



Brand toolkit

March 2026

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Our logo

The Sport England logo is comprised of the logo mark and the word mark. These must always be used together using the same positioning and proportions as shown here.

This is the standard version of our logo, in Sport England blue. It should be used when the background colour is white or a very pale colour/image.

The logos can be accessed at: sportengland.org/press-pack/logo-and-brand-toolkit



**SPORT
ENGLAND** X

Don't use the logo mark or the word mark individually.

 **SPORT
ENGLAND** X

Don't use the logo mark or the word mark in different positions.

Our logo

Our logo is also available in white so it can be used on coloured backgrounds or suitably contrasting images.

When only one colour is available for printing, the logo can be used in black.

Our logo is also available in a limited number of other brand colours. Please contact brandhelp@sportengland.org for more information.

Examples of the white logo used on coloured backgrounds. ✓



Don't use with low contrast colours. ✗



Logo use on suitably contrasting imagery. ✓



Don't use with low contrast images. ✗



Black version of logo for one colour printing.



Exclusion zone

Space is an important consideration when using our logo, as we like things to have room to breathe. If other content is positioned too close to the logo, it appears cramped and can lose prominence.

The exclusion zone is an invisible space around the logo – at least the height of the letter E – that should remain free from any other graphical elements.

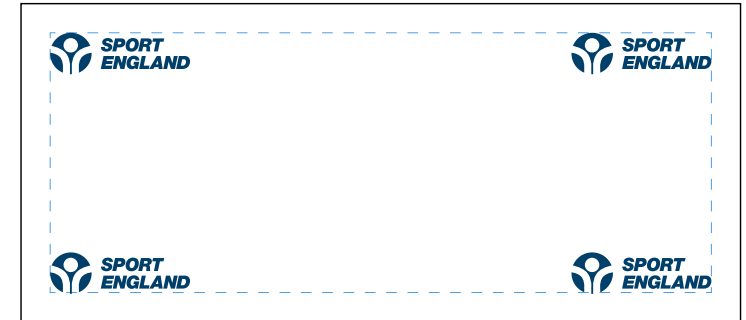
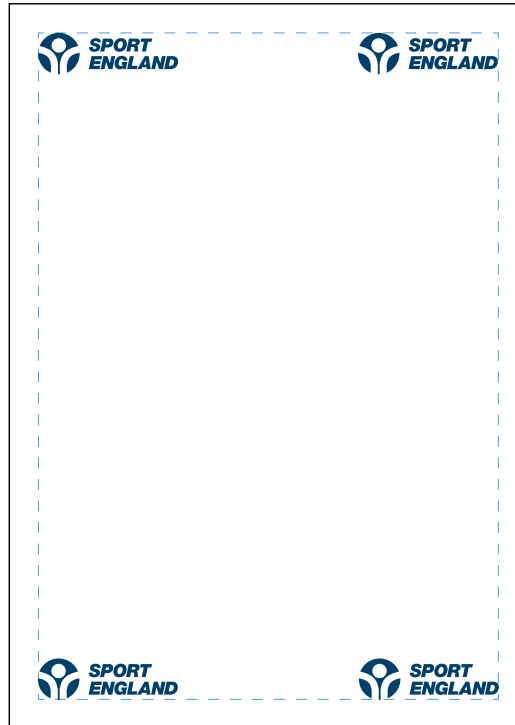


Don't place any graphic elements inside the exclusion zone.

Logo size and position

To make sure that our logo is used consistently, always place the logo in a single corner of the page.

Examples of logo placement in the corners of a communication.



Our logo becomes difficult to read when used too small. To ensure legibility we've provided minimum sizes here for screen and print usage.

Minimum logo sizes



150px wide (for screen)



30mm wide (for printing)

Promoting lottery funding

The National Lottery/Sport England logo can be used by partners and projects that we have invested Lottery funds into. The standard version of the logo is dark blue. It should be used when the background colour is white or a very pale colour/image.

The National Lottery/Sport England logo is also available in white with a blue keyline around the crossed fingers icon so it can be used on coloured backgrounds or suitably contrasting images.

There are also mono versions of the logos that can be used when colour usage isn't suitable.

The National Lottery/Sport England logo can be accessed at: sportengland.org/press-pack/logo-and-brand-toolkit

Version one – standard version for use on websites etc.



Version two – high impact version for use on clothing, billboards etc.



Promoting lottery funding

The National Lottery logo can be difficult to read when used too small. To ensure legibility we've provided minimum sizes for screen and print usage. The minimum size is gauged by the height of The National Lottery crossed fingers.

