BRITISH WEIGHT LIFTING

BRAND GUIDELINES

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HELPING OUR BRAND GROW STRONGER

Our brand plays a big part in bringing more people, partners, gyms, clubs and coaches into our sport. So we want it to be as strong and confident as the lifters we support.

To achieve this, we all need to be clear on what we say, how we sound, and the way we look as a brand.

These guidelines will help all of us keep our brand consistent and recognisable. They'll talk you through our purpose, vision, mission and values. Then, our tone of voice and the visual style.

OUR BRAND DNA

HELPING OUR PEOPLE FIND THEIR STRONG

At British Weight Lifting, we're building a stronger nation through weightlifting and para powerlifting.

We support elite performance. Unlock potential. Develop people. And create opportunities for everyone, at every level of our sport.

From grassroots to the international podium, we want every lift to bring strength, confidence and connection. That's why we're building the places and pathways to create more lifts and better lifters. Helping everyone find their strong.

OUR PURPOSE:

HELPING YOU FIND YOUR STRONG

Strong looks different for everyone.

It's an athlete chasing a new personal best.
A coach creating space for confidence.
A volunteer giving their time for others.
A beginner stepping up to a barbell.
A para powerlifter celebrating on the podium.

Strong is sport that lifts people up.

A club opening its doors to new faces.
A parent rediscovering their strength in a class.
A soldier, rebuilding.
A nation inspired at the Olympic
and Paralympic Games.

Strong is a personal best at 78.

The applause that follows a lift.
The feeling of support and belonging.

Strength is not reserved for the few.
It's far more than physical.
And it's never the same in any two people.

It lives in all of us.
And we're here to help you find it.

BWL.
FIND YOUR STRONG.

OUR VISION

Forging a stronger nation through weight lifting. Where every lift builds strength, confidence, opportunity and connection. Helping everybody find their strong.

OUR MISSION

To strengthen weightlifting and para powerlifting from grassroots to podium. Creating more lifts and better lifters, through the people, places and pathways to get there.

THE BWL WAY

TOGETHER WE WIN WELL

We're one community: athletes, coaches, clubs, members, volunteers, staff and partners. We unite in shared progress and support each other's success.

STRONG IS FOR EVERYONE

We lead with inclusion, opening our sport to every age, stage and level. We share our expertise, helping others progress, belong and thrive.

WE DO IT RIGHT

We set the standard across our sports.

We act with care and integrity, with no compromises or corners cut.

ALWAYS BRAVE

We lead with confidence and total clarity.

We make bold, informed decisions that strengthen our people, performance, and the sport.

OUR TONE OF VOICE

The British Weight Lifting experience, at a glance:

WE EMPOWER STRONG PERFORMANCE.
(So everyone can be their best.)

WE ENCOURAGE STRONG PARTICIPATION.
(So everyone can benefit equally.)

WE ENABLE STRONG CONNECTIONS.
(So everyone can grow together.)

Our brand messaging tone of voice principles:

LEAN
(Clear, simple and to the point.)

INSPIRED
(Punchy, positive, can-do energy.)

FRIENDLY
(Everyday language for everyone.)

TRUSTED
(Assured, professional and precise.)

HOW WE WRITE

A strong brand needs a strong voice

As the national governing body for weightlifting and para powerlifting in the UK, we have a lot to talk about. Especially as we operate on so many levels. To one audience, we may be writing about elite competition. To another, about trying the sport for the first time. Or, we might be talking to clubs, partners and the nation as a whole.

Being consistent, yet flexible, is key.
That's where our tone of voice comes in.
Easy to replicate, it will help you strike
a balance that works for everyone.

Why does tone of voice matter?

At British Weight Lifting, we're here to help everyone find their strong. Because we're talking to a diverse audience, our tone of voice should make everyone feel included, inspired and reassured. That's why choosing the right words is so important. This guide will show you how.

How we write, how we sound

When it comes to writing for us, you can let our tone of voice do a lot of the heavy lifting. Our style is made up of four equally strong pillars.

THE SIMPLEST WAY TO REMEMBER IS TO THINK LIFT:

Lean, Inspired, Friendly, Trusted.

LEAN

Efficient movement is key in any lift. Efficient language is king in our style of writing. By keeping things clear and to the point, we get our message across quickly. And with impact.

PRO TIP:
Choose simpler words and phrases. The shorter and sharper, the better.

INSPIRED

We're here to help people dream bigger and get stronger. Meaning our brand should inspire, more than simply inform. So always write with energy and forward momentum.

PRO TIP:
Keep it positive in tone and active in language. Punchier sentences add pep and verve.

FRIENDLY

To some people, weightlifting and para powerlifting might seem like an exclusive club. We know the opposite is true. But it's our job to show them. Adding a warm, inclusive tone will help us shift perceptions.

PRO TIP:
Modern brands are friendly brands. Use everyday language that everyone understands.

TRUSTED

As the UK's National Governing Body, we're a leading voice within the sports of weightlifting and para powerlifting. People count on us at every level. And whether talking to athletes or beginners, trust and reassurance are vital.

PRO TIP:
Be precise, professional and hype-free. Our writing should be energetic, not excitable.

HINTS AND TIPS ON WRITING FOR OUR BRAND

Getting the tone right

We've covered the basics of our writing style. Now, how do you master it?

Here are some extra tips on how to perfect our tone.

Is it weightlifting or weight lifting?

First, let's get the technical terms right.

Weight Lifting
When we're referencing our name, we say: British Weight Lifting. (We capitalise the 'w' and the 'l'.)

Weight lifting
When we're talking in general, we say: weight lifting. We might also use the more informal term of 'lifting'. This covers any form of weight lifting or strength training that doesn't involve the snatch and clean and jerk movements.

Weightlifting
When we're talking solely about the sport, we say: weightlifting. Use this spelling only when talking about the snatch and clean and jerk movements.

You might need to write an all-encompassing message – one that includes general weight lifting and the weightlifting sport. In this case, use 'weight lifting' or 'lifting', as they're the broader terms.

One last thing... We never say 'lifting weights'. So please stick to one of the above options.

Use contractions

Always use contractions such as: We'll, you'll, I'll, we've, you've, I've, they've, we're, you're, they're, we'd, you'd, I'd, they'd, should've, it's, that's, haven't, doesn't... It's one of the easiest ways to sound clear, friendly and inspiring.

Use shorter, punchier sentences

Like this. This. And this.

One message at a time.

Try to focus on one subject per advert, email, web page, or social post. It's a lot simpler, and far more impactful.

Casual beats formal

- Conversation, not dialogue
- While, not whilst
- Strength training, not strength-based training
- What's more, not furthermore

Say ONLY what you need to

Who, what, where, when and how? This will help you get to the point. And stop people losing interest.

Talk the way people do.

Use everyday sayings: e.g. don't worry, give it a try, get involved.

Write like a friend

Hello. See you at the gym. Join us today. Ask the audience...

If you want to make your writing more engaging, one of the best ways is to ask questions. It creates more of a conversational feel, and invites interaction.

For instance: New year, new challenge?

Ask yourself...

- Am I getting to the point?
- Are my sentences too long?
- Are my words too formal?
- Am I keeping it lean, inspired, friendly and trusted?
- Is it too complicated?
- Is it factual and free from hype?

And finally...

You may have been taught never to start a sentence with and, but, so or because. Yet in the Oxford Dictionary, it's recommended. (So long as you don't overdo it.)

HOW TO GET IT WRONG, AND RIGHT

To give you an even firmer grip on our style, here are four samples of writing, each based on a key tone of voice pillar. First, we'll look at how to get it wrong.

Then, how to get it right.

LENGTHY

Our work sees us support a network of weightlifting bodies, clubs and gyms across the UK, as well as the thousands of people actively involved in Olympic weightlifting and Paralympic powerlifting.

What's wrong: 'Our work', and 'a network of' add bulk, with no added value. We can cut superfluous phrases to sharpen the message.

LEAN

We support clubs, gyms and weightlifting bodies all over the UK. We also help the thousands competing at Olympic and Paralympic level.

What's right: The same message, but without the redundant phrasing. Much better for impact and online reading.

INFORMATIVE

Whether you are an aspiring weightlifter or para powerlifter at your local club or an elite athlete competing on the international stage, we are here to help you fulfil your potential.

What's wrong: A sentence structure that forgets to breathe. It informs, but does little to inspire.

INSPIRED

Aspiring weightlifters, para powerlifters, elite international athletes. We're here to help everyone fulfil their potential.

What's right: Broken into shorter sentences that add pace and punch. It's easier to inspire when messages are compact and energetic.

FORMAL

Inclusivity is one of our core principles and we have developed a strategy that will ensure that our sport is accessible to people of all ages, backgrounds, and abilities.

What's wrong: It's fine in principle, but too formal in practice. We should be inclusive in tone, and not just message.

FRIENDLY

Inclusion is one of our core principles. Welcoming more people into our sport, we're making lifting accessible for all ages, backgrounds, and abilities.

What's right: It's warmer and friendlier. Reflecting the way people talk, not the way organisations do.

