# Our Brand Guidelines

Sport Northern Ireland

### About us



## Sport Northern Ireland is the leading public body for the development of sport in Northern Ireland.

### Our Vision:

"Northern Ireland: renowned as a place where people enjoy, engage and excel in sport."

This Vision is supported by the following Mission Statement, Values and Strategic Objectives:

### **Mission Statement:**

"To lead sports development at all levels producing more participants and more winners."

### Values:

- Leadership
- Creativity
- Teamwork
- Excellence
- Integrity

### Strategic Objective:

#### Sporting Communities

To increase and support the number of people adopting and sustaining a sporting lifestyle.

#### Sporting Clubs

o enable more people to develop and reach their sporting goals through a structured environment.

#### Sporting Winners

To help more Northern Ireland athletes win at the highest level.

# Purpose of Guidelines

#### Contents

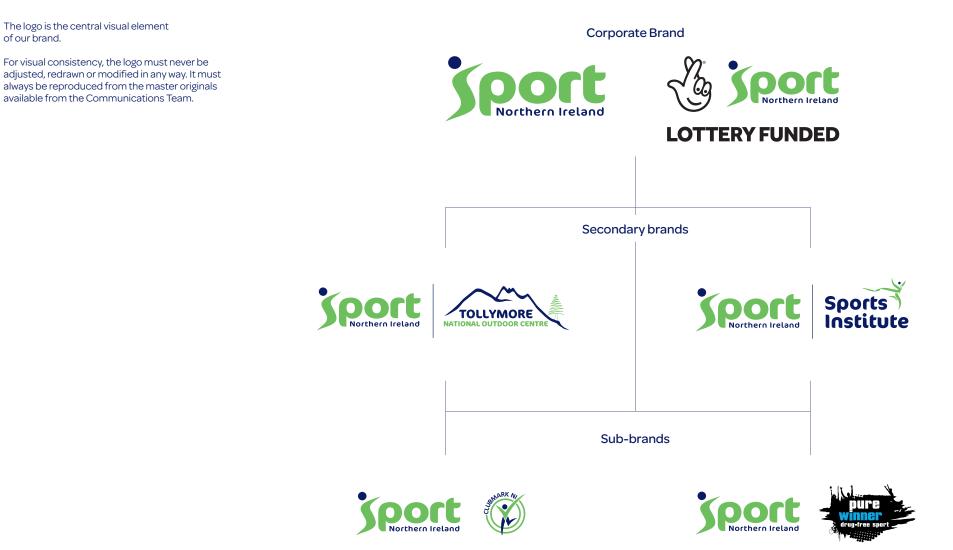
- 1.0 Sport Northern Ireland primary/corporate brand
- 2.0 Tollymore National Outdoor Centre secondary brand
- 3.0 Sports Institute Northern Ireland secondary brand
- 4.0 Sport Northern Ireland Clubmark NI sub-brand
- 5.0 Sport Northern Ireland Pure Winner sub-brand

These guidelines are for designers or anyone who wishes to use the Sport Northern Ireland brands.

A brand is not just a logo. It is also about portraying a positive and consistent personality and image. A logo does play a big part in this and it is important to have clear guidance on logo dimensions, placement and usage. But a strong brand portrays an instantly recognisable visual image through other elements such as colours and pantones, typeface, and layout and design of publications.

A strong brand helps to build an image and supports what you do. By following a consistent and accurate identity, we are helping to create and maintain a positive and lasting impression of Sport Northern Ireland related initiatives.

### Brand



### 1.0 Sport Northern Ireland

#### Contents

- 1.0 Primary Logo
- 1.1 Colour
- 1.2 Size and Exclusion
- 1.3 Incorrect Usage
- 1.4 Logo Positioning
- I.5 Typography
- 1.6 Strapline
- I.7 Brand Examples
- 1.8 Lottery Funded Logo

# 1.0 Sport Northern Ireland

04

### 1.0 Primary logo

The cornerstone of good communication for any organisation is its brand identity. This underpins all aspects of its communication activity, ensuring all communications are consistent and easily recognised.



05

### 1.0 Primary Logo

The Sport Northern Ireland logo can be used in any of the following ways. When choosing which version of the logo to use this should be based on the contrast with the background and selecting the option which will give the logo the most prominence.

#### Full Colour Version:

Whenever possible the full colour version of the logo should be used.

#### Mono Version:

This version of the logo should be used where the reproduction colour is not available (e.g. screenprinting, frosting, etching, etc).







