

SCHOOL GAMES

**Guidelines for what, why, when and how to use the
United by Birmingham 2022 brand identity**



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Introduction

Overview

The School Games has been chosen to proudly deliver the exciting legacy of the Birmingham 2022 Commonwealth Games to young people and children through our national network of local impact.

This is a huge opportunity for the School Games, helping us to deliver an even greater impact through the positive experiences of sport to those young people that need it the most.

Through this we are able to associate ourselves with the Commonwealth Games via the United by Birmingham 2022 programme.

United by Birmingham 2022

The United by Birmingham 2022 programme has been created to represent the wider Games' combined mission of driving positive change and improving health and wider wellbeing by bringing together communities across the UK. The United by Birmingham 2022 programme is the face for which Birmingham 2022's community programmes are recognised.

We can use United by Birmingham 2022 identity to celebrate our role in being one of the organisations supporting Birmingham 2022 Commonwealth Games with their mission.

United by Birmingham 2022 is a true asset for us as it will enable us to grab attention with broader audiences and have deeper engagement with our schools and young people as excitement builds towards the Birmingham 2022 Commonwealth Games.

Why use the identity

By associating your work with Birmingham 2022, you can:



Grab Attention

Associate your planned activity with a key moment in this year's sporting calendar



Evoke Pride

Showcase the positive role that you have in delivering the far-reaching positive legacy of the Commonwealth Games



Inspire Communities

Show your commitment to Birmingham 2022's ambition to inspire communities to live happier and healthier lives

Purpose of using this document

Whilst using the United by Birmingham 2022 identity is a fantastic opportunity and asset, it is also protected by strict brand guidelines that we must follow.

There are key partners and sponsors who have paid a lot of money to be closely linked to the Birmingham 2022 Commonwealth Games. The rules surrounding our United by Birmingham 2022 brand licence are in place to ensure there is a clear distinction between us and said partners and sponsors.

This document provides the dos, the don'ts and examples of how you can use the identity when delivering your projects including:

- **Logo use incl. examples**
- **Written association**
- **Photography and video**
- **Social media use**

We have pulled out the elements of the guidelines that we feel are of most

relevance to the School Games and its work. However, in the appendix you can also find the full official brand guidelines for further clarity.

You can also access the welcome pack on the School Games dashboard [here](#).

This includes the United by Birmingham 2022 official guidelines, logos and other templates. If you are unable to access the welcome pack please email your regional inbox.

Using the United by Birmingham 2022 identity

What	Why to use	Where to use	Rules to adhere to
Logo	<p>The logo is the simplest way to clearly associate your work with Birmingham 2022 and appears on the majority of templates that have been provided in your welcome pack.</p> <p>It is a great way for your local community to notice that your programme is part of an exciting international event.</p>	<p>On any visual materials you are creating to promote your United by Birmingham 2022 inspired activity, including:</p> <ul style="list-style-type: none"> - Web pages - Posters - Newsletters - Leaflets - Bunting - Banners - Stickers - Badges - Education resources - School certificates 	<ul style="list-style-type: none"> • The logo must have clear space around it, known as the exclusion zone. No other graphics or text should appear within this space on all sides of the logo. This area should equate to the width of the '20' within the lock up. • The logo should always be easy to read clearly so it should not be reproduced any smaller than 40 mm in width • Do not attempt to alter, stretch, distort or recolour the logo. • Always make sure you use the correct logo so it remains legible • Do not place the logo on a busy background image • If using the logo on your website, it should only appear on pages relating to the approved project or initiative and must link direct to www.birmingham2022.com/united and only be used on a page where there is no commercial content.
Written content	<p>Including reference to the United by Birmingham 2022 identity in your written communication is a positive way to align the wider School Games outcomes with the ambitions and mission of the Commonwealth Games, and also encourage your audiences to get involved!</p>	<p>Within any written content delivered to your audiences, including:</p> <ul style="list-style-type: none"> - Newsletters - Leaflets - Education resources - Emails - Social channels - Web pages 	<ul style="list-style-type: none"> • Always say that the activity is a School Games activity, which is endorsed by United by Birmingham 2022, rather than a Birmingham 2022 activity • Avoid using terminology such as partner, sponsor, provider or supplier. • When writing about your activity, avoid placing any undue emphasis on Birmingham 2022 Commonwealth Games.

