

**INPLAY**

Product  
**Guide.**



Version 2.0 / January 2024

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Graphic design services  
**for the community,  
by the community.**

► What do we do?

# We help **elevate** your community engagement with our digital product range.

**InPlay Digital is a company built around problem solving. With many years of voluntary experience, we've noticed that many clubs and small businesses aren't lucky enough to have someone with a graphic background amongst their ranks, so we're here to lend a hand!**

Brand identity plays a pivotal role in establishing a strong and memorable presence for consumers. Our services are specifically designed to help you develop a cohesive and consistent brand to engage your community. Our vision is to lessen the volunteer burden of running a club or small business by creating visually appealing solutions, allowing you to focus on carrying out your day-to-day operations.



# Case Studies.

10:54 ↶

OLDMELBURNIANSFC  
Posts


 oldmelburniansfc

# 100 Games

*Jonathon  
Smith*

*Round 10  
vs Old Trinity*



 Liked by *inplay* and **others**

*Big game and a big milesone this week! ...more*  
[View all comments](#)



► Case Study

# Hemisphere Management Group

Hemisphere work with some of the best sporting talent in Australia. To show off that talent, they were seeking a refresh of their socials to elevate their brand.

With a strong, vibrant colour palette already in place, we took advantage of their bold brand identity to showcase the most high profile talent and rising stars of Australia's sporting landscape. We have delivered an improved social presence, that aligns these players more closely to the Hemisphere brand in a clean and professional way.

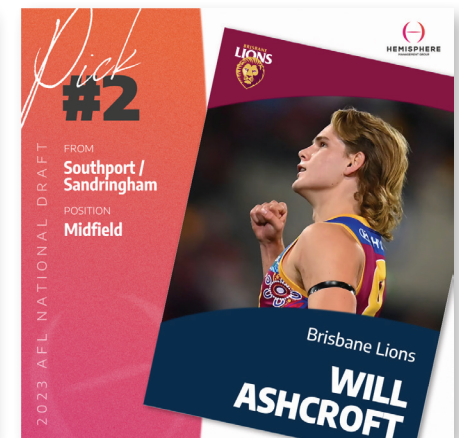


Before



After

## HIGHLIGHTS







► Case Study

# Old Melburnians Football Club

Engaging with us in November 2024, OMFC wanted a refresh to reflect the club's proud and rich history. We delivered a range of sleek and professional designs to showcase their achievements, highlights and happenings within the club.

The final product is a range of templates that balance the line between modern and tradition. Paying respect to the past while paving the way for the future. A classic look that lets this amateur club communicate professionally with their community.

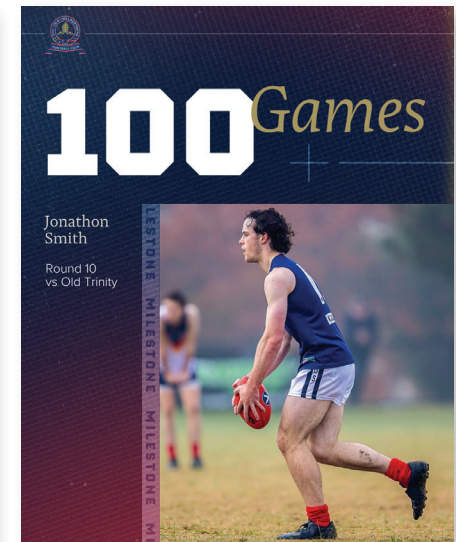


Before



After

## HIGHLIGHTS





# Stats LEADERS

As of Round 18

Goal Scorers

## Senior Men's

1	T. BAKER	25
2	J. PANE	22
3	B. HAYSMAN	12
4	C. DOWLING	10
4	E. MICHELMORE	10

BROUGHT TO YOU BY **GAZMAN**

# Best & FAIREST

F&B

SAT 25 OCTOBER  
XX.XXpm  
OMFC Clubrooms

Event tagline into here and here.  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ut labore et dolore magna aliqua.