HYPED

Membership is everything here at BWL! Talent. Performance. Ambition. We're innovating like no one else to secure the sport's future.

What's wrong: You probably recoiled at the shouty tone, and raised an eyebrow at the claims. It's far too over-hyped.

TRUSTED

Our members are at the heart of everything we do. From nurturing talent to supporting performance and ambition, we're innovating to secure our sport's future.

What's right: A more balanced delivery. It doesn't claim anything we can't evidence.

HINTS AND TIPS ON WRITING FOR OUR BRAND

Check your tone

Before you press print, go live or hit send, here are a few things to look out for.

Check for audience focus

Are you talking too much about British Weight Lifting?
We need to educate audiences on who we are and what we do.
But it should always be tied to their needs, goals and lives.

Check for style and flow

Type out the words. Take a break. Stretch your legs, then look again with fresh eyes. Are you using contractions (you're, we've, that's)?

Could it be...

- Shorter?
- Clearer?
- More inclusive?
- More inspiring?

Check for spelling

It's always best to double-check for errors. And remember to look up any facts, figures, or place names. The same for foreign languages, too.

Check for sense

- Have you explained enough about our memberships, courses and services?
- Or have you gone too far, and added too much detail?
- Is it free from fitness jargon and formal language?
- Do sentences flow easily in a natural order?
- Are you focusing on one key message at a time?

Check for typos

- Have you taken an eye break, then proofread your work?
- Have you read it out loud? (It's a great way to spot errors.)
- Have you used British English?

Check your grammar

Apostrophes catch a lot of people out. Here's a quick guide:

No apostrophe = plural, but not possessed by anyone or anything e.g. members, gyms, weight areas

's = singular: a thing or person possessed by another person, thing, company or organisation e.g. the member's gym, BWL's gym, the gym's weight area

s' = plural: things or people possessed by two or more people, things, companies or organisations e.g. our members' gyms, the gyms' weight areas

it's = it is/it has: e.g. it's time to get strong / it's been our best ever year for medals

its = something belonging to an organisation, or another thing, like an animal or airplane e.g. its contest rules are... / its paw got caught in the jam jar / its engines were thunderously loud

Stronger as a pair

Whenever you mention Olympic Weightlifting in a sentence, always pair it with Paralympic powerlifting. Eg *We offer all manner of pathways to Olympic weightlifting and Paralympic powerlifting.*

And vs Ampersand

Always use the full word 'and', rather than '&', unless the ampersand is part of a pre-existing name.

Drop the full stops in abbreviations

Use eg rather than e.g.

- Use ie rather than i.e.
- For example: eg when you're at the gym / ie during competition

Got the date right?

For the sake of consistency, we always write our dates in a set format. Please stick to the correct example below.

Correct: 1 January 2026
Incorrect: 1st January 2026, January 1st 2026, January 1 2026

The last word...

Doubts or debates over grammar? Let The Guardian & Observer Style Guide be the judge.

READ MORE

MESSAGING 101: THE BWL MANIFESTO

When we put everything together, our writing style is strong and distinct. Here are some examples, so you can see it in action.

We'll start with our brand manifesto.

BRAND MANIFESTO

We are British Weight Lifting.

Here to forge a stronger nation.

To unlock people's true potential.
At every level of our sport and community.

We believe every lift builds strength.
Builds confidence. Builds connection,
and opportunity.

From grassroots to podium, across gyms,
clubs and beyond, we're helping everyone
find their strong.

Not only advancing performance,
but developing people.

Whether weightlifting or para powerlifting, we're the governing body that represents everybody.

A system of strength for the whole nation.

Where everyone, with every lift,
can find their strong.

SHORTER BRAND STATEMENT

We are British Weight Lifting.
Here to forge a stronger nation.
Unlocking people's true potential,
at all levels of sport and community.

From grassroots to podium, every lift
builds strength, confidence and connection.
Not only advancing performance,
but developing people.

That's why we're the governing body
for everybody. Helping everyone,
with every lift, **find their strong.**

MESSAGING 101:

THE BWL MESSAGE

Now it's time to put our tone of voice and key messages together. Here are some useful examples across a range of potential scenarios.

HEADLINE EXAMPLES

GENERAL STRENGTH/LIFTING FOCUS:

GET STRONG. STAY STRONG.

STRONGER BODY, STRONGER MIND

GET STRONGER FOR LIFE

STRONG FOR LIFE

STRONGER FOR LIFE

EVERYONE CAN FIND THEIR STRONG

CELEBRATING STRONG IN ALL ITS FORMS

DISCOVER THE LIFTER IN YOU

LIFT STRONG. LIVE STRONG.

MESSAGING 101:

HOMEPAGE OR WELCOME MESSAGE

Welcome to British Weight Lifting. At every level of competition and in every area of the community, we're working to forge a stronger nation. Unlocking potential. Supporting athletes. Helping new beginners discover our sport.

Whether in weightlifting or para powerlifting, we empower people to develop their strength, confidence and sense of connection.

Together, we're helping everyone, with every lift, find their strong.

BRAND PROMISES AND ACTIONS

- Lifting performance
- Lifting communities
- Lifting together

These are the three unique ways we help everyone find their strong.

Each forms a cast-iron promise to our audiences, supported by the actions we're taking in each area.

When added together, they make up a stronger, more united nation of lifters.

Feel free to use them as a starting point for your own messaging, or copy them word for word.

MESSAGING 101:
FIND YOUR STRONG

PROMISE:

LIFTING PERFORMANCE

Winning and winning well, we set the standards for achievement, ethics and coaching. Going far beyond elite competition, we support the success of every lifter, at every level. National. International. Or a simple PB.

ACTIONS:

- Delivering international medal success for the nation
- World-class talent development and coaching support
- Clear routes to weightlifting and para powerlifting
- Innovation, data insights and athlete monitoring

PROMISE:

LIFTING COMMUNITIES

Whether for fitness, competition or confidence, we're getting more people lifting, more often. Breaking down barriers, we're making everyone, at every level, feel like they belong.

ACTIONS:

- Thriving, welcoming clubs for all
- Flexible memberships for everyone
- Education and events for lifters and coaches
- Putting weight lifting at the heart of fitness and wellbeing

PROMISE:

LIFTING TOGETHER

We help to unite athletes, coaches, clubs, members and partners in success. All through a culture that supports, connects and values every win equally. However big or small.

ACTIONS:

- Creating pride and connection through ambassadors and fans
- Strong, aligned partnerships
- Open conversations with our community
- Growing sustainable income to reinvest in our sport

MESSAGING 101:

Here are some useful headline examples.

STRONGER PERFORMANCE:

Lifting the nation

Supporting every lift, every day

Raising the bar for British lifting

Raising the bar for Britain

Forever raising the bar

From the world stage to your local gym

Grassroots to gold medals

Elite athletes to complete beginners

Winning big, winning small, winning well

At BWL, we're all about the PBs.

Lift without limits

STRONGER PARTICIPATION:

It's not how much you lift. It's how good you feel.

Strong is for everyone

All ages. All stages. All levels.

Here for anybody and every body

Getting back on your feet to getting on stage

Lifting your energy to lifting your own weight

STRONGER CONNECTION:

Become a lifter for life

Welcome to the lifting family

Building more than just strength

The official body for everybody

Strength in numbers

Stronger all-round

Keep raising the bar

Stronger together. Stronger for life.

'FIND YOUR' PREFIX (TO SUPPORT *FIND YOUR STRONG*):

Find your confidence

Find your discipline

Find your energy

Find your motivation

Find your friends

Find your audience

Find your competition

Find your future

Find your class

STRONG IS... (TO SUPPORT *OUR PURPOSE*)

Strong is... A comeback after a setback.

Strong is... Finding your passion after losing your way.

Strong is... Becoming your fittest at fifty-plus.

Strong is... Giving your time so others can thrive.

Strong is... Doing your reps while raising your kids.

Strong is... Showing up when no one's looking.

Strong is... Lifting it when you're not feeling it.

Strong is... Trying something new and scary.

Strong is...Finding somewhere you belong.

Strong is... Try, try, and trying again.

Strong is... Knowing your limits, and smashing them.

ANY LAST WORDS?

That was a lot to take in.
But don't worry, here's a bitesized version to take away.

WRITE ABOUT THE BRAND...

We empower strong performance.
(So everyone can be their best.)

We encourage strong participation.
(So everyone can benefit equally.)

We enable strong connections.
(So everyone can grow together.)

IN THIS TONE...

Lean
(Clear, simple and to the point.)

Inspired
(Punchy, positive, can-do energy.)

Friendly
(Everyday language for everyone.)

Trusted
(Assured, professional and precise.)

