CLUB AFFILIATION GUIDELINES

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.

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.

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.

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.

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.