

MAY 2020



powered by  
**INEOS**

# BRAND GUIDELINES

## CONTENTS

3	INTRODUCTION
4	PRIMARY LOGOS – UK
5	PRIMARY LOGOS – OTHER COUNTRIES
6	PRIMARY LOGOS – CLEARSPACE
7	PRIMARY LOGOS – BACKGROUND
8	PRIMARY LOGOS – MINIMUM SIZE
9.	PRIMARY LOGOS – EXCEPTIONAL USE
10	SECONDARY LOGOS – EXCEPTIONAL USE ONLY
11	SECONDARY LOGOS – WHITE RELIEF
12	SECONDARY LOGOS – ONE COLOUR
12	SECONDARY LOGOS – REQUIREMENTS
13	PARTNER LOCK-UPS
18	APPLICATIONS – WEBSITE
19	APPLICATIONS – EVENT MATERIAL
20	APPLICATIONS – SOCIAL MEDIA
21	APPLICATIONS – CLOTHING
21	PHOTOGRAPHY
22	COLOUR PALETTE
23	TYPEFACES
24	PERMISSIONS/REQUIREMENTS
25	CONTACTS

## INTRODUCTION

At the heart of The Daily Mile brand is our wish to improve the physical, mental, emotional and social health and wellbeing of our children – regardless of age or personal circumstances.

The Daily Mile is a simple but effective concept that any primary school or nursery can implement. Its impact can be transformational – improving not only the children’s fitness but also their concentration levels, mood, behaviour and general wellbeing.

The Daily Mile Foundation is a UK charitable foundation (Registered Charity Number 1166911) and is leading the international uptake of The Daily Mile campaign.

The Daily Mile Foundation is principally supported by title sponsor INEOS, in addition to a number of corporate, implementation and research partners.





## PRIMARY LOGOS – UK

The Daily Mile primary logo is the standard for use in the UK.

Where schools are involved and your audience includes children, use the 'schools and social' version logo on all communications whether they are produced by-schools-for-schools, councils, local Healthy School networks, etc. Social media should also use the schools and social version.

For all non-school and child-facing communications use the 'corporate' version.

The Daily Mile Foundation logo can only be used by The Daily Mile Foundation team in the corporate version, on items of a global communications nature.



Schools And Social Version



Corporate Version



Foundation Version



## PRIMARY LOGOS – OTHER COUNTRIES

The primary logo can be used outside the UK with an adapted strapline in the local language, which must be approved and supplied by The Daily Mile Foundation.



Schools And Social Version



Corporate Version

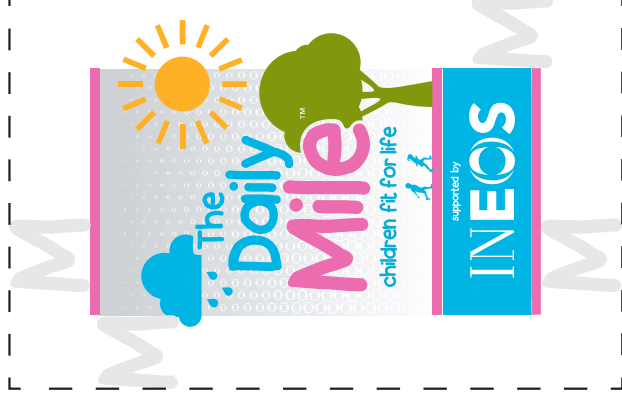


supported by

INEOS

## PRIMARY LOGOS – CLEARSPACE

Space must be left clear around the logo for clarity, whilst retaining its 'TAB' structure.



The clearspace is relative to the size of the logo. The 'M' should be used as the reference point. The clearspace should extend beyond the rectangular boarder by the width/height of the 'M'.

Clearspace



## PRIMARY LOGOS – BACKGROUND

The logo may be used on a white or grey (K10%) background.

If placed on a grey background a transparent background version of the logo will need to be used.

The logo should not be used on a patterned or coloured background, except when using the extended line device, as shown.

