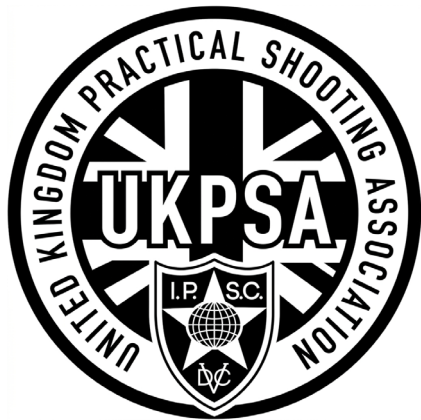




UKPSA LOGO & BRAND USE GUIDE



UKPSA logo 2026



Mono version

Protecting the UKPSA identity

The UKPSA logo is the organisation's principal visual identity. Consistent use of the logo helps maintain a clear, professional and recognisable UKPSA brand across all communications, events and activities.

1. The UKPSA Logo

The **official UKPSA logo must always be used in its approved form.**

The logo must not be:

- Stretched, compressed or distorted
- Recoloured or altered
- Cropped or rearranged
- Separated into individual elements
- Overlaid with text, images or other graphics
- Given additional effects such as shadows, glows or outlines
- Recreated or redrawn

Where possible, the logo should be reproduced from an **original, high-resolution UKPSA artwork file** rather than copied from a website or other low-resolution source.

2. Clear Space

Always allow sufficient clear space around the logo so that it remains clearly visible and recognisable.

No text, photographs, graphics or other logos should intrude into this space.

The logo should never be placed against a background that makes any part of it difficult to see.

3. Backgrounds

The preferred background for the full-colour UKPSA logo is **white or a simple, uncluttered background.**

Where the logo needs to appear over a photograph or darker background, its visibility must be checked carefully and an approved alternative version should be used where available.

4. UKPSA Events, Clubs & Partners

The UKPSA logo may be used in connection with official UKPSA activities and approved events.

Where the UKPSA logo is used alongside a **club, event, sponsor or partner logo**, care should be taken to ensure that the UKPSA identity remains clear and is not presented as endorsing or sponsoring an organisation or product without approval.

The UKPSA logo should not be incorporated into another organisation's logo or permanently combined with another logo without specific approval.

5. Approval of UKPSA Branded Material

All proposals involving the use of the UKPSA brand must be approved by the UKPSA Board before any material is produced or any expenditure is committed.

This includes, but is not limited to:

- Event and competition material
- Posters, flyers and printed publications
- Websites and digital media
- Social media graphics
- Clothing and merchandise (Tshirts, pins, stickers)
- Signage and banners
- Promotional material
- Sponsorship and partner material
- Any new use or adaptation of the UKPSA identity

All ideas, proposed uses, designs and associated budgets must be submitted to and approved by the UKPSA Board before production or purchase.

To submit for approval use the online form, go to: ukpsa.org/branding-approval

The objective is simple:

One organisation. One recognisable identity. Consistent use of the UKPSA brand.

