

The Sports Leaders UK brand

A quick guide

The Sports Leaders UK logo



To maintain the visual impact and standard of our graphic identity, please use the logo to the right on all correspondence.



When the logo is used on promotional items or other printed items, if possible the web address should also be used – guidance is available from the Sports Leaders UK Communications Team.

The Sports Leaders UK logo



When creating dual branded applications the following guidelines should be used.

The Sports Leaders UK logo is placed on the right, the other logo is placed on the left at equal size and horizontal distance.

When applying the Sports Leaders UK logo in a co-branded or mixed endorsed application, please ensure the logos are of equal size. Always maintain a minimum clear zone between each logo.

The Sports Leaders UK logo



When used on an A4 format (including A4 width with any other height), the logo must:

- Be placed at the top or bottom of the page;
- Be shown with a 12mm margin at the top of the page;
- Be 20mm above the start of any text;
- Align the right edge with any accompanying text.

The Sports Leaders UK logo



Along with our master logo, we have a number of sub-brand logos for our awards. These are the only logos other than the standard Sports Leaders UK logo approved for use. Do not create your own logo or sub-brands – ask the Sports Leaders UK Communications Team for help. There are no longer sub-brand logos for our qualifications.

DO NOT stretch, distort, alter, separate or re-create any of the Sports Leaders UK logos in any way.

The Sports Leaders UK logo



Colour is one of the most critical unifying elements of our style. The preferred background for the logo is white. The background must never obscure the logo and the background colours should not be too similar to the blue used in the logo.

This reference can help make sure you use the right blue:

PANTONE 287

| | |
|---|-----|
| C | 100 |
| M | 90 |
| Y | 13 |
| K | 3 |

The Sports Leaders UK Typeface



The Sports Leaders UK typeface is Helvetica. As the majority of PCs do not have Helvetica, we use the Arial typeface.

The Sports Leaders UK Writing Style



To ensure consistency in all written documents – including letters and forms – the following guidelines should be strictly adhered to:

Whenever you are speaking about Sports Leaders UK as an organisation, please use the name in full – Sports Leaders UK. Never abbreviate it to Sports Leaders or SLUK. Never write it as one word, i.e. Sportsleaders.

Sports Leaders are the product of Sports Leaders UK. It's important to distinguish between the two, so it's important to always refer to the organisation only using its full name.

The Sports Leaders UK Writing Style



Example 1 - ...have the opportunity to participate in a Sports Leaders Award, with plans to pilot... **INCORRECT**

Example 2 - ...have the opportunity to participate in a Sports Leaders UK award or qualification, with plans to pilot... **CORRECT**

Example 3 – The Sports Leaders courses really do have a positive impact... **INCORRECT**

Example 4 – The Sports Leaders UK courses really do have a positive impact... **CORRECT**

The Sports Leaders UK Writing Style



Whenever you are speaking about people who have completed our awards and qualifications, please refer to them as Sports Leaders (capital initials). Never write it as one word, i.e. Sportsleaders. You can also use Dance Leaders, Young Leaders.

Example 1 – As many as 60 volunteer sports leaders help deliver our holiday activities. **INCORRECT**

Example 2 – As many as 60 volunteer Sports Leaders help deliver our holiday activities. **CORRECT**

The Sports Leaders UK Writing Style



Sports leadership – unless at the start of a sentence or bullet point, or it it's written as part of the name of a specific qualification or award, should be written in lower case – sports leadership.

The Sports Leaders UK Writing Style – Course Titles



Course titles should always appear in full, and should never be referred to as Level 1 Award, or Sports Leadership Award.

Example 1 – The Sports Leaders Award is a nationally recognised qualification for students aged 14+. **INCORRECT**

Example 2 – The Sports Leaders UK Level 1 Award in Sports Leadership is a nationally recognised qualification for students aged 14+. **CORRECT**

The Sports Leaders UK Writing Style – Course Titles



The word award should only have a capital letter when it appears in the full name of an award. All other instances should be lower case.

When writing about our awards and qualifications, please refer to both – unless you are talking about a specific course.

Example 1 – Sports Leaders UK awards can be delivered in a variety of educational and community settings. **INCORRECT**

Example 2 – Sports Leaders UK awards and qualifications can be delivered in a variety of educational and community settings.
CORRECT

The Sports Leaders UK Golden Rules



- DO NOT stretch, distort, alter, separate or re-create any of the Sports Leaders UK logos in any way.
- DO NOT re-draw the logo – use the artwork supplied by Sports Leaders UK.
- DO NOT use the logo in any other colour than that supplied by Sports Leaders UK.
- DO NOT re-arrange the elements of the logo.

By ensuring that everybody works under the single umbrella of the Sports Leaders UK graphic identity, we can present a consistent and professional image.

The Sports Leaders UK Communications Team



For logo requests, artwork approvals, or any branding questions please contact:

media@sportsleaders.org