



## BRAND GUIDELINES

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**Essential guidelines to help you to create communications in the Archery GB style**

## Guidelines for Brand Communication

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*Our powerful brand is one of our most valuable assets. Building and protecting the brand by adhering to standards is everyone's job.*

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## **Welcome**

As Chairman, in this particularly momentous year I am pleased to have been asked to introduce these revised brand guidelines to you. As the National Governing Body for archery in the UK it is important that both our sport and our society sit within the family of other national sporting organisations and project a positive and professional image for our sport.

These brand guidelines have been developed to help achieve this objective. I trust, like me, you will warmly embrace them and ensure that they are used throughout everything you do.

Dave Harrison, Chairman, Archery GB

## **Introduction**

The Archery GB brand guidelines have been prepared to help you ensure consistency across all our internal and external communications. The brand guidelines should be applied to all aspects of the Society and are not just limited to our marketing activities. As a professional organisation and the National Governing Body representing archery it is important that we convey that professionalism across everything we do. The Archery GB brand is not just the logo it covers the fonts, colours, and tone and style of our communications, the logo is merely a representation of our brand values. The following guidelines have been designed to help you ensure that we as an organisation convey that consistent professional message. If you have any queries or would like support interpreting these guidelines, please contact the Archery GB Marketing Manager.

Bob McGonigle, Director, Marketing & Development, Archery GB

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## *Our Brand*

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Our brand is much more than logos, colours, and business card formats. It is really the product of many different factors that create an overall impression of our organisation in people's minds. Our brand image is the way that people think, feel, and respond when they hear the word "Archery GB."

If we are to support and build our brand image, employees and officials have to act and perform in accordance with our stated values and behaviours.

Also every employee and official is a brand ambassador. With every customer or stakeholder contact and whenever we represent Archery GB, we have the opportunity either to strengthen our brand or to cause it to lose some of its prestige.

We believe that our brand is critical to our success and have appointed a manager to maintain and build it.

### **Brand Manager**

For further information, to suggest additions or to access our logos, please contact the Brand Manager, Catherine Collier, on 01952 677 888 or [catherine.collier@archerygb.org](mailto:catherine.collier@archerygb.org)

## *Our Values*

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When you know what values someone has, you can predict what they will think about certain issues and how they will behave in certain circumstances. Your perception of their values is formed by your experience of them, from how they look, from what they say and what they do. People form their impressions of Archery GB through the same process.

The name and logo of Archery GB are the core identities of the brand, and Archery GB must live up to all the values it wants to extol. Every letter you write, every email you send, every phone call you make expresses Archery GB's values.

Our values are summed up by the following:

- Professional yet enjoyable
- Open and accessible
- Proactive
- Customer-focussed
- Family/Community Friendly
- Inclusive
- Safe
- Proactive
- Educational
- Responsible
- Healthy
- Patriotic
- Sportsmanlike

## *Our Customers and Stakeholders*

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### **Our Values**

Archery GB provides services to our customers and is supported by stakeholders. It is important that we are able to recognise who they are.

### **Our Customers**

It is important that we are customer-focussed and provide the best service we can to all of our customers. Everyone involved in our sport is a customer or potential customer, including:

- Archery GB members
- The volunteers that deliver our sport, from club to national level
- Potential archers
- School children
- Members of the public

### **Our Stakeholders**

We also have a number of stakeholders who support us and we should also recognise their contribution. They include:

- World Archery
- UK Sport
- Sport England
- Forester Friendly Society
- Archery Manufacturers and Retailers

## *Our Behaviours*

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Our actions speak louder than our communications. All the great work we do create can be undone by one employee or official who doesn't keep our brand's promise. We commit to providing a certain level of behaviour through our member charter, and extract of which is reproduced below.

**Communication:** We will make it easy for our members to contact us and find out information. We will endeavour to keep our members informed and will make it clear what, if any actions are needed by you.

