BRAND TOOLKIT
Our logo, photography and social media
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OUR LOGO

The Sport England logo is comprised of the logo mark and the word mark.

These must always be used together using the same positioning and proportions as shown here.

This is the standard version of our logo, in Sport England blue. It should be used when the background colour is white or a very pale colour/image.
MIXING IT UP

Our logo is also available in white so it can be used on coloured backgrounds or suitably contrasting images.

When only one colour is available for printing, the logo can be used in black.

Example of white logo use on coloured backgrounds

- Don’t use with low contrast colours

Logo use on suitably contrasting imagery

Black version of logo for one colour printing
EXCLUSION ZONE

Space is an important consideration when using our logo, we like things to have room to breathe. If other content is positioned too close to the logo, it appears cramped and can lose prominence.

The exclusion zone is an invisible space around the logo – at least the height of the letter E – that should remain free from any other graphical elements.
LOGO SIZE AND POSITION

To make sure that our logo is used consistently, always place the logo in a single corner of the page.

Examples of logo placement in the corners of a communication

Don’t place the logo too close to the corner of a page.
Though we like our logo to stand out, please use a logo size which is proportional to the context it’s being presented in.

Our logo becomes difficult to read when used too small. To ensure legibility we have provided minimum sizes here for screen and print usage.

Examples of logo sizing proportion and placement

Don’t use the logo disproportionate to the page or screen dimensions.

Minimum logo sizes

150px wide (for screen)  30mm (for printing)
The National Lottery/Sport England logo can be used by partners and projects that we have invested Lottery funds into.

Use the portrait logo lock-up where possible, though you can use the landscape version when the portrait lock-up isn’t practical.
The National Lottery logo can be difficult to read when used too small. To ensure legibility we have provided minimum sizes for screen and print usage. The minimum size is gauged by the height of The National Lottery crossed fingers.

There is an exclusion zone around the logo – at least the height of the letter E from the Sport England logo – that should remain free from any other graphical elements in any communications.
Use the full colour version of the logo lock-up when the background colour is white or a very pale colour/image.

The National Lottery/Sport England logo is also available in white and Mono so it can be used on coloured backgrounds or suitably contrasting images.
LOGO FORMATS

The logos can be downloaded from our brand toolkit and are available in the following file formats:

**JPG version**
The JPG version has a white background built into it and is only suitable for placing onto other white backgrounds. A JPG file is made of pixels, so will lose sharpness when used bigger than 100%.

**Common uses:**
- Word documents
- Powerpoint documents
- Website (on white)
- Printing on white (small)

**PNG version**
The PNG version has a transparent background so is suitable for use on coloured communications. A PNG file is also made of pixels, so will lose sharpness when used bigger than 100%.

**Common uses:**
- Word documents
- Powerpoint documents
- Online communications
- Not for professional printing

**EPS version**
The EPS version uses lines (called paths) to create the logo file. As the logo is not made up of pixels it can be scaled to any size without losing quality.

**Common uses:**
- Professional printing
- Display and exhibition
- Printed banners

RGB, white and black versions are recommended to use for screen and online communications.

CMYK, Pantone, black and white (eps or JPG) files are recommended for print communications.

Don’t use the JPG version on a coloured communication otherwise the white background will show up.
This can be accessed at: sportengland.org/imagelibrary

We provide the photos in this library to help individuals and organisations promote physical activity. The images are free to use and you do not need to contact us for permission. However, images must not be used in a commercial context.
WHICH IMAGE SIZE?

The vast majority of images in our library are suitably large enough to use for on-screen communications such as social media, websites and online publications.

Online publication example size guide:

**Standard screen:**
A4 - 210 x 297 @ 72ppi*
842 x 596 pixels

**Hi-resolution screen:**
A4 - 210 x 297 @ 144ppi*
1,684 x 1,191 pixels

Social media size guide:

**1,200 x 627 pixels**
Recommended social media size that will work on Facebook, Twitter, LinkedIn and Google+

**1,080 x 1,080 pixels**
Recommended social media size for Instagram images

Don’t crop into the image too much, you will lose the context for the viewer and the image quality will be lost.

* Pixels per inch
Printing requires higher resolution images than screen communications, so please check that the image(s) you have chosen are suitable. You may need to check this with a designer/printer.

If you need to use any images for printing on to anything bigger than A4 (210 x 297mm), for example a poster or banner, you’re probably going to need it in a bigger size than we’ve provided in our image library. We may be able to provide you with this. Try emailing us at brandhelp@sportengland.org.

If you are having a communication printed professionally, you will need to allow 3mm of extra image around each side (called bleed). This prevents any white edges showing when the paper is cut.

Printing size guide:

A5 - 210 x 148.5mm*
2,480 x 1,753 pixels*

A4 - 297 x 210mm*
3,508 x 2,480 pixels*

Don’t crop into the image too much, you will lose the sporting action for the viewer and the image will look bad when printed.
We’re always looking to connect with organisations and individuals who are taking part in or promoting physical activity. We will sometimes be able to share your posts on social media. But for that to happen you’ll need to tag/mention us.

These are our social media handles:

@Sport_England  @sportengland  @Sport England

#ActiveNation

Where you’re posting about sport, physical activity or anything Sport England-related, you may want to include the #ActiveNation hashtag – it’s another way for us to be alerted to your post.
If there’s something else you want to ask in relation to our branding, logos, photography or social media, please email brandhelp@sportengland.org