



UP & RUNNING

LOGO PACK AND BRAND GUIDELINES

THE UK'S LARGEST INDEPENDENT RUNNING RETAILER

UP & RUNNING is the UK's largest independent running retailer, serving local communities across the UK. Founded in 1992 by Gillian and Dennis MacFarlane, we're a family business, offering almost 30 years of specialist running knowledge, advice and expertise.

Our staff provide outstanding customer service tailored to each individual customer's needs, recommending the best quality products tried and tested by runners, for runners. This is bolstered by securing the coveted Best Customer Service and Best National Retailer Gold awards several years in a row and adding the Silver award for Best Online Retailer in 2020.

Our 29 retail stores have grown organically over the years and we pride ourselves on being an integral part of your local running community – here to keep you motivated and achieving, no matter what your running goals.



FREE IN STORE
GAIT ANALYSIS



AWARD WINNING
CUSTOMER SERVICE



29 STORES
NATIONWIDE



FREE UK DELIVERY



EXPERT ADVICE
FROM STAFF



FREE, FRIENDLY,
WEEKLY 5K RUNS



01 PRIMARY LOGO PACK

The UP & RUNNING primary logos are the first items of company branding a client should see when they approach a U&R store. The two primary logos are to be used only in physical form and always feature against a black background. These are available as round (heritage) and horizontal (linear). The following are main identity items of the brand and as such they **MUST NOT** be changed or altered in any way. The minimum spacing must be adhered to.

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HERITAGE LOGO

LEAD WITH the primary heritage version on store fronts where space allows for this, bus stop signs, staff uniform, business cards, printed company booklets with a black cover etc.

LINEAR LOGO

SUPPORT WITH the primary linear logo on store lightboxes, flags, pop up banners and where space does not allow for the primary heritage logo to be used.



02 SECONDARY LOGO PACK

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The UP & RUNNING secondary logos are developed to compliment the primary ones. Use these in all supporting marketing collateral, where the background is not black, over lifestyle imagery and on all online platforms. These are available as round (heritage), rectangle (underlined) and horizontal (linear).

The following are secondary identity items of the brand and as such they **MUST NOT** be changed or altered in any way. The minimum spacing must be adhered to.

HERITAGE LOGO

LEAD WITH the secondary heritage version on in store pos, flyers, adverts, shopping bags, staff email signatures, videos, animations as a intro or outro screen, sale banners and social media profile images. This complements the primary heritage logo without overpowering it.



UNDERLINED LOGO

FOLLOW UP with the short heritage logo on digital platforms such as the new U&R website, email headers, internal communications, still social media posts and animations such as gifs where there is only one slide with a moving element. This compliments the heritage logo without overpowering it and allows for more space for artwork.



03 SECONDARY LOGO PACK

[CLICK TO ACCESS](#)

LINEAR LOGO

SUPPORT WITH the secondary linear version where there is little space or a vertical rotation is required.

UP & RUNNING



04 LOGO DO'S AND DON'TS

- DO NOT recolour the logos
- DO NOT apply gradients to the logos
- ENSURE that there is sufficient contrast between the logo and the background
- DO NOT rotate the logos. A rotation of +/- 90° is allowed for the linear logo only
- DO NOT apply drop shadows to the logos. Instead apply a darker gradient to the image or draw a solid white/black block to house the logo in
- DO NOT change the opacity of the logos
- ONLY scale the logos proportionally