Mono





### 1.1 Colour

The Sport Northern Ireland brand has its own distinctive palette of colours. **No other colours may be used.** 

#### Colour matching

The Pantone® references should be used to match for correct reproduction of the primary colours by a professional printer. These standards are included in the current edition of the 'Pantone Colour Formula Guide.'

Coated swatches should be the master colour reference for all colour matching.

Pantone 281 <b>C</b> 100 <b>M</b> 90 <b>Y</b> 0 <b>K</b> 45	<b>R</b> 20 <b>G</b> 32 <b>B</b> 98 #3F4A75			

Pantone 368 **C**60 **M**0 **Y**85 **K**0 **R**114 **G**185 **B**78 #67B346



### 1.2 Size and Exclusion

Clear space should always be made around the logo. Make sure no other logo or text is placed within the exclusion zone. The letter 'o' from the brand should be used as a measuring device.

This will ensure the strength and clarity of the Sport Northern Ireland brand is maintained.

#### Logo Size

The Sport Northern Ireland logo has been designed to be reproduced at a minimum width of 25mm.

On the web the minimum size is 70 pixels wide. There is no maximum reproduction size of the logo.





### 1.3 Incorrect Usage

Whenever possible use the primary logo in full colour and in its true form.

Never change the structure or dimension of the logo in any way.

- 1. Do not use the colour logo on dark backgrounds.
- 2. Do not use the negetive logo on light or cluttered backgrounds.
- 3. Do not rotate the logo.
- 4. Do not change the fonts.
- 5. Do not use unspecified colours.
- 6. Do not add embellishments.



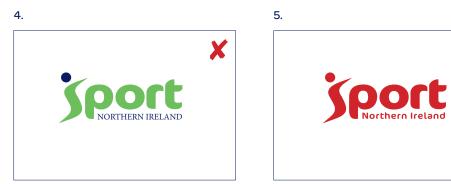


2.

З.

X





6.

### 1.4 Logo Positioning

#### Publications

The Sport Northern Ireland logo is placed bottom right of the page and that the following sizes are used:

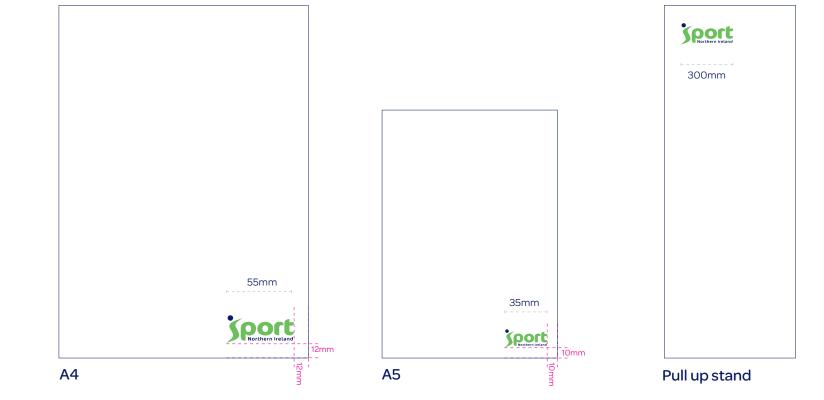
A4: logo width 55mm A5: logo width 35mm

Please ensure that there is sufficient space around the logo to allow it to be easily legible to the reader:

A4: minimum space around logo 12mm A5: minimum space around logo 10mm

#### Pull up stand

For pull up stands the Sport Northern Ireland logo is placed at the top, with a minimum size of 300mm.



### 1.5 Typography

#### Typeface

An important part of building a strong and distinctive visual identity is the consistent and correct use of the typefaces.

Primary Typeface - Omnes

#### Using Omnes Medium

Omnes Medium must only be used sparingly and effectively. Its role is to capture and convey key messages to our audiences. It can also be used for body text titles but should never be used as body text.

#### Using Omnes Light

As body text, Omnes Light should be typeset with a standard character and line spacing and should always offer maximum legibility to its audience. Letter spacing and justification which results in wide or non-uniform word spacing should be avoided. Header in Omnes Medium

## All headlines in Omnes MediumTypeface.

Body copy in Omnes Light

## All body copy in Omnes Light.

### 1.6 Strapline

Sport Northern Ireland has a new strapline:

### Enjoy • Engage • Excel

This is to be used ONLY in conjunction with the primary Sport Northern Ireland brand. It is part of the brand, but NOT part of the logo itself. It is separate, and can be used in various ways depending on the requirement, e.g. publication, pull up stand, clothing, websites, etc.





sport

News











To enable more people to develop and reach their sporting goals through a structured environment

www.sportni.net ook.com/sportninet 🛛 🕥 @Spo f fac

### 1.6 Size and Exclusion

Clear space should always be made around the strapline. Make sure no other logo or text is placed within the exclusion zone. The letter 'o' from the brand should be used as a measuring device.

