

## INTRODUCTION

**What are they?** A set of visual principles developed to ensure that CLUBMARK is presented in a clear and consistent way.

**What are they for?** To give us purpose and direction so we can all work together to the same ends.

**What can they do for us?** Following them will ensure that everyone becomes familiar with CLUBMARK and what we stand for. Our message and values will shine through loud and clear.

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## PHILOSOPHY

CLUBMARK is now widely accepted. A strong visual identity will help to further establish CLUBMARK as the recognised mark for sports clubs with junior sections, raising its profile and encouraging more clubs to seek accreditation. Our aim is that CLUBMARK will be the stamp of approval to which all sports clubs aspire.

## VALUES

CLUBMARK represents high quality, safety, fair and focused support for young people. Having a clear vision and defined way of expressing ourselves visually will help communicate these values, and pave the way for growth and success in the future.

To provide focus and quickly explain to others what CLUBMARK stands for, we are using three easily-remembered words as our strapline: **ACTIVE, ACCESSIBLE, ACCREDITED.**

# OUR LOGO

Our logo is a key and powerful mark of our values and ambitions. It has been carefully crafted and must be used in a consistent way on every occasion to reinforce our message.

The tick mark over the 'M' refers to accreditation, showing that the club has reached the appropriate operating standards to achieve CLUBMARK accreditation.

It has positive connotations and just a slight suggestion of speed.

## VARIATIONS

There are two versions of the logo – two colour or mono. No other colours or variations besides the examples shown here should be used.



## EXCLUSION ZONE – WHAT'S THIS?

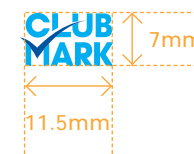
To make sure our new logo gets the attention it deserves, it needs room to breathe. An 'exclusion zone' sets the minimum space that must be left clear all the way round the logo, so that it always stands out. The rules shown here apply to all versions of the CLUBMARK logo.

The 'C' of CLUBMARK is used as a consistent guide for the exclusion zone.



## MINIMUM SIZE

If the CLUBMARK logo is too small, it becomes illegible. There's a set minimum size, as shown here, to make sure it can always be read.



## WHAT NOT TO DO

Our logo should never be tampered with – don't squash it, change the colours, flip it, use it smaller than the minimum size or redraw it.



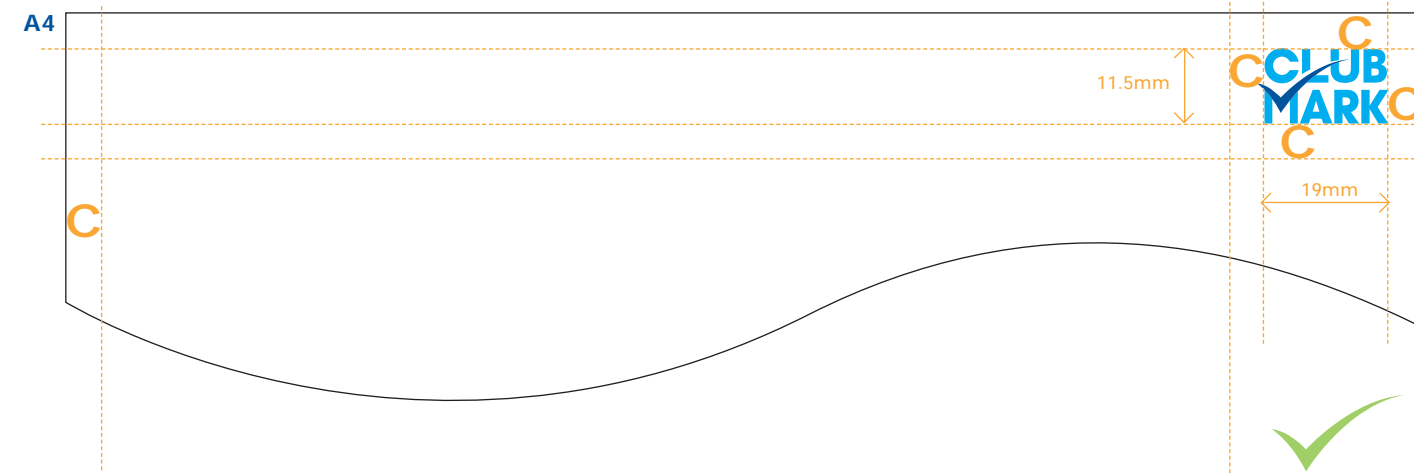
# LOGO POSITIONING

Everything has its place. It's not only important how the logo appears, but where it appears. By putting it in a set position each time, we create a sense of order and consistency and let people know where to expect it.

## OUR LOGO

In all CLUBMARK material, the logo should appear in the top right-hand corner as shown.

When the CLUBMARK logo is used on an A4 letterhead, the logo is 19mm across.



