



England
Rugby

♥ rugby

Campaign Style Guide



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DESIGN TOOLKIT

COLOUR PALETTE

The colour palette for the campaign is taken from the core England Rugby brand palette.

Bright Purple is to be used most prominently in campaign executions, with **Bright Green** as the secondary colour. **Bright Blue** is to be used in recessive gradients only, and **Primary Red** is for the endline text only.

Refer to the Creative Build page (p11) to see the above in practice.

BRIGHT PURPLE

R133 G56 B255
C48 M78 Y0 K0
HEX 8538ff
PANTONE 2101C

BRIGHT GREEN

R195 G255 B97
C24 M0 Y62 K0
HEX c2ff61
PANTONE 2288C

BRIGHT BLUE

R64 G227 B255
C75 M11 Y0 K0
HEX 40e3ff
PANTONE 305C

PRIMARY RED

R228 G28 B48
C0 M96 Y78 K0
HEX E41C30
PANTONE 199C

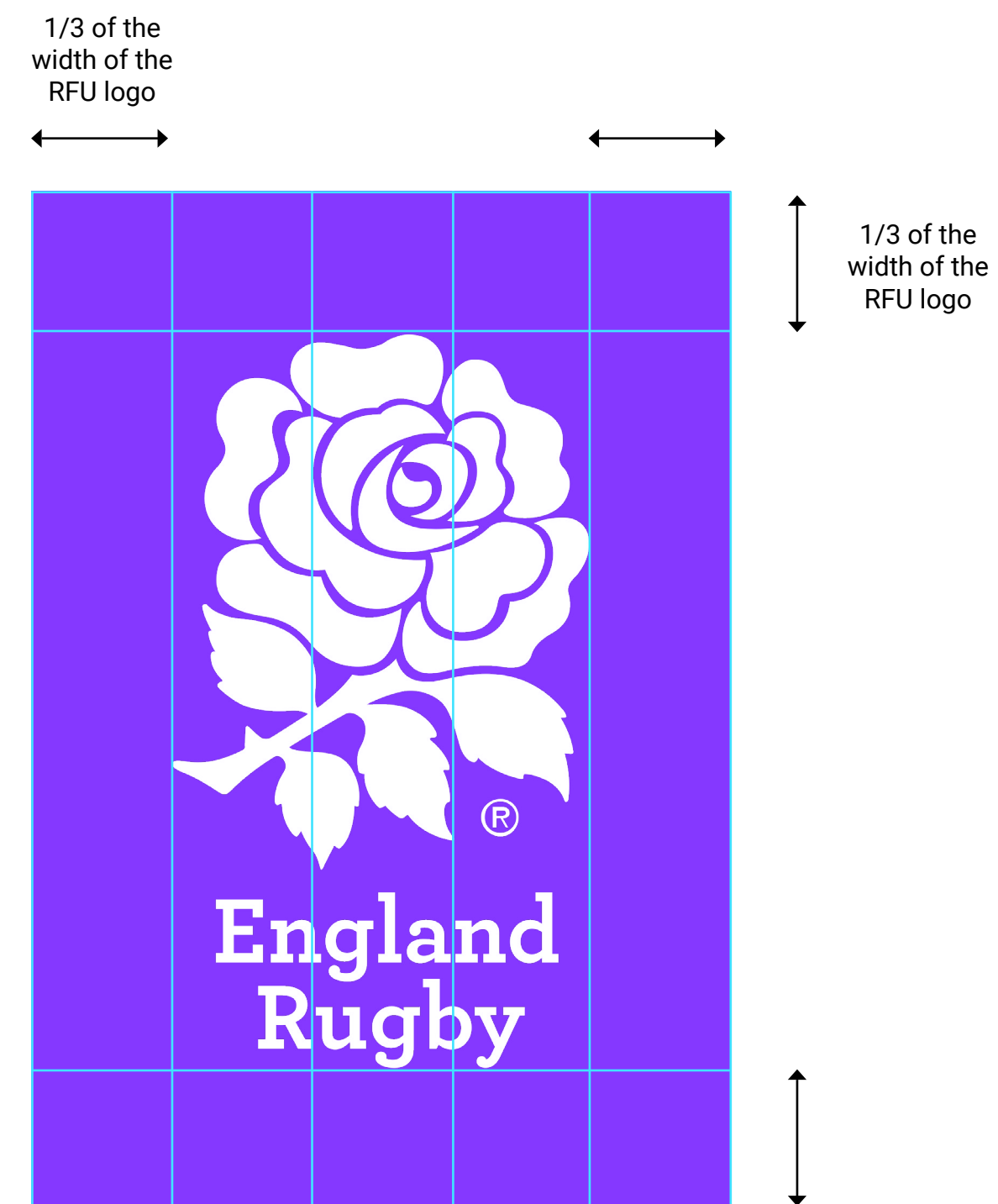


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LOGO

Within the campaign, the England Rugby logo should only appear when housed in the Bright Purple tab, as seen here.

