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CONGRATULATIONS ON BECOMING PART OF THE FESTIVAL OF RUGBY 2015

England Rugby 2015 Limited (ER2015) and the Rugby Football Union (RFU) want to inspire people to take part in and celebrate rugby in recognition of Rugby World Cup 2015 (RWC 2015). By becoming part of the Festival of Rugby 2015 (Festival), you can help us reach this aim.

Your event and the people you attract to it is a great advertisement for the game of rugby.

Only approved events can use the Festival of Rugby 2015 logo and marketing materials. We hope you will use it widely and regard it as visual recognition of being part of the rugby celebrations in 2015.

WHAT IS THE FESTIVAL OF RUGBY 2015?

The Festival of Rugby 2015 will run in the build-up to and during Rugby World Cup 2015 - from 10 June to 31 October 2015. It offers you a great opportunity to celebrate rugby and our culture in the UK.

England and Wales will welcome the world, with millions getting involved in celebrating rugby and experiencing our culture. It will help people and organisations to connect with their communities and to entertain rugby fans and visitors from around the world.

All sorts of events, from arts and cultural activities to mini rugby tournaments, will be part of the Festival of Rugby 2015 and we look forward to working with you to promote the Festival and your event. Many of the events will be free and a programme of events taking place can be found here www.festivalofrugby2015.com/events

WHAT IT IS NOT

The Festival of Rugby 2015 has been set up to allow events to be part of rugby’s biggest year as well as giving people the opportunity to celebrate the sport. This means that your event has been granted permission to be part of Festival of Rugby 2015 and usage of the logo, however it doesn’t give you permission to use Rugby World Cup 2015 intellectual property (including logos, images, and references to the Tournament) or to create an association between your event (and/or event sponsor, if relevant) and Rugby World Cup 2015.
Promoting the Festival of Rugby 2015

Now that you have been granted access to the Festival of Rugby 2015 brand, ER2015 and the RFU will list your event on the Festival website.

There is a link from rugbyworldcup.com and englandrugby.com to the Festival site which will attract substantial traffic throughout 2015.

You have already been given the chance to opt out of being promoted through this event listing. If this or any of the event details change then please email festivalofrugby2015@rfu.com and your event details can be amended.

Working in Partnership

The Festival of Rugby 2015 is only possible by ER2015 and the RFU working with a host of organisations which themselves deliver Festival events. The Festival of Rugby 2015 brand has been designed to work with and alongside existing brands.

Once approval is granted, event organisers now have access to the brand centre where relevant Festival of Rugby 2015 brand assets and artwork can be downloaded by you for use in accordance with these guidelines and the terms & conditions.

Reminder of Your Licence Obligations

Your use of the Festival of Rugby 2015 brand is strictly in accordance with the terms of your Licence agreement with ER2015. That Licence agreement permits your project or event to use the Festival brand at the event and on any promotional materials associated with it.

You may also require a separate event Licence from your local authority or other body, including any permission of the event owner. It is your responsibility to make sure you have the necessary event Licence and permissions in place. The government website www.gov.uk/temporary-events-notice provides helpful information.

If you are organising an event which involves playing rugby, you need to ensure that all activity included in the event complies with and is permitted under RFU regulations, including without limitation RFU Regulation 15 and RFU Regulation 10, which relate to the age restrictions within the sport.

Some of the key points to bear in mind from the terms of your Licence agreement are:

• You should follow these guidelines when using the Festival of Rugby 2015 brand in relation to your project or event
• You should not use any Rugby World Cup 2015 intellectual property or infer an association to RWC 2015 (see page 14 for more details)
• You are not allowed to pass on the Festival of Rugby 2015 logo to any other people or organisations; every organisation wishing to use the logo must apply through the website
• No Festival of Rugby 2015 event may take place within 500m of a stadium hosting a RWC 2015 match on the same day as that match. No Festival of Rugby 2015 event may take place within the same designated space as an official RWC 2015 Fanzone on a day that the official RWC 2015 Fanzone is operational
• If you plan to screen any RWC2015 matches at your event you will also need to include other activities as part of your event, such as a 7s tournament, live entertainment or a barbeque
ACCESSING THE FESTIVAL OF RUGBY 2015 BRAND

Now that your event has been approved and accepted into the Festival of Rugby 2015, you will have been sent a unique log-in and instructions on how to log on to the Festival of Rugby 2015 brand centre which is designed to give you quick and easy access to the Festival of Rugby 2015 guidelines and logos through a secure website: www.festivalofrugby2015.com

From here you will be able to download a range of logos and Festival of Rugby 2015 materials to help you promote your event including templates for press releases and posters.

