

Brand guidelines

January 2020



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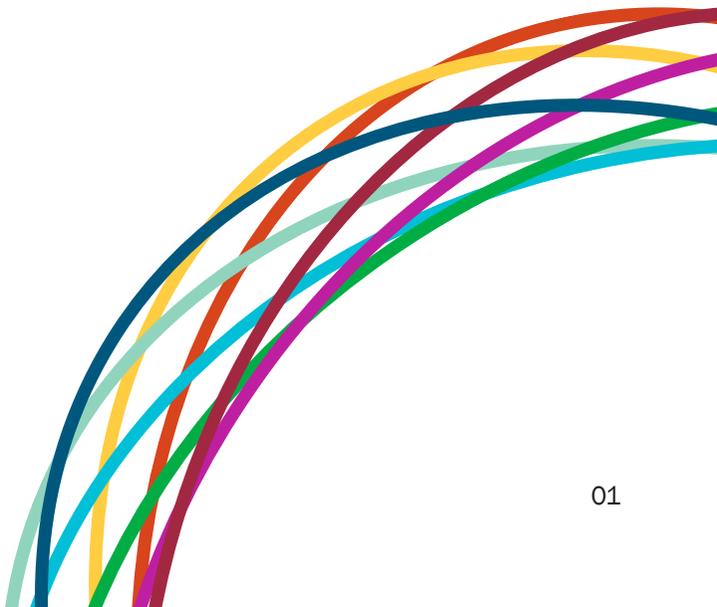
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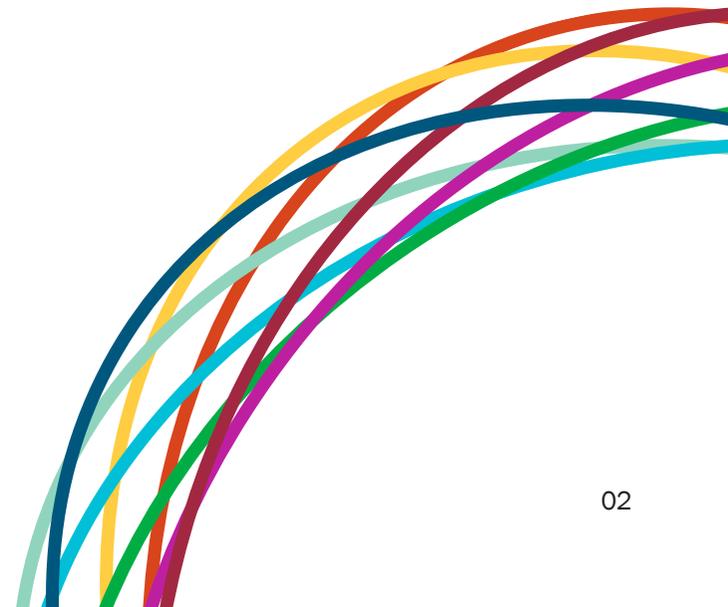
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Introduction

We have put together these brand guidelines as a summary of what our brand stands for and to provide guidance on how to use elements of our brand identity, such as the logo, fonts, colour palette, and how to communicate with our audiences.

We want to ensure consistency and professionalism across all our communications and to present a strong and cohesive identity. This document is intended to ensure all communications from the NCSEM and its regional hubs are consistent in their appearance and message to ensure they are easily recognisable to our stakeholders and help achieve the greatest impact.



Brand proposition

The National Centre for Sport and Exercise Medicine (NCSEM) is a collaboration between universities, healthcare trusts, local authorities and private and voluntary sector organisations, bringing together research, education and clinical services. Our aim is to improve the health of the population through sport, exercise and physical activity.

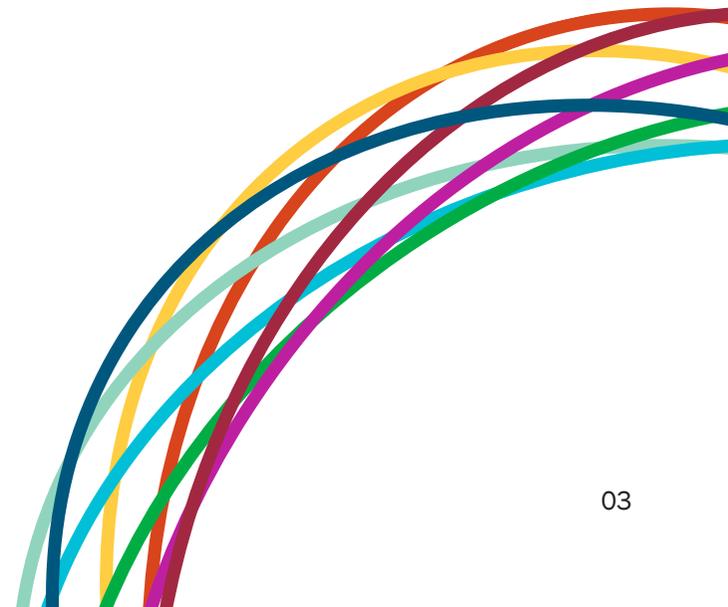
Through world-class research, we are focused on developing a better understanding of the mechanisms of action underlying human movement. This basic science underpins everything we do from small scale pilot trials, through to implementing change at a population level. This allows us to fully assess the health, wellbeing and economic benefits of physical activity, sport and exercise.

