

British Canoeing Quality Mark Logo Guidelines

British Canoeing Quality Mark

The British Canoeing Quality Mark is an accreditation for organisations providing paddlesport activities. Accreditation runs from 1st January to 31st December each year.

The aim is to support you in developing your activities and to give practical help to you in promoting your business.

This package has been designed to support:

- Outdoor Activity Centres
- Hire companies for all paddlesport activities Activity Holiday Companies
- Local Education Authority Centres
- Specialist paddlesport providers/companies

Once your centre becomes Quality Marked, along with all of the main benefits and advantages of this, you will get:

- Use of the British Canoeing Quality Mark logo on your promotional material
- British Canoeing Quality mark flag and certificate

This pack is to give guidance on the appropriate use of this logo and materials.

About Quality Mark



The logo and British Canoeing brand remains the property of British Canoeing and can only be used by permission and in line with the guidelines for use, issued by British Canoeing.

The British Canoeing Quality Mark logo is available to companies who achieve the standard required by British Canoeing. It is to demonstrate to customers, clients and relevant authorities that your company has achieved this standard through external assessment in providing a safe, well run, professional service.

Using the Quality Mark Logo

The provider/company can:

Use the logo and branding to support the promotion and integrity of your company in the following way:

- Display of the flag or banner supplied
- On T-shirts and clothing but no larger than 12cm x 7cm
- On your website
- On your social media channels
- On promotional literature to indicate endorsement of your company
- On letter heads and for correspondence
- At events

Using the Quality Mark Logo

Conditions:

The provider/company shall:

- Have use of and shall follow the brand, logo and wording guidelines issued by British Canoeing and shall comply with any request from British Canoeing regarding the use of the brand, logo and wording
- Not use the Branding for any other activity other than that specified in the Quality Mark approval process and inspection report produced by British Canoeing
- Not use as the main or principal form of identity for your company
- Not lend, licence or allow the brand to be used by a third party
- Not produce the logo on buildings, equipment or vehicles in a way which is permanent
- Immediately stop using the British Canoeing Quality Mark on receipt of a request by British Canoeing to do so

Using the Quality Mark Logo

When using the logo, please take note of the following rules of use:

- The Quality Mark logo is not to be cropped, or edited from the original file sent over by British Canoeing
- The logo must always be used on a **plain white background when in the blue/red colour way**
- The white logo must only be used on colour backgrounds where the blue/red logo cannot be used
- When placing the logo, an exclusion zone must be observed. This is demonstrated in the first image show on the right. This allows the logo to not be distorted
- The logo must always sit in the top right hand corner of all documents, observing the exclusion zone. This is demonstrated in the bottom image to the right
- A white version of the British Canoeing logo can be used when it is not appropriate to use the full red and blue version of the logo.



About Go Canoeing



Go Canoeing is a British Canoeing initiative aimed at opening up the sport to new participants and encouraging those with some canoeing experience to take to the water more regularly.

A BRITISH CANOEING SUB BRAND

Go Canoeing is the sub brand of British Canoeing, the overall feel is more family friendly and fun, reflected in a colourful palette and through images used. It is focused targeting those that are interested in leisure and recreational side of paddlesport. The logo is a registered trademark of British Canoeing.

When can the logo be used?

Quality Mark providers can use this logo if they are registering Starter Session or Guided Tours through British Canoeing:

- **Starter Sessions:** Fun introductory sessions
- **Guided Tours:** Led paddles that introduce people to a local waterway and area (can be themed)

There are a number of promotional resources and templates that can also be requested to support the promotion of your sessions.

Using the Go Canoeing Logo

It is important that a coherent image is maintained by conforming to these basic guidelines and specifications.

THE LOGO 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 communications and prevent the logo from becoming lost or crowded.

The logo should be used in it's colour format whenever possible. (shown top right)
If this isn't possible then the greyscale version can be used (bottom right)



Seasonal Campaigns

At different times of the year Go Canoeing may launch a campaign to include a seasonal theme. Each Go Canoeing campaign will vary slightly in colour scheme and the main logo may be adapted to reflect the theme (e.g. santa hat added at Christmas). Allowing the brand to remain fun and engaging for children and families.

When a campaign is launched the seasonal logo and any supporting resources will be shared to help promote any activities that you have running within the campaign. Only official seasonal designs shared from British Canoeing can be used. Under no circumstances can the Go Canoeing logo be adapted from versions supplied.

