

Activity Alliance

brand guidelines

activityalliance.org.uk

**activity
alliance**
disability
inclusion
sport



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Who we are

Activity Alliance is the leading voice for disabled people in sports and activities.

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 a future where all disabled people feel they belong in sports and activities.

Our mission is to improve opportunities to be active, empowering disabled people to get involved in sport and activities in the way they choose.

We will work with disabled people and an alliance of committed partners to do this and build a movement for change.

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

We are dedicated to closing the gap between disabled and non-disabled 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 sports and activities for the better.

Find out more about Activity Alliance on our website:

 activityalliance.org.uk

You can also contact us for more information:

 info@activityalliance.org.uk

 **0808 175 6991**



How we speak

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**.

Sports and activities

We use the words **sports** and **activities** 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/sports 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

Main portrait and landscape logos.

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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.



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Logo

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

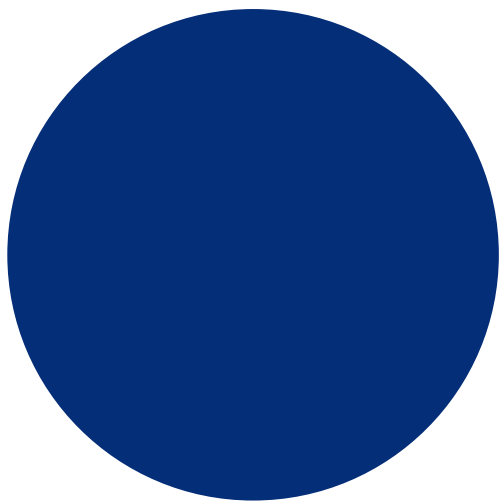


Don't oversize or crop

Colours

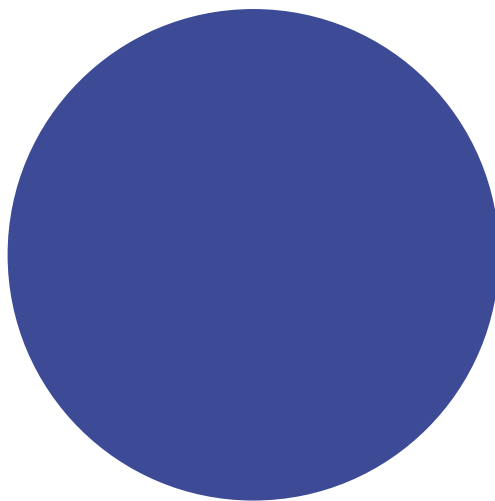
Main brand colours.

* 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).



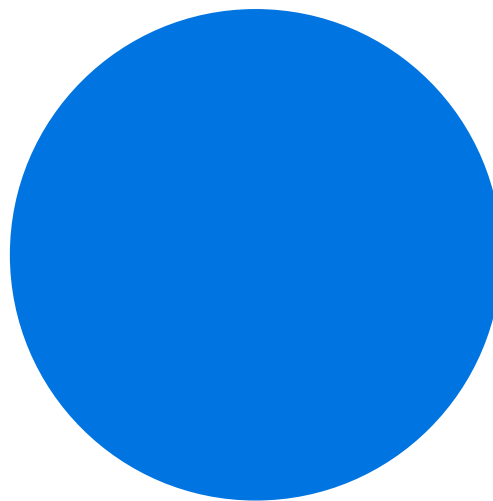
Dark Blue

CMYK
100, 80, 0, 30
RGB
5, 46, 120
HEX
#052E78



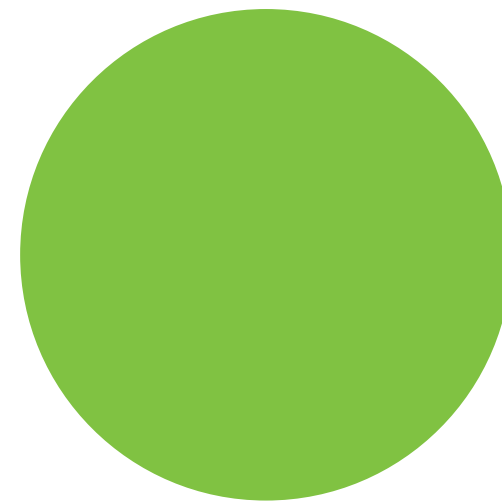
Light Blue

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.

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

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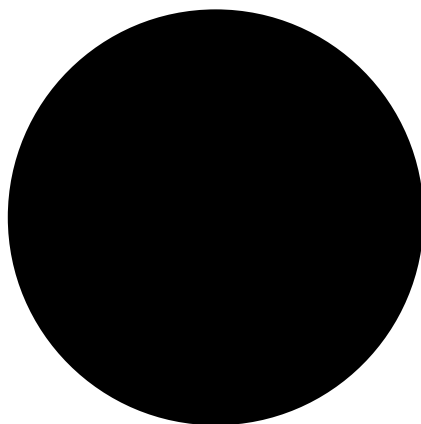
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Both whiteout text and logo can be placed onto any of the other main brand colours.

