

## BRAND AND LOGO BRIEFING

The purpose of this document is to outline Sports for Schools' requirements for a refreshed logo, palette & style guidelines that reflect the company's brand values.

## WHO WE ARE, WHAT WE BELIEVE IN

Put simply, we want to inspire kids to reach for their sporting potential.

We think that every child can be physically fit. We want to challenge, surprise and excite children to do just that. We want to give children an opportunity to enjoy pushing their physical limits, and turn "I can't" into "I can" try a new sport or physical activity.

We want to be socially responsible, and create worthwhile well rewarded careers for our Sportivaters.

## OUR BRAND VALUES



### EXCITE

The key, central value around which the other four are built.

We want children to discover for themselves the great feeling from physical exercise – whether at an event or elsewhere.

If we had to sum Sports for Schools up in just one word, this would be it.

### ACHIEVE

We want everyone who connects with Sports for Schools to get a sense of achievement.

We want people to discover that anything is possible to those that try – and the result is a wonderful sense of achievement.



For some this will be from just completing a fitness circuit, for others it will come from seeing those children discover new physical abilities.

However it happens, touching Sports for Schools will deliver a great result for that person – they will have achieved something.

### TEAM

Excitement isn't the same when you have no one to share it with.

The sense of being in a crowd trying your hardest, making your muscles work, and then the great feeling of recovering from the activity are all part of being in a team.

Creating a new personal benchmark each and every time you do the fitness circuits, during the event or weeks afterwards, competing with your friends to better yourself.

## **SHARP**

The net result of all the excitement, achievement, working as a team is a sense of being sharp: both physically and mentally sharp.

We don't molly-coddle participants; because letting them work hard, pushing their physical boundaries is perhaps the best way for them to feel sharp at the end of the event – and later on when they test their physical fitness in the future.



## **WOW**

The very best brands all create a sense of 'wow' by going to great lengths to make them happy. This is what WE want to achieve.

Whether it's because someone has received great service, discovered an extraordinary athlete, discovered something in themselves or we've done a great job of correcting a mistake.

Negative situations will happen from time to time, but there is always a way to turn them around – and beyond that, to turn dissatisfied customers into brand 'ambassadors'.



If there's an apology to be made, make it straight away. Be genuinely sorry. And use your discretion to satisfy the customer – even if the cause for complaint was out of your control.

No customer is louder in their praise than the one who expected the worst and received the very best. This is word-of-mouth marketing at its very best.

## **LOGO REQUIREMENTS**

The current Sports for Schools Logo needs a refresh. We also need one main logo around all other branding is built. It needs to be simple, printable (black and white and in colour), distinctive, and link to our brand values.

Underneath the main logo should be the relevant strap line:

- Sports for Schools: Fun Fitness Inspiration
- SFS Coaching: Fun Fitness Progression

- Equipment: To remain branded “4S Sports”. Strap line is “Sports stuff for Schools”

## **LOGO COLOUR REQUIREMENTS**

Two alternative approaches should be taken to colours. Firstly, since we deal with British Olympic and International athletes red white and blue are the obvious colours to use in branding.

An alternative is to offer a totally different and fresh range of colours that are contemporary and will appeal to children aged 5 – 12.

The Colour Palette should have:

- Lead colour (one only)
- Main colours (2-3 including the main colour)
- Supporting / complimentary colours (7-15)

Font

- Top Headings
- Headings
- Body text
- Headlines as an image

## **USES**

The logo and colours will be used in the following ways (not an exhaustive list):

- Website
- Written communications – letters, cards
- Paper based marketing materials, such as athlete posters, post cards of athletes, wrist bands, and suchlike.
- Email materials
- Sports clothing