Brand Guidelines

v1 Initial 06.17

Logo Usage

Primary Logo

As a key component of our identity, the primary logo is one of its most visible parts and is the preferred version for all materials and communications. Use the Resource files tab to download the version of the logo that is best suited for the given application. The logo must be used as provided and cannot be altered in any way.

Pantone x2 Spot Colour Logo

There will be instances when a Pantone Spot
Colour version of the logo will be required.

The two Pantone Spot colours are:
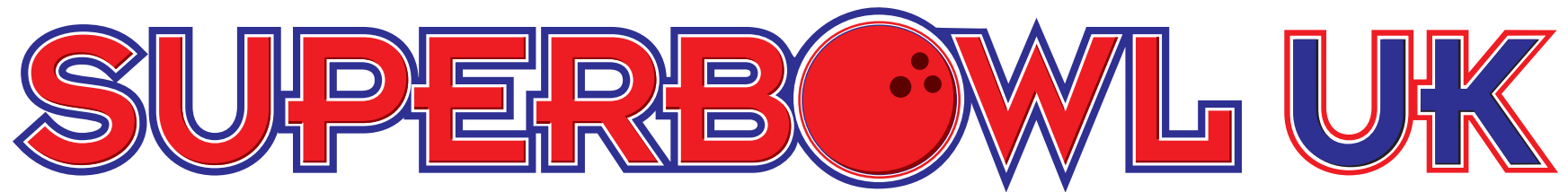
Pantone Blue 072C
Pantone Red 485C

Secondary Logo (black outline)

As a key component of our identity, the primary logo is one of its most visible parts and is the preferred version for all materials and communications. Use the Resource files tab to download the version of the logo that is best suited for the given application. The logo must be used as provided and cannot be altered in any way.

Tenpin Bowling   At Its Best
SUPERBOWL UK

Wordmark

The Wordmark is a portion of our logo that displays our company name without the Symbol. The Wordmark is a unique typographic signature and cannot be replaced with a standard font.

Clear Space

The Clear space has been established to ensure logo visibility and impact. Maintaining the clear space zone between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

Use lead letter 'S' to estimate clear spacing as per below.

Clear Space

SSS **Tenpin Bowling** **At Its Best** SUPERBOWL UK SSS

Usage on dark backgrounds (reversed logo)

When placing the logo on an dark image, colour or pattern, it is essential that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distract from or compete with the logo.

Corporate Colours

Our Corporate colours are a distinct and crucial part of our identity as they make our brand instantly recognisable. When applied consistently, our Corporate colours also provide a strong visual link across various materials and communications and set our company apart from the competitors.

	Blue		Red	
CMYK	C100 M100 Y0 K0		C0 M100 Y100 K0	
RGB	R46 G49 B146		R237 G28 B36	
HEX	# 2e3192		# ed1c24	

Name in the text

When writing the Company name in the text on printed or online materials, always use the correct writing format. Consistency in the writing of the company name shows professionalism and helps build our brand awareness.

Correct Usage

Superbowl UK ✓

When referring to a specific Superbowl UK location, the location must follow the brand name.
For example, **Superbowl UK Widnes**.

Incorrect Usage

Super Bowl UK ✗

Super Bowl ✗

Hull Superbowl ✗

Site Specific Logo Usage

Where advertising, marketing and signage is for particular sites, site specific logo are to be used.

For example:

Please note: There are variations of site specific logos available to fit landscape spaces (logo in one line) and options of logo for use on light or dark backgrounds.