

BLOODYGOODSPORT

share the dignity

BRAND + LOGO USAGE GUIDELINES

VERSION 1.0 - JAN 2026



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WELCOME TO THE CLUB

These guidelines are a simple reference to help clubs bring the Bloody Good Sport campaign to life with clarity and consistency.

As you join the movement, this guide outlines how to use the campaign's tone and visual identity across your club, from posters and social posts to emails and announcements.

Bloody Good Sport is bold, inclusive and grounded in action, reflecting the energy of sport while reinforcing a clear message: periods are part of the game, and no player should ever be sidelined because of them.

GAME ON PERIOD.



THE LOGO

The Bloody Good Sport logo is available in two primary formats: horizontal and stacked. Both versions are designed for flexibility across club environments, from digital channels to printed materials.

The horizontal logo is ideal for wide layouts such as websites, email headers and banners, while the stacked version works best in square or vertical spaces like posters, social tiles and signage. Always use the logo exactly as supplied to ensure clear, consistent recognition of the Bloody Good Sport movement.

Horizontal logo

BLOODYGOODSPORT
sharethedignity

Stacked logo

**BLOODY
GOOD
SPORT**
sharethedignity

THE LOGO CLEARSPACE & SIZING

To maintain clarity and impact, the Bloody Good Sport logo must always be given adequate clear space and sized appropriately. Clear space ensures the logo remains legible and uncluttered, while consistent sizing helps preserve its strength and recognition across all applications.

Avoid crowding the logo with text, imagery, or other graphics, and ensure it is always reproduced at a size that is easily readable in its intended context.

The height of the G in GOOD should be used as the minimum clear space on all sides of the logo, ensuring it remains legible, balanced, and visually distinct in every application.



Minimum size
(digital)

BLOODYGOODSPORT
sharethedignity

270px

Minimum size
(print)