## THE AFFILIATION STRAPLINE

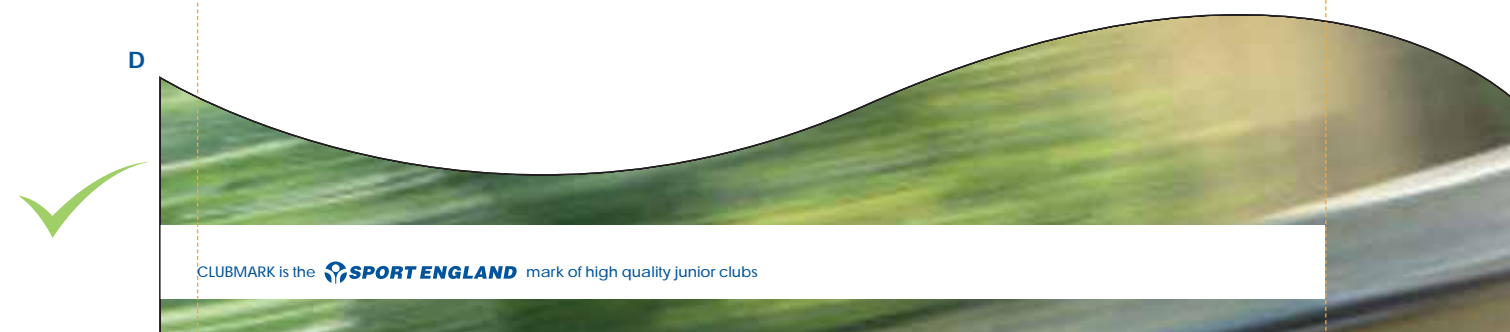
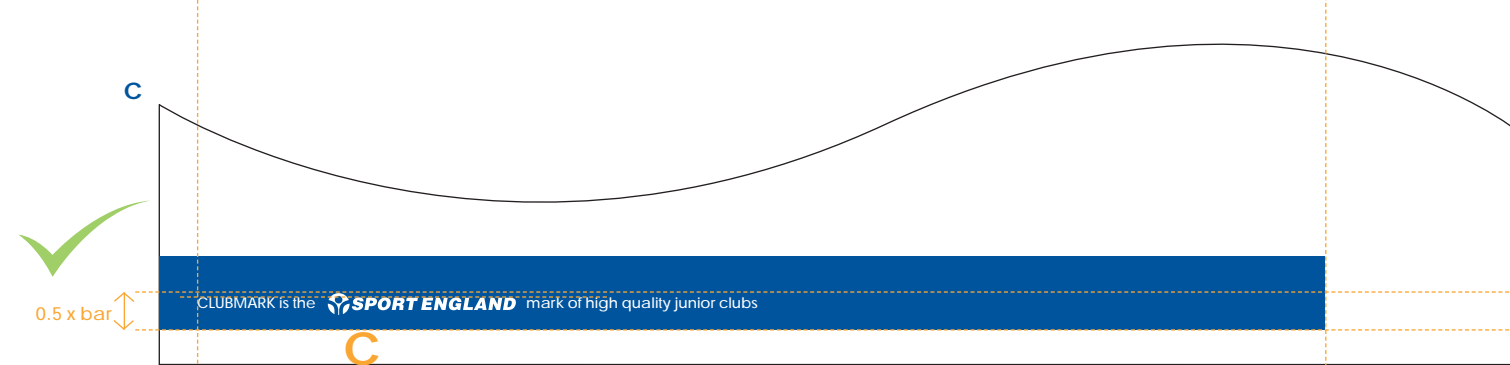
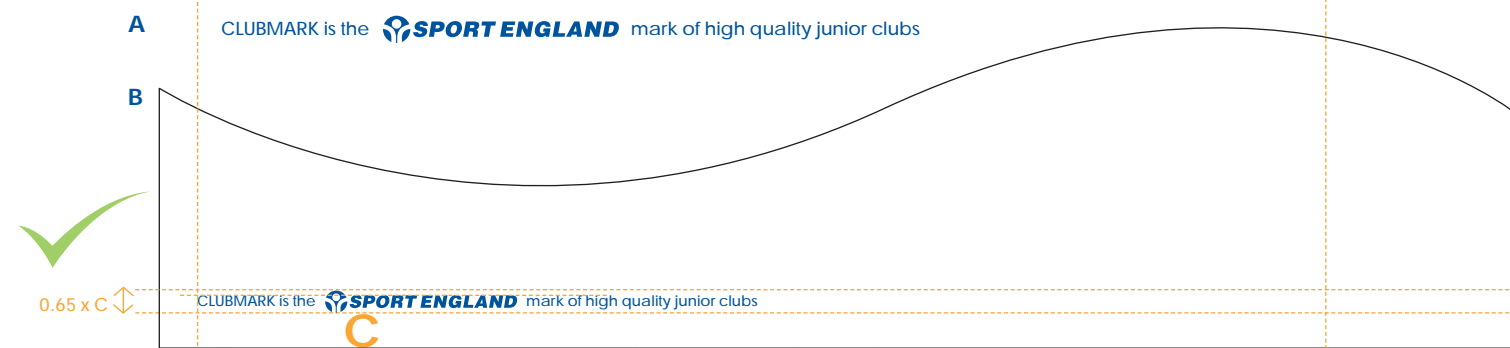
A key part of CLUBMARK's credibility is that it is the only club accreditation scheme recognised and endorsed by Sport England.

