

Kent Sport, Leisure & Olympics



Guidelines for the use of
Kent Sport, leisure & Olympics
Visual Identity

Used consistently, a visual identity is a powerful tool that instantly communicates a cohesive and professional message about an organisation or business. This document exists to help Kent Sport, Leisure & Olympics together with partners and suppliers ensure a visual consistency.

This document provides useful information for all users of the visual identity, from Kent Sport, leisure & Olympics staff and business partners to any associate organisations and external suppliers. It provides a guide to positioning, colour usage, typefaces and logos.

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KSL&O logotype **KentSport logo** **Kent 2012 Legacy logo**

The KSL&O logotype is the main identifier for the service.

The KentSport and Kent 2012 Legacy logos are divisions of the service.

1.0 The KSL&O logotype

Full colour (KentSport Blue)

This should be used in all general documentation, print and web applications used to market the service.

Kent Sport, Leisure & Olympics

2.0 KentSport logo

Full colour

This should be used in all print and web applications used to market KentSport activities of the service.



3.0 Kent 2012 legacy logo

Full colour

This should be used in all print and web applications used to market the Kent 2012 activities of the service.



1.0 KSL&O logotype

The KSL&O logotype is the main identifier for the overall service.

The KSL&O logotype is the main identifier for the overall service. Where practical the the 'KentSport Blue' version should be used. Alternatives are provided for use in single colour or black and white documents.

1.1 Colour logotype

'KentSport Blue'

This should be used in all general documentation, print and web applications **for all full colour use,**

Kent Sport, Leisure & Olympics

1.2 Black logotype

Black

This should be used in all general documentation, print and web applications **when black and white is the only option.**

Kent Sport, Leisure & Olympics

1.3 Single colour logotype

Single colour example.

Any colour may used in print and web applications **when a limited colour palette is the only option.**

Kent Sport, Leisure & Olympics

(A colour from the KentSport palette is preferred. see page 12).

KSL&O logotype: exclusion zone

The area that surrounds the logotype is as important as the logo itself it should be kept clear and 'exclude' other type and images. The exclusion zone is set to twice the height of the capital letter 'K', this is also known as 'clear space', it provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos).

KSL&O logotype: minimum size

This is the recommended minimum size at which each logo should be reproduced. Going below the minimum size will render the text illegible and compromise the effectiveness of the logo.

1.4 Logo exclusion zone

The exclusion zone (clear space) equals twice the height of the Capital K.



1.5 Logo minimum size

Minimum recommended size for the logotype to be reproduced is 36mm width, equivalent to 8pt type.



2.0 kentSport logo

This logo is used to badge and market all KentSport activities of the KSL&O service.

This should be used in all print and web applications used to market KentSport activities of the service.

2.1 Colour logo

Full colour

This should be used in all general documentation, print and web applications **for all full colour use.**



2.2 Black logo

Black

This should be used in all general documentation, print and web applications **when black and white is the only option.**



2.3 Single colour logo

Single colour example.

Any colour may be used in print and web applications **when a limited colour palette is the only option.**



(A colour from the KentSport palette is preferred. see page 12).

kentSport logo

The area that surrounds the logo is as important as the logo itself it should be kept clear and 'exclude' other type and images. The exclusion zone is set to the height of the capital letter 'K', this is also known as 'clear space', it provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos).

The logo: minimum size

This is the recommended minimum size at which each logo should be reproduced. Going below the minimum size will render the text illegible and compromise the effectiveness of the logo.

2.4 Logo exclusion zone

The exclusion zone (clear space) equals the height of the Capital K.



2.5 Logo minimum size

Minimum recommended size for the logo to be reproduced is 38mm width.

38mm width



3.0 Kent 2012 legacy logo

This logo is used to badge and market all Kent 2012 activities of the KSL&O service.

This should be used in all print and web applications used to market Kent 2012 activities of the service.

