

FEB 2022

BRAND GUIDELINES



CONTENTS

3	INTRODUCTION
4	THE DAILY MILE LANDSCAPE
5	TONE OF VOICE
6	THE DAILY MILE
7	PRIMARY LOGOS
13	SECONDARY LOGOS
16	PARTNER LOCK-UPS
20	WEBSITE VERSION
21	MASCOT
22	APPLICATIONS – WEBSITE
23	APPLICATIONS – EVENT MATERIAL
25	APPLICATIONS – SOCIAL MEDIA
26	APPLICATIONS – CLOTHING
27	PHOTOGRAPHY
28	COLOUR PALETTE
29	TYPEFACES
30	PERMISSIONS/REQUIREMENTS
103	CONTACTS

31	THE DAILY MILE
	GO Run For Fun
32	PRIMARY LOGOS
38	SECONDARY LOGOS
41	PARTNER LOCK-UPS
47	MASCOT
48	APPLICATIONS – WEBSITE
49	APPLICATIONS – EVENT MATERIAL
55	APPLICATIONS – CLOTHING
59	PHOTOGRAPHY
60	COLOUR PALETTE
61	TYPEFACES
62	PERMISSIONS/REQUIREMENTS

63	MISSION: KIDS FIT FOR LIFE
64	PRIMARY LOGOS
70	SECONDARY LOGOS
73	PARTNER LOCK-UPS
78	APPLICATIONS – WEBSITE
79	APPLICATIONS – EVENT MATERIAL
80	COLOUR PALETTE
81	TYPEFACES
82	PERMISSIONS/REQUIREMENTS

83	FIT FOR LIFE
84	PRIMARY LOGOS
90	SECONDARY LOGOS
93	PARTNER LOCK-UPS
98	APPLICATIONS – WEBSITE
99	APPLICATIONS – EVENT MATERIAL
100	COLOUR PALETTE
101	TYPEFACES
102	PERMISSIONS/REQUIREMENTS



THE DAILY MILE:

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.

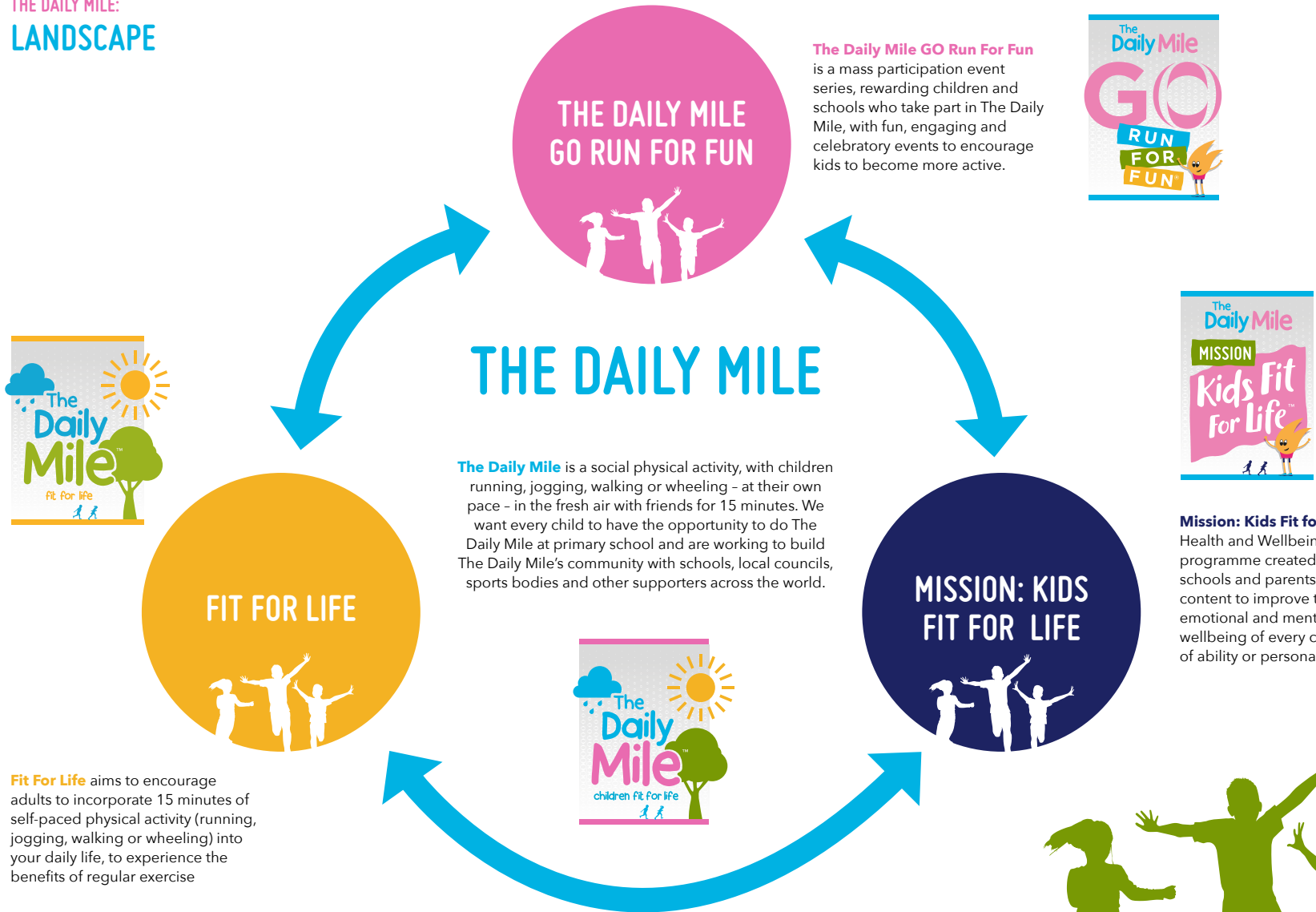
The Daily Mile is a simple but effective concept that any primary school or nursery can implement. Its impact can be transformational – improving not only the children's fitness but also their concentration levels, mood, behaviour and general wellbeing.

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.



THE DAILY MILE: LANDSCAPE



TONE OF VOICE FOR:

**THE DAILY MILE
THE DAILY MILE GO RUN FOR FUN
MISSION KIDS FIT FOR LIFE
FIT FOR LIFE**

Tone of voice in all communications – printed or online – should be open, positive, proactive and succinct, and appeal to adults and children alike.



THE DAILY MILE

THE DAILY MILE:

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

THE DAILY MILE:

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

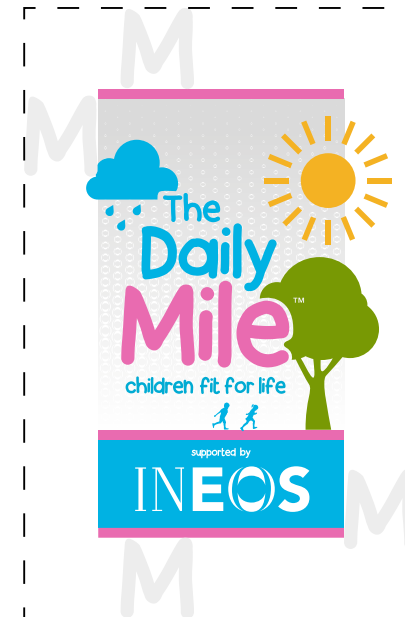


Corporate Version

THE DAILY MILE:

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

THE DAILY MILE:

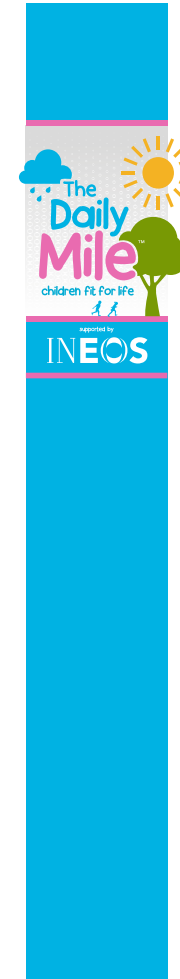
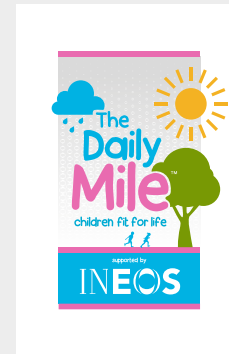
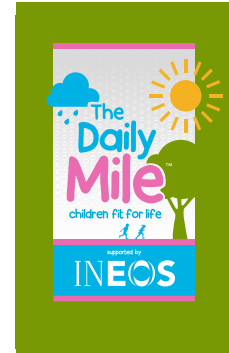
PRIMARY LOGOS – BACKGROUND

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.