There's an exclusion zone around the logo – at least the height of the letter E from the Sport England logo – that should remain free from any other graphical elements in any communications. The exclusion zone is incorporated into the logo files to make positioning from other elements easier.

Portrait lock-up

– minimum logo sizes.

Digital

50px



Print

20mm



Portrait lock-up – exclusion zone



Landscape lock-up

– minimum logo sizes.

Digital

50px



Print

10mm



Portrait lock-up – exclusion zone



Promoting lottery funding

Use the full colour version of the logo lock-up when the background colour is white or a very pale colour/image.

The National Lottery/Sport England logo is also available in white and mono so it can be used on coloured backgrounds or suitably contrasting images.

Full colour logo lock-ups on suitable contrasting backgrounds.



Don't use with low contrast colours.



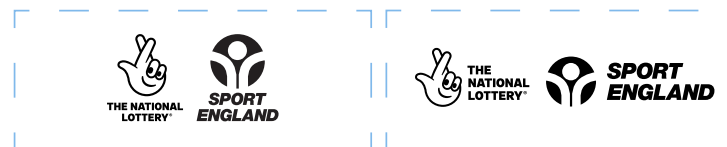
White logo lock-ups on suitable contrasting backgrounds.



Don't use with low contrast images.



Black (mono) version of logo for one colour printing.



Promoting government funding

The 'Funded by UK government' logo can be used by partners and projects that we have invested Exchequer funds into.

There are two versions of the logo:

- one with the government logo side by side with the text
- one with the logo stacked above the text, which has been designed to be more compact.

Whenever possible, use the side-by-side version of the logo. Where there is limited space and it is not possible to use this version, use the stacked version.

The 'Funded by UK government' logo can be accessed at: sportengland.org/press-pack/logo-and-brand-toolkit

Landscape version (primary):



Stacked version (secondary):



Funded by
UK Government



Exclusion zone:

When using the logo, ensure the exclusion zone and minimum size are adhered to.



The exclusion zone allows for a clear area around the logo at all times ensuring clarity. This area is defined by leaving an area the height (x) of the crest around the logo. This is the minimum clear area needed around the logo and usually there would be a larger clear area around the logo.

Minimum size:

To protect the legibility of the logo, the minimum size it should be used at is 10mm high (y). Whenever possible, use the logo larger than the minimum size.



Logo formats

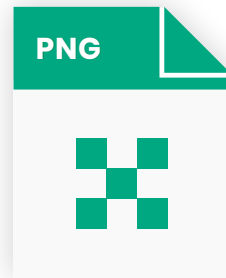
The logos can be downloaded from our brand toolkit and are available in the following file formats:

RGB and mono versions are recommended to use for screen and online communications.

CMYK and mono (ai, eps or JPG) files are recommended for print communications.



Don't use the JPG version on a coloured communication otherwise the white background will show up.

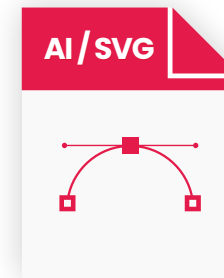


PNG version

The PNG version has a transparent background so is suitable for use on coloured communications. A PNG file is also made of pixels, so will lose sharpness when used bigger than 100%.

Common uses

- Word documents
- Powerpoint documents
- Online communications
- Not for professional printing



AI and SVG version

The AI and SVG versions use lines (called paths) to create the logo file. As the logo is not made up of pixels it can be scaled to any size without losing quality.

