Corporate Guidelines 1.3

THE CAMOGIE ASSOCIATION

An Cumann Camógaíochta

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Brand Basics

Applying the logo & Graphical Elements

01

Welcome

The Camogie Association is one of Ireland's leading female sports organisations with a membership of over 100,000 people. The Camogie Association has taken this opportunity to better define our identity and our brand to our members and our external audience.

This document sets out a number of principles for communications that should be adhered to by all employees, members and third party organisations to ensure:

Consistency of approach
Clarity of message
Clear Camogie Association branding

These guidelines were created to give a technical understanding of the brand components and their correct usage. These guidelines have been created to ensure our brand is used correctly across all communications. The standards within were created to give you a technical understanding of the components and structure of our brand image.

Throughout this guide you will see and read exact guidelines governing the use and implementation of our signage and graphic design. A brand is much more than logotypes, colours, trademarks and business card formats. A brand is a product of many different factors that create an overall impression of our organisation in people's minds.

We communicate with the public in all manner of ways from print and digital media to advertising and signage. Whenever the Camogie Association brand interacts with the public we must ensure that our communications are consistent and correct to our brand guidelines. A successful brand is about having one strong, consistent message communicated to the wider public.

The logo must not be used to advertise any items or events which are contrary to the Official Rules of the Camogie Association (see www.camogie.ie for Official Rule Guide) and/or contrary to the Official Trademark Registration of the Camogie Association logo. Usage of the logo, across all platforms including broadcast, print, digital, outdoor, exhibition, events must be highlighted to the Camogie Association in advance of advertising. The logo must not be used in any manner or capacity which is contrary to the Mission & Values of the Camogie Association and causes to bring the Association into disrepute.

Please note that this is an evolving document and will be updated again in the future. This is version 1.3.

O2

Mission, Vision & Values

The logo must not be used to advertise any items or events which are contrary to the Official Rules of the Camogie Association (see www.camogie.ie for Official Rule Guide) and/or contrary to the Official Trademark Registration of the Camogie Association logo.

Usage of the logo, across all platforms including broadcast, print, digital, outdoor, exhibition, events and third party, must be highlighted to the Camogie Association in advance of advertising. The logo must not be used in any manner or capacity which is contrary to the Mission, Vision and Values of the Camogie Association which are as follows:

MISSION:
To expand opportunities to participate in and enjoy Camogie through building a professional, dynamic and inclusive Association.

OUR VISION:
To provide an inclusive, enjoyable and lifelong involvement in Camogie, as Ireland's leading female sport, and as a vibrant part of the Gaelic Games family, at home and internationally.

OUR VALUES:
Inclusiveness:
Camogie is a sport for all. We will work to attract and retain members from different social and ethnic backgrounds and players of different abilities to foster a sense of community and social inclusion.

Voluntarism:
We recognise the integral role of the volunteer in our Association. We will promote and value the expertise, experience and contribution of volunteers at all levels of Camogie.

Respect:
We will actively promote mutual respect amongst our members- players, coaches, referees, administrators, supporters- and towards the wider sporting community.

Excellence:
We will operate to the highest standards of excellence in the playing, coaching, refereeing, governance and development of Camogie.

Co-operation:
We will work with statutory and non statutory sporting, cultural and community organisations to advance women's participation in sport through Camogie. In particular, we will continue this within the Gaelic Games family.

Fair Play:
We will require and instil fair play and sportsmanship in our game.

Licensed parties must ensure that the Camogie Association is not brought into disrepute in any means. In the event that it is deemed by the Association's Governing Body that the organisation was brought into disrepute by a licensed or unlicensed party appropriate action will be taken.

03

The Logo and Strap line

The Camogie logo must be positioned on its own clear space*¹
away from design elements such as text and images.

The Camogie logo consists of 3 *changeable elements:
1. The Camogie medallion
2. The text "The Camogie Association"
3. The strap line "An Cumann Camógaíochta"

The logo should only be reproduced using the digital
master files and should not be altered in any way not approved
by these guidelines.

*¹ except when used on a generic background image. i.e. the cover of this document.
*² see guidelines for different uses of the different configurations of the logo.

1. The Camogie medallion

2. The text "The Camogie Association"

THE
CAMOGIE
ASSOCIATION
An Cumann Camógaíochta

3. The strap line "An Cumann Camógaíochta"

For Merchandising

For embroidery, screen printing or embossing in
positive or reverse (white)

04

Logo Sizes

The Camogie logo can be used in positive format with a minimum printing width of 25 mm wide without Strap line

and a minimum printing width of 38mm with Strap line.

For raw screening (e.g. newspapers) the minimum width is 38 mm.

The Camogie pendant part of the logo is used for branding merchandise such as;

Clothing, skorts, sports jerseys, tee shirts, gloves, hats, under-clothing (anti-sweat), wristbands, boots, sweatshirts, socks, caps, scarves, jackets, tracksuits, ties, headbands, jumpers, leggings, parkas, all weather clothing.

The pendant can also be used for branding items such as: Printed publications: including congress reports, flyers, headed paper, fixtures booklets, programmes, booklets A5, A4, A3, posters, backdrops, pull ups and other associated branded products, magazines, diaries, joint publications with other organisations, mouse-pads, stickers, business cards, note-pads and calendars.

Websites, electronic newsletters, mobile phone apps, email signatures, and any other digital uses.

Trophies; medals, crystal prizes, ribbons etc.

Other merchandise to include cups, glasses, pens, pencils, key rings, teddy bears, wrist bands, phone accessories, back-packs, packs for corporate events, lap top bags.

This must not be produced any smaller than 8mm in width for print and 94 pixels in width for digital applications.

05

Clear Zone

The Clear Zone is calculated using part of the letter 'M' from the Camogie typography as shown below. Note that this is the minimum space allowed and even more is desirable.

