

**BRITISH
SKYDIVING**



VISUAL GUIDELINES



RAISING THE VISIBILITY OF ALL OUR MEMBERS

British Skydiving values all our members and their ability to inspire and motivate others. We have a wide range of positive role models in our sport, and we are committed to celebrating them and all that is wonderful about skydiving. We believe this commitment is key to achieving a vibrant, inclusive and diverse skydiving community and we want it reflected in the way our sport is seen.

Images are a powerful aspect of any sport, and British Skydiving recognises that everyone involved in the making and sharing of visual material plays an important role in how our sport is seen. With that in mind, we support the work done by other associations, such as the Getty Images Creative Insights team, the Women's Sport Trust and the Activity Alliance with its Brand Guidelines (2018). We have used these as a basis for the visual guidelines presented here, which sit alongside our own Brand Guidelines.

This commitment to supporting the creation and use of positive and powerful imagery of the diverse people in our sport is an important part of British Skydiving's journey and will be a step towards ensuring that all our members see themselves positively represented across our communications.

We ask all those involved in making and sharing images of our sport to support this commitment and help us make a difference.

BRITISH SKYDIVING'S VISUAL GUIDELINES

Images of our members should focus on:

- **Ability not appearance** - valuing the skill, strength, speed, passion, hard work, community and drama of skydiving.
- **Mixing it up** - celebrating the diverse mix of people participating in our sport: avoiding the one-dimensional view of skydivers and showing them of all shapes, sizes, ethnicities and ages, and with varied abilities and roles within the sport.
- **Keeping it real** - capturing authentic, credible imagery that represents a jumper as they would want to be seen, presenting real moments of the sport people can associate with; finding those shots of people congratulating, comforting, or helping each other out, that really represent our sport.
- **Making more of it** - increasing the number of positive images that are taken and seen of our less well-represented members.
- **Being bold** - pushing the boundaries, challenging habits and breaking down limiting stereotypes, seeking out new talent and new audiences.
- **Telling the whole story** - looking beyond those in the foreground, seeking out the coaches, judges, manifesters, instructors, packers, pilots - everyone who contributes to the teamwork at the heart of skydiving.

Katherine Neuberger and Liz Moor





ROB LLOYD

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