What	Why to use	Where to use	Rules to adhere to
Social media	<p>We have been encouraged by Birmingham 2022 to promote our work across social, and rightly so!</p> <p>Social channels are a great way to amplify the amazing work and impact you make in your local communities to widespread engaged audiences.</p> <p>By tagging the Birmingham 2022 social channels and hashtags there is a chance to reach an even wider audience thanks to that association.</p>	On any of your relevant social channels.	<ul style="list-style-type: none"> • Make sure it's clear that the activity is part of the United by Birmingham 2022 programme • Do not say the activities are endorsed or part of the Birmingham 2022 Commonwealth Games programme • Make sure that your posts are positive, celebratory and inclusive. Avoid inappropriate language and imagery • Share updates and photos about your projects • Use the correct hashtags - #UnitedbyB2022 / #B2022 • Use the correct handles: <p>Twitter: @birminghamcg22</p> <p>Facebook: Facebook.com/Unitedbybirmingham2022</p> <p>Instagram: @birminghamcg22</p> <p>LinkedIn: Birmingham 2022 Commonwealth Games</p>
Photography and video	<p>There is nothing better than showing the excitement and fun those involved in the School Games are having – and nothing shows this off better than videos and images!</p>	When showing off your great work on social channels and activity summaries.	<p>We are expected to use our own imagery to communicate about our work. Please do not use images that are owned or shared by Birmingham 2022 Commonwealth Games and United by Birmingham 2022.</p> <p>On the flipside, as part of the network's signing up to the United by Birmingham 2022 programme, we have given Birmingham 2022 Commonwealth Games permission to use and share photography and video from any of our activity.</p> <p>Please ensure that you follow your host sites guidance in terms of gaining consent of any young people used in your imagery and note that this can be used wider than just locally as per the note above.</p>

Other copyright considerations

We do not have the licence to use any other Birmingham 2022 assets to promote or be involved with our projects.

This includes:

- Perry the Bull mascot
- Commonwealth Games Logo
- Queens Baton Relay logo
- Hometown Heroes

Visual examples

Identity in action

Birmingham School Games have shared some examples of how they have used the United by Birmingham 2022 identity for their own activity.

Day 5 - England

England at the Commonwealth Games

England sent a total of 344 athletes across all 15 sports to the Gold Coast in Australia in 2018, making it the largest team ever to represent the nation at an overseas sporting event.

Tri-athlete Alison Brownlee was the country's flag bearer during the opening ceremony.

England are the most successful triathlete nation at the Commonwealth Games winning five gold, three silver and one bronze medal.



Popular teams sports in England include football, field hockey, cricket, rugby union, rugby league, and netball. Major individual sports include badminton, athletics, tennis, boxing, golf, cycling, motorsport and horse racing.

You can see Jake Jones, take the gold medal in the Para-triathlon in 2018 here

www.sgochallenge.com #backtoschoolgames

BIRMINGHAM SCHOOL GAMES SUMMER

How to Use this Resource

Over the course of the summer term, Birmingham SGOs will be running 4 themed weeks to support your school and young people.

We encourage you to use the resources and activities in the best way for your school - feel free to share with colleagues, parents and carers and young people!

If your school has social media or internal school platforms, please feel free to share the Birmingham School Games message!



www.sgochallenge.com #backtoschoolgames

BIRMINGHAM SCHOOL GAMES 2020-21

Commonwealth Games Week - 7th June - 11th June 2021



BIRMINGHAM SCHOOL GAMES 2020-21

BOCCIA

BOCCIA CHALLENGES:

- Wrap the Gift
- Ever Decreasing Rainbows
- Rainbow Football

Log on to: www.sgochallenge.com

- Register using your email address.
- Enter your unique code which your SGO will share with you via your school.
- Enter your participation results for each year group that takes part.

Start Date: 11th January 2021
End Date: 25th March 2021



[#backtoschoolgames](https://twitter.com/backtoschoolgames)

Printable posters

Birmingham School Games Spring Term 2021

St Vincent's Primary School

Has been recognised for their support, commitment and engagement in the Birmingham School Games virtual programme during the Spring Term 2021.