BLOODYGOODSPORT
sharethedignity

50mm

THE LOGO

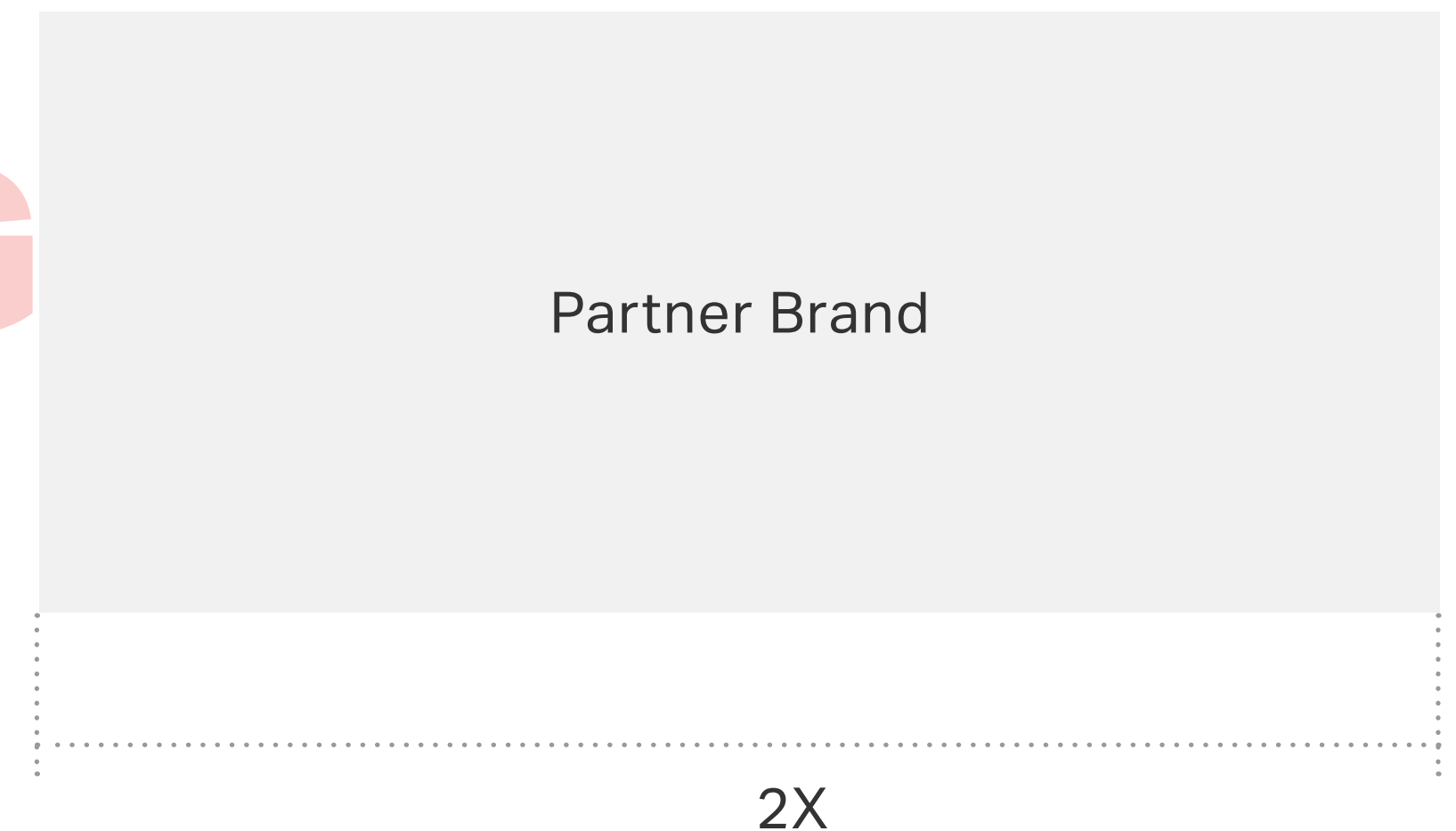
PARTNERS + CO-BRANDING

When partnering with Bloody Good Sport, co-branding should always feel clear, respectful, and balanced. Partner businesses and clubs are encouraged to pair their own branding with the Bloody Good Sport identity to show visible support for the movement.

In co-branded applications, the stacked Bloody Good Sport logo should be used as the default, as it maintains clarity and impact alongside partner logos. This approach ensures the campaign remains instantly recognisable while allowing partner brands to stand proudly and cohesively alongside it.

Two times the width of the G in GOOD should be used to space the Bloody Good Sport logo and any partner or pledge branding.

To ensure visual balance, partner branding should be sized to fit within a box of equal height and 2x the width of the Bloody Good Sport logo.

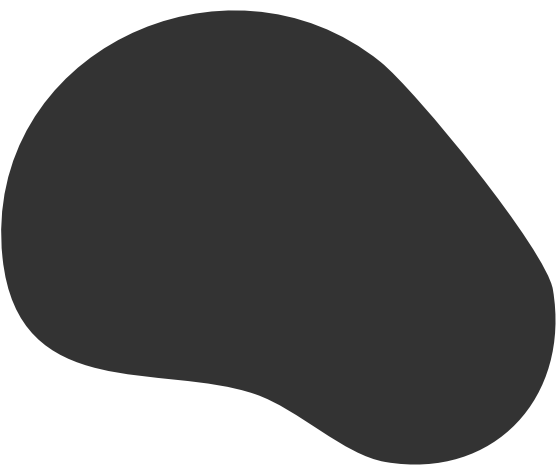


COLOUR PALETTE

The Bloody Good Sport colour palette is bold, energetic, and instantly recognisable. Anchored by confident red and balanced with pink, white, and charcoal tones, the palette reflects the intensity of sport while remaining inclusive and approachable.

Used consistently, these colours create strong visual impact, reinforce the campaign’s connection to Share the Dignity, and ensure the brand stands out clearly across both club and corporate environments.