The affiliation strapline must be used on all CLUBMARK documents and appears as shown (A).

It should always be positioned in the bottom left-hand corner of the page so that the CLUBMARK logo is given top billing.

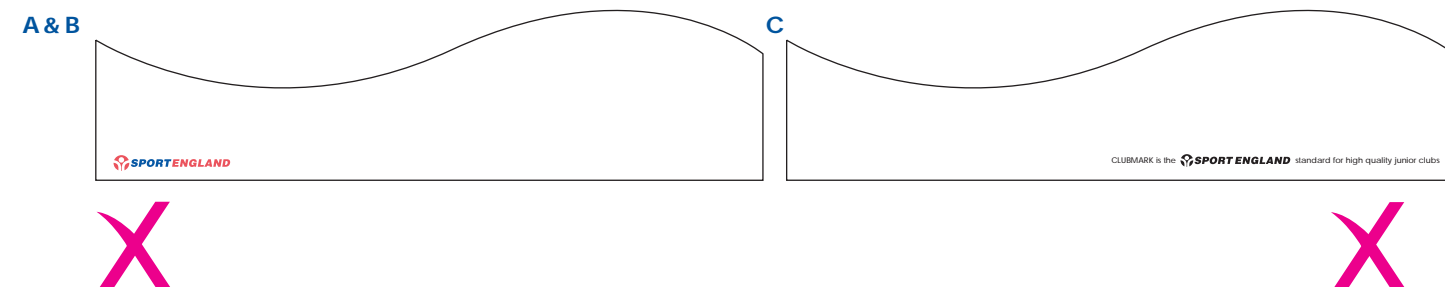
The strapline can appear in three ways, as shown;

- B.** In Pantone 661 on a white background.
- C.** Reversed out of the CLUBMARK Bar (see page 10) which must be Pantone 661.
- D.** Pantone 661 out of solid white. This option is for use over imagery as the Pantone 661 bar may not work.



## WHAT NOT TO DO

- A.** The colour version of the Sport England logo should never be used.
- B.** It should never appear without the affiliation strapline.
- C.** The affiliation strapline must never be used anywhere but bottom left.



# JOINT BRANDING

There will be many occasions when it is necessary for a partner's logo to appear alongside ours.

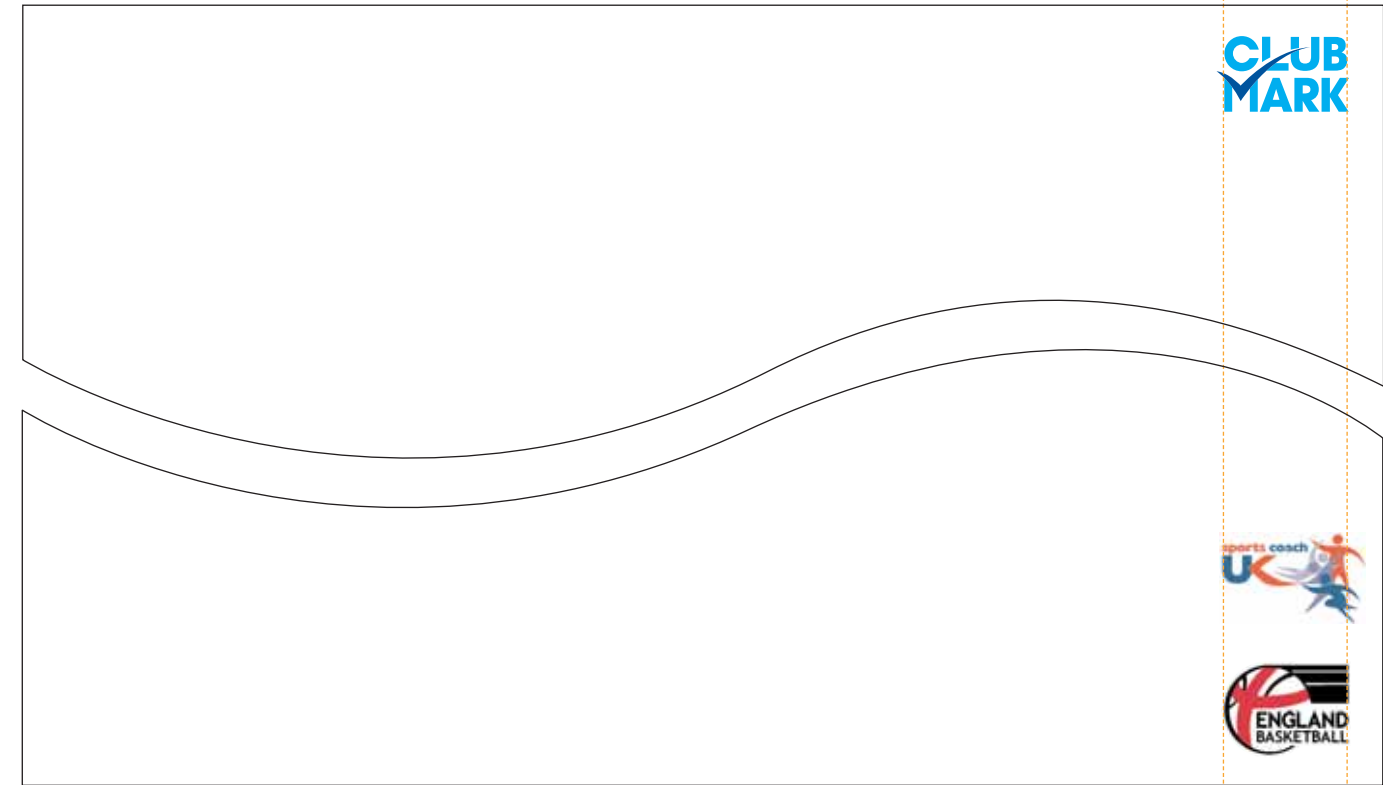
Here, we need to make sure that the appropriate emphasis is placed on the CLUBMARK logo, depending on whether we are producing the literature ourselves or whether it's a joint effort.