#### Size

The Strapline has been designed to be reproduced at a minimum width of 50mm.

On the web the minimum size is 140 pixels wide. There is no maximum reproduction size of the logo.

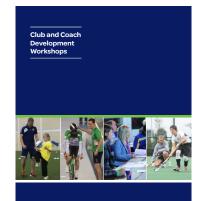
Enjoy • E	Isolation area
For print	For screen
Enjoy • Engage • Excel	Enjoy • Engage • Excel
50mm	140mm

The Sport Northern Ireland brand will communicate to its participants in a variety of formats.

When communicating to our domestic customers, the style of illustration and photography will remain consistent.







Sport
Enjoy - Engage - Exce

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The Sport Northern Ireland brand will communicate to its participants in a variety of formats.

When communicating to our domestic customers, the style of illustration and photography will remain consistent.



The Sport Northern Ireland brand will communicate to its participants in a variety of formats.

When communicating to our domestic customers, the style of illustration and photography will remain consistent.



### 1.8 Lottery Funded Logo

For projects funded via the National Lottery, the Sport Northern Ireland Lottery Funded logo must be used. It should adhere to the same stipulations as the Sport Northern Ireland logo with regards to use, colour, size and exclusion, positioning, and typeface.



# **LOTTERY FUNDED**

Reversed





### 2.0 Tollymore National Outdoor Centre

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- 2.0 Primary Logo
- 2.1 Colour
- 2.2 Size and Exclusion
- 2.3 Incorrect Usage
- 2.4 Logo Positioning
- 2.5 Typography
- 2.6 Brand Examples

# 2.0 Tollymore National Outdoor Centre

### 2.0 Primary logo

Tollymore National Outdoor Centre, situated on the edge of the Mournes, is Northern Ireland's National Centre for Mountaineering and Canoeing Activities and is funded and managed by Sport Northern Ireland.

Tollymore is a resource for all who share a love of the outdoors, and who want to develop and improve skills, and coach others.

The Sport Northern Ireland logo **must always** accompany the Tollymore logo – they form a single unit.

#### Horizontal Colour Logo





Vertical Colour Logo





### 2.0 Primary Logo

The Tollymore logo can be used in any of the following ways. When choosing which version of the logo to use this should be based on the contrast with the background and selecting the option which will give the logo the most prominence.

#### Full Colour Version:

Whenever possible the full colour version of the logo should be used.

#### Mono Version:

This version of the logo should be used where the reproduction colour is not available (e.g. screenprinting, frosting, etching, etc).

#### Colour





#### Mono





### 2.1 Colour

The Tollymore brand has its own distinctive palette of colours. **No other colours may be used.** 

#### Colour matching

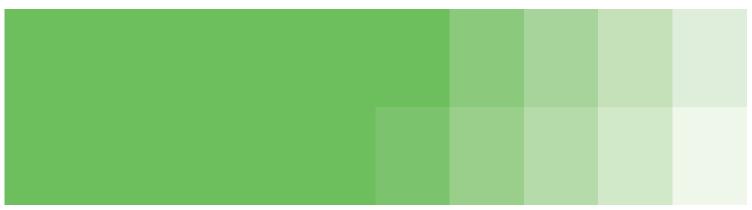
The Pantone® references should be used to match for correct reproduction of the primary colours by a professional printer. These standards are included in the current edition of the 'Pantone Colour Formula Guide.'

Coated swatches should be the master colour reference for all colour matching.

Pantone 281 <b>C</b> 100 <b>M</b> 90 Y0 K45	<b>R</b> 20 <b>G</b> 32 <b>B</b> 98 #3F4A75			

Pantone 368	
<b>C</b> 60 <b>M</b> 0 <b>Y</b> 85 <b>K</b> 0	

**R**114 **G**185 **B**78 #67B346



### 2.2 Size and Exclusion

Clear space should always be made around the logo. Make sure no other logo or text is placed within the exclusion zone. The letter 'o' from the brand should be used as a measuring device.

This will ensure the strength and clarity of the Tollymore brand is maintained.

#### Logo Size

The Tollymore logo has been designed to be reproduced at a minimum width of 60mm.

On the web the minimum size is 170 pixels wide. There is no maximum reproduction size of the logo.

