

Great Athletes Brand Guidelines

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This guide is designed for anyone using the Great Athletes brand for internal or external communications.

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Mission Statement

Our mission is to inspire every child to lead a more active, resilient and healthy life.

Strap line

Inspiring every child **OR** 3 million children inspired

Logo

Our logo is designed to give a clear picture of what we do, who we target, and our positive social mission.



The Great Athletes logo consists of a half GB flag with brush stroke effect, aligned to the left, with the Great Athletes logotype in a linear configuration to the right. Additionally, the strapline 'Inspiring every child' sits below the logotype, aligned to the left. The tag line 'Inspiring every child' can be swapped for the strapline '3m children inspired' and we will update the logo regularly to reflect the increase in numbers.

The GB flag icon contains 2 people-like figures incorporated into the flag symbolise inclusivity and togetherness.

The colour scheme consists of a bright red, and a bright purple with subtle gradient from darker to bright.

The text used in the logo is Rajdhani. The text 'Great' is Rajdhani-Bold. The text 'Athletes' is Rajdhani-SemiBold and the strapline is Rajdhani-Regular. These fonts can be found saved in Sharepoint > Sportivater > Marketing > Brand Guidelines > Great Athletes Logos > Fonts.

Colour variations

We also have single-colour versions of the logo in black and white.



Secondary logo



A secondary version of the logo, where only the flag element is used, may be used when the available space would cause the main logo to be too small, too difficult to read, or too busy. This should only occur on web favicon or a social media post, otherwise the full logo should be used.

Logo usage

What logo should be used where?

Generally, the logo with the 'inspiring every child' strapline should be used on templated documents, documents and other materials (e.g. factoids) that are sent out to schools that have an event booked, and other printed materials that are not printed/updated on a regular basis.

The logo with the '3 million children inspired' strapline should be used on the website marketing emails and letters, email signatures, wristbands and posters (prizes).

Inspiring every child:

- Templated documents
- Documents that are sent to schools that have an event booked with us
- Factoids
- T-shirts
- Other materials that are not printed very often

3 million children inspired:

- Marketing emails and letters
- Website
- Email signatures
- Wristbands
- Posters

Both logos will be used on social media depending on the type of post.

Logo sizing and placement

Where possible, the logo should appear at the top left corner of the document. If this is not possible, the logo should appear in the top right corner of the document. The logo should never appear at the top centre of the document.

The logo should be placed with equal and uncluttered spacing around it, to help the audience see it quickly and reinforcing our brand.

The logo size should not be moved/adjusted when using templated documents. Use this sizing as a reference to ensure legibility and consistency when using the logo: H: 1.45cm W: 8cm.

Colour Palette

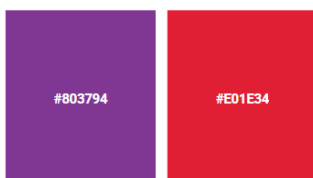
The colour palette reflects Great Athletes as a brand.

Our colours give a sense of the Team GB colours while retaining our own identity.

These are the main colours used in the logo:



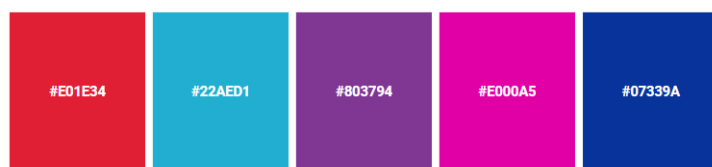
The colours from the logo that we will use in print/online are:



Our full colour palette can be found below. Each of the colours below will be used in specific circumstances/for specific platforms. Please take note of these before using.



These colours tones can be used for coloured text in print/email and web, they can also be used for social media post backgrounds and web backgrounds.



These colours are for use as highlights or small accent parts of graphics. The blue, green and pink should only be used in this way and should not be used as backgrounds or as text.



Colour codes

See colour use restrictions above before using any colours.

#803794

#59286E - Logo only

#58276B - Logo only

#E01E34

#B3182A

#E000A5

#FF79DB

#07339A

#22AED1

#2DCEF3

#B8FF5C

Brand personality traits

Great Athletes as a brand could be described as fun, bold, professional, inclusive, personable, playful, energetic, accessible, approachable, joyful, inspirational, reliable.

Typography

Headline font

Roboto bold should be used for all headline text.

Roboto is a free font with a clean and legible profile. Roboto Black should be used for all Great Athletes headlines wherever possible.

Great **Athletes**

For call-outs/highlighting and emphasis use a contrasting colour:

At Great Athletes, our mission is to **inspire every child** to lead a more active, **resilient** and healthy **life**.

Body font

Roboto should be used for all body text of printed and digital items. The typeface should not be changed by condensing or expanding the text.

Other weights – **Roboto Black** and Roboto Light - are available in this typeface and can be used if appropriate for the purpose. Italic versions of the typefaces shown can also be used.

Roboto should be used in all possible instances across all web-based, digital (Microsoft documents including Word, PowerPoint and other applications), and printed materials.

It's necessary to carry the brand across all portals, although sometimes it will not be possible to use our desired fonts on social media platforms.

The following colour should be used for the body text of a document

Dark grey: #5E5E5E

For headings and call-outs the following colours should be used:

Documents such as letters and invoices should be **PURPLE: #803794**

For marketing letters/emails etc. headings and highlighted text can be **PURPLE, BLUE, PINK or RED.**

Digital font

Calibri font should be used when sending/replying to an email in font size 11. Calibri is the font used in our email signatures. Calibri is a digital sans-serif typeface family which is recognisable by Microsoft, Mac and OS.

Logo font

The logo font is Rajdhani. 'Great' is bold, 'Athletes' is semibold and the strapline is regular.

Social media icons

The following social media icons should be used to represent our social media channels.



Guidelines on how to use the icons and the brand assets and guidelines can be viewed here:

Twitter: <https://about.x.com/en/who-we-are/brand-toolkit>

Instagram: <https://about.meta.com/uk/brand/resources/instagram/icons/>

Facebook <https://about.meta.com/uk/brand/resources/facebook/logo/>

These can be found saved in Sharepoint > Sportivater > Marketing > Brand Guidelines > Social Media Icons

Photograph usage

The images should feel fun, show some kind of interaction and have a sense of optimism.

Please also ensure the image files are of a high enough resolution for the purpose they are intended.