THE DAILY MILE:

PRIMARY LOGOS – MINIMUM SIZE

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



30mm wide



30mm wide

THE DAILY MILE:

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

THE DAILY MILE:

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/thedailymileuk)
[@_thedailymile](https://twitter.com/_thedailymile)
[@thedailymileuk](https://www.instagram.com/thedailymileuk)
[in The Daily Mile Foundation](https://www.linkedin.com/company/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

THE DAILY MILE:

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

THE DAILY MILE:

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

THE DAILY MILE:

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.



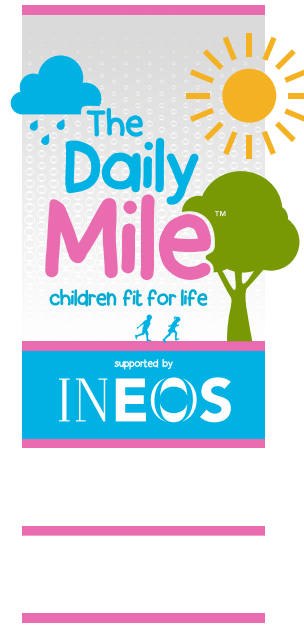
Corporate Version

THE DAILY MILE:

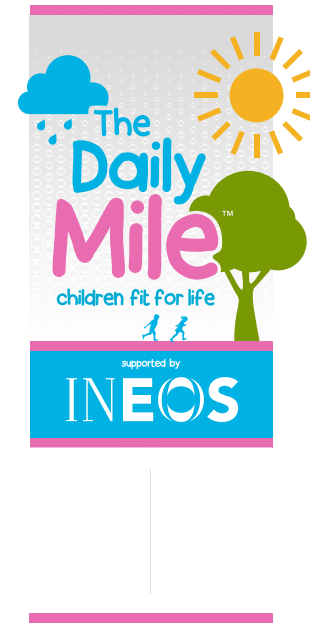
PARTNER LOCK-UPS



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)

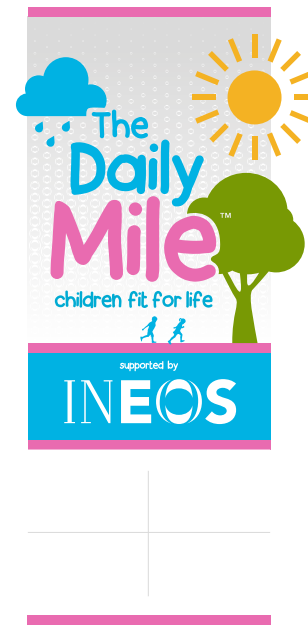
THE DAILY MILE: PARTNER LOCK-UPS



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



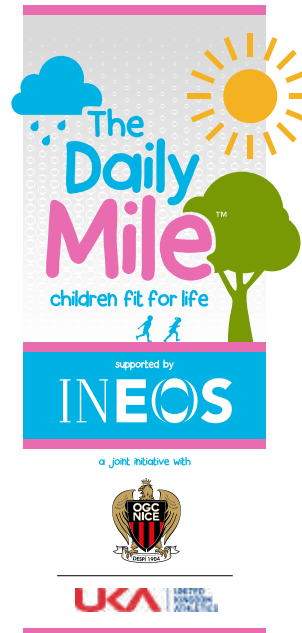
Partner Lock-up 5:
Lock-up with four partner spaces (stacked)



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

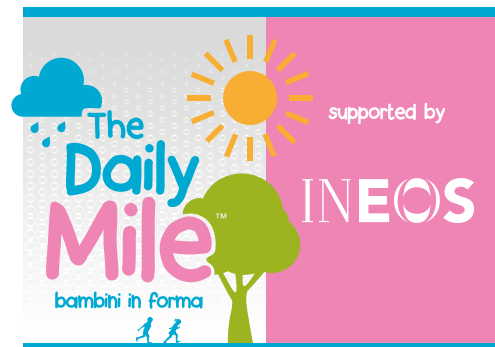
THE DAILY MILE:

PARTNER LOCK-UP EXAMPLES



THE DAILY MILE: WEBSITE VERSION

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



THE DAILY MILE:

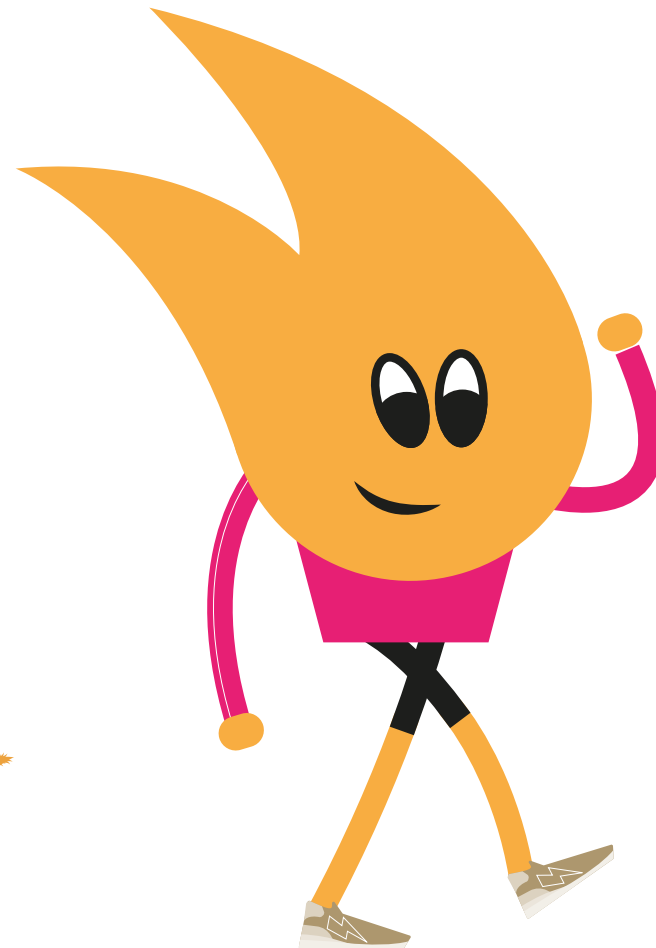
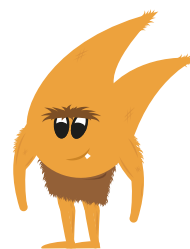
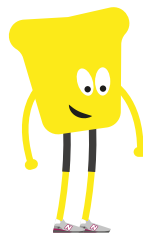
MASCOT

Dart Character

Dart is The Daily Mile and the Daily Mile #Go Run For Fun mascot, and the star of our animated educational series Mission Kids Fit For Life. He features on collateral and can also be joined by his cast of friends.