Never change the relative position or size of the elements that make up the logo. The Camogie logo is supplied as one single piece of digital artwork – never try to re-create using a typeface.

The Camogie logo must be positioned on its own clear space away from design elements such as text and images. This will allow for maximum standout of the logo giving it room to 'breathe'.

06

Placement of the logo
and application

The Camogie logo works best when placed in two positions.

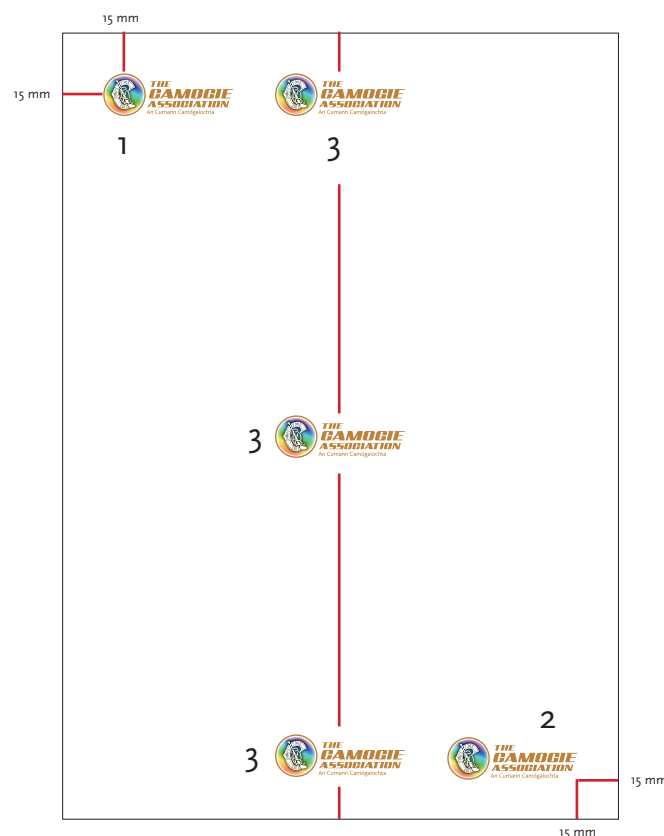**Primary position:**
1 top left

Secondary position:
2 bottom right

Tertiary position:
3 centred

Please use your design judgement to ensure that the Camogie logo is placed free of graphic elements and is easily legible. The size of the Camogie logo will vary across common paper sizes such as A4, A3, A2 etc. An example of the Camogie logo in the primary and secondary positions on A4 format is shown opposite. Use this as a guide for other formats / sizes.

Alignment of other elements to the logo. Due to the rectangular nature of the design the Camogie logo has a natural alignment line for other elements on the page i.e. text and images. Align other elements vertically and horizontally to the edges as shown below.

15 mm

15 mm

1

3

3

2

3

15 mm

15 mm

image aligned horizontally

Illacept ature, eum quam nus. Erepudaeces di demque volecteseque dia sedi aribus derchicat volenit atistiam quasped qui dolupiet, non cus es et ulparch illestem ex eat ut pelicati optas veni ipsaest que volor ad ut pra comnimus reptatecus doluptatem qui doluptat volor sit etus enecto dolorep erferum eium et eseque et molupta quianda

text aligned vertically

07

Artwork formats

The logo must always be printed in 100% full tone-colour. Use the correct file format for the job you are working on:
Use RGB .JPG files for Microsoft Word, website and internally printed documents.

Use CMYK .EPS files for work that is professionally printed.
Use RGB PNGs or JPEGs for Powerpoint work.

Available in:
CMYK Folder /
camogie_master_logo_1.eps
camogie_master_logo_2.eps
camogie_master_logo_3.eps
camogie_pendant_logo_1.eps
camogie_pendant_logo_2.eps
camogie_pendant_logo_3.eps

Available in:
RGB Folder /
camogie_master_logo_1.jpg
camogie_master_logo_2.jpg
camogie_master_logo_3.jpg
camogie_pendant_logo_1.jpg
camogie_pendant_logo_2.jpg
camogie_pendant_logo_3.eps

For use on white

camogie_master_logo_1.eps

For Merchandising on white

camogie_pendant_logo_1.eps

For use on white smaller than 30mm wide

camogie_master_logo_2.eps

For Clothing & (Merchandising on solid colours)

