

Forum Series:
Women in Rugby Inspiring Change – Grassroots to Global

Logo Brief

Background

ChildFund Rugby is partnering with rugby federations around the world to host a Women in Rugby Leadership Forum Series entitled: **Women in Rugby Inspiring Change – Grassroots to Global**. This brief outlines the series and partners involved.

The forums will unite and amplify the voices of grassroots community sports leaders around a series of commitments leading to sustained women's participation in rugby in emerging markets in a post-COVID world.

The forums focuses on five key themes: i) women's leadership in sport; ii) safe sporting spaces; iii) representation in the media, girls' participation and; v) the role of men for women in sport.

Target Audience

Participants in the forums will include women leaders in sport working at the grassroots level, representatives from National Sport Federations (with a rugby focus), and representatives of key regional organisations.

About ChildFund Rugby

ChildFund' Rugby's partnerships provide children with opportunities to play, learn and grow.

Using integrated rugby and life skills learning, young people from vulnerable communities are equipped to overcome challenges, inspire positive social change and take active leadership roles within their communities.

Logo Style

Expected style of the logo is combination mark style, in which the logos should include image and the following text: **Women in Rugby Inspiring Change – Grassroots to Global**, and it should be designed in a way that, when needed, the text can be detached from the image without affecting the image.

For example, as below, when needed, the text can be detached from the crocodile without changing any part of the image.





Design Style

The logo should have an active look that incorporates key primary themes of grassroots, global, uniting and connecting. Secondary themes to consider in the logo could be voices, strength, breaking down barriers, leadership, strength.

The logo should be simple, bright and modern.

The logo should absolutely **not be pink** or use **any stereotypical gender connotations** about girls and women.

Colors

The colours for the logo can be any of the following colours or combinations of colours:

Lime

Pantone 389

R: 208 G: 223 B: 0

C 21% M 0% Y 85% K 0%

Orange

Pantone 143

R: 241 G: 180 B: 52

C 21% M 25% Y 78% K 5%

Light Green

Pantone 376

R: 132 G: 189 B: 0

C 54% M 0% Y 100% K 0%