Awarded by

XXXX

School Games Organiser



[#backtoschoolgames](https://twitter.com/backtoschoolgames)

Welcome pack templates & assets

Your welcome pack from United by Birmingham 2022, contains:

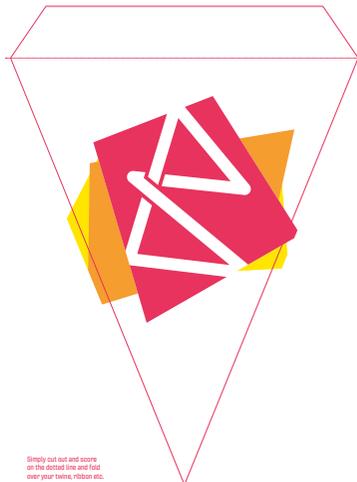
- United by Birmingham 2022 official branded guidelines
- Social media templates
- Logos
- Sticker template
- Newsletter Word template
- Bunting templates
- Printable posters

These templates all adhere to the United by Birmingham 2022 identity guidelines, so by using these you eliminate the risk of contravening the rules and School Games licence.

Logo templates



Bunting templates



Simply cut out and secure on the dotted line and fold over your bunting. Ribbon etc.

Newsletter Word template



Sticker templates



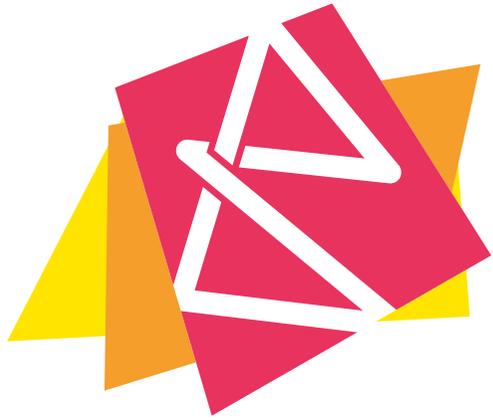
Social media templates

Approvals

Usage	Description	Approval Required
Project Event Materials	Licensed projects may use the United by Birmingham 2022 logo alongside their own mark on theming (banners, signage, leaflets) used at an event.	No
Online Content	Licensed projects may use the United by Birmingham 2022 logo on a web page that promotes their initiative.	No
Printed Promotional Materials	Licensed projects may use the United by Birmingham 2022 logo on leaflets or brochures that are used to promote their initiative.	No
Newsletters	Licensed projects may use the United by Birmingham 2022 logo on email or physical newsletters that communicate details of their approved initiative	No
Paid Advertising	Licensed projects may use the United by Birmingham 2022 logo on print, digital or outdoor advertising to promote their approved initiative	Yes
Public Relations	Licensed projects may reference or include details of the United by Birmingham 2022 community programme in public relations materials (e.g press releases).	Yes

Appendix

**Official United by Birmingham 2022
brand guidelines**



UNITED BY
BIRMINGHAM
2022

BRAND GUIDELINES

Version 1: March 2020

WELCOME

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WELCOME

The United by Birmingham 2022 programme welcomes awarded non-commercial, distinct and exceptional projects, events or initiatives to show their support for the Games and join in the celebrations through participation in our community programme.

Bringing together different communities, we hope that United by Birmingham 2022 will support the Games' missions by driving positive change, improving health and wellbeing and showcasing the very best of Birmingham, the West Midlands and the Commonwealth.

This guide provides an overview of the United by Birmingham 2022 identity, including the logo, and advice on how to use it to promote successful projects, events or initiatives which are licensed by Birmingham 2022 Commonwealth Games.

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Vision

THE GAMES FOR EVERYONE

Birmingham 2022 will bring people together to celebrate a global community and our human potential.

Mission

The Birmingham 2022 Commonwealth Games will provide a unique festival of top-class sport, inspirational culture and innovative business, making a world of difference for everyone in Birmingham, across the West Midlands, throughout the Commonwealth and beyond.



Bring people together

Embrace and champion the youth, diversity, humanity and pride of the city and Commonwealth.



Improve health and well-being

Inspire, engage and connect communities and athletes to realise their full potential and live happier, healthier lives.



Help the region to grow and succeed

Drive sustainable growth and aspiration; create opportunities through trade, investment, jobs and skills.



Be a catalyst for change

Transform and strengthen local communities, working together to deliver new and improved homes, facilities and transport links.



Put us on the map

Deliver an unforgettable, global Games in partnership, on time and on budget to showcase the best of Birmingham, the West Midlands and Commonwealth.

UNITED BY BIRMINGHAM 2022 IDENTITY

This is the face by which our community programme is recognised. As our most valuable brand asset, it is important that we treat it with the care and respect it deserves.

All identities and lock-ups shown on the following pages are available as both RGB and CMYK files in a variety of formats.

Please do not attempt to recreate these files.

Identity: United by Birmingham 2022 logo



This is the United by Birmingham 2022 community programme logo.