3.1 Colour logo

Full colour

This should be used in all general documentation, print and web applications **for all full colour use.**



3.2 Black logo

Black

This should be used in all general documentation, print and web applications **when black and white is the only option.**



3.3 Single colour logo

Single colour example.

Any colour may be used in print and web applications **when a limited colour palette is the only option.**

(A colour from the KentSport palette is preferred. see page 12).



Kent 2012 legacy logo

The area that surrounds the logo is as important as the logo itself it should be kept clear and 'exclude' other type and images. The exclusion zone is set to the height of the capital letter 'K', this is also known as 'clear space', it provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos).

The logo: minimum size

This is the recommended minimum size at which each logo should be reproduced. Going below the minimum size will render the text illegible and compromise the effectiveness of the logo.

3.4 Logo exclusion zone

The exclusion zone (clear space) equals the height of the Capital K.



3.5 Logo minimum size

Minimum recommended size for the logo to be reproduced is 30mm width.



4.0 logos: reversed, white

Where practical full colour versions should be used. On darker backgrounds more clarity may be achieved by portraying logos reversed 'white out' of an image or colour

4.1 Logo reversed black to white

This should be used when black & white is the only option and the overall background colour is black.



4.2 Logo reversed white from a colour.

This should be used when no white space is available and an overall background colour is used.



4.3 Logo reversed white from an image

This should be used when no white space is available and an overall image is used as a dark background.



Note: full colour logos should be used if the image allows positioning on lighter colour areas.



5.0 KSL&O logotype positioning

General publications used to market the overall service.

5.0 Positioning: Kent Sport, Leisure & Olympics service publications

KSL&O logotype

Positioned top right, ranged to right and top margin

KentSport Logo

Positioned under KSL&O, ranged to right and respecting exclusion zone

Sized to at least one sixth of the publication width (excluding margins)

Kent 2012 legacy logo

Positioned under KentSport logo, ranged to right and respecting exclusion zone

Sized to same capital letter height as KentSport logo

KCC logo

Positioned bottom right, ranged to right and bottom margin



6.0 KentSport logo positioning

Publications used to market 'KentSport' activities of the service.

6.0 Positioning: KentSport publications

KentSport logo

Positioned top right,
ranged to right margin

KentSport Logo is sized
to at least one third of
the publication width
(excluding margins)

KSL&O logo

Positioned bottom right
ranged to right and
base margins

KCC logo

Positioned bottom right,
ranged to right and
sitting above KSL&O logo,
respecting exclusion zone



7.0 Kent 2012 Legacy logo positioning

Publications used to market 'Kent 2012' activities of the service.

7.0 Positioning: Kent 2012 Legacy publications

Kent 2012 Legacy logo

Positioned top right,
ranged to right margin

KentSport Logo is sized
to at least one quarter of
the publication width
(excluding margins).

KSL&O logo

Positioned bottom right
ranged to right and
base margins.

KCC logo

Positioned bottom right,
ranged to right and
sitting above KSL&O logo,
respecting exclusion zone.



8.0 Colour palette

There are three ways to reference the identity colours, this will be useful information for suppliers.

8.1 CMYK - four colour process reference, for all full colour print work

8.2 Pantone solid colour - single colour reference, for single colour print, screenprinting etc.

8.3 Web safe screen colours (RGB) - reference for web and screen only production.

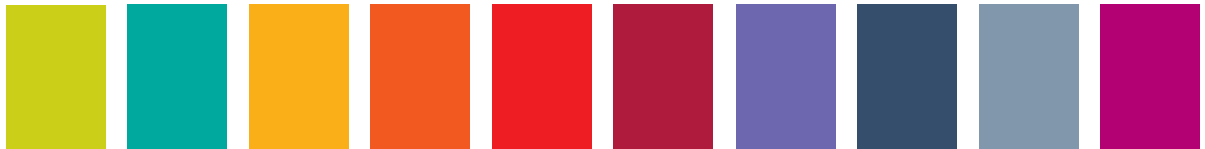
8.0 Colour palette

There are ten different colours in the KentSport palette.

