

A guide to using the Sport Unlimited logo

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The Brand

Sport Unlimited is offering nearly one million young people the chance to take part in the sports they are interested in and aims to get a third of them to join clubs and continue with the sport once their 10-week courses are up.

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The logo is derived from the unlimited meaning, the roundness and flow of the letters relate to the unlimited growth and potential of its students. There are no limits, performance levels have no limits, aim high, have fun.

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The Logo

Consistency of application is what gives our brand instant recognition and ultimately its strength.

Exclusion areas

When positioning the logo in relation to other objects, please don't allow any element to enter the logo exclusion area. The clear space surrounding the Sport Unlimited logo should be the height of the 's' in the Sport Unlimited logo as shown.



45mm

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Minimum size

To protect the integrity, legibility and impact of the Sport Unlimited brand, the logo must never be reproduced in sizes smaller than 45mm in width, as shown opposite. There is no limit to how large the logo can be used.

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The Colour

Our brand colour is imperative in communicating the voice of our brand.

Hero colour

Our hero colour is orange.
Pantone 152 coated/uncoated
C0 M68 Y100 K0
R213 G108 B3
Hex ref is D56C03



Secondary colour

Our secondary colour is grey.
Pantone Cool Grey 8 coated/uncoated
C23 M17 Y13 K46
R135 G135 B137
Hex ref is 878789



Using the logo

The orange version of the logo should be used when the background is white.

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White out

A white out version of the Sport Unlimited logo can be used on any coloured background.

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The Applications

We have two treatments of the logo.
Formal and Informal.

Formal applications

When considering more corporate applications the logo should be used as the one element, always treated horizontally and should not be infringed upon. The logo should be treated simply and boldly.



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Sport Unlimited
100 Address Street
Address City
PO1 2305
t 0141 123 4567
f 0141 123 4597
www.sportunlimited.com

Informal applications

On promotional items and less formal items the logo should always be used vertically. We can introduce a graphic line to wrap around elements. The graphic line should only be an extension of the 'p'. See opposite.



The Type

We have two typefaces:

ITC Franklin Gothic

Book

abcdefghijklmnopqrst
vwxyz 1234567890
ABCDEFGHIJKLMNPO
QRSTUVWXYZ. , ;

Book Italic

*abcdefghijklmnopqrst
vwxyz 1234567890
ABCDEFGHIJKLMNPO
QRSTUVWXYZ. , ;*

Demi

**abcdefghijklmnopqrst
vwxyz 1234567890
ABCDEFGHIJKLMNPO
QRSTUVWXYZ. , ;**

Heavy

**abcdefghijklmnopqrst
vwxyz 1234567890
ABCDEFGHIJKLMNPO
QRSTUVWXYZ. , ;**

When should I use ITC Franklin Gothic?

ITC Franklin Gothic (including book, book italic, demi and heavy) can be used for the promotional items like brochures, direct mail, ie something that needs character and personality. Please do not stretch or heavily space out type.

Arial

Light

abcdefghijklmnopqrst
vwxyz 1234567890
ABCDEFGHIJKLMNO
QRSTUVWXYZ. , ;

Italic

*abcdefghijklmnopqrst
vwxyz 1234567890
ABCDEFGHIJKLMNO
QRSTUVWXYZ. , ;*

Medium

abcdefghijklmnopqrst
vwxyz 1234567890
ABCDEFGHIJKLMNO
QRSTUVWXYZ. , ;

Bold

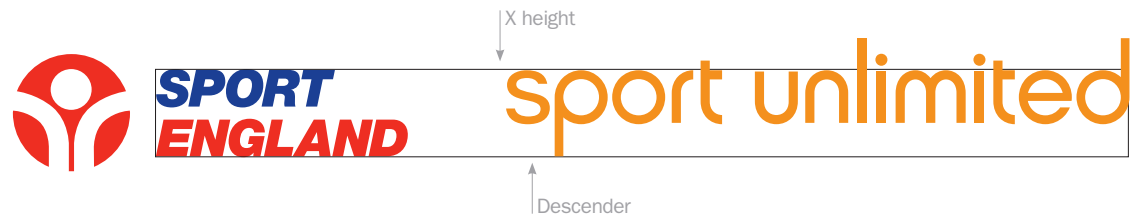
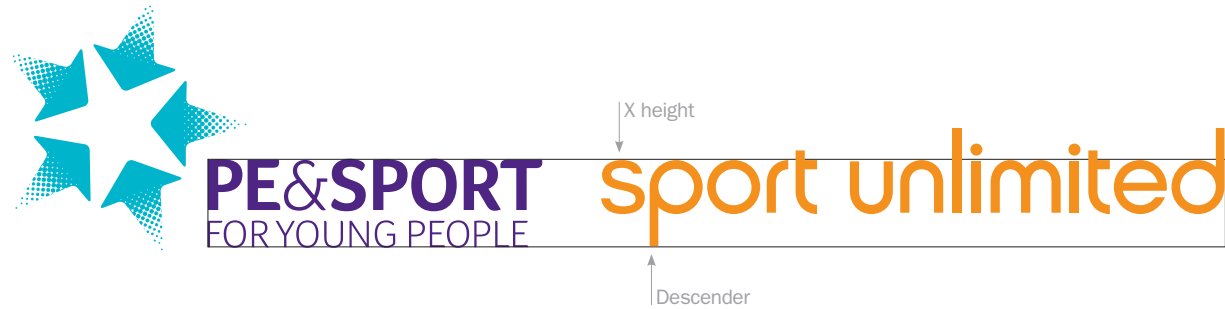
**abcdefghijklmnopqrst
vwxyz 1234567890
ABCDEFGHIJKLMNO
QRSTUVWXYZ. , ;**

When should I use Arial?

Arial is more a secondary font and is used for system based documents like Powerpoint documents, stationary and in house word documents. It can be used in light, italic, medium and bold. Do not stretch or space out the type.

The Partners

It's important that the Sport Unlimited logo works in conjunction with other partner logos.



Logo positioning

When positioning the logo in relation to other logos, please ensure that the 'X height' of the 'S' and the 'descender' of the 'P' are scaled accordingly against the type of the logo sitting opposite. See examples above.