

# Brand guidelines

Logo, colour & typography guidelines for  
**Sunderland College Sports Academy**



**Sunderland College**  
Sports Academy

Logo

# Horizontal logo

Use this logo in the first instance on print and digital mediums. If the space doesn't allow, please use the vertical logo variation.



**Sunderland College**  
Sports Academy

## Vertical logo

Logo variation for when the space on print or digital mediums does not accommodate the horizontal logo.



**Sunderland College**  
Sports Academy

# Logo brandmark

Use only the icon (brandmark) when there is no space for the accompanying brand name (Sunderland College Sports Academy).

Examples of use would be social media profile pictures and favicons (website/shortcut icons).





## Logo usage on kit

When the logo is used on kits, the below iteration of the logo must be used. This must only ever be used on clothing.

The white outline allows for greater visibility on almost any colour clothing. If the kit is white, then revert to the original colour logo.

Specific sport names should not substitute or be put in addition to the word “Sports” in the logo. The logo must be used as supplied only.



**Sunderland College**  
Sports Academy





# Logo usage alongside affiliated logos

Do not use the Sunderland College Sports Academy logo next to the Sunderland College logo.

You may use the Sunderland College Sports Academy logo next to the Education Partnership North East logo, however only the horizontal version should be used. The logos must be the same height, and a vertical line should separate the logos with equal distance either side. See specific distance markers at the bottom of this page.



Distance between separating line and logos



Do not use the Sunderland College Sports Academy logo next to the Sunderland College logo.



# Logo misuse

The rules outlined in these guidelines ensure we always look the way that we should and keep the brand consistent. The following are some examples of **what not to do** with the Sunderland College Sports Academy logo.



