

Logo Guidelines

These guidelines have been developed to ensure the proper and consistent use of the official British Canoe Union and Canoe England logos. They are available for use by members and affiliates. It is important that a coherent image is maintained by conforming to these basic guidelines and specifications.



Both logos are registered trademarks of the BCU.

Who can use the BCU & Canoe England logos?

The logo may be used by;

- BCU & Canoe England affiliated clubs
- BCU & Canoe England approved centres
- Competition disciplines (including lifeguards & touring)
- Regional Committees
- BCU approved events
- PESCLE links / County Sport Partnerships – written request is necessary
- Organisations that have formally signed partnership agreements with the BCU & Canoe England

In all of the above cases, the logos can only be used if BCU membership is current and paid in full.

BCU qualified coaches selling their services (coaches must be up to date in coach update requirements) cannot use the BCU or Canoe England logo, but they can write in copy that they are a BCU qualified coach.

Where can the logos be used?

Responsible and appropriate use of the logo is encouraged.

Examples of use may include; stationery, in-house publications, audio-visual communications, exhibitions, press releases, posters, stickers and other materials. Submission of the logo to journalists and publications interested in the BCU is permitted.

Are there any restrictions or requirements when using the BCU or Canoe England logo?

The logo must not be accompanied by the word 'Recommended' The logo must not be accompanied by the word 'Approved' The logo must not be used by persons or organisations whose membership to the BCU or Canoe England has lapsed. The logo must be accompanied by supporting wording to explain its use i.e. 'A BCU qualified coach'. The logo must not be used to infer that a particular instructor or training establishment is part of the BCU. The logo must not be more prominent than the user's logo or identity.

Logo

The logo must be used in its original form, with no alterations to design or colour. The logo is available in black, white and reversed out.

Strapline

The current strapline "Helping and inspiring people to go canoeing" may be used with the logo (we reserve the right to change the strapline). The strapline should be in Arial font and printed below the logo.

Website address

The BCU's website www.bcu.org.uk address may also be published or used with the logo. This must be printed in Arial and positioned below the logo.

Colours

The logo must be used in its approved form. Where impractical the black or white logo may be used.

Font

The logo must be used in its original form.

Position

The logo may be positioned anywhere on a page deemed appropriate. A clear area around the logo will ensure visibility and impact on every communication. As much space as possible should be left around the logo, the recommended minimum is half the width of the logo all around.

Obtaining the logo

Appendix

The logos shown below are the only acceptable ways of reproducing the logos. This logo may not be redrawn, distorted or altered in any way. These logos replace all previous logos which should no longer be used in any context.

BRITISH CANOE UNION LOGO

BCU Logo Pantones – Blue 286 Red 199

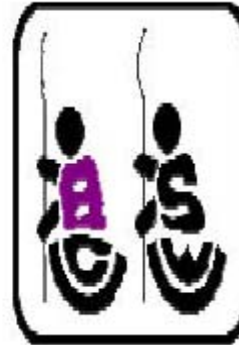


Incorrect usage

Inconsistency of any kind will undermine our efforts to create a cohesive identity for the BCU & CE.

- Do not recreate the logo.
- Do not use previous versions.
- Do not distort the logo.
- Do not reproduce in other colours
- Do not add to the core brand.
- Do not adapt the form and colour.

Examples of how NOT to use the logo



Examples of how NOT to use the logo:

