

# Activity Alliance

brand guidelines

[activityalliance.org.uk](http://activityalliance.org.uk)



**activity  
alliance**  
disability  
inclusion  
sport



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# Who we are

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**Activity Alliance** is the leading voice for disabled people in sport and activity.

Established in 1998 as a national charity, we were previously known as the English Federation of Disability Sport.

## Our vision and purpose

Our vision is fairness for disabled people in sport and activity.

We want to create a fairer society for everyone. A place where everyone can be active however and wherever they want to be.

It is not right or fair that disabled people are the least active in our society and twice as likely as nondisabled people to be physically inactive.

We are dedicated to closing the gap between disabled and nondisabled people's inactivity levels because we know there are so many benefits to being active. It improves our physical and mental wellbeing, increases independence, and supports our economy.

Activity Alliance pushes for inclusion to be at the heart of all plans in sport and activity and disabled people to be prioritised, locally and nationally.

We work closely with many organisations, groups and individuals, and are at the centre of influential programmes for disabled people. Our leading research and insight help us to understand the barriers to sport and activity for disabled people.

Our teams use this insight to support organisations across various sectors to embed inclusive practices into their work and change attitudes towards disabled people in sport and activity for the better.

We will not rest until every disabled person can enjoy the same physical and mental health and social benefits as nondisabled people.

Find out more about Activity Alliance on our website:

 [activityalliance.org.uk](https://activityalliance.org.uk)

You can also contact us for more information:

 [info@activityalliance.org.uk](mailto:info@activityalliance.org.uk)

 **01509 227750**





# How we speak

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How we talk about and represent disabled people is very important. Negative language can prevent disabled people from being active. It acts as a barrier by creating stigmas and disempowering disabled people. Positive language and terminology provide a welcoming and inclusive experience for everyone.

## Positive language and terminology

All of Activity Alliance's work is informed by the social model of disability.

Developed by disabled people, the social model focuses on barriers to disabled people being created by society, not by a person's impairment or difference.

We apply the social model of disability to our work because it empowers disabled people and encourages non-disabled people and organisations to be more inclusive.

## Disabled people and disability

We use the words **disabled people** and **disability** as they are broadly accepted. But we recognise that not everyone identifies with or accepts these words.

Disability is defined as anyone that has a long-term health condition, impairment or illness that has a substantial effect on their ability to do normal daily activities. This includes having a physical, sensory, intellectual, social, behavioural, mental health condition or impairment.

We avoid using the term 'able-bodied' person or people as the opposite of disabled. We use **non-disabled person** or **non-disabled people**.

## Sport and activity

We use the words **sport** and **activity** in our work to describe the wide range of organised, informal, competitive, and just plain fun opportunities disabled people can do to be active. However, we recognise that for some disabled people the word sport can be a barrier.

## Plain English

We strive to use plain English language in all our communications. Adopting a plain English approach and using language that is positive about our work and the people we work with benefits everyone.

[Visit our website for more information on positive language and terminology.](#)



# Logo

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Main portrait and landscape logos.

**activity**  
**alliance**  
disability  
inclusion  
sport

**activity**  
**alliance** | disability  
inclusion  
sport

# Logo

---

Logo variants.

Reversed variant 1



Reversed variant 2



Mono variant



Whiteout



Mono



Without strapline



# Logo

---

Clear space - Always give the logo some breathing space, the minimum clearance should be taken from the height 'i' in the logo.



**activity**  
**alliance**  
disability  
inclusion  
sport

The logo is centered on the page. It features the words 'activity' and 'alliance' in a bold, blue, sans-serif font. The letters 'i' in both words have a small green dot above them. Below these words, the words 'disability', 'inclusion', and 'sport' are stacked vertically in a smaller, black, sans-serif font. The entire logo is surrounded by a clear white space, with four light blue squares positioned at the corners of the logo's bounding box.



**activity**  
**alliance** | disability  
inclusion  
sport

The logo is centered on the page. It features the words 'activity' and 'alliance' in a bold, blue, sans-serif font. The letters 'i' in both words have a small green dot above them. Below these words, the words 'disability', 'inclusion', and 'sport' are stacked vertically in a smaller, black, sans-serif font. A vertical line separates the blue text from the black text. The entire logo is surrounded by a clear white space, with four light blue squares positioned at the corners of the logo's bounding box.

# Logo

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Incorrect logo usage.



