

Gallagher Premiership Rugby Brand Guidelines + Logo Usage



Overview

An important part of Gallagher's brand strategy is to establish partnerships with sports leagues, events, and venues across the globe that share in Gallagher's values, heritage, and belief in community investment, and Premiership Rugby is such a league. Gallagher has agreed to be the league's Title Sponsor. For this relationship to be universally recognized, the graphics and usage of the Gallagher name and its derivatives must be consistently represented across all partnership elements. Please adhere to these guidelines.

NAMING & USAGE

Gallagher is the name of the company. The approved graphic representation and usage of the Gallagher logo is addressed in the Gallagher Brand Center. Approved logos can be found there as well. www.gallagherbrandcenter.com

Premiership Rugby is the name of the partner. Premiership Rugby has established itself as one of the foremost professional sports competitions and is watched by fans in more than 200 countries worldwide through its network of media partners.

Gallagher Premiership Rugby is the name of the official Title Sponsorship and will be represented by a custom logo featuring both brand names. This document explains the logo and outlines the proper usage for all of its variations.

Gallagher Premiership Rugby Logo Usage - Primary Logo

The **Gallagher Premiership Rugby Logo** is a specialty application designed for use only on approved Premiership Rugby materials and on promotional items as approved by Gallagher Corporate Marketing; such as, signage, environmental applications, print, digital, motion and other applications.

The approved variations of the Gallagher Premiership Rugby logo are Stacked, Semi-Stacked, Landscape and Super Landscape. **The Stacked version is preferred**, however, it is understood that some applications simply cannot accommodate a tall logo. In these cases the other, wider logos may be used. For these instances where the stacked logo can not be accommodated, please adhere to the preferred hierarchy when choosing a logo: stacked, semi-stacked, landscape, super landscape.

On the following pages you'll see that many other special circumstances have been addressed and variations of the logo are prepared.

Stacked



Semi-Stacked



Landscape



Super Landscape



Using the Gallagher Premiership Rugby Logo on Dark Backgrounds

For maximum visibility of the Gallagher Premiership Rugby logo in instances where the logo and background are too close in value, please use the **Secondary Gallagher Premiership Rugby Logo** for more contrast.

The approved variations of the **Secondary Gallagher Premiership Rugby Logo** are Stacked, Semi-Stacked, Landscape and Super Landscape. **The Stacked version is preferred**, however, it is understood that some applications simply cannot accommodate a tall logo. In these cases the other, wider logos may be used. For these instances where the stacked reversed out logo cannot be accommodated, please adhere to the preferred hierarchy when choosing a logo: stacked, semi-stacked, landscape, super landscape.

An all-white flat version of the logo is available upon request, for approved applications only. For this logo and any other logo related inquiries or requests, please contact: jake_allen@ajg.com

Stacked



Semi-Stacked



Landscape



Super Landscape



Using the Gallagher Premiership Rugby Logo



Spacing around the logo

When using the Gallagher Premiership Rugby logo, it is important that a minimum distance around it is adhered to in order for the mark to be clearly legible.

There should always be a gap no smaller than the height of the globe badge, defined by x. This measure is to be used both above and below the logo box, as well as to the left and right to keep a safe distance from any other content.

These are the approved color conversions for the Gallagher Primary Blue.



PMS - 2142
CMYK - 54/20/0/0
RGB - 111/172/222
HEX - 6FACDE

These are the approved color conversions for the Gallagher Dark Blue.



PMS - 2965
CMYK - 100/78/45/49
RGB - 0/38/62
HEX - 00263E

Approved logo color

The logo is intended to tie directly to the Gallagher brand. To best achieve this connection, it is important to only use the approved colors. The logotype should always use Gallagher official Primary Blue and Gallagher Dark Blue, or white when reversed on a colored field.

The 3D G-globe is a continuous tone rendering that can only be reproduced using CMYK or RGB color. There are no PMS breakdowns for the G-Globe portion of the logo.

Gallagher Premiership Rugby Minimum Logo Size

The **Gallagher Premiership Rugby Logo** becomes illegible at very small sizes and must, therefore, adhere to minimum sizing requirements when used on digital and print applications.

