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1 BRAND PROPOSITION

Our Role:

To connect, influence and provide support for sport and physical activity, increasing and improving the many ways people can take part and get active.

Who we are in 20 seconds:

YSF is a lottery funded charity that wants to make activity part of everyone's life.

We believe in the power of sport and physical activity to change people's lives and want as many people as possible to enjoy all the benefits being active can bring.

As a charity we work closely with partners to help individuals and communities overcome barriers and build healthy habits for life.

Yorkshire Sport Foundation is one of the 42 Active Partnerships in England supporting local and national organisations to work better together.

We work to deliver Sport England's 'Towards an Active Nation' strategy by connecting, influencing and providing opportunities to be active across South Yorkshire and West Yorkshire.

Our aims:

More people taking part in sport on a regular basis

Greater inclusivity so that everyone can take part

A robust charity that maximises investment into sport

Our purpose is to help deliver the Government's strategy built around five social outcomes:
(Sporting Future, DCMS)

Physical wellbeing

Mental Wellbeing

Individual Development

Social and community development

Economic development



2 BRAND PROMISE

Yorkshire Sport Foundation is a catalyst for change

We are famous for:

- Achieving impact
- Experience
- Effective planning
- Collaboration
- Keeping it simple
- Traditional values

Core Message 1 (what?)

Yorkshire Sport Foundation is a charity that exists to make a real difference to people's lives

Core Message 2 (why?)

To be a catalyst for change that proactively tackles inactivity and its impact on physical and mental health

Core Message 3 (how?)

We achieve this by connecting and influencing people, programmes and organisations to deliver good quality and enjoyable opportunities for many years to come

Core Message 4 (who?)

We believe that an active community is a prosperous one, and that everyone should live a healthy and happy life



3 LOGOTYPE

This is the primary full colour logo for the Yorkshire Sport Foundation and should always be used wherever possible.





4 LOGOTYPE - MONO

When there isn't the opportunity to have a full colour logo it should appear in one of the following mono options.





5 LOGOTYPE - exclusion zone

An exclusion zone has been established to create a clear area around our logotype to retain the brands smart and orderly look.





6 LOGOTYPE - MINIMUM SIZE

To ensure the Yorkshire Sport Foundation logotype is legible when reproduced at different sizes and in different techniques, the minimum width should be no smaller than instructed below.

For anything smaller than 36mm wide please use the brand icon in isolation.





7 INCORRECT USAGE

Please do not stretch, distort, adjust ratios, recolour or change the supplied logo artworks in any way.





8 BRAND 'YCON'

The Yorkshire Sport Foundation brand Ycon is a series of 3 triangles which represents the three roles of CONNECT, INFLUENCE AND PROVIDE.

The triangles all pointing inwards to a central point not only signifies the unity but also forms the letter Y for Yorkshire.

The icon has the flexibility to be used in isolation as a subtle feature (eg. top right of this page) or occasionally as a background pattern in full colour, reversed out or as a tint/watermark. This option should only be used over images that will be enhanced by the effect.



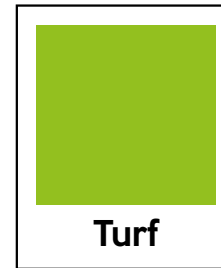


9 COLOUR PALETTE

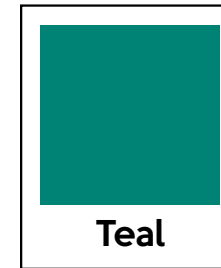
The primary colours for Yorkshire Sport Foundation are turf, teal and midnight. To support these primary colours we have a flexible and dynamic range of secondary colours. This secondary palette can be used to support the primary colour scheme on all marketing materials.

The broad spectrum allows you to create vibrant and colourful combinations which are representative of the subject matter.

