



Go Canoeing Logo Guidelines: Starter Sessions

Introduction

These guidelines have been developed to ensure the proper and consistent use of the official Go Canoeing Logo. The logo is available for use by registered organisers and official event partners of a Go Canoeing Starter Session only. It is important that a coherent image is maintained by conforming to these basic guidelines and specifications. The logo is a registered trademark of Canoe England.


Who can use the logo?

- Registered organiser of a Go Canoeing Starter Session
- Official Event partners (written permission required)


The logo must be only used for promoting Go Canoeing Starter Sessions and should not be used for any other event. The logo can be used on printed and web based promotional communication for Starter Sessions. It is not permitted to use the logo on any clothing or merchandise.

The logo



 Colour Version
CMYK: 63/3/12/0, RGB: 87/188/215



 Black and White Version
CMYK: 0/0/0/50, RGB: 156/157/159

Exclusion Zone

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



Resizing

When resizing the logo, you must ensure the proportions remain the same; this can be done by holding down the Shift key whilst resizing or selecting the Lock Aspect Ratio box in the size menu.

Minimum size: approx 2cm x 1cm

The logo must always be shown in full and not amended in any way or distorted in any way.

Contact

For further information or to register as an event organiser email info@gocanoeing.org.uk