camogie_pendant_logo_2.eps

For use on solid colours

camogie_master_logo_3.eps

For Black and White reproduction or embroidery,
embossing & screen printing
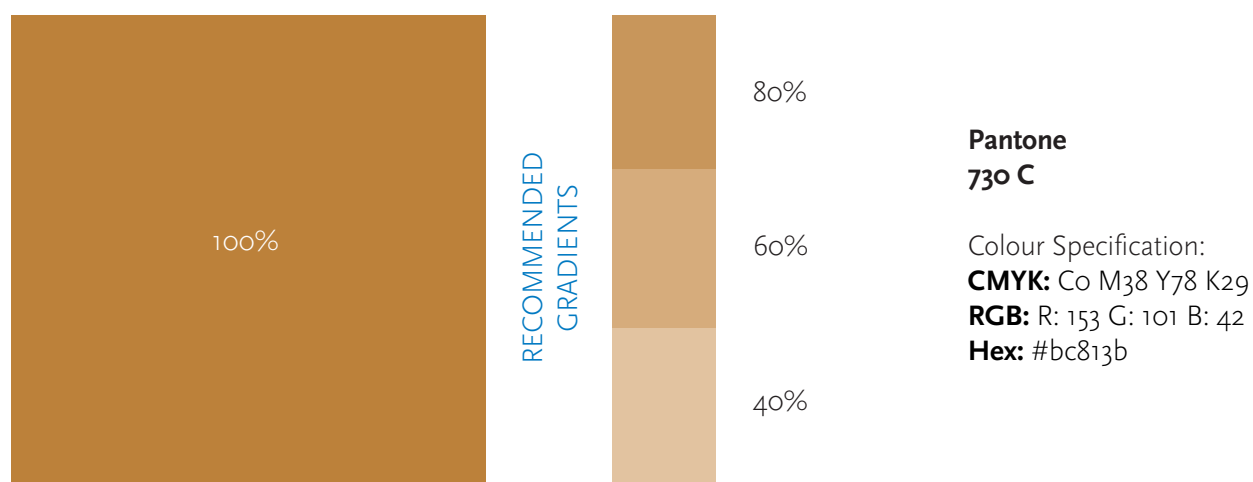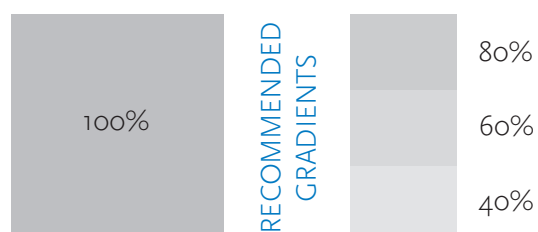
camogie_pendant_logo_3.eps

08

Colour Palette

We use Gold, Gray and Blue across all media, communicating a strong and clear identity. The Camogie corporate colours are an important aspect of our brand. Gold, Gray and Blue can be used as flat colours.

PRIMARY COLOUR - solid

100%

RECOMMENDED GRADIENTS

80%

60%

40%

**Pantone
730 C**

Colour Specification:
CMYK: C0 M38 Y78 K29
RGB: R: 153 G: 101 B: 42
Hex: #bc813b

SECONDARY COLOURS - solid

100%

RECOMMENDED GRADIENTS

80%

60%

40%

**Pantone
Cool Gray 5 C**

Colour Specification:
CMYK: C25 M19 Y19 K0
RGB: R: 190 G: 192 B: 194
Hex: #bec0c2

100%

RECOMMENDED GRADIENTS

80%

60%

40%

**Pantone
300 C**

Colour Specification:
CMYK: C78 M36 Y0 K0
RGB: R: 38 G: 138 B: 203
Hex: #268acb

09
Typography

The Camogie Association have a corporate typeface called Scala Sans. The font is available in a wide number of type weights as shown below. This paragraph is typeset using Scala Light: 11pt on 13.2pt leading.

Use this typeface for whenever you are creating corporate communication pieces, i.e, newsletters and brochures and it can also be used for type written communications, i.e. letters. Scala Sans Cn (condensed) can be used as an alternative only when space is at a premium. Any of the 3 weights regular, bold or light can be used.

If Scala is not available on your computer use Myriad / Arial / Helvetica in this order.

Scala Sans Regular
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£$%^&*(){}:"><?

Scala Sans Regular Italic
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£$%^&(){}:"><?*

Scala Sans Bold
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£$%^&*(){}:"><?

Scala Sans Light
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£$%^&*(){}:"><?

Scala Sans Cn
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
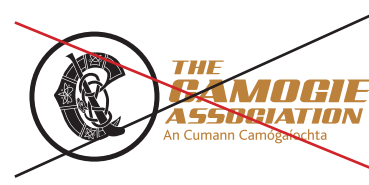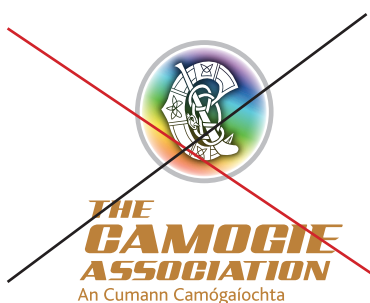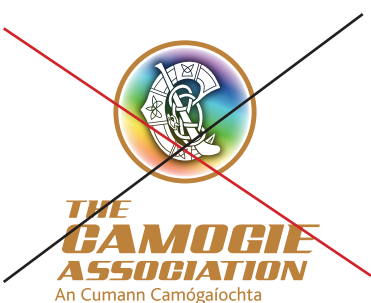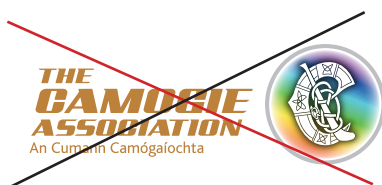1234567890 !@£$%^&*(){}:"><?

Scala Sans Cn Bold
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£$%^&*(){}:"><?

10

Incorrect logo application

See below examples of ways not to use the logo.

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Clothing & Merchandising

The Camogie pendant with the gray border is the one used on clothing. See below examples of ways to use the logo.

Jerseys, track tops, track bottoms, skorts, hoodies. The Pendant with the grey outline and the only logo to be used on clothing* except in the instance stated on the next page.

Back of clothing, large logo is allowed.

*For screen printing this version of the logo is acceptable.
camogie_pendant_logo_3.eps

On track bottoms this is the favoured position for the logo.

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Clothing & Merchandising

Jerseys, track tops, track bottoms, shorts, hoodies

You are allowed to use the brown logo on items that are white in colour and are NOT Jerseys, track tops, track bottoms, shorts, hoodies, such as hats and caps, and only in a secondary position
(a position that is not the main focal point of the garment).
The reverse logo is to be used on all solid colours.

