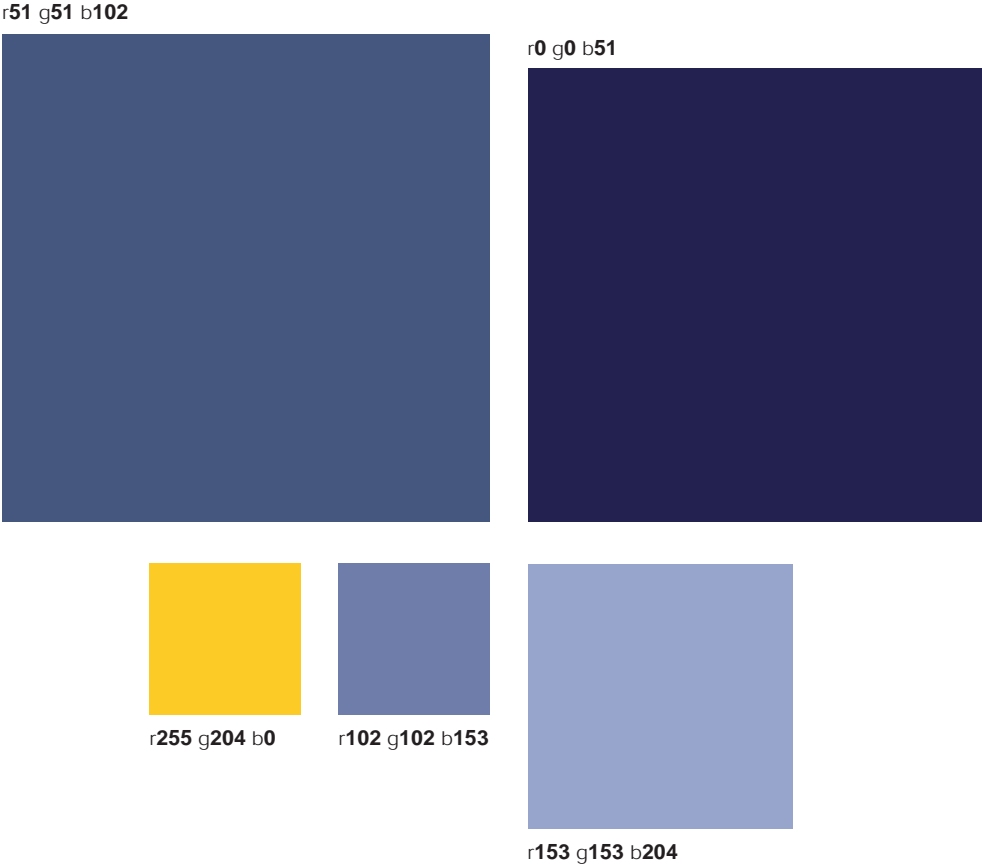




Palettes and logo

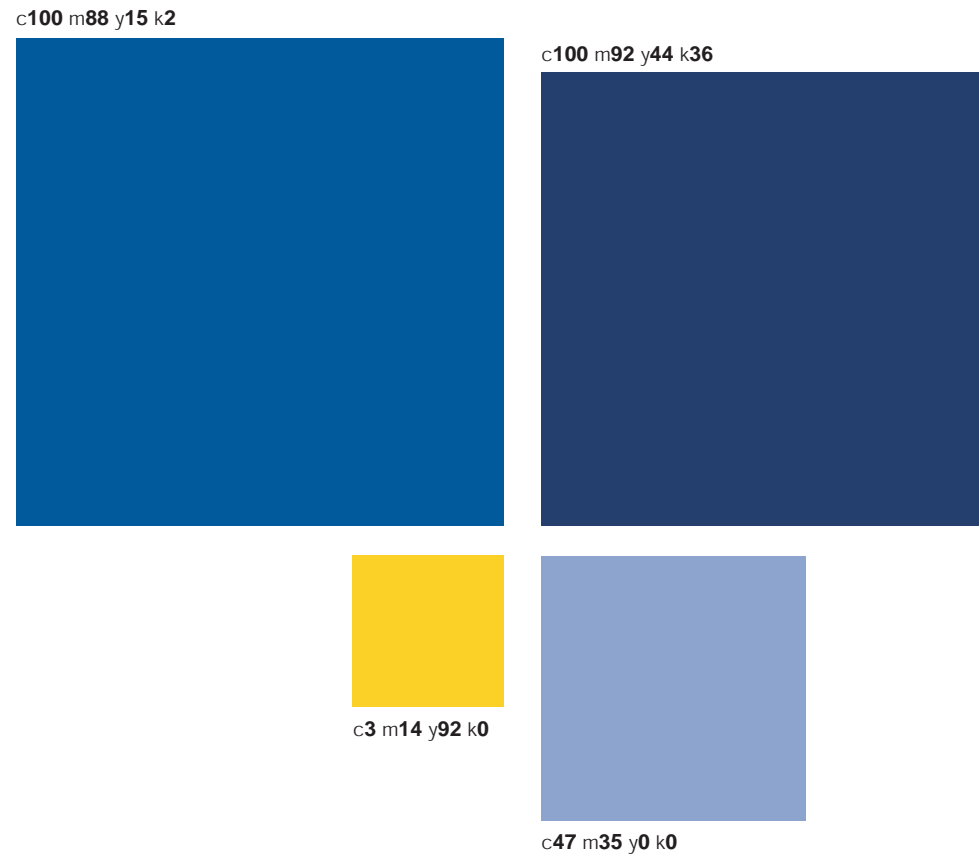
RGB (websafe) colour palette

The diagram below shows the RGB colour palette and the relative weighting of each colour. The larger the block the more significant the colour is to the BBC Sport Academy brand. Yellow should only be used for clickable information.



