



# BRAND STANDARDS

TEAMWORK | OPEN TO ALL | COMMITMENT



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# OUR BRAND



## OUR BRAND

British Rowing, as the governing body for the sport, is responsible for the development of rowing in England and the training and selection of rowers to represent Great Britain.

We are committed to ensuring that the sport continues to thrive from the grass roots to elite level.

The British Rowing masterbrand is synonymous with the success and development of the sport.

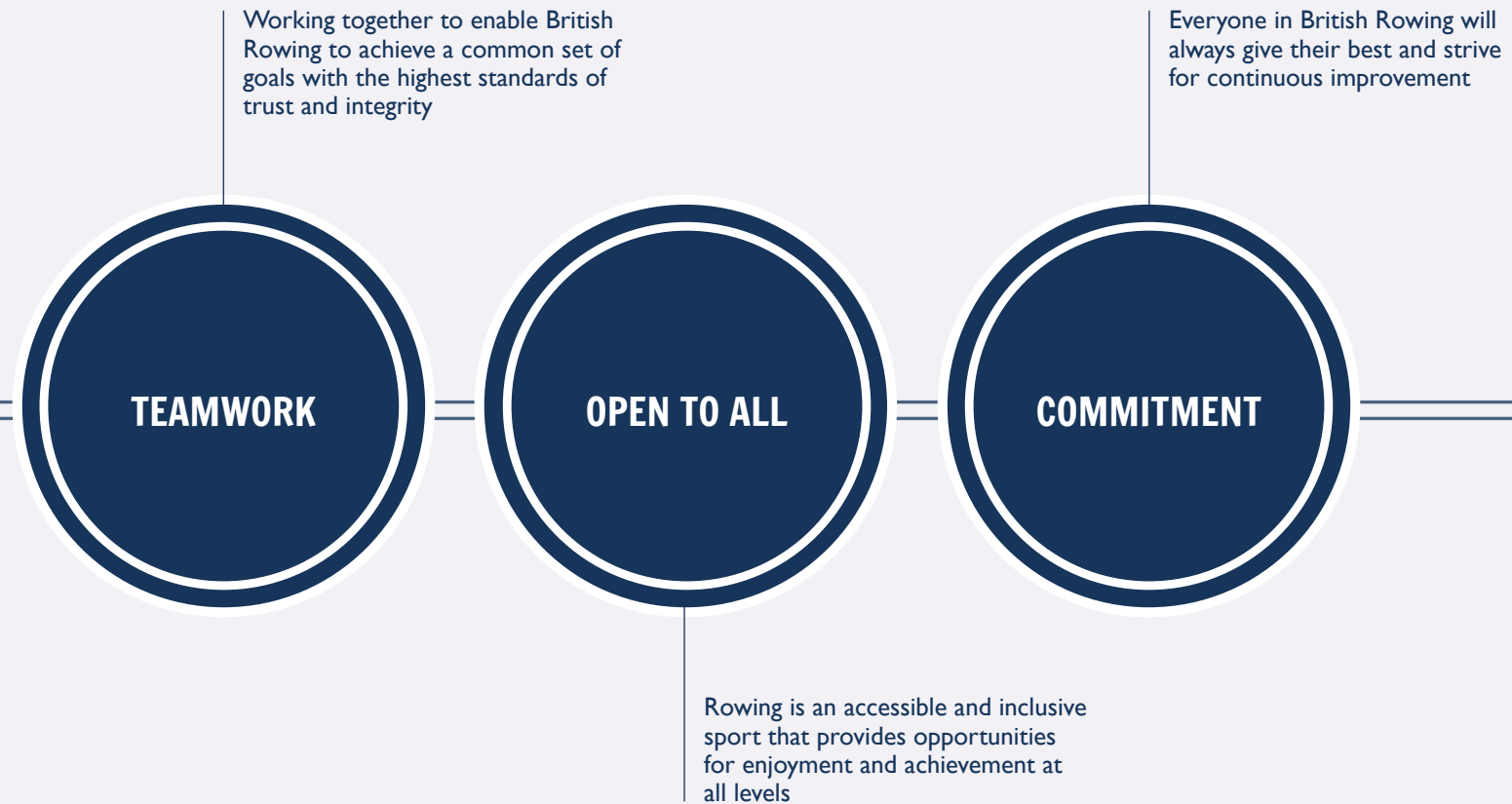
As the most important part of our visual identity it is essential that, where approval is granted to use the British Rowing logo and related marques, configurations and frameworks, that the standards outlined in this document are strictly adhered to.