The Colour Pendant or Black version of the logo is to be used on Sliothars in this way aligned inside the sliothar as shown here.
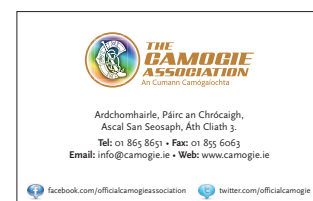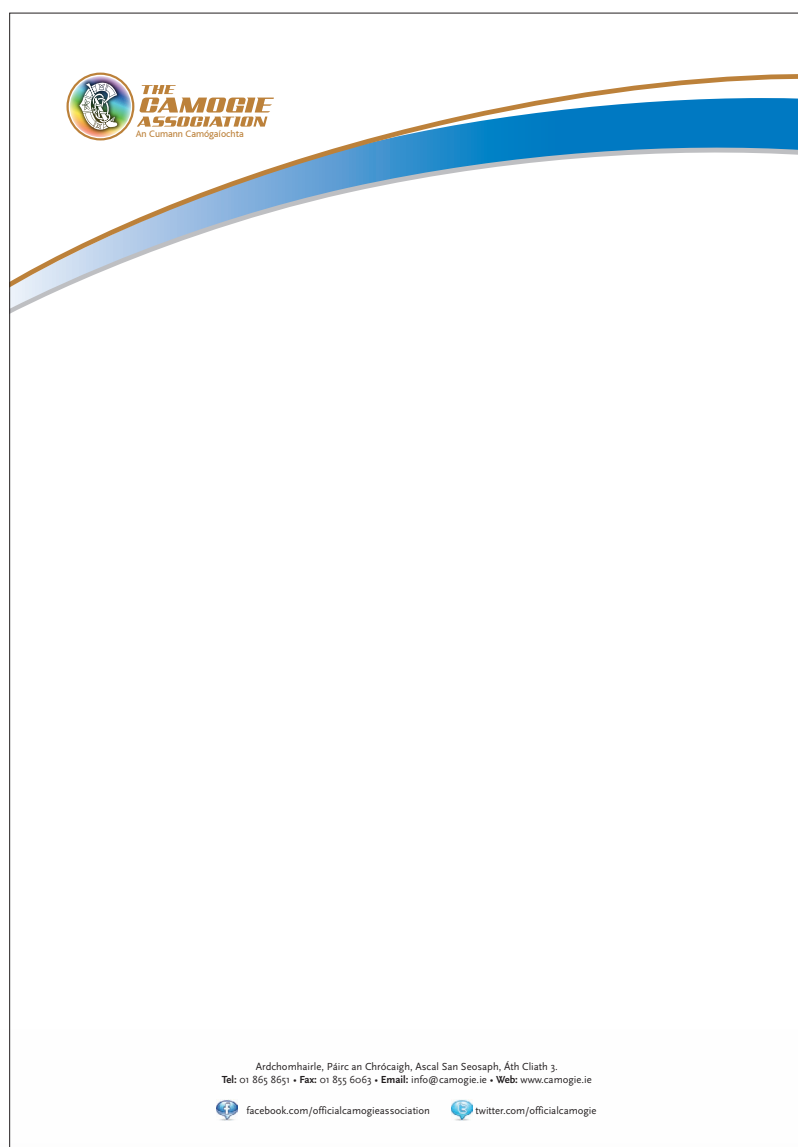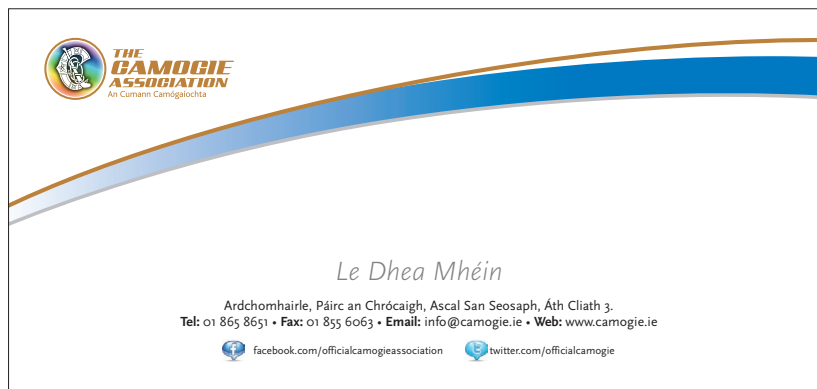
13

Clothing & Merchandising

On non-apparel items the brown coloured logo is only allowed on white merchandise and the reverse logo or pendant must be used on all items that are a solid colour.

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Stationery

Le Dhea Mhéin

Ardchomhairle, Páirc an Chrócaigh, Ascal San Seosaph, Áth Cliath 3.
Tel: 01 865 8651 • **Fax:** 01 855 6063 • **Email:** info@camogie.ie • **Web:** www.camogie.ie

facebook.com/officialcamogieassociation   twitter.com/officialcamogie

Claire Egan
Communications & Marketing Director

Tel: 01 865 8618
Mobile: 087 9030755
Email: claire@camogie.ie

Ardchomhairle, Páirc an Chrócaigh,
Ascal San Seosaph, Áth Cliath 3.
Tel: 01 865 8651 • **Fax:** 01 855 6063
Email: info@camogie.ie • **Web:** www.camogie.ie

facebook.com/officialcamogieassociation   twitter.com/officialcamogie

Ardchomhairle, Páirc an Chrócaigh, Ascal San Seosaph, Áth Cliath 3.
Tel: 01 865 8651 • **Fax:** 01 855 6063 • **Email:** info@camogie.ie • **Web:** www.camogie.ie

facebook.com/officialcamogieassociation   twitter.com/officialcamogie

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Graphic Assets

There are several artwork assets that are required for producing print and digital marketing material. This list is as follows;