No rotation



No stretching



Don't use too small



Don't change the font used



Don't change colours



Don't alter opacity



No effects



Don't oversize or crop

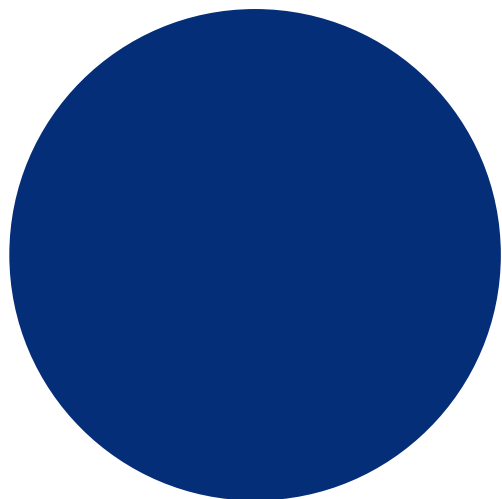


# Colours

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Main brand colours.

\* For accessible contrast purposes, light green should only be used within design work when combined either with another colour or colours, or suitable image. Light green should never have either whiteout copy or a white version of the logo placed on it. (See next page for example).

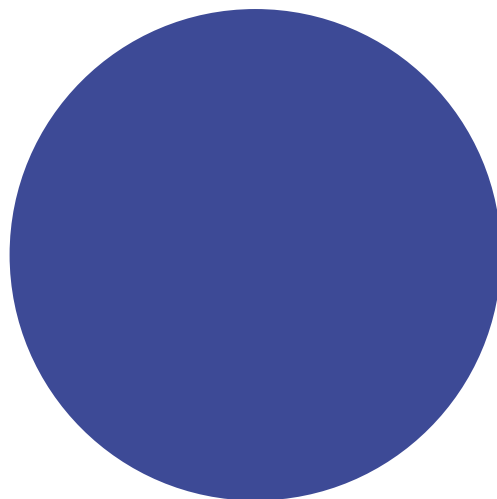


**Dark Blue**

CMYK  
100, 80, 0, 30

RGB  
5, 46, 120

HEX  
#052E78

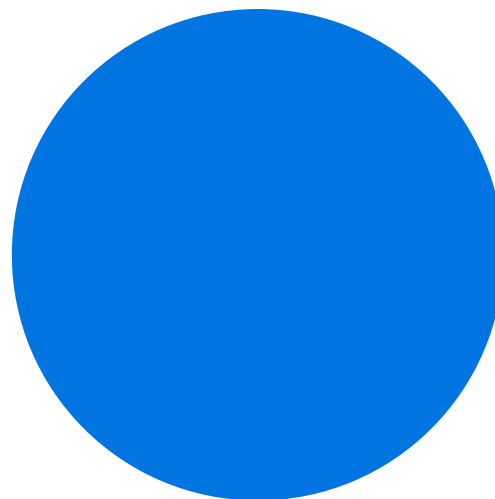


**Light Blue**

CMYK  
90, 75, 5, 0

RGB  
61, 74, 150

HEX  
#3D4A96

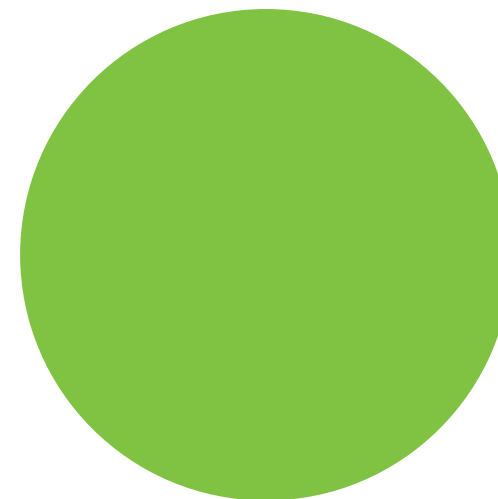


**Sky Blue**

CMYK  
81, 54, 0, 0

RGB  
0, 116, 224

HEX  
#0074E0



**Light Green\***

CMYK  
55, 0, 100, 0

RGB  
128, 194, 66

HEX  
#80C242

# Colours

Using the light green colour.



Light green can be used with a combination of the other brand colours and suitable imagery.



Whiteout text and logo shouldn't be placed onto the light green colour - this is so they remain legible for accessibility.

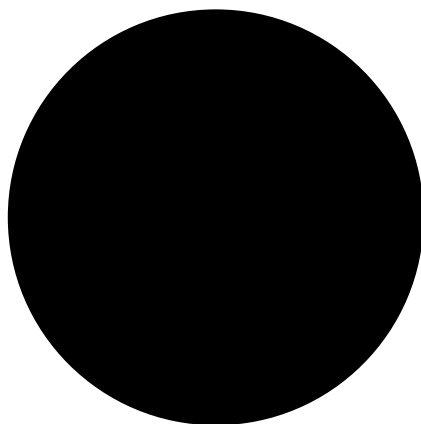


Both whiteout text and logo can be placed onto any of the other main brand colours.