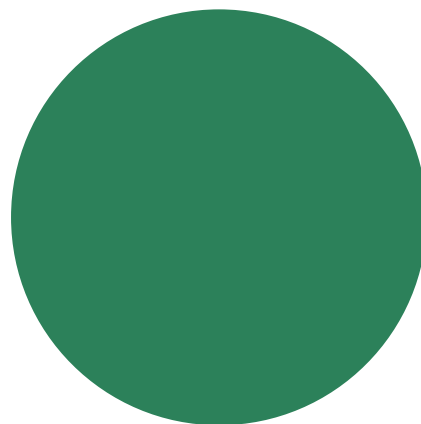
Colours

Complimentary brand colours.



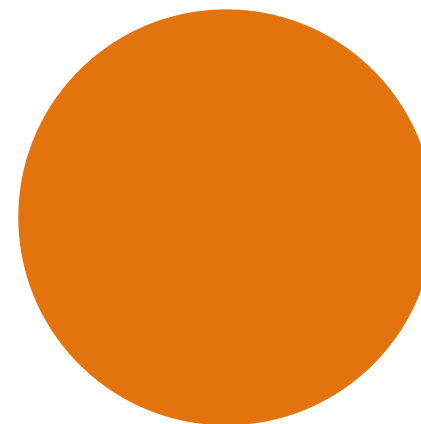
Black

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

www.activityalliance.org.uk

www.activityalliance.org.uk

www.activityalliance.org.uk

www.activityalliance.org.uk

www.activityalliance.org.uk

Typography

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

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.



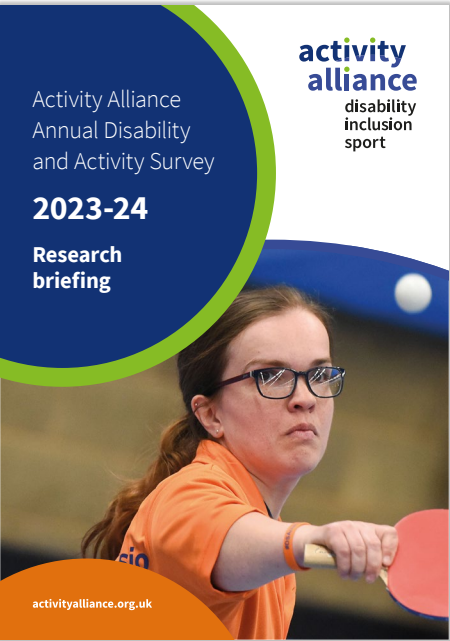
Merchandise

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

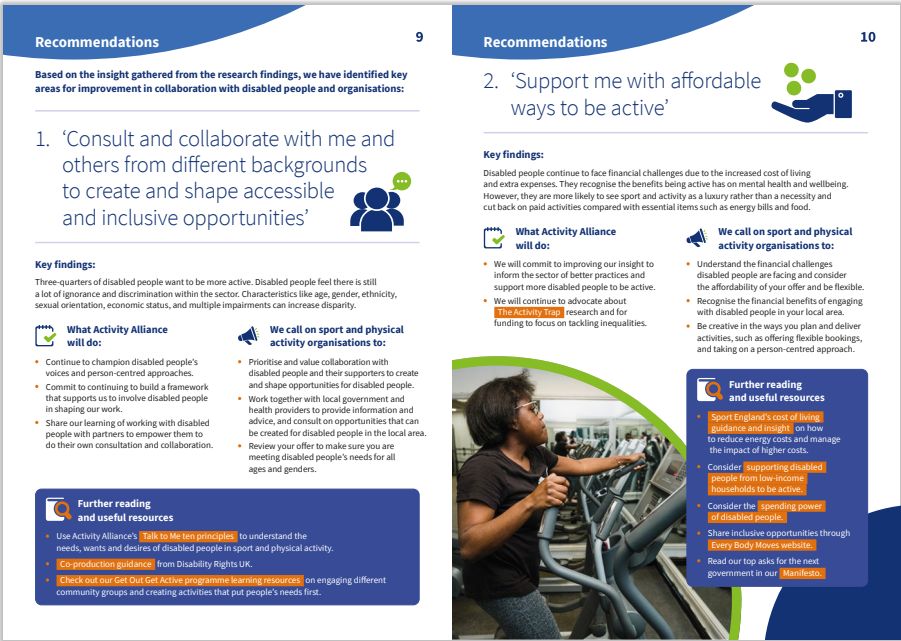


Printed and digital items

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:

☎ 0808 175 6991

✉ info@activityalliance.co.uk

Brand guidelines last reviewed
and updated in March 2025.

SportPark
Loughborough University
3 Oakwood Drive, Loughborough
Leicestershire, LE11 3QF



Charity Registration Number: 1075180.

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