

British Powerlifting

Visual Identity Guidelines



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British Powerlifting Logo - Usage Guidelines

As a member of British Powerlifting we are delighted you have requested to use the organisation's logo to promote our partnership. The logo exists in different arrangements; to be used depending on the situation.

- 1 Logo to use in communications materials - Letterhead, leaflets, website, posters, press releases, etc.**
- 2 Logo to use on merchandise or when the space (width) is constrained.**

An EPS file version of the logo is available for professional use. Please feel free to contact us at media@britishpowerlifting.org if you or your suppliers need further assistance with the British Powerlifting brand.



Colours

The technical details of our official logo colours will be of interest to your designer/supplier, allowing them to make sure the colours are correct when producing your items.

You should send this guide along with the relevant logos.



British Powerlifting Red

PANTONE **1797C**
CMYK **0 100 99 4**
RGB **220 8 20**
HEX **#dc0714**



British Powerlifting Blue

PANTONE **289C**
CMYK **100 64 0 60**
RGB **0 45 89**
HEX **#002d59**

Before you go to print on any collateral we would respectfully ask that you please send a proof for sign-off to: media@britishpowerlifting.org

Primary Typeface

Gotham is our primary typeface to be used across all our materials.

Gotham

abcdefghijklmnopqrstuvwxyz LIGHT
0123456789ABCDEFGHIJKLM BOOK
NOPQRSTUVWXYZ!@£\$%^&* BOLD

Back-up Typeface

Arial is a 'back-up' typeface for digital use, word processing, etc.

Arial

abcdefghijklmnopqrstuvwxyz LIGHT
0123456789ABCDEFGHIJKLM BOLD

Contact

British Powerlifting Media Officer:
Email: media@britishpowerlifting.org



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