## CLUBMARK PUBLICATIONS

On all our own materials, the logo should appear in the top right-hand corner as shown.

Partners' logos should be reproduced in proportion to the CLUBMARK logo and placed in the bottom right-hand corner, in line with the CLUBMARK logo.

Where there are two or more partners' logos, they should be stacked one on top of the other, as shown.



## JOINT PUBLICATIONS

In instances where the CLUBMARK logo has equal billing with other logos in a joint publication, it can be positioned in either a stacked or horizontal alignment with the partner logos, as shown.



## WHAT NOT TO DO

The version of the CLUBMARK logo with the 'Active, Accessible, Accredited' strapline (see page 6) should never be used alongside other partnership logos.

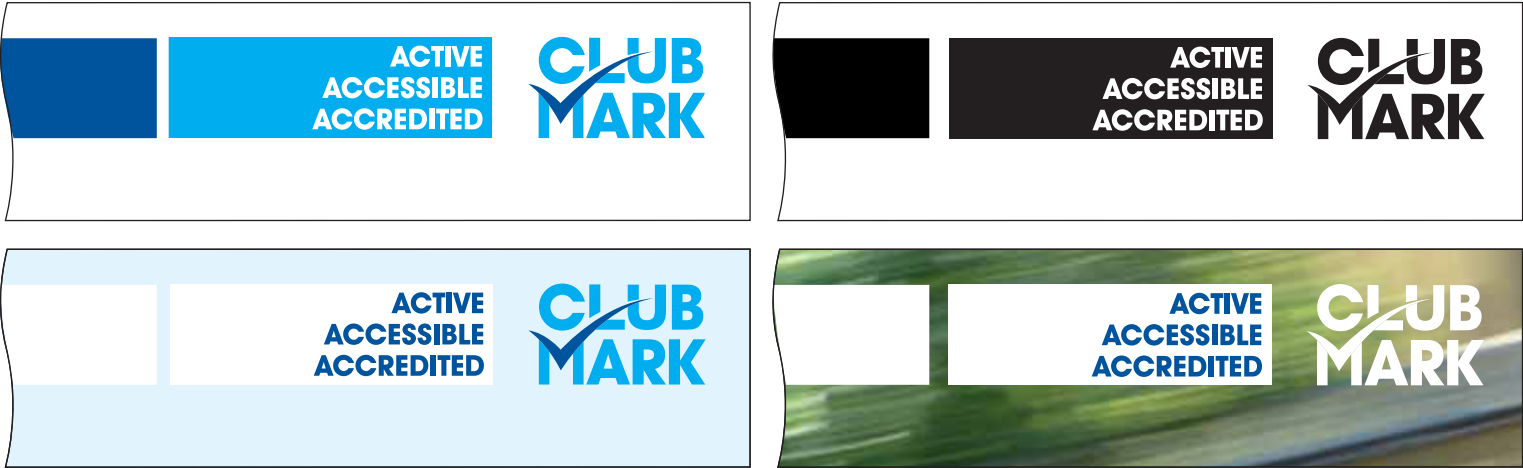


# OUR STRAPLINE

When more context or explanation is needed, you can combine the CLUBMARK logo with our strapline – ‘Active, Accessible, Accredited,’ as this clarifies what CLUBMARK stands for.

**COLOUR VARIATIONS**

For clarity, consistency and impact, you should always stick to the set colours and formats shown here.