#### Horizontal Logo Exclusion



For print

For screen



60mm

170px

### 2.3 Incorrect Usage

Whenever possible use the primary logo in full colour and in its true form.

Never change the structure or dimension of the logo in any way.

- 1. Do not use the colour logo on dark backgrounds.
- 2. Do not use the negetive logo on light or cluttered backgrounds.
- 3. Do not rotate the logo.
- 4. Do not change the fonts.
- 5. Do not use unspecified colours.
- 6. Do not add embellishments.















### 2.4 Logo Positioning

#### Publications

The Tollymore logo is placed bottom right of the page and that the following sizes are used:

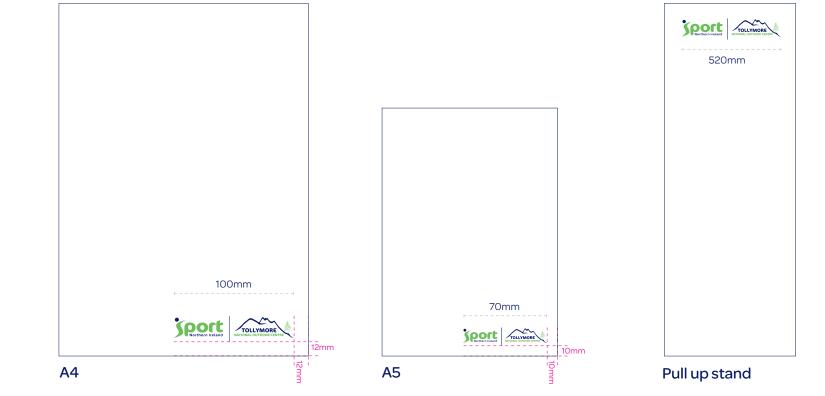
A4: logo width 100mm A5: logo width 70mm

Please ensure that there is sufficient space around the logo to allow it to be easily legible to the reader:

A4: minimum space around logo 12mm A5: minimum space around logo 10mm

#### Pull up stand

For pull up stands the Tollymore logo is placed at the top, with a minimum size of 520mm



### 2.5 Typography

#### Typeface

An important part of building a strong and distinctive visual identity is the consistent and correct use of the typefaces.

Primary Typeface - Omnes

#### Using Omnes Medium

Omnes Medium must only be used sparingly and effectively. Its role is to capture and convey key messages to our audiences. It can also be used for body text titles but should never be used as body text.

#### Using Omnes Light

As body text, Omnes Light should be typeset with a standard character and line spacing and should always offer maximum legibility to its audience. Letter spacing and justification which results in wide or non-uniform word spacing should be avoided. Header in Omnes Medium

## All headlines in Omnes MediumTypeface.

Body copy in Omnes Light

## All body copy in Omnes Light.

The Tollymore brand will communicate to its participants in a variety of formats.

When communicating to our domestic customers, the style of illustration and photography will remain consistent.







Back Cover

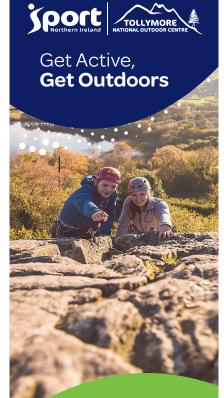
Tollymore National Outdoor Centre 32 Hilltown Road Bryansford Newcastle Collown



E:livetheadventure@tollymore.o www.tollymore.com

Contact us to discuss how we can provide







T: 028 4372 2158 E: livetheadventure@tollymore.com

The Tollymore brand will communicate to its participants in a variety of formats.

When communicating to our domestic customers, the style of illustration and photography will remain consistent.



The Tollymore brand will communicate to its participants in a variety of formats.

When communicating to our domestic customers, the style of illustration and photography will remain consistent.

Collateral



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### 3.0 Sports Institute

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- 3.0 Primary Logo
- 3.1 Colour
- 3.2 Size and Exclusion
- 3.3 Incorrect Usage
- 3.4 Logo Positioning
- 3.5 Typography
- 3.6 Brand Examples

# 3.0 Sports Institute

### 3.0 Primary logo

The Sports Institute is designed to provide high level support to Northern Ireland's top athletes and coaches across a range of Olympic, Paralympic and Commonwealth Games sports along with a select number of sports that are important to the public in Northern Ireland.

The Sport Northern Ireland logo **must always** accompany the Sports Institute logo – they form a single unit. Horizontal Colour Logo



Vertical Colour Logo





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### 3.0 Primary Logo

The Sports Institute logo can be used in any of the following ways. When choosing which version of the logo to use this should be based on the contrast with the background and selecting the option which will give the logo the most prominence.

#### Full Colour Version:

Whenever possible the full colour version of the logo should be used.

#### Mono Version:

This version of the logo should be used where the reproduction colour is not available (e.g. screenprinting, frosting, etching, etc).





Mono





### 3.1 Colour

The Sports Institute brand has its own distinctive palette of colours. **No other colours may be used.** 

#### Colour matching

The Pantone® references should be used to match for correct reproduction of the primary colours by a professional printer. These standards are included in the current edition of the 'Pantone Colour Formula Guide.'

Coated swatches should be the master colour reference for all colour matching.

Pantone 281 <b>C</b> 100 <b>M</b> 90 <b>Y</b> 0 <b>K</b> 45	<b>R</b> 20 <b>G</b> 32 <b>B</b> 98 #3F4A75			

Pantone 368	
<b>C</b> 60 <b>M</b> 0 <b>Y</b> 85 <b>K</b> 0	

**R**114 **G**185 **B**78 #67B346

### 3.2 Size and Exclusion

Clear space should always be made around the logo. Make sure no other logo or text is placed within the exclusion zone. The letter 'o' from the brand should be used as a measuring device.

This will ensure the strength and clarity of the Sports Institute brand is maintained.

#### Logo Size

The Sports Institute logo has been designed to be reproduced at a minimum width of 50mm.

On the web the minimum size is 140 pixels wide. There is no maximum reproduction size of the logo.

#### Horizontal Logo Exclusion



For print

For screen



50mm



140px

### 3.2 Size and Exclusion

Clear space should always be made around the logo. Make sure no other logo or text is placed within the exclusion zone. The letter 'o' from the brand should be used as a measuring device.

This will ensure the strength and clarity of the Sports Institute brand is maintained.

#### Logo Size

The Sports Institute logo has been designed to be reproduced at a minimum width of 25mm.

On the web the minimum size is 70 pixels wide. There is no maximum reproduction size of the logo.

#### Vertical Logo Exclusion





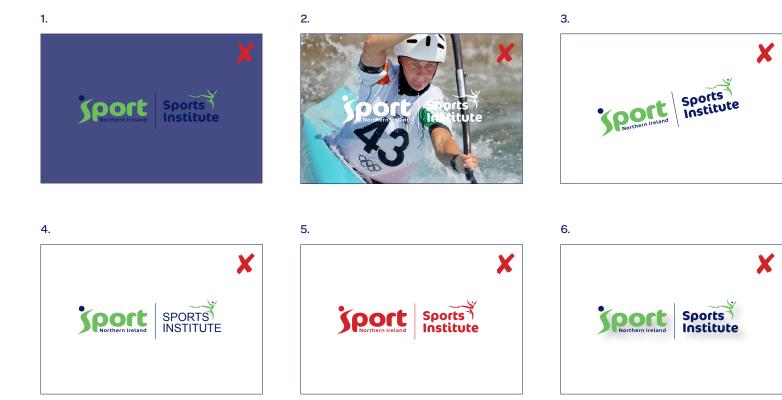


## 3.3 Incorrect Usage

Whenever possible use the primary logo in full colour and in its true form.

Never change the structure or dimension of the logo in any way.

- 1. Do not use the colour logo on dark backgrounds.
- 2. Do not use the negetive logo on light or cluttered backgrounds.
- 3. Do not rotate the logo.
- 4. Do not change the fonts.
- 5. Do not use unspecified colours.
- 6. Do not add embellishments.



## 3.4 Logo Positioning

### Publications The Sports Institute logo is placed Sport Sports Institute bottom right of the page and that the following sizes are used: 440mm A4: logo width 85mm A5: logo width 60mm Please ensure that there is sufficient space around the logo to allow it to be easily legible to the reader: A4: minimum space around logo 12mm A5: minimum space around logo 10mm Pull up stand For pull up stands the Sports Institute logo is placed at the top, with a minimum size of 440mm. 85mm 60mm Sport Sports Institute Sport Sports 12mm 10mm \_12mm <u>-</u>10mm A5 A4 Pull up stand

## 3.5 Typography

### Typeface

An important part of building a strong and distinctive visual identity is the consistent and correct use of the typefaces.

Primary Typeface - Omnes

### Using Omnes Medium

Omnes Medium must only be used sparingly and effectively. Its role is to capture and convey key messages to our audiences. It can also be used for body text titles but should never be used as body text.