OUR LOGO

OUR BRAND SYMBOL

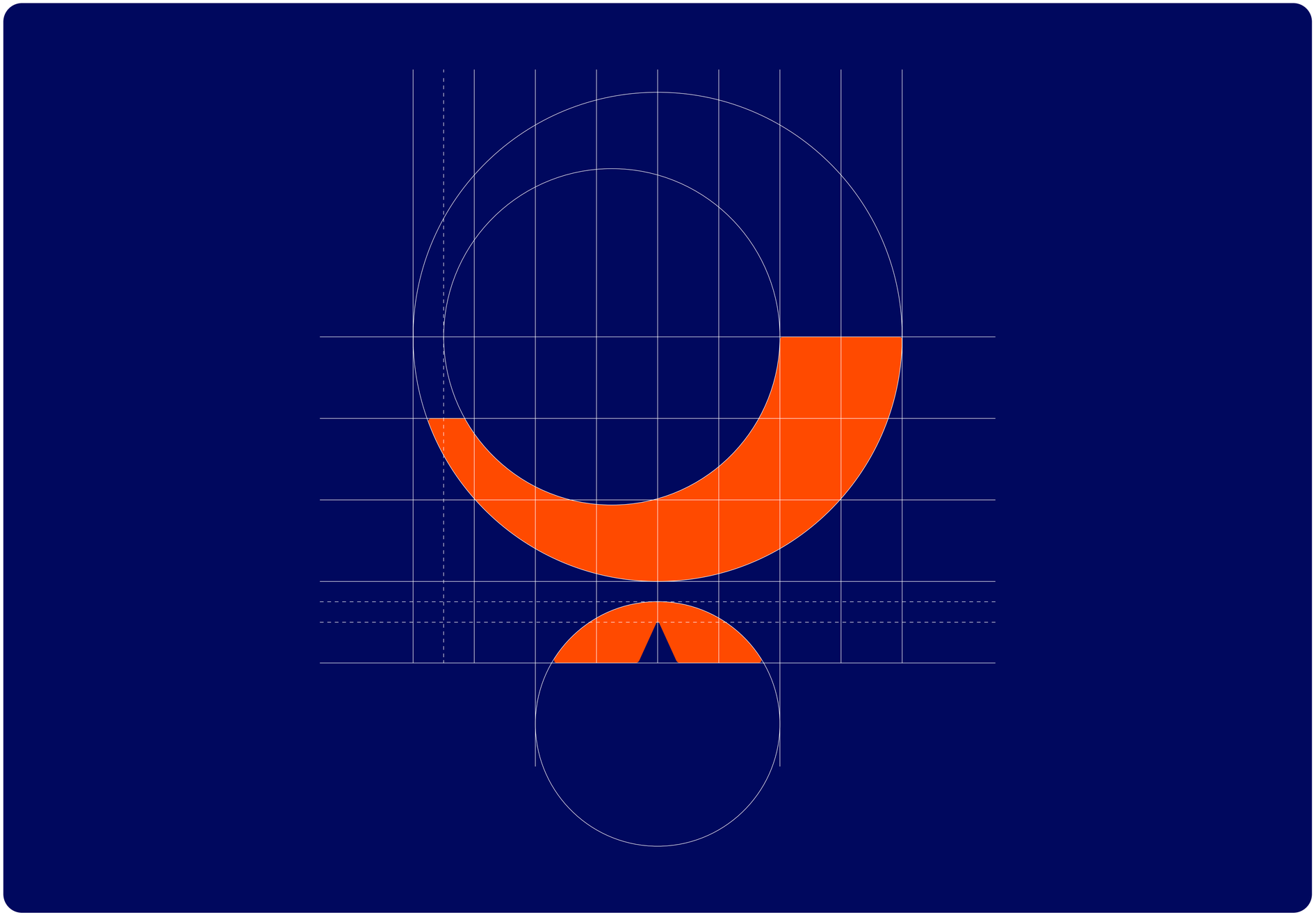
Our brand symbol captures the energy of the sport – an upward lift that reflects momentum, progress and strength.

Bold and solid in form, it represents the foundation of our community: resilient, supportive and built to last.

More than a graphic device, it's a visual shorthand for everything we stand for. A recognisable mark that signals fairness, unity and collective strength.

Used with care and consistency, it brings clarity and cohesion to our communications – ensuring every touchpoint feels unmistakably ours.

Download symbol



OUR LOGO

Shown here is our primary logo, designed for use on dark and light backgrounds to ensure maximum clarity, contrast and impact.

A mono version is also available for special circumstances where the primary logo cannot be used. This should be used sparingly and only when production or application requires it.

Consistency is key – always prioritise the primary logo to maintain a strong and recognisable brand presence.

Download logo



PRIMARY LOGO



PRIMARY WHITE LOGO



MONO LOGO

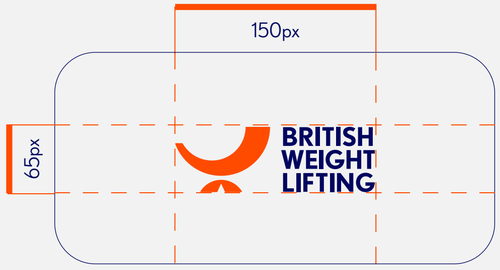
SCALING OUR LOGO

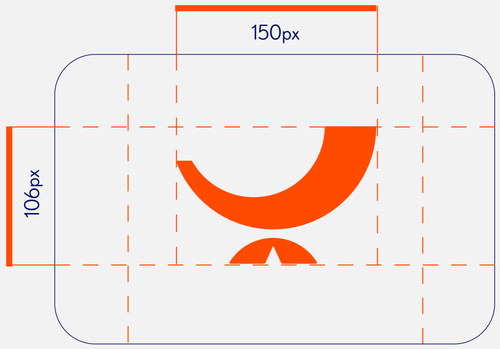
The smallest size our full logo should be used at is 150px wide.

If it needs to be used at a smaller size, the brand symbol should be used instead to maintain clarity and legibility.

The favicon is a simplified version of our logo, designed for small-scale digital use. It should be used in browser tabs, app icons and other compact environments where clarity at reduced sizes is essential.

Always use the approved favicon asset without modification to ensure consistency and recognisability.







CLEAR SPACE

Always protect our logo with the correct clear space. This avoids visual noise and ensures the mark feels open, professional and consistent across all applications.

The minimum clear space is equal to one-third of the width of the brand symbol.

The same clear space rules apply when using the brand symbol on its own.



SUB-BRANDS LOGOS

When creating sub-brands within British Weight Lifting, we keep the structure simple and consistent.

We keep the core brand name with the sub-brand descriptor below (for example, shown here for Para Powerlifting and Foundation).

This ensures every sub-brand feels clearly connected, instantly recognisable, and part of a unified system – reinforcing our shared movement across weightlifting and para powerlifting.



CO-BRANDING

Co-branding should always feel balanced and clear, with equal respect for both British Weight Lifting and partner identities.

If a partner logo is tall and narrow, use a full-height lock-up. If it is wider, adjust the layout to maintain visual balance between both logos.

Spacing between logos should follow the clear space guidance.

A dividing line may be used to create clear separation between the two identities where needed.

The BWL logo must remain unchanged and consistent in all applications.

Co-branding lockup spacing



Example co-branding lockups





OUR COLOURS

OUR PRIMARY COLOURS

Our primary colour palette defines the core visual identity of British Weight Lifting.

Use colours consistently and with intention, ensuring balance between structure, energy and space.

Heritage Blue brings a sense of sophistication and trust, rooted in British heritage. It provides the foundation of the system and should be used as the dominant brand colour.

Bold Orange delivers energy and momentum. It should be used sparingly to highlight key moments, signals of action and important emphasis.

White introduces space, clarity and lightness across the system. It allows the brand to breathe and ensures content remains open, accessible and easy to engage with.

Please note: When using tints, all colour variations should be applied in increments of 20% opacity to ensure consistency and control across all applications.

HERITAGE BLUE

#00085E

R: 0
G: 8
B: 94

C: 100
M: 93
Y: 34
K: 34

Pantone: 3591C

80% tint

60% tint

40% tint

20% tint

BOLD ORANGE

#FF4A00

R: 255
G: 75
B: 0

C: 0
M: 80
Y: 90
K: 0

Pantone: 172C

80% tint

60% tint

40% tint

20% tint

WHITE

#FFFFFF

R: 255
G: 255
B: 255

C: 0
M: 0
Y: 0
K: 0

OUR SECONDARY COLOURS

Our secondary colours add depth, contrast and visual interest to the system.

Blue, purple and green are bold accent tones designed to complement the primary palette. They should be used sparingly to introduce variation, highlight key moments, and create considered points of emphasis.

These colours are not dominant – they are supporting elements that bring energy and richness when used with restraint.

Use them intentionally, ensuring they never overpower the core brand palette.