Through education we translate this research to the health and social care and public health professions, equipping them with the tools they need to effectively promote physical activity.

Through the re-design of clinical services we are embedding physical activity as a core treatment in an attempt to improve patient outcomes and deliver a sustainable NHS.

We also work closely with elite sports people and leading sporting organisations, providing research discoveries that drive enhanced performance and developing improvements in clinical practice that support athlete health. We then translate this knowledge to benefit all those who are physically active.

We therefore have a central role in helping to support the various organisations that operate in the physical activity, exercise and sports medicine arenas.



Brand proposition (cont)

International importance

We have a depth and breadth of expertise in physical activity, sport and exercise medicine, drawn from partners across world-class research universities that carry out international quality research with a global impact.

Research quality

We have a reputation for the academic rigour and relevance of our research and the accuracy of the support, advice and guidance that we provide. We accelerate the translation of the latest research into new models of patient care.

Informing policy

Our expertise shapes best practice to challenge and inform government policy. Our work benefits the whole population and supports the work of healthcare professionals and exercise deliverers, reducing the burden on the NHS.

Academic excellence

We have a track record for developing and delivering continuing professional development opportunities to raise professional standards in sport and exercise medicine. We share best practice as widely as possible to improve knowledge and understanding that can be translated into improved clinical practice in relation to sport, exercise and physical activity as medicine.

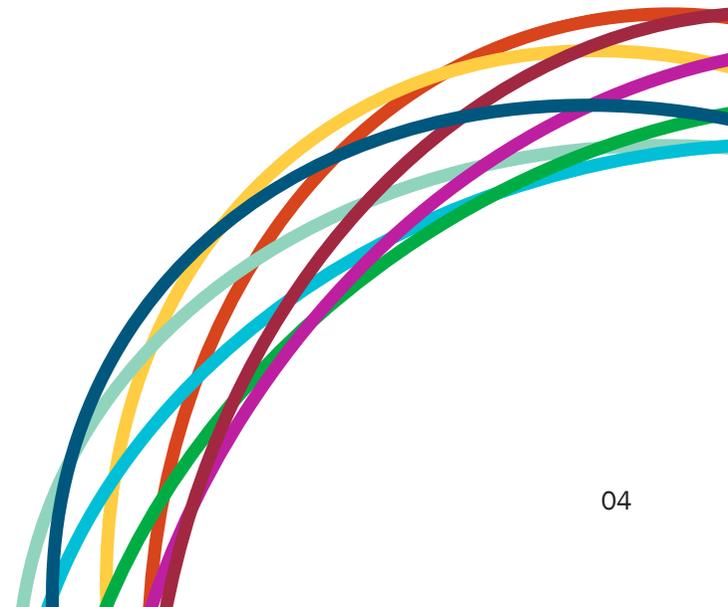
Working together

We work in collaboration with our partners and engage with other organisations to provide expertise and promote knowledge transfer between academics, clinicians, allied healthcare professionals and deliverers of exercise from the private and voluntary sectors.

We also provide channels for collaboration, bringing together experts from different backgrounds to speed up progress and facilitate new directions and outcomes, including brokering national and international grant applications.

Inclusivity and equality

Our work benefits people across all areas of society in the UK and internationally. We promote the take-up of sport, exercise and physical activity as a prescriptive medicine and preventative therapy to all social groups, ages and genders.



Themes

The National Centre for Sport and Exercise Medicine aims to transform research, clinical services and education in five key areas:

Physical activity in disease prevention

Promoting the take up of exercise and encouraging the general public to adopt healthier lifestyles.

Exercise in chronic disease

Researching 'exercise as medicine' in the treatment and management of chronic diseases.

Sports injuries and musculoskeletal health

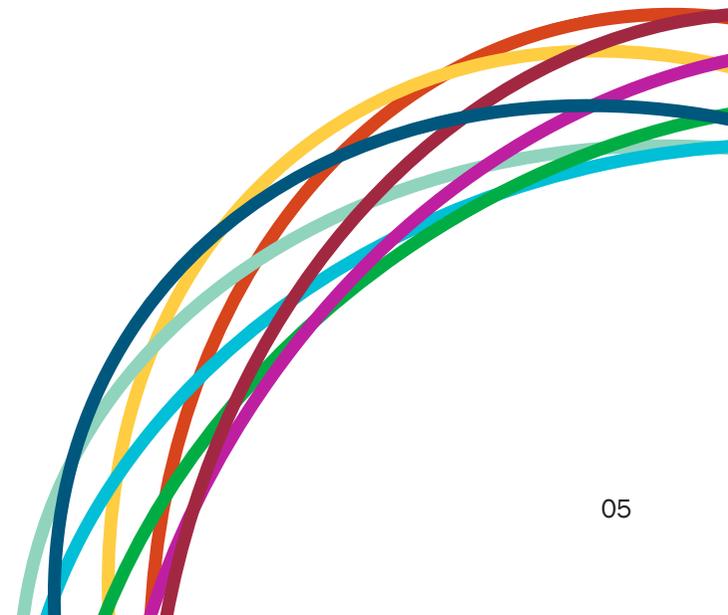
Exploring the role of exercise in the diagnosis and management of musculoskeletal disorders and the prevention and treatment of sporting injuries.