The England Rugby logo should be used in the negative (or all white) format only.



FONTS

The primary typeface for the England Rugby brand is **Tusker Grotesk**, which should only be used in upper case. Recommended font weights for this campaign are **4500 Medium** and **5600 Semibold**. Refrain from using fonts any bolder than this.

The secondary England Rugby typeface is **Roboto**. However Roboto can be used more prominently in this campaign as it has a softer, more friendly feel. Roboto should only be used in sentence case (not all caps) and can be used for endlines, body copy, and anywhere else that all caps is not suitable.

A unique addition to this campaign is **Kindergarten Cam**, a childlike handwriting font used for quotes, as if the subject has written it themselves. This font is for quotes only.



England
Rugby

TUSKER GROTESK (ALL CAPS ONLY)

TG 4500 MEDIUM

TG 5600 SEMIBOLD

ROBOTO

Roboto Regular

Roboto Medium

KINDERGARTEN CAM

Kindergarten Cam

IMAGE TREATMENT

An image treatment should be applied to all photography. This is to ensure a bright, warm feel that embodies the positive nature of the campaign.

IMAGE TREATMENT GUIDE

- **Contrast and clarity** boosted slightly to increase detail
- **Whites and highlights** boosted
- **Blacks and shadows** softened
- **Vibrance and saturation** boosted slightly
- **Warmth** increased by **boosting temperature** and adding a **warming photo filter** at a low opacity
- A **selective colour** adjustment layer can also be used to increase warmth and bring out the grass greens and sky blues. Images need to feel warm, but not dull or sepia



LOCK UPS

ENDLINE

The '<3 rugby' endline is a key part of the campaign. All creative should use '<3 rugby' as a sign off, alongside a paired line that reflects the content of the creative. For example, '<3 playing together' or '<3 new friends'.

The endline should consist of a box using a paper texture with an England Rugby Bright Green colour overlay, the heart illustration, and copy in Roboto (all lower case). The heart and copy should always be in England Rugby Primary Red. The endline should be kept on one line wherever possible.

An endline template can be found in the campaign assets with all of the above built in, as well as a bank of ready made endlines.



LOCK UPS

ENDLINE BANK

♥ rugby

♥ being me

♥ fast fun

♥ playing together

♥ never boring

♥ laughing loud

♥ new friends

♥ hanging out

♥ winning

♥ the team

♥ feeling free



LOCK UPS

CTA

The CTA consists of the England Rugby logo on the Bright Purple tab (as described on page 5), plus the CTA copy line and the URL. The copy line and URL are to be laid out similarly to the endlines, but with the copy line in Bright Purple on a white background, and the URL in Bright Purple on a Bright Green background.

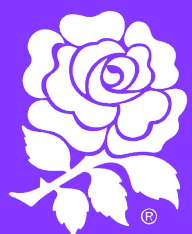
The CTA line should be in Tusker Grotesk 4500 Medium (all caps), with the URL is Roboto (all lower case).

The example on the right demonstrates the correct layout, however a template for this is also available in the campaign assets.



CREATIVE BUILD

1. Treated main image
2. Quote in Kindergarten Cam
3. Endline
4. <3 rugby Ticker Tape
5. Colour block in Bright Blue with England Rugby gradient overlaid with a hue/saturation adjustment
6. CTA