### **Approval process**

Any use of the British Rowing brand, sub brands or frameworks as set out in the Brand Standards must be approved, in writing by a person authorised by the Director of Partnership & Communications, prior to production.

An artwork proof of the use and placement of the logo should be emailed to [brand@britishrowing.org](mailto:brand@britishrowing.org). We aim to respond to all approval requests within three working days.

If you would like to be supplied with brand artwork or have any questions please contact [brand@britishrowing.org](mailto:brand@britishrowing.org).





# OUR IDENTITY



## MASTERBRAND

This is the British Rowing masterbrand and is the property of British Rowing.

The British Rowing masterbrand is trademarked and should always appear in its trademarked form, shown left.

It is not permissible to change any part of the British Rowing masterbrand.

The logo marque and logo type must always be used together.

All use of the British Rowing masterbrand or configurations is subject to completion of the approval process detailed on page 4.

Trademark details:  
British Rowing, UK00002526214  
Expiry date: 16/09/2019





# FRANCOIS ONE

Gill Sans



## MASTERBRAND ELEMENTS

These are the elements that together form the basis of British Rowing's brand identity.

### Logo

### Typefaces

### Colour palette

The way these elements are applied and used, and their relationship to each other is important. Consistent use of these elements is how we can ensure our brand retains its integrity.

Primary logo



Extended logo



## LOGO FORMATS

The British Rowing masterbrand should be used in its primary format, wherever possible.

If this is not possible due to lack of space for example, the alternative extended format may be used.

#### Monochromatic logo



#### White logo



#### Reversed logo



## COLOUR FORMATS

Wherever possible, you should use the British Rowing logo in its primary, full colour format. When this is not possible, alternative colour formats can be used, seen left. The usage instance for each type of alternative colour format is described below.

#### Monochromatic logo

To be used on applications that are produced in black and white.

#### White logo

To be used on applications that are produced in black and white.

#### Reversed logo

To be used in instances where the British Rowing logo sits on a coloured background. The white keyline ensures the iconic British Rowing logo marque is seen at all times.

#### Logo use on photographs

Placing the British Rowing logo over a photograph should be avoided. If this scenario is unavoidable the logo must sit in a simple, uncluttered part of the image to maximise legibility. In this instance, it is recommended that the reverse logo is used.

If you are unsure of which format of the logo to use, please contact [brand@britishrowing.org](mailto:brand@britishrowing.org) in the first instance.

Clearance zone primary logo



Clearance zone extended logo



Minimum size print and screen



Minimum size screen



# LOGO SIZING

## Clearance zone

The British Rowing logo must be surrounded by clear space to ensure the logo stands out and is legible.

The defined clear space is the width of 'O' contained within the British Rowing logotype. This clear zone must be kept empty and must not contain any other elements such as graphics, text or logos.

The clearance zone is relative to the size of the logo, so as the logo size increases, so does the clearance size.

To ensure the British Rowing logo is always legible it must not be reproduced in print below 14mm in its primary formation and 5mm in its landscape formation. On-screen formations should not be seen below 40 pixels in its primary formation and 14 pixels in its landscape formation.



