

# BRITISH ARROWS

.....  
BRAND GUIDELINES

# BRITISH ARROWS MASTER LOGO

.....  
MASTER LOGOTYPE  
USAGE: ALL COMMUNICATIONS & CORRESPONDENCE

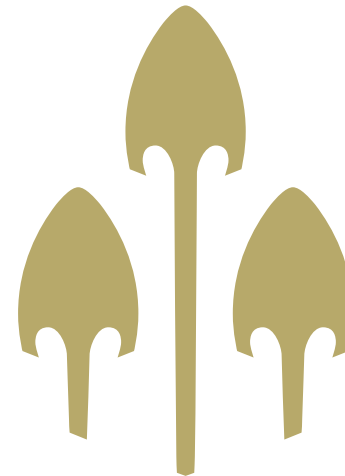
The Logo must be 1:1 across both axes and therefore must NOT be stretched or scaled disproportionately.

The logo comprises 3 Arrow heads over the logotype 'BRITISH ARROWS'.

No modifications or distortion to the form of the arrows or the logotype are acceptable. To ensure a strong consistent delivery of the brand mark its graphic integrity must be maintained at all times.

The Master Logotype is used across all primary correspondence and communications to reinforce the British Arrows brand.

All applications require sign-off by British Arrows.



# BRITISH ARROWS

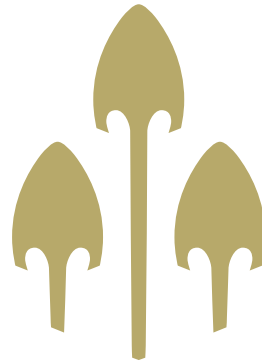
# BRITISH ARROWS AWARDS BODY MASTER LOGO COLOURS

The Master Logotype is used across all primary correspondence and communications.

Application determines the production finish.

Foilblocking where possible with CMYK and RGB equivalents where necessary.

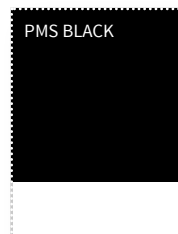
All applications require sign-off by British Arrows.



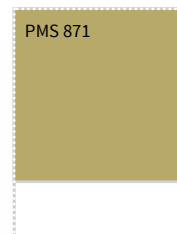
## BRITISH ARROWS

MASTER LOGOTYPE  
USAGE: ALL COMMUNICATIONS & CORRESPONDENCE

MASTER COLOURS  
USAGE: ALL COMMUNICATIONS & CORRESPONDENCE  
PRODUCED BY BRITISH ARROWS



CMYK: 100% BLACK  
SPOT: BLACK  
WEB: #000000  
R0 G0 B0



CMYK: C25 M24 Y66 K7  
SPOT: PMS 871  
WEB: #B7A96E  
R183 G169 B110

GOLD FOIL  
BRAND:  
REFERENCE NO:

# REVERSED OUT MINIMUM SIZE CLEARANCE

The Master Logotype can only be reversed out in exceptional cases only. There is a CMYK version and a mono version for use depending on production and size of logo.

The minimum size of the logo is a height of 15.5mm and a width of 20mm. This ensures that the Brandname and strapline remain legible.

Clearance should be the width of the arrows all the way round to retain standout and not encroach on the footprint of the logotype.

All applications require sign-off by British Arrows.

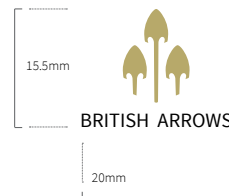
REVERSED OUT (ONLY IN EXCEPTIONAL CASES WITH APPROVAL)



REVERSED OUT MONO



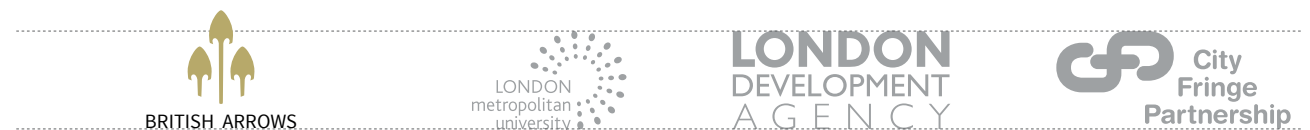
MINIMUM SIZE



CLEARANCE



WITH OTHER LOGOS



# BRITISH ARROWS AWARDS MASTER LOGO

The Logo must be 1:1 across both axes and therefore must NOT be stretched or scaled disproportionately.

All applications require sign-off by British Arrows.

