ueH3d-co](https://unsplash.com/photos/Mj5ueH3d-co) · [NlrRqqs0Fs](https://unsplash.com/photos/NlrRqqs0Fs) · [3-Fvb8bibTQ](https://unsplash.com/photos/3-Fvb8bibTQ) · [Xk4PNPdmPw4](https://unsplash.com/photos/Xk4PNPdmPw4)

Document owner: President, Manly Eagles Baseball Club | Review cycle: before each season and whenever a major identity, sponsor or platform change occurs.