

# BRAND GUIDELINES

## The Cricket Foundation and Chance to Shine - for CCBs, Club Managers and Schools

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### BACKGROUND

The Cricket Foundation launched in 1981 with the aim to financially assist grassroots and youth cricket across the country and provide young people with opportunities to play cricket.

An independent registered charity (No. 1123385), it is fully endorsed by the England and Wales Cricket Board (ECB).

In 2005, it launched '*Chance to shine*' (now 'Chance to Shine supported by Brit Insurance'), the single biggest school-sport development initiative ever undertaken in Britain.

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### NAMING

#### Organisation (charity) Name

The full charity name is: **the Cricket Foundation**

Special notes:

1. 'Cricket' and 'Foundation' should always begin with capital letters

#### Campaign Name

The Cricket Foundation's principal campaign name is: **Chance to Shine supported by Brit Insurance**

Special notes:

1. 'Chance' and 'Shine' should always begin with capital letters
2. 'Chance to Shine' is not italicised
3. The full campaign name 'Chance to Shine supported by Brit Insurance' should be used in the first reference. Thereafter it can be shortened to 'Chance to Shine'
4. 'Chance to Shine' can be further shortened to the acronym 'C2S' with a capital 'C' and 'S'

### **Brit Insurance National Cricket Day**

1. References to 'National Cricket Day' should always use the full title 'Brit Insurance National Cricket Day' (not just the first reference).
2. Brit Insurance National Cricket Day should be described as 'a day of cricket-themed activity, both in the classroom and in the playground'

### **England Women**

1. England Women team member coaches should be described as 'Chance to Shine England Women Coaching Ambassadors'
2. It is a 'joint partnership between the Cricket Foundation and ECB'
3. England Women have 'Chance to Shine coaching contracts'

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## **LOGOS**

We encourage the use of the charity and campaign logos on your website, promotional materials and press releases. Please ensure the correct logo is used and approval is obtained from the Cricket Foundation as appropriate (process outlined below).

## Company logo



## Campaign Logo



1. In certain circumstances, particularly when elements of the logo will be illegible when printed, it is possible to split the logo elements. Please contact the Cricket Foundation for assistance on this.

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## CONTACT

Please contact the Cricket Foundation for different versions of logos or for any branding queries.

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