Common uses

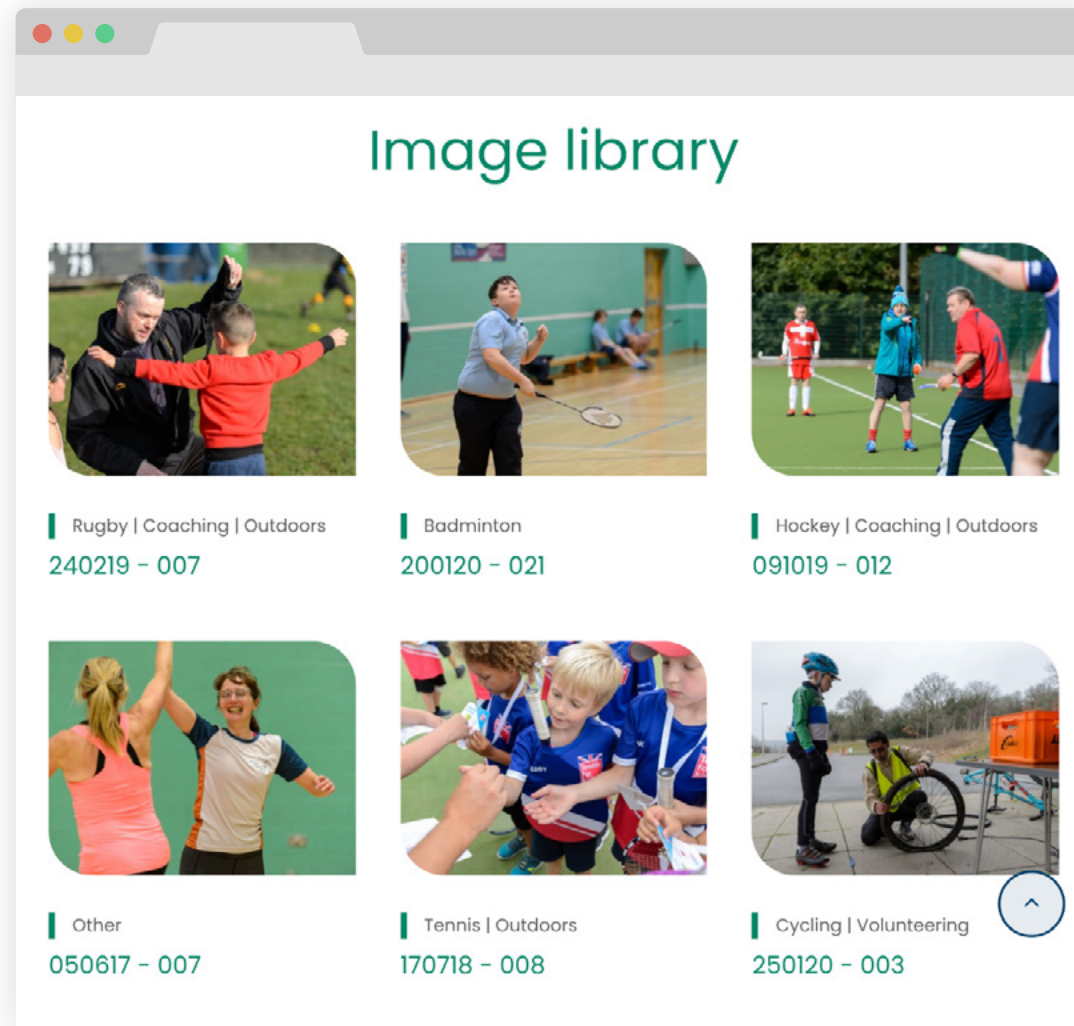
- Professional printing
- Display and exhibition
- Printed banners

Image Library

This can be accessed at:

sportengland.org/image-library

We provide the photos in this library to help individuals and organisations promote physical activity. The images are free to use and you don't need to contact us for permission, we just ask you to create an account and agree to our terms and conditions that state the terms of use.



Which image size?

The images in our library are provided in the highest resolution we have available, which is suitably large for on-screen communication such as social media, website and online publications, as well as printed communications – simply size the images according to your needs.

Printing requires higher resolution images than screen communications, so please check that the image(s) you have chosen are suitable. You may need to check this with a designer/printer.

* If you're having a communication printed professionally, you'll need to allow 3mm of extra image around each side (called bleed). This prevents any white edges showing when the paper is cut.

Online publication example size guide.



Standard screen:
A4 – 210 x 297 @ 72ppi*
842 x 596 pixels

Hi-resolution screen:
A4 – 210 x 297 @ 144ppi*
1,684 x 1,191 pixels

Social media size guide.



1,200 x 627 pixels
Recommended social media size that will work on Facebook, Twitter and Linked In.



1,080 x 1,080 pixels
Recommended social media size for Instagram images.

Printing size guide.



A4 – 297 x 210mm*
3,508 x 2,480 pixels*



A5 – 210 x 148.5mm*
2,480 x 1,753 pixels*



Don't crop into the image too much, you will lose the sporting action for the viewer and the image may look bad when printed.

Social media

We're always looking to connect with organisations and individuals who are taking part in or promoting physical activity. We'll sometimes be able to share your posts on social media. But for that to happen you'll need to tag/mention us.

These are our **social media handles**.



@officialsportengland



@sportengland



@Sport England



@officialsportengland



@sport-england-se.bsky.social

#UnitingTheMovement



Where you're posting about sport, physical activity or anything Sport England-related, you may want to include the **#UnitingTheMovement** hashtag – it's another way for us to be alerted to your post.

Need something else?

If there's something else you want to ask in relation to our branding, logos, photography or social media, please email brandhelp@sportengland.org