#### Using Omnes Light

As body text, Omnes Light should be typeset with a standard character and line spacing and should always offer maximum legibility to its audience. Letter spacing and justification which results in wide or non-uniform word spacing should be avoided. Header in Omnes Medium

## All headlines in Omnes MediumTypeface.

Body copy in Omnes Light

## All body copy in Omnes Light.

The Sports Institute brand will communicate to its participants in a variety of formats.

When communicating to our domestic customers, the style of illustration and photography will remain consistent.

#### Brochure and pull up stand







www.sportni.net

The Sports Institute brand will communicate to its participants in a variety of formats.

When communicating to our domestic customers, the style of illustration and photography will remain consistent.



The Sports Institute brand will communicate to its participants in a variety of formats.

When communicating to our domestic customers, the style of illustration and photography will remain consistent.



## 4.0 Clubmark NI

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- 4.1 Colour
- 4.2 Size and Exclusion
- 4.3 Incorrect Usage
- 4.4 Logo Positioning
- 4.5 Typography
- 4.6 Brand Examples

# 4.0 Clubmark NI

### 4.0 Primary logo

Clubmark NI represents the achievements of sports clubs who meet minimum standards in the areas of 'effective management', 'quality coaching and competition' and 'safety in sport'.

The Clubmark NI logo can be used by the following organisations: • Junior Sports Clubs accredited by licensed Clubmark NI schemes • Clubmark NI Licensed Accreditation Organisations • Other organisations as and when approved by Sport Northern Ireland Clubmark NI personnel.

Sport Northern Ireland

The Clubmark NI logo must not be used by any parties not listed above. This includes sports clubs who have not been accredited by a Clubmark NI licensed scheme and those who's accreditation validity has lapsed or been rescinded. Clubs working towards accreditation are also not permitted to use the Clubmark NI logo until such times that Clubmark NI accredited status has been confirmed and awarded.

The Sport Northern Ireland logo **must always** accompany the Clubmark NI symbol. Together they form a single unit the Clubmark NI 'mark' provides these clubs with a clear visual method to communicate the quality of their sports club to others.

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## 4.0 Primary Logo

The Clubmark NI logo can be used in any of the following ways. When choosing which version of the logo to use this should be based on the contrast with the background and selecting the option which will give the logo the most prominence.

### Full Colour Version:

Whenever possible the full colour version of the logo should be used.

### Mono Version:

This version of the logo should be used where the reproduction colour is not available (e.g. screenprinting, frosting, etching, etc). Colour





#### Mono





### 4.1 Colour

The Clubmark NI brand has its own distinctive palette of colours. **No other colours may be used.** 

### Colour matching

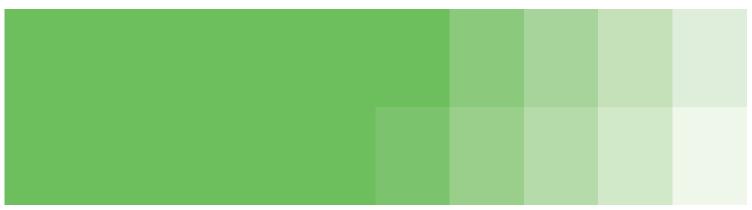
The Pantone® references should be used to match for correct reproduction of the primary colours by a professional printer. These standards are included in the current edition of the 'Pantone Colour Formula Guide.'

Coated swatches should be the master colour reference for all colour matching.

Pantone 281 <b>C</b> 100 <b>M</b> 90 Y0 K45	<b>R</b> 20 <b>G</b> 32 <b>B</b> 98 #3F4A75			

Pantone 368	
<b>C</b> 60 <b>M</b> 0 <b>Y</b> 85 <b>K</b> 0	

**R**114 **G**185 **B**78 #67B346



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### 4.2 Size and Exclusion

Clear space should always be made around the logo. Make sure no other logo or text is placed within the exclusion zone. The letter 'o' from the brand should be used as a measuring device.

This will ensure the strength and clarity of the Clubmark NI brand is maintained.

### Logo Size

The Clubmark NI logo has been designed to be reproduced at a minimum width of 40mm.

On the web the minimum size is 112 pixels wide. There is no maximum reproduction size of the logo.



For print

For screen





- - -

40mm

112px

## 4.3 Incorrect Usage

Whenever possible use the primary logo in full colour and in its true form.

Never change the structure or dimension of the logo in any way.

- 1. Do not use the colour logo on dark backgrounds.
- 2. Do not use the negetive logo on light or cluttered backgrounds.
- 3. Do not rotate the logo.
- 4. Do not change the fonts.
- 5. Do not use unspecified colours.
- 6. Do not add embellishments.