PRIMARY PALETTE



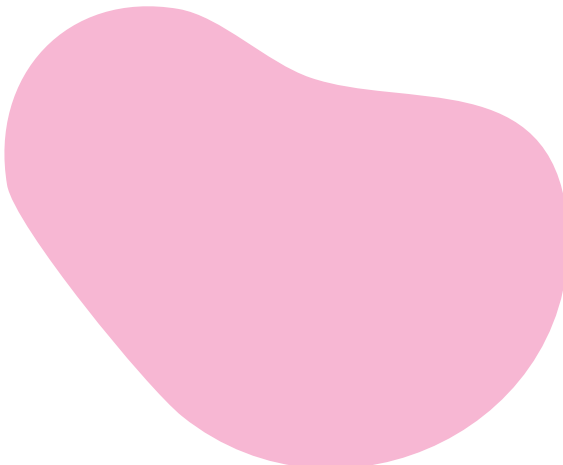
CHARCOAL

RGB: 51 51 51
CMYK: 69 63 62 58
HEX: #333333



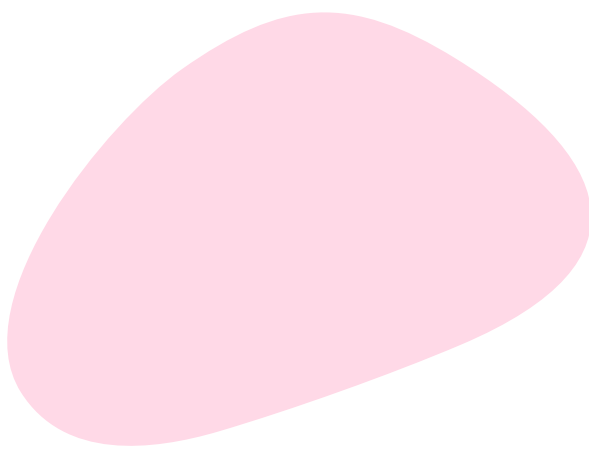
RED

RGB: 238 52 53
CMYK: 0 92 85 0
HEX: #EE3A35



LIGHT PINK

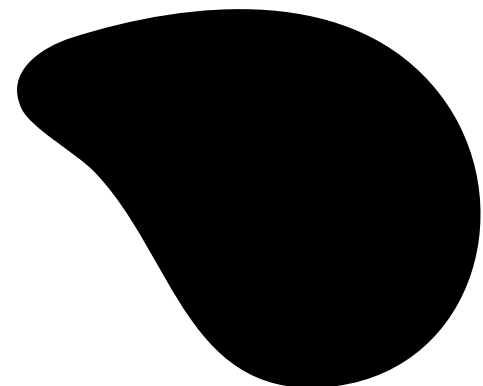
RGB: 238 52 53
CMYK: 0 0 35 0
HEX: #EE3A35



LIGHTEST PINK

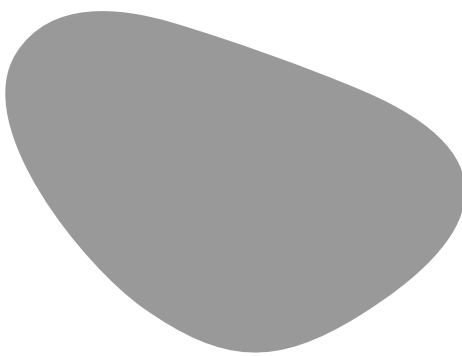
RGB: 255 217 231
CMYK: 0 0 18 0
HEX: #FFD9E7

SECONDARY PALETTE



BLACK

RGB: 0 0 0
CMYK: 75 68 67 90
HEX: #000000



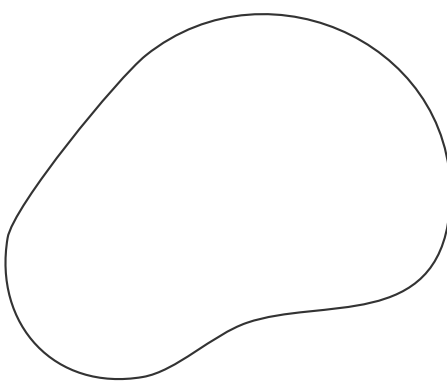
MID GREY

RGB: 153 153 153
CMYK: 43 35 35 1
HEX: #999999



LIGHT GREY

RGB: 227 227 227
CMYK: 10 7 7 0
HEX: #E3E3E3



WHITE

RGB: 255 255 255
CMYK: 0 0 0 0
HEX: #FFFFFF

TYPOGRAPHY

Typography plays a key role in bringing the Bloody Good Sport brand to life. The type system is bold, clear, and highly legible, reflecting the energy of sport while remaining accessible across a wide range of audiences and applications.

Together, the chosen typefaces create strong hierarchy and visual rhythm, from confident headlines to clean, readable body copy, ensuring messages are delivered with impact, clarity, and consistency wherever the campaign appears.

DISPLAY TYPEFACE

PERMANENT MARKER

Used sparingly for emphasis, Permanent Marker adds energy and a human, hand-drawn feel that reinforces the campaign's bold, grassroots spirit.

HEADLINE TYPEFACE

AKTIV GROTESK BLACK - ALL CAPS

Strong and confident, Aktiv Grotesk Black is used for primary headings to deliver maximum impact and clarity at any scale.

SUBHEADLINE TYPEFACE

AKTIV GROTESK BOLD - ALL CAPS

Aktiv Grotesk Bold supports headlines with clear structure and hierarchy, guiding the reader through key messages with strength and balance.

BODY TYPEFACE

Aktiv Grotesk Bold - Sentence Case

Clean and highly legible, Aktiv Grotesk Regular is used for body copy to ensure accessibility and readability across all formats.

BLOODY GOOD SPORT

share *the* dignity

NOT JUST A CAMPAIGN
IT'S A MOVEMENT.

Together, we can ensure
no player is ever benched
because of their period.



GAME ON *PERIOD.*