



KEEP RUGBY CLEAN

BRAND GUIDELINES

VERSION 4.0 | UPDATED: JUNE 2020



No enhancements, just blood sweat and tears.

KEEP RUGBY CLEAN is World Rugby's anti-doping initiative, with the objective of educating players, and raising awareness amongst all involved in the sport.

This Brand Guideline has been created to establish and maintain a strong, consistent and distinctive language for KEEP RUGBY CLEAN.

Inside you'll find the tools and guides to enable you to create consistent visual communications around the KEEP RUGBY CLEAN brand. **It is important that you read, understand and apply the principles.**

KEEP RUGBY CLEAN is about protecting the integrity of our game by preventing doping and supporting clean players. It promotes fair play and sends a unified message from players, teams and all involved in the game that we don't want doping in our sport.

Our brand

Keep Rugby Clean Logo

The Keep Rugby Clean logo consists of two key elements: the Keep Rugby Clean wordmark and the dynamic brush strokes that bring the wordmark together.

All logo elements have a fixed size and relative position to one another, which have been specially created and exist as a unique set of master artwork files.

The logo should only be reproduced from the master artwork files and should not be redrawn, reset or altered in any way.



Our Brand

Clear space

To ensure standout and legibility, it is important that the Keep Rugby Clean logo remains a certain distance away from other graphic elements such as text and graphics. This will give it more prominence and standout.

A minimum clear space area is defined by increments of the height of the 'R' taken from the wordmark 'Keep Rugby Clean'. 1x 'R' must be maintained around the mark.

Minimum size

The Keep Rugby Clean logo is fully scalable, so it can vary in size, but to ensure clarity, legibility and good reproduction, it should only be used with a minimum size of 20mm height.



Our Brand

Colour

The brand colour is red. It is bright, vibrant and full of energy.

We like to use our colour confidently so that our communications and merchandise have high impact and strong visibility.

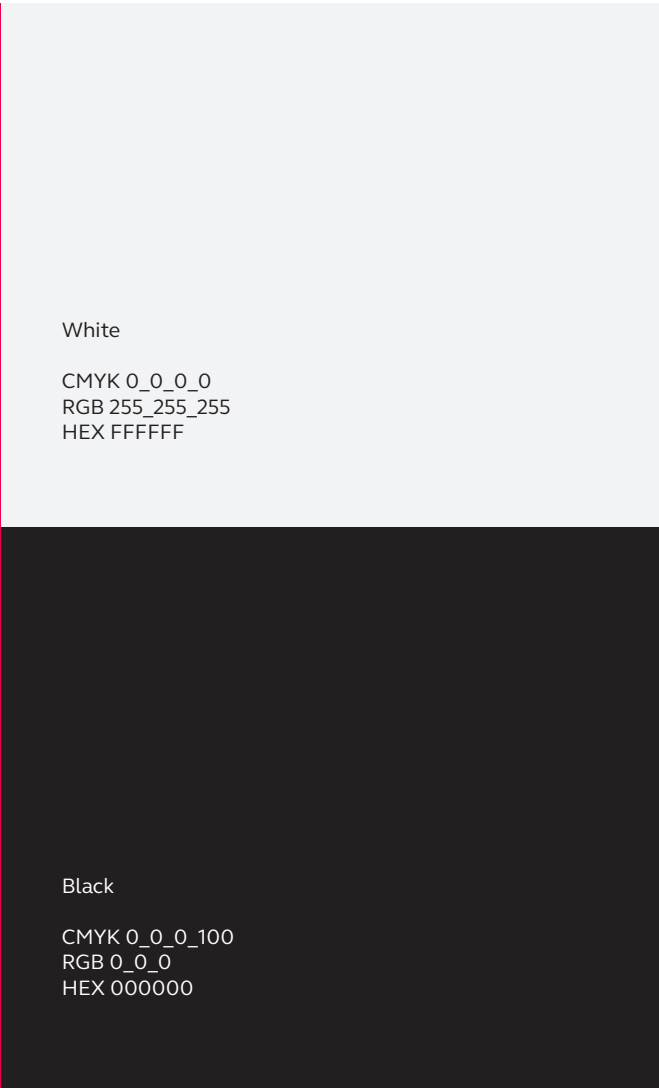
To give our brand a modern and dynamic appearance, we use colour in headline copy, information graphics, charts and graphs.

Please note:
In certain instances it is not always possible to use our core colours. In these exceptions the Keep Rugby Clean logo should be reversed white out. The Keep Rugby Clean logo should not adopt the individual Union colours.



Keep Rugby Clean Red

Pantone 206 C
CMYK 0_100_50_0
RGB 206_0_55
HEX CE0037



White

CMYK 0_0_0_0
RGB 255_255_255
HEX FFFFFFFF

Black

CMYK 0_0_0_100
RGB 0_0_0
HEX 000000

Warm-up gear branding



Pitch perimeter branding





Other branding

The 'brush stroke' device within our logo plays an important role in tying the logo to the rest of the visual language. It is a visual metaphor of the energy and dynamism of the sport and the passion and drive to combat doping in Rugby.

The 'brush stroke' device can be used as a supergraphic on communications, to add dynamism and act as a canvas for holding type and key messages. Our logo can sit alongside these graphics or reversed out white.

The brush stroke technique can also be used to create areas for photography as illustrated opposite.

Relationship with World Rugby and WADA

World Rugby work in partnership with WADA and as such, the World Rugby and WADA logos can appear on Keep Rugby Clean communications.

The example opposite illustrates the relationship between these two partners and how they should appear on a piece of Keep Rugby Clean communication.





Thank you for using this brand guide and
helping to create a strong visual identity for Keep Rugby Clean

If you have any questions or need assistance, please contact:

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