**Right results:** We will endeavour to act in our members' best interests, the sport and the organisation. We want our members to have confidence in our decisions. If the outcome is not what our members hoped for, we will explain why and tell them what will happen next.

**Developing our sport:** We will support the development of our sport at all levels, ensuring access to all.

**Right treatment:** We will do our best to help, listen, respect our members and make them feel comfortable dealing with us.

We will also:

- Protect members' information
- Take comments and feedback seriously and use (if appropriate) to improve our service
- Be diligent with the assets and finances of Archery GB
- Measure how well we meet members' expectations

We ask our members to:

- Treat us with courtesy
- Tell us if their personal circumstances change
- Tell us if they need to communicate with us in a different way



## *Our Style Guide*

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Style Guides help ensure organisations have consistency in their communications and one clear tone of voice. There are many areas of English where several different variations of spelling, punctuation or grammar are acceptable – it is a matter of personal style. Our style guide lays out which of these we should use when writing for Archery GB. This makes it easier for people to read our communications as we have one clear style, rather than the personal style of whoever is writing. This in turn then strengthens our brand.

If you are unsure which variant of spelling to use, we follow the spellings used in The Times style guide. The style guide is available online: [www.timesonline.co.uk/tol/tools\\_and\\_services/specials/style\\_guide/](http://www.timesonline.co.uk/tol/tools_and_services/specials/style_guide/)

### **Abbreviations**

Always write the name in full and put the abbreviation in brackets. Thereafter you can use the abbreviation only e.g. 'The Archery UK (AUK) copy deadline is next month. To send articles to AUK...'

### **Archery GB**

Archery GB is our trading name and should be used instead of the Grand National Archery Society (GNAS). When writing on behalf of Archery GB as a whole, refer to Archery GB first and thereafter use 'we'.

All official documents must include an Archery GB logo at the start and have an appropriate linkage to GNAS at the end. It is confusing to mix “Archery GB” and “GNAS” in documents which can imply two organisations are being referred to. Instead refer to policies, job titles, groups and committees by their name without any “Archery GB” or “GNAS” prefix. Only use the Archery GB prefix where there would otherwise be ambiguity.

### Capitalisation

Names and places are always capitalised, e.g. Archery GB, Lilleshall National Sports Centre.

Different types of archery, e.g. flight archery, are not capitalised unless they are at the start of a sentence.

### Dates

The date should always be used before the month. Dates should be written without ‘th’, ‘st’ and ‘rd’ e.g. 3 November 2011.

### Email addresses and websites

Email addresses and websites should be printed in bold. Where a website forms the end of a sentence, a full stop should not be used. E.g. ‘For further information contact [www.archerygb.org](http://www.archerygb.org)’

### Fonts and sizes

Our corporate font is Calibri for body text and Cambria for headings, which should appear as the default on all word documents opened. The default size should be 11.

Some campaigns or clearly defined operational areas (e.g. the club development programme **ontarget**) can use a different font if this will

help create a clear identity for it. Any different font used will still need to be used in a consistent style and size.

### Hyphens, speech marks and commas

Do not use a comma followed by ‘and’. Usually the comma is not needed, or a full stop and new sentence can be used instead.

Hyphens are used to link two words. We do not hyphenate words in common usage such as ‘online’ and ‘website’.

When using speech or quote marks at the end of a sentence put the full stop inside the speech or quote mark.

### Job titles

Job titles are always written with a capital letter, e.g. Chief Executive, unless this is in a press release or photo caption for the media. When writing for the media, job titles are not capitalised.

### Numbering

Numbers one to ten are always written in full. Numbers above ten are always written numerically, e.g. nine, ten, 11, and 12.

### Plain English

Our messages need to be easy to understand. Try to use simple language and keep sentences as short as possible. If you use a comma, check whether a full stop and starting a new sentence would work better.

## *Our Logo*

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Our logo is available in a landscape format only and in a variety of formats for use on screen or in print.

Archery GB is not prescriptive about the positioning of the logo as we are appreciative that a certain amount of flexibility may be required in order to maximise the impact of the logo.