Mental health and wellbeing

Examining the impact of exercise on health and wellbeing and its role in treating and preventing mental illness.

Performance health

Using elite athlete performance to translate knowledge to benefit the wider population and helping people to remain healthy whilst exercising.



Our logo

The logo is the most recognisable symbol of the National Centre for Sport and Exercise Medicine, therefore it is crucial the logo is used correctly and consistently and is not changed in any way. It should be reproduced only in the approved formats shown in these guidelines.

Positioning

The primary position for the logo on printed materials is in the top right on the front cover.



Logo reproduction



Colour on white



Colour on black



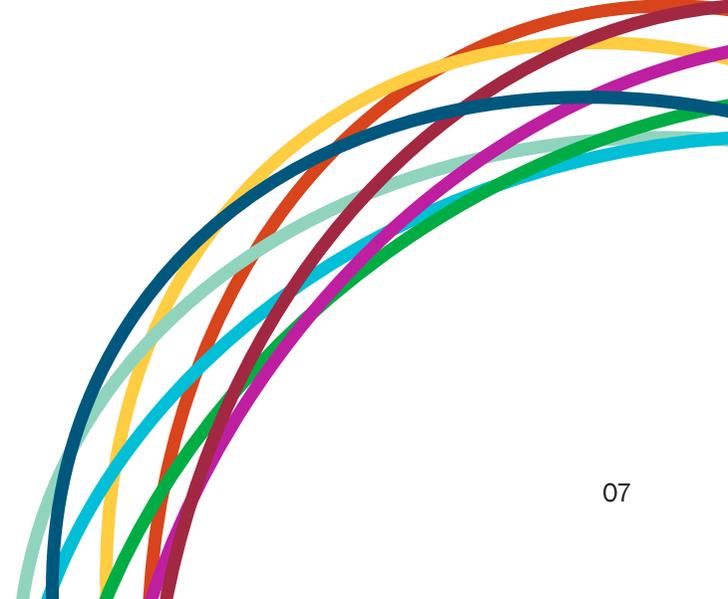
Reversed out



Black (for internal use)

Colours

The logo must appear in the correct format and position on all publications and external business stationery. It can be used on a light or dark background, as shown, and there is also a reversed out version which can be placed over a block of colour or where the image is dark. The black version may be used for internal stationery and communications.



Logo size

The logo should be used at a set size depending on the dimensions of the materials.

