

# British Orienteering Brand Guidelines

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## Our brand

Our vision is to empower and support thriving clubs for a new generation of orienteers. Our target demographic in line with our [Strategic Plan](#) is 16-40 year olds.

Our mission is to ensure that clubs are the heart and soul of our sport. We will ensure they have the support to maintain, develop and grow. We will welcome a new generation of orienteers to an inclusive adventure sport in remarkable venues.

As such, when it comes to communication, we want to appear professional, but warm, friendly, and supportive of all that our clubs and members do across the breadth of our sport.

## Our logo

Below is our primary logo is to be used across all formal documentation and marketing and communications materials. Clubs may not adapt this logo without the permission or approval from the Development Team. This is to ensure that are logo and brand are being represented in a consistent and professional way. Links to the British Orienteering logo are available on [SharePoint](#).



## Colours

### Corporate Branding colours

Below are the colours we use across our core branding. Staff should consider this when putting together presentations or working on any new designs.

#### Midnight blue

Colour HEX code: #055199

RGB 5, 81, 153



#### Duck Egg Blue

Colour HEX code: #6592B8

RGB 101, 146, 184



#### Red

Colour HEX code: #E41F3A

RGB 228, 31, 58



#### Grey

Colour HEX code: #A5A09C

RGB: 165, 160, 156



### Find your Way Branding Colours

#### Teal

Colour HEX code: #99D9D9

RGB: 153, 217, 217



#### Yellow

Colour HEX code: #FFD230

RGB: 255, 210, 48



#### MapRun Green

Colour HEX code: #4ABC96

RGB: 74, 188, 150



## Fonts

- The standard font to be used in word documents is Calibri size 12. Please use the standardised letter head available on the SharePoint for any formal documentation.
- For promotional and marketing materials we use the font Acumin Variable Concept. This includes our social media cards and any governing documents going forward.

## Images

We are incredibly lucky to have a small number of resident photographers that regularly attend our events. There is a bank of images taken from events that have occurred within the past year or two available via [SharePoint](#).

Alternatively, you can browse the following Flickr accounts for additional images:

- [Rob Lines](#)
- [Wendy Carlyle](#)

### Image credits

Please do not forget to credit the images that you use (if applicable). It helps boost the profile of our photographers and is just a general way of recognising that we value their support.

If you have access to post on social media, please do this at the end of the post. If you are unsure of where you got the image from or require further support, please contact Alex Welch or Kay Hawke.

## Promotional and marketing materials

Most of British Orienteering's promotional and marketing materials are produced using Adobe software. However, due to the nature of our business and the wealth of content that we have going out from different projects, staff can also use [Canva](#).

### Canva

[Canva](#) is a free and easy to use graphic design tool. If you do use Canva to create social media cards or content, please be mindful of the branding guidelines and strive to incorporate our core branding colours (see previous page) in your imagery. More information on how to use Canva is accessible via their [website](#).

## Social media cards and sizes

Here are the image sizes required to create a social media card for various platforms in pixels:

**Facebook:** 1200 x 630px

**Twitter:** 1600 x 900px

**Instagram:** 1080 x 1080px

## Governing documents and official British Orienteering marketing materials

For any formal documentation, or if you need any help with putting together a social media, please contact Alex Welch, the Marketing and Communications Lead and she will happily put this content together for you.

*For any other questions about marketing, communications, or branding, please contact Alex Welch.*