Available in folder: Camogie Marketing Design Assets.zip

Camogie A4 Ad landscape template blue.ai

Camogie A4 Ad landscape template brown.ai

Camogie A4 landscape cover template.ai

camogie_A4_AD1.ai

camogie_A4_AD2.ai

camogie_A4_Cover.ai

camogie_poster_template_Blue-1.ai

camogie_poster_template_Blue-2.ai

camogie_poster_template_Brown-1.ai

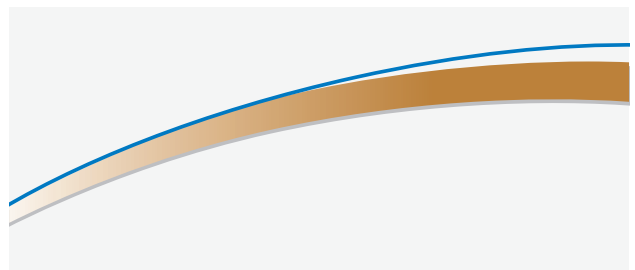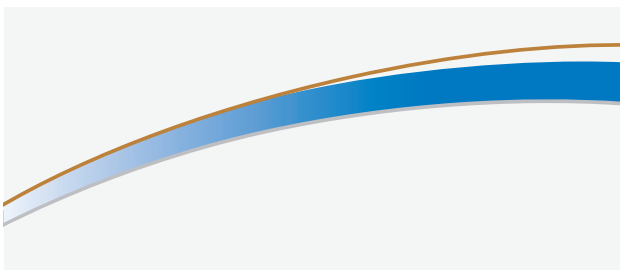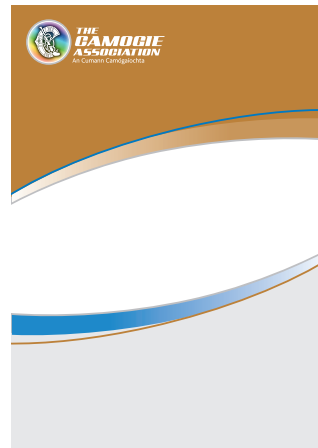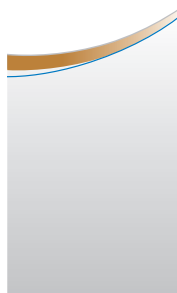camogie_poster_template_Brown-2.ai

camogie-A4-swoosh-blue.ai

camogie-A4-swoosh-brown.ai

Camogie-DesignTemplate-Penguin.ai

THIS IS THE COVER TITLE
This is the sub-title
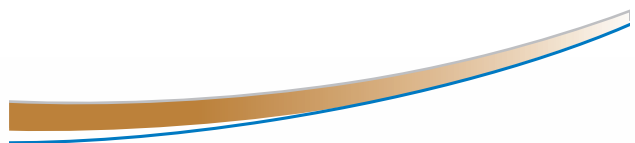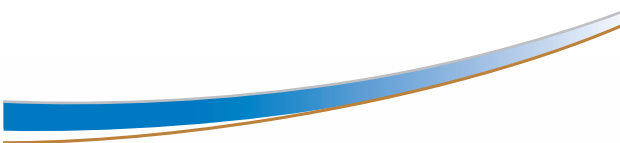
16

Use of assets

These are examples of digital and print use. These are quite flexible with the possibility of putting the Camogie logo top left or bottom right.

When using another logo as well as the Camogie logo the designers discretion is used, this flexibility is required as the message communicated can vary and it might not suit to have a rigid order on the logos displayed.
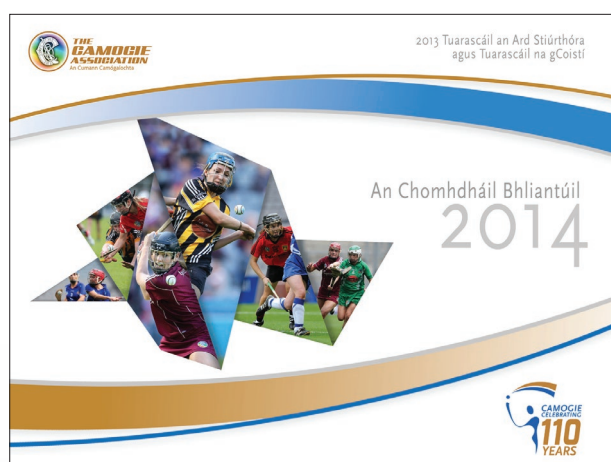
All covers, advertising and posters must incorporate either or both of the Camogie 'Swooshes'(see graphic assets for examples of what is available to designers).

The swoosh is great for separating photography or graphics from the area for the logo(s) to be set. Text should not be put across photography in principle.
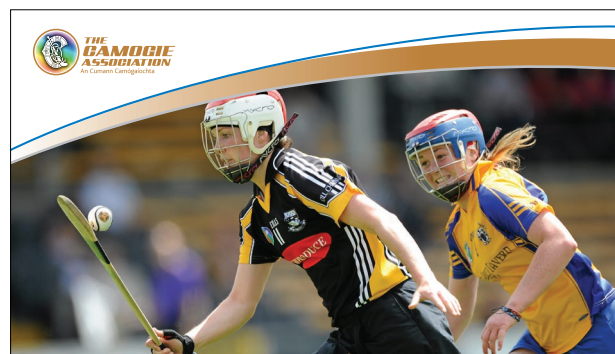
Twitter Profile Header