**Do not distort**  
The logo’s proportions should be retained when it is being scaled to different sizes.



**Do not rotate**  
The logo’s axis should be retained. It likes to be upright and not on the side or on a tilt.



**Do not alter**  
The way the logo looks should always be consistent. Don’t move elements around.



**Do not use image on the logo**  
The logo should be a statement. Images should not be a contained within it.



**Do not overlap**  
Do not overlap the logo or put any graphic elements over them.



**Do not outline**  
Our logos should always be seen as a solid object and should not be outlined.



**Do not change the colours**  
Align the colour with these brand guidelines at all times. Do not manipulate the colour.



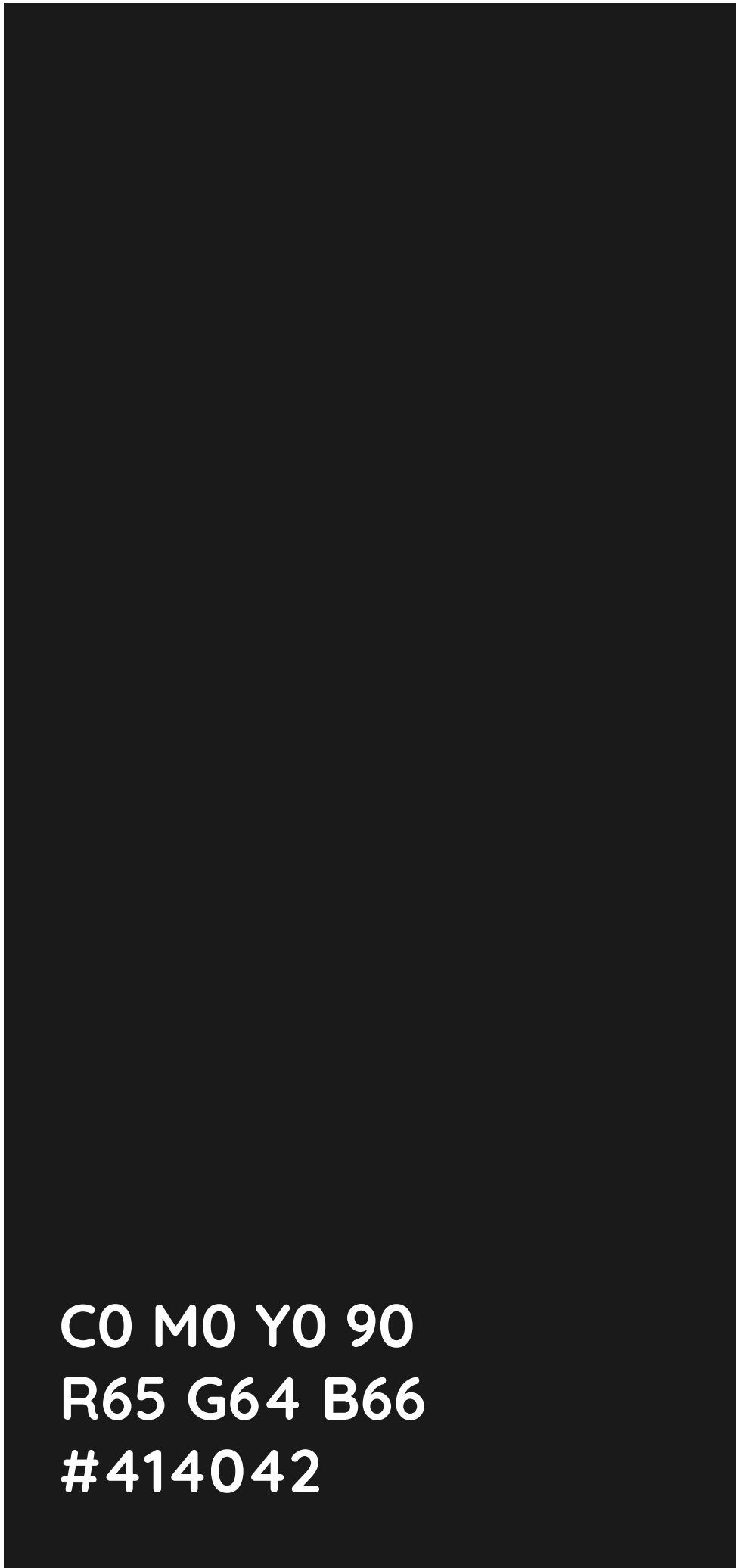
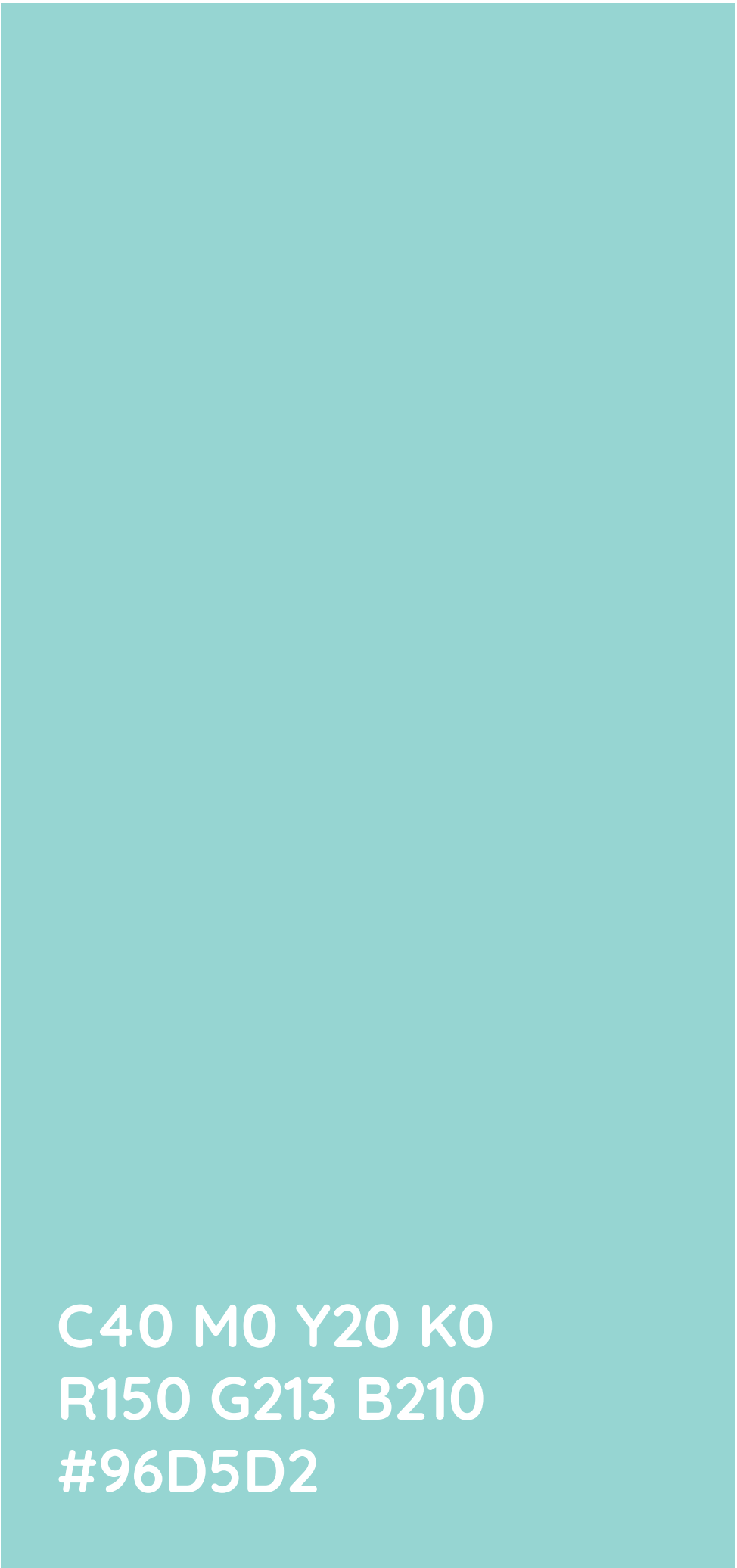
**Do not use next to Sunderland College logo**  
This is too repetitive, so do not use in close proximity.