The chart at right shows the minimum size requirements for each mark. Whenever possible, use the preferred Stacked logo, but please use the logo that best fits the space you have and do not use any smaller than these size requirements.

Stacked



web min. size: 100x81 px
print min. size: 26.4 mm x 21.4 mm

Semi-Stacked



web min. size: 138x75 px
print min. size: 36.5 mm x 19.8 mm

Landscape



web min. size: 227x42 px
print min. size: 60 mm x 11.1 mm

Super Landscape



web min. size: 302x36 px
print min. size: 80 mm x 9.5 mm

Displaying the Partnership as a Non-Gallagher Brand

Several brands operate under the global Gallagher umbrella, including merger partners (pretransition or exempt), retail brands, and subsidiary brands. For a number of reasons, these entities may not go to market as “Gallagher” and thus have separate logos and creative aesthetics.

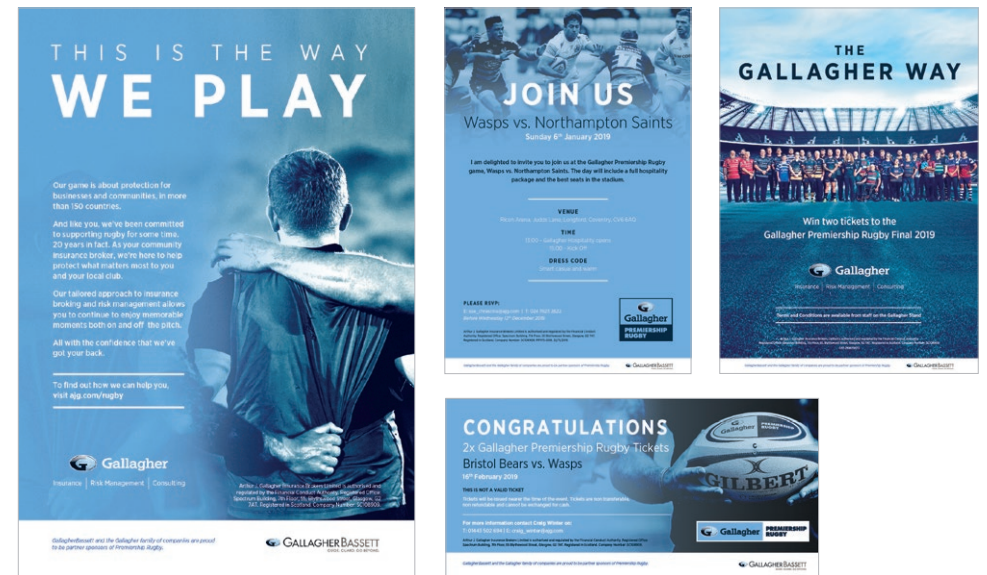
In the event that one of the merger partners/retail/subsidiary brands mentioned above wishes to leverage the Gallagher Premiership Rugby partnership, one may only do so using an existing GPR Campaign asset. This is due to the fact that the GPR partnership has a unique creative look and feel that relates to the Gallagher brand, which visually and strategically confirms the partnership between Gallagher and Premiership Rugby.

To show connection to Gallagher as Title Partner of the League, a merger partner/retail/subsidiary brand may display their logo with a short contextual explanation describing the relationship to Gallagher. A simple white bumper can be accommodated on any of these GPR campaign assets to feature this logo and short description. When using this bumper, the Gallagher Premiership Rugby brand must remain the most prominent brand on the piece.

The approved copy to accompany a merger partner/retail/subsidiary brand logo is:

[Insert entity name] and the Gallagher family of companies are proud to be partners of Premiership Rugby.

Creative examples:



Please note that new campaign assets with a different look/feel aligning with a Gallagher-owned entity brand may not be developed. Subsidiary brands may not use the Premiership Rugby Logo along with their own in isolation, suggesting a relationship between PRL and the subsidiary.

If you have questions regarding the above, please contact:

victoria_partridge@ajg.com

Questions?



If you need more information,
please feel free to reach out.
We're available to help.

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