

stoolball  
england



# Brand guidelines

Version 1, November 2013

## Our colours

There are four colours in our Stoolball England colour palette.



**Black**

**Pantone** Black

**C70 M50 Y30 K100**

**R0 G0 B0**

**Hex #000000**



**White**

**Pantone** n/a

**C0 M0 Y0 K0**

**R255 G255 B255**

**Hex #FFFFFF**



**Stoolball England green**

**Pantone** 348

**C100 M23 Y100 K10**

**R0 G128 B0**

**Hex #008000**



**Stoolball England brown**

**Pantone** 732C

**C0 M25 Y96 K69**

**R80 G60 B3**

**Hex #503C03**

Black, white and Stoolball England green should usually feature strongly in our branded publications and products. Stoolball England brown, or tints of any brand colour, are used as optional accent colours.

Other colours may be used so long as they do not clash with the brand colours.

## Our logo

Our logo is the most recognisable and the most important part of our brand. Use it correctly. Don't use any part of our logo to represent the sport of stoolball generally, or other organisations such as leagues or clubs. It should only ever represent the governing body, Stoolball England.

Always use the master file for the logo, available from [www.stoolball.org.uk/about/brand](http://www.stoolball.org.uk/about/brand).

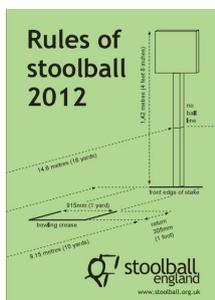
On a white background use the coloured logo.



On any other background or in a black-and-white document use the logo in a single colour. This should be black or white, depending which has the best contrast against the background.



### Good:



### Bad:



Only use the logo for  
Stoolball England

Use the coloured logo only  
on a white background

Not enough contrast  
(use black)

If you need to use a different colour, use it as the background together with our single colour logo in black or white. This is almost always preferable to using the logo in a different colour.

## Photographic backgrounds

When using the logo on a photographic background it should always be clearly legible.

**Good:**



**Bad:**



## Do not alter the logo

Do not fade, distort, recreate or alter the logo, or separate the image from the text.

**Bad:**



Do not distort the logo

Do not skew or rotate the logo

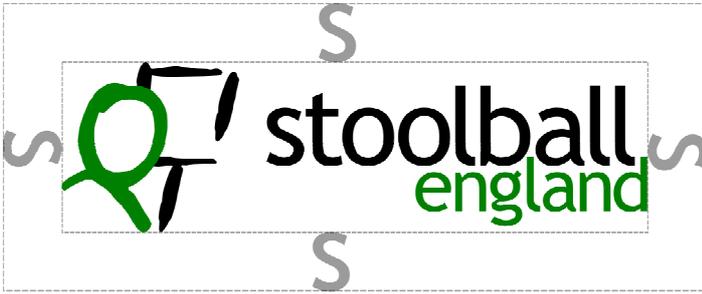
Do not alter the logo

There is one exception to this, where online services require a square identifier rather than a rectangular one. If the words "Stoolball England" are closely associated with the identifier then the image section of our logo may be used separately.



## Exclusion zone

There should always be space around the logo equal to the height of the letter 's'. This is known as the exclusion zone.



Good:



Bad:



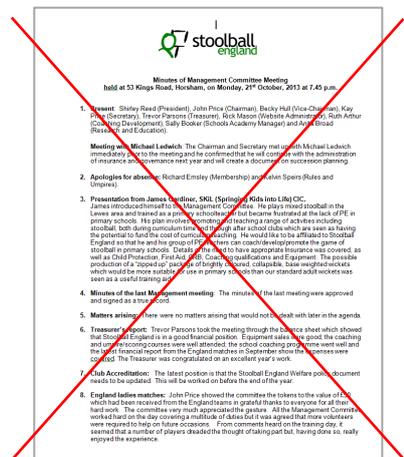
## Position and size

The logo brand normally be positioned in the corner of a document, not centred.

Good:



Bad:



In print the logo should never be smaller than 15mm wide. Online it should never be smaller than 100 pixels wide.



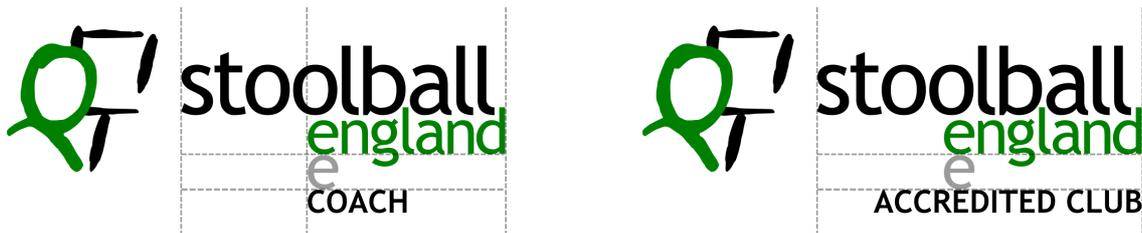
## Endorsements and schemes

Always ask for permission from Stoolball England before using this style. Never use our logo in this or any other way which falsely suggests endorsement or sponsorship by Stoolball England.

Use Trebuchet MS text in bold and all-capitals below the logo. The font size should be half that of the word "england".

Left-align the text with the 'e' of 'england'. If the text is longer than the word 'england' it should be right-aligned with the 'd' of 'england', and extend no further than the left edge of the 's' in stoolball. Use multiple lines if necessary.