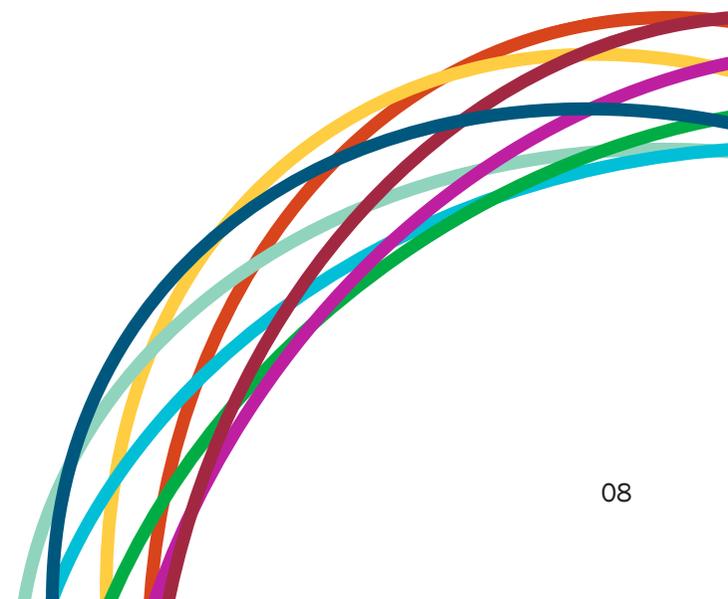
A6 = 40mm

A5 = 50mm

A4 = 70mm

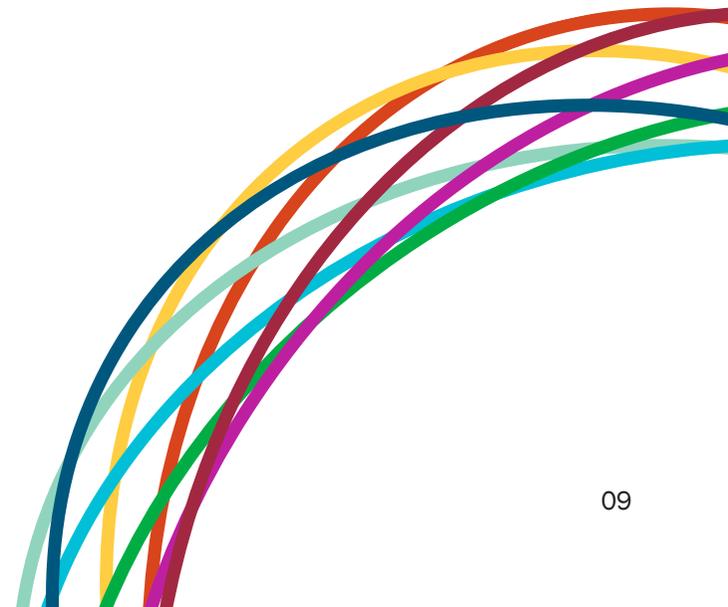
A3 = 90mm

The minimum size to use the logo is 35mm which allows for the strapline to be legible.



Protected space

The logo should stand alone and be surrounded by protective space. This means the space surrounding the logo must be clear and should not include text, image, another logo or outlines. The protected space should be 6mm on all sides.



Misuse of the logo



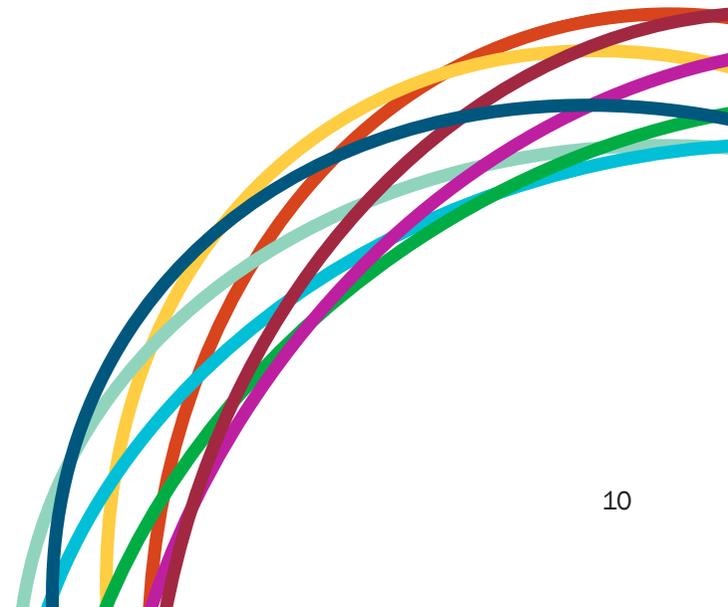
Layout

The logo must always be used in its entirety and not altered in any way. The elements cannot be separated and used on their own and the colours must be used correctly.

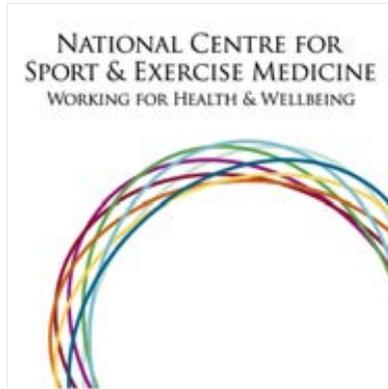
It should always be printed on a background with sufficient contrast to allow it to be completely visible and legible.

Logo approval

For all new uses of the logo, advice and approval should be sought from Esther Hope, NCSEM Communications Officer (see page 25).



Social media logo



This version of the logo is for use on NCSEM social media platforms only and should not be used on any printed materials or websites.

Partnerships

It is important that although the partnership nature of the NCSEM is acknowledged, the brand identity provides a sense of unity and cohesion. Therefore, all partners must ensure that the brand guidelines are followed on both a national and regional level.

Partner logos

Each of the three hubs (East Midlands, London, Sheffield) will have their own partners and they will need to be represented on the materials produced by each hub. When used, the partner logos should always be in the order shown on the following pages and should be equal size to each other.

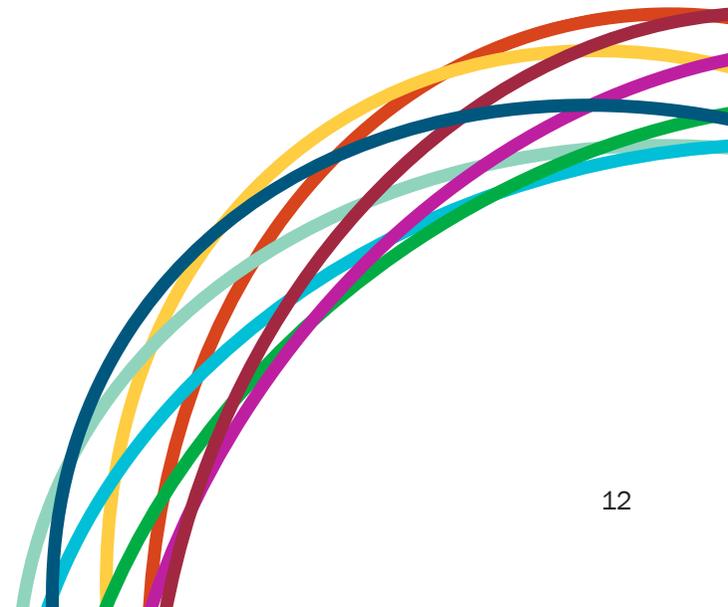
Printed materials

When producing materials that are smaller in size with limited space, it is acceptable to only use the NCSEM logo as the overarching logo for the project, and omit the partner logos.

