

ST MARGARETSBURY FC



BRAND GUIDELINES

VERSION 2



CONTENTS

- 01 Club Crest
- 02 Colour Palette
- 03 Typography
- 04 Application



01

CLUB CREST

Applying the football club crest correctly is crucial for branding as it serves as the primary visual symbol of the club's identity, heritage and values. It embodies the club's history and achievements and visually connects to fans, sponsors, and the wider community.

LOGOTYPE

Our Club Crest should ideally be reproduced in Red or Black, but can also appear in White.

See next page for variants when applying to Mid, Dark or Light background colours, or variable colour image backgrounds.

Font: Houschka Rounded - Bold

Club crest will be provided as an image file to avoid any variations or inaccuracies.



NOTE: Access to digital files

FIRSTLY - If viewing in your browser window, DOWNLOAD the PDF to your own desktop. Once you have done that you can access the .JPG and .PNG image files by clicking the paperclip icon that appears on the right of this PDF document... OR contact our Brand manager: gary_stock@me.com

VARIANTS

Here's a guide to demonstrate which variant to select when applying onto Mid, Dark or Light background colours, or onto variable colour image backgrounds.

Essentially the logo needs to clearly stand out against the background colour or image.

On Mid Tone

On Dark Tone

On White or light Tone

On variable image





02

COLOUR PALETTE

Using a Club's brand approved colour palette is essential to maintain consistency and recognition across all club and marketing materials. Consistent use of these colours helps build a cohesive and professional image, making the club brand instantly recognisable to its audience and strengthening its overall presence.

COLOUR PALETTE

PRIMARY PALETTE

Red, Black and White are the primary colours used for background or logo colours.

Colour palette specification shown on the right primarily relate to:

HEX = Websites

RGB = RED, GREEN, BLUE - 'On-screen' viewing or home printed digital docs

4 COLOUR PROCESS = 'CMYK',
(Cyan, Magenta, Yellow, Black)
Commercial printing colours spec,
e.g. printed booklet/flyer

RED

HEX: #CE0006

RGB:
R: 206 G: 0 B: 6

4 COLOUR PROCESS:
C: 0 M: 100 Y: 100 K: 15



BLACK

HEX: #000000

RGB:
R: 0 G: 0 B: 0

4 COLOUR PROCESS:
C: 0 M: 0 Y: 0 K: 100



WHITE

HEX: #FFFFFF

RGB:
R: 255 G: 255 B: 255

4 COLOUR PROCESS:
C: 0 M: 0 Y: 0 K: 0





03

TYPOGRAPHY

Using the correct fonts specified in this brand style guide is important for maintaining a consistent and professional brand look. Consistency in typography helps reinforce brand recognition.

TYPOGRAPHY

The heading text is almost exclusively used when creating and featuring the 'St Margaretsbury FC' name as a heading, which traditionally would appear at the head of a page/poster. Or appear as a sign-off if the message has a higher priority than the Club name. See next page.

Therefore, most communications would use the Sub Heading font as a traditional heading, and the Body Font for the main copy.

These guidelines are not strict, and other variations of these can and should be applied if the communication or layout requires it. e.g. italicised, medium, bold, condensed weights, etc.

HEADINGS

Compact Pro Regular, All Caps

Sub Headings

Helvetica Neue LT STD 65 Medium

Body Copy

Helvetica Neue LT STD 35 Thin

ST.MARGARETSBURY FC



A WARM WELCOME to our guests the Barksingside Committee, Team management, Players, our match officials, league guests and all Supporters to this Eastern Counties League fixture. We hope your short stay with us is a pleasant one, whatever the outcome of today's match may be.

Well with our groundswell with Dread upon us, we've today reached this last HOME game of the season.

Many thanks to all the committee members and volunteers who help run and manage the club, particularly to **Mark Dain** who provides 90% of the programme content. **Don Woods** will be stepping down from his role at the end of this season, and the club will be looking to thank him for his loyalty and support of team management and the players over the last three seasons, which has been superb.

Again another tough one that has been charity for the 'midweek threatened' club, very early up on the afternoon in an effort to sit themselves as high as possible. That included ourselves with 3 consecutive wins, one loss and one draw in the previous 5 matches before last. Saturday. Unfortunately other clubs have reached and succeeded last, with Park View even beating life-threatening 'Wormley' last Sunday.

Barkingside Borough 3 St Margaretsbury 1
Saturday 17th April 2024

'This was an opportunity to keep building up our points to rise ourselves higher above Barkingside Borough. But the game didn't start out as hoped and we went into the half-time break a goal down. Then 15 mins into the second half Boro went 2-0 up and it looked like a long road back for us.

Although, hope emerged as **James Austin** pulled one back 10 mins later... and more hope emerged when it was reported 4 mins later that Boro had gone down to 10 mins.

But that hope evaporated when 20 mins later Boro scored their third... I can only assume we went for tactics to find the equaliser and got caught on the break. That win makes it a 4 match winning run for Barkingside.

The Barkingside Borough 3-2 win at Barkingside means we have once again been pushed to the foot of the table.

With Barkingside Borough two points above us, and a game in hand, and Southend Minor also two points above us, but with two games in hand, all we can do is win as many points as possible in these last two games, and use the table above. Stay 6 points out.

Barkingside

They sit 15th in the table on 45 points after their 4-1 draw to Tower Hamlets on Monday night. Badly in the unpopularity of the league at the beginning of March they had 1st to Wormley, but 4 games later they lost Park View 1-0, also as reported earlier went on to beat Wormley 6-3 last Saturday - go figure!

Enjoy the match, take advantage of our pitch-side snack bar and Salsbery's new 'intimate' 'Bury Burger' and have a safe trip home!



Visiting our ground today?

Tap or Scan this QR code on a smart phone:

Then Click QR link that pops up, Click 'Navigate' button and Choose your favourite 'Sat Nav App'. Take you precisely to our ground entrance.

CLUB NAME

Although we are advising the font and distortion settings, we would normally provide a suitable graphic file that can be used to apply the club name.

File types .JPG, .PNG, etc., or whatever file types needed or preferred upon request, e.g. .AI, .PSD, .EPS, etc.

So the font in it's distorted form has been outlined to create a graphic file to avoid any inaccuracies.

So the Compact Pro Regular font would NOT be required to be purchased to reproduce this.

ST MARGARETSBURY FC
ST MARGARETSBURY FC
ST MARGARETSBURY FC



*Compact Pro Regular, All Caps - Note distortion scale settings below.
 Vertical scale 140% and Horizontal scale 105%*



04

APPLICATION

This guide focuses primarily on the Club Kit Strip, as the most visual representation of our Club identity. Other applications may be added as and when the need arises.

CLUB STRIP

HOME STRIP – primary colours must always be Black & Red stripes or hoops.

Club crest would normally be White to stand out against Black & Red stripes or hoops.

AWAY STRIP – primary colours must always be Black & Yellow, but can be stripes, hoops or predominant colour.

Club crest would normally be Black or Red to stand