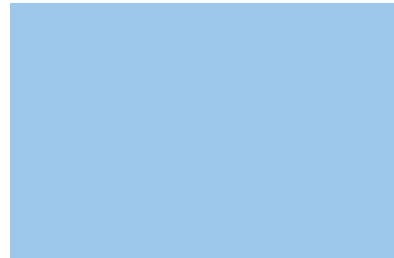
PMS – 295C  
CMYK – 100, 80, 37, 29  
RGB – 23, 53, 90  
HEX – # 17355A



PMS – 485C  
CMYK – 6, 93, 87, 1  
RGB – 220, 43, 40  
HEX – # DC2B28



PMS – 549C  
CMYK – 66, 22, 22, 0  
RGB – 86, 161, 183  
HEX – # 56A1B7



PMS – 283C  
CMYK – 42, 12, 0, 0  
RGB – 134, 195, 247  
HEX – # 8DC1E8



PMS – 660C  
CMYK – 91, 61, 0, 0  
RGB – 0, 102, 179  
HEX – # 0B67B2



PMS – 2915C  
CMYK – 59, 9, 0, 0  
RGB – 85, 185, 233  
HEX – # 55B9E9

## COLOUR PALETTE

The British Rowing masterbrand consists of six colours, British Rowing Blue, British Rowing Red and four blue variations. None should be altered or substituted for different colours or tints.



## GB ROWING TEAM

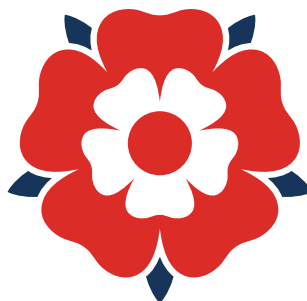
Great Britain encompasses any individual or crew that represents Great Britain at any competition and within any discipline of rowing. The logo should only be used for Great Britain representation at events and on official and licensed merchandise.

The GB Rowing Team logo combines the British Rowing logo marque with Great Britain logotype centralised beneath.

It is not permissible to change any part of the GB Rowing Team logo, and the graphic and logotype must always be used together.

The GB Rowing Team logo is trademarked.

All the information and instructions detailed on pages 8, 9, 10, 11, 12 and 13 for the masterbrand apply to the GB Rowing Team logo.



## ENGLAND ROWING

England Rowing encompasses any individual or crew that represents England at any competition and within any discipline of rowing. The logo should only be used for England representation at events and on official and licensed merchandise.

Specifically, this applies to representation as a Commonwealth Nation and a Home Nation.

The rose within the England Rowing logo can be used on its own on certain, pre-approved assets. Any use of the rose on its own must be approved by the Director of Partnerships & Communications.

All the information and instructions detailed on pages 8, 9, 10, 11, 12 and 13 for the masterbrand apply to the England Rowing logo.

Do not scale / skew / stretchDo not re-colourDo not redrawDo not separate elementsDo not use alternative typefacesDo not add effectsDo not use drop shadowsDo not contain in a shapeDo not outlineDo not add elementsDo not rotateDo not rearrange elements

# NOT PERMITTED

To ensure the correct and consistent application of the British Rowing identity the logo must not be altered. The examples opposite show how not to treat our logo.

This list is not exhaustive. If you're not sure how to use the British Rowing logo, please contact [brand@britishrowing.org](mailto:brand@britishrowing.org) in the first instance.



# TYPOGRAPHY

A B C D E F G H I J  
K L M N O P Q R S  
T U V W X Y Z

0 1 2 3 4 5  
6 7 8 9 0

! ? + & \* ( ) : £ #  
% , . “ ”

## HEADING TYPEFACE

British Rowing uses Francois One for all headings so as to deliver a consistent identity. This font can be used in upper and lower case and for sub headings, as appropriate.

The heading font colour should always be in British Rowing blue, or in white when on a blue background. Sub headings can be any other colour from our colour palette.

Francois One is not to be used for body copy.

### **Web typeface**

Our web type is Lato.