TICKETS AVAILABLE: LINK IN BIO

# Results ROU

2024 Round 8

# Team SELECTIONS

BROUGHT TO YOU BY **GAZMAN**

# Men's SENIORS

ROUND 18 | SAT 2 SEP

RESULTS RESULTS RESULTS RESULTS RES

	<b>96</b> 14.12	VS	<b>35</b> 5.5	
--	--------------------	----	------------------	--

Best  
E. NICHOLS  
D. CLARKE  
W. RICHARDS  
D. COFFIELD  
B. HARDING

Goals  
J. PAINE | 4  
C. DOULTREE | 2  
J. REGAN  
E. NICHOLS

S. WATSON | 1  
W. RICHARDS  
J. DE STEIGER  
W. NICHOLS

2024 Men's U19's Head Coach

Yul MURPHY

► Case Study

# University Football Club

An old club with proud traditions. The University Football Club has been a force across the major WA leagues since 1911. They were now seeking a consistent, memorable look that reflected their legendary brand.

The solution, big and bold graphics with a vintage flair. Showcasing their iconic club colours and sash wherever possible. Uni can now proudly recognise and acknowledge players success in front of their whole online community.



Before



After

## HIGHLIGHTS



FOOTBALL CLUB

# B ANNOUNCEMENT

WELCOME

FIRSTNAME  
LASTNAME

Claremont  
Football Club  
WAFL



UNIVERSITY FOOTBALL CLUB



WE ARE DELIGHTED TO WELCOME,  
FIRSTNAME LASTNAME TO THE  
UNIVERSITY FOOTBALL CLUB.

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed do eiusmod tempor  
incididunt ut labore et dolore magna  
aliqua. Ut enim ad minim veniam, quis  
nostrud exercitation ullamco laboris  
nisi ut aliquip ex ea

FIRSTNAME  
LASTNAME  
POSITION TITLE



# 200

G A M E

ROUND XX VS TRINITY AQUINAS



WELL DONALDSON PAVILION

7.00 - 12.00 PM  
SAT 23 NOVEMBER

# EVENT NAME INTO HERE HERE

EVENT DETAILS CAN GO IN THROUGH HERE TO HERE  
AND THEN HERE AND HERE TO THERE HERE AND HERE



UNIVERSITY FOOTBALL CLUB



# STAY LEAD

A S O F R

UNIVERSITY FOOTBALL CLUB

# **Social Templates.**



uwafc



# RESULTS ROUND 1

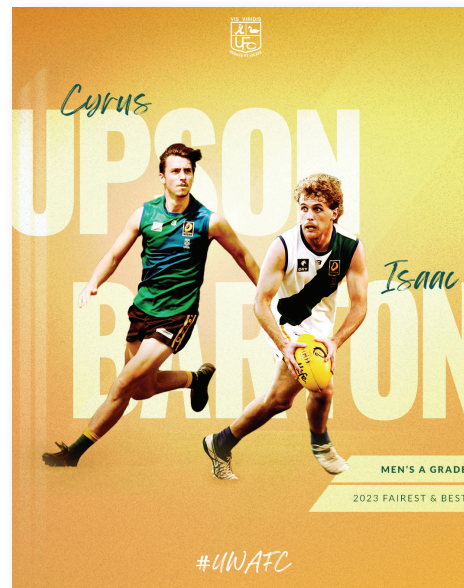
UNIVERSITY FOOTBALL CLUB





## Weekly Awards

- ▶ Acknowledge big individual performances
- ▶ Create a culture of celebrating success
- ▶ Showcase the talent the club has to offer



## Season Awards

- ▶ Take pride in the club's high achievers
- ▶ Announce award winners to the wider community
- ▶ Create a culture of celebrating successes

\*For the best result with special effects as shown, we recommend custom one-off posts for each award



## Fixtures Cover

- ▶ Introduce this rounds match ups in a carousel
- ▶ Feature an image from previous match up
- ▶ Can be labeled with date and/or round



## Fixtures Details

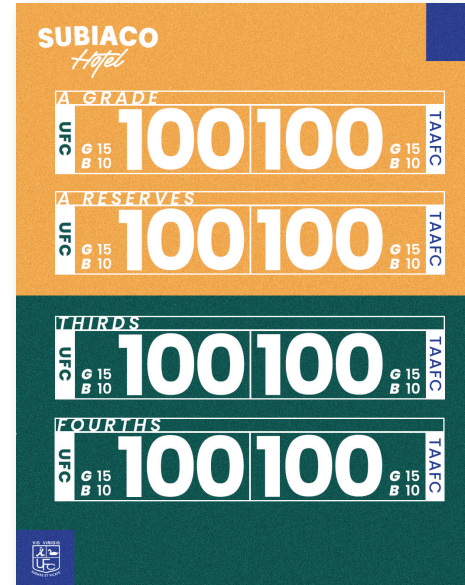
- ▶ Multiple pages for multiple teams
- ▶ Features time, date and venue of each game
- ▶ Easy to read and navigate





