

"Orienteering is a challenging outdoor adventure sport enjoyed by people of all ages, abilities and backgrounds."



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Corporate Guidelines

British Orienteering's new logo aims to improve the image of orienteering to the general public and illustrate the adventurous nature of the sport. It has been decided that "Federation" should be removed from the logo to fall in line with other National Governing Bodies and give the logo a modern look. We are still registered as the British Orienteering Federation and therefore the acronym BOF still applies, however you are asked to maximise usage of the term British Orienteering. BOF has no meaning to the general public and therefore does not raise the profile of the sport. We should aim to use the word orienteering as often as possible in external communications.

- The new logo will be gradually rolled out from the 1st June 2006. To maximise cost effectiveness you should replace the old logo only when updating/reprinting your published materials.
- The logo can be used as a stand alone symbol with or without the words British Orienteering.
- The logo must not be adapted in any way other than as stated in these instructions unless by prior written agreement from the National Office.
- The logo can be used in colour or black and white.
- The logo is designed so that when it is printed onto white paper it will create a red, white and blue logo to represent Great Britain.
- External companies must have written permission from the National Office before the logo can be used on their printed materials or Website.

Colours

Pantone 186 Red - CMYK conversion: 0% Cyan / 96% Magenta / 65% Yellow / 4% Black
Pantone 287 Blue - CMYK conversion: 100% Cyan / 80% Magenta / 0% Yellow / 15% Black

Corporate Fonts

The font used in the logo is Eurostyle (demi oblique). Please use Arial as the main font in all Microsoft documents (PC) and Helvetica in all Quark documents (MAC).

Branding

To ensure a consistent corporate image the logo will be adapted to reflect the different divisions within British Orienteering e.g. The Development Team.



Please direct any comments to marketing@britishorienteering.org.uk

Caroline Povey
Marketing Manager



Hon. President: Sir Chris Bonington CBE

Hon. Vice President: John Disley CBE

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