Three versions of the logo are available; two colour versions and a black and white version.

Artwork for the logo is supplied with the welcome pack. Please only use the United by Birmingham 2022 logo from this source – do not copy and paste from elsewhere.

Identity: Logo versions

Master



This is our primary version and should be used in the majority of circumstances.

Master reverse



This version provides extra freedom to increase legibility when background colours clash with the identity.

Mono



For limited use when production limitations or dense composition require extra simplicity.

Mono reverse



Identity: Logo - Clear space



Clear space

The clear space around the United by Birmingham 2022 logo is known as an exclusion zone. The exclusion zone makes sure that the logo can always be seen clearly. No other graphics or text should appear within this space on all sides of the logo.

This area should be equal to the width of the '20' within the lock-up.

Always ensure that there is a suitable amount of clear space against the edge of any document or alternative logo, using the above as a guide.

Identity: Logo - Minimum size

To ensure the logo maintains its visual impact, here's some guidance on the size of the United by Birmingham 2022 logo.

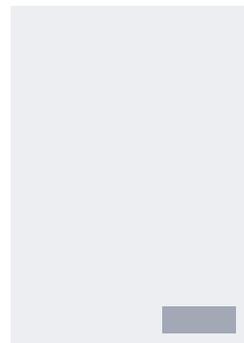
Absolute minimum size

The logo should be legible and always be read clearly; the identity should not be reproduced any smaller than 40mm in width. A library of artwork has been created which includes the United by Birmingham 2022 logo in different file types and formats. This will be supplied in the Welcome Pack.

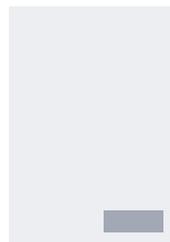


Recommended sizes for common formats

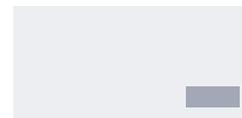
Printed items



A4 size
50mm wide

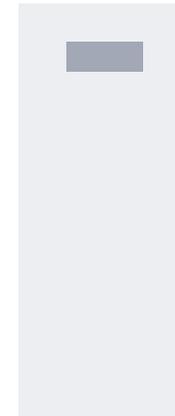


A5 size
45mm wide



DL or A6 size
40mm wide

Large format items



Pull-up
400mm wide

PROJECT GUIDELINES

This section has all the guidance needed and some examples of the brand in use to help with inspiration when creating your own United by Birmingham 2022 community programme collateral.

Usage guidelines

Failure to conform to the Brand Guidelines as set out in the License agreement or to seek approval when required would result in the License being withdrawn and legal action may be taken.

USAGE	DESCRIPTION	APPROVAL REQUIRED?
Project Event Materials	Licensed projects may use the United by Birmingham 2022 logo alongside their own mark on theming (banners, signage, leaflets) used at an event.	No Usage must conform to brand guidelines, but no additional approval required.
Online Content	Licensed projects may use the United by Birmingham 2022 logo on a web page that promotes their initiative.	No Usage must conform to brand guidelines, but no additional approval required.
Printed Promotional Materials	Licensed projects may use the United by Birmingham 2022 logo on leaflets or brochures that are used to promote their initiative.	No Usage must conform to brand guidelines, but no additional approval required.
Newsletters	Licensed projects may use the United by Birmingham 2022 logo on email or physical newsletters that communicate details of their approved initiative.	No Usage must conform to brand guidelines, but no additional approval required.
Paid Advertising	Licensed projects may use the United by Birmingham 2022 logo on print, digital or outdoor advertising to promote their approved initiative.	Yes Seek approval.
Public Relations	Licensed projects may reference or include details of the United by Birmingham 2022 community programme in public relations materials (e.g press releases).	Yes Seek approval.

Brand protection - Naming

There are a number of the Birmingham 2022 Commonwealth Games images and references that are protected. By joining the United by Birmingham 2022 programme, you have been given a license to only use the United by Birmingham 2022 logo with the parameters set out in these guidelines.

There are key partners and sponsors to the Birmingham 2022 Commonwealth Games; we need to protect the brand and be clear around who is associated with the Games.

It's important your organisation follows the do's and don'ts when speaking about your project in relation to the Birmingham 2022 Commonwealth Games and United by Birmingham 2022 brand.

REFERRING TO UNITED BY BIRMINGHAM 2022

You can refer to your organisations project as being endorsed by United by Birmingham 2022.