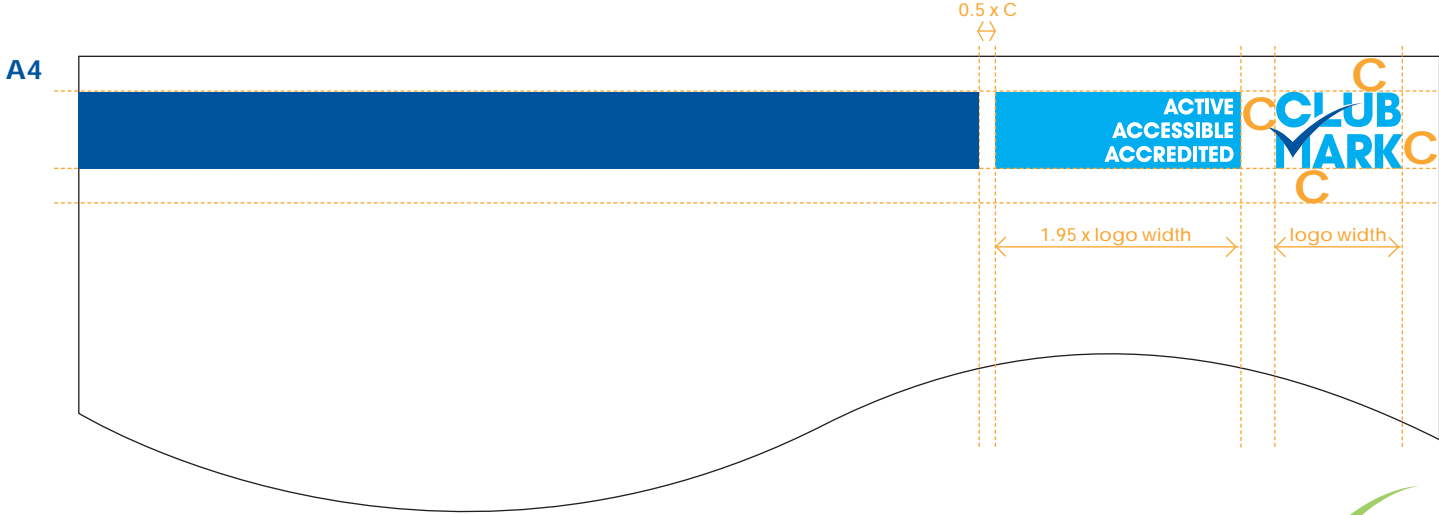


**USING THE STRAP**

The strapline should always appear in the strapline box. The width of the box is fixed in proportion (x 1.95) to the size of the logo, as shown here.

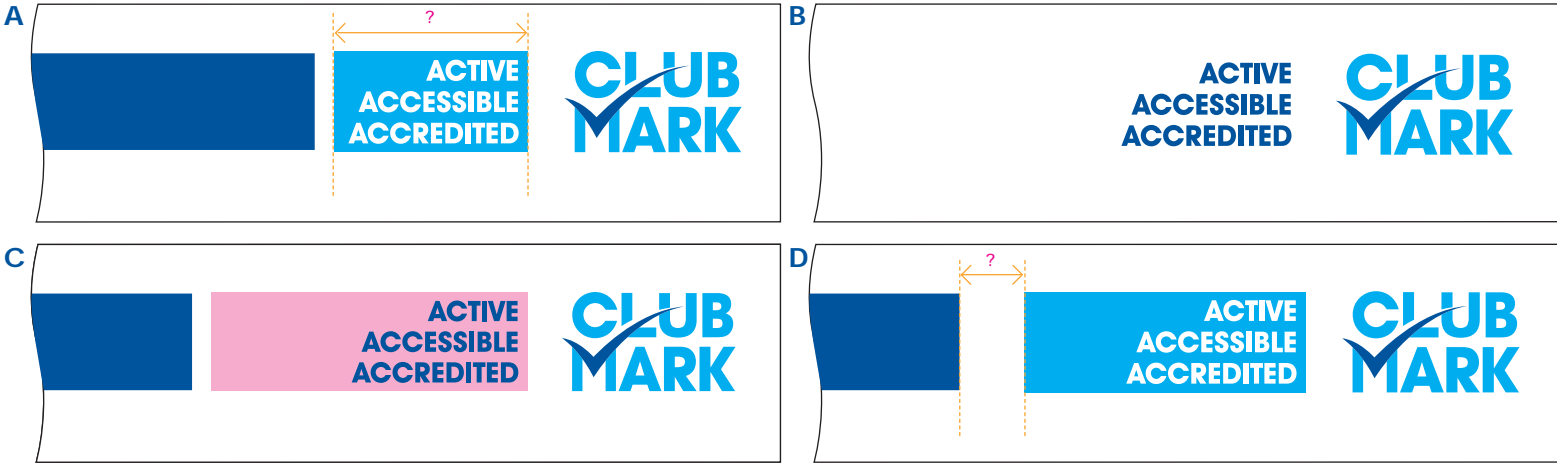
When the strapline is used with the CLUBMARK logo it needs to be used in conjunction with the CLUBMARK bar (see page 10).

The distance between the CLUBMARK bar and the strapline box is half the width of the logo exclusion zone.



**WHAT NOT TO DO**

- A. The width of the strapline box should never be tampered with.
- B. The strapline should never appear without its box or the CLUBMARK bar.
- C. Never use tints or other colours for the strapline box.
- D. The distance between the strapline box and the CLUBMARK bar should never be changed.



