

The quick guide to BTBA branding
For media, clubs, leagues and tournaments



**British Tenpin
Bowling Association**

Introduction

Thank you for downloading the British Tenpin Bowling Association (BTBA) Branding Guidelines. This new style guide will enable us to be more consistent when using the BTBA brand.

A downloadable toolkit containing images is available to download from the BTBA website.

If you have any questions, please contact helentamblyn@btba.org.uk.

Logo

The BTBA has two logo versions. The first version is the “full version” showing the full name of the association. The second version shows the abbreviation, “BTBA”. Sanctioned leagues, sanctioned tournaments, local associations, YBCs and media may sometimes have a need to use the BTBA logo.

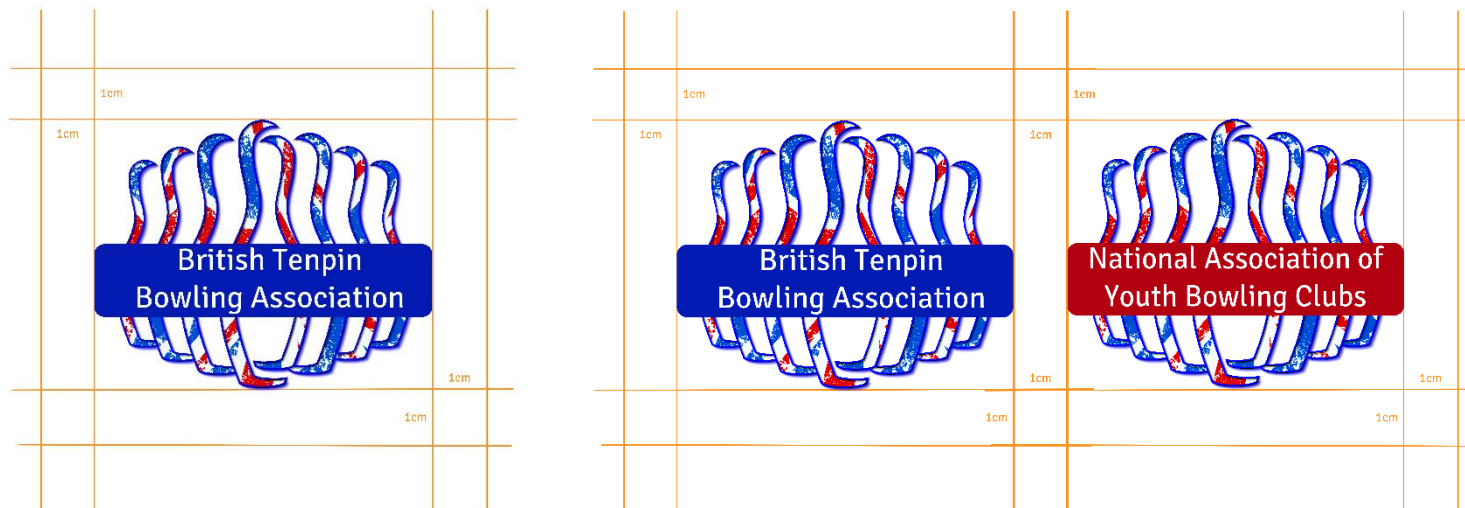


It is recommended that the “full version” is the preferred version to be used across communications. However, there are scenarios where it would be acceptable to use the abbreviated version, for example, on social media where the full wording may be difficult to see, especially on mobile view.

There are three different sized versions of both logos in the downloadable toolkit. Where possible, these should be used. If there is a situation where a smaller sized logo is required, please consider legibility when resizing and consider using the abbreviated version.

Always insert the logo as a new image when working with documents instead of copying and pasting the logo. Avoid using screenshots and copies of the logo saved from the web as these will be of a lower quality.

The minimum clear space around the logo should be 1/4 of the width of the logo, or 1cm if using the 3cm logo. If placing more than one image onto a document, the clear space between logos should be the same as clear space around a singular logo.



The logos have been designed to be flexible and can either be centred or positioned in four different corners of a document.

BTBA Logo Musts

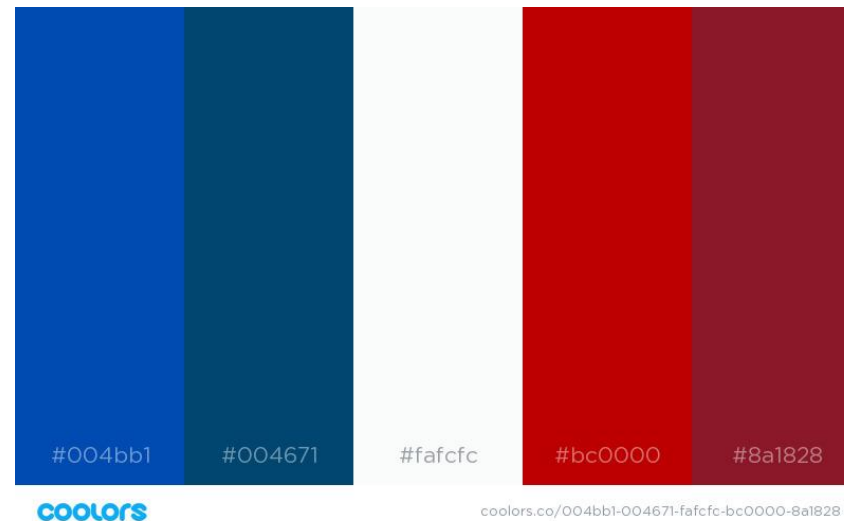
- **Do not** warp or stretch the BTBA logos
- **Do not** change the BTBA logos orientation or crop in any way
- **Do not** rearrange the symbol or word configurations within the BTBA logos

- **Do not** recreate any elements of the BTBA logos or replace them in any way
- **Do not** remove, add or alter the words on the BTBA logos
- **Do not** apply shadows, glow effects or outlines to the BTBA logos
- **Do not** apply filters or textures, or change the BTBA logos colours in any way
- **Do not** use the BTBA logos on busy photographs or patterned backgrounds
- **Do not** use the BTBA logos on colours with poor contrast or similar colours
- **Do not** place text or shapes within the clear space boundaries
- **Do not** create your own BTBA logo or modify existing logos without written permission from the BTBA Communications Manager.

The BTBA logo must not be altered or edited in any way.

Colours

The new BTBA branding follows a set colour scheme. We appreciate that individual clubs may have their own individual branding, so this colour scheme is for information only. We recommend that the colours shown are used for accent features only, such as headers, titles, and page borders.



Fonts

The new BTBA branding has set standards for the fonts to be used. However, we appreciate that clubs will have their own styles, but please consider the following recommendations where applicable:

- Calibri to be used in text documents at all times
- Paragraph font should ideally be no smaller than 11pts and no larger than 14pts
- Header font should ideally be no smaller than 16pts and no larger than 20pts
- Title font should ideally be 24pt
- Header and title font should be bold
- Header and title font should use the colour #004671 as shown above
- Document line spacing is advised to be fixed at 1 pt.

The most important thing to consider when creating documents is whether it is easy for everyone to read.

Name

The name British Tenpin Bowling Association may be abbreviated to BTBA. It must never be abbreviated to B.T.B.A. The letters should be capitalised when using this abbreviation and never lower case.