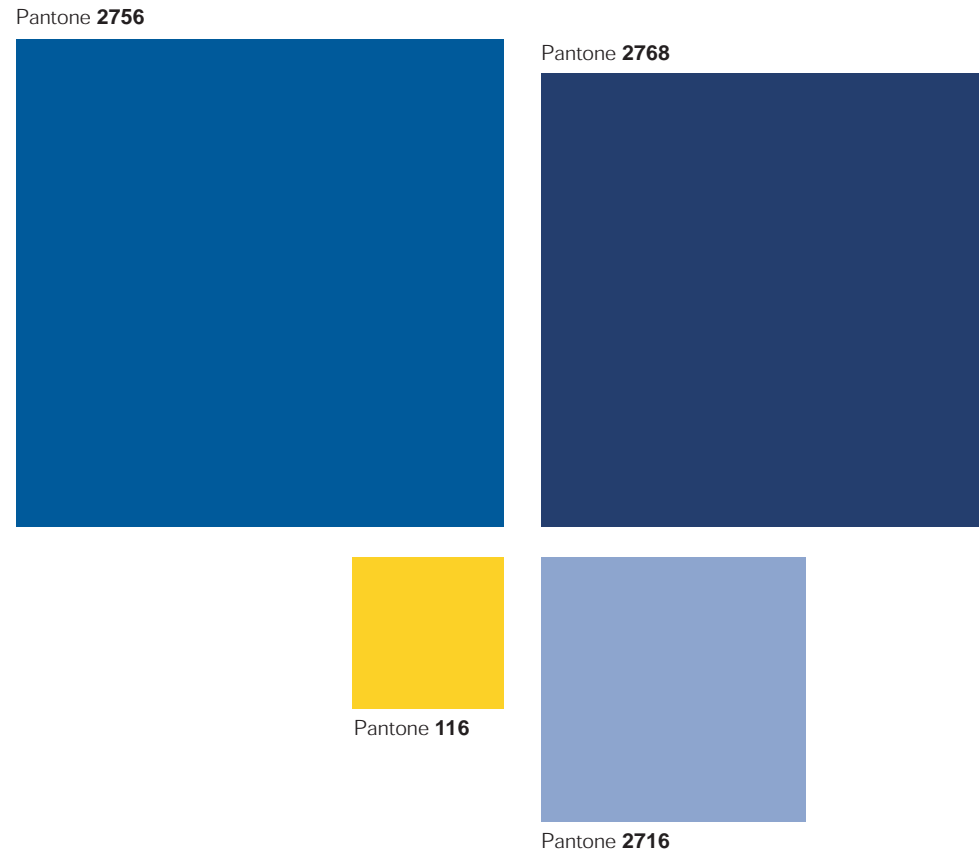
CMYK colour palette

The diagram below shows the CMYK colour palette and the relative weighting of each colour. The larger the block the more significant the colour is to the BBC Sport Academy brand. Yellow should only be used for clickable information.



