



# **THRESHOLD/ SPORTS**

## **EVENT STYLE GUIDE**

V1 May 2024



# CONTENTS

Our Purpose	03
More Is In You	04
Event Positioning	05
Master Brand	06
Forward Graphic	08
Event Logos	09
Event Messaging	10
Partner Logo Lock-Up	13
Colours	14
Typography	18
THRESHOLD/ in copy and #Hashtags	19
Photography	20
Bringing it all together	23

# OUR PURPOSE

Motivation: a profoundly personal force. An inner spark propelling us to action.

At Threshold, we provide the fuel for that spark, whatever form it takes – whether it's the exhilaration of competition, the pursuit of personal growth, or just the challenge of taking those monumental first steps.

By creating world-class challenges and events, we allow people to explore and embrace the unknown, however they choose to participate.

We do this because we share the belief that beyond the familiar and the everyday lie uncharted territories of potential. The belief that more awaits, that greater achievements are within reach. The belief that more is out there. More is possible.

More Is In You.

# OUR MISSION

We believe More Is In You.

Our purpose is to help people realise their potential through world-class events.

We create and deliver breathtaking challenges for the public, corporate and charity sector. Whether it's walking 5km, cycling the length of the UK or summiting Kilimanjaro – we're all about discovering where More Is In You.

**THRESHOLD/  
MORE IS IN YOU™**



# WHY? PURPOSE

**THRESHOLD/  
MORE IS IN YOU™**

# HOW? MISSION

We help people to  
realise their full  
potential through  
world-class  
challenge events

# WHAT? POSITIONING

 babble

**RIDE ACROSS  
BRITAIN**

The UK's Original  
Cycling Adventure

**ENDURE<sup>24</sup>**

Exhilarating  
24 Hour Team  
Running  
Challenges

**THRESHOLD/  
TRAIL SERIES**

Prestigious Ultra  
Marathons in  
Iconic British  
Locations

# MASTER BRAND LOGO

The THRESHOLD/ logo incorporates the forward graphic that is synonymous with our brand.

The forward graphic represents our drive to move forward, unlimited possibilities, and our belief that more is in each and every one of our event participants.