Powerpoint slides

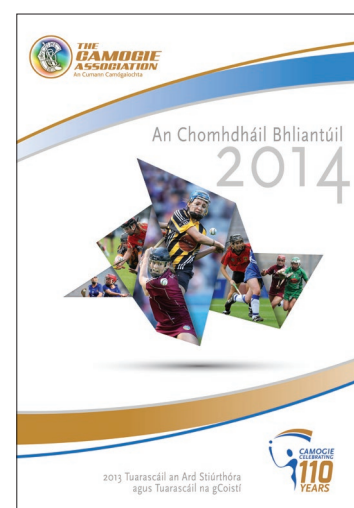### A4 Landscape Cover

Poster
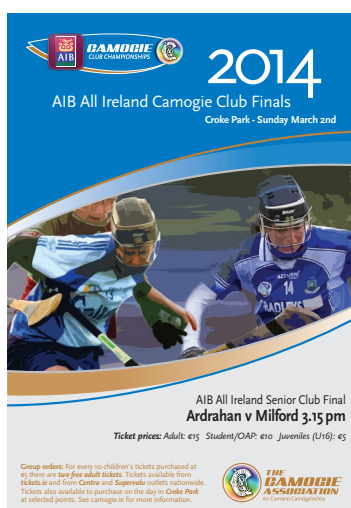
A4 Portrait Cover

Advertising option 1

This is the headline
This is the sub-headline

Advertising option 2

This is the headline
This is the sub-headline

The logo positions can be alternated.

17

Large format display stands

The logo must be top left and the curve must be used. You can use either curves, brown or blue which ever compliments the display better.

Pop up Stands

Pop up Banners

- Lorem ipsum
- Lorem ipsum
- Lorem ipsum
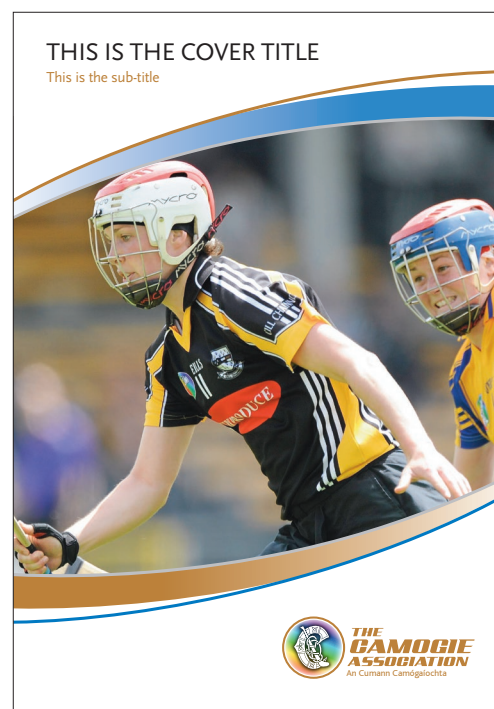- Lorem ipsum

18

Print Ads & Covers
- Portrait

To the right is the template for cover designs ranging from A5 all the way up to A3.

These are examples of digital and print use. These are quite flexible with the possibility of putting the Camogie logo top left or bottom right.

When using another logo as well as the Camogie logo the designers discretion is used, this flexibility is required as the message communicated can vary and it might not suit to have a rigid order to the logos displayed.

All covers, advertising and posters must incorporate the either or both of the Camogie 'Swooshes'(see graphic assets for examples of what is available to designers).

A5, A4, A3 - Portrait Cover

THIS IS THE COVER TITLE
This is the sub-title

Advertising option 1

This is the headline
This is the sub-headline

Untiissimus coritis et magniam quo consequ odipsun-dae verepud iaecatemque audio volecabo. Rum qui con pel et praeris eatest, consecatur, te enit aut et fugiamus ma vellaccatus dolor ma nis quodita tquatio. Nam seq-uae verferrumqui ditior anit, eost am, aut quis maximin ullaut di volupta ecatibus re, iusda coneste arum ium id eum que sit alis eum aliqui dolupta spicius.

Untiissimus coritis et magniam quo consequ odipsun-dae verepud iaecatemque audio volecabo. Rum qui con pel et praeris eatest, consecatur, te enit aut et fugiamus ma vellaccatus dolor ma nis quodita tquatio. Nam seq-uae verferrumqui ditior anit, eost am, aut quis maximin ullaut di volupta ecatibus re, iusda coneste arum ium id eum que sit alis eum aliqui dolupta spicius.

Advertising option 2

This is the headline
This is the sub-headline

Untiissimus coritis et magniam quo consequ odipsun-dae verepud iaecatemque audio volecabo. Rum qui con pel et praeris eatest, consecatur, te enit aut et fugiamus ma vellaccatus dolor ma nis quodita tquatio. Nam seq-uae verferrumqui ditior anit, eost am, aut quis maximin ullaut di volupta ecatibus re, iusda coneste arum ium id eum que sit alis eum aliqui dolupta spicius.

Untiissimus coritis et magniam quo consequ odipsun-dae verepud iaecatemque audio volecabo. Rum qui con pel et praeris eatest, consecatur, te enit aut et fugiamus ma vellaccatus dolor ma nis quodita tquatio. Nam seq-uae verferrumqui ditior anit, eost am, aut quis maximin ullaut di volupta ecatibus re, iusda coneste arum ium id eum que sit alis eum aliqui dolupta spicius.

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Advertising & Print Covers

- Landscape

Below are the templates for cover examples ranging from A5 up to A3 and advertisement design.

