



BASKETBALL
ENGLAND

ALL GIRLS

BRAND GUIDELINES

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VISION

Inspire more women and girls to engage in basketball.



OBJECTIVES

- 01** Promote more awareness of the game and the numerous basketball opportunities for women and girls (for existing and new to the game) from playing, coaching, officiating and volunteering to becoming fans and followers.
- 02** Create a positive brand, media coverage and profile for the sport making it more attractive to play, coach, officiate and volunteer.
- 03** Engage and equip the basketball community and other influencers in the activation of the campaign to move from awareness to playing, coaching, officiating and volunteering.



AUDIENCE

The campaign is all encompassing for all women and girls, covering all age groups and all roles within basketball – players, coaches, officials, volunteers and fans.

We want to inspire those within the game to join the movement and attract those new to the game to get involved.

The primary focus will be on 11-16 year old players, and the secondary focus will be coaches and officials.



WRITING STYLE

The language used for All Girls Basketball should sound like our audience and encourage a conversation:

- **Warm and Friendly** – Talk directly to reader
i.e. I, We, You and Yours
- **Energetic** – Messages should be light, clear and energetic
- **Informal** - contracted forms of words
i.e. We're, can't, and don't



FOCUS ON AUDIENCES MOTIVATIONS:

For Players:

- 5-11 – Fun, make friends, learn new things
- 11-18 – Enjoyable experience, participating with friends, succeeding and being good at what they are doing
- 18+ - Enjoyment, keeping fit/losing weight/ socialising

For Coaches:

- Enjoy being in charge, helping athletes improve and sharing knowledge

For Officials:

- Passion, social, fitness



LOGOS

Primary Logo:



*To be used when Basketball England Logo is also present

Horizontal Logo:



Alternative Horizontal Logo:



BRAND PALETTE



PRINT	CMYK C0 M0 Y0 K0	CMYK C23 M2 Y100 K0	CMYK C0 M55 Y100 K0	CMYK C2 M100 Y25 K0	CMYK C81 M73 Y0 K0	CMYK C34 M28 Y28 K0	CMYK C0 M0 Y0 K100
SCREEN	RGB R255 G255 B255 HEX #ffffff	RGB R210 G215 B62 HEX #d2d73e	RGB R238 G143 B34 HEX #ee8f22	RGB R216 G24 B110 HEX #d8186e	RGB R75 G90 B168 HEX #4b5aa8	RGB R171 G170 B170 HEX #abaaaa	RGB R0 G0 B0 HEX #000000

TYPOGRAPHY

Titles:

MONTSERRAT EXTRA BOLD

Subtitles:

MONTSERRAT BOLD

Body:

Montserrat Regular



PHOTOGRAPHY

Imagery used throughout the campaign should show:

Women & Girls - Imagery that illustrates 'cool', strong, skilled, athletic women basketball players.

Determination & Passion - Imagery that portrays someone working hard, being determined and showing passion.

Inclusivity & Diversity - Images that depict the inclusive nature of the sport.



Basketball Focused - Basketball should be the focus but can also link to cultural aspects of the sport i.e. music, fashion.

Togetherness - Imagery that highlights the community and family feel of basketball.

Enjoyment - Images that show people enjoying the sport and having fun.

Tell a Story - imagery that clearly communicates a message and grab attention.



TOOLKIT



A toolkit consisting of the following materials will be available to download:

Logos - Empty Belly Posters - Promotional Posters - Powerpoint Presentation

FESTIVALS

For bigger events the following branded Items are available:

Pull Up Banners - Courtside Boards - Backdrops - Posters

3m x 0.9m Courtside Board:



0.8m x 2.1m Pull Up Banner:



BRANDED ITEMS

T-Shirts:



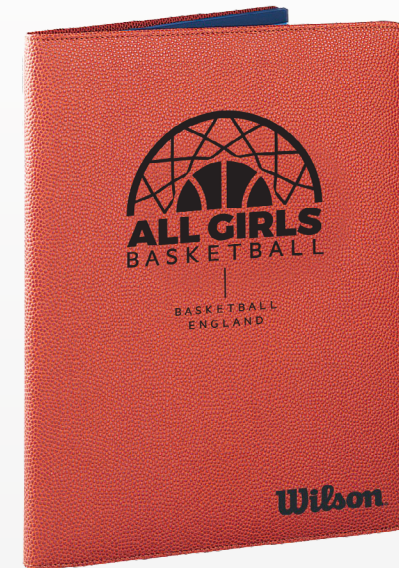
Wristbands:



Pens:



Folders:



Water Bottles:



SOCIAL MEDIA

Follow all of our All Girls activity on our Basketball England social media channels and use the hashtag

#AllGirls

to share your success stories, events, pictures and anything else to do with women and girls' basketball.



@BasketballEngland



@BballEngland



FOR MORE INFORMATION:

WWW.BASKETBALLENGLAND.CO.UK/ALLGIRLS