**THRESHOLD/**

**THRESHOLD/**  
**SPORTS**

**THRESHOLD/**  
**SPORTS**



Minimum width: 140px / 20mm

**THRESHOLD/SPORTS**



Minimum width: 230px / 20mm

**THRESHOLD/**

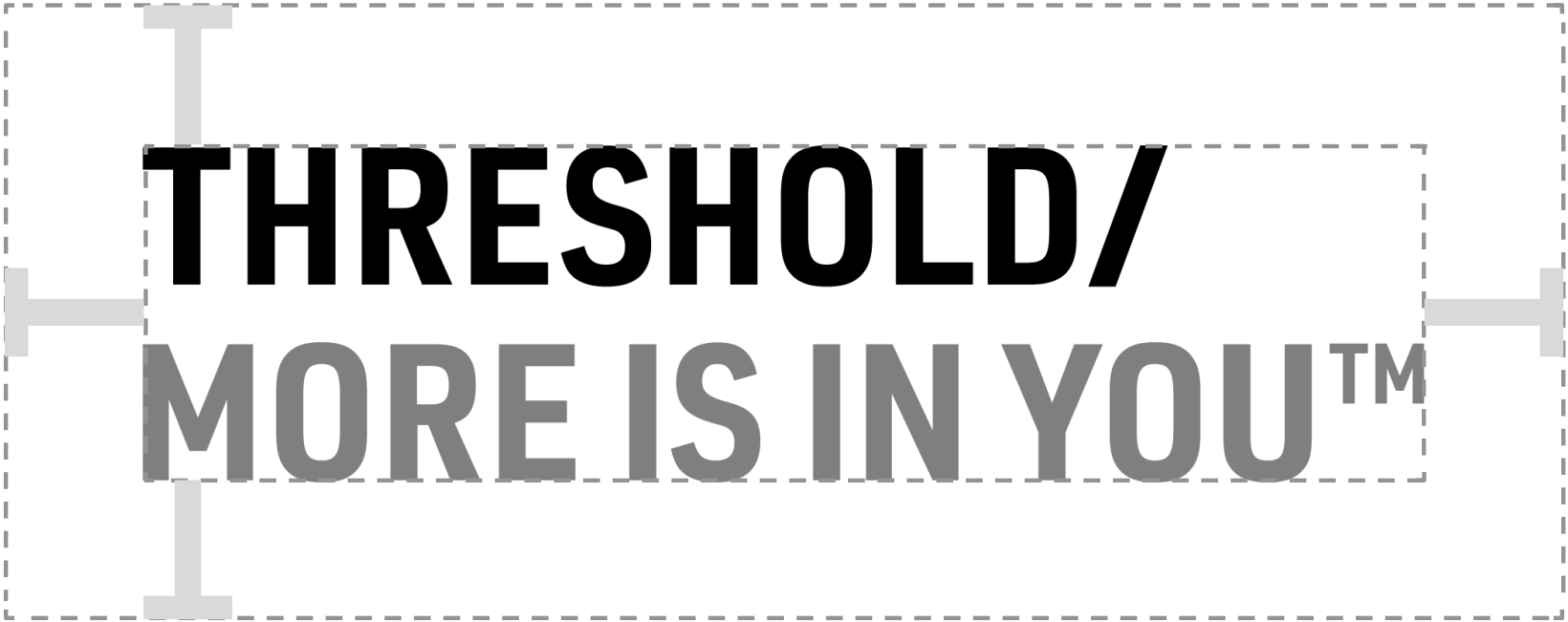
**THRESHOLD/**  
**SPORTS**

**THRESHOLD/**

**THRESHOLD/**  
**SPORTS**



Please ensure that you leave sufficient clear space around any of the THRESHOLD/ brand logos by following the above guidance on logo exclusion / safe areas. When using any logo you must leave a minimum amount of space equal to the height the lettering within the logo.



When applying the logo over colour backgrounds/imagery please ensure that you apply a 50% transparency to the ‘MORE IS IN YOU’ element of the masterbrand logo.

Please consider the overall size of the THRESHOLD / logo and its legibility when designing for smaller applications.

**THRESHOLD/**  
**MORE IS IN YOU™**

Minimum width: 180px / 30mm

**THRESHOLD/**  
**MORE IS IN YOU™**

**THRESHOLD/**  
**MORE IS IN YOU™**



# FORWARD GRAPHIC

The forward graphic is derived from the THRESHOLD / master brand. It portrays a sense of movement and momentum.

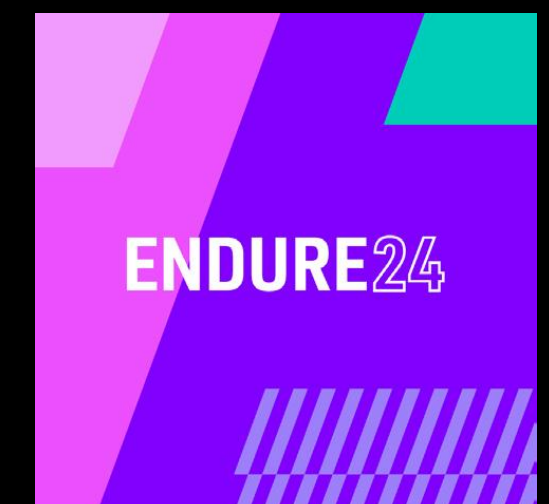
The forward graphic has many uses which make it an integral part of our brand. It can be used to house/crop imagery, create vibrant backgrounds, highlight text and even as a dynamic pattern.

When using the forward graphic you must ensure that the angle remains unchanged.

Use contrasting colours to help the forward graphic stand out.

When overlaying the forward graphic over imagery use either a 100% / 75% / 50% or 25% level of transparency. This will be dependant on the image.

THRESHOLD/  
MORE IS IN YOU™



# EVENT LOGOS



**RIDE ACROSS  
BRITAIN**

For each event, we have colour, mono black, and mono white logos available. Please speak to the THRESHOLD/ marketing team for logo files, guidance, and usage approval.