When using the extended line device, please ensure that a transparent background version of the logo is used so that the logo elements are able to float off the side of the tab, without whitespace at its border. This can be achieved by using the vector or png version of the logo.



Allowed ✓



Not allowed ✗



Allowed ✓



Not allowed ✗



Not allowed ✗

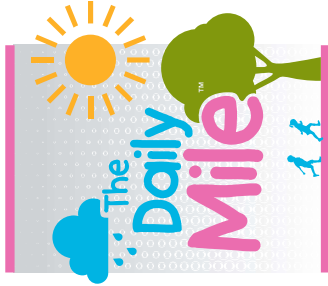


Allowed ✓



## PRIMARY LOGOS – MINIMUM SIZE

For logos 30mm wide and below use the non-strapline version of the primary logo.



30mm wide



30mm wide





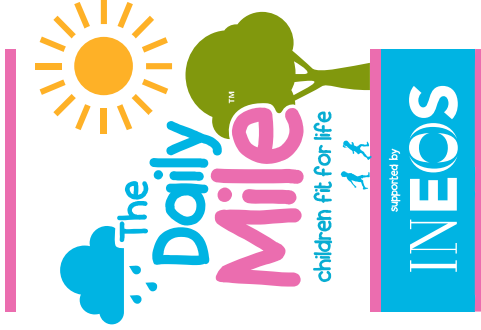
supported by  
**INEOS**

## PRIMARY LOGOS – EXCEPTIONAL USE

It is preferred that the logo be printed in branding situations, however, in instances where a vinyl cut logo may be required, the 'vinyl cut' simplified version may be used.



Vinyl cut version



Corporate Version

## SECONDARY LOGOS – EXCEPTIONAL USE ONLY

The secondary logo may be used where the 'TAB' structure of the primary logo does not work. This is only to be used in exceptional circumstances, and by prior approval from The Daily Mile team.



Circular version: For use on circular applications, such as social profile pictures

The #DailyMile  
#ChildrenFitForLife

Hashtags

[/thedailymile.uk](https://www.facebook.com/thedailymile)  
[@\\_thedailymile](https://twitter.com/_thedailymile)  
[@thedailymileuk](https://www.instagram.com/thedailymileuk)  
 in The Daily Mile Foundation

Social handles



Horizontal version: For use on specific horizontal applications, by prior approval



Horizontal corporate version: For use on specific horizontal applications, by prior approval

## SECONDARY LOGOS – WHITE RELIEF

A white relief version of the logo may be used, preferably on a background using one of the colours from The Daily Mile colour palette.

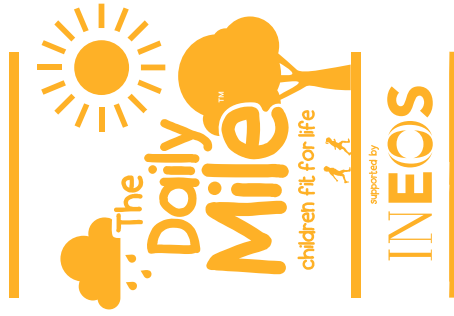


White relief version



## SECONDARY LOGOS – ONE COLOUR

A single colour version of the logo may be used, on a white background.



## SECONDARY LOGOS – REQUIREMENTS

Due to the sign-off required for the use of secondary logos, requirements will be on an ad-hoc basis.

Single colour version

## PARTNER LOCK-UPS

The corporate version of the logo should always be used when creating partner lock-ups. This is to ensure that no partners appear with the logo without the primary partner, INEOS.

Various options are available for flexibility in the varying partner profiles of The Daily Mile internationally.