Business cards

An individual should have the business card of their employing institution, with the NCSEM logo represented somewhere on either the front or back (depending on the institution's guidelines).

Individuals working for NCSEM England may have an NCSEM-branded business card.



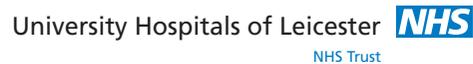
Partnerships

East Midlands

NCSEM East Midlands (NCSEM-EM) is a partnership between the University of Leicester, Loughborough University, The University of Nottingham, University Hospitals of Leicester NHS Trust and Nottingham University Hospitals NHS Trust.

Partner logos

The partner logos should always be placed in the following order, with the universities on the first line and the trusts sitting on a line underneath.



Partnerships

London

The Institute of Sport Exercise and Health (ISEH) is a partnership between University College London Hospitals NHS Foundation Trust, HCA Healthcare UK, UCL, the English Institute of Sport and the British Olympic Association.

Partner logos

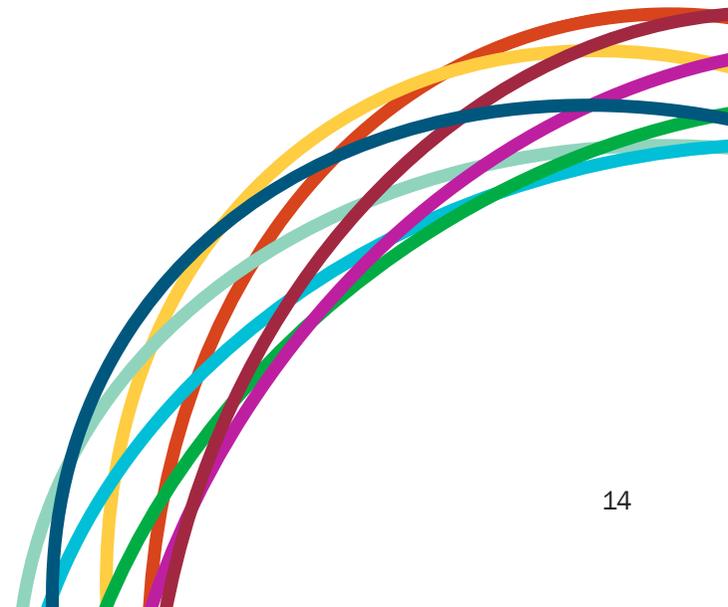
The partner logos should always be placed in the following order:



HCAHealthcare uk



University College London Hospitals 
NHS Foundation Trust



Partnerships

Sheffield

NCSEM Sheffield is a partnership between Sheffield Teaching Hospitals NHS Trust, Sheffield Children's NHS Trust, Sheffield Health and Social Care NHS Trust, Sheffield Clinical Commissioning Group, Sheffield City Council, Sheffield Chamber of Commerce and Industry, Sheffield International Venues, Voluntary Action Sheffield, the English Institute of Sport, Sheffield Hallam University and The University of Sheffield.

Partner logos

The partner logos should always be placed in the following order:



IOC accreditation

To reflect the accreditation of the NCSEM as an International Olympic Committee Research Centre the following wording should be used on relevant printed and digital materials, as well as email signatures.

If the project does not directly relate to injury prevention and athlete health, members should use their discretion around the nature of the work to decide whether the IOC wording should be included or not.

The IOC does not allow the use of the Olympic rings with this wording.

IOC wording options

There are two options to choose from when using the IOC wording and this will largely be dictated by space available and the layout of the publication/materials on which it is being used.



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RESEARCH NETWORK 2019-22

Option 1

Where there is space available and the legibility of the logo and wording will not be compromised, the logo and wording can be used next to each other. This option should always be used for wall signs,

Option 2

On smaller materials (i.e. postcard-sized flyers) or where there isn't a clear area where the logo and wording will sit comfortably and legibly, the two elements can be used separately – the NCSEM logo should always be in the top right corner on printed materials and the IOC wording can sit in one of the other corners on the front or outside back cover. See examples on page 17.

Please remember to take into account the protected space around the logo, as explained on page 9.