MASTER LOGOTYPE  
USAGE: ALL COMMUNICATIONS & CORRESPONDENCE

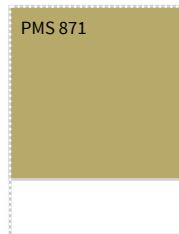


BRITISH ARROWS  
AWARDS

MASTER COLOURS  
USAGE: ALL COMMUNICATIONS & CORRESPONDENCE  
PRODUCED BY BRITISH ARROWS



CMYK: 100% BLACK  
SPOT: BLACK  
WEB: #000000  
R0 G0 B0



CMYK: C63 M0 Y12 K0  
SPOT: PMS 871  
WEB: #35C7F2  
R53 G199 B242

GOLD FOIL  
BRAND:  
REFERENCE NO:



BRITISH ARROWS  
AWARDS 2016

# BRITISH ARROWS CRAFT MASTER LOGO

The Logo must be 1:1 across both axes and therefore must NOT be stretched or scaled disproportionately.

The Master Logo is used in conjunction with the BAC Background image.

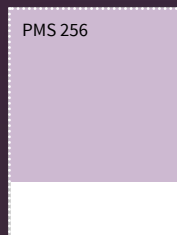
All applications require sign-off by British Arrows.

MASTER LOGOTYPE  
USAGE: ALL COMMUNICATIONS & CORRESPONDENCE



BRITISH ARROWS  
CRAFT

MASTER COLOURS  
USAGE: ONLINE & SCREEN COMMUNICATIONS  
PRODUCED BY BRITISH ARROWS CRAFT



CMYK: C18 M27 Y4 K0  
SPOT: PMS256  
WEB: #CDB9D2  
R205 G185 B210

HOLOGRAPHIC FOIL  
BRAND:  
REFERENCE NO:



BRITISH ARROWS  
CRAFT 2015

# BRITISH ARROWS CRAFT MASTER LOGO ON WHITE

The Logo must be 1:1 across both axes and therefore must NOT be stretched or scaled disproportionately.

All applications require sign-off by British Arrows.

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MASTER LOGOTYPE  
USAGE: ALL COMMUNICATIONS & CORRESPONDENCE

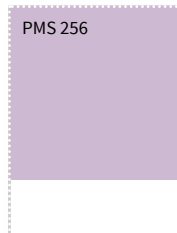


BRITISH ARROWS  
CRAFT

.....  
MASTER COLOURS  
USAGE: ALL OFFLINE COMMUNICATIONS & CORRESPONDENCE  
PRODUCED BY BRITISH ARROWS CRAFT / PMS 256 ACCENT COLOUR



CMYK: 85% BLACK  
SPOT: BLACK  
WEB: #000000  
R0 G0 B0



CMYK: C18 M27 Y4 K0  
SPOT: PMS256  
WEB: #CDB9D2  
R205 G185 B210



BRITISH ARROWS  
CRAFT 2015

# INCORRECT USAGE AND COLOUR VARIATIONS FOR LOGO

The logo should never be redrawn or the original artwork distorted in any way.

The logo should also never be used against backgrounds which reduce its visibility.

The logo should NOT appear in a box. However, if circumstances dictate that it must seek approval.

Never distort the logo.

Never redraw the logo using another font.

Never separate the words from the symbol.

Never use the reversed out version of the logo against a light background as there will be insufficient contrast. The two or four colour versions of the logo should be used instead.

Never use the two or four colour version of the logo against dark coloured backgrounds, as there will be insufficient contrast. The mono reversed out version of the logo should be used instead.

Never use the mono, two or four colour version of the logo against an image.

All applications require sign-off by British Arrows.

INCORRECT USAGE APPLIES TO ALL LOGO VARIATIONS





## TYPEFACE FOR BRITISH ARROWS

The primary typeface used for all British Arrows publications is Source Sans Pro in the styles and weights illustrated. Available as a free download from Google Fonts.

Arial is an acceptable substitute when being used on PCs and for internal use.

All text should be aligned left.

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PRIMARY TYPEFACE

USAGE: ALL COMMUNICATIONS, CORRESPONDENCE & PUBLICATIONS

# SOURCE SANS PRO FAMILY

## SEMIBOLD

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## REGULAR

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## LIGHT

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

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SECONDARY TYPEFACE

USAGE: ALL COMMUNICATIONS, CORRESPONDENCE & PUBLICATIONS

# Arial

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# BRITISH ARROWS BRAND GUARDIANS

If you have any questions regarding any aspect of these guidelines please email:

Janey de Nordwall  
Awards Director  
[janey@britisharrows.com](mailto:janey@britisharrows.com)

or

Michael Lenz  
Creative Director  
Draught Associates  
[m.lenz@draught.co.uk](mailto:m.lenz@draught.co.uk)