Corporate Version

## PARTNER LOCK-UPS



Partner Lock-up 1:  
Lock-up with one partner space



Partner Lock-up 2:  
Lock-up with two partner spaces (stacked)



Partner Lock-up 3:  
Lock-up with two partner spaces (horizontal)



## PARTNER LOCK-UPS



Partner Lock-up 4:  
Lock-up with three partner spaces (stacked)



Partner Lock-up 5:  
Lock-up with four partner spaces (stacked)



Partner Lock-up 6:  
Lock-up with four partner spaces (quad)



supported by  
**INEOS**

## PARTNER LOCK-UPS: WEBSITE VERSION

Where space is not available vertically, such as on The Daily Mile website, these partner lock-ups may be used.



a joint initiative with

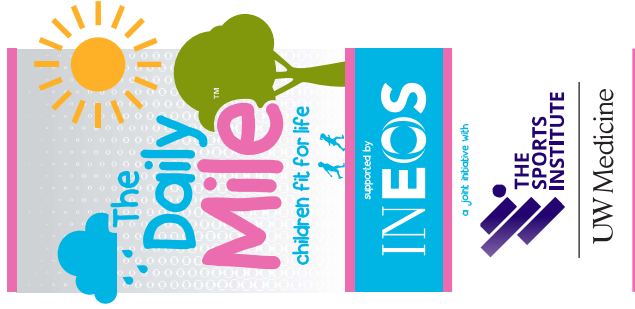


UW Medicine





## PARTNER LOCK-UP EXAMPLES





## APPLICATIONS – WEBSITE

The corporate version of the primary logo should be used on the website, with appropriate additional partner logos.



**43 countries**

POSITION	COUNTRY	SCHOOLS
#1	Scotland	3400
#2	England	2976
#3	Belgium	2456
#4	Netherlands	2014
#5	Canada	1875

**United States**  
550 Schools



Website

# APPLICATIONS – EVENT MATERIAL



Pull-up banner



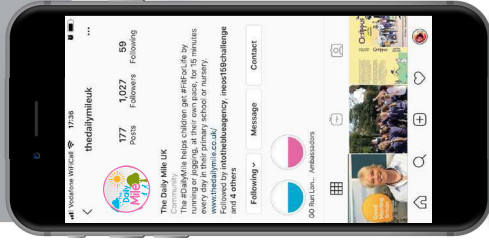
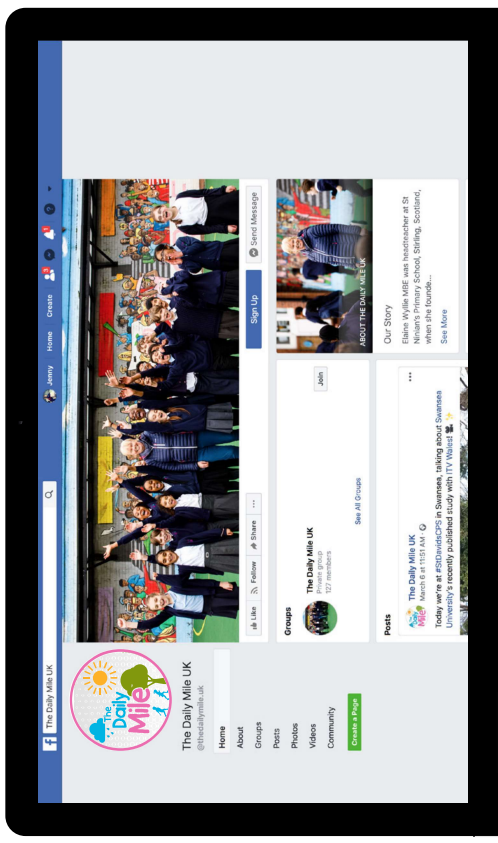
Business card/letterhead



A5 flyer

## APPLICATIONS – SOCIAL MEDIA

The secondary logo has been used, due to the circular shape. Social media always uses the schools and social version.