## 4.4 Logo Positioning

### Publications The Clubmark NI logo is placed bottom Sport 🛞 right of the page and that the following sizes are used: 350mm A4: logo width 65mm A5: logo width 45mm Please ensure that there is sufficient space around the logo to allow it to be easily legible to the reader: A4: minimum space around logo 12mm A5: minimum space around logo 10mm Pull up stand For pull up stands the Clubmark NI logo is placed at the top, with a minimum size of 350mm 65mm 45mm Sport Sport 🛞 12mm 10mm . 12mm <u>l</u>omn A5 A4 Pull up stand

## 4.5 Typography

### Typeface

An important part of building a strong and distinctive visual identity is the consistent and correct use of the typefaces.

Primary Typeface - Omnes

### Using Omnes Medium

Omnes Medium must only be used sparingly and effectively. Its role is to capture and convey key messages to our audiences. It can also be used for body text titles but should never be used as body text.

#### Using Omnes Light

As body text, Omnes Light should be typeset with a standard character and line spacing and should always offer maximum legibility to its audience. Letter spacing and justification which results in wide or non-uniform word spacing should be avoided. Header in Omnes Medium

## All headlines in Omnes MediumTypeface.

Body copy in Omnes Light

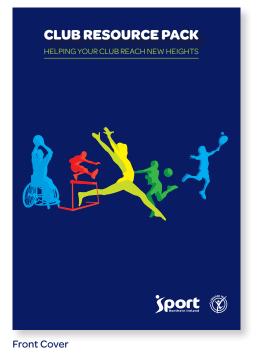
## All body copy in Omnes Light.

49

The Clubmark NI brand will communicate to its participants in a variety of formats.

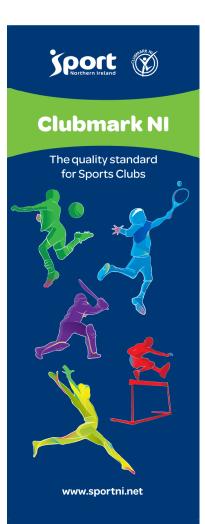
When communicating to our domestic customers, the style of illustration and photography will remain consistent.

### Brochure and pull up





**Back Cover** 



The Clubmark NI brand will communicate to its participants in a variety of formats.

When communicating to our domestic customers, the style of illustration and photography will remain consistent.



The Clubmark NI brand will communicate to its participants in a variety of formats.

When communicating to our domestic customers, the style of illustration and photography will remain consistent.

Collateral



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## 5.0 Pure Winner

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- 5.0 Primary Logo
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- 5.3 Incorrect Usage
- 5.4 Logo Positioning
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# 5.0 Pure Winner

## 5.0 Primary logo

Sport Northern Ireland is committed to clean sport and is working with UK Anti-Doping and Sport Ireland to ensure that anti-doping education opportunities are provided for athletes and their support personnel to raise awareness of anti-doping issues across all sports in Northern Ireland.

As part of the look and feel for Sport Northern Ireland's campaign, an identity has been created which combines the Sport Northern Ireland logo and an emblem, incorporating the words 'Pure Winner'.

The strapline 'clean sport' promotes Sport Northern Ireland's strong stance to protect the athlete's fundamental right to participate in clean sport and thus promote health, fairness and equality for athletes in Northern Ireland.

The Sport Northern Ireland logo **must always** accompany the 'Pure Winner' emblem. Together they form a single unit - the Sport Northern Ireland clean sport identity.

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## 5.0 Primary Logo

The Pure Winner logo can be used in any of the following ways. When choosing which version of the logo to use this should be based on the contrast with the background and selecting the option which will give the logo the most prominence.

### Full Colour Version:

Whenever possible the full colour version of the logo should be used.

### Mono Version:

This version of the logo should be used where the reproduction colour is not available (e.g. screenprinting, frosting, etching, etc).