**THRESHOLD/  
TRAIL SERIES**

**RACE TO  
THE KING**

**RACE TO  
THE STONES**

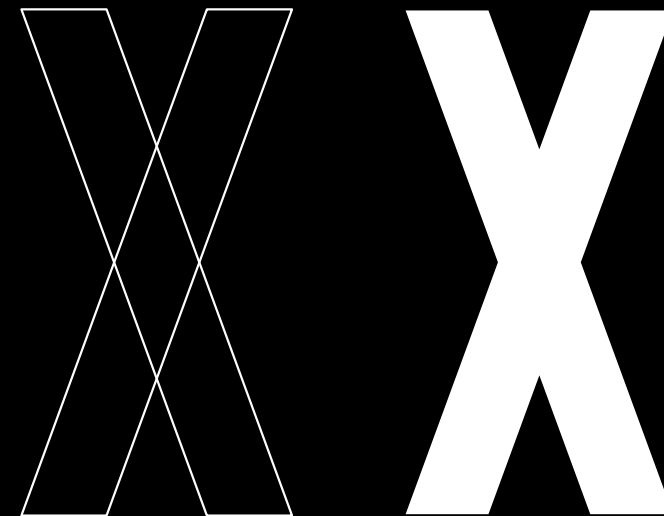
**ENDURE<sup>24</sup>**

**ENDURE<sup>24</sup>  
LEEDS**

**ENDURE<sup>24</sup>  
READING**

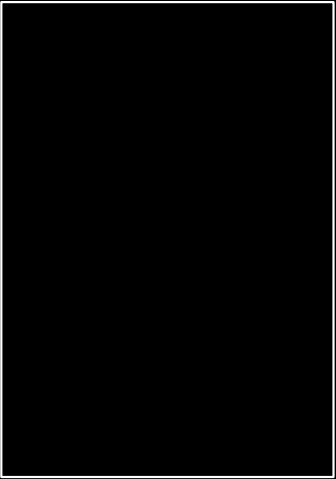
# PARTNER LOGO LOCK-UP

Always keep logos balanced, matching either height or width depending on the composition.  
We use the forward graphic to construct an 'x', which should sit in the exact centre of the design.




# COLOUR / THRESHOLD

Primary palette




**BLACK**  
R0 G0 B0  
CO MO YO K100  
000000

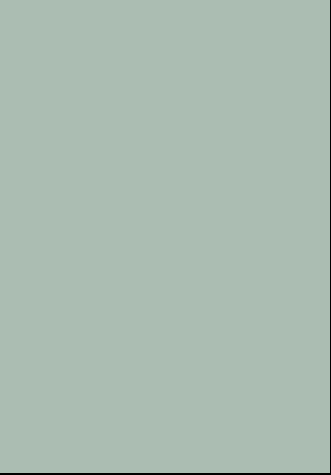


**WHITE**  
R255 G255 B255  
CO MO YO KO  
FFFFFF


Secondary palette



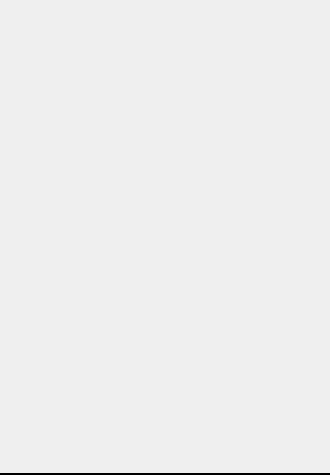
**MEADOW**  
R110 G135 B120  
C60 M30 Y50 K12  
6E8778