Shown here with Pantone process (CMYK), Pantone solid colour and Web Safe (RGB) references.

Pantone process CMYK

Lime	Green	Yellow	Orange	Red	Maroon	Lilac	KentSport Blue	Steel	Purple
C 15	C 100	C 0	C 0	C 0	C 20	C 65	C 80	C 40	C 10
M 0	M 0	M 35	M 80	M 100	M 100	M 65	M 60	M 20	M 100
Y 100	Y 50	Y 100	Y 100	Y 100	Y 70	Y 0	Y 30	Y 10	Y 0
K 10	K 0	K 0	K 0	K 0	K 15	K 0	K 30	K 20	K 20



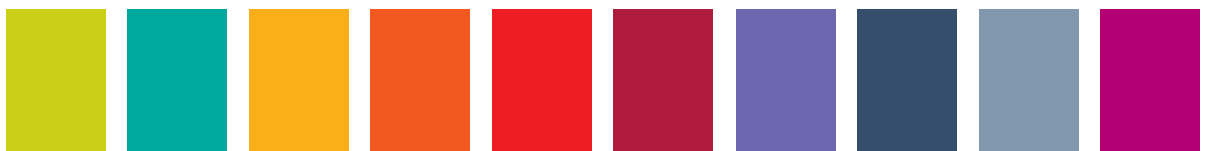
Pantone solid colour

Lime	Green	Yellow	Orange	Red	Maroon	Lilac	KS Blue	Steel	Purple
pantone 397	pantone 321	pantone 137	pantone 1665	pantone 032	pantone 7420	pantone 7446	pantone 7463	pantone 5425	pantone 675



Web safe screen colours (RGB)

Lime	Green	Yellow	Orange	Red	Maroon	Lilac	KS Blue	Steel	Purple
web safe R 204	web safe R 0	web safe R 255	web safe R 255	web safe R 204	web safe R 153	web safe R 102	web safe R 51	web safe R 153	web safe R 204
G 204	G 153	G 153	G 102	G 51	G 0	G 102	G 51	G 153	G 0
B 0	B 153	B 51	B 51	B 51	B 51	B 153	B 102	B 153	B 102



9.0 Typeface / fonts

Dax wide and **Frutiger** are the recommended fonts to use with the KentSport identity. (alternative 'Web Safe' text fonts are available)

9.0 Fonts

There are two different fonts used in all general print and marketing applications.

Headline font, '**Dax wide**' utilising the 'Bold' and 'light' variations for the font

Textfont, '**Frutiger**' utilising the whole font family from 'light' to 'Ultra Bold'.

Daxwide Bold

abcdefghijklmnopqrstuvwxy 123456789
ABCDEFGHIJKLMN OPQRSTUVWXYZ !@£%&

Daxwide Light

abcdefghijklmnopqrstuvwxy 123456789
ABCDEFGHIJKLMN OPQRSTUVWXYZ !@£%&

Frutiger Light

abcdefghijklmnopqrstuvwxy 123456789
ABCDEFGHIJKLMN OPQRSTUVWXYZ !@£%&

Frutiger Ultra Bold

abcdefghijklmnopqrstuvwxy 123456789
ABCDEFGHIJKLMN OPQRSTUVWXYZ !@£%&

10.0 Spoken word - editorial identity

It is useful for clarity for Kent Sport, leisure & Olympics staff, business partners and any associate organisations to provide a clear and consistent naming of the service.

10.0 Spoken word - Editorial identity

The name of the Kent Sport Leisure and Olympics Service forms part of our brand and as such it makes sense to present the service and the work of whole team as a single service. This incorporates the Sports Development function, County Sports Partnership and the Olympics work.

10.1 Spoken word

When answering the phone, staff would be guided to use the words of the service: **'Kent Sport Leisure and Olympics'**, or **'Kent Sport'** as appropriate.

10.2 Editorial identity

When using the name of the service in editorial please use: **'Kent Sport Leisure and Olympics'** or **'Kent Sport'** as appropriate.