

BRANDING GUIDE

How to display Team Army/Team Ethos branding

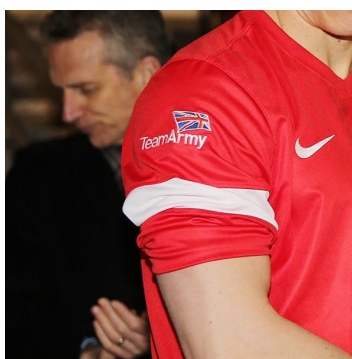
As an organisation receiving funding from Team Army/Team Ethos, you will have signed a License Agreement for the rights of association that enables Team Ethos to market your sponsor opportunities on your behalf. Although you may have a headline sponsor, the Team Army/Team Ethos brands represent all the other sponsors who provide funding from which most organisations benefit. As such, you are encouraged to include the Team Army or Team Ethos logo, as appropriate, on your team wear as they are renewed.

Logos should be discreet, thereby allowing more prominent branding for your headline or secondary sponsors. The Team Army/Team Ethos Logo can be requested from kerry.godley-mcavoy@teamarmy.org, and should be no more than 75mm wide. It should be printed without the strapline and should not include a black or white background.

BRANDING GUIDANCE



Team Army/Team Ethos default logo position on nape of neck



Team Army/Team Ethos logo alternative position on shoulder

OTHER SPONSOR LOGOS

For individual sponsor company logos please ask Team Ethos to supply (with any associated company branding guidelines). Email kerry.godley-mcavoy@teamarmy.org