INTRODUCTION

Sport Relief 2016 is coming

Welcome to the Sport Relief 2016 campaign Style Guide. The following pages set out how key elements of the campaign look and feel should be used, in both print and digital media.

For more information or for any general queries about the look and feel of the Sport Relief 2016 campaign, please contact your account manager.
For 2016, there are more ways than ever for our supporters to get involved in Sport Relief.

The Sainsbury’s Sport Relief Games are set to build on the success of Sport Relief 2014 and to offer more events around the UK, so that more people can get out there and push themselves to raise even more money for us. There will be events for everyone, from running or walking in the 1, 3 or 6 mile events to the 50 mile cycle or 5k swim, for those who want to challenge themselves to do a bit more.

For everyone else, there’ll be plenty of ways to fundraise; in schools, workplaces and sports clubs – all with a “sports” spin.

So, in this campaign, we really want to celebrate the efforts of our supporters, those people who set themselves a sporty goal and who, in some cases, really do push themselves to achieve it.

We’re saying to them that they should feel good about themselves – both for the fact that they will have achieved something for themselves but also that, in doing so, they’ve raised some money to help change lives.

Collectively, those who participate at the Sainsbury’s Sport Relief Games, or those who fundraise in any other way, should feel proud that their efforts are helping to make a real difference.

So, our campaign is wrapped in the thought:

**DO YOURSELF PROUD**

And specifically, to encourage those who sign up to the Sainsbury’s Sport Relief Games, we say:

**WALK RUN SWIM CYCLE YOURSELF PROUD**
These examples show how we bring the idea to life by using photography to truly capture the sense of pride and achievement in the faces of people who participate in the campaign.

Please note that all visuals are for mock up purposes only.
Event gradient colours

Each event at the Sainsbury's Sport Relief Games is identified by a colour. Where possible, and when using the colours over photography, the colours should be used with a gradient effect. Details of how to achieve this can be supplied on request.

Please note that all visuals are for mock-up purposes only.

The ‘run’ gradient colours

The ‘swim’ gradient colours

The ‘cycle’ gradient colours
THE BRUSHES AND COLOUR OVERLAY TREATMENT

The colour treatment is applied to photography relating to each discipline in the Sainsbury’s Sport Relief Games. In most cases, we use a brush effect across the lower half of the image but, where a piece of collateral is copy-led, we can use a complete colour overlay – see overleaf.

If you are creating new imagery for your own collateral within the Sport Relief campaign, a set of Photoshop files can be supplied, on request.

These examples show how the effects can be achieved, using a ‘RUN’ image for illustration purposes.

How to create the brush colour effect using the supplied .psd files.

This layer can be switched off if the white mask is not required.

Make sure this layer is switched off.

* See note below.

Load your photo in this group.

* The colour gradient is adjustable, so that the variance in colour can be modified to suit the tonal range in your photo image, if needs be. Ideally, it won’t be necessary to adjust this but we have left this layer unlocked in case you need to.

NB. Please ensure Sainsbury’s branding (runner numbers, swim hats, etc.) is clearly visible above the brush effect.

NB. If you need to modify the brush layer itself, please load the brush we have supplied SR16 Brush Stroke.abr in the folder along with the .psd.
THE BRUSHES AND COLOUR OVERLAY TREATMENT

How to create the colour overlay effect using the supplied .psd files.

This layer can be switched off if the white mask is not required.

* See note below.

Make sure this layer is switched off.

Load your photo in this layer

* The colour gradient is adjustable, so that the variance in colour can be modified to suit the tonal range in your photo image, if needs be. Ideally, it won’t be necessary to adjust this but we have left this layer unlocked in case you need to.

NB. Please be aware that the complete colour overlay should only be used where the design is copy heavy – see below.
Event solid colours

When a solid colour is required in place of the gradient treatment, please use the references below.

<table>
<thead>
<tr>
<th>Spot</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 7625</td>
<td>0/82/72/0</td>
<td>240/84/74</td>
<td>#f0544a</td>
</tr>
<tr>
<td>PMS 306</td>
<td>68/0/11/0</td>
<td>0/194/223</td>
<td>#00c2df</td>
</tr>
<tr>
<td>PMS 367</td>
<td>40/0/81/0</td>
<td>163/213/95</td>
<td>#a3d55f</td>
</tr>
</tbody>
</table>
Headline font

Our Sport Relief 2016 display font is Knockout. Across the campaign, we use different weights.