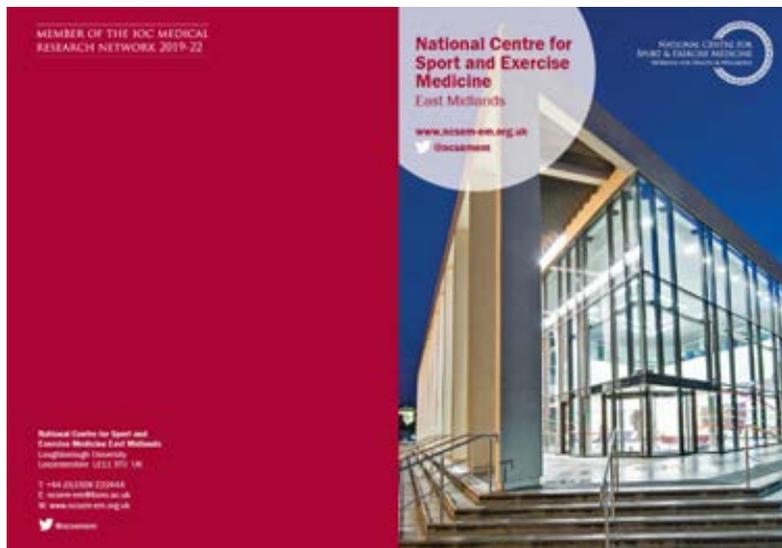
IOC accreditation – examples of use



Logo and IOC wording used separately on same page



Logo and IOC wording used together



Logo and IOC wording used separately on front and back covers

Fonts

Trajan Pro

Trajan Pro is used in the logo.

Trajan Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trajan Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Franklin Gothic

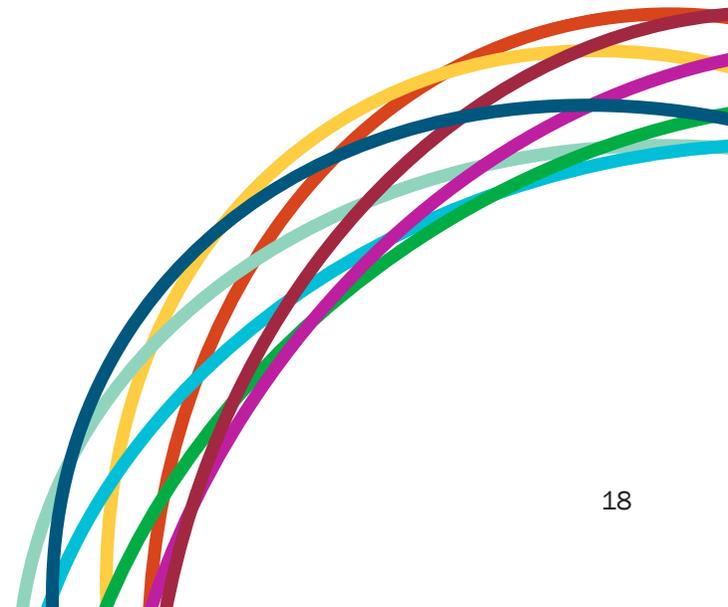
Franklin Gothic Book is the main font and should be used for headings and text. First paragraphs and subtitles can be made bold for impact using Franklin Gothic Demi.

Franklin Gothic Book
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Franklin Gothic Demi
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

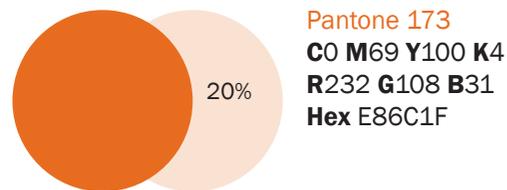
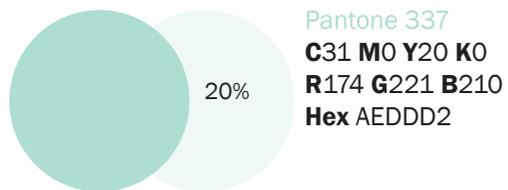
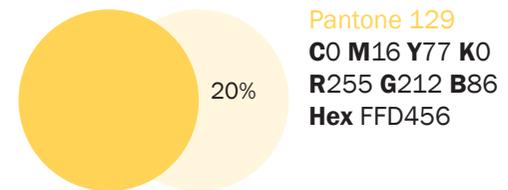
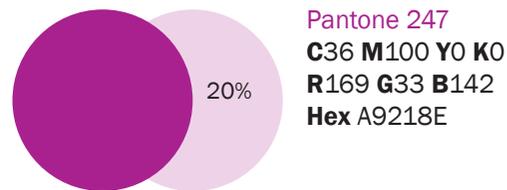
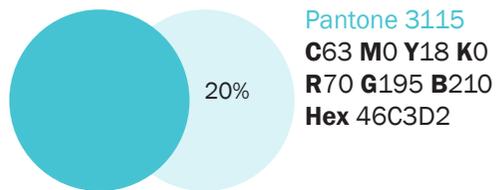
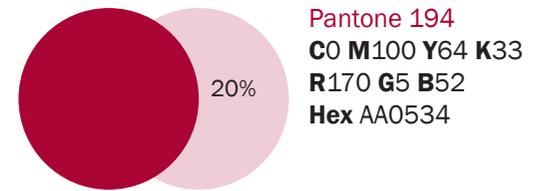
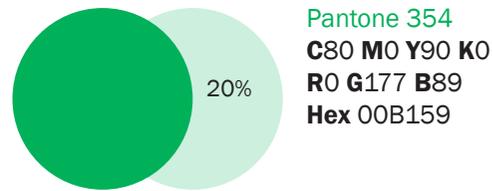
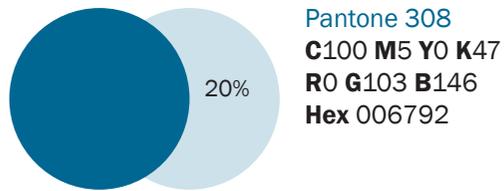
NCSEM website font

