



GROUNDS MANAGEMENT ASSOCIATION

Making sport possible

- The logo is inspired by playing field markings and intersecting grass patterns. This creates a unified mark symbolising teamwork and partnership with the different elements working together.
- The IOG requires a visual identity that signals a step change. To support the vision of the organisation in taking on the current challenges and opportunities the identity needs to be bold, modern and inclusive. The strong colours, shapes and fonts combine to deliver a professional yet contemporary look and feel.
- It should reflect a sense of 'community', collaborative partners working as a collective to shape the industry. This comes through in the icon symbolising intersecting grass patterns and field markings.
- The brand should have gravitas and convey a sense of heritage. The use of the colour red and green are employed, albeit, in modern tones to bring through previous IOG brand styles, as does the intersecting lines to symbolise grounds management skills and practice.
- The identity also needs to link to the why, the reason we do this and so emerged the strapline '**Making sport possible**', which is the heart of why many professionals and volunteers do what we do.

Use this link to view a short animation of the logo for use in multimedia communications:

<https://youtu.be/5HeWNdgYoaQ>

Please use this link to view an illustrative video of how this logo can be used:

<https://youtu.be/xWhCkj5W1h4>

The flexible pattern graphic device and geometric shapes are further inspired by markings on sports fields which, when combined with bold typography and modern colour palette, creates a versatile, engaging and recognisable look and feel that IOG can own.