Different kinds of events require different branding solutions so we have designed the Festival of Rugby 2015 brand to be flexible and useful in a range of circumstances – from small events to major indoor/outdoor events.

Any items that incorporate the Festival brand cannot be sold for profit.
**WHAT IS THE FESTIVAL OF RUGBY 2015 LOGO?**

Here is the Festival of Rugby 2015 logo.

Six colour versions of the logo are available as shown on this page. Black and white versions are also available.

Artwork for the Festival of Rugby 2015 logo is available from the brand centre in a number of different formats. You should always use the Festival of Rugby 2015 logo from this source – do not copy and paste from elsewhere.

There is also a Welsh version of the logo which can be downloaded from the brand centre.

**COLOURS**

The Festival of Rugby logo should appear only in the colours shown on this page – black, red, orange, green, blue, maroon and black/white. No other colours are permitted.

How you print and the type of material you print on will also affect the final colour. We recommend you conduct a test whenever you can. Ask your printer to match to a current Pantone® swatch book for accuracy.

Wherever possible our colours should be reproduced in Pantone® special colour. Where production methods or cost implications do not allow this, always follow the CMYK specifications given here.

**Black/White**
- CMYK: 0 0 0 100
- Pantone: Process Black C
- RGB: 35 31 32

**Red**
- CMYK: 7 100 82 26
- Pantone: 187C
- RGB: 174 19 42

**Orange**
- CMYK: 0 76 100 0
- Pantone: 166C
- RGB: 231 74 21

**Green**
- CMYK: 81 5 87 0
- Pantone: 7428
- RGB: 38 156 71

**Blue**
- CMYK: 70 15 0 0
- Pantone: 298
- RGB: 44 154 220

**Maroon**
- CMYK: 35 100 35 10
- Pantone: 7435
- RGB: 136 12 81
CLEAR SPACE

Here is the Festival of Rugby 2015 logo.

To ensure that the logo is always clear and visible we ask you to ensure that a minimum clearance area has been met. The size of this clear space should be the width of the rugby ball within the logo as indicated in the diagram here.

We ask that no logo, text, graphic and/or photographic elements encroach on this space.

SIZES

Whenever you use the Festival of Rugby 2015 logo, it should be legible and clear. The minimum size of the logo is 15mm from top to bottom in print or 69 pixels high in digital formats.

Minimum Height 15mm
MISUSE OF THE FESTIVAL OF RUGBY 2015 LOGO

Incorrect usage of the Festival logo can weaken and damage the integrity of the brand. Therefore we ask you not to:

• alter the proportion or distort the logo
• enclose the logo within a box
• add an effect to the logo
• use a colour which isn’t in the official colour palette
• alter the text within the logo
• crop the logo

See the examples on this page which show how misusing the logo can affect its impact.

NEVER alter the proportion or distort the logo
NEVER enclose the logo in a box
NEVER add an effect to the logo
NEVER use a colour that isn’t in the colour palette
The official font for Festival of Rugby 2015 marketing material is Calibri. You should be able to access this through Microsoft software. This font is not compulsory but we ask that this is used as much as possible throughout any promotional material.

Body Copy

Calibri regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
WEBSITES

The Festival of Rugby 2015 logo can also be applied to your online and digital communications including websites and email newsletters.

The Festival of Rugby 2015 logo should be clearly visible and the following conditions apply:

• the logo should be positioned on the website homepage
• the minimum size the logo can be used is 69 pixels from top to bottom on screen
• the Festival logo must always be clickable and link directly to the Festival of Rugby 2015 homepage (www.festivalofrugby2015.com)
• the clear space required between the Festival of Rugby 2015 logo and any event sponsor logos is 100% the height of the Festival of Rugby 2015 logo (as illustrated on page 13)
• the Festival logo should only appear on pages relating to your project or event

SOCIAL NETWORKS

We ask you to talk about your event as much as possible on social media channels and when doing so ask you to use the hashtag #FestivalofRugby2015.

You may also use the Festival of Rugby 2015 logo on social networks provided the relevant page also includes the following disclaimer: England Rugby 2015 Limited and the Rugby Football Union are not responsible for the content of external websites.

Please note that you are not permitted to reference Rugby World Cup 2015 and use any official RWC logos, images, hashtags or twitter handles (please see page 14 for more details).
IN PRINT

Posters, leaflets or flyers
The Festival of Rugby 2015 logo should appear on the front of any event marketing materials. To ensure legibility and standout, it is important to leave sufficient clear space around the Festival of Rugby 2015 logo wherever it appears (see page 7).

