



## **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 & CE logos?**

The logo may be used by;

- BCU affiliated clubs
- BCU approved centres
- BCU qualified coaches selling their services (coaches must be up to date in coach update requirements)
- Competition disciplines (including lifeguards & touring)
- Regional Committees
- BCU approved events
- Organisations that have formally signed up as partners with the BCU & Canoe England
- PESCLE links / County Sport Partnerships
- Government departments & agencies

The logos can only be used if BCU membership is current and paid in full.

### **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 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](http://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**

The logo is available by emailing the Marketing Assistant [coral.jackson@bcu.org.uk](mailto:coral.jackson@bcu.org.uk) and is available in three different formats (Jpeg, Tiff and EPS).

The clearest on screen image is achieved using a JPEG file  
Professional printers use EPS (encapsulated postscript).

**Right to amend**

The BCU retains the right to amend the guidelines on the usage of the logo at any time.

**Enquiries**

Any enquiries relating to the logo should be referred to:

Chloe Nelson-Lawrie  
Customer Service Manager  
BCU  
18 Market Place  
Bingham  
Nottinghamshire  
NG13 8AP  
Tel: 0845 370 9511  
Email: [chloe.nelson-lawrie@bcu.org.uk](mailto:chloe.nelson-lawrie@bcu.org.uk)  
Website: [www.bcu.org.uk](http://www.bcu.org.uk)

## 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.

### BCU Logo



**Pantones** – Blue 286 Red 199

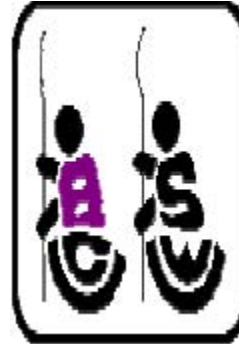
### Canoe England Logo



**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



Examples of how NOT to use the logo:



A. With additions to the core brand

B. An adaptation of the logo form and colour



C. The old Canoe England logo adapted



D. An adaptation of the old Canoe England logo, with a blue wave background.

E. The old Canoe England logo