**Gill Sans Bold**

Aa

***Gill Sans Bold Italic***

Aa

**Gill Sans Semi Bold**

Aa

***Gill Sans Semi Bold Italic***

Aa

**Gill Sans Regular**

Aa

***Gill Sans Regular Italic***

Aa

**Gill Sans Light**

Aa

***Gill Sans Light***

Aa

## BODY COPY TYPEFACE

British Rowing uses Gill Sans as it's body copy typeface so as to deliver a consistent identity. This font can be used in upper and lower case and for sub headings, as appropriate.

The body font colour should always be in British Rowing Blue. For sub headings within the body copy, any other colour from our colour palette can be used.

Gill Sans is not to be used for heading copy.

### **Web typeface**

Our web type is Lato.

# RELATIONSHIPS



## DESCRIPTORS

Our logo can go hand in hand with descriptors to represent specific programmes, qualifications, accreditations and governance structures.

When these relationships are represented in a logo format, as shown to the left, the presentation should always follow the information and instruction detailed on pages 8, 9, 10, 11, 12 and 13.

The following areas have a descriptor logo, which are available on request from [brand@britishrowing.org](mailto:brand@britishrowing.org):

- Affiliated Club
- Affiliated Competition
- British Rowing Region
- British Rowing Committee
- World Class Start
- British Rowing Umpire

If a new configuration is required this must be agreed in advance and in writing with the Director of Partnerships & Communications before the artwork will be supplied.

Any use of a descriptor logo is subject to completion of the approval process detailed on page 4.



**GO ROW  
INDOOR**



**RowHow**



**GO ROW INDOOR  
PROVIDER**



**HIGH  
PERFORMANCE  
PROGRAMMES  
IN CLUBS**



**GO ROW INDOOR  
INSTRUCTOR**



**TV**



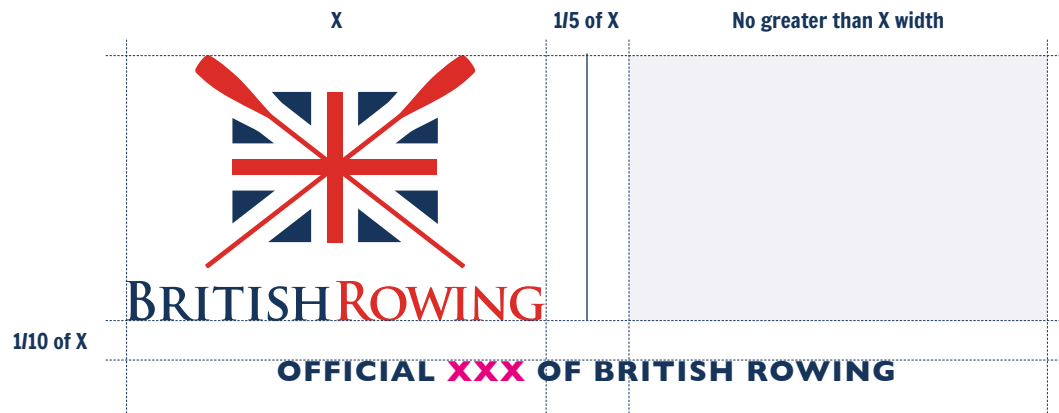
**TV**

# PROGRAMMES

Areas of work have an identifier to mark the relationship to British Rowing. When this is the case, a programme lock-up is created.

The following areas have a programme lock-up, which are available on request from [brand@britishrowing.org](mailto:brand@britishrowing.org):

- Go Row Indoor (incl. Instructor and Provider)
- RowHow
- High Performance Programmes in Club
- BRTV



## PARTNERS

### Partner lock-up

For commercial partners of British Rowing, a special lock-up will be created to celebrate the partnership. It can only be used by organisations with an official relationship with British Rowing.

The British Rowing logo should be prominent and always used to the left hand side. There should be a line separating the British Rowing logo and the partner's logo, with the designation of the partnership written below.

The typeface size and hierarchy to the British Rowing logo is to be kept consistent throughout. The typeface for the designation should be Francois One, with the clearance space as shown to the left.



---

**PRINCIPAL PARTNER**



---

**OFFICIAL PARTNER**



---

**OFFICIAL CHARITY  
PARTNER**



---

**OFFICIAL SUPPLIER**



---

**PROJECT PARTNER**



---

**ASSOCIATE**

## PARTNERS

### Partner badge

All partners of British Rowing are entitled to use the British Rowing logo with the appropriate partnership designation. This applies to:

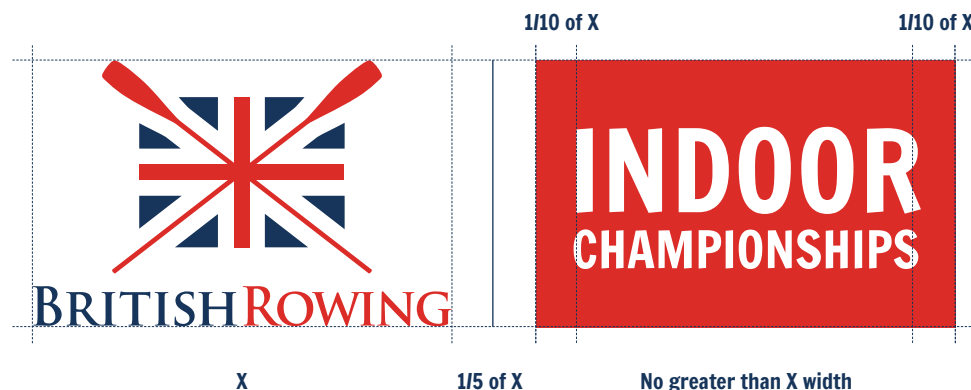
- Principal Partner
- Official Partner
- Official Charity Partner
- Official Supplier
- Project Partner
- Associate

The clearance and sizing rules for the British Rowing masterbrand apply to the use of this badge by partners.

Any use of the partner badge must be approved by British Rowing as per the approval process outlined on page 4.



# EVENTS



BRITISH ROWING BLUE

HEX – # 17355A

Sliding seat multi-lane, 2km or equivalent, regatta



BRITISH ROWING RED

HEX – # DC2B28

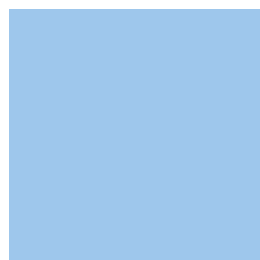
Indoor rowing competition



PMS – 660C

HEX – # 0B67B2

Skills and technique competition



PMS – 283C

HEX – # 8DC1E8

Fixed seat, coastal or offshore regatta

## EVENT BRANDING

For all British Rowing owned and run events, a logo lock-up has been created. The colour of the event descriptor has been chosen to differentiate between the different disciplines of rowing as shown on the left.

The British Rowing logo should be prominent and always used to the left hand side. The event name should be no bigger than the width of the British Rowing logo and sit centrally within the height, not exceeding the height of the British Rowing logo. There is to be 1/5 of the width of the British Rowing logo clearance between each logo.

The text of the event is to sit with 1/10 of X clearance either side, changing the size of the typeface to fit these dimensions.

When the British Rowing brand is being used for events the primary logo is to be used only.

On the next page you will see the current event lock-ups.



**MASTERS**  
CHAMPIONSHIPS



**INDOOR**  
CHAMPIONSHIPS



**JUNIOR**  
CHAMPIONSHIPS



**SCULLING**  
**FESTIVAL**



**SENIOR**  
CHAMPIONSHIPS



**OFFSHORE**  
CHAMPIONSHIPS

# FRAMEWORKS



# TOGETHER, WE ARE ROWING

This framework represents British Rowing membership and is about togetherness and teamwork. Together is a word that resonates with every membership type; RACE, ROW, COACH and SUPPORT and connects the membership to the governing body.