PURPLE

#8F63FF

R: 143
G: 99
B: 255

C: 28
M: 52
Y: 0
K: 0

Pantone: 518 CP

80% tint

60% tint

40% tint

20% tint

GREEN

#00E8A8

R: 0
G: 232
B: 168

C: 63
M: 0
Y: 50
K: 0

Pantone: 3533C

80% tint

60% tint

40% tint

20% tint

BLUE

#00CCFF

R: 0
G: 204
B: 255

C: 65
M: 0
Y: 0
K: 0

Pantone: 2572C

80% tint

60% tint

40% tint

20% tint

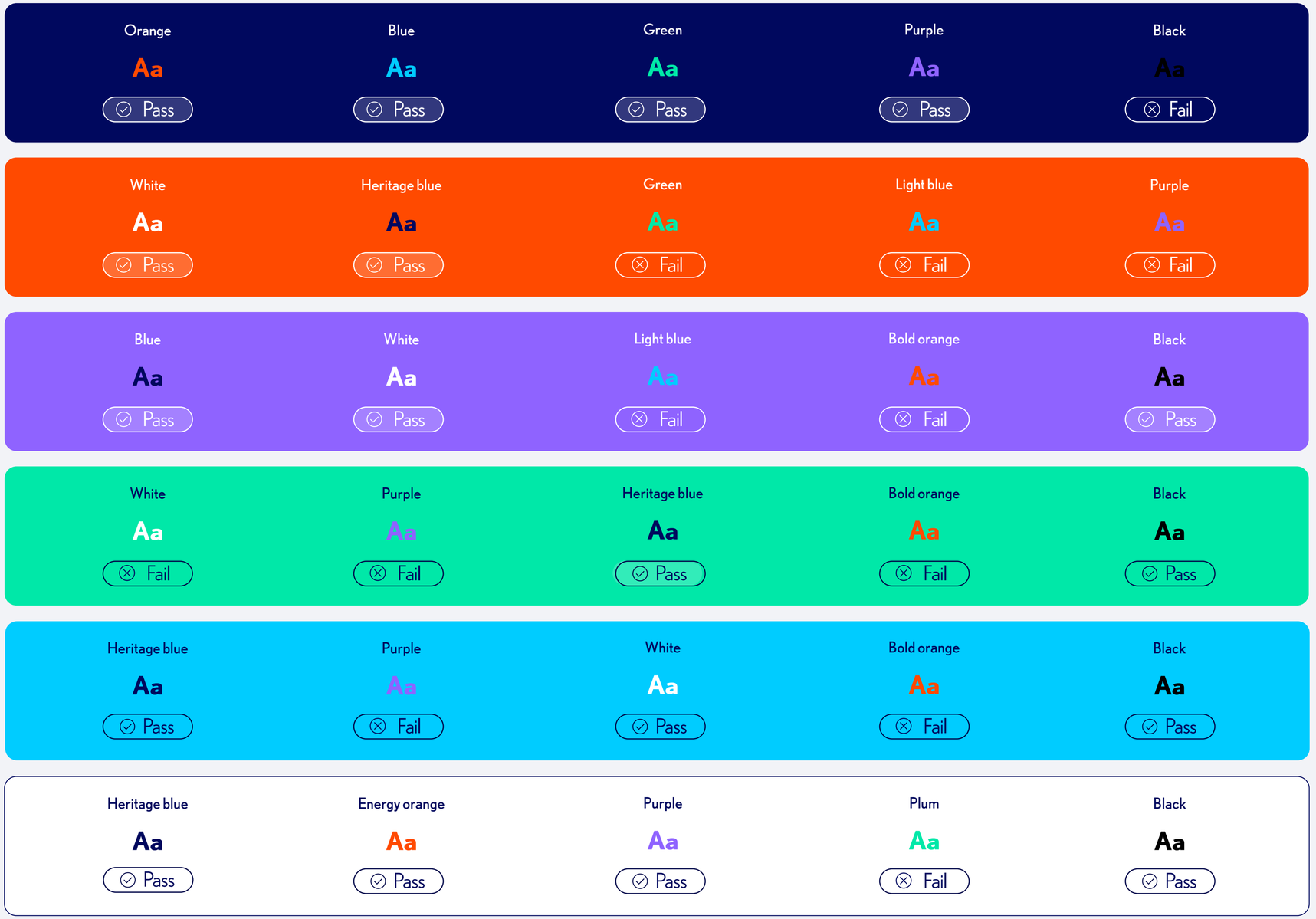
ACCESSIBILITY

This page outlines the recommended use of typography when applied to coloured backgrounds.

Our palette is bold and expressive, but accessibility is essential.

Always ensure sufficient contrast between text and background to maintain clarity, legibility and inclusion across all applications.

Refer to the examples shown to ensure correct and consistent use of colour across all assets.



OUR TYPOGRAPHY

OUR TYPOGRAPHY

Nobel is the primary typeface for British Weight Lifting. It is used across headings, titles and key messaging.

It brings a strong, confident and refined tone that reflects clarity, control and performance. Use consistent weights and spacing to maintain a clear hierarchy throughout all communications.

Nobel is available via Adobe Fonts.

For Microsoft applications and email, Arial should be used as the fallback typeface.

PRIMARY TYPEFACE

Book ✓ Regular ✓ Bold ✓ Black ✓

NOBEL

Download Nobel

FALLBACK TYPEFACE

Arial

Use the substitute font only when the primary typeface isn't available, keeping it clean, legible, and minimally styled, and apply it consistently so the brand remains clear and cohesive.

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii	Jj
Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr	Ss	Tt
Uu	Vv	Ww	Xx	Yy	Zz	@	&	+	*
1	2	3	4	5	6	7	8	9	0

HIERARCHY

Good typography often goes unnoticed. Elements of good typography include consistency, hierarchy and alignment.

Consistency is key, however, our documentation usage is wide and varying – and therefore creating consistent font sizes is difficult to define.

To keep things as in tune as possible, the following will guide you through some good practices for achieving the best possible results.

SUPPORTING EVERY LIFT, EVERY DAY

Headings: Nobel Black Caps (-20)

We support elite performance. Unlock potential. Develop people. And create opportunities for everyone, at every level of our sport.

Titles: Nobel Bold (-20)

Strength in numbers

Subtitles: Nobel Regular (-20)

We support elite performance. Unlock potential. Develop people. And create opportunities for everyone, at every level of our sport.

Body: Nobel Book (-20)

“IT’S NOT HOW MUCH YOU LIFT. IT’S HOW GOOD YOU FEEL.”

Quotes: Nobel Bold (-20)

Read more

Buttons and CTAs: Nobel

Caption: It’s not how much you lift. It’s how good you feel.

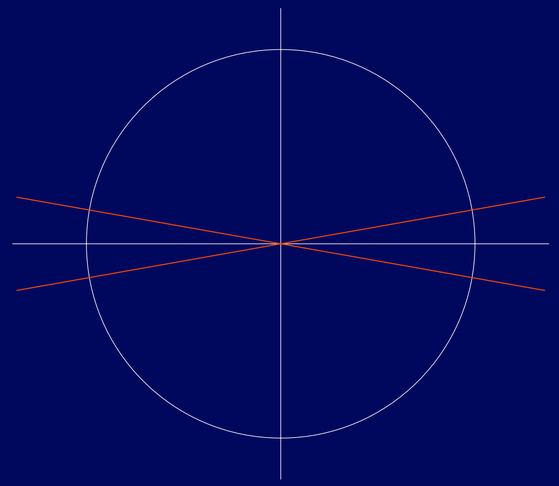
Captions: Nobel Book (-20)

THE LIFT LINE

The Lift Line is a distinctive graphic device that frames and supports typography, drawing on the visual language of weightlifting straps to express strength, unity and shared success.

It acts as a structural element within layouts, reinforcing hierarchy while echoing the physicality and discipline of the sport.

Legibility should always be the priority – ensure the text layer is tilted at a maximum angle of 10° angle to maintain clarity and readability across all applications.