# Colours

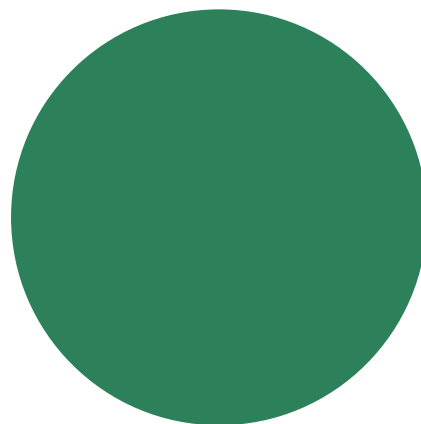
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Complimentary brand colours.



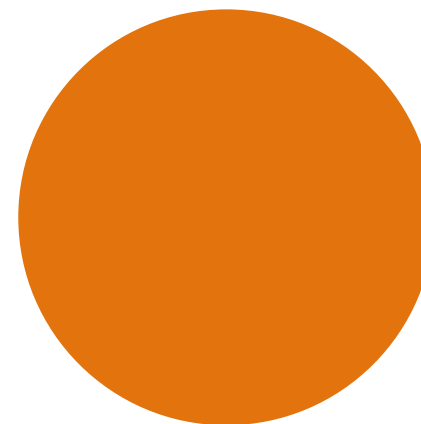
## Black

CMYK  
0, 0, 0, 100  
RGB  
0, 0, 0  
HEX  
#000000



## Dark Green

CMYK  
81, 26, 73, 11  
RGB  
44, 129, 90  
HEX  
#2C815A



## Orange

CMYK  
8, 65, 100, 0  
RGB  
227, 116, 13  
HEX  
#E3740D

You should use complimentary brand colours sparingly.

One example for use would be highlighting hyperlinks with either the colour or placing a coloured box around the link.

[www.activityalliance.org.uk](http://www.activityalliance.org.uk)

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# Typography

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All text must remain legible for accessibility. We ask you to always consider the accessibility and usability of your written text.

The main font should be used for regular work communications such as emails and writing documents or reports.

Text must be set to a minimum point size of 12pt on all print materials and digital communications, or 14pt for Easy Read documents.

Digital communications like emails and websites can often be resized by the user, depending what device or software they are using.

## Main font

**Calibri Bold**

Calibri Regular

Calibri Light

## Font for professional design work (print and digital)

**Source Sans Pro Black**

**Source Sans Pro Bold**

**Source Sans Pro Semibold**

Source Sans Pro Regular

Source Sans Pro Light



# Imagery

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Images should capture real moments from the lives of disabled people taking part in sporting activities. They should be warm, honest, lively and engaging. Please use headings or captions to describe images and include an alternative text or 'alt text' description when using in digital communications.



# Merchandise

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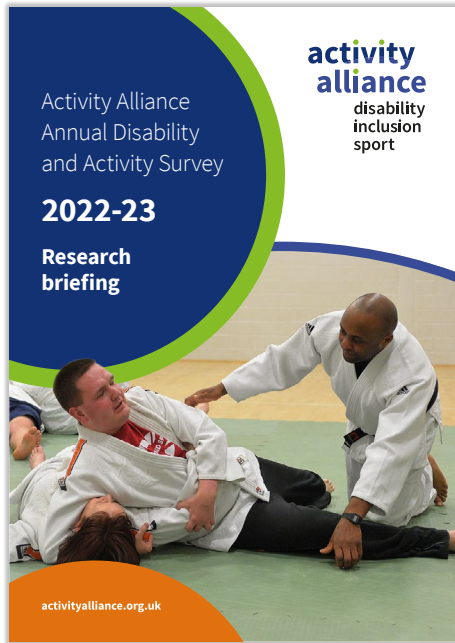
Examples of the branding used on t-shirts, bags and pens.





# Printed and digital items

Examples of branding used on different printed and digital items.



Report cover



Report inside spread



Web banners

When using the logo by itself on web banners it should include the strapline and can be used with either the whiteout or colour logo.

When using the logo with another company logo it should always be used on a white background separated with a line with clear space.

If you need support to access or use these brand guidelines please contact us:

 01509 227750

 [info@activityalliance.co.uk](mailto:info@activityalliance.co.uk)

Brand guidelines last reviewed and updated in October 2023.

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Charity Registration Number: 1075180.

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