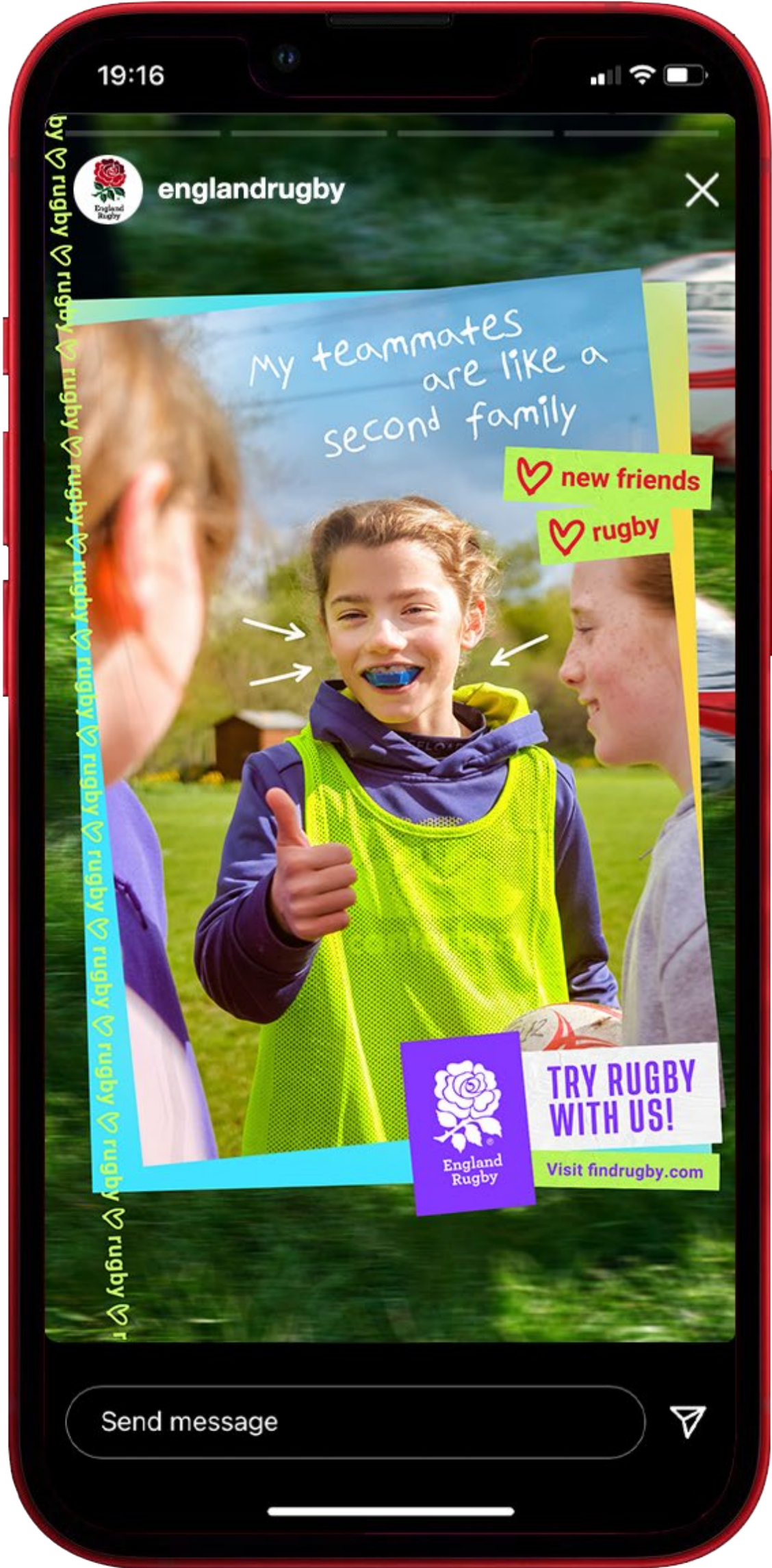


England
Rugby



| APPLICATIONS





When I play rugby
I feel like
I'm on top of
the world!

feeling free
rugby

TRY RUGBY WITH US!
Find out more at findrugby.com

England Rugby

rugby

JCDecaux

Departures

16:05 Platform 14 Reading Via Raot Calling at: Vauxhall Clapham Jn Richmond Tuckersham Feltham Ruislip (Surrey) Staines Egham Virginia Water Sunningdale Raot Martins Heron Bracknell Wokingham & Reading.	16:05 Platform 9 Weymouth & Poole Calling at: Front 3 coaches Wootton Bassett Tisbury Dorchester Stn Upway & Weymouth.	16:06 Platform 2 Hampton Court Calling at: Clapham Jn Earlsfield Wokington Ragley Park New Malden Serrislands Sunningdale Thames Ditton & Hampton Court.	16:07 Platform 16 Wokington Calling at: Vauxhall Sunningdale Road Clapham Jn Wokington Sunningdale Serris Serris & Bridge Church Serris & Bridge Shenford Sun Lane & Wokington.	16:09 Platform 13 Eastleigh Calling at: Sunningdale Serris Serris & Bridge Church Serris & Bridge Shenford Sun Lane & Eastleigh.	16:09 Platform 1 Reading Calling at: Sunningdale Serris Serris & Bridge Church Serris & Bridge Shenford Sun Lane & Reading.	16:12 Platform 11 Wokington Calling at: Sunningdale Serris Serris & Bridge Church Serris & Bridge Shenford Sun Lane & Wokington.	16:12 Platform 10 Wokington Calling at: Sunningdale Serris Serris & Bridge Church Serris & Bridge Shenford Sun Lane & Wokington.	16:12 Platform 4 Wokington Calling at: Sunningdale Serris Serris & Bridge Church Serris & Bridge Shenford Sun Lane & Wokington.	16:15 Platform 8 Wokington Calling at: Sunningdale Serris Serris & Bridge Church Serris & Bridge Shenford Sun Lane & Wokington.	16:15 Platform 5 Wokington Calling at: Sunningdale Serris Serris & Bridge Church Serris & Bridge Shenford Sun Lane & Wokington.	16:15 Platform 3 Wokington Calling at: Sunningdale Serris Serris & Bridge Church Serris & Bridge Shenford Sun Lane & Wokington.
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14 14



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**England
Rugby**