PRIMARY COLOURS



Turf
Pantone 368
C50 M0 Y100 K0
R147 G192 B31
#93c01f



Teal
Pantone 327
C100 M14 Y61 K5
R00 G131 B117
#009886



Midnight
Pantone 275
C99 M97 Y36 K44
R35 G29 B69
#231d45

SECONDARY COLOURS



Pantone 109
C0 M25 Y100 K0
R255 G194 B14
#FFC20E



Pantone 716
C0 M70 Y100 K0
R243 G112 B33
#F37021



Pantone 2623
C66 M88 Y0 K30
R93 G44 B111
#5D2C6F



Pantone 5115
C80 M80 Y30 K30
R68 G55 B95
#44375F



Pantone 2925
C75 M25 Y0 K0
R24 G155 B215
#189BD7



Pantone 7691
C100 M50 Y20 K5
R00 G108 B154
#646C9A



Pantone 439
C53 M61 Y47 K83
R69 G53 B54
#453536



Pantone Black
C30 M30 Y30 K100
R00 G00 B00
#000000



Pantone 7710
C80 M12 Y30 K0
R00 G160 B180
#00A0B4



Pantone 7714
C100 M10 Y40 K30
R00 G114 B125
#00727D



Pantone 9585
C2 M0 Y10 K14
R215 G219 B198
#D7DBC6



Pantone Cool Grey 9
C0 M0 Y0 K65
R129 G120 B120
#817878



10 TYPOGRAPHY

Headline: Our title typeface is Keep Calm Regular (14pt). This should only be be in the titles of branded communications.

Subheadlines : Gill Sans in Bold (14pt)

Body Copy: Gill Sans Regular (12pt).

(Calibri is our alternative typeface for digital formats such as emails, PowerPoint and Word.)

Keep Calm Medium - For headlines

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 - £%&!?.,:;”
abcdefghijklmnopqrstuvwxyz**

Gill Sans - For most purposes

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 - £%&!?.,:;”
abcdefghijklmnopqrstuvwxyz

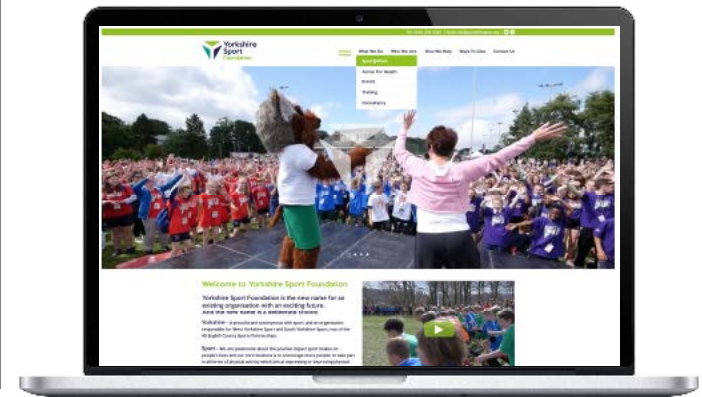
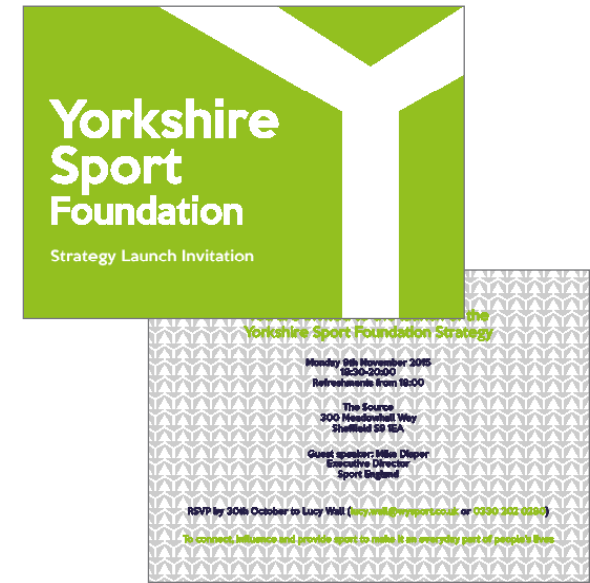
Calibri - For digital formats where Gill Sans is not available

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 - £%&!?.,:;”
abcdefghijklmnopqrstuvwxyz



BRAND ACTIVATION

We should aim to engage and inspire our target audience with every brand element. Using our brand assets and these guidelines we can really make a lasting impression.