A5, A4, A3 - Landscape Cover

THIS IS THE COVER TITLE
This is the sub-title

The headline and logos positions can be alternated.
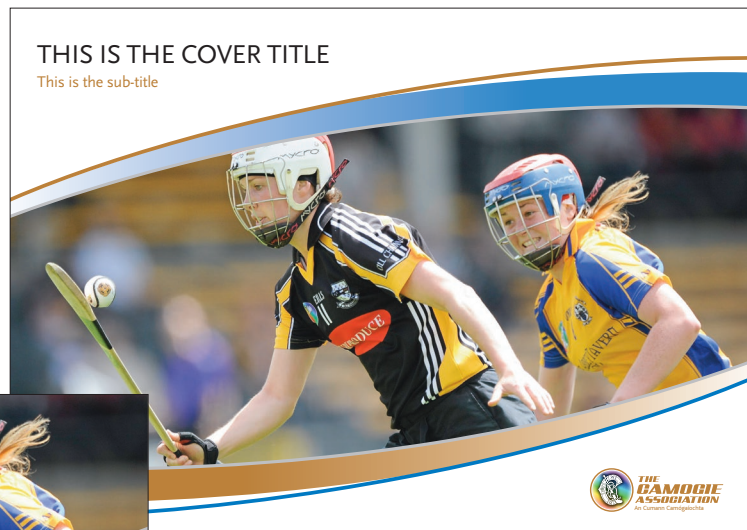
Advertising Landscape style 1

THIS IS THE TITLE
This is the sub-title

Faccusandus rerem sit evel mos et volupture nobis est hicatemporis et, torepe simagna tempore pratus esci-tibus, odignis sinctis eum elluptatquod quid quam ni conseque omnim rae nonse nitis a voluptatia doluptae molorro estis reium exceaqu atibust alit faccull aborae. Udio. Et de inctore scipsam fugiatectur acessime pedi-gen delignati optate pratempe nem a il ilis etur, oditiost apitas endigene volupta tibusciis rem qui bla dolupti oneturit

Faccusandus rerem sit evel mos et volupture nobis est hicatemporis et, torepe simagna tempore pratus esci-tibus, odignis sinctis eum elluptatquod quid quam ni conseque omnim rae nonse nitis a voluptatia doluptae molorro estis reium exceaqu atibust alit faccull aborae. Udio. Et de inctore scipsam fugiatectur acessime pedi-gen delignati optate pratempe nem a il ilis etur, oditiost apitas endigene volupta tibusciis rem qui bla dolupti atiore es magnate parum consequ ianditissin et exerore dolenectas et quam sequi de es nis sint verunt, optusandi a pa se sunt.

Aliquos modiand andissus dipicil mi, consectae adi alignis sumquat.

Advertising Landscape style 2

THIS IS THE TITLE
This is the sub-title

Faccusandus rerem sit evel mos et volupture nobis est hicatemporis et, torepe simagna tempore pratus esci-tibus, odignis sinctis eum elluptatquod quid quam ni conseque omnim rae nonse nitis a voluptatia doluptae molorro estis reium exceaqu atibust alit faccull aborae. Udio. Et de inctore scipsam fugiatectur acessime pedi-gen delignati optate pratempe nem a il ilis etur, oditiost apitas endigene volupta tibusciis rem qui bla dolupti oneturit

Faccusandus rerem sit evel mos et volupture nobis est hicatemporis et, torepe simagna tempore pratus esci-tibus, odignis sinctis eum elluptatquod quid quam ni conseque omnim rae nonse nitis a voluptatia doluptae molorro estis reium exceaqu atibust alit faccull aborae. Udio. Et de inctore scipsam fugiatectur acessime pedi-gen delignati optate pratempe nem a il ilis etur, oditiost apitas endigene volupta tibusciis rem qui bla dolupti atiore es magnate parum consequ ianditissin et exerore dolenectas et quam sequi de es nis sint verunt, optusandi a pa se sunt.

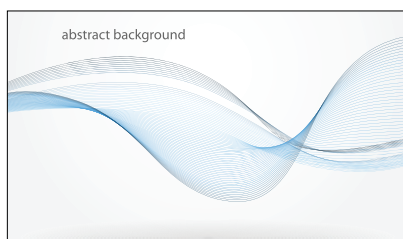Aliquos modiand andissus dipicil mi, consectae adi alignis sumquat.

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Corporate Imagery

Besides images of Camogie, other images must never go against the values of the Association;

Inclusiveness, Voluntarism, Respect, Excellence, Co-operation and Fair Play.

Camogie Images:

Dynamic/Motion:

Voluntarism/Community:

Co-operation/Teamwork:

21

Sub-branding logos - 110 year

110 Year logo - Clear Zone

The Clear Zone is calculated using the X-height of the word YEARS from the Camogie typography as shown below. Note that this is the minimum space allowed and even more is desirable.

Never change the relative position or size of the elements that make up the logo. This logo is supplied as one single piece of digital artwork – never try to re-create using a typeface.

This logo must be positioned on its own clear space away from design elements such as text and images. This will allow for maximum standout of the logo giving it room to 'breathe'.

22

110 Year logo treatment

110 Year logo
- Background placement

The 110 Year logo must be placed on a white background or a percentage of black no higher than 10%. See a solid background right of 10% of black.

Logo Sizes

PRINT

The 110 Year logo can be used in positive format with a minimum printing width of 15 mm wide.

For raw screening (e.g. newspapers) the minimum width is 20 mm.

DIGITAL

Websites, electronic newsletters, mobile phone apps, email signatures, and any other digital uses.

This must not be produced any smaller than 75 pixels in width for digital applications.

23

Sub-branding logos - You&Me

You&Me Play Camogie
- Clear Zone

The Clear Zone is calculated using the X-height of the word YEARS from the Camogie typography as shown below. Note that this is the minimum space allowed and even more is desirable.

Never change the relative position or size of the elements that make up the logo. This logo is supplied as one single piece of digital artwork – never try to re-create using a typeface.

This logo must be positioned on its own clear space away from design elements such as text and images. This will allow for maximum standout of the logo giving it room to 'breathe'.

24

Sub logo treatment

You&Me Play Camogie
- Background placement

The You&Me logo must be placed on a white background or a percentage of black no higher than 7%. See a solid background right of 10% of black.

Logo Sizes

PRINT

The You&Me logo can be used in positive format with a minimum printing width of 15 mm wide.

For raw screening (e.g. newspapers) the minimum width is 20 mm.