Dart - Minimum size

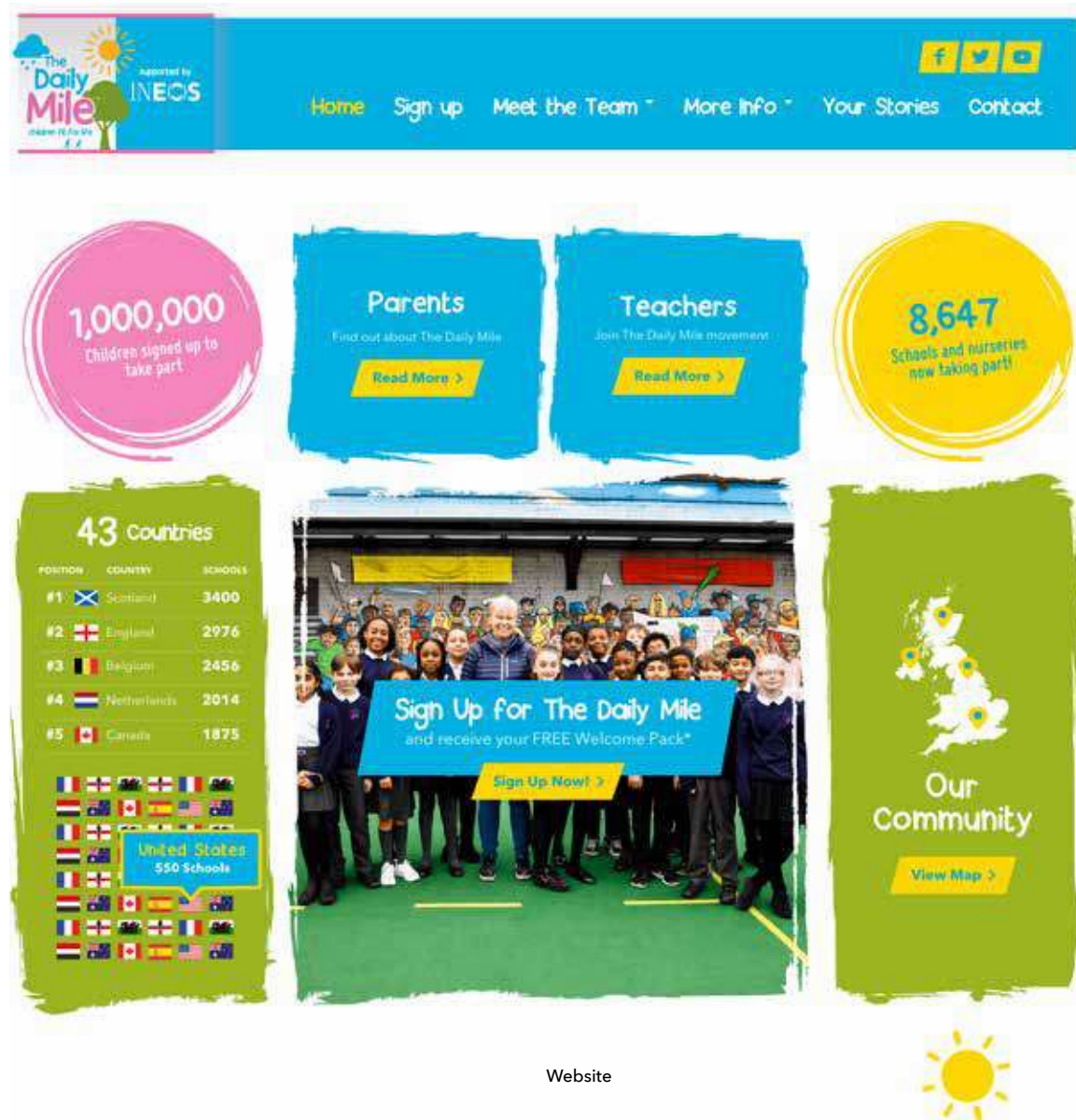
The minimum recommended size is 30mm wide (150 pixels online).



THE DAILY MILE:

APPLICATIONS – WEBSITE

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



Website

THE DAILY MILE:

APPLICATIONS – EVENT MATERIAL

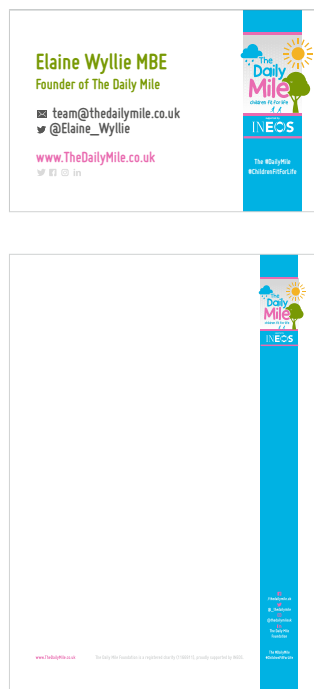


Pull-up banners



Pull-up banner
with Partner logo

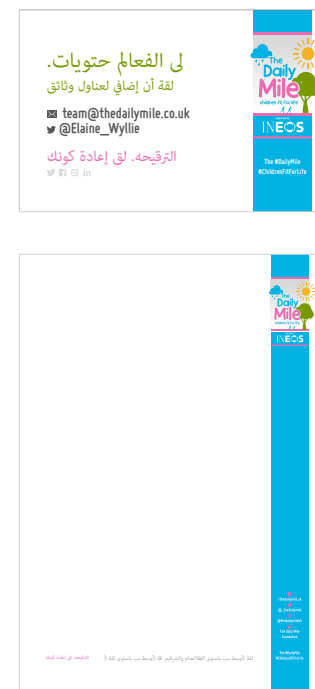
THE DAILY MILE: APPLICATIONS – EVENT MATERIAL



Business card/letterhead



A5 flyer



Arabic business card/letterhead

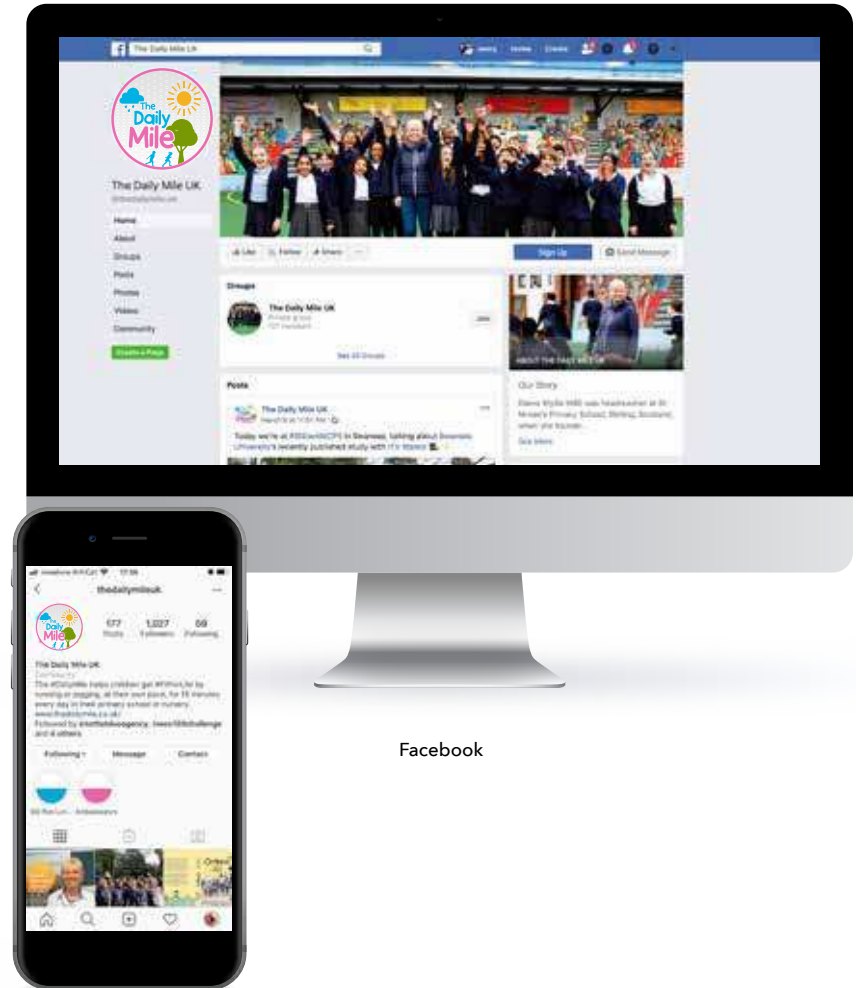
THE DAILY MILE:

APPLICATIONS – SOCIAL MEDIA

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



Twitter



Facebook

Instagram

THE DAILY MILE: GLOBAL UNIFORM

Navy is the
core uniform
colour.



