

CLUB AFFILIATION GUIDELINES



The clearspace minimum is equivalent to the vertical height of the lead word eg. 'England' (shown here as N), regardless of the size at which the logo is reproduced.

SAFE AREA

To ensure the legibility of the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements that may detract attention and lessen the overall impact.

HEIGHT: 15mm
or
HEIGHT: 43px



MINIMUM SIZE

The minimum size that logos should be shown is Height: 15mm, this is to preserve the legibility and stand out of our brand mark.

Online this would be Height: 43 pixels.

UNACCEPTABLE LOGO USES

- Do not separate the logo. The Triathlon England logo is to always be used alongside the 'Affiliated Club 2017' text.
- Do not change the SAFE AREA.
- Do not put the logo over a busy image background. Where an image background is used, it must be used with the white box under it.
- Do not change the year of the logo. Each year upon re-affiliating we will send you a new logo.
- Do not remove the year on the logo.
- Do not stretch or squeeze the logo out of proportion.
- Do not change the logo's orientation.
- Do not change the logo colours.
- Do not add "glow" or "drop shadow" or any other effects to the logo.
- Do not change the fonts within the logo.
- Do not frame or outline the logo.
- Don't reconfigure the logo.

ACCEPTABLE LOGO USES

- You may only use the logo if your club has been affiliated for 2017.
- You may use the white version of the logo on a plain coloured background only.
- You may use the logo on both web and in print.

