



Premier Sporting Location

Branding Guidelines

LRS

**LEICESTER-SHIRE
& RUTLAND SPORT**
PHYSICAL ACTIVITY & WELLBEING

Last Updated: Monday, 08 April 2019

This visual identity document sets out the branding guidelines to ensure the integrity of Leicester-Shire & Rutland Sport's sub-brand/programme 'Premier Sporting Location'.

Our vision is for our partners to be able to use the brand to support business and economic growth we hope you find these helpful.

The Economy and Sport Growth work in Leicester and Leicestershire is delivered in partnership with all the local authorities, the Leicester and Leicestershire Enterprise Partnership and Sport England.

The Premier Sporting Location stand of this work has been developed to showcase the extensive range of sporting venues and events already hosted in Leicester and Leicestershire with the aim of attracting more visitors and events to the area driven by the extensive sporting ecosystem in the Leicester and Leicestershire area.

Subsequently this work should also bring economic benefits in terms of:

Raised awareness of the extensive offer available in the heart of the UK to local, regional and national visitors, events and conference hosts, tourism, hospitality and media partners and national and international partners with the wider sports sector network.



Correct Brand Name and Description

- **Premier Sporting Location** – this is the umbrella identity developed to showcase all the sporting venues which have hosted national and international sports events in the last few years Leicester-Shire and Rutland Sport will review this on a regular basis.
- **Events Calendar** - A calendar of premier sporting events, national fixtures and mass participation opportunities has been developed and will continue to evolve over the coming months. This calendar will direct users to the fixtures/event page of each venue and act as a central space to showcase these events.
- **Big Sporting Weekends** – A Big Sporting Weekend brand has been created as a tool which will be used to raise the profile of specific weekends when more than 3 sports events are scheduled to take place in Leicester and Leicestershire over one weekend. (In line with the description of the Premier Sporting Events calendar detailed above).

Tourism, hospitality, media and wider business partners are encouraged to use this branding with direct links to the relevant URL.

Background to the use of the logos:

Venues – All venues included in the prospectus will be showcased on the www.lrsport.org/premierlocation webpage as well as through other resources which are created to support this line of work.

- The Premier Sporting Location branding should **NOT** replace specific venue branding more to showcase the wider offer.
- Venues can choose to use the branding or chose not to use this at their discretion
- Tourism and hospitality partners are encouraged to use this
- Logos can be used to promote the wider vision and aim identified in the first section of this document.
- The relevant URL must be included when the logo is used.

Brand Colour Palette

[LL CMYK Colour Palette.pdf](#)

Fonts

The typefaces used are:

- Headers - Bebas Neue Bold
- Body Text: Gill Sans Light, Gill Sans MT, Gill Sans MT Bold

Logos & Brand Assets

 The logo features a stylized 'L' shape composed of three overlapping triangles in orange, blue, and green. The word 'LEICESTER' is written vertically on the orange triangle, and 'LEICESTERSHIRE' is written vertically on the blue triangle. To the right of the 'L' is the text 'PREMIER SPORTING LOCATION' in bold, with 'EVENTS VENUES CONFERENCES' in smaller text below it.	<p>Premier Sporting Location branding will be used in relation to work which aims to raise the profile of the sporting venues, events and conferences hosted in the area.</p>
 The logo features a stylized 'L' shape composed of three overlapping triangles in orange, blue, and green. The word 'LEICESTER' is written vertically on the orange triangle, and 'LEICESTERSHIRE' is written vertically on the blue triangle. To the right of the 'L' is the text 'SPORTS EVENTS CALENDAR' in bold, with 'CONNECT WATCH TAKE PART' in smaller text below it.	<p>Events Calendar – branding will be used in relation to events where people can connect, watch and takepart.</p>
 The logo features a stylized 'L' shape composed of three overlapping triangles in orange, blue, and green. The word 'LEICESTER' is written vertically on the orange triangle, and 'LEICESTERSHIRE' is written vertically on the blue triangle. To the right of the 'L' is the text 'BIG SPORTING WEEKEND' in bold, with 'CONNECT WATCH TAKE PART' in smaller text below it.	<p>Big Sporting Weekend – branding will be used to identify when 3 or more national/international events are hosted in Leicester and Leicestershire over a weekend.</p>
<p>The relevant logo can be used on communications, including but not exclusive to; headed paper, reports, press releases, marketing material / merchandise, presentations, certificates and websites.</p>	

To access the logos:

External: www.lrsport.org/toolsandresourcespremiersportinglocationbranding

If you require any of the above logos or in different formats, please contact Leicester-Shire & Rutland Sport (LRS).

More Information

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