MAXIMUM OF 10° ANGLE

MAXIMUM OF -10° ANGLE



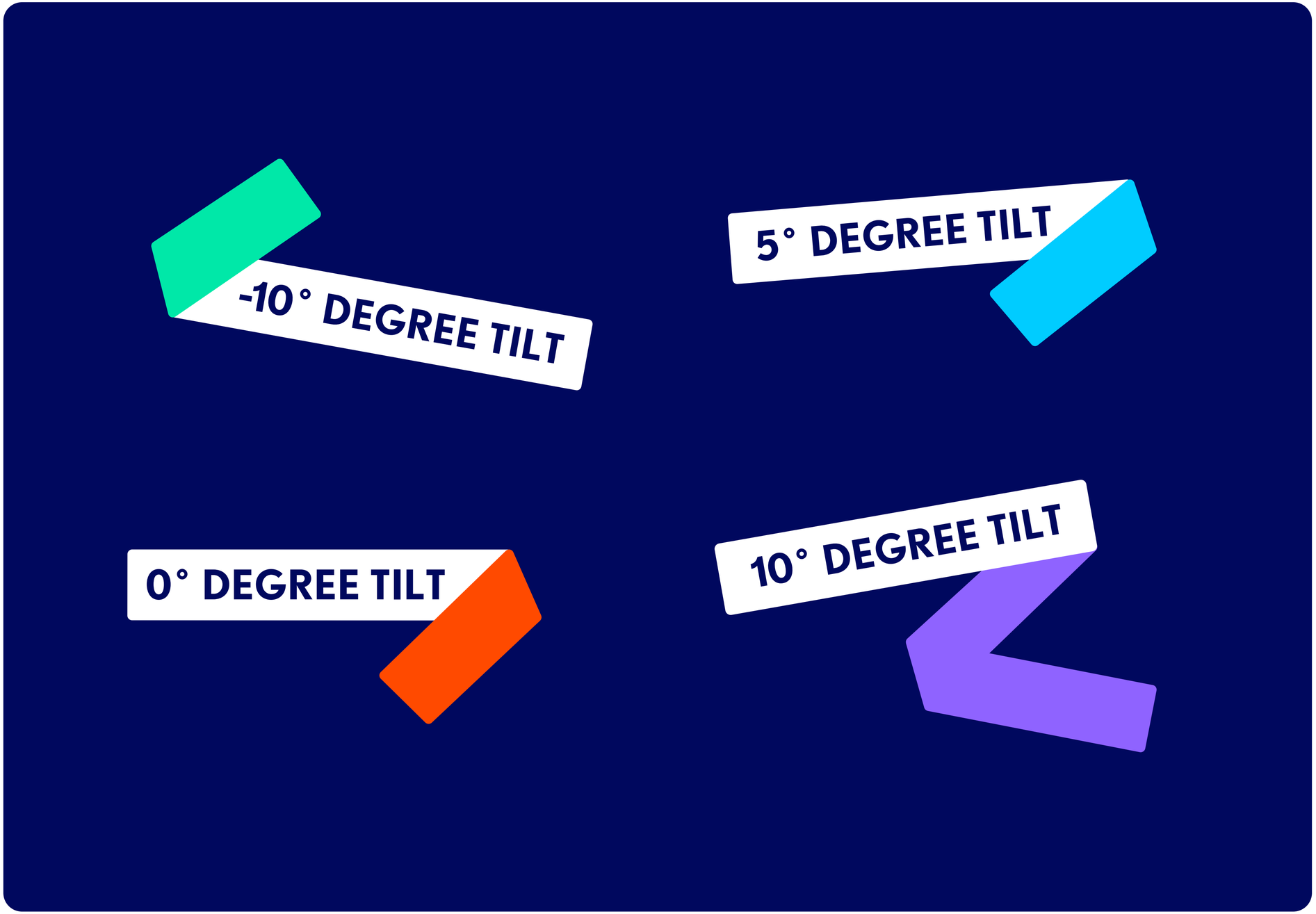
MAXIMUM OF 10° ANGLE



USING THE LIFT LINE

The text area should always remain white. Colour is introduced only through overlays, ensuring strong contrast, clarity and consistency across all applications.

Download template



LIFT LINE (SIMPLIFIED)

To introduce colour into our written communications, a simplified version of the Lift Line can also be used.

This version highlights selected areas of text using our primary Bold Orange, adding energy and emphasis without disrupting readability or requiring text to be tilted – making it more suitable for longer-form messaging.

It should be used sparingly and with intent, ensuring clarity and hierarchy are always maintained.



OUR PHOTOGRAPHY

PHOTOGRAPHY STYLING

Our photography style is relaxed, natural and unposed. It captures real moments that reflect the energy, emotion and humanity of the sport.

Imagery is organised into three key categories: Success, Community and Progress.

These themes help us tell a consistent story of strength in all its forms – from personal milestones to shared achievement and ongoing development.

We also use hero photography styles to create bold, impactful statements. These are explored further on the following pages.







SUCCESS

Capturing athletes at events and competitions, Success imagery focuses on achievement, performance and defining moments.

It shows the culmination of training, discipline and dedication – from personal bests to podium finishes.

These images should feel authentic and unposed, capturing real emotion in moments of triumph and recognition.





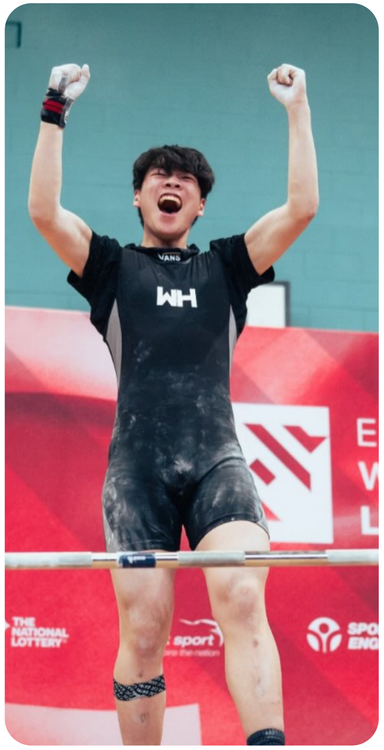












COMMUNITY

Community imagery captures the people behind the sport working together.

It focuses on connection, support and shared experience – from small conversations and moments of encouragement to cheering from the sidelines.

These images should feel natural and unposed, reflecting the relationships, energy and belonging that exist across the British Weight Lifting community.

















PROGRESS

Progress imagery captures the work behind the sport.

It shows the hours spent in the gym, the repetition, focus and discipline that build strength over time.

These images should feel raw, honest and unposed – reflecting the sweat, effort and energy invested behind the scenes in pursuit of improvement.

















HERO PHOTOGRAPHY (CUT OUT)

To highlight key athletes or bring added visual impact, we use two hero photography styles that introduce our bold colour palette in a more expressive way.

The first style uses cut-out imagery. A Photoshop template has been created to support this approach, ensuring consistency in how athletes are isolated and presented.

For individual hero images or event collages, we also propose using cut-out figures with a motion blur effect. This builds on the duotone style to introduce movement, energy and depth, while maintaining a consistent visual system.

Further guidance and examples are shown on the following pages.





HERO PHOTOGRAPHY (IN SITU)

We also use in situ hero photography, which places athletes and moments within their natural environment to provide context and authenticity.

This approach uses a duotone treatment, allowing colour to be applied flexibly across imagery while maintaining a consistent visual system.

Our core Heritage Blue should always remain dominant. Secondary colours can be used individually, but should never be combined in a way that feels overly busy or visually competing.

This ensures clarity, focus and consistency across all hero applications.



HERO PHOTOGRAPHY - HOW TO CREATE

User-friendly Photoshop templates have been created with all effects pre-set to ensure consistency and ease of use.

For cut-out imagery, simply isolate your subject(s) and place them into the layer labelled “images go here”.

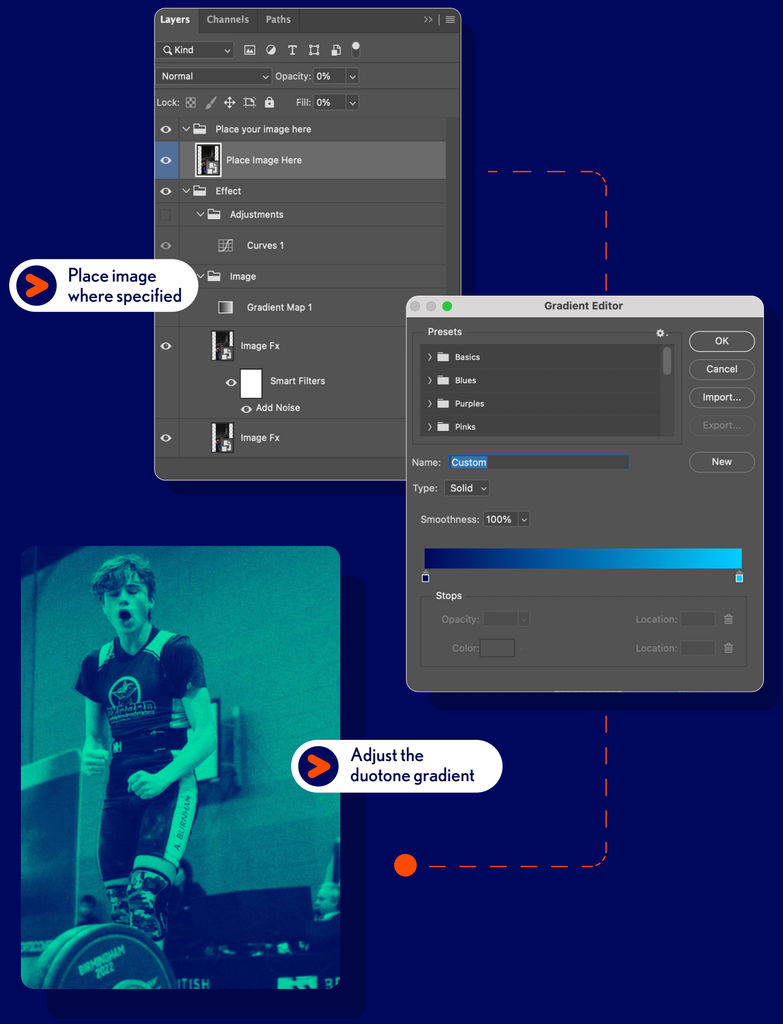
For in situ imagery, the same process applies – replace the existing image within the designated layer.

To adjust duotone colours, the gradient map can be swapped to a different accent colour as required, while maintaining Heritage Blue as the dominant tone where applicable.