## Why lower case 't'?

By making this 't' a lower case, it helps to portray the membership in a softer, less formal way. It emphasises the approachable, human, conversational and welcoming side to the membership organisation. It helps to move away from the disconnected, corporate feel of a governing body and encourages the viewer to see British Rowing as part of the rowing community.

The statement '**together, we are rowing**' is also something that could be considered as the closing part of a statement or sentence, added to the end of other communications from the British Rowing membership.

## Campaign type style

The '**together, we are rowing**' campaign type style is constructed of Gill Sans Bold of varying sizes.

The kerning has been tweaked at the letter level to create consistent visual spacing and to reduce the risk of over bleed (when letters over lap into each other due to ink spread).



# GO ROW INDOOR

Go Row Indoor is British Rowing's indoor rowing programme.

A specific visual framework has been developed for Go Row Indoor.

The assets that make up the visual framework are available from the Head of Communications & Marketing.

The two blues that we use are from the colour palette on page 13 of the guidelines (PMS 549C and PMS 660C and the associated CMYK breakdowns). However, we have used a brighter red (C0, M100, Y95, K0). To achieve the transparency of the colours on top of the image we 'multiply' the coloured items in 'Effects' in InDesign (there are other ways to achieve the same effect if using other software).



#SheRows is a badge that has been developed for a specific campaign targeted at getting women active through indoor rowing (September 2018).



# CLUBHUB GUIDES

ClubHub is an online club management portal supported by a set of 'how to' guides covering all aspects of running a rowing club.

A specific visual framework has been developed for ClubHub.

The full British Rowing colour palette is used to create the 'wake' visual.

The assets that make up the visual framework are available from the Head of Communications & Marketing.

# OWNED BRANDS





## OWNED BRANDS

British Rowing owns a number of brands to help deliver specific activities. The Brand Standards to these owned brands are available from the Head of Communications & Marketing.

# APPLICATIONS



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Registered Office: 6 Lower Mall, Hammersmith, London W6 9DJ

T: +44 20 8237 6700

British Rowing Limited, Registered in England No. 1706271



**Jo Loughlin**

Indoor Rowing Community & Content Executive

T: +44 20 8237 6725 M: +44 7876 825 204

E: jo.loughlin@britishrowing.org

6 Lower Mall, Hammersmith, London W6 9DJ

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BRITISHROWING

# Title

Subtitle

TEAMWORK | OPEN TO ALL | COMMITMENT

## MAIN HEADER



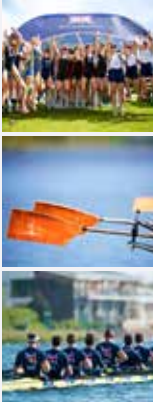
9  BRITISHROWING


## MAIN HEADER

This is the style for secondary header

Sub heading

Body copy




8  BRITISHROWING


## MAIN HEADER

This is the style for secondary header

Sub heading

Body copy



10  BRITISHROWING




BRITISHROWING

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TEAMWORK | OPEN TO ALL | COMMITMENT



BRITISHROWING

Headings, Francois One 16pt

Body Copy , Gill Sans 12pt

1



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TEAMWORK | OPEN TO ALL | COMMITMENT



**Headings, Francois One 16pt**



Body Copy, Gill Sans 12pt



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TEAMWORK | OPEN TO ALL | COMMITMENT



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TEAMWORK | OPEN TO ALL | COMMITMENT



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I



**Headings, Francois One 16pt**  
Body Copy, Gill Sans 12pt

TEAMWORK | OPEN TO ALL | COMMITMENT



**Headings, Francois One 16pt**  
Body Copy, Gill Sans 12pt

TEAMWORK | OPEN TO ALL | COMMITMENT





BRITISHROWING

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