



Identity Protocol and Branding Standards

DRAFT v2
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Association of Sport Performance Centres (ASPC)

INTRODUCTION

The working group was established in 2001, a charter developed in 2003 and the International Association of High Performance Sport Training Centres was officially established in April 2005 in Malaga, Spain. The working title for the Association was changed to "Association of Sport Performance Centres" (ASPC) and this new terminology was launched as the brand name on October 6, 2010.

The launch served to unveil the new logo, and outline the importance of the Association within the international high performance sport system.



This document aims to standardize the way each member centre presents our new "brand." Everything affects a brand, its identity and how it is viewed by the world. Everything we do makes an impression, and every impression we make changes the way people think about the Association of Sport Performance Centres. That is why actively managing the brand's identity is so vital.

This document is a tool to help you make decisions. But the utility of this tool is finite. These standards cannot possibly address every design situation that may arise. This document merely establishes the groundwork for design execution and strategy.

GENERAL REFERENCING

The primary term of reference is the official brand name: **Association of Sport Performance Centres (ASPC)**. In general, use of the acronyms such as ASPC should be avoided in all official correspondence and promotional materials.

About the Logo

The logo is a stand-alone entity that includes the text and graphic, it must appear prominently on all promotional materials, whether targeted to internal or external audiences.

The stand-alone logo



Single language logo

The logo is a single language logo.

Graphic Standards

The logo is used as a single visual element. The components of the logo cannot be used individually. For legibility, the full logo should never be less than 2 inches across.

No border should be put around the logo.

The black logo should never be placed on a white document, poster, etc.

The logo should never be printed over a pattern, photograph, texture or graduated tint.

Please note that the logo used on the web and in video productions takes a slightly different form than that used for printed publications, to accommodate the special considerations for each type of media.

Placement

As a stand-alone graphic, placement should be most often **centered** on the top of the page, or the bottom of the page.

Safe area around the logo

When using the logo in association with other elements. A safe area around the ASPC logo is preserved to allow for maximum legibility of the logo. No elements such as type, other logos, graphics or photos may

intrude this area. Placing the logo too close to a cut or folded edge also violates the safe area.

Logo color scheme options

The two suggested background colors for all types of branding are white and black. The reversing of the logo (black background) is never used on a white background.

When to use what logo?

White - letterhead, sponsorship proposals, white web site, promotional information.

Black – black signage, black apparel, black posters, black web site



Color standards and CMYK colors

Green Pantone 348 EC C 97, M 2, Y 98, K12

Black EC IC 63, M 62, Y 59, K 94

Examples of Don't s



don't stretch the logo



don't box the logo

don't just use the globe



Font

The official font of the Association of Sport Performance Centres is **Verdana**.

The recommended type size is 12-point for letters and memoranda (no smaller than 11-point and no larger than 13-point).