The font used on the main NCSEM website is Lato. This is to give the website a separate look and feel to the regional websites, while still maintaining consistency in key design elements.



Colours

This is the colour palette for the NCSEM. The colours are taken from the rings in the logo and should be the only colours used for NCSEM materials. They can be used between 20 and 100% tint.



Tone of voice

To reflect our brand proposition, our writing should be:

Authoritative

Our international-level research and expertise means we have authority in the area of sport and exercise medicine and physical activity.

Informative

Our materials should be informative and show how our research can be applied to everyday situations and translated into clinical practice.

Enthusiastic and inspiring

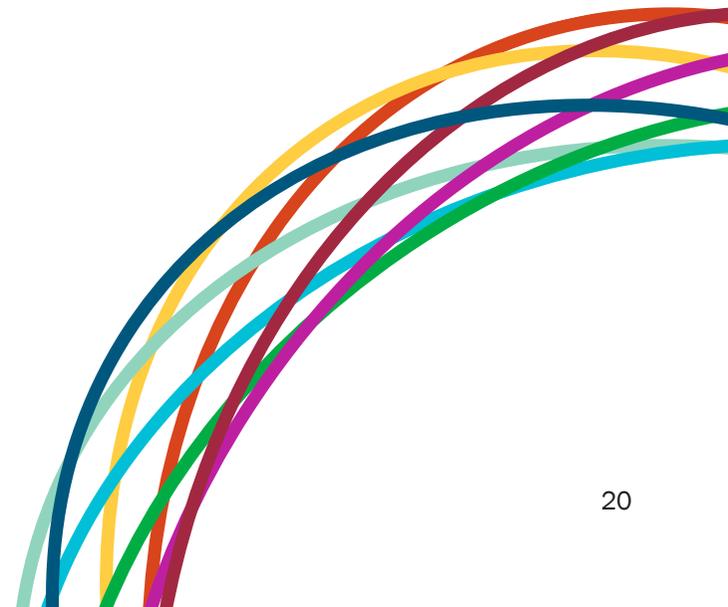
We should be enthusiastic about the impact we are making in promoting the benefits of sport, exercise and physical activity and we should inspire people to want to get involved in different aspects of our work.

Relevant

Our materials should be relevant to the intended audience in terms of the messaging and language used.

Accessible

Our materials should be written clearly and in plain English, avoiding the use of jargon and terminology that is overly-complicated and hard to understand.



Imagery

High quality

Images should be professionally taken with careful consideration for the content of the image in relation to the intended target audience. Poor quality images that are pixelated, squashed, out of focus or under/over exposed can compromise our visual identity and reflect a poor image.

High resolution

Photographs should be printed at 300dpi resolution.

Technically correct

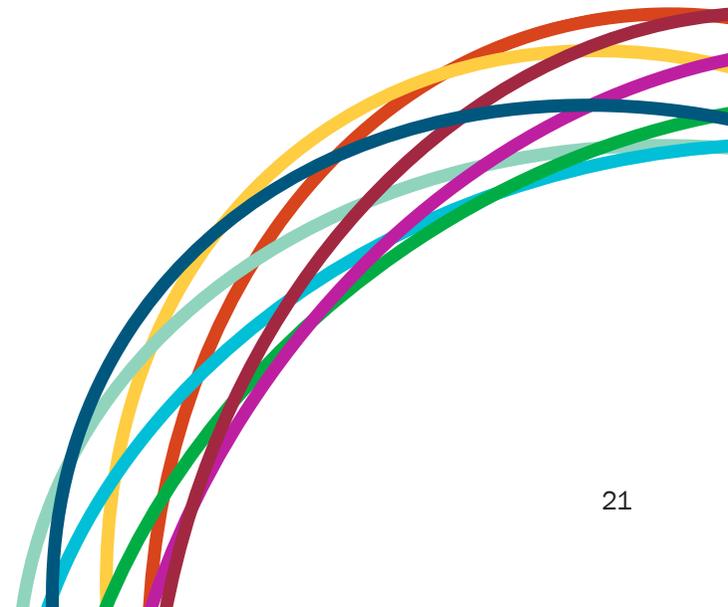
The images used should reflect the knowledge and expertise of the NCSEM – this could be undermined if something appears to be technically incorrect.