## Results Cover

- ▶ Introduce the round results in a carousel post
- ▶ Highlight a feature image from the round
- ▶ Can be labeled with date and/or round



## Results Carousel

- ▶ Multiple pages for multiple teams
- ▶ Spread all scores across the post
- ▶ Plug your major sponsors



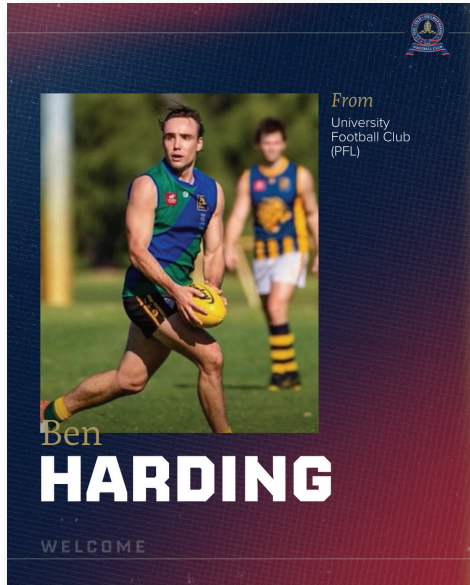
## Results Summary

- ▶ Single tile for up to 5 teams
- ▶ Works best alongside a detailed post with individual stats
- ▶ Quick summary for round-by-round reference



## Results Individual

- ▶ Multiple pages for in-depth match details
- ▶ Features stats leaders from each team
- ▶ Plug your major sponsors for club and individual teams



## Signings Cover

- ▶ Welcome new recruits to the club
- ▶ Can include players and coaches
- ▶ Build anticipation for the season ahead



## Signings Details

- ▶ Broadcast a welcome message
- ▶ Acknowledge player/coach's previous accolades
- ▶ Let the community get to know new members



## Stats Leaders Cover

- ▶ Take pride in the club high achievers
- ▶ Feature an image of the club's highest scorer
- ▶ Build suspense for end of season awards



## Stats Leaders Details

- ▶ Full team-by-team break down
- ▶ Keep the community in the loop
- ▶ Create more sponsored post opportunities



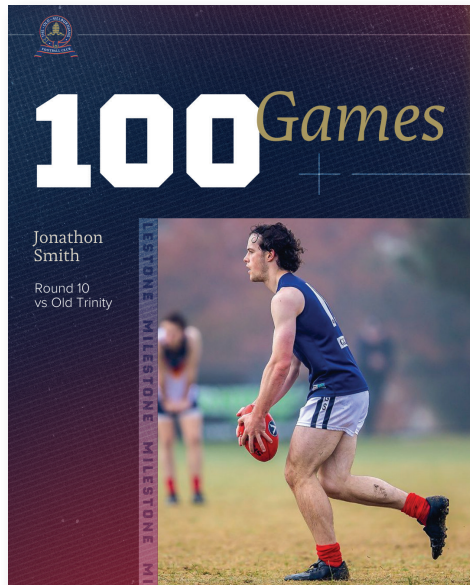
## Teams Cover

- ▶ Introduce this weeks line-ups in a carousel post
- ▶ Create more sponsored post opportunities
- ▶ Can be labeled with date and/or round



## Team Selection

- ▶ Multiple pages to cover all teams
- ▶ Build anticipation for this weeks match
- ▶ Features a small fixture summary



## Milestones

- ▶ Celebrate club stalwarts with a featured post
- ▶ Give them the recognition they deserve
- ▶ Help build anticipation for this week's match



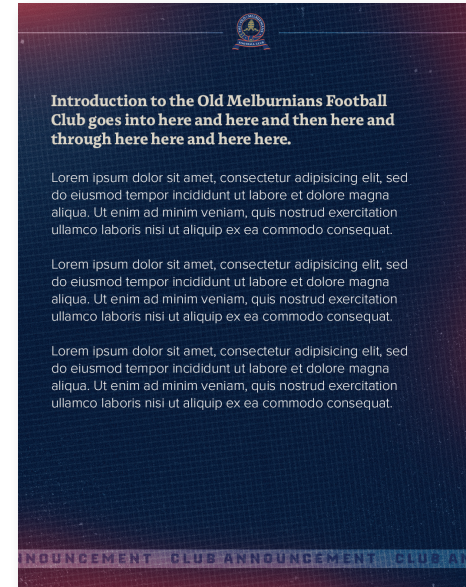
## Calendar

- ▶ Month-to-month outline of each weeks happenings
- ▶ Dedicated tile to each team with a cover
- ▶ Can include matches, training and pre-season schedules