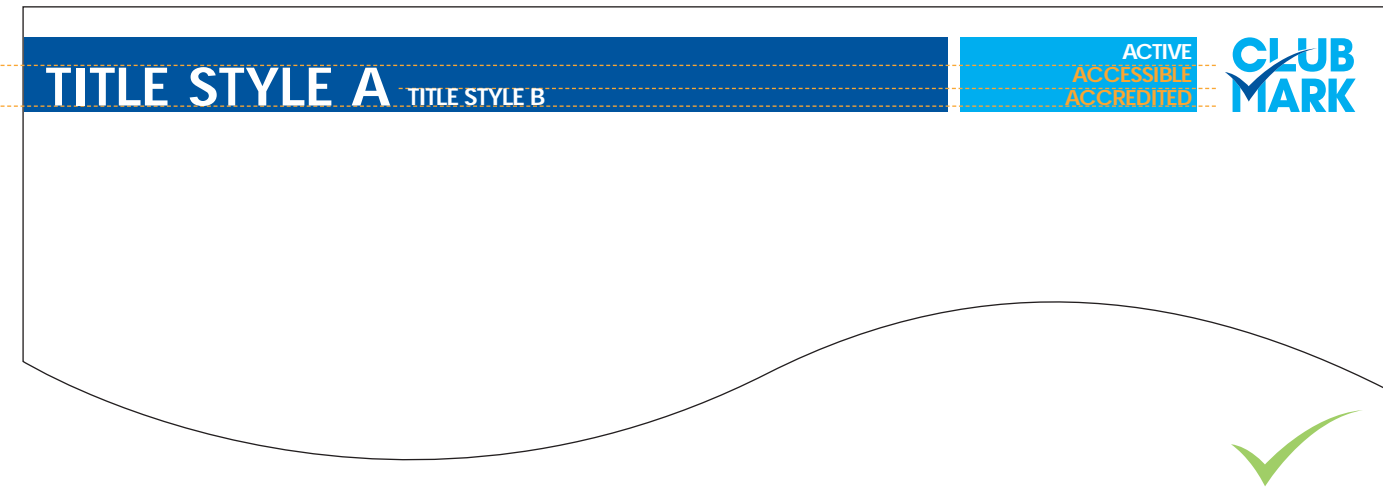
# THE CLUBMARK BAR

The CLUBMARK bar is a useful device that allows us to incorporate very different visual elements into a design, but at the same time let people know they are looking at a CLUBMARK communication. It anchors the strap and frames documents, creating a powerful sense of ownership.

## TITLING

When the bar is used to hold a title, two title styles can be used, as shown. Both line up with the words of the strapline on the right, allowing you to have a bold title or a more subtle one.

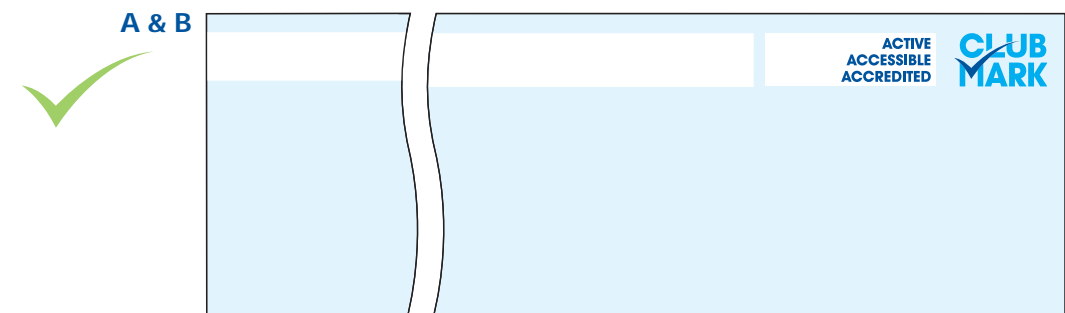
If you are using a format that's bigger than A4, you'll need to scale the title in relation to the strapline.



## USING THE BAR

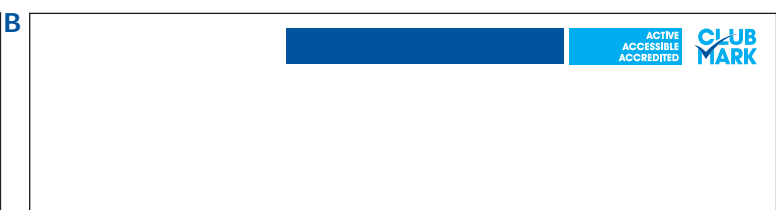
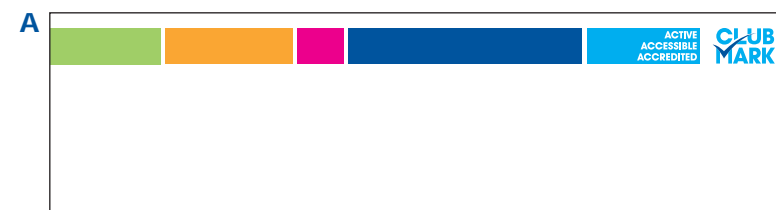
The width and colour of the logo and strapline are set, but the CLUBMARK bar is flexible, giving you plenty of options, as shown;

- A. The height of the bar should always be the same as the strapline box but the width varies to fill the page.
- B. The bar can be reproduced in any colour from the CLUBMARK palette, or white out of a colour or image.
- C. Where the bar is used over imagery, it can be transparent so that the image shows through. However, the strapline box must always be solid (see page 6).
- D. The bar can be split to hold separate pieces of information or form the basis of a grid. The gap between the bars must follow the same rules as the strapline (see page 6).