Don't refer to your organisation or project as a Partner, Sponsor, Provider, Supplier, Venue, Event or Festival of the Games, Commonwealth Games, Birmingham 2022 or Commonwealth Games England Team.

Ensure any project communications from your organisation make it clear to the reader that the activity is linked with your organisation and not with Birmingham 2022 Commonwealth Games.

If you do need to make any reference to the Games, keep it to a factual statement.

Tag and hashtag the Games:

Twitter: @birminghamcg22

Facebook: Facebook.com/Unitedbybirmingham2022

Instagram: @birminghamcg22

LinkedIn: Birmingham 2022 Commonwealth Games

Hashtags:

#UnitedbyB2022

#B2022

Avoid placing undue emphasis on Birmingham 2022 Commonwealth Games in any project communications.

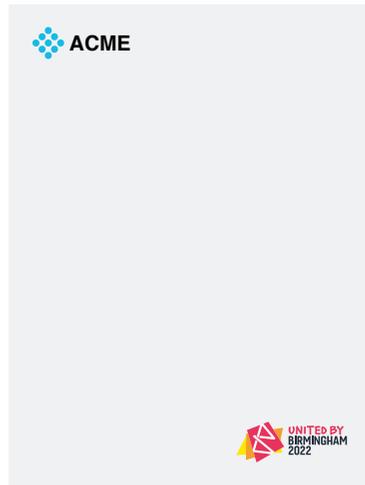
Don't create an email address which mentions the Birmingham 2022 Commonwealth Games or United by Birmingham 2022 names e.g:

commonwealthgamesfunday@approvedorganisation.com OR

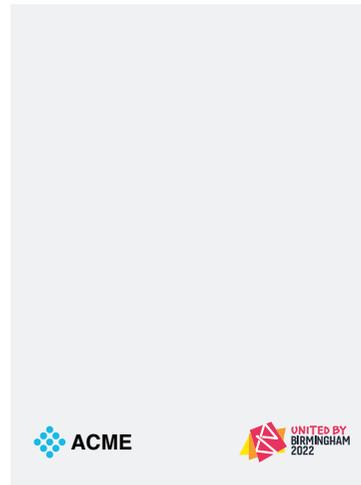
unitedbyb2022@approvedorganisation.com

Using our logo and your logo together

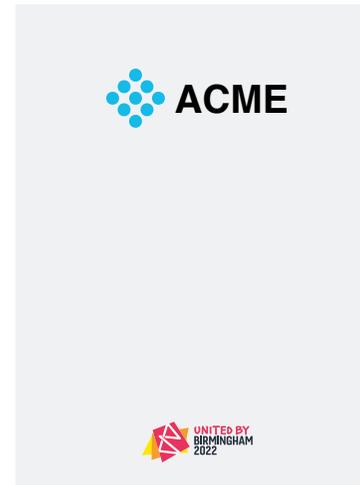
There are limits to how you are able to use your logo with the United by Birmingham 2022 logo. This is to keep consistency that highlights the relationship between the two brands. The two logos should always be given suitable amounts of clear space to breath and should not be placed too close to each other.



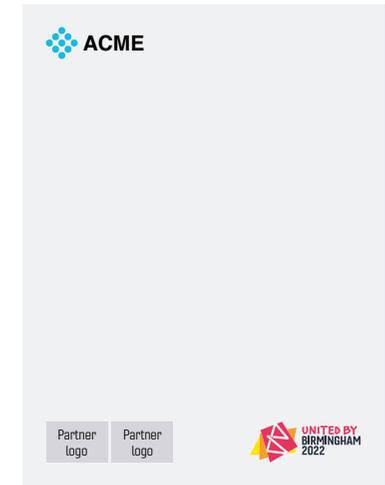
One example is to place the two logos in opposite corners on collateral.



Both logos can be placed at the top or bottom on collateral but must be kept apart with clear space between them.



Your logo can feature as the dominant logo on collateral.



When partner logos appear make sure there is clear space between them and our logo.

Photography and video

Please do not use images which are protected by copyright, including images shared by Birmingham 2022 Commonwealth Games and United by Birmingham 2022 to promote your event.

We expect you to use your own imagery to communicate about your event or initiative.

In signing up to the United by Birmingham 2022 programme, you have given permission for Birmingham 2022 Commonwealth Games to use and share photography and video from your projects, including content that has been shared on social media using #B2022 #UnitedbyB2022 or through social media tagging.



The above images are good examples of imagery which may be used. They are clear, not too busy and have good lighting. Do not use imagery that is out of focus, too dark or too bright.