Please ensure that all event sponsor logos have the required minimum clear space around them to ensure separation from the Festival logo. The clear space required between the Festival of Rugby 2015 logo and any event sponsor logos is 100% the height of the Festival of Rugby 2015 logo (as illustrated on page 13).

Brochures and programmes
The Festival of Rugby 2015 logo should appear on the front or back cover of your event brochures and programmes.

If a single event, which is part of a larger programme or event, is part of the Festival of Rugby 2015, then the logo should only be used on the brochure or programme pages that are specific to the event or project.

EXAMPLE POSTERS

<table>
<thead>
<tr>
<th>COME AND JOIN</th>
<th>COME AND JOIN</th>
<th>COME AND JOIN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FESTIVAL OF RUGBY</strong></td>
<td><strong>FESTIVAL OF RUGBY</strong></td>
<td><strong>FESTIVAL OF RUGBY</strong></td>
</tr>
<tr>
<td><strong>AT XXXX XXX</strong></td>
<td><strong>AT XXXX XXX</strong></td>
<td><strong>AT XXXX XXX</strong></td>
</tr>
</tbody>
</table>

Example posters with the Festival of Rugby 2015 logo.
Dressing Your Venue

As part of the suite of branded materials available to promote the Festival of Rugby 2015, several have been designed especially to dress places and spaces where approved Festival of Rugby 2015 events will take place.

The Festival of Rugby brand can be creatively applied to the interior and exterior of event spaces to enhance your presence in the Festival. Posters and flags, window dressings, lighting, plasma screen graphics and wall banners can all be used to bring the brand to life.

When using this branding, we ask you not to place it immediately next to any event sponsor’s branding.
UNDERSTANDING HOW TO BRAND YOUR EVENTS WITH YOUR SPONSORS

Events supported by sponsors and partner organisations (e.g. local councils, authorities, Sport England and Arts Council) can take part in the Festival, however there are certain restrictions on how event sponsors and organisations are referenced:

- No event sponsor or partner logo will be referenced on the Festival of Rugby 2015 website
- The Festival of Rugby 2015 logo must sit a clear distance away from any event sponsor logo and the minimum clear space between the Festival of Rugby 2015 logo and any other logos is based on the height of the crest
- If an event is using the Festival of Rugby 2015 poster template event sponsor and/or partner logos can only be acknowledged in the ‘thanks to’ bar at the bottom of promotional materials. Event materials which use the Festival of Rugby 2015 logo should not be used in a way that suggests that event sponsors or organisations have an association with Rugby World Cup 2015.

The following examples illustrate how the Festival of Rugby 2015 brand may be applied

**Page within a brochure:**
If your event is promoted through a page within a brochure, the page featuring the event may include Festival of Rugby 2015 branding provided the principle of clear separation is followed.

**Page within a season website:**
If you promote your Festival of Rugby 2015 event through your website, then only the pages featuring the event can include the brand provided the principle of clear separation is followed.

**Show programme:**
The cover and interior of a Festival of Rugby 2015 event programme should be clearly Festival branded.
HOW TO REFERENCE FESTIVAL OF RUGBY 2015 EVENTS

We encourage you to reference the Festival of Rugby 2015 in relation to your event e.g. in listings on posters and flyers etc. This should be done in the following ways:

- ‘Anytown event’ part of the Festival of Rugby 2015
- Festival of Rugby 2015 events in Anytown include ‘event 1’ ‘event 2’ ‘event 3’

You should not suggest that an organisation other than ER2015 or the RFU owns the term Festival of Rugby 2015 e.g. ‘Anytown’s Festival of Rugby 2015’ is not allowed.

RUGBY WORLD CUP 2015 INTELLECTUAL PROPERTY

We are pleased to welcome you as a Festival of Rugby event, however this does not give you permission to use Rugby World Cup 2015 intellectual property. This includes a prohibition on referencing the tournament ‘Rugby World Cup 2015’ and the use of any Rugby World Cup logos or images.

This also includes the official RWC 2015 match ball design, the Webb Ellis Cup, all logos relating to the RWC 2015 Trophy Tour, ‘The Pack’, England 2015 logo, World in Union, #RWC2015 and the Rugby World Cup font.

The guidelines are here to help you understand how you can use the Festival of Rugby 2015 brand. If there is any inconsistency between these guidelines and the terms and conditions of your licence agreement please note that the terms and conditions of your licence agreement will take priority.
THANK YOU FOR USING THESE GUIDELINES AND HELPING TO CREATE A CELEBRATION OF RUGBY IN ITS BIGGEST YEAR