



Paddles Up Training Branding Guidelines



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THIS IS WHO WE ARE

OUR BRAND

Paddles Up Training, Paddlesport Training Provider formerly The British Canoeing Delivery Centre. We provide and support development of paddlers, Helms, Instructors, Leader, Coaches and Guides across the UK and Internationally.

We achieve this through the delivery of British Canoeing Awarding Body and British Canoeing Qualifications and Awards, as well as through provision of other development opportunities.

These guidelines have been developed to help tell the Paddles Up Training story across every touch point, clearly, consistently and with credibility that will inspire paddlers everywhere.





OUR LOGO AND ITS MEANING

The Paddles Up Training logo is unique and the most recognisable element of our identity.

Like our qualifications, awards and sport, it's modern, fresh and inclusive.

The logo brings together a nostalgic view of our past and an exciting view of our future, a name that invokes fond memories of Saturday afternoon television and a logo that is fresh and appealing to 18 to 25 year olds looking at coaching and a paddlesport as a means to enjoying the environment, gaining a sense of well-being from working near water or learning to work or volunteer with people.





POSITIONING OF THE LOGO

Our logo must be positioned in the top right-hand corner of all Paddles Up Training materials, helping to develop a strong, consistent and dynamic look and feel for the brand.

As shown, the logo should always have a minimum exclusion zone 'clear space' around it. This must always be adhered to, to ensure clarity of communication and prevent the logo from becoming lost or crowded.

To maintain the integrity and quality of the logo, a minimum width of 4.5 cm should be used.



COLOUR PALETTE 1



LAKE

C:78 M:8 Y:38 K:0
R:0 G:166 B:168
Pantone: 7467 C
Hex: #00A6A8



SEA FOAM

C:50 M:0 Y:35 K:0
R:139 G:203 B:183
Pantone: 3248 C
Hex: #8BCBB7



RIVER

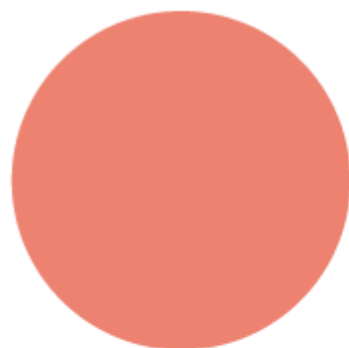
C:45 M:5 Y:20 K:0
R:152 G:203 B:208
Pantone: 629 C
Hex: #98CBD0



SPLASH

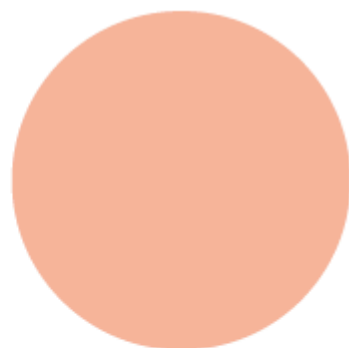
C:20 M:0 Y:13 K:0
R:214 G:235 B:229
Pantone: 566 C
Hex: #D6EBE5

COLOUR PALETTE 2



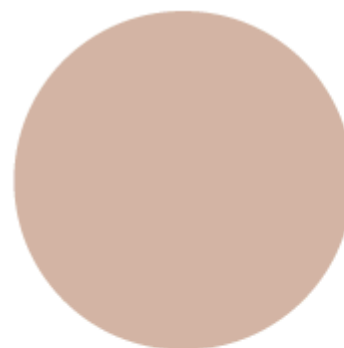
SCORCH

C:0 M:60 Y:30 K:0
R:240 G:131 B:114
Pantone: 7416 C
Hex: #F08372



CORAL

C:0 M:38 Y:38 K:0
R:247 G:180 B:154
Pantone: 487 C
Hex: #F7B49A



PEBBLE

C:0 M:25 Y:30 K:10
R:215 G:186 B:167
Pantone: 7590 C
Hex: #D7BAA7



SOFT SAND

C:5 M:13 Y:18 K:0
R:244 G:226 B:211
Pantone: 4685 C
Hex: #F4E2D3



TYPOGRAPHY

The Paddles Up Training font is Barlow Condensed.

Barlow is a slightly rounded, low-contrast, grotesk-type family.

Drawing from the visual style of the California public, Barlow shares qualities with the state's car plates, highway signs, buses and trains.

This is the Condensed family, which is part of the super-family along with Normal and Semi Condensed, each with 9 weights in Roman and Italic.

When producing Paddles Up Training materials, Barlow Condensed Bold should be used for headlines and display purposes. Headlines should not be in Italics or underlined. Barlow Condensed should be used for all other text.

When writing formal documents, please use Paddles Up Training headed paper and Barlow Condensed in point 12.

Logo Colourways



Colour Logo
(Preferred Option)



Blacked out Logo
(For mono coloured media)



Reversed Logo On
Background
(Box does not print)



This Paddles Up Training logo is
for Paddles Up Website use
only.

CLOTHING

TBC.



APPROVAL AND LOGO USE

We want to ensure that our new branding looks its best wherever it is used.

If you wish to use the Paddles Up Training logo, please ensure you adhere to these guidelines and that you are entitled to use the logo.

Before going ahead with any printing or manufacturing, or if you are unsure, please do not hesitate to contact us.



THIS IS HOW WE LOOK

Imagery is a powerful way to share our qualifications, awards and promote our sport. Photographs should feel real and showcase the sport and the diversity of our paddling community. It is important that imagery is consistent; if you don't have suitable imagery for your needs, please contact us or access the Provider collateral bank.

At Paddles Up Training we want to promote safe paddling so please ensure that all photography and video shows paddlers wearing the correct safety equipment. Please also ensure you have the necessary rights and permissions before you use any image or video in publications and materials. If you have any doubt, please contact us