HEADLINE FONT / KNOCKOUT 47 BANTAM WEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,'!?£

HEADLINE FONT / KNOCKOUT 48 FEATHER WEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,'!?£

HEADLINE FONT / KNOCKOUT 49 LITE WEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,'!?£
Secondary font

Our Sport Relief 2016 sub-headline and body copy typeface is Sofia Pro.

Sub-headline font / Sofia Pro Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,’?!£

Sub-headline font / Sofia Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,’?!£

Body copy font / Sofia Pro Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,’?!£
The headline lock-ups

The below are suggestions for how the Knockout font may be used in various messaging lock-ups. Note how different weights are used to create a visually balanced graphic piece.
Campaign logos

Preferred logos – these examples show how the Sport Relief logo appears on a white or light coloured background.

Preferred logos – these examples show how the Sport Relief logo appears on a tonal or photographic background.

SR16 Generic Logo AW.ai  
SR16 Logo 2016.ai  
SR16 Logo2016 DateAW.ai
Campaign logos

Alternate logos. Please note that these versions of the logo feature a white keyline and are to be used only on red coloured or busy backgrounds. For ease, these versions are identified by a K in the file name.

![Logo examples](SR16_Generic_Logo_AW.K.ai) (Sport Relief logo)
![Logo examples](SR16_Logo_2016.K.ai) (Sport Relief logo with year)
![Logo examples](SR16_Logo2016_DateAW.K.ai) (Sport Relief logo with year and dates)

Please note that, in all cases, the ‘2016’ version of the logo should be used on all materials appearing before December 31st 2015, with the ‘non 2016’ version being used thereafter.
Logo size, position and usage

The preferred minimum size for the Sport Relief logo on an A4 page is 20mm.

Position and exclusion zone: The logo should be placed with equal exclusion zone at the side and base.
Sainsbury’s Sport Relief Games logo lock-ups

Please note that the Sainsbury’s Sport Relief Games logo lock-ups must be used on any collateral which references a Sainsbury’s Sport Relief Games event. The preferred versions of this lock-up follow Sainsbury’s logo guidelines and will ideally bleed off the top, bottom or right-hand side of the layout. These examples show how the logo lock-ups appear on a white or light-coloured background.
Sainsbury’s Sport Relief Games logo lock-ups

These examples show how the logo lock-ups appear on a tonal or photographic background.
Sainsbury’s Sport Relief Games logo lock-ups

Where the logo lock-up cannot bleed, the below ‘lozenge’ examples may be used but the bleed versions should be considered the preference. These examples show how the lozenge logo lock-ups appear on a white or light coloured background.
Sainsbury’s Sport Relief Games logo lock-ups

These examples show how the ‘lozenge’ logo lock-ups appear on a tonal or photographic background.
Sainsbury’s Sport Relief Games logo lock-up application guide

Position and exclusion zone: The logo should be placed with the space of the cap ‘S’ in Sainsbury’s as the exclusion zone from the edge of the page and allowing 3mm bleed.
Partner logos

SR16 Logo2016 Official Partner AW.ai

SR16 Logo Official Partner AW.ai

SR16 Logo2016 Supporting Partner AW.ai

SR16 Logo Supporting Partner AW.ai

SR16 Logo2016 Technology Partner AW.ai

SR16 Logo Technology Partner AW.ai
Date logos

Preferred logos – these examples show how the Sport Relief logo appears on a white or light coloured background.

Preferred logos – these examples show how the Sport Relief logo appears on a tonal or photographic background.

Alternate logos. Please note that these versions of the logo feature a white keyline and are to be used only on red coloured or busy backgrounds.
**Schools’ logos**

Preferred logos – these examples show how the Sport Relief schools’ logo appears on a white or light coloured background.

Preferred logos – these examples show how the Sport Relief schools’ logo appears on a tonal or photographic background.

Alternate logos. Please note that these versions of the schools’ logo feature a white keyline and are to be used only on red coloured or busy backgrounds.
General Guidelines

These guidelines are to illustrate how the Sport Relief logo can be used in retailers outside of our Official retailers (Sainsbury’s, TK Maxx, Ryman & Robert Dyas). No competing retailer can be perceived to have a direct link to Sport Relief and our brand cannot be used to drive business to a specific retailer or encourage footfall into store.

A key thing to remember when designing creative is who is the voice, who is talking? Is it the brand or the retailer? What is the CTA and who is benefiting from using the Sport Relief brand?