Interest, colour and action

Images that have an interesting composition with some sort of action taking place and good use of colour are striking and eye catching. Images that are badly composed, have poor subject matter or are uninspiring should be avoided.

What not to use:

- Clip art should never be used
- Logos and images should not be taken from websites due to poor quality and copyright issues



Stationery and presentations

Stationery is standardised as shown in the examples. Partner logos can be added across the bottom of the letterhead and the IOC wording can be added to the bottom right corner if required.

The address on the left hand side of the letterhead may be changed to reflect the partner using the stationery.

Powerpoint slides



Our aims

- Create an international centre of excellence for research in sport and exercise medicine
- Accelerate the translation of research and basic science into new models of patient care
- Provide a comprehensive clinical service including a state of the art diagnostics facility on Loughborough campus
- Promote the take-up of exercise as a prescriptive medicine and as preventative therapy
- Promote knowledge transfer and inform clinicians, allied healthcare professionals and deliverers of exercise

NATIONAL CENTRE FOR SPORT & EXERCISE MEDICINE
WORKING FOR HEALTH & WELLBEING

Letterhead



National Centre for Sport & Exercise Medicine - East Midlands
T: +44 (0)1850 222444 E: ncsem@lboro.ac.uk

NATIONAL CENTRE FOR SPORT & EXERCISE MEDICINE
WORKING FOR HEALTH & WELLBEING

Addressee's name
Company name
Street address
POST TOWN
County
Postcode

00 Month 2012

Dear reader

This is the typing style for all letters produced by NCSEM.

The typing style is an integral part of the visual identity and the guidelines laid out in this template should be strictly adhered to for all out-going communications.

Addresses, titles, initials, 'Yours sincerely' etc. are printed without punctuation. It should be noted that personal qualifications, if not already pre-printed on business stationery, if desired may be added at the bottom of letters, following the sender's name.

The typeface or font is Arial printed at 12 point on 14 point line spacing. All text should be justified and aligned to the left with the departmental address details, allowing for a 20 mm margin from the left edge of the paper. The Normal style in this document is set to conform automatically with these requirements. Subject heading, if required, prints in Arial Bold 12 point aligned left. The Heading 1 style in this document conforms with these requirements.

It is recommended that users save a master copy of this Word document in its original state, and that subsequent editable copies are made for individual members of staff.

Yours sincerely

Sender's name
Title
Organisation name
Tel:
Email:

MEMBER OF THE IOC MEDICAL RESEARCH NETWORK 2019-22

Citation

Background

The NCSEM project operates within a collaborative framework. Staff employed within the partnership who are submitting grants and manuscripts as a member of the NCSEM should make reference to the membership of the NCSEM in their application.

NCSEM refers to the combination of all three regional hubs (London, East Midlands and Sheffield) and should be used when referring to the whole project. The regional hub titles (NCSEM London/East Midlands/Sheffield) should not be used unless there is an exceptional case where referral to the project as a whole does not apply.

Referencing the NCSEM

Please reference the NCSEM in publications containing work that falls within one of the NCSEM themes. This can be done in two ways, by adding the NCSEM to your author information and through the acknowledgment (see below).

Adding the NCSEM to your author information

An interesting study on physical activity and its effects on health

Doe, J.^{1,2}, Bloggs, J.^{1,3} and Bennett, G.^{1,4}

¹National Centre for Sport and Exercise Medicine

²Department of Epidemiology and Public Health, University College London, London

³The Centre for Sport and Exercise Science, Sheffield Hallam University, Sheffield

⁴The School of Sport, Exercise and Health Sciences, Loughborough University Epinal Way, UK

Acknowledgement to include

This activity was conducted under the auspices of the National Centre for Sport and Exercise Medicine (NCSEM), a collaboration between several universities, NHS trusts and sporting and public bodies. The views expressed are those of the authors and not necessarily those of the NCSEM or the partners involved.

Additional notes

When referring to the National Centre for Sport and Exercise Medicine, please use the correct title as written here. Ensure it is:

- ‘Centre for’ not ‘Centre of’
- ‘Sport’ not ‘Sports’

Example in context

Professor Joe Bloggs from the National Centre for Sport and Exercise Medicine (NCSEM) has some exciting new research that describes the resistance exercise prescription for menopausal women at risk of osteoporosis. Prof Bloggs investigated 5,000 women at University Hospitals Leicester, as part of the East Midlands hub of the NCSEM.

Contacts

If you have any questions about any of the information in these guidelines, please contact:

Esther Hope
NCSEM Communications Officer

NCSEM Central Office
Loughborough University
Leicestershire
LE11 3TU

T: +44 (0)1509 226024
E: E.A.Hope@lboro.ac.uk

Supporting documents

You can find supporting documents on our website in a downloadable format, including:

- Letterhead template
- Powerpoint slide template
- Overview of the NCSEM presentation
- Generic wording about the NCSEM and the regional hubs
- Imagery

www.ncsem.org.uk/brand-resources