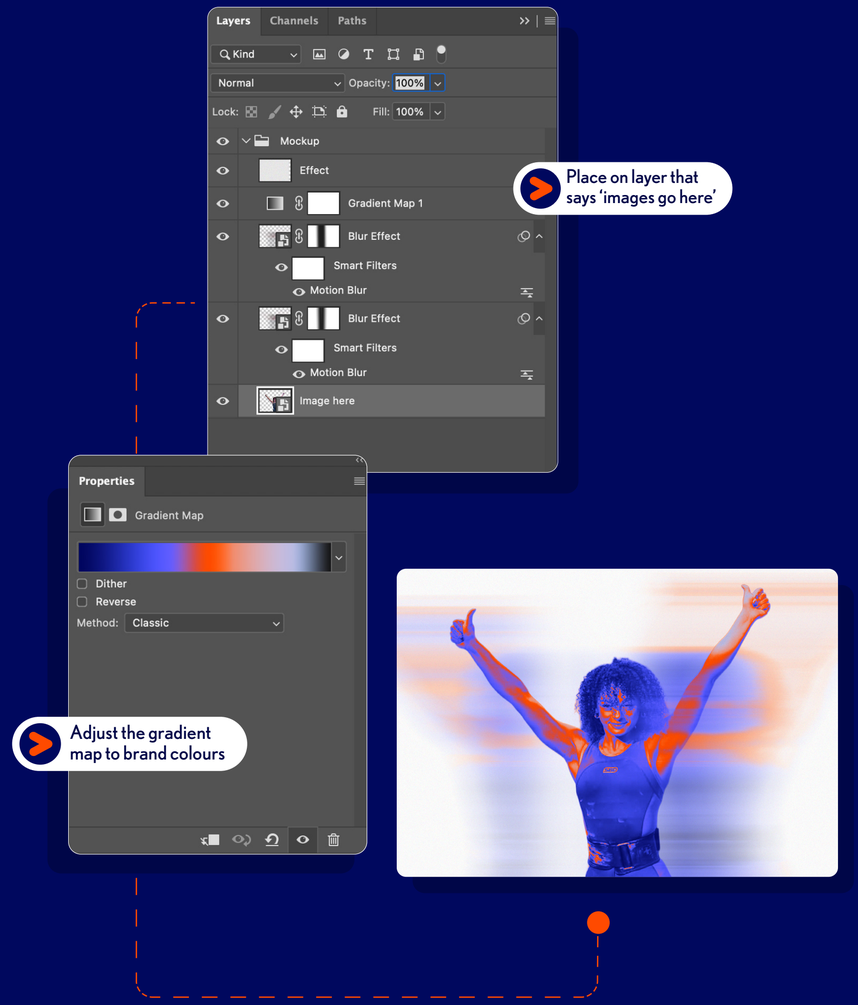
These templates are designed to streamline production while ensuring the hero system remains consistent and controlled.

Download template

IN-SITU



CUT-OUTS



GRAPHIC ASSETS

MOMENTUM CHALK

Our momentum chalk captures the surge of energy in weightlifting, subtly inspired by the burst of chalk on an athlete's hands. Their shapes echo the weight itself and reflect the upward momentum of the logo, while maintaining a modern, clean and contemporary feel.

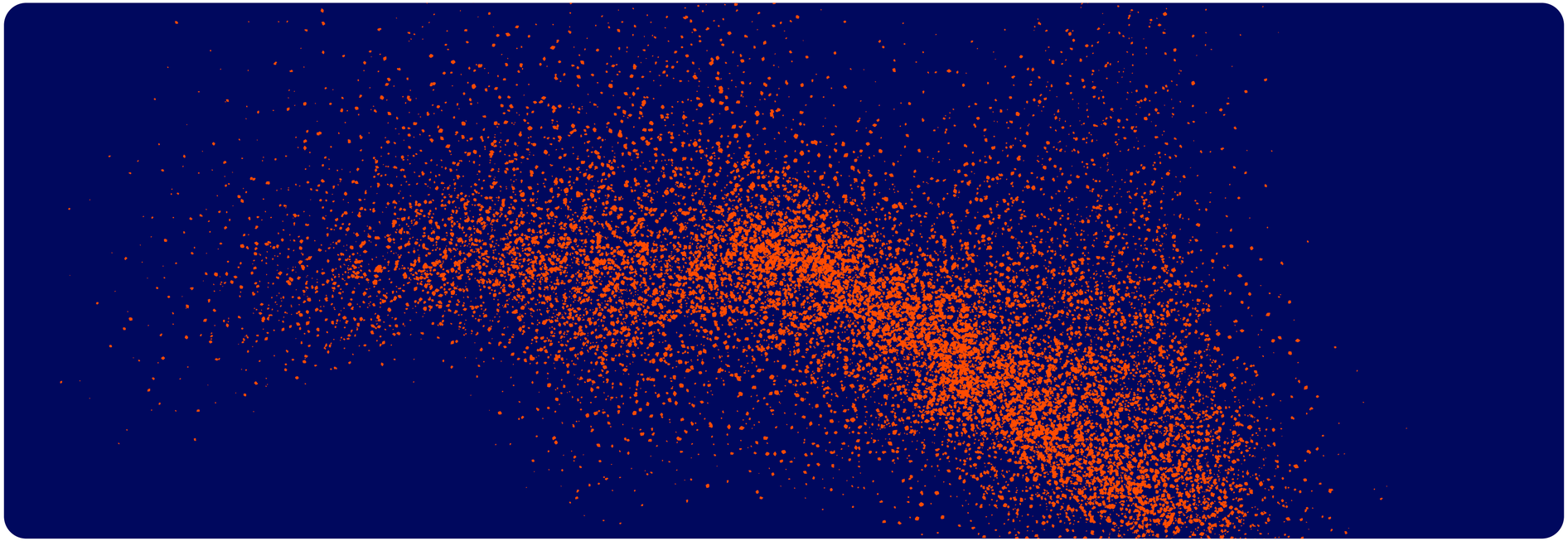
These elements should only be used as background devices to add depth and interest, never as primary features.

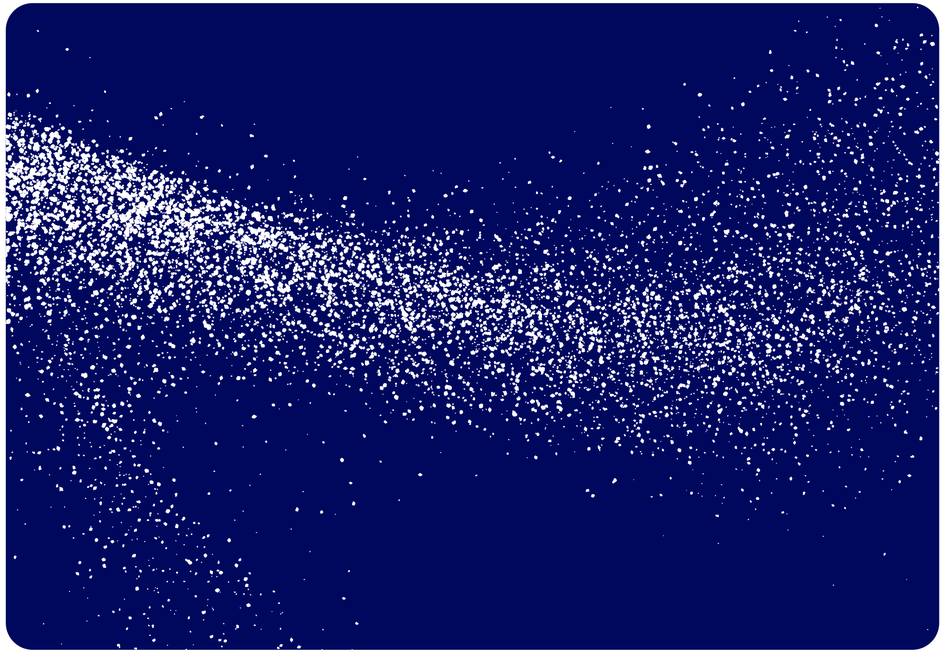
They can be applied in:

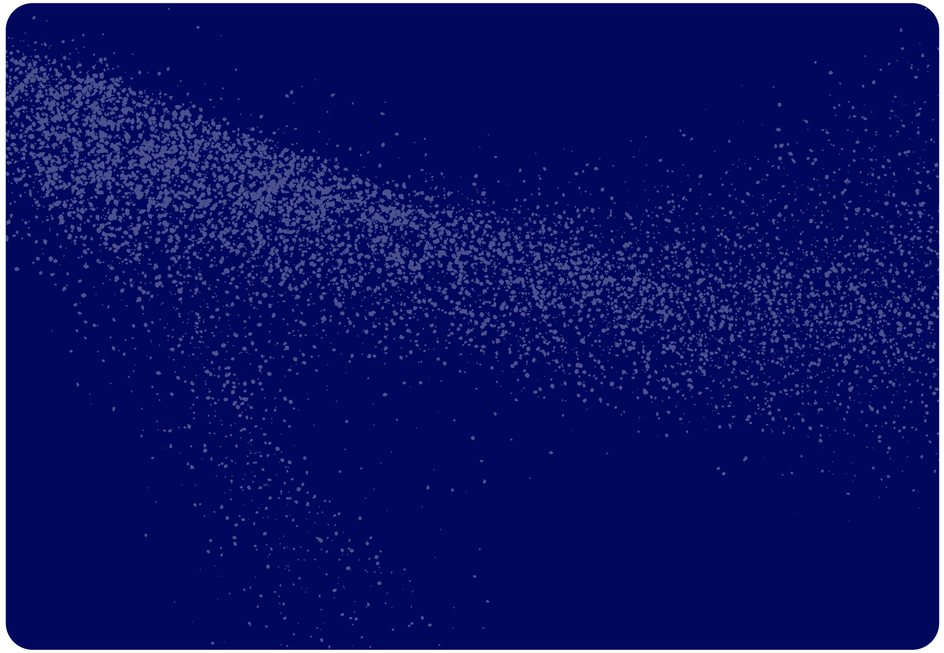
- Orange
- White
- A tint of Heritage Blue

Crops can be used of the device for flexibility based on layouts. Use them sparingly to support composition, not compete with it.

