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
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
LOGOTYPE

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

Yorkshire Sport Foundation
LOGOTYPE - MONO

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

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

Teal
Pantone 327
C100 M14 Y61 K5
R00 G131 B117

Midnight
Pantone 275
C99 M97 Y36 K44
R35 G29 B69

SECONDARY COLOURS

Pantone 109
C0 M25 Y100 K0
R255 G194 B14

Pantone 2925
C75 M25 Y0 K0
R24 G155 B215

Pantone 7710
C80 M12 Y30 K0
R00 G160 B180

Pantone 716
C0 M70 Y100 K0
R243 G120 B120

Pantone 7691
C100 M50 Y20 K5
R00 G108 B154

Pantone 7714
C100 M10 Y40 K30
R00 G114 B125

Pantone 2623
C66 M88 Y0 K30
R93 G44 B111

Pantone 439
C53 M61 Y47 K83
R69 G53 B54

Pantone 9585
C2 M0 Y10 K14
R215 G219 B198

Pantone 5115
C80 M80 Y30 K30
R68 G55 B95

Pantone 2623
C66 M88 Y0 K30
R93 G44 B111

Pantone 439
C53 M61 Y47 K83
R69 G53 B54

Pantone 9585
C2 M0 Y10 K14
R215 G219 B198

Pantone Black
C30 M30 Y30 K100
R00 G00 B00

Pantone Cool Grey 9
C0 M0 Y0 K65
R129 G120 B120
TYPOGRAPHY

Headline: Our title typeface is Keep Calm Regular (14pt). This should only 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.
POWERSPOINT PRESENTATIONS

Applies to:
Presentations

Templates are in the templates folder.
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

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

iii. Internal project without a logo (name of project written in suitable font and house colours)
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.
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
PROMOTIONAL MATERIALS - B2C

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

### THE FIVE SOCIAL OUTCOMES

<table>
<thead>
<tr>
<th>Physical wellbeing</th>
<th>Mental wellbeing</th>
<th>Individual development</th>
<th>Social and community development</th>
<th>Economic development</th>
</tr>
</thead>
</table>

### OUR VISION IS

A vibrant, healthy and prosperous Yorkshire through sport and physical activity

### OUR ROLE IS

To CONNECT, INFLUENCE and PROVIDE sport and physical activity to make it an everyday part of people’s lives

### TO TURN OUR VISION INTO REALITY WE AIM TO ACHIEVE

<table>
<thead>
<tr>
<th>More people being active on a regular basis</th>
<th>Greater inclusivity so that everyone can be active</th>
<th>A robust charity that maximises investment into sport and physical activity</th>
</tr>
</thead>
</table>

### THROUGH

- A well connected and well informed sport and physical activity structure
- A skilled and committed workforce
- Better places and environments to play sport and be active
- Activities and events in local settings
- Improved promotion and communication of opportunities
- A strong organisation that promotes investment

### WE WILL, AMONGST OTHER ACTIONS

- Support the District Activity Partnerships
- Build and share evidence and insight
- Improve influence in city regions
- Support recruitment, coaches, volunteers, ambassadors
- Influence professionals in other sectors
- Provide training and education
- Assist with strategic plans
- Influence planning and transport
- Assist with funding bids
- Engage with and listen to communities
- Develop and support targeted programmes
- Organise county-wide events
- Use Asset Based Community Development approach
- Exploit digital to the full
- Support activity campaigns
- Amplify partners’ messaging
- Build and share audiences
- Apply UK code of governance
- Continually improve
- Influence investment into the counties

### BY

- A spirit of collaboration and working with communities
- Local place-based planning
- Being innovative and risk taking
- Adhering to our values: passion, integrity, learning, outcome focussed, trust, teamwork
CONTACT

For more information please contact:

Julian Pratt
Communication Manager
julian.pratt@yorkshiresport.org
D: 0330 2020 280
M: 07905 801490