



THE SHORT GUIDE



CONTACT

Threshold Sports

42 Bond Street
Brighton
BN1 1RD

Call us

Phone: 0207 6031 878
(09:30-12:30 Mon-Fri)

Email us

info@thresholdsports.co.uk
www.thresholdsports.co.uk

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INTRODUCTION

THE SHORT GUIDE

This guide represents the **Sidley London Revolution** event, together with all the key elements and rules that build and guard it in short. The brand identity is a direct expression of the core values that are inherent to the **Sidley London Revolution** brand.

By following the guidelines, you can help to ensure that the **Sidley London Revolution** event is always positioned in a consistent and coherent way towards all stakeholders, and that awareness for this brand is strongly raised.

EVENT LOGO

The Sidley London Revolution logo is the primary visual element that identifies the event. The signature is a combination of the main sponsor, Sidley, and the name of the event, combined with a bicycle wheel – they have a fixed relationship that should never be changed aside from the logo's highlighted in this guide.

THE BASE LOGO

The Sidley London Revolution logo comprises three elements, the Sidley logo, the event name and the background bicycle wheel. It is a powerful image representing a great partnership culture, the connection between the strength of communication and the event itself.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The main typeface is **Akko Pro Bold** with no sub type, and have also been chosen to compliment and balance perfectly with the bicycle wheel it sits against.



1) Sidley logo

2) London Revolution logo

3) The Bicycle wheel

4) OPTIONAL DATE

Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

Attention:

The use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Threshold Sports if you have any questions or need further help.

ALTERNATIVES



DATES



There are two standard versions of the official emblem: without a date and with the date

The without date version is the preferred version whereas the dated version should only be used in non-repeatable scenarios.

TYPOGRAPHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project.

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways to create a sense of hierarchy. Here are some of the most common techniques for the Sidley London Revolution brand.

The font Akko Pro Bold has been chosen as corporate typeface and Akko Pro Regular as the sub-typeface. Only these two fonts should be used in all communication materials.

For all competition related promotions and official Sidley London Revolution collateral, the use of the listed typefaces is considered mandatory.

All texts should be inter-letterspaced in order to instill calmness in text fields. Individual letterspacing may be required in order to visually balance title texts.

WEBSAFE FONTS

Where only websafe fonts can be used, such as within emails, please use Arial Bold for headlines and subheads, and Arial Regular for body text.

AKKO PRO BOLD

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789**

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

COLOURS

Color plays an important role in the Sidley London Revolution logo brand identity program. Consistent use of these colors will contribute to the cohesive and harmonious look of Sidley London Revolution logo brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

EXPLANATION

The Sidley London Revolution logo has three official colors: Sidley Blue, Ice White, REVS Red & Pure Black.

USAGE

Use them as the dominant color palette for all internal and external visual presentations of the company.

SIDLEY BLUE

-

COLOR CODES

CMYK : 100 / 18 / 0 / 47
RGB : 0 / 94 / 133
Hex : #005e85

ICE WHITE

-

COLOR CODES

CMYK : 0 / 0 / 0 / 0
RGB : 255 / 255 / 255
Hex : #ffffff

REVS RED

-

COLOR CODES

CMYK : 5 / 93 / 94 / 1
RGB : 220 / 43 / 31
Hex : #dc2b1f

PURE BLACK

-

COLOR CODES

CMYK : 0 / 0 / 0 / 100
RGB : 0 / 0 / 0
Hex : #000000

LANGUAGE STYLE GUIDE

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CAPITALISATION OF WORDING

GENERAL EVENT

Start
Finish
Basecamp

REGISTRATION

Registration Packs
Terms and Conditions
MyEvents Portal
Training Plans
FAQs
Participant Information Platform
Apparel
T&Cs

PACKAGES & DISTANCES

Ultra Marathon
Marathon
Half Marathon
Day 1 / Day 2
Weekender
Non-stop
ULTRA (Revs only)
Ultra
Km

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