### **Fonts**

- “Archery” is Adobe Caslon Pro
- “GB” is Copperplate Bold”

### **Print considerations**

When placing the Archery GB logo on any printed material, we ask that:

- There should be 10mm clearance between the logo and any edge of the page
- The logo should be placed in the top left where possible but recognise that alternative positions may be required.
- Appropriate high resolution fonts should be used to ensure clarity (e.g. eps)

The spot colours for print are: Red - PANTONE 187; and Blue: - PANTONE Process Blue. The CMYK values are: Blue - 100, 10, 0, 10; and Red - 0, 100, 79, 20

### **Screen considerations**

When using the logo on-line, we ask that:

- The logo should be placed in the top left where possible but recognise that alternative positions may be required.
- Appropriate resolution fonts should be used to ensure clarity (e.g. 72 dpi)

The colours for screen use are: Blue - RGB 0, 146, 207; and Red - 196, 18, 48

### Sizing

We ask that the sizing in the matrix below is followed for all collateral up to A4, but accept that on items such as flags, image sizes may have to be larger to obtain clarity.

|         | Height | Width  |
|---------|--------|--------|
| Minimum | 1.11cm | 3.39cm |
| Maximum | 2.55cm | 7.61cm |

### Aspect Ratio

The aspect ratio of the logo must be maintained and stretching or otherwise distorting the logo is not acceptable.

### Clearance

To ensure that the logo stands out, white space of 10% height and width space must surround the logo.

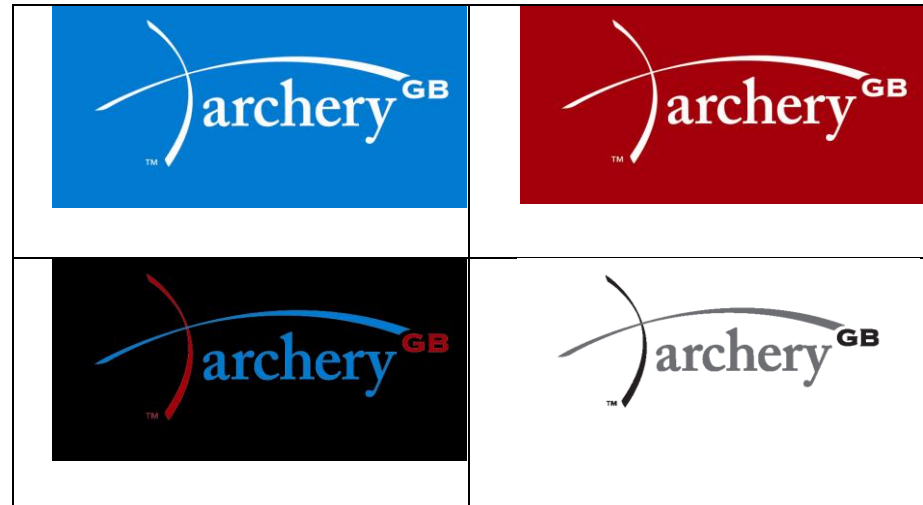
### Use with Photography

Positioning logos over imagery can be tricky. We ask that care is taken to ensure that the logo remains a distinctive visual identity and not confused with the background of the photograph.

We are always willing to give advice – please contact the Brand Manager if you need help.

### Logo Variations

The four variations below of the logo are available for use where the collateral backgrounds demands it



## *Our Heritage*

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Being founded in 1861, we have a long history and tradition, which we wish to acknowledge and celebrate.

In all of its publications (print and on-line), it is mandated that the link between Archery GB and the Grand National Archery Society is made. Examples of this would be that it appears at the bottom of the letterhead and on web pages. The statement should also appear at the end of every document.

This will be introduced gradually to all parts of Archery GB during a transition period 2010-2013.

The linkage statement and logo that will apply is given below.



Archery GB is the trading name of the Grand National Archery Society, a company limited by guarantee no. 1342150 Registered in England.