**MOSS**  
R171 G189 B178  
C37 M18 Y30 KO  
ABBDB2



**SLATE**  
R43 G43 B43  
C70 M60 Y57 K70  
2B2B2B



**CHALK**  
R239 G239 B239  
C8 M5 Y6 KO  
EFEFEF

# COLOUR / RIDE ACROSS BRITAIN

Primary palette



SEA

R51 G87 B112

C85 M60 Y38 K18

335770

Pantone 2158



SKY

R117 G139 B167

C58 M40 Y22 KO

758BA7

Pantone 4149

Secondary palette



MOOR

R82 G135 B98

C70 M28 Y70 K10

528762

Pantone 6178



MOUNTAIN

R147 G181 B156

C45 M15 Y43 KO

93B59C

Pantone 2255



HEATHER

R122 G16 B107

C58 M100 Y25 K10

7A106B

Pantone 2355



THISTLE

R156 G94 B148

C42 M74 Y14 KO


9C5E94

Pantone 257

15


# COLOUR / TRAIL SERIES

Primary palette




**SUNRISE**  
R254 G134 B50  
CO M57 Y87 KO  
FE8632  
Pantone 4009

**THRESHOLD/  
TRAIL SERIES**



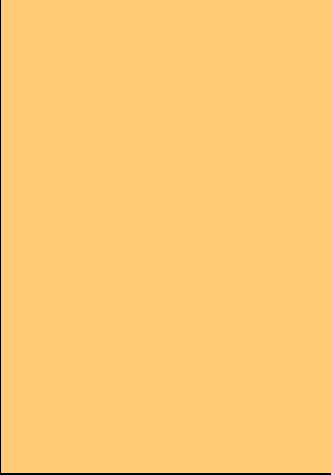
**BARLEY**  
R254 G165 B101  
CO M42 Y65 KO  
FEA565  
Pantone 156

