CHARLES TYRWHITT

SPORTS BOOK AWARDS 2024

IN ASSOCIATION WITH THE SUNDAY TIMES

About the Awards

The Sports Book Awards is the major annual promotion for sports writing and publishing, the awards exist to highlight the most outstanding sports books of the previous calendar year, to showcase their merits and to enhance their reputation and profile.

The Sports Book Awards was originally conceived as part of the famous National Sporting Club's banqueting campaign programme. These enjoyable lunches and dinners brought the world of sports writing, publishing and entertainment together. It soon became evident that there was room for a major celebration of the best sports writing and the Sports Book Awards were born in 2002.

Logo

Masterbrand Logo

This is the approved visualisation of the Sports Book Awards brand. To develop positive brand recognition the logo should be prioritised on all collateral.

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Masterbrand Logo Use Rules

The masterbrand logo should only appear in the approved brand colour combinations featured later in this document.

No other elements should appear in the safe area around the masterbrand logo.

The safe are is calculated using the half the height of the logo mark.

The masterbrand must never be used at a total height smaller than the below:

20mm – Print

100px – Digitally

Colour

Colour Palette

Usually, the logomark should be presented in black, white, or any of the colours from the primary colour palette.

In some contexts, particularly on social media, the logo can be represented in colours from the secondary colour palette. However, the primary colour palette should be prioritised.

When specifying for print using process inks the CMYK values should be used.

When specifying for online or digital presentations the RGB values should be used.

Core Palette

Tarmac
#0A0203
C30 M30 Y30 K100
R10 G2 B3

Medal
#EBA927
C7 M36 Y97 K0
R235 G169 B39

Secondary Palette

Home
#142348
C100 M90 Y42 K43
R20 G35 B72

Grass
#A5C65B
C40 M5 Y83 K0
R165 G198 B91

Court
#5490CC
C67 M35 Y0 K0
R84 G144 B204

Track
#F69066
C0 M53 Y62 K0
R246 G144 B102

Colour Ratios

The Sports Book Awards brand should mainly use Tarmac and Medal with touches of Home in combination with black for text and white for backgrounds.

Grass, Court and Track should be used sparingly and mostly on socials/web

Tarmac

Medal

Home

Grass

Court

Track