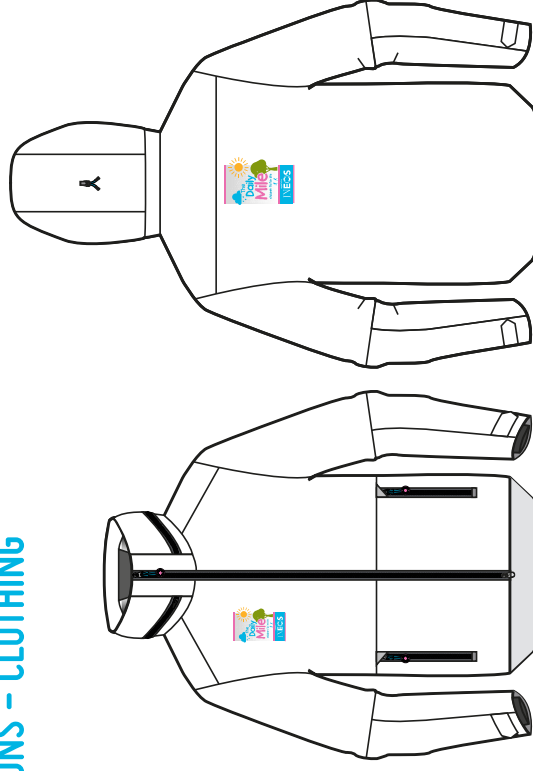
Instagram



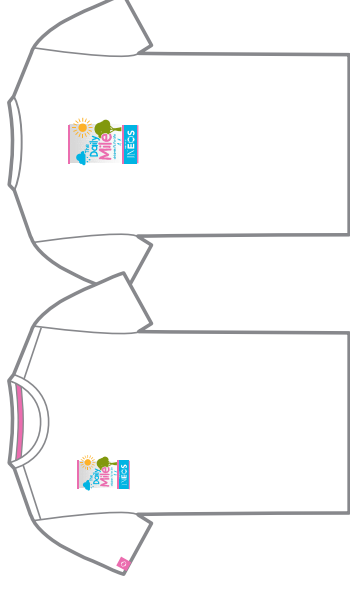
Twitter

Facebook

## APPLICATIONS – CLOTHING



Jacket



T-shirt

## PHOTOGRAPHY

The Daily Mile campaign uses engaging photographs featuring children of all ages enjoying their Daily Mile in all seasons and environments. The images should show that The Daily Mile is fun and accessible to all.

Since a core principle of The Daily Mile is the wearing of normal school clothes – rather than taking time changing – we do not usually endorse or promote pictures of children doing The Daily Mile in sports kit, though trainers, fancy dress (e.g. for World Book Day), and non-school uniform are fine.

We invite parents and schools to share their pictures of The Daily Mile with us via Twitter, Facebook, Instagram and email ([team@thedailymile.co.uk](mailto:team@thedailymile.co.uk)).

Note: Parental consent must be in place prior to the use of any photographs. A photography consent form template is available from The Daily Mile team.



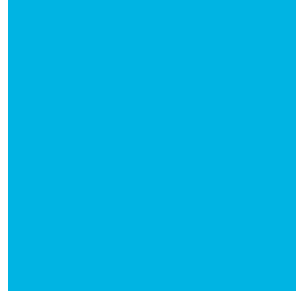
# COLOUR PALETTE



powered by  
**INEOS**



C:2 M:62 Y:0 K:0  
R:244 G:133 B:186  
Web: F485BA  
Pantone 218C



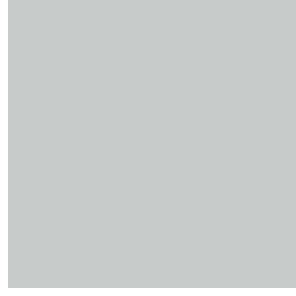
C:74 M:13 Y:10 K:0  
R:7 G:170 B:210  
Web: #00A9D1  
Pantone 306C



C:48 M:12 Y:100 K:1  
R:155 G:180 B:32  
Web: #9BB420  
Pantone 377C



C:0 M:34 Y:89 K:0  
R:250 G:179 B:34  
Web: #F8AE34  
Pantone 7409C



C:0 M:0 Y:0 K:20  
R:207 G:210 B:211  
Web: #cf42d3  
Pantone 427C

## TYPEFACES

**Back to School**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghi jklmnopqrstuvwxyz  
 1234567890

### BACK TO SCHOOL/LOGO STRAPLINE TEXT

- Back to School is our strapline font for the logo variants (other countries/The Daily Mile Foundation/Fit for Life)