## WHAT NOT TO DO

- A. The bar should never be split more than twice.
- B. The bar must never stop short of the page.





# OUR COLOURS

Colour is one of the most powerful ways of expressing our brand. By using it carefully, confidently and consistently, it becomes ours by association, and gives CLUBMARK a strong, memorable presence.

Our colours are bright, fresh and youthful, reflecting our commitment to young people.

### PRIMARY COLOURS

Pantone Cyan is the lead primary colour in the CLUBMARK brand, supported by Pantone 661.

In order to give a fresh and versatile palette Pantone Cyan may be used as a tint.

Pantone 661 may never be used as a tint as it is the colour that reinforces the accreditation element of CLUBMARK, and as such must always appear strong and bold.



Pantone Cyan\*  
C:100 M:0 Y:0 K:0

Pantone 661\*  
C:100 M:81 Y:0 K:12

### SECONDARY COLOURS

Secondary colours have been introduced to inject a fun, youthful element into the CLUBMARK brand. These can be used for accent or contrast, to add some verve and vitality to the mix.

Please note that they should only be used alongside the primary brand colours of Pantone Cyan and Pantone 661, not on their own.

White plays a key role in CLUBMARK materials. It can be used to create a sense of space, as reverse text or as a restrained background colour.

Black can also be used where no colour printing is available, such as mono press advertising. Because it's so legible black is also the best option for large chunks of text, for example newsletters or the website.



Pantone 109\*  
C:0 M:13 Y:100 K:0

Pantone 1375\*  
C:0 M:55 Y:98 K:0

Pantone Magenta\*  
C:0 M:100 Y:0 K:0

Pantone 375\*  
C:42 M:0 Y:76 K:0



Black

White

\*PANTONE colors represented here are four-color process simulations and may not match PANTONE-identified solid color standards. Use current PANTONE Color Reference Manuals for accurate color.

# OUR TYPEFACE

Our choice of typeface is a subtle, though important part of the CLUBMARK brand. It conveys a sense of personality and purpose, and because it appears on every piece of communication, it needs to be handled with the same level of care and consistency as the other brand elements.

### PRIMARY TYPEFACE

CLUBMARK's primary typeface is Avant Garde. Drawn with geometric precision, it is a crisp, clean face suitable for headlines and body copy. Though it has a certain stature and authority, its rounded characters make it feel youthful and lively. As our official typeface, over time it will become closely associated with CLUBMARK and our communications.

Avant Garde is a design tool which should be used to identify communications which come from CLUBMARK, for example headlines, addresses and URL links on promotional pieces like posters and flyers.

Avant Garde is widely available for both PC and Apple Macintosh computers at [www.fontpool.com](http://www.fontpool.com)

## AVANT GARDE BOLD IS TO BE USED IN UPPER CASE FOR ALL HEADLINES

Avant Garde Medium is to be used for supporting copy

Avant Garde bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

Avant Garde medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz 0123456789

### SECONDARY TYPEFACE

Helvetica is CLUBMARK's secondary typeface. Another classic sans serif face, it complements and acts as a foil to Avant Garde.

Because it is so easy to read, it should be used for any longer pieces of copy, for example newsletters, web content, and all internal communications, such as letters, memos, emails and invoices.

PC users may need to use Arial as a substitute if Helvetica is unavailable.

## Helvetica Medium is to be used for secondary headlines

Helvetica Roman is to be used for secondary body copy

Helvetica medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**  
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz 0123456789

The CLUBMARK tick is a distinctive, versatile graphic mark that can be used in a variety of ways across different communications. It implies strength, quality and accreditation – a mark of approval demonstrating that a club ‘ticks all the boxes’.

### USING THE TICK

The CLUBMARK tick should only be reproduced in the CLUBMARK brand colours on a white background or in white reversed out of one of the CLUBMARK brand colours. That way, it will stay bold, robust and positive.

