


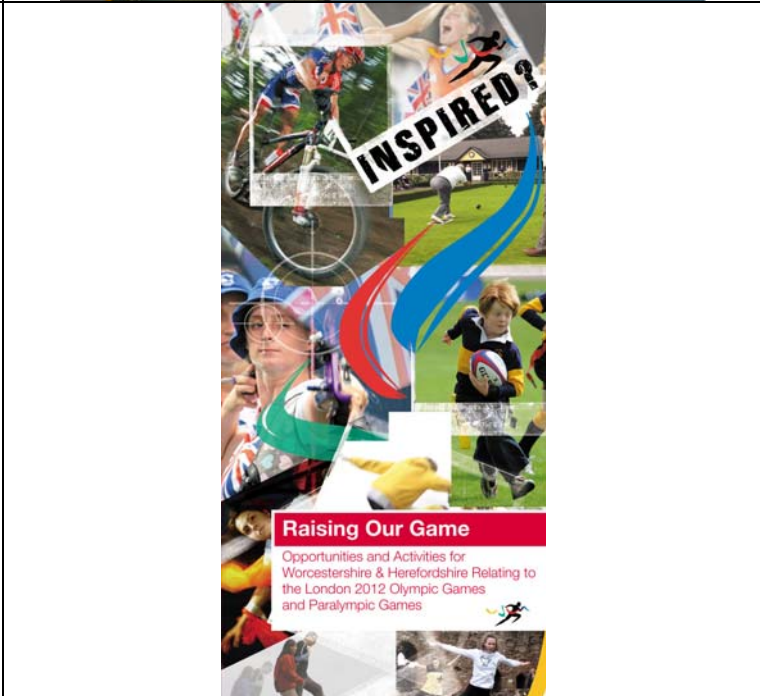

'Raising Our Game' Marketing and Promotional Plan





Available Material for Organisations in Herefordshire and Worcestershire

- The London 2012 Olympic and Paralympic Games presents a massive opportunity to inspire communities across the UK (Herefordshire and Worcestershire lies in the heart of the country and is well positioned to capitalise on the Games) and act as a catalyst to provide sustainable benefits in health, education, community cohesion, business, the visitor economy and participation in positive activities such as sport, physical activity, culture and volunteering.
- Herefordshire and Worcestershire's 2012 plans are represented by the Raising Our Game brand (endorsed by the London Organising Committee for the Olympic Games) which will tie in all Olympic themed work; represent the values of the Olympics and raise the profile of 2012 related projects, initiatives, themed events and activities in the two counties

Raising Our Game (ROG) Promotional Products

Item	Image	Primary Target Market
The Raising Our Game logo		Local groups and organisations are welcome to use the logo at any event that represents the Olympic Values (in line with the ROG guidelines – see below)
Pull up banners		Conferences/Events

<p>Horizontal Outdoor Banner</p>		<p>Conferences/Events</p>
<p>Leaflets (4 pages)</p> <p><i>Information on all the opportunities and activities for Worcestershire and Herefordshire relating to the 2012 Olympic and Paralympic Games</i></p>		<p>General Public</p>
<p>Posters (A3)</p>		<p>Schools/Workplaces/Community</p>

<p>T-Shirts in white</p> <p>(Medium, Large and Extra Large)</p> <p><i>Limited availability</i></p>		<p>Young People</p>
<p>Pin-badges</p>		<p>Stakeholders; partners and ambassadors</p>
<p>Flag</p> <p>(Large: 2800x1400mm)</p> <p><i>Traditional rope and toggle to attach to flagpoles</i></p>		<p>Event organisers</p>
<p>Symbol of Inspiration</p> <p>(Dimensions: 150cm (h) X 75 cm (w) X 50 cm (d))</p>		<p>Event organisers</p>

Protocol for use of Herefordshire and Worcestershire Raising Our Game logo

Objectives

- To establish a protocol that encourages and supports the wide scale use of the 'Herefordshire and Worcestershire Raising our Game' brand for any non-commercial 2012 related activity across the two counties achieving maximum impact of the local brand by protecting its use through a consistent approach, whilst at the same time ensuring adherence to LOCOG guidelines.
- In essence activities taking part within the two counties with an Olympic theme should either carry the symbol, claim they are 'Raising their Game' or indicate a link to the 'Raising Our Game' movement.

Background

- The partners involved in 'Raising our Game' are leading the development of a sustainable local legacy based on the varied opportunities arising from the London 2012 Olympic and Paralympic Games.
- An essential element to this is to attempt to tie all of the 2012 work strands together in a readily recognisable way; to generate a sense of local relevance to London 2012.
- To this end Herefordshire and Worcestershire have developed a free-to-use symbol (visual identity) inspired by the values and principles of the Olympic Movement that attempts to communicate a sense of local pride and illustrate that through the establishment of working partnership, the two counties will be able to realise the potential benefits that are offered by London staging the Olympic and Paralympic Games during the summer of 2012.
- The Herefordshire and Worcestershire mark 'Raising our Game' has been approved by LOCOG (London Organising Committee for the Olympic Games) for non-commercial use in line with the regulations contained within The Olympics Bill 2006.
- The 'Raising our Game' Logo was officially launched alongside the Action plan in May 2008 on behalf of the stakeholders involved.

Scope

The protocol applies to any partnership document wishing to display the 'Raising our Game' symbol, including:

- Any communication or document, in whatever form, prepared by for public consumption, including advertising, leaflets, newsletters, reports, posters, banners, fliers or web sites and press releases.
- Any document or publicity 'any partner' is involved in producing with other people or other organisations. If the publication is produced in partnership or is a joint document then the protocol applies.
- Any publication that has the 'Herefordshire and Worcestershire Raising our Game' symbol on it, even if there are many other contributors.

Who Can Use the Symbol

Any organisation represented by an individual at the “Worcestershire & Herefordshire Olympic and Paralympic Group”, “Herefordshire Olympic and Paralympic Group” and “Worcestershire Olympic and Paralympic Group” are free to display and use the Raising our Game symbol.

Any other organisation wishing to use the symbol must have filled in the fields below and returned to either the Herefordshire or Worcestershire Coordinator for the 2012 Games (contact details below). By completing and returning the fields you confirm you have read and retained for future reference the Guidelines stated in this document.

Please note: organisations that have received the logo directly from either 2012 coordinator prior to September 2008 can continue to use the symbol under the terms set out in this document without completing the form below.

Name:
Name of organisation:
Telephone:
I	
Email:

Guidelines for Usage

Versions

The full corporate version is “Herefordshire and Worcestershire Raising our Game.”

When the reference to both counties isn’t required the alternatives of “Raising our Game Worcestershire” or “Raising our Game Herefordshire” can be used.

When it isn’t appropriate for any text to appear the symbol can be used displaying only the figure and banner

Format

Each version is available in a variety of formats, including; .bmp .jpeg and .eps. The latter format provides the highest definition for print quality, although the majority of PC’s cannot open it.

Minimum Size

The height of the symbol must be at least 30mm in order to ensure clarity of text.

For further information contact:

Worcestershire 2012 Opportunities Coordinator

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Herefordshire 2012 Opportunities Coordinator

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