**MISO BOLD**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
 1234567890

### MISO BOLD: HEADING/DISPLAY TEXT FONT

- Miso Bold is our headline and display text font
- Set in all capitals or sentence case
- Miso Welsh Bold and other international variations, which include additional accented characters, are available on request

**AVENIR NEXT REGULAR**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
 1234567890

### AVENIR: BODY TEXT FONT

- Avenir Next Regular is used for body text
- Avenir Next Demi Bold can be used:
  - for emphasis
  - to aid legibility of text reversed out of a colour
- Use sentence case

**AVENIR NEXT DEMI BOLD**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
 1234567890

# The inconvenient truth

Six years on, The Daily Mile has seen transformational change in participating children. They are fitter, healthier, more confident and more resilient.

**The Daily Mile is widely taught and fully inclusive. It involves no daily physical activity into children's lives with the minimum of fuss. It takes place in the school playground and more children are every day - in their schools and nurseries - and it has the full support of children, parents and staff.**

**What's not to be done about this movement? Well, nothing. It's not just the children and their teacher to discuss the situation. The children were keen to discuss it with their parents every day, to see what level of fitness barriers to participation in physical activity are removed.**

I wish you all the best as you implement The Daily Mile in your setting. I'm sure that the children and staff will benefit as much as doing The Daily Mile as the children at my former school did - and will experience the same benefits.

**Eaine Wylie, former primary school headteacher and founder of The Daily Mile**



## Getting started

### 10 core principles

Your steps to Daily Mile success



**QUICK**  
 It takes just 15 minutes. Try to do it daily - and certainly times a week - so otherwise children will enjoy all the benefits that come from daily physical activity.



**FUN**  
 The Daily Mile is not a race or competition - it's a daily physical activity. The whole class should understand that they pace. The children chat with one another as they run together.



**100%**  
 It's always fully inclusive - make sure all children are out in involved. This will ensure it is sustainable in so much as they get the opportunity to track, plan and review.



**WEATHER**  
 Treat the weather as a benefit, not a barrier. Children enjoy seeing types of weather, connecting with nature and being aware of the seasons.

## ALL TEXT

- Text can appear in any of The Daily Mile's four primary colours - yellow, green, blue or pink (see samples left)
- Use the colours to create interest and add a fun factor. Ideally, there should be an even distribution of colour across a spread
- Note that we do not supply the fonts (with the exception of Miso Bold Welsh, see above). You are responsible for licensing your own copies according to your needs

## PERMISSIONS/REQUIREMENTS

### REQUIREMENTS

- Whether used in digital or printed material, in each instance written permission to use The Daily Mile logos must be sought from The Daily Mile Foundation. You must adhere to all terms and conditions of use
- We also request that the following statement is included somewhere in the material: "The Daily Mile logo and 'The Daily Mile' name are trademarks belonging to The Daily Mile Foundation, Hawkslease, Chapel Lane, Lyndhurst, UK and are reproduced with permission. All rights reserved"

### LOGO RESTRICTIONS

'The Daily Mile' name and logo are trademarks of The Daily Mile Foundation, protected across the world.

You must not:

- Alter the relationship between any of the lettering and graphic elements
- Distort the logo (e.g. squash or slant)
- Use the logo in any colours other than those specified
- Try to recreate the logo

### CO-SUPPORTER MATERIALS

If you wish to produce co-supporter materials, you must:

- Reference The Daily Mile throughout in title case, as highlighted here
- Submit your finalised publication to The Daily Mile Foundation team for approval before your materials can be printed and shared

For further information on the printing/creation of The Daily Mile branded materials, please contact us.

### FORMATS AVAILABLE

- All logos are available in CMYK, RGB, and Pantone colour modes, in file formats EPS, PDF, JPG or PNG





powered by  
**INEOS**

## CONTACTS

For all enquiries relating to The Daily Mile Brand Guidelines please contact:

Lara Newhall  
Brand Manager of The Daily Mile Foundation

[lara@thedailymile.co.uk](mailto:lara@thedailymile.co.uk)  
Mobile: 07825 315 284  
The Daily Mile Foundation, Hawkslease, Chapel Lane, Lyndhurst SO43 7FG, UK