## Statement Cover

- ▶ Publish major club announcements and releases
- ▶ Introduce the message with a carousel post
- ▶ Feature a relevant image or graphic



## Statement Details

- ▶ Give a brief introduction
- ▶ Creates clear and concise club communication
- ▶ Can contain feature quotes from club members



## Sponsors Cover

- ▶ Introduce new major sponsors
- ▶ Thank existing sponsors for re-signing
- ▶ Drag and drop your sponsor's logo



## Sponsors Details

- ▶ Give a warm welcome as a member of the club
- ▶ For existing sponsors, give a history of their club presence
- ▶ Advertise their product and/or services to community members

# Need something a little different?

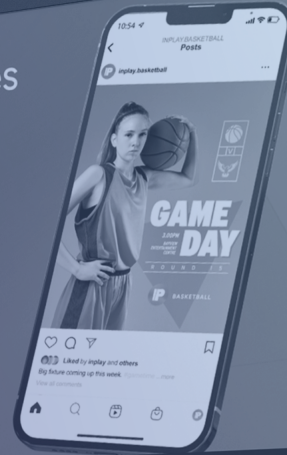
Get in touch for more.



[info@inplaydigital.com.au](mailto:info@inplaydigital.com.au)

**Additional  
Services.**

Graphic design templates  
for the community,  
by the community.



**INPLAY** | inplaydigital.com.au

**InPlay Digital**

41 likes • 42 followers

Contact Us

Liked

Message

Posts About Mentions Reviews Followers Photos More

Switch into InPlay Digital's Page to start managing it.

Switch Now

**Intro**

Page · Social media agency

info@inplaydigital.com.au

inplaydigital.com.au

Promote Website

Not yet rated (0 reviews)

**Photos**

See All Photos



**Posts**

Filters

**InPlay Digital**

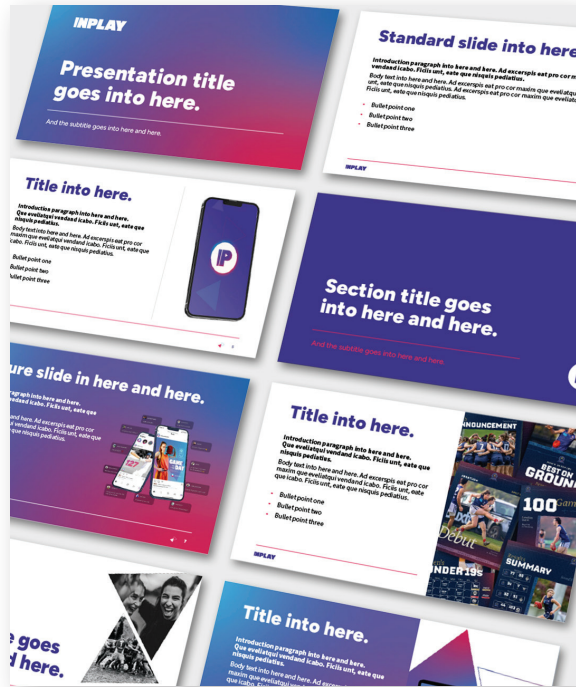
22 December 2023 at 08:26

Project Spotlight | Old Melburnians Football Club

Engaging with us in November, OMFC wanted to refresh their social media. A club with a proud and rich history, they wanted a sleek and professional design to showcase their achievements, highlights and happenings within the club.

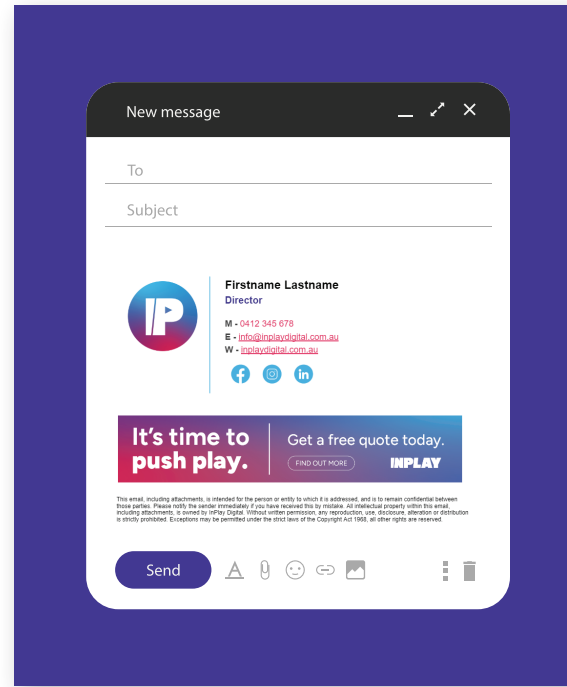
Couldn't be happier with how this one turned out!