DIGITAL

Websites, electronic newsletters, mobile phone apps, email signatures, and any other digital uses.

This must not be produced any smaller than 75 pixels in width for digital applications.

25

Camogie-branded lockups
- AIB lockup - Clear Zone

The Clear Zone is calculated using the Y-height of the letter M in the word CAMOGIE in the lockup. Note that this is the minimum space allowed and even more is desirable.

Never change the relative position or size of the elements that make up the logo. This logo is supplied as one single piece of digital artwork – never try to re-create using a typeface.

This logo must be positioned on its own clear space away from design elements such as text and images. This will allow for maximum standout of the logo giving it room
to 'breathe'.

26

AIB Lockup treatment

Background placement

The AIB lockup logo can be placed on nearly any colour background. Final say for placement on a previously unused background colour would be the responsibility of the Camogie marketing team.

Logo Sizes

PRINT

The AIB lockup logo can be used in positive format with a minimum printing width of 30 mm wide.

For raw screening (e.g. newspapers) the minimum width is 40 mm.

DIGITAL

Websites, electronic newsletters, mobile phone apps, email signatures, and any other digital uses.

This must not be produced any smaller than 100 pixels in width for digital applications.

27

Liberty Insurance
Camogie Championship
- General lockup
& Clear Zone

This is the general lockup configuration to be used on all communications materials except for those listed on pages 31 and 32.

The Clear Zone is calculated using part of the letter 'M' from the Camogie typography as shown below. Note that this is the minimum space allowed and even more is desirable.

Never change the relative position or size of the elements that make up the logo. The Liberty/Camogie lockup is supplied as one single piece of digital artwork – never try to re-create using a typeface.

The Liberty/Camogie lockup should not be used more than once on a single page.

28

Liberty Lockup treatment
Background placement

The Liberty/Camogie lockup can be placed on either light or dark backgrounds. See here for the reverse version of the lockup used on a dark background colour. Final say for placement on a previously unused background colour should be consulted with the Camogie marketing team.

Reverse version of the lockup.

Logo Sizes

PRINT

The Liberty lockup logo can be used in positive format with a minimum printing width of 60 mm wide in full colour process.

For raw screening (e.g. newspapers) the minimum width is 75 mm.

DIGITAL

Websites, electronic newsletters, mobile phone apps, email signatures, and any other digital uses.

This must not be produced any smaller than 275 pixels in width for digital applications.

29

Liberty Insurance Camogie Championship Identity Assets

These assets have there own design and configuration.
They do not use the general lockup.

Email Signature

TV/Photography Background

Camogie.ie top banner

Facebook Cover

Twitter Cover

Youtube Channel Cover
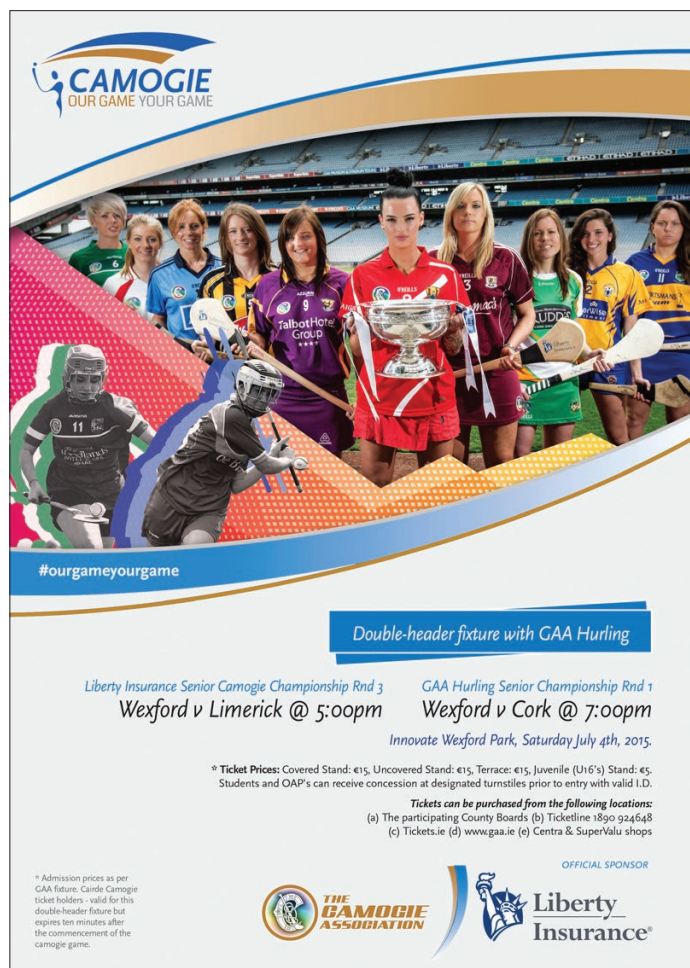
30

Championship Ad
& Poster Example

Championship Ad

This is the configuration for the A4/A3/A2 ads and posters for any Liberty Insurance Camogie Championship games.

Match Programme

In the A5 match programme the general lockup is used as above on the team sheets.

It would be recommended that team sheets be on separate double page spreads as not to cause two sets of the lockup to appear on the same visible layout.

31

Check list

☐   Use the correct artwork from an authorised source.

☐   Ideally, reproduce the logo in it's entirety, pendant, text and Strap line.

☐   Always use the black version of the logo on black and white reproductions.

☐   There must always be a sufficient clearance zone around the logo.

☐   Do not crowd the logo with other graphical elements.

☐   Leave other images and text outside the exclusion zone.

☐   Only use the colours specified in the colour palette section.

☐   Only use corporate fonts specified.

☐   The logo must never be altered in any way.

If you have any further queries please contact

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