The CLUBMARK tick can be used in two ways, as shown;  
**A.** To flag key points.  
**B.** As a graphic



Pantone 661\*



Pantone Cyan\*



Pantone 109\*



Pantone 1375\*



Pantone Magenta\*



Pantone 375\*

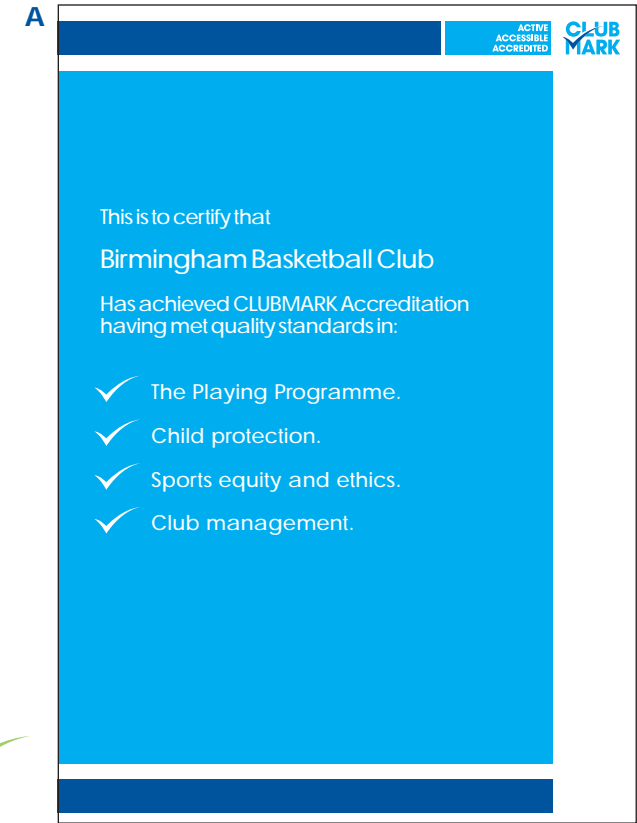


Black



White out of any of the CLUBMARK brand colours

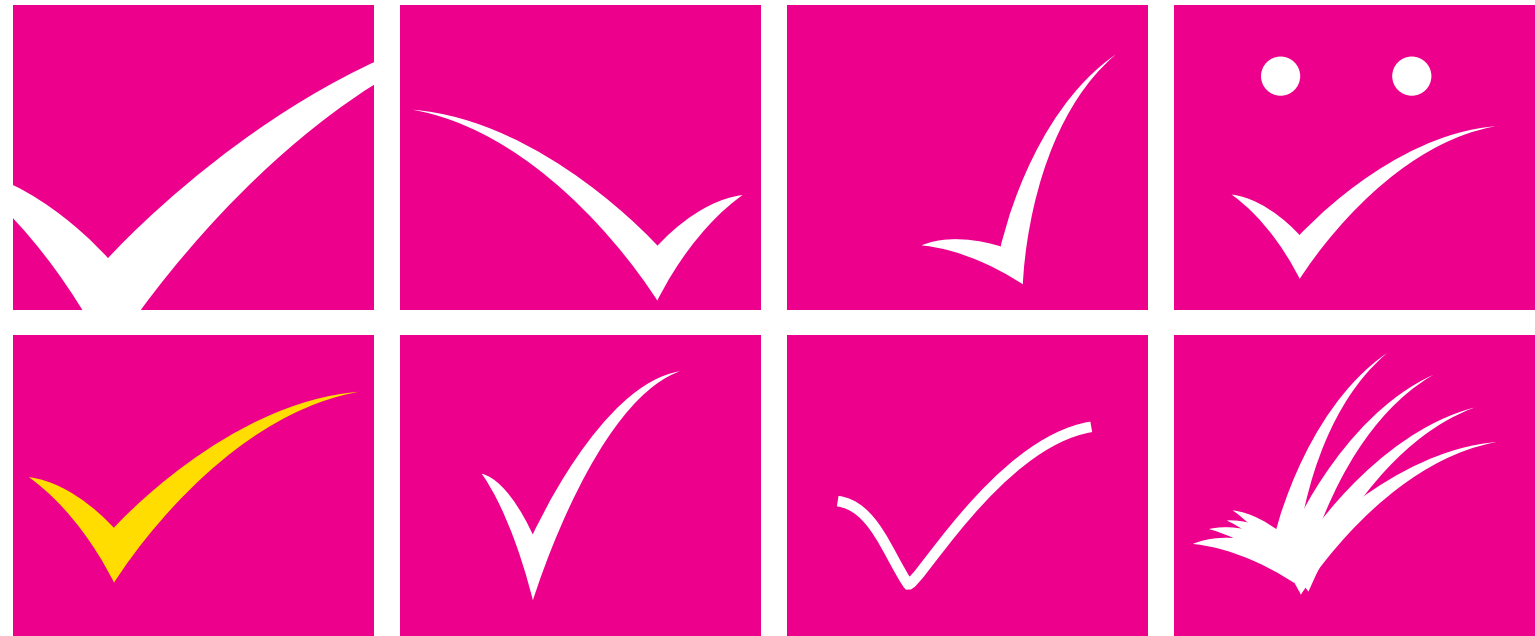
\*PANTONE colors represented here are four-color process simulations and may not match PANTONE-identified solid color standards. Use current PANTONE Color Reference Manuals for accurate color.



### WHAT NOT TO DO

Changing the CLUBMARK tick in any way undermines its integrity and strength.

It should never be tampered with – don’t crop it, flip it, squash it, redraw it, reproduce it in any colour other than the CLUBMARK brand colours or use it as part of another graphic.



# CONTACT DETAILS

These guidelines have been created to help you apply the CLUBMARK brand easily and effectively.

If you have any problems or questions please contact Lynne Harrop.

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