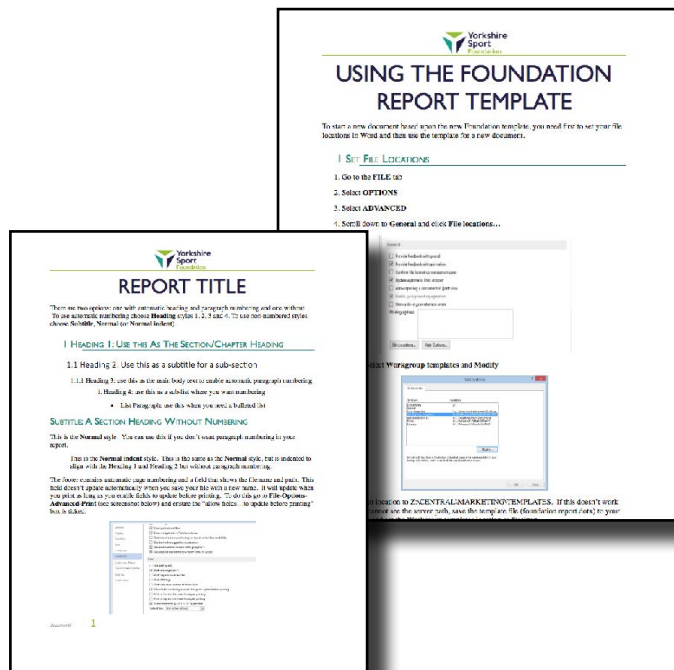


WORD DOCUMENTS

Applies to:
Letters
Agendas
Minutes

Templates including font and layout styles, and instructions on installing and using are on the templates folder.

E.G.





13 POWERPOINT PRESENTATIONS

Applies to:
Presentations

Templates are in the templates folder.

E.G.



BRAND LOCKUP

The charity logo should be used in a lockup format when it needs to appear with a project/partner. Contact the Communication team when you need a new lockup.

i. External project logo



Sportivate

ii. Internal project logo (designed in our house fonts and colours)



**Creating
Connections**
Supporting disability sport

iii. Internal project without a logo (name of project written in suitable font and house colours)



#myproject

ACCESSIBILITY

We recognise that people need to access publications in a range of formats because of their different needs.

Publications will be designed in recognition of and available in a range of formats for people who:

- Are visually impaired
- Have a learning impairment such as dyslexia or a learning disability
- Have a low standard of literacy
- May not have English as their first language
- Have any combination of these.

We do this through a combination of Plain English guidelines and following the guidelines in the Activity Alliance Inclusive Communications Guide.

Alternative formats will be made available on request.

The following pages detail how we include accessibility principles and best practice for diversity and inclusion.

16 PHOTOGRAPHY

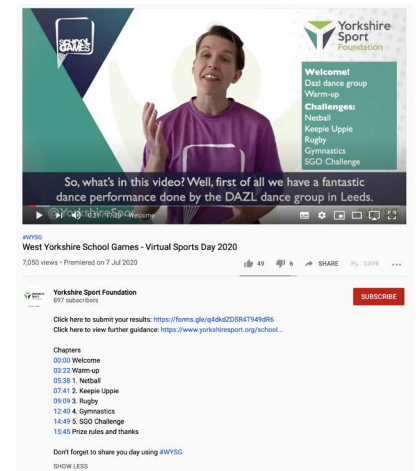
The photography used throughout all communications should inspire people to want to get involved in sports whatever their level, age or disability.

People in photos should reflect local demographics and fairly represent age, gender, disability, ethnicity and socioeconomic status.

Our focus is inclusivity rather than sporting excellence and capturing those moments of fun, friendship and teamwork.

Videography

Videos will be hosted on Youtube, subtitled with chapter markings with transcriptions and links in the description where applicable.



PROMOTIONAL MATERIALS - B2B

Applies to

Anything carrying our logos

Guidelines

Our communication with those we work with should reflect our values and be:

- Clear
- Professional
- Free from jargon

Design notes

- Logo should be centred, on a white band across the top
- Use Teal/Midnight blocking if text needs to appear over pictures
- Make call to action clear and prominent
- Use appropriate partner logos sparingly



Positioning Sport within the Wider World of Health

 Click here to book on our next #NetworkSY event, Friday 15th May 2015, 9am - 3.30pm
The Source Academy
300 Meadowhall Way, Sheffield, S9 1EA





SOME EVENT ABOUT SOMETHING IMPORTANT - YOU SHOULD ATTEND
9TH NOV 2015

inspired by 2012

"It's totally worthwhile"

West Yorkshire Sport: wys.admin@wysport.co.uk 0330 20 20 280
www.coachingwy.co.uk

Applies to:

Anything carrying our logos

Guidelines

Our communications with customers and the public are less formal but should reflect our values and be:

- Accessible
- Friendly
- Fun

Design notes

Externally designed promotional materials should be discussed before commissioning with the communications team, involved in the process. All external designs must be signed off by the communications team before use.