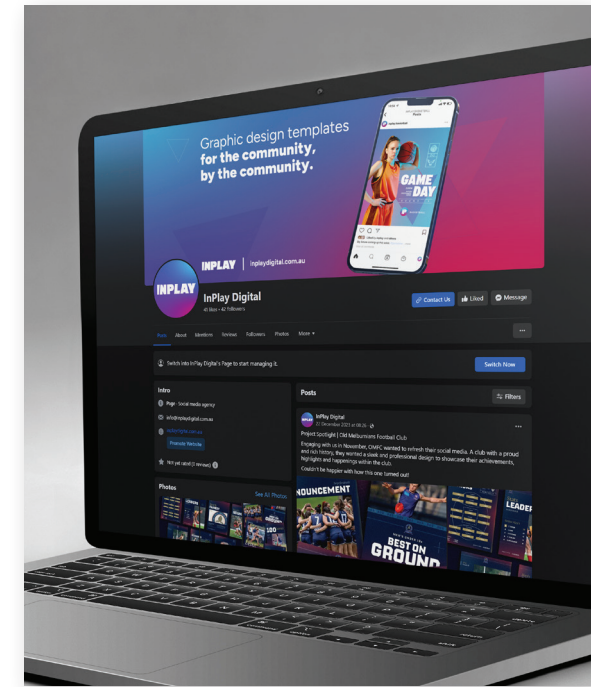
## PowerPoint Template

- ▶ Perfect for match planning and analysis
- ▶ Can be used for awards, events and presentations
- ▶ Branded with the clubs visual identity



## Email Signature

- ▶ Template designed with your club logo
- ▶ Can add additional sponsorship/promotional graphics and disclaimers below upon request
- ▶ Ready for you to install



## Social Banners

- ▶ Complete your social media refresh with branded banners and profile picture
- ▶ Graphics provided for all of your current social media platforms





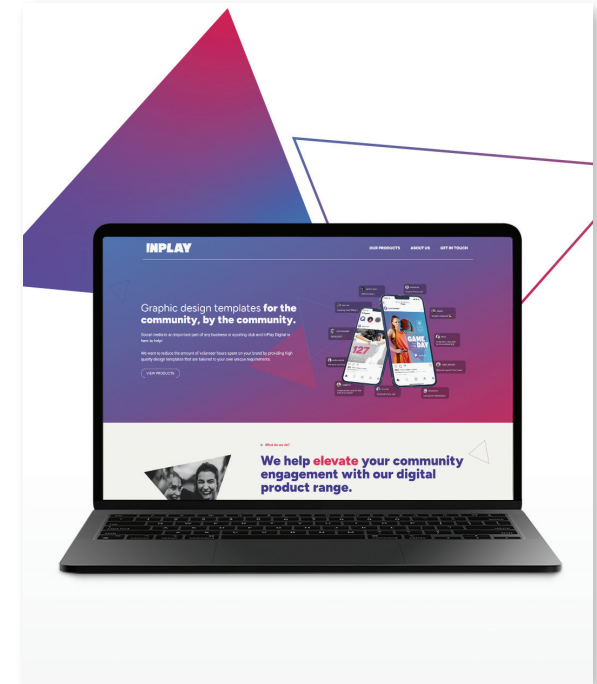
## Sponsorship Brochure

- ▶ Advertise to perspective businesses who are keen to join this season
- ▶ Outline your sponsorship tiers, benefits and pricing structure



## Brand Refresh

- ▶ Does your current visual identity reflect your club, it's story and values? This program updates the face of your club brand
- ▶ Receive a sporting industry standard visual identity, brand assets and logo suite



## Web Design

- ▶ Refresh your club's online presence with a user friendly site, unique to your club
- ▶ The hub that stores your club's history, communicates need-to-know info, and helps you reach your community

**It's time to  
push play.**

Get in touch for a  
**free, no obligation  
quote today.**



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