



LONDON
GYMNASTICS

Corporate Identity Guidelines

Introduction

Just like people, organisations also have personalities. These personalities are expressed in the way an organisation presents itself in terms of form and content. Strong personalities attract attention. They display courage, competence, motivation, strength and exceptional qualities. Organisations that draw attention to themselves through the use of clear statements and a uniform image are able to project a positive profile in the long run.

The design of London Gymnastics reflects the potential, culture and global identity of the organisation.

Externally it is the visible symbol of our identity and unity of the organization, and internally it creates identity and provides motivation. The design ensures a unified appearance that creates ease of recognition when applied consistently throughout all of the internal and external communication procedures of the organization. Compliance with design guidelines is therefore essential for ensuring a high standard of quality.

What follows serves as a quick reference for the basic design principles of London Gymnastics. It gives a brief overview of the essential design elements and provides references for more in-depth information.

Terms of Use

The way we use the London Gymnastics logo is key to the successful implementation of our brand. Misuse can create the wrong impression of our organisation and the aim of the guidelines is to ensure our Regional Logo is presented in its best possible form.

Use of the London Gymnastics logo by a third party (such as agency websites, club websites, letterheads) etc is encouraged however only if the rules below are applied. Please remember that the logo remains the intellectual property of London Gymnastics and therefore its misuse or misrepresentation will not be tolerated and you may be asked to cease using the logo.

Downloading the logo

The logo can be downloaded from a secure site:

<http://www.londongym.org.uk/page.asp?action=Login&node=220>

London Clubs should already have been notified of the password. If you need to be reminded please email benmurphy@londongym.org.uk with the subject line "LGLOGO PASSWORD REMIND".

One size has been and format has been made available for use on screen (website/documents).

If you require a different version you must send an email to benmurphy@londongym.org.uk with the subject line "logo request of use". Please state clearly how you wish to use the logo and then you will be provided with the appropriate logo.

The Basic Elements

The design of the London Gymnastics identity consists of a few essential elements: logo, colour, typography and grid. These elements both support the establishment of a brand identity and distinguish the organisation from its competitors at national and international levels.

They create emotion, and greatly support recognition and recall. They differentiate and organize. They give informative media an emotional dimension that helps to attract the reader's attention, while at the same time setting the mood for a particular subject. In short, they represent the individuality of an organization.

Logo & Claim

The London Gymnastics corporate logo is at the center of the organisations identity, the claim "*Providing the perfect balance of fun, passion and precision*" can be used additionally. To achieve the highest possible levels of recognition, their use must be standardized and consistent in all areas of application. This means that the shape, text and color of the logo must not be altered or copied in any way.

Only the size may vary, since the logo appears on anything from pin badges pens to event banners.

The claim must also not be changed. If not used in connection with the logo, it must read

London Gymnastics

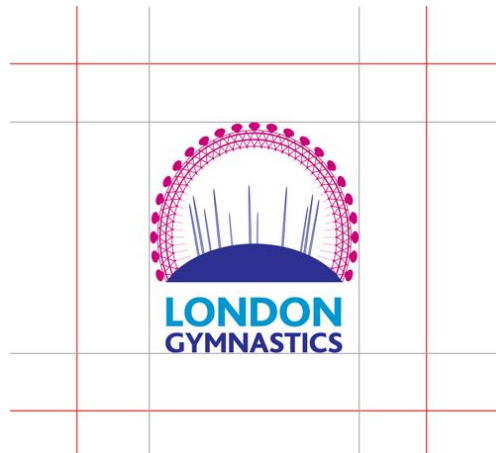
Providing the perfect balance of fun, passion and precision

Please avoid resizing the logo. If you do please ensure it is dragged from one corner and uniformly.



The position of the logo and the space around it are also fixed. The London Gymnastics logo is always, where possible positioned at the top right-hand side of the page.

To ensure its prominence, the logo is surrounded by a protection zone that defines the minimum distance to other elements. This area must be around half of the width of the logo.



Typography

The London Gymnastics corporate typeface is now Tahoma. Tahoma is an elegant font, but is commonly available as a standard Microsoft Windows font, ensuring maximum compatibility with our digital documents. This font should be applied in use of Word, Excel, PowerPoint and any other editor packages. The use of a consistent font supports our logo and helps provide consistency across the organisation.

In all written communication the font size should ideally be 11pt.

Discipline specific logos

London Gymnastics is made up of several individual discipline technical committees. Each of these disciplines have their own logo. This logo may only be used on official communication from the TC. In all other places the main London Gymnastics logo should be used. The TC logos will not be made available for public use.

Colours

Where possible in all materials please try and use the colour palette of our logo. The logo is available in Black and White as well, so if you need a back ground colour please choose one of the colours from the main logo.

The colour values of the logo are as followings:



Print: Pantone Rubine Red C
Screen: R:204 / G:0 / B:122
Web: #cc007a



Print: Pantone 2757 C
Screen: R:46 / G:49 / B:145
Web: # 2e3191



Print: Pantone Process Blue C
Screen: R:0 / G:151 / B:209
Web: # 0097d1

Over time a set of corporate backgrounds will be made available to use for Posters, PowerPoint etc. An example can be seen below.

