



Creating a lifelong sporting habit

# **The Sport England brand**

A quick guide to our logo and colours

# The Sport England logo



The blue version of the Sport England logo should be used when the background colour is white.

These references can help make sure you use the right blue:

PANTONE 2955

C 100

M 55

Y 10

K 48

Hex #003F69

R 0

G 63

B 105

# All white now

A white version of the Sport England logo can be used on coloured backgrounds as demonstrated here:



# Keeping it exclusive



The exclusion zone is an invisible space round the logo that should remain free from other graphical elements. It can be worked out using the height of the letter E as can be seen in the example on the left.



# Promoting Lottery funding

The National Lottery/Sport England Common Brand is used by partners and projects in whom we have invested Lottery funds in. It should feature on their websites, letter-heads, brochures, tracksuits etc...

We also install Common Brand signs outside all capital projects - from Wembley and Caversham Lakes to local sports centres.

A white only version is available for use where appropriate – eg on the Wembley signage. However for smaller products our signage company supplies and installs pre-produced signs.



Common Brand version one – standard version for use on websites etc



Common Brand version two – high impact version for use on clothing, billboards etc

# Help is at hand

For artwork, approvals or any branding questions call:

[brandhelp@sportengland.org](mailto:brandhelp@sportengland.org)

