

# The Canoe England Brand

A quick guide to our logo



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# 1.0 Introduction

Over 2.2 million people of all ages explore the UK's wonderful waters by canoe.

Many more are involved in canoeing, whether as coaches, volunteers or officials and nearly all of these participants will access support and services through Canoe England.

In partnership with you, we help people experience the positive benefits of canoeing, enhance the well being of individuals and communities and develop grassroots canoeing, for the future.

They offer clarity of the Canoe England brand, helping us to protect our identity and ensure that it remains meaningful.

## 2.1 Logo guidelines

These guidelines have been developed to ensure the proper and consistent use of the official Canoe England brand. They are available for use by members and affiliates. It is important that a coherent image is maintained by conforming to these basic guidelines and specifications.

The logo is a registered trademark of Canoe England.

### Who can use the Canoe England logo?

- Canoe England affiliated clubs
- Canoe England approved centres
- Canoe England affiliated uniformed groups
- Canoe England competition disciplines
- Canoe England Regions
- Canoe England approved events
- PESCLE links / County Sport Partnerships - written request is necessary
- Organisations that have signed formal partnership agreements with Canoe England

In all of the above cases, the logos can only be used if Canoe England membership is current and paid in full.

## 3.1 Our logo

### The Logo

The Canoe England logo is made up of three elements: Logo Graphic (01.), Word Marque (02.) and Strapline (03.), together these elements combine to form the Primary Canoe England logo.

The strapline is our key statement and should never appear without the logo.

### Primary Logo Colour Palette



Pantone: 7462  
CMYK: 90/60/10/0  
RGB: 0/92/150  
HEX: 005c96



Pantone: 297  
CMYK: 48/5/2/0  
RGB: 120/199/235  
HEX: 78c7eb



Pantone: 186  
CMYK: 11/100/85/2  
RGB: 210/16/52  
HEX: d21034



Pantone: 446  
CMYK: 0/0/0/90  
RGB: 65/64/66  
HEX: 414042

### Fonts Usage

Word Marque (02.) Vegur Bold  
Strapline (03.) Vegur Medium



## 3.2 Our logo colour versions

### Primary Logo

The Canoe England primary logo should be used whenever possible across all applications. This version of the logo should be used only when placed on white backgrounds or on the lighter colour tones.

### Single Colour Logo

Single colour versions of the logo should only be used when the budget or print limitations is restricted to single colour.

### Reversed Out Logo

The reversed out version should only be used when the logo is positioned on darker backgrounds.

### Primary Logo



### Secondary Logos

#### Single Colour Blue



#### Single Colour Black



#### Reversed Out



## 3.3 Our logo exclusion zone and sizes

### Exclusion Zone

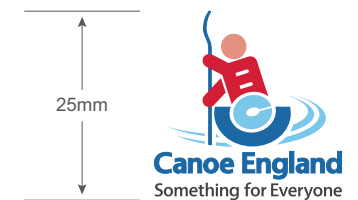
As shown right, the logo should always have a minimum exclusion zone 'clear space' around it. This must be adhered to at all times to ensure clarity of communication and prevent the logo from becoming lost or crowded.

### Minimum Sizes

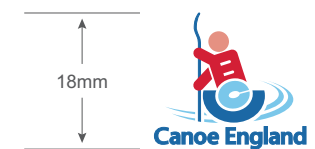
The Canoe England logo must not be used smaller than 25mm in height when used with the strapline. When used without the strapline the logo must not be used smaller than 18mm in height.



Minimum size with strapline



Minimum size without strapline



## 3.4 Our logo incorrect usage

### Incorrect Usage

The Canoe England logo must not be altered in any way. See right for examples of incorrect usage:

- 01 Do NOT change logo typeface
- 02 Do NOT use the logo in outline
- 03 Do NOT distort the logo
- 04 Do NOT use the logo type alone
- 05 Do NOT reposition or alter the size relationship of the logo elements
- 06 Do NOT use colours that aren't the specified in the primary logo colour palette
- 07 Do NOT use drop shadows on the logo
- 08 Do NOT place logo directly over images where legibility is compromised
- 09 Do NOT place the primary logo on a background that conflicts with it



01



02



03



04



05



06



07



08



09

## 3.5 Our logo for clubs and centres

### Clubs and Centre Logos

Top Club  
Top Club Gold  
Top Centre

Clubs and centres are critical to the successful development and growth of our sport.

Canoe England has a 3 tier accreditation scheme for clubs and centres, which recognises consistent operating standards. Accreditation is valid for a period of three years and use of the logo, depends on accreditation being valid.

### Single Colour Logo

Single colour versions of the logo should only be used when the budget or print limitations is restricted to single colour.

### Reversed Out Logo

The reversed out version should only be used when the logo is positioned on darker backgrounds.

### Minimum Sizes

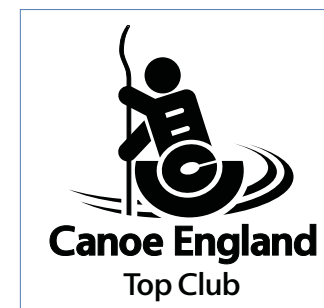
The regional logo must not be used smaller than 25mm in height.



Single Colour Blue



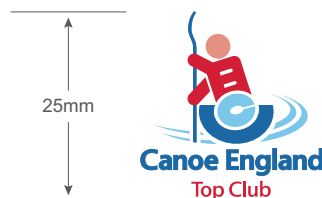
Single Colour Black



Reversed Out



Minimum Size



## 3.6 Our logo for regions

### Regional Logos

The regional logo should only be used for applications specific to a region. This version of the logo should be used only when placed on white backgrounds or on the lighter colour tones.

### Single Colour Logo

Single colour versions of the logo should only be used when the budget or print limitations is restricted to single colour.

### Reversed Out Logo

The reversed out version should only be used when the logo is positioned on darker backgrounds.

### Minimum Sizes

The regional logo must not be used smaller than 10mm in height.

### Regional Logo



### Single Colour Blue



### Single Colour Black



### Reversed Out



### Minimum Size



# 4.0 Contacts

For further information please contact:

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