



# AFL PLAY TOOLKIT



# ABOUT AFL PLAY

AFL PLAY is the official third vertical brand of the AFL (alongside the elite competition brands of the AFL and AFLW) focusing on kids and youth and is the masterbrand for local football.

## OVERVIEW

This toolkit is designed to provide a range of AFL PLAY editable template assets. These assets include powerpoint presentation, letterhead, word document, social media tiles, stories, and digital resources, available in both editable and non-editable formats, as well as print and digital options.

The following pages in this toolkit include links to both editable and non-editable templates in Canva. Some features will be locked to maintain brand consistency, but editable fields are available for you to customize with program-specific information. To access these templates, simply click on the 'EDITABLE TEMPLATE HERE' button next to the relevant asset.

If you're new to Canva or need a refresher, you can find a helpful tutorial via the link below.

[CANVA TUTORIAL HERE](#)

## SIGNAGE

The perfect kit for events, come and try days and local footy clubs. AFL PLAY branded signage includes:

- Tear drop banners
- Pop up handball
- Selfie sign
- Bumper sticker
- 3x3m Marquee

[DOWNLOAD HERE](#)



# AFL PLAY POWERPOINT TEMPLATES



## PowerPoint Presentation Template

[DOWNLOAD TEMPLATE HERE](#)

This template has been designed for presenting and should be used as a visual support tool rather than a document full of text. Slides should be kept clear, simple and focused on key messages, using headlines and visuals to help guide the presentation.

### A few things to keep in mind when using it:

- **Start with the structure:** The template includes a range of pre-built slides. Use these to help shape your presentation rather than building from scratch.
- **Stick to the brand:** Please avoid introducing new colours or fonts. The template has been designed with a specific look and feel, and consistency across decks is key to maintaining a strong, unified brand.
- **Keep presentations simple:** Slides should support what you're saying, not replace it. Think of the deck as a visual aid to talk to, rather than something to read from. Avoid large blocks of text and focus on key points, headlines and visuals.
- **Be intentional with headlines:** Headlines should do most of the work. If someone only reads the headings, they should still understand the story. Keep them simple and aim for no more than 2–3 words where possible.
- **Use the visual system:** There are a range of icons and visual elements included. Use these consistently to help bring content to life and make slides easier to scan.
- **Let the layout do the work:** Spacing, alignment and hierarchy have already been considered, so try not to override layouts unless absolutely necessary.

# AFL PLAY TEMPLATES



## PowerPoint Presentation Template

[DOWNLOAD TEMPLATE HERE](#)



## Letterhead

[DOWNLOAD TEMPLATE HERE](#)



## Document Template

[DOWNLOAD TEMPLATE HERE](#)



## Invitation Template

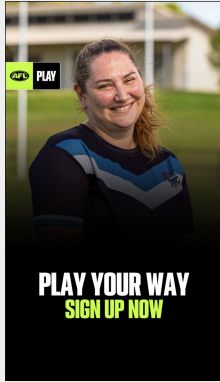
[EDITABLE TEMPLATE HERE](#)



### Social Tile Template (1080x1080)

These social templates are designed to be editable so you can update imagery and copy as required. We encourage you to tag @AFLPLAY whenever possible so we can reshare your posts and help boost engagement. For maximum impact, we recommend minimum copy and include any specific details or additional information in your post captions rather than on the images themselves. This will help drive stronger interaction with your audience.

[EDITABLE TEMPLATE HERE](#)



### Social Story Template (1080x1920)

These social story templates are designed to be editable you can update imagery and copy as required. We have designed the template with the required safe zone to avoid cutting off any copy or imagery. For maximum impact, we recommend minimum copy. We encourage you to tag @AFLPLAY.

[EDITABLE TEMPLATE HERE](#)



### Flyer Template

The flyer template is designed to be editable so you can change imagery, copy and apply a QR code. For maximum impact, we recommend minimum copy on the flyer and directing them to the webpage (PLAY.AFL or QR Code) that has further information.

[EDITABLE TEMPLATE HERE](#)



### Certificate Template

[EDITABLE TEMPLATE HERE](#)