### Colour





#### Mono





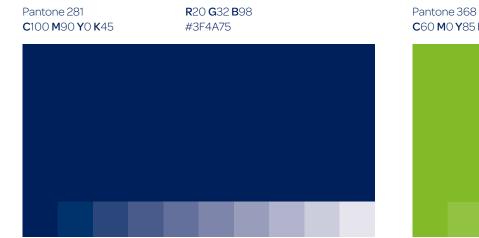
### 5.1 Colour

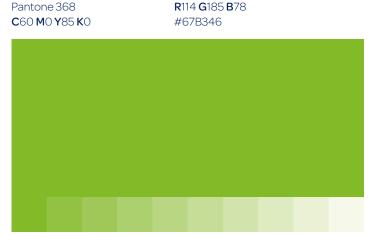
The Pure Winner brand has its own distinctive palette of colours. **No other colours may be used.** 

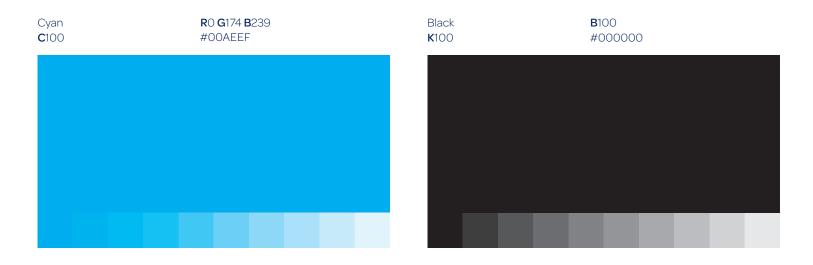
### Colour matching

The Pantone® references should be used to match for correct reproduction of the primary colours by a professional printer. These standards are included in the current edition of the 'Pantone Colour Formula Guide.'

Coated swatches should be the master colour reference for all colour matching.







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## 5.2 Size and Exclusion

Clear space should always be made around the logo. Make sure no other logo or text is placed within the exclusion zone. The letter 'o' from the brand should be used as a measuring device.

This will ensure the strength and clarity of the Pure Winner brand is maintained.

### Logo Size

The Pure Winner logo has been designed to be reproduced at a minimum width of 50mm.

On the web the minimum size is 140 pixels wide. There is no maximum reproduction size of the logo.





50mm

For screen



140mm





## 5.3 Incorrect Usage

Whenever possible use the primary logo in full colour and in its true form.

Never change the structure or dimension of the logo in any way.

- 1. Do not use the colour logo on dark backgrounds.
- 2. Do not use the negetive logo on light or cluttered backgrounds.
- 3. Do not rotate the logo.
- 4. Do not change the fonts.
- 5. Do not use unspecified colours.
- 6. Do not add embellishments.





З.







6.



## 5.4 Logo Positioning

### Publications

The Pure Winner logo is placed bottom right of the page and that the following sizes are used:

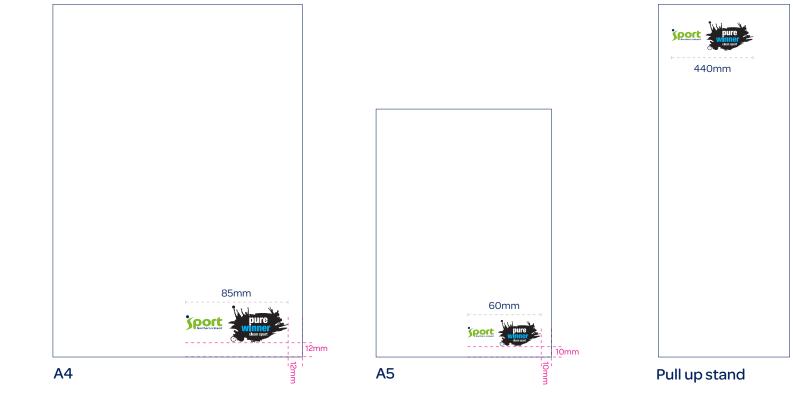
A4: logo width 85mm A5: logo width 60mm

Please ensure that there is sufficient space around the logo to allow it to be easily legible to the reader:

A4: minimum space around logo 12mm A5: minimum space around logo 10mm

### Pull up stand

For pull up stands the Pure Winner logo is placed at the top, with a minimum size of 440mm.



## 5.5 Typography

### Typeface

An important part of building a strong and distinctive visual identity is the consistent and correct use of the typefaces.

Primary Typeface - Omnes

### Using Omnes Medium

Omnes Medium must only be used sparingly and effectively. Its role is to capture and convey key messages to our audiences. It can also be used for body text titles but should never be used as body text.

#### Using Omnes Light

As body text, Omnes Light should be typeset with a standard character and line spacing and should always offer maximum legibility to its audience. Letter spacing and justification which results in wide or non-uniform word spacing should be avoided. Header in Omnes Medium

## All headlines in Omnes MediumTypeface.

Body copy in Omnes Light

## All body copy in Omnes Light.



to its participants in a variety of formats.

5.6 Brand Examples

customers, the style of illustration and photography will remain consistent.

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## Q&A



For permission to use any of these logos or if you have any questions about the brands please contact:

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