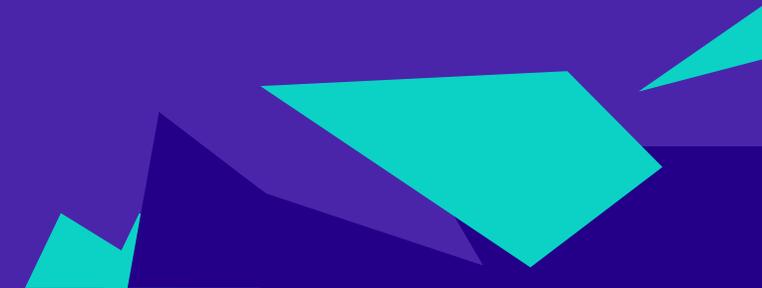


Brand identity *Style guides*



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Primary Logomark

Our logo is the face of Dallaglio RugbyWorks - the primary visual expression that we use to identify ourselves. Meaning that we need to be careful to use it correctly and for consistency, please use one version throughout a campaign.

Dallaglio
RugbyWorks

Dallaglio
RugbyWorks



Secondary Logomark

Our secondary logo is only to be used externally when the Primary logo does not work with background or production method. For consistency, please use one version throughout a campaign.



Logo variations

Dallaglio RugbyWorks logo used on an application will often depend upon the background and production method.



Full color



Full color with background

Full color



Full color with background



One color



One color



One color : Reverse



One color : Reverse

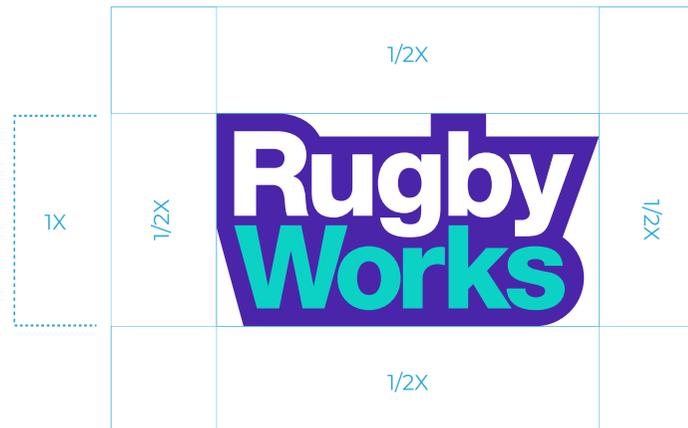


How To Use Logo

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by the X value height and width of logomark on each side.



Clear space on all sides must be half the height of the logo



Clear space on all sides must be half the height of the logo



Clear space on all sides must be equal to the height of the logo

How not to use Logo

Do Not: Logomark

Do not resize or change the position of the logomark.



Do Not: Fonts

Do not use any other font.



Do Not: Sizing

Any resizing must be in proportion.



Do Not: Colour

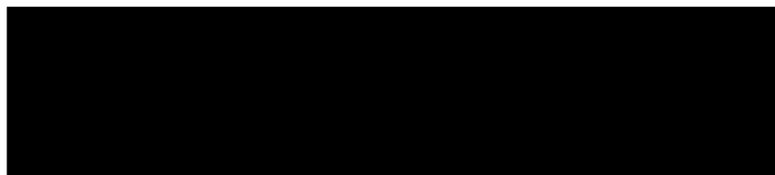
Use the official colour specifications detailed in these guidelines.



Colour Specifications

BLACK

Black implies self-control and discipline, a strong will, and giving an impression of depth. Black absorbs negative energy.



Pantone: Black C
CMYK: 40 40 10 100
HEX: 000000
RGB: 0 0 0

INDIGO

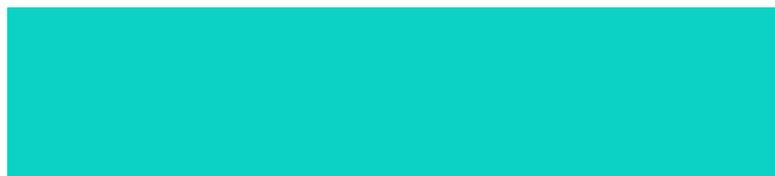
Powerful and dignified, indigo conveys integrity and deep sincerity. The colour meaning of indigo reflects great devotion, wisdom and justice along with fairness and impartiality.



Pantone: 2098 C
CMYK: 92 97 0 0
HEX: 4A25AA
RGB: 74 37 170

TURQUOISE

Associated with energy, friendship and patience, the colour turquoise aligns with how we work provide support to young people most in need.



Pantone: 3255 C
CMYK: 58 0 30 0
HEX: 2CD5C4
RGB: 44 213 196

DEEP INDIGO

Associated with power, ambition, creativity, dignity and devotion.



Pantone: 2735 C
CMYK: 99 99 0 5
HEX: 2E008B
RGB: 46 0 139

VIOLET

Represent the future, the imagination and dreams, while spiritually calming the emotions.



Pantone: Violet C
CMYK: 94 100 0 1
HEX: 440099
RGB: 68 0 153



The Typeface Family

Only one font styles are used for the logo, typeface family: Montserrat

When to Use:

Montserrat Regular is to be used for all forms of text ranging from: powerpoint presentations, word documents, stationery, website design, brochures and all forms of general correspondence.

Bold can be used for headings but we never use capitals or italics.

Montserrat

MONTSERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()





dalla lio
Rugby

dalla lio
Rugby

Dallaglio
RugbyWorks

FOR FURTHER ENQUIRIES ABOUT OUR BRAND,
PLEASE CONTACT US AT

info@dallaglorugbyworks.com

Dallaglio
RugbyWorks

VISIT

DALLAGLIORUGBYWORKS.COM

Dallaglio Rugby Works is a registered charity, 1150333 (England & Wales)
SC046140 (Scotland) / Company Registration No: 6803046

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