Jacket



T-shirt



Polo Shirt



Jumper



Gilet



Cap

THE DAILY MILE:

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).

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.



THE DAILY MILE: COLOUR PALETTE



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



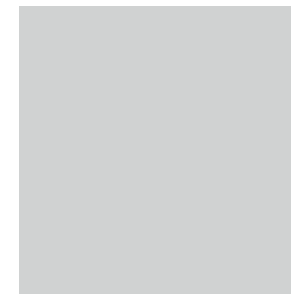
C:74 M:13 Y:10 K:0
R:7 G:170 B:210
Web: #00A9D1
Pantone 306C



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: #cfd2d3
Pantone 427C.

Dart colouring



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



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

THE DAILY MILE: TYPEFACES

Back to School
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghi jklmnopqrstuvwxyz
 1234567890

MISO BOLD
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
 1234567890

AVENIR NEXT REGULAR
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
 1234567890

AVENIR NEXT DEMI BOLD
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
 1234567890

The inconvenient truth

In February 2012, I asked a class of ten year olds to run round the school playing field.

Six years on, The Daily Mile has seen transformational change in participating children. They are physically fit, more focused in the classroom, more confident and more resilient.

The Daily Mile is wholly simple and fully inclusive. It introduces daily physical activity into children's lives with the minimum of fuss. It takes place outside in the fresh air where all of our children are every day – in their schools and nurseries – and it has the full support of children, parents and staff. Without this it could not have been sustained for so long. On reflection, The Daily Mile succeeds because the 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 in your schools and nurseries will have as much fun doing The Daily Mile as the children at my former school did – and will experience the same benefits.

Elaine Wylie, former primary school headteacher and founder of The Daily Mile.

Elaine Wylie

Getting started
10 core principles
 Your steps to Daily Mile success

<p>QUICK</p> <p>It takes just 15 minutes. Try to do it daily – and certainly no less than three times a week – otherwise children will find it hard, and won't enjoy all the benefits that come from daily physical activity.</p>	<p>FUN</p> <p>The Daily Mile is not a race or competition – it's a daily physical activity which is social. The whole class should understand that they can run at their own pace. The children chat with one another as they run together.</p>	<p>100%</p> <p>It's always fully inclusive – make sure all children are out in the fresh air, getting involved. This will ensure it is sustainable as the children enjoy it so much – they'll get the opportunity to chat with current friends, plus make new ones.</p>	<p>WEATHER</p> <p>Treat the weather as a benefit, not a barrier. Children enjoy being outside in different types of weather, connecting with nature and being aware of the seasons.</p>
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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: 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: 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

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

THE DAILY MILE:

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

THE DAILY MILE GO Run For Fun

THE DAILY MILE GO Run For Fun:

PRIMARY LOGOS – UK

The Daily Mile GO Run For Fun primary logo is the standard for use in the UK and Internationally.

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 events outside of school, use the 'corporate' version. Social media should also use the 'corporate' version at events.

The Daily Mile Foundation GO Run For Fun 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

THE DAILY MILE GO Run For Fun:

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

LANGUAGES

THE DAILY MILE GO Run For Fun:

PRIMARY LOGOS – CLEARSPACE

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



Clearspace

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'.

THE DAILY MILE GO Run For Fun:

PRIMARY LOGOS – BACKGROUND

The logo may be used on the pink background (Pantone 218).

If placed on a transparent background the one colour version of the logo will need to be used (Page 37) but only on exceptional circumstances.

The logo should not be framed or used on another colour.

When using the extended line device, please ensure that the whole logo is visible and not cut off.



THE DAILY MILE GO Run For Fun:

PRIMARY LOGOS – MINIMUM SIZE



30mm wide



30mm wide

THE DAILY MILE GO Run For Fun:

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

THE DAILY MILE GO Run For Fun:

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.



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



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

THE DAILY MILE GO Run For Fun:

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.



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



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

THE DAILY MILE GO Run For Fun:

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 GO Run For Fun colour palette.



White relief version

THE DAILY MILE:

SECONDARY LOGOS – ONE COLOUR

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



A round version of the logo. The single colour version should only be used in exceptional circumstances.

SECONDARY LOGOS – REQUIREMENTS

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



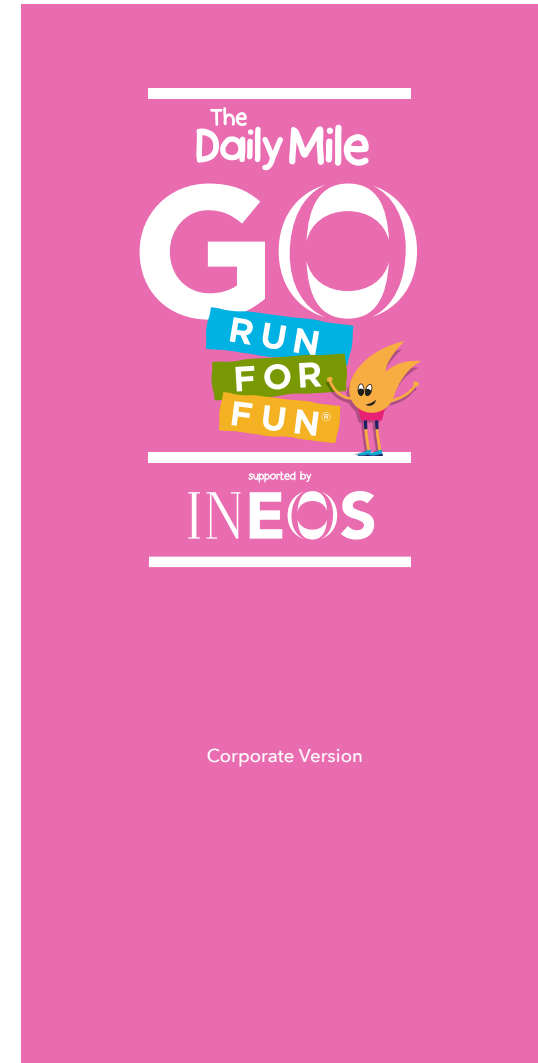
Single colour version

THE DAILY MILE GO Run For Fun:

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 GO Run For Fun internationally.



THE DAILY MILE GO Run For Fun: 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)

THE DAILY MILE GO Run For Fun: PARTNER LOCK-UPS



supported by

INEOS



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



supported by

INEOS

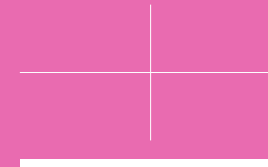


Partner Lock-up 5:
Lock-up with four partner spaces (stacked)



supported by

INEOS



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

THE DAILY MILE GO Run For Fun: WEBSITE VERSION

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



THE DAILY MILE GO Run For Fun:

PARTNER LOCK-UP EXAMPLES



THE DAILY MILE GO Run For Fun:

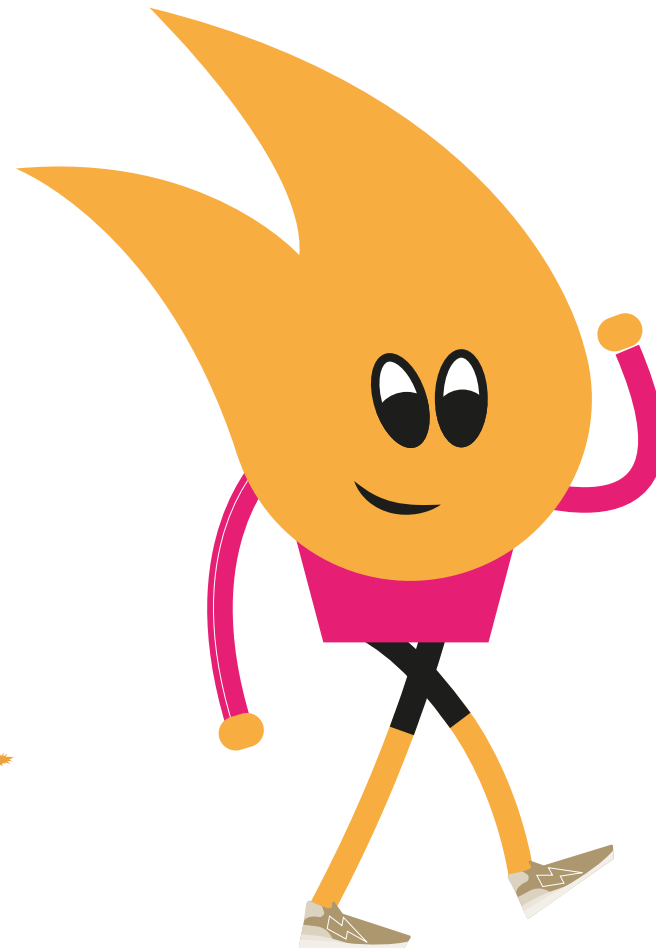
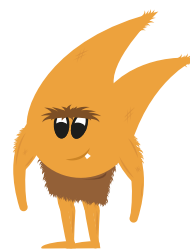
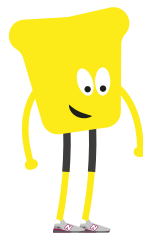
MASCOT

Dart Character

Dart is The Daily Mile and the Daily Mile GO Run For Fun mascot, and the star of our animated educational series Mission Kids Fit For Life. He features on collateral and can also be joined by his cast of friends.

Dart - Minimum size

The minimum recommended size is 30mm wide (150 pixels online).



THE DAILY MILE GO Run For Fun:

APPLICATIONS – WEBSITE

Our website serves to educate a wide range of stakeholders (parents, children, educators, sponsors and the general public) about our campaign, the Foundation and the upcoming events in The Daily Mile GO Run For Fun diary. It also serves as an educational resource touchpoint, to watch and engage with the Dart animations.

The site seeks to communicate in a clean and user friendly style which meets the varying needs of its wide target market. It is united by a simple and easy to navigate format, with brand colours, fonts, logos and the Dart mascot repeated throughout. Content and interactive elements (e.g. graphics, educational resources, games and competitions) are tailored to key audiences under different site branches. The site is regularly updated to stay relevant and reflect the fast-growing nature of The Daily Mile GO Run For Fun, and pages in additional languages can be accommodated as necessary.



Website

THE DAILY MILE GO Run For Fun: APPLICATIONS – EVENT MATERIAL



Pull-up banner



Pull-up banner
with Partner logo



Business card/letterhead

THE DAILY MILE GO Run For Fun:

APPLICATIONS – EVENT MATERIAL

Events must epitomise The Daily Mile GO Run For Fun brand, while also sharing exposure space with our event partners and local sponsors. INEOS branding is limited to the name in the main logo. The fundamental element of brand identity is the colour pink, with regular repetition of the INEOS The Daily Mile GO Run For Fun logo and the Dart mascot image.

All event signage is printed in The Daily Mile GO Run For Fun pink, and features the The Daily Mile GO Run For Fun logo and the Dart mascot image. Some signs also display essential contact information such as the campaign web address and a social media hashtag.



Marquee

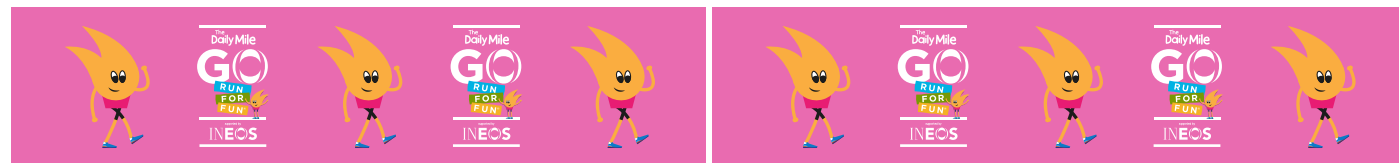


Flying Banner



Pop Up Banners

Scrim



THE DAILY MILE GO Run For Fun:

APPLICATIONS – EVENT MATERIAL

Events must epitomise The Daily Mile GO Run For Fun brand, while also sharing exposure space with our event partners and local sponsors. INEOS branding is limited to the name in the main logo. The fundamental element of brand identity is the colour pink, with regular repetition of the INEOS The Daily Mile GO Run For Fun logo and the Dart mascot image.

All event signage is printed in The Daily Mile GO Run For Fun pink, and features the The Daily Mile GO Run For Fun logo and the Dart mascot image. Some signs also display essential contact information such as the campaign web address and a social media hashtag.



Marquee

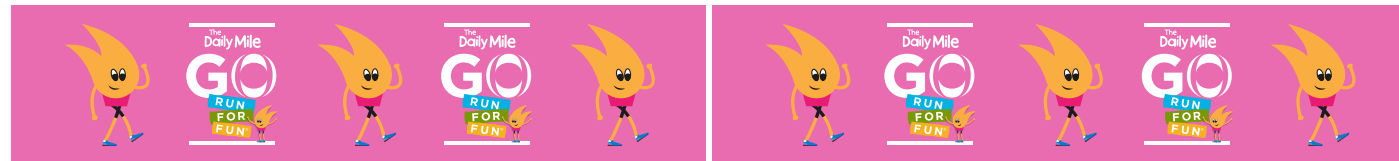


Flying Banner



Pop Up Banners

Scrim

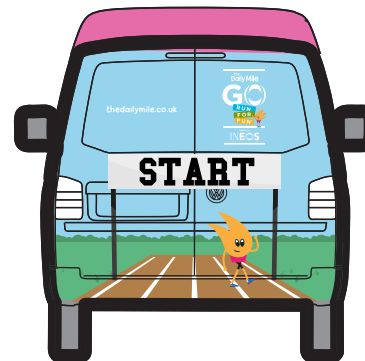
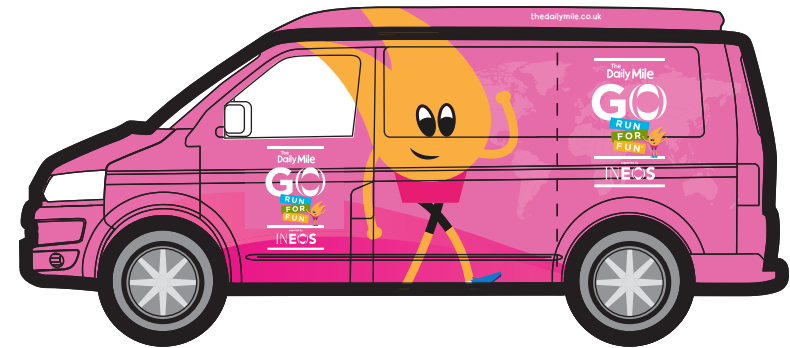


THE DAILY MILE GO Run For Fun:

APPLICATIONS – EVENT MATERIAL

Vehicles

Vehicles used at The Daily Mile GO Run For Fun events must consistently reflect the The Daily Mile GO Run For Fun brand, bearing the The Daily Mile GO Run For Fun pink, the The Daily Mile GO Run For Fun logo and the Dart mascot where possible.



THE DAILY MILE GO Run For Fun:

APPLICATIONS – EVENT MATERIAL

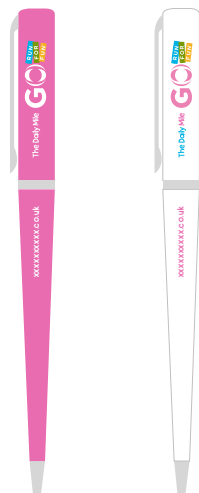
Other

Additional branded materials are occasionally brought to The Daily Mile GO Run For Fun events, depending on event context and sponsorship requirements. In the past these have included towelling sweat bands, water bottles, medals, caps and umbrellas.