Primary palette



**PLOVER**  
R254 G162 B3  
CO M40 Y100 KO  
FEA203  
Pantone 1235

**RACE TO  
THE KING**




**WHEAT**  
R254 G203 B117  
CO M22 Y62 KO  
FECB75  
Pantone 4002

Primary palette



**KITE**  
R251 G92 B54  
CO M80 Y84 KO  
FB5C36  
Pantone 2026

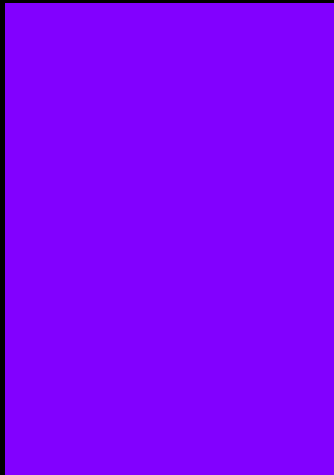
**RACE TO  
THE STONES**



**SUNSET**  
R254 G120 B91  
CO M66 Y63 KO  
FE785B  
Pantone 2023

# COLOUR / ENDURE<sup>24</sup>

Primary palette



## MIDNIGHT

R129 G0 B254  
C70 M80 Y0 KO  
8100FE  
Pantone 266

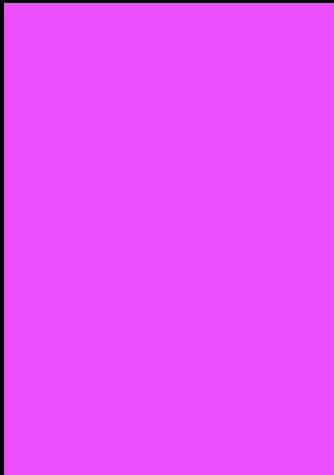
ENDURE<sup>24</sup>  
READING



## DUSK

R158 G127 B151  
C50 M50 Y0 KO  
9E7FFB  
Pantone 2635

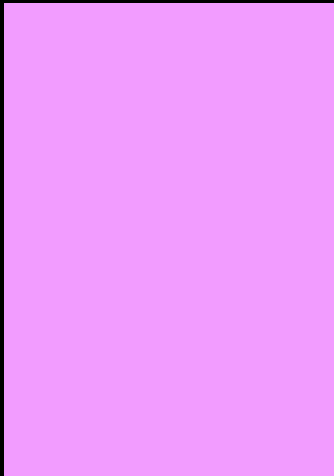
Primary palette



## NEON

R236 G80 B254  
C5 M90 Y0 KO  
EC50FE  
Pantone 238

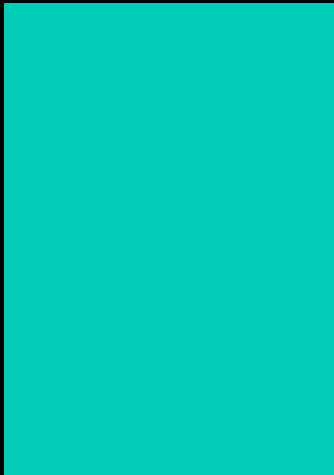
ENDURE<sup>24</sup>  
LEEDS



## FAIRY

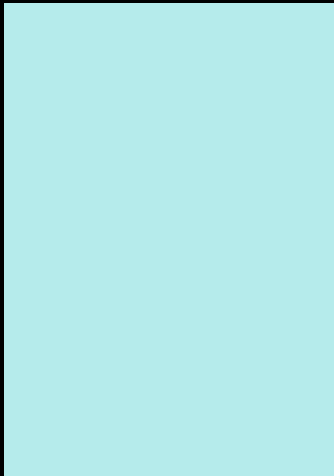
R242 G155 B255  
C10 M50 Y0 KO  
F29BFE  
Pantone 230

Secondary palette



## DAYLIGHT

R0 G205 B184  
C80 M0 Y40 KO  
00CDB8  
Pantone 3255



## DAWN

R182 G234 B235  
C24 M0 Y11 KO  
B6EAEB  
Pantone 573

# TYPOGRAPHY

Our brand identity revolves around a consistent approach to use of typography.

## HEADLINES URW DIN SEMICOND

Headlines should always appear in ALL CAPS.

**Bodycopy**  
Maison Neue Extended Book /  
**DemiBold**

Webtypography  
Please use Source Sans Pro

Document typography  
Please use Arial

THRESHOLD/  
MORE IS IN YOU™

ENDURE<sup>24</sup>  
LEEDS

LAST FEW  
PLACES

A relentless 24-hour relay  
race that will redefine  
your limits of mental  
and physical fitness.  
How far will you go?

DATE:  
29<sup>th</sup>–30<sup>th</sup> June 2024

LOCATION:  
Bramham Park

Register or for more information visit: [endure24.com](https://endure24.com)

HEADLINES - ALL CAPS  
URW DIN SEMICOND

**BODY COPY**  
Body Maison Neue Extended Book

**WEB ADDRESS / KEY INFO**  
Body Maison Neue Extended Book

# THRESHOLD/ IN COPY AND #HASHTAGS

We should always write THRESHOLD/ in all caps and with a forward slash when used on body copy.

#MoreIsInYou

#Threshold

#RAB2024

#BabbleRAB

#RideAcrossBritain

#E24Leeds / #E24Reading

#ThresholdTrailSeries

#RTTS / #RTTK



# PHOTOGRAPHY GUIDELINES / RIDE ACROSS BRITAIN

Showing the breathtaking landscapes and personal achievement associated with this epic event



# PHOTOGRAPHY GUIDELINES / TRAIL SERIES

Showcasing the picturesque British landscapes, the personal achievement associated with completing an ultra, and the inclusive, welcoming nature of these events.



# PHOTOGRAPHY GUIDELINES / ENDURE<sup>24</sup>

Showing the high-energy, festival-like atmosphere, community focus, and day-to-night aspect of the events.



EVENT LOGO

Ensure the race logo contraststs well against the background image

WIDE / LANDSCAPE PHOTOGRAPHY

Wide dramatic landscape shots help contrast with close up photography. Use the forward graphic o create a vusal divide between the two images.

CALL TO ACTIONS

Use the forward graphic as container



RIDE ACROSS  
BRITAIN

THE UK'S ORIGINAL  
CYCLING ADVENTURE

Discover the unparalleled  
980-mile adventure  
that unfolds when  
two wheels meet  
the open road.

DATE: 7th – 15th September 2024	LOCATION: Land's End to John o' Groats	DISTANCE: 980 miles
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FINAL PLACES REMAINING - BOOK NOW

For more information, visit [rideacrossbritain.com](https://rideacrossbritain.com)



THRESHOLD/  
MORE IS IN YOU™

BRINGING IT  
ALL TOGETHER

CLOSE UP PHOTOGRAPHY

RACE INFORMATION

Display key information about the race

THRESHOLD / MORE IS IN YOU

Logo placed withing forward graphic

23



**THRESHOLD/  
MORE IS IN YOU™**