Download template







MOMENTUM CHALK IN USE

When layouts are text-only, full orange can be used to introduce emphasis and energy. When other graphic elements are already present, use white or a tinted version to create a more subtle watermark effect.

The aim is always balance – adding energy without overwhelming the content.





SCALING OUR VISUAL ELEMENTS

Our visual elements are designed to scale from simple functional assets to richer, more expressive graphics. Used consistently, they keep the identity clear, cohesive and easy to recognise.

Icons – Used to support information at smaller sizes. Best for lists, UI and anywhere clarity is essential.

Hero Icons – Contained within our medal device, creating a consistent system that feels confident, cohesive and instantly recognisable.

Stickers – Our most expressive visual tool. Used to house messaging and add energy to the brand. Stickers should be used sparingly, ideally across social or campaign work, to avoid the brand becoming overly playful.

Icons — **Hero icons** — **Stickers**



Functional — **Visual interest** — **Storytelling**

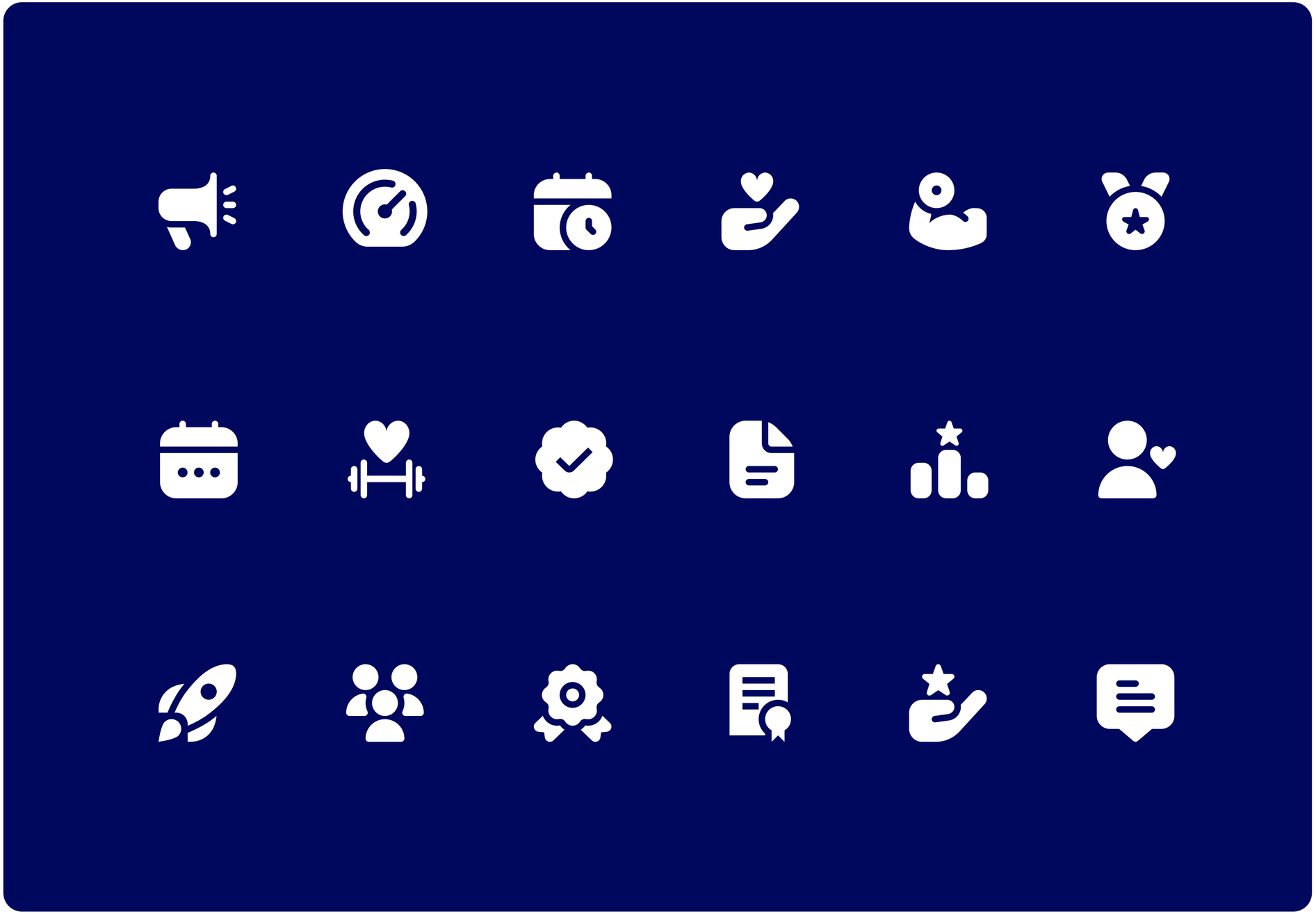
ICONOGRAPHY

Icons can be used in any of our brand colours, selecting the shade that works best with the background to ensure clarity and consistency.

Our icon style is bold and filled, with soft edges and curved forms that reflect the wider visual language of the brand.

When creating new icons, this same style should always be followed to maintain a consistent and recognisable system.

Download icons



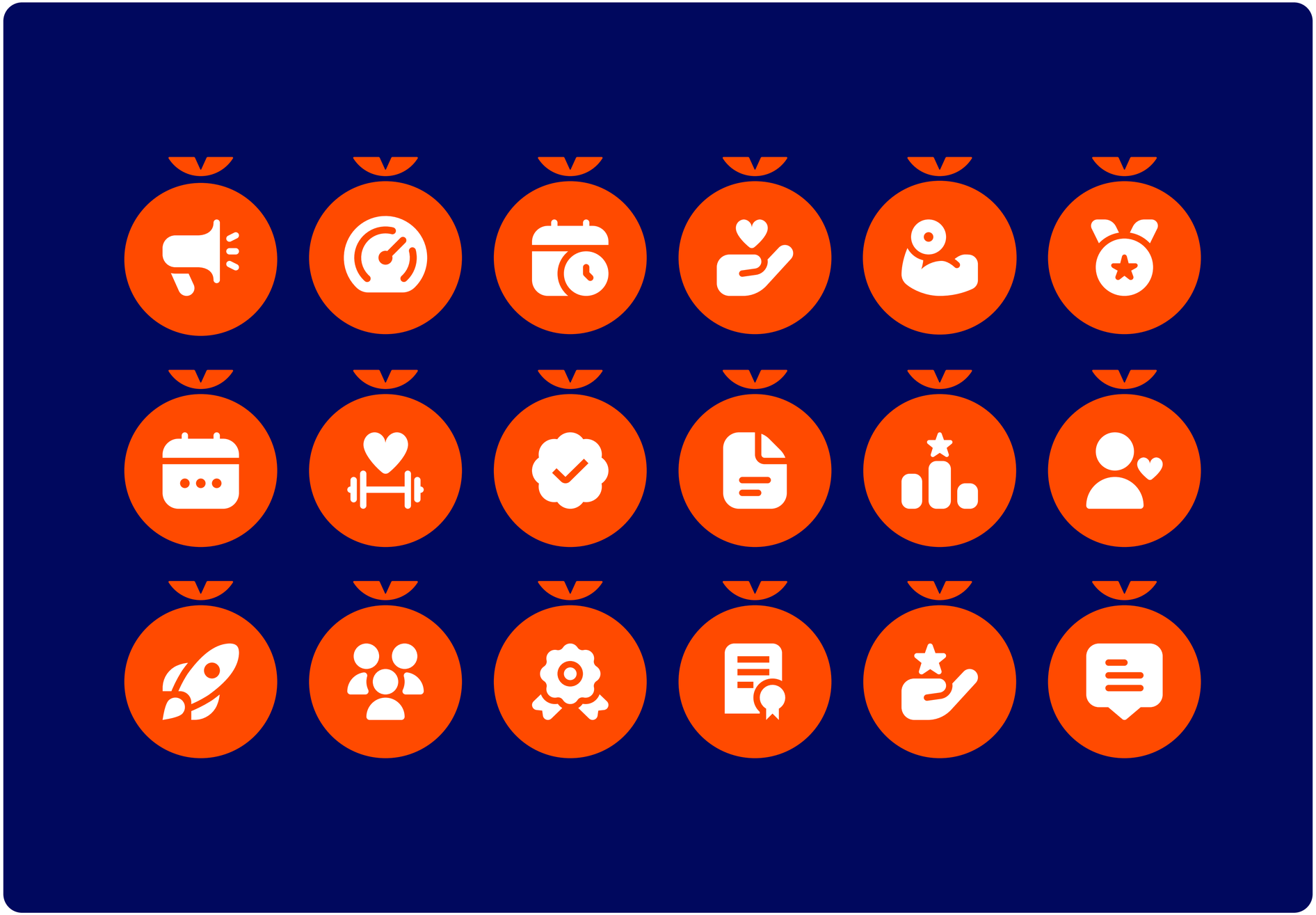
OUR HERO ICONS

Our hero icons are housed within our medal device, reflecting the form and structure of our logo mark.