# Colours

# Colour palette



Only these colours (and white) are to be used when creating marketing materials for Sunderland College Sports Academy.

Tints of these colours are permitted.

# Typography



# Logo typography



Greycliff CF is the chosen typeface for the Sunderland College Sports Academy logo.

This is a fun, sporty and easily readable choice of font whose weights lend themselves well to the brand.



Weight: **Extra Bold**

Weight: **Medium**

# Brand typography

Sunderland College Sports Academy uses **Founders Grotesk Medium** for all large format and headline text in all branded marketing materials.

When Founders Grotesk is unavailable, **Arial** should be used.

## Tracking

When using Founders Grotesk, do not manipulate the tracking unless absolutely necessary. Ideally the tracking value should be 0.

If you need to negatively track a word or line, the limit is -15. If positively tracking, the limit is +5.

Negatively tracked sentence is difficult to read. (-25)

Positively tracked sentence looks too gappy. (+25)

Founders  
Grotesk

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

0123456789  
@÷£+/#%&!”

# Brand typography

Sunderland College Sports Academy uses **Quicksand** for body copy in all branded marketing materials.

We use Quicksand for all body copy as it ensures greater readability, making it user friendly and accessible.

We do not use Quicksand for headlines or any other large text (e.g. pull quotes, large stats). For large text we use Founders Grotesk.

Quicksand is available for free on [Google Fonts](#). It is also an Adobe Font, for those who have a subscription.

Quicksand

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n  
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9  
@ ÷ £ + / # % & ! ”



# Contact

For any questions about these guidelines, please contact the Marketing team at **[marketing@educationpartnershipne.ac.uk](mailto:marketing@educationpartnershipne.ac.uk)**.