Things to avoid

There are certain things to avoid when creating collateral to make sure we maintain brand consistency.



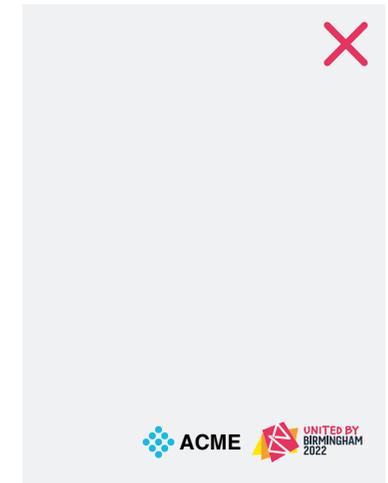
Do not alter, stretch, distort, recolour or attempt to recreate the logo.



Always make sure you use the correct logo and the correct background so it remains legible.



Do not place our logo on a busy background image so it remains legible.



Do not place your logo too close to the United by Birmingham 2022 logo.

Using our logo on your website

Your license agreement sets out permitted uses. In addition, the following principles apply.

Any materials using the United by Birmingham 2022 logo should not contain any commercial content, any reference to businesses or commercial products, including references in text, or through any logos or branding. N.B. Exceptions may apply where the business in question is a Birmingham 2022 Commonwealth Games official partner/sponsor.

Materials that bear the United by Birmingham 2022 logo should not be displayed, positioned, distributed or used in a way which might suggest an association between a commercial entity and the project, Birmingham 2022 may on a case by case basis provide specific restrictions in relation to this type of use.

Websites

The United by Birmingham 2022 logo should only appear on pages relating to the approved project or initiative and, if used, must link direct to: birmingham2022.com/united and only be used on a pages and adjoining pages where there is no commercial content.



Brand protection - Social

The United by Birmingham 2022 Facebook page will exclusively share content in relation to the community programme.

With many fantastic projects and initiatives signed up to United by Birmingham 2022, we expect you will want to share your work across your social media channels too. When sharing content about your event, we expect your communications to follow the do's and don'ts listed.

Failure to do so may result in your organisation's License to use the brand being revoked.

DO

Your channels still belong to your organisation. Make sure it's clear that the activity is part of the United by Birmingham 2022 programme.

Make sure that your overall social media presence compliments the spirit of the Games:- positive, inclusive, celebratory, diverse

Share photos and posts about your project. This could be progress, special events or information about a significant milestone.

Tag and hashtag the Games:

Twitter: @birminghamcg22

Facebook: Facebook.com/Unitedbybirmingham2022

Instagram: @birminghamcg22

LinkedIn: Birmingham 2022 Commonwealth Games

Hashtags:

#UnitedbyB2022

#B2022

Recognise and respect different cultural views, national views and religious views.

DO NOT

Do not say that your organisation or any of its activities are endorsed or part of the Birmingham 2022 Commonwealth Games programme.

Avoid using offensive, aggressive, inappropriate or attacking language.

Ensure imagery and posts do not push the boundaries of taste, decency or good conduct.

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A4 newsletter - Template

There is an editable Microsoft Word template in your Welcome Pack. Within this template the headline, sub heading, imagery and content can be changed when creating your personalised newsletter but the graphics are locked within the template.



Microsoft Word

A3 poster - Printable PDF

The printable PDF can be printed and your personalised content can be hand written on.



PDF

Stickers and bunting

The stickers and bunting are available as part of the United by Birmingham 2022 Welcome Pack. Stickers are supplied on an A4 sheet that can be printed onto a standard size sticker sheet. The stickers are provided at 40mm size on an A4 sheet. Bunting is provided in A4 sheets that can also be printed. Instructions on how to create the final bunting feature on the printable PDF.



Submissions and approvals

The initial application process and any additional requests around use of the brand are approved by the United by Birmingham 2022 Approval Group. This Group ensures that all applications meet the terms set out in the license agreement and that the activity supports the Games' vision and mission.

APPROVAL PROCESS

1. Online submission form completed
2. The United by Birmingham 2022 Approval Group will review the application, giving approval or feedback for resubmission
3. Approval given by email
4. License agreement completed?
5. The United by Birmingham 2022 Welcome Pack sent

Please allow up to 6 weeks for any applications to the programme or additional marketing activation to be approved.

Contact

For more information about using the United by Birmingham 2022 logo and identity, please contact:

Email: Unitedby@Birmingham2022.com