They follow the same rules for colour and style as our wider icon system, ensuring consistency across all applications.

This creates a unified, recognisable system that feels confident, cohesive and clearly connected to the British Weight Lifting identity.

Download icons



STICKERS

Stickers bring a sense of playfulness and energy to the brand.

They combine iconography as a subtle watermark with messaging layered over the top, creating a flexible and expressive visual device.

They can be used across a range of applications, but should be applied with restraint to avoid the brand feeling overly playful.

Download stickers



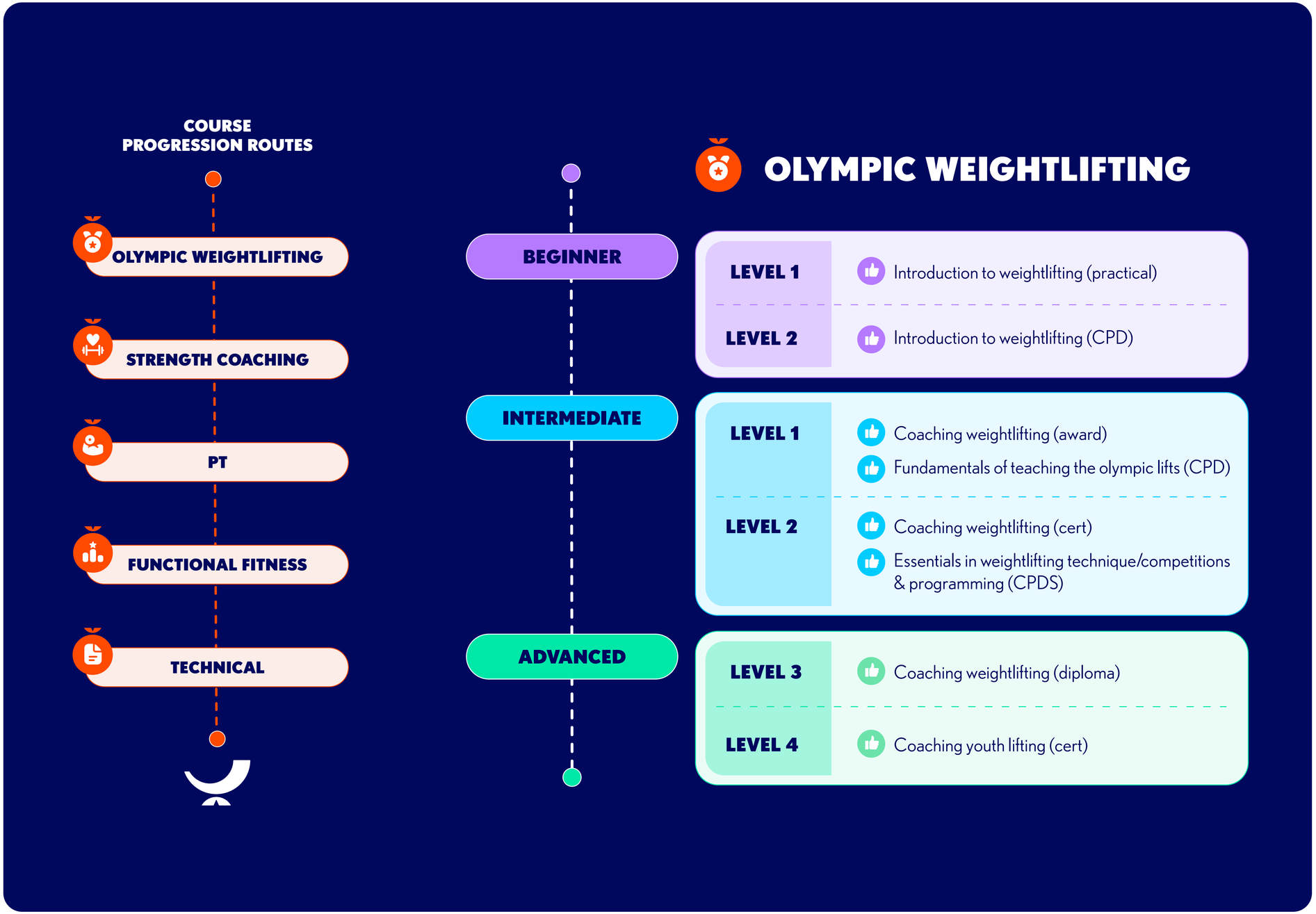
INFORMATION DESIGN

Information design should communicate data clearly, accurately and with purpose.

Use the colour palette and typography to create clear hierarchy and guide understanding.

Charts and visuals should be simple, legible and consistent. Avoid clutter or unnecessary decoration.

Always prioritise clarity, meaning and ease of interpretation.



BRAND IN USE


BRITISH
WEIGHT
LIFTING
ELEIKO
0.5
0.5
FIND YOUR STRONG


LIFT
STRONG.
LIVE
STRONG.


TOGETHER · WE · ARE
BWL
TOGETHER · WE · ARE
TOGETHER WE WIN WELL
FIND YOUR STRONG


FIND YOUR STRONG
Whether you're competing for a podium place, or trying a new class, we're here to help you get stronger. In the gym. In yourself. And in life.
As the official body for weightlifting and para powerlifting, we're guiding more British athletes to success. Getting more people building their strength. And creating more connections throughout the community.
AT EVERY AGE AND LEVEL, WE'RE HELPING EVERYONE FIND THEIR STRONG:
LIFTING PERFORMANCE
Setting the standards for ethics, achievement and coaching, we support the success of every lifter, at every level. National. International. Or a simple PB.
• Delivering international medal success for the nation
• World-class talent development and coaching support
• Clear routes to weightlifting and para powerlifting
• Innovation, data insights and athlete monitoring
FIND YOUR STRONG
BRITISH WEIGHT LIFTING
STRENGTH FOR ALL


BRITISH
WEIGHT
LIFTING
THE BAR
LIFTING
THANK YOU FOR ANOTHER
YEAR OF INCREDIBLE WINS.
As a community of gyms, clubs and coaches, we've brought more people than ever into lifting. And put more British athletes on the podium. Here's to finding our strong together.
#FINDYOURSTRONG
BRITISH
WEIGHT
LIFTING
LIFT YOUR LEVEL
WANT TO TEST YOUR
STRENGTH AGAINST OTHERS?
Whatever level you're at now, we offer a range of paths into competition. Local, national, and all the way to the Olympics or Paralympics.
#FINDYOURSTRONG

POSTER / SOCIAL /PRINT AD MESSAGING



Heading
Find your strong at every age, stage and level. As the official body for British weightlifting and para powerlifting, we're helping everyone find their strong.

#findyourstrong
[link to memberships]

Strength and success for all
As the official governing body for weightlifting and para powerlifting, we offer many different routes to competition. Local, national and international. Whatever your level, you'll find it all here.

#findyourstrong
[link to competitions]

Lifting the bar for Britain
More innovative. More inclusive. More success on the international stage. As the sport's official governing body in the UK, we're working hard to set the standards for weightlifting and para powerlifting in Britain.

#findyourstrong
www.bwl.sport

207 likes

POSTER / SOCIAL /PRINT AD MESSAGING





New to lifting:
Get stronger for life

Wherever you're starting from, whatever your goals, we can help you achieve them. Lifting is more than just a sport. It's a way to build strength, confidence, friendships and more. Explore our clubs, gyms, classes and courses to get started.

#findyourstrong
[link to memberships]

New partners:
Find your audience

As the official governing body for British weightlifting and para powerlifting, we're always looking for new partners to help the nation grow stronger. With a strong, leading presence in global sport, we'll help you share your message on the biggest stage.

Strengthen your brand today:
[link to partnerships]

Existing member – gym, club, coach:
Lifting the bar in 2026

Thank you for another year of incredible wins. As a community of gyms, clubs and coaches, we've brought more people than ever into lifting. And put more British athletes on the podium. Here's to finding our strong together.

#findyourstrong
[link to gyms & clubs]

207 likes

THANK YOU

Any questions about our brand guidelines, or how to apply them? If you need any further help or guidance, please get in touch with our marketing team.