Pantone colour palette

The diagram below shows the Pantone colour palette and the relative weighting of each colour. The larger the block the more significant the colour is to the BBC Sport Academy brand. Yellow should only be used for clickable information.



Logo usage guidelines

The logo must always be seen in one of the provided incarnations, and neither the mark nor the typography can be changed.

Do:

- use the provided logos
- utilise just the typography when appropriate, i.e. when space is limited
- make sure that the web versions are used where applicable
- use the white-out version of the logo on backgrounds other than Academy specific colours **where applicable**, i.e. when used on other publications other than the BBC Sport Academy's own
- usage of the strapline 'where the stars show you how' is optional

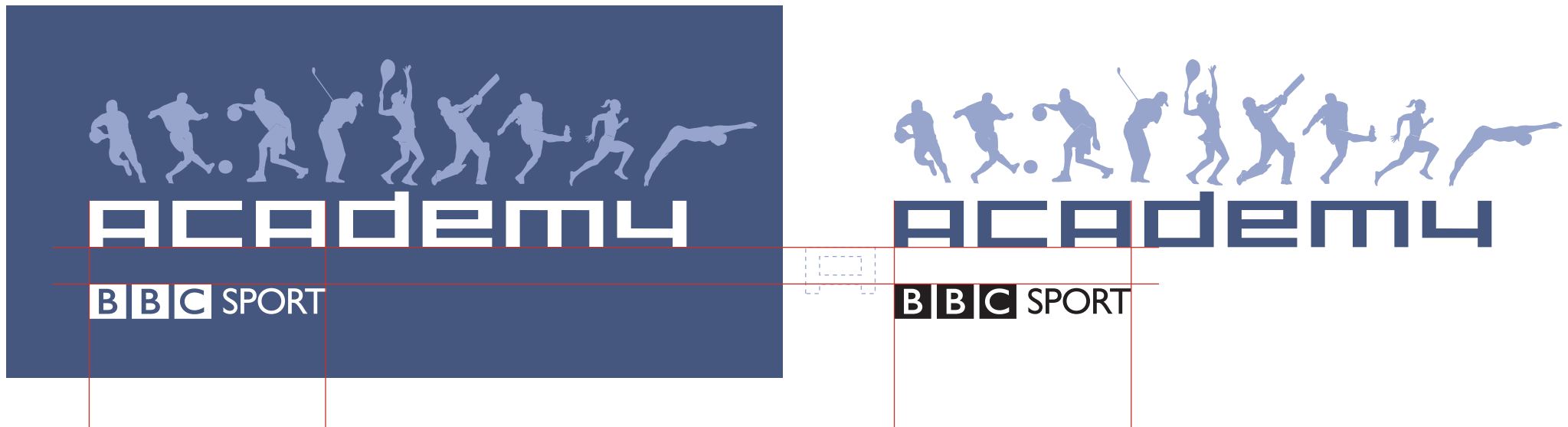
Don't:

- put any versions of the logo on top of photographic imagery of any kind
- make the logo 3D
- use an outline version of the logo
- change the proportions of either the mark or typography in relation to one another, i.e. making the type bigger, but keeping the mark small.
- animate the logo
- use the logo in any colours other than those specified



Academy logo usage with BBC Sport logo

Below are suggested mock ups of how the Academy logo sits with the BBC Sport logo



Academy font

A special font has been developed for the typographic part of the BBC Sport Academy logo. It is designed to be mainly used at 14 and 28 pt, without anti-aliasing (Photoshop only). The full font is supplied for use, but it should never be used for

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