Brand/partner owned materials

- The Sport relief logo can feature on the Official/Supporting partner’s promotional pack. It can also feature off pack if not on a retailer template (see below) but it cannot be linked to a non official partner retailer’s brand. The CTA can only be linked to the brand/partner and not a specific retailer.
- If creating an online banner, the same rules as above apply and the banner can only click through to the partner/brand’s website or Sport Relief microsite, it cannot click through to the competing retailer’s website.

Retailer owned template/materials

- The Sport Relief logo can only feature on the Official/Supporting partner’s promotional pack and nowhere else. It cannot feature off pack or even in an approved lock up. And no Sport Relief wording/copy can be used outside of pack.

Competitions

These always need to be approved by Comic Relief legal team and comply with the Gambling Commission guidelines

Key thing to remember: Who is the promotor?

The brand/partner

- Sport Relief logo on pack and/or approved lock up
- Prize can be linked to the brand but not the retailer e.g. it cannot be Tesco vouchers
- No retailer branding

The Retailer

- Sport Relief logo on pack only
- Prize cannot be linked to the retailer – e.g. it cannot be Tesco vouchers
EXAMPLES: CORPORATE PARTNER DO’S AND DON’TS

Persil/Waitrose ad in Daily Mail

Do

This Persil laundry liquid is now £4.80 with a myWaitrose card
Includes Persil small & mighty bio, non-bio and colour laundry liquid 1.4 l
Join now at waitrose.com/mywaitrose

✔️ RND logo only on pack and no Waitrose branding linked to RND

Don’t

Waitrose Logo cannot be integrated into lock up and feature within the RND environment

Available at Waitrose

Help us raise £1 million

Meet our limited edition family

Was £10
Now £6
Or £4.80 with a myWaitrose card

£6

Offer is valid in-store and online from 11th March – 17th March 2015. Offer is subject to availability and applies to Persil small & mighty laundry liquid 40 washes biological, non-biological and colour only. While stocks last.
Maltesers ad in Waitrose Magazine

Do

As this is Maltesers talking within its own advert, the logo can appear on and/or off pack

Don’t

Waitrose Logo cannot be integrated into lock up and feature within the RND environment
Tesco/Babybel Online Banner

Do

✓ As this is Babybel talking, and uses Babybel template RND logo can appear on and off pack. No Tesco branding and clicks through to Babybel website

Don’t

✗ This is a TESCO template (ie the ‘only £1’ bubble & click through to the Tesco website) and therefore the RND logo cannot be used outside of pack
PG tips Digital OOH in a Tesco carpark

**Do**

- RND logo on pack & in approved lock up & no Tesco branding

**Don’t**

- Tesco logo cannot be linked to RND & used within RND environment
POS & Competition using Tesco template

**Do**

- Tesco branding on separate background to RND related artwork
- Prize not linked to Tesco (i.e. not Tesco shopping vouchers)

**Don’t**

- Tesco Logo cannot be integrated into lock up
Maltesers owned POS

All these examples are correct as the partner / brand own the materials and no competing retailer’s logo features:
Tesco POS template for Weetabix

**Do**

- £2 each

- Logo and donation line appear on pack only

**Don’t**

- £2 each

- Red Nose Day logo and donation line appears off pack
Legal requirements

When fundraising on behalf of a charity you must comply with the relevant charity law requirements. For more information about them please visit: http://www.institute-of-fundraising.org.uk/code-of-fundraising-practice/guidance/charities-working-with-business-guidance/.

For convenience, we set out below a summary of the main compliance requirements. If you have questions about any of the information we have provided you should of course feel free to contact us.

Donation line

Where a product or service carries a donation you must clearly state how much the donation is. The standard donation line is ‘with at least Xp going to Sport Relief’.

Wherever the donation wording appears, the charity line must also appear.

The Charity line

Please include our charity line on all fundraising materials and products produced for Sport Relief 2016 and wherever the Sport Relief logo is used.

Our standard charity line is “Sport Relief is an initiative of Comic Relief registered charity 326568 (England/Wales); SC039730 (Scotland)”.
Donation & charity line usage

The Sport Relief logo should only be used in connection with fundraising activities. Please do not use the logo within a sentence, or as a replacement for the actual words ‘Sport Relief’.

Please see the visual examples of use of the logo in connection with fundraising activities. Further information on the applicable legal requirements can be found in the Legal section on the previous page.

The charity line can be placed vertically on the side of printed materials. However if the printed material is not able to be turned to be read normally, a 48 sheet poster for example, the line must be placed horizontally at the bottom of the piece.

Correct use of donation line plus usage of charity line.

Incorrect use.