Umbrella

Pens



Medal



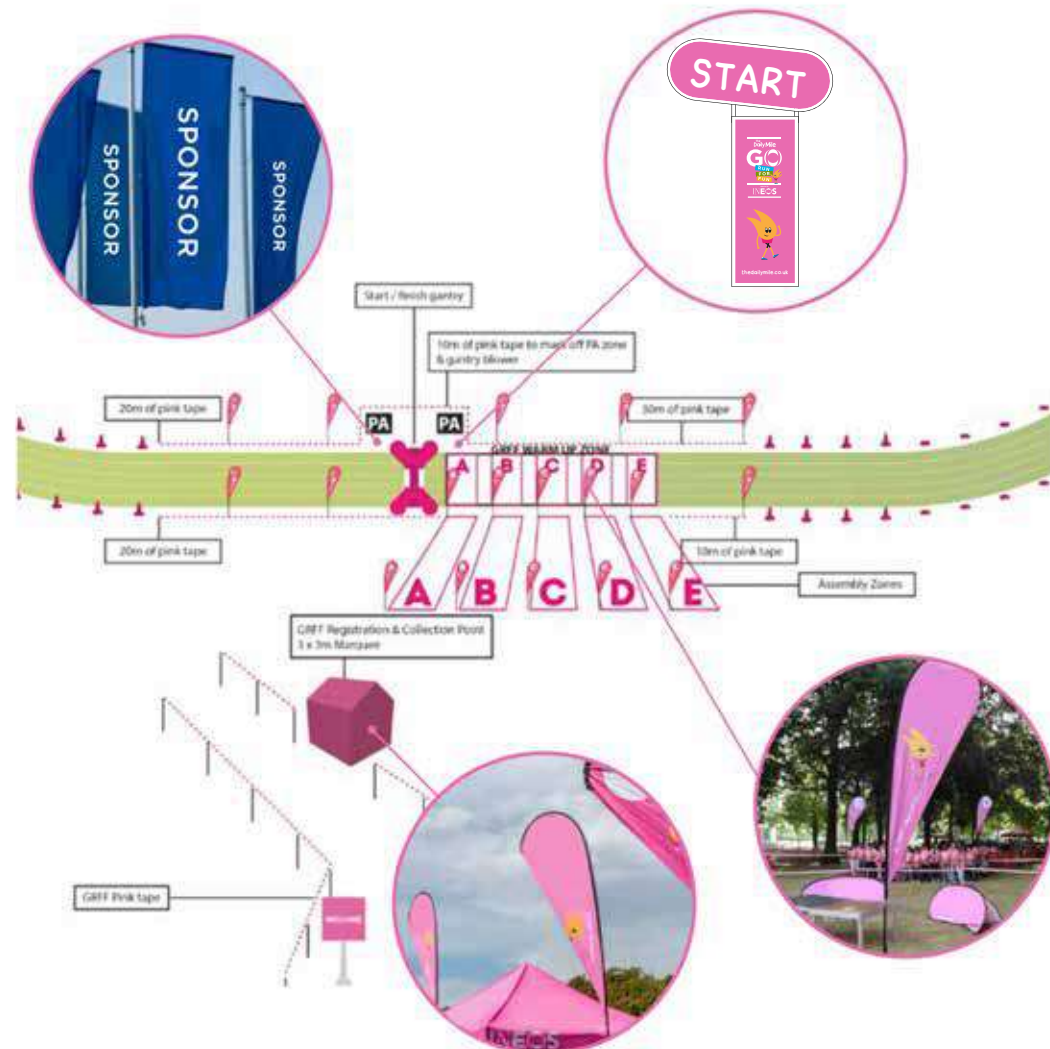
THE DAILY MILE GO Run For Fun:

APPLICATIONS – EVENT MATERIAL

Event Plan

A Daily Mile GO Run For Fun event makes use of the following branded equipment: start/finish gantry, A-frame The Daily Mile GO Run For Fun signs, zone marker teardrop flags, tape for marking the race course, and a marquee.

There is plenty of scope and space to showcase our events partners and local sponsors branding alongside this, which can be arranged on an event-by-event basis.



THE DAILY MILE GO Run For Fun: GLOBAL UNIFORM



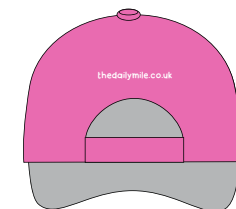
T-shirt



Polo Shirt



Jumper



Cap

THE DAILY MILE GO Run For Fun: GLOBAL UNIFORM



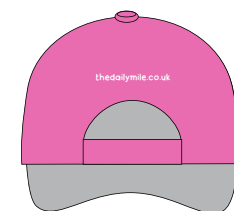
T-shirt



Polo Shirt



Jumper



Cap

THE DAILY MILE GO Run For Fun:

APPLICATIONS – EVENT MATERIAL

T Shirts

The Daily Mile GO Run For Fun t-shirts are printed for children in Pantone 218 pink, featuring the The Daily Mile GO Run For Fun logo on the front.

Race Numbers

Race numbers feature the brand standard pink and The Daily Mile GO Run For Fun logo as consistent elements. The design of the race number will change depending on the nature of the event, allowing our event partners and local sponsors to display their brand or race location.

Running Number



Front



Back

THE DAILY MILE GO Run For Fun:

APPLICATIONS – EVENT MATERIAL

T Shirts

The Daily Mile GO Run For Fun t-shirts are printed for children in Pantone 218 pink, featuring the The Daily Mile GO Run For Fun logo on the front.

Race Numbers

Race numbers feature the brand standard pink and The Daily Mile GO Run For Fun logo as consistent elements. The design of the race number will change depending on the nature of the event, allowing our event partners and local sponsors to display their brand or race location.

Running Number



Front



Back

THE DAILY MILE GO Run For Fun:

PHOTOGRAPHY

The Daily Mile GO Run For Fun campaign uses fun, simple, active, engaging imagery including lots of photographs from the events. These reflect a sense of occasion, scale and location. Close ups will highlight the The Daily Mile GO Run For Fun brand.



THE DAILY MILE GO Run For Fun:
COLOUR PALETTE



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

THE DAILY MILE GO Run For Fun:

TYPEFACES

Back to School

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

MISO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

AVENIR NEXT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

AVENIR NEXT DEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
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: 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: 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

ALL TEXT

- Text can appear in any of The Daily Mile GO Run For Fun's two primary colours – pink, yellow
- 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

THE DAILY MILE GO Run For Fun:

PERMISSIONS/REQUIREMENTS

REQUIREMENTS

- Whether used in digital or printed material, in each instance written permission to use The Daily Mile GO Run For Fun 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 GO Run For Fun logo and 'The Daily Mile GO Run For Fun' name are trademarks belonging to The Daily Mile Foundation, Hawkslease, Chapel Lane, Lyndhurst, UK and are reproduced with permission. All rights reserved"

FORMATS AVAILABLE

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

LOGO RESTRICTIONS

'The Daily Mile GO Run For Fun' name and logo are trademarks of The Daily Mile GO Run For Fun 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 GO Run For Fun 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 GO Run For Fun branded materials, please contact us.

MISSION KIDS FIT FOR LIFE

MISSION KIDS FIT FOR LIFE:

PRIMARY LOGOS – UK

The Mission Kids Fit For Life 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.



Schools And Social Version



Corporate Version

MISSION KIDS FIT FOR LIFE:

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

LANGUAGES?

MISSION KIDS FIT FOR LIFE:

PRIMARY LOGOS – CLEARSPACE

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



Clearspace

MISSION KIDS FIT FOR LIFE:

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



Allowed



Not allowed

MISSION KIDS FIT FOR LIFE:

PRIMARY LOGOS – MINIMUM SIZE

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



30mm wide



30mm wide

MISSION KIDS FIT FOR LIFE:

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

MISSION KIDS FIT FOR LIFE:

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 #Daily
#Children

TBD

uk
e
uk
Foundation

Hashtags

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

MISSION KIDS FIT FOR LIFE:

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 Mission Kids Fit For Life colour palette.



White relief version

MISSION KIDS FIT FOR LIFE:

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.

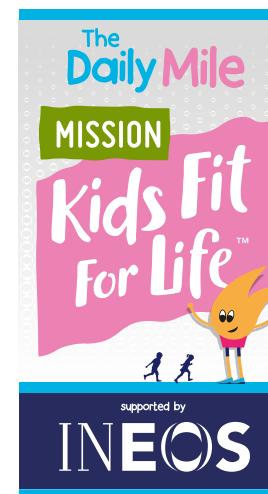
Single colour version

MISSION KIDS FIT FOR LIFE:

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.



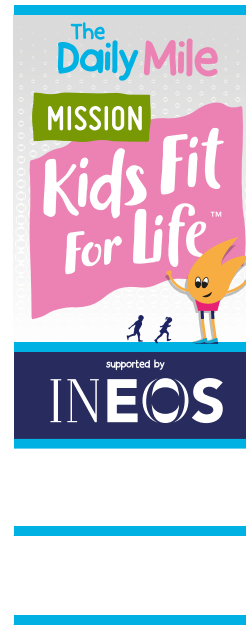
Corporate Version

MISSION KIDS FIT FOR LIFE:

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)

MISSION KIDS FIT FOR LIFE:

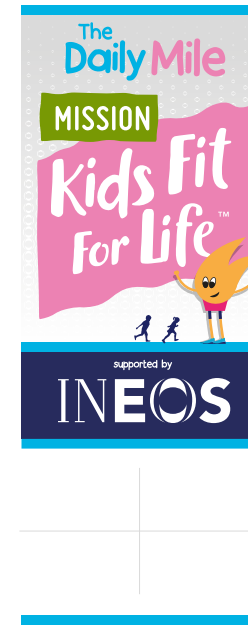
PARTNER LOCK-UPS



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



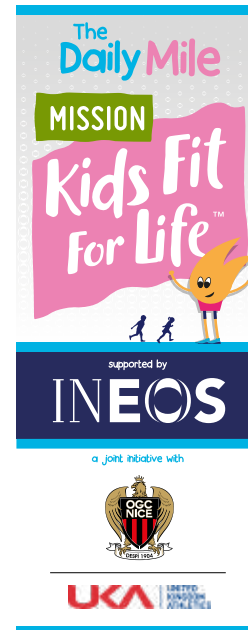
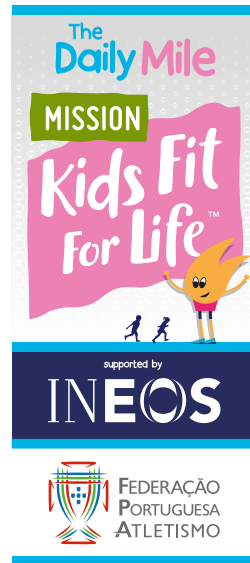
Partner Lock-up 5:
Lock-up with four partner spaces (stacked)



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

MISSION KIDS FIT FOR LIFE:

PARTNER LOCK-UP EXAMPLES



MISSION KIDS FIT FOR LIFE: WEBSITE VERSION

Where space is not available vertically, such as on Mission Kids Fit For Life's website, these partner lock-ups may be used.



MISSION KIDS FIT FOR LIFE:

APPLICATIONS – WEBSITE

Our website serves to educate a wide range of stakeholders (parents, children, educators, sponsors and the general public) about our campaign, the Foundation and the upcoming events in Mission Kids Fit For Life diary. It also serves as an educational resource touchpoint, to watch and engage with the Dart animations.

The site seeks to communicate in a clean and user friendly style which meets the varying needs of its wide target market. It is united by a simple and easy to navigate format, with brand colours, fonts, logos and the Dart mascot repeated throughout. Content and interactive elements (e.g. graphics, educational resources, games and competitions) are tailored to key audiences under different site branches. The site is regularly updated to stay relevant and reflect the fast-growing nature of the Mission Kids Fit For Life, and pages in additional languages can be accommodated as necessary.



Website

MISSION KIDS FIT FOR LIFE:

APPLICATIONS – EVENT MATERIAL



Pull-up banner



Pull-up banner
with Partner Logo



Newsletter

MISSION KIDS FIT FOR LIFE:
COLOUR PALETTE



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



C:100 M:90 Y:0 K:40
R:0 G:24 B:66
Web: 201747
Pantone 275C



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

MISSION KIDS FIT FOR LIFE:

TYPEFACES

Market Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

MISO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Din Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Book Worm

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

BACK TO SCHOOL/LOGO STRAPLINE TEXT

- Market Pro Regular is our strapline font for the logo variants

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

DIN MEDIUM: BODY TEXT FONT

- Din Medium is used for body text
- Din Medium can be used:
 - for emphasis
 - to aid legibility of text reversed out of a colour
- Use sentence case

ALL TEXT

- Text can appear in any of The Mission Kids Fit For Life's two primary colours - pink, yellow
- 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

MISSION KIDS FIT FOR LIFE:

PERMISSIONS/REQUIREMENTS

REQUIREMENTS

- Whether used in digital or printed material, in each instance written permission to use the Mission Kids Fit for Life 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 Mission Kids Fit for Life logo and the 'Mission Kids Fit for Life' name are trademarks belonging to The Daily Mile Foundation, Hawkslease, Chapel Lane, Lyndhurst, UK and are reproduced with permission. All rights reserved"

FORMATS AVAILABLE

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

LOGO RESTRICTIONS

The 'Mission Kids Fit for Life' 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 Mission Kids Fit for Life 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 Mission Kids Fit for Life branded materials, please contact us.

FIT FOR LIFE

FIT FOR LIFE:

PRIMARY LOGOS – UK



Schools And Social Version

FIT FOR LIFE:

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

FIT FOR LIFE:

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 border by the width/height of the 'M'.

Clearspace

FIT FOR LIFE:

PRIMARY LOGOS – BACKGROUND



Allowed ✓



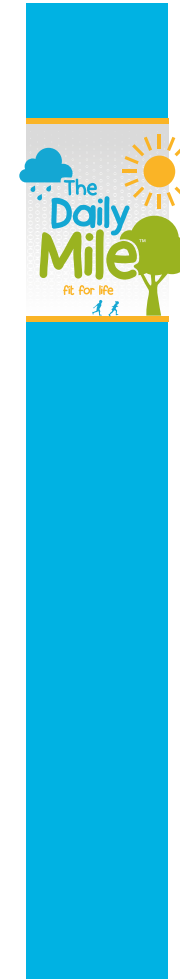
Not allowed ✗



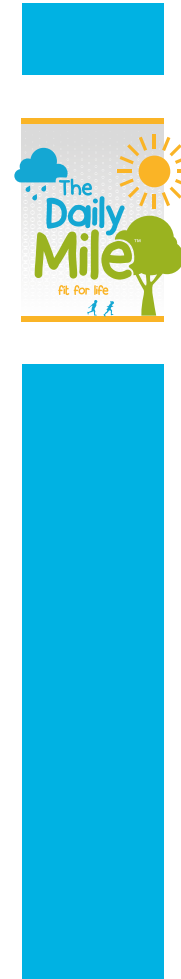
Allowed ✓



Not allowed ✗



Allowed ✓



Not allowed ✗

FIT FOR LIFE:

PRIMARY LOGOS – MINIMUM SIZE



30mm wide

FIT FOR LIFE:

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

FIT FOR LIFE:

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.

The same Hashtags and Social Handles as The Daily Mile should be used.



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

#fitforlife

Hashtags

@TheDailyMileFFL

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

FIT FOR LIFE:

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 Fit for Life colour palette.



White relief version

FIT FOR LIFE:

SECONDARY LOGOS – ONE COLOUR

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



Single colour version

FIT FOR LIFE:

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.

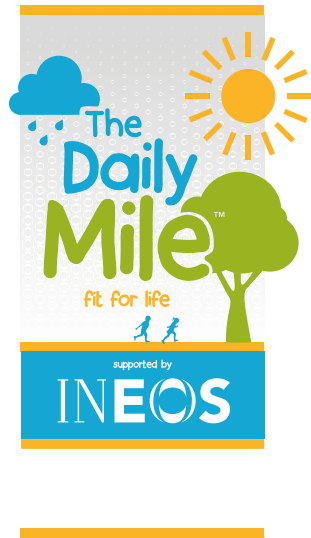
Various options are available for flexibility in the varying partner profiles of Fit for Life internationally.



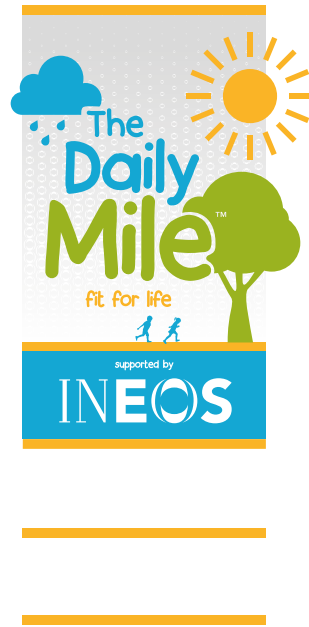
Corporate Version

FIT FOR LIFE:

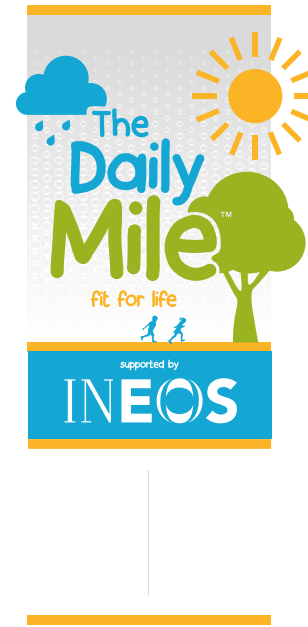
PARTNER LOCK-UPS



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

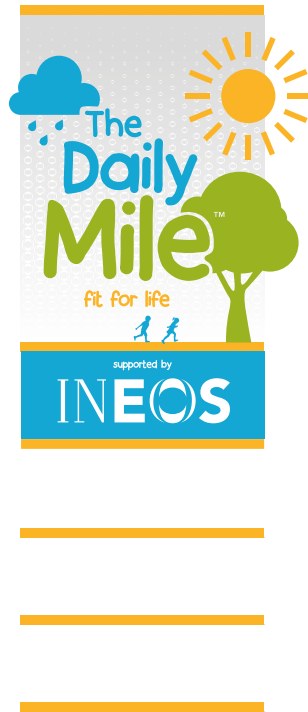


Partner Lock-up 2:
Lock-up with two partner spaces (stacked)



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

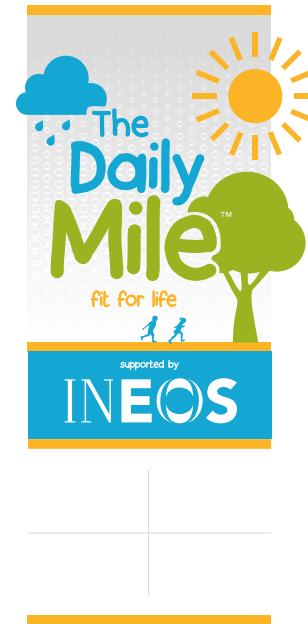
FIT FOR LIFE: PARTNER LOCK-UPS



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



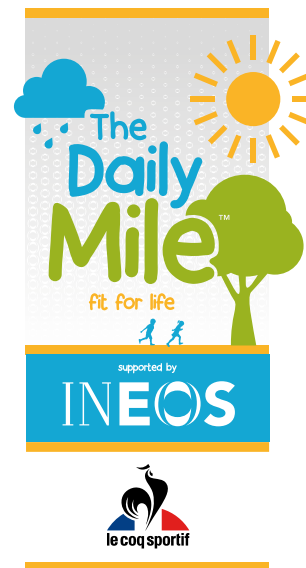
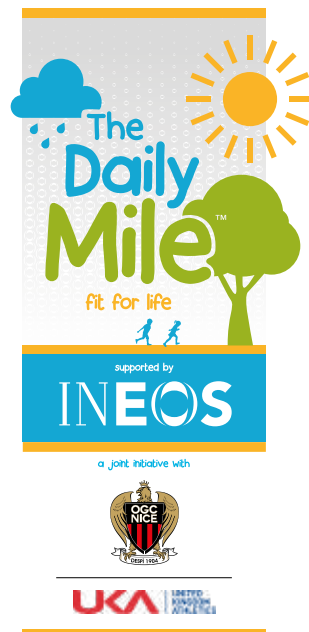
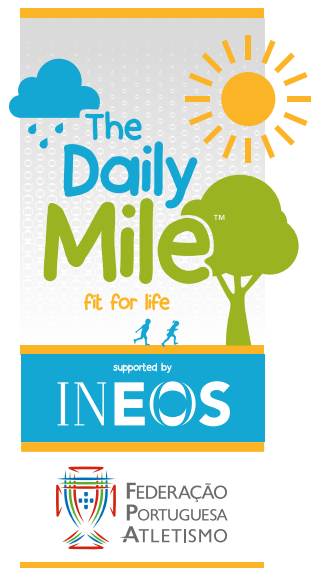
Partner Lock-up 5:
Lock-up with four partner spaces (stacked)



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

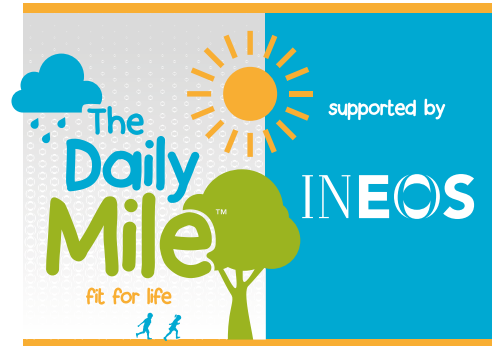
FIT FOR LIFE:

PARTNER LOCK-UP EXAMPLES



FIT FOR LIFE: WEBSITE VERSION

Where space is not available vertically, such as on the Fit For Life website, these partner lock-ups may be used.



FIT FOR LIFE:

APPLICATIONS – WEBSITE

Our website serves to educate a wide range of stakeholders (parents, children, educators, sponsors and the general public) about our campaign, the Foundation and the upcoming events in the Fit For Life diary.



Website

FIT FOR LIFE:

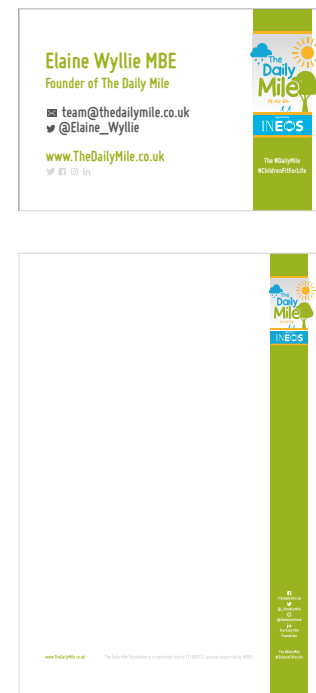
APPLICATIONS – EVENT MATERIAL



Pull-up banner



Pull-up banner
with Partner logo



Business card/letterhead

FIT FOR LIFE: COLOUR PALETTE



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

FIT FOR LIFE:

TYPEFACES

Back to School

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

MISO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

AVENIR NEXT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

AVENIR NEXT DEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
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: 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: 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

ALL TEXT

- Text can appear in any of Fit for Life's two primary colours - yellow, green
- 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

FIT FOR LIFE:

PERMISSIONS/REQUIREMENTS

REQUIREMENTS

- Whether used in digital or printed material, in each instance written permission to use the Fit for Life 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 Fit for Life logo and the 'Fit for Life' 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 Fit for Life' 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 Fit for Life 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 Fit for Life 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

CONTACTS

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

Hannah Oakes
Brand Manager of The Daily Mile Foundation

hannah@thedailymile.co.uk

The Daily Mile Foundation, Hawkslease, Chapel Lane, Lyndhurst SO43 7FG, UK