When using the colour logo the text should be black. When using the single colour logo the text should be the same colour as the logo.



The endorsement is considered part of the logo, so the exclusion zone equal to the height of the letter 's' applies below the endorsement text.

## Partnerships

When working in partnerships we often need to display a partner's logo alongside our logo. Remember to respect the exclusion zone between our logo and the partner logo. The partner's logo should never be more dominant in appearance than our own. Where possible place the logos in opposite corners. Otherwise place the partner's logo alongside or below our logo, never above it.



## Promoting our online brand

To help people find out more about stoolball we should take every opportunity to encourage them to look online. We can do this by pointing to our website and social media accounts.

When using our web address as a graphic element you should always use the master files available from [www.stoolball.org.uk/about/brand](http://www.stoolball.org.uk/about/brand). Do not re-type it.

Use our web address together with the logo:



Use the website address as a graphic element. The logo should appear in one corner and the web address in another corner, aligned with one side of the logo:



Use the website address together with our social media accounts as a graphic element. This should typically appear at the bottom of a document in the left or right corner:

# www.stoolball.org.uk

 Follow @Stoolball

 facebook.com/stoolball



## Typography

Our brand typefaces are Trebuchet MS and Arial. Use Trebuchet MS for titles and headings, and Arial for body text. Other weights, such as Arial Narrow and Arial Black, are also part of the brand.

You may also use one other typeface of your choice in any publication as a display typeface (as in the example, right). Do not use the extra typeface as a standard heading or body text font.

Trebuchet MS:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Trebuchet MS Bold:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Arial:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

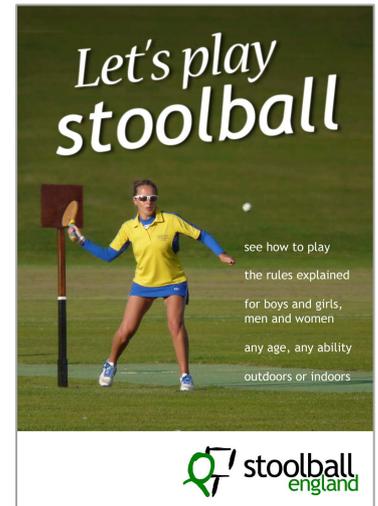
Arial Black:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Arial Narrow:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Standard letter and document templates are available at [www.stoolball.org.uk/about/brand](http://www.stoolball.org.uk/about/brand). These include predefined heading and body text styles and should be used for all day-to-day documents.



## Tone of voice

Our brand is more than a logo and its colours. It is the experience people have every time they come into contact with us. We are the national governing body, but we are also close to our leagues and players. We should be authoritative and professional, yet friendly, not too formal.

**Know your audience:** Who are they? Why would they read the content? Are they in a rush? What do we want them to do? Why would they do it?

**Be positive:** Put statements in the positive form and use the active voice. Rewrite “Unaffiliated leagues will not be eligible...” as “Affiliate your league and you’ll be able to...”

**Be specific:** You don’t know when your words will be read, or how much people already know. For example, avoid phrases like “recent” or “last week” – instead give a specific date.

**Use plain English:** There are tips online at [plainenglish.co.uk](http://plainenglish.co.uk).

**Break up your text:** Use lists, subheadings and short sentences and paragraphs to make text easier to read. The colon introducing a list should not have a space before it or dash (:-) after it.

**Capitals:** Use capitals only for proper nouns, acronyms and at the start of a sentence. Don’t capitalise words like “stoolball” or “league” in mid-sentence as it makes text harder to read.

Never write in all capitals as it’s seen as SHOUTING. Write headings in sentence case, with just one capital letter at the start.

**Abbreviations:** Don’t use abbreviations unless they’re more common than the full form (for example, PE). You might know what SE or SC means but readers may not.

Use “for example” instead of “eg”. Use “that is” or “in other words” instead of “ie”. Use “and so on” instead of “etc”. Don’t use full stops within acronyms (write PE, not P.E.).

**Hyphens:** “wicket-keeper” and “run-out” are hyphenated; “knockout” (for example, a knockout cup), “no ball” and “email” are not.

**People:** Don’t use the full stop after Dr, Mr or Mrs. Don’t use a title unless you don’t have a first name or initial, or the person named has asked for the title. Never use Mr and Mrs [man’s name].

**Numbers:** Write numbers one to nine as words, and 10 onwards in figures. But write one to nine as numbers for measurements (£5, 5cm, page 5), ranges (3–12), statistics and phrases you didn’t create (like “Key Stage 2”). Use commas in thousands (1,000, 2,000 and so on).

If a sentence begins with a number, spell it out or reword the sentence to avoid the problem.

**Money:** Miss out unnecessary zeros. Put £1 not £1.00, 99p not £0.99 and 2.5 million not £2,500,000.

**Dates:** The date comes before the month (9 May, not May 9). Include the day when there’s space (Friday 3 May 2013). Join ranges with a dash (9-10 May 2013 or 2013-14). Use 2013/14 for the financial year or a winter stoolball season.

Never use just numbers (1/5/2013 or 1.5.2013) as it can be misunderstood.

**Times:** Use am and pm. Miss out unnecessary zeros (9am not 9.00am). Use a full stop not a colon (6.45pm not 6:45pm). For dates with times, write the date first (Sunday 9 June 2013, 9am-2pm).