



SPORTSPARK

# BRAND GUIDELINES

## Introduction

This is Sportspark's logo.

It was developed to reflect Sportspark's core values.

This logo is the core element of Sportspark's visual identity. This identifier should be included on all of Sportspark's core literature, point-of-sale material, digital publications, stationery and merchandising.

This identifier should always be reproduced from an authentic and original digital file (available from Sportspark's Marketing Department). This digital file is available in eps, jpg, gif and formats.

Please ensure the appropriate artwork format is used:

- eps for all printed collateral
- jpg for Microsoft programmes
- gif for online usage



SP

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**Sportspark**

## Logo: Alignment, Minimum Size and Exclusion Zone

### Version 1: Extended Line/Rule (Primary Logo)

Where possible, the logo should be placed on the right hand side of documentation, with the line/rule extending to the edge of the page.

Around the logo is an exclusion zone (shown in grey) which must remain clear of typography, and any other graphic device, including details within a photographic background.

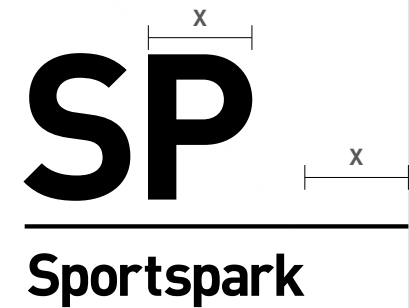
The formula on this page should be applied to all sizes of logo reproduction.

If it is not possible to align the logo on the right hand side of documentation, please see overleaf for version 2 of the Sportspark logo. Version 2 is to be used in conjunction with other logos.

### Extension of rule to the right hand edge of artwork

The logo has been designed to align, wherever possible to the top or bottom right corner. Where this occurs, the rule between the SP initials and the descriptor ('Sportspark') should be continued to the edge of the page.

The rule should extend by "X" as defined to the right.

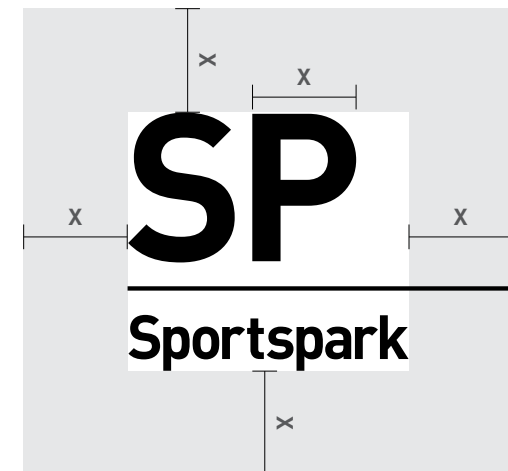


### Minimum logo size



### Exclusion zone

"X" is dictated by the width of the 'P'.



## Logo: Reproduction

The logo should always be displayed in monochrome and as such can be used on white, black and coloured backgrounds as well as imagery.

The logo may also be reproduced as a silver block foil on white paper stock.



Black logo



White-out on black



White-out on colour



White-out on colour



White-out on photograph

## Logo: What Not To Do

In order to retain the integrity and consistency of Sportspark's brand identity, please take care not to change the logo by doing any of the things illustrated on this page.



Add effects such as shadows to the logo



Skew or distort the logo in any way



Change the colour of the logo



Change the font of the logo



Enclose the logo in a box or keyline



Extend the rule beyond the width of 'X' as demonstrated on p3

## Fonts

Headings: DIN Bold  
Sub Headings: DIN Light  
Body Text: DIN Light

Website: DIN Bold  
Strapline: DIN Bold  
Address: DIN Medium

### Standard footer (external):

- White text and logo on black background
- Logo positioned far right, level with bottom of address
- Strapline, with full stop at the end
- Telephone number, with code (01603) to appear in brackets within footer, or within the main “call to action” body text
- Address to appear on one line (wherever possible). Do not include “UEA” or “University of East Anglia” within address

### Standard footer (internal):

- White text and logo on a black background
- Logo positioned far right
- Strapline, with full stop at the end

# BOOKINGS!

## FREE 3G FOOTBALL PITCH

Sportspark has recently invested £50,000 in an upgrade of its 3G football pitches, and to showcase these improvements is offering a FREE 1 x hour pitch hire during February!\*

**[www.sportspark.co.uk](http://www.sportspark.co.uk)**

**All day every day for the community.**

**Sportspark, Norwich Research Park, Norwich, Norfolk, NR4 7TJ**

## Strapline

The strapline: "All day every day for the community." was developed to reflect Sportspark's Customer Service Values, known by the acronym SPICl:

**Structured:** offering a safe and efficient service.

**Passionate:** caring about our customers' experience at all times.

**Inclusive:** visible, accessible and available for everyone.

**Consistent:** delivering excellent service and facilities, all day, every day.

**Inspiring:** aiming to exceed all expectations.

# "All day every day for the community."

The only punctuation within the strapline is a full stop at the end, i.e: All day every day for the community. (no commas)



## Tone of Voice and Vocabulary

The tone of voice and style of copywriting used within all brand communication channels, should reflect Sportspark's core values of being inclusive, accessible and welcoming to all members of the community.

The tone of voice used in all verbal, printed and digital channels should also promote Sportspark's five Customer Service Values, known by the acronym SPICI:

**Structured:** offering a safe and efficient service.

**Passionate:** caring about our customers' experience at all times.

**Inclusive:** visible, accessible and available for everyone.

**Consistent:** delivering excellent service and facilities, all day, every day.

**Inspiring:** aiming to exceed all expectations.

In practice this means that communication with customers should be:-

- welcoming – not unfriendly
- helpful - not patronising
- cooperating - not confronting
- listening - not shouting
- explaining - not arguing
- clear – not complicated

Plain and simple English should be used within all written, printed and digital communication channels. Language should be clear and uncomplicated, direct, but friendly.

**SParkling** **SPring**  
**SPecialist** **SPringboard**  
**SPortsmanship** **SPeak**  
**Helpful** **Fitness** **SParkly**  
**Quality**  
**Exercise** **SPorty**  
**SPectator**  
**SPontaneous** **Activity** **Young**  
**SPorting** **SPecific** **Aerobic**  
**SPLash** **SPEed** **SPortswoman**  
**Welcoming** **SPlendour** **SPrightly**  
**SPortsmen** **SPrint** **SPirited**  
**SPectacular**