- Logo should be centred, on a white band across the top
- Use corporate colours
- Be bright and attractive
- Photos of people enjoying activity
Respect diversity and equity
- Sparing use of text
Avoid text over photos
Use approved pictures, credit when required
- Horizontal alignment of body copy
- MS Comic Sans should not be used



EMAIL SIGNATURES

Applies to:

Outgoing emails

Guidelines

Email footers should be in house style

Promotional email footers will be created on request and used across the CSP as appropriate

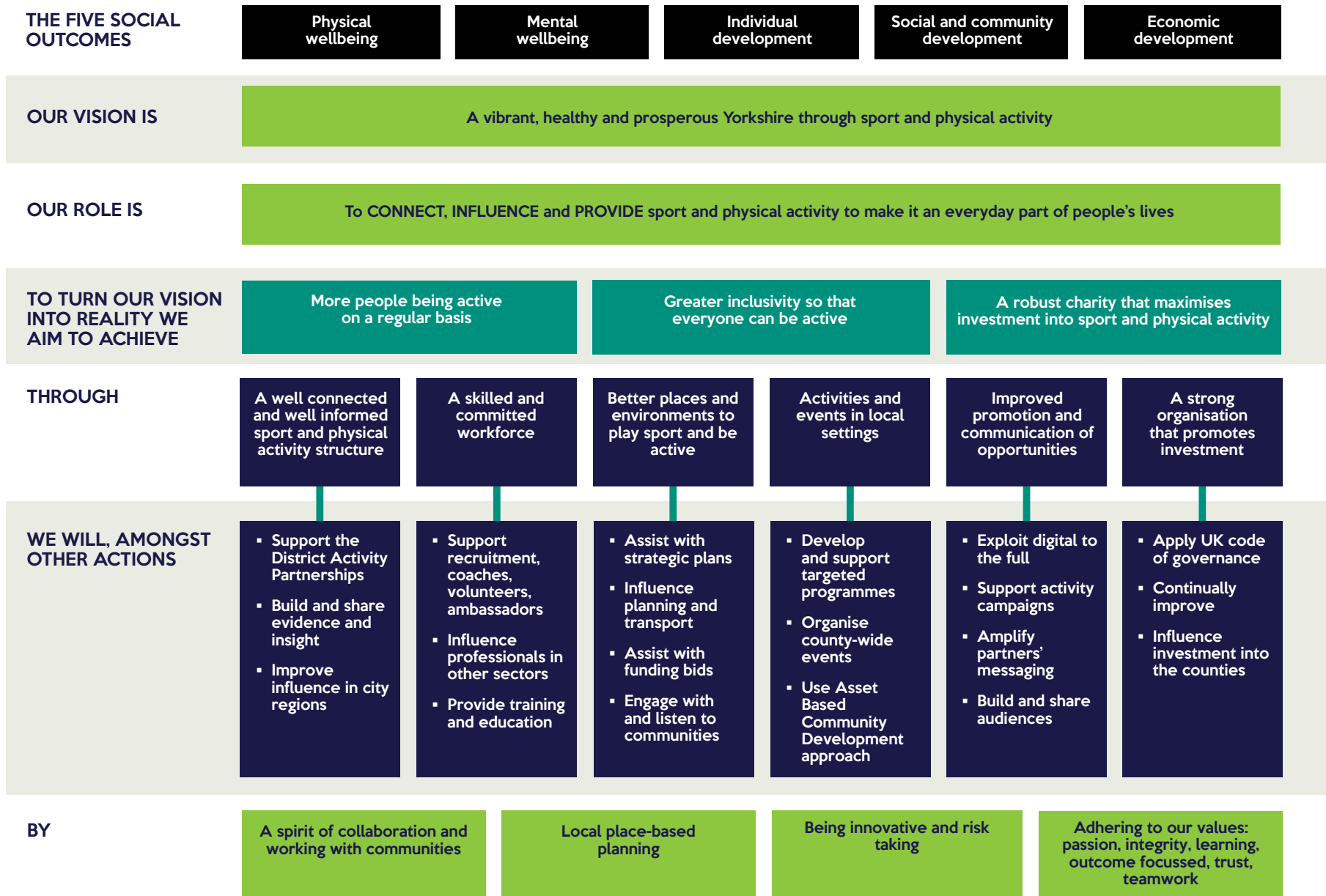
Design notes

Text will be used to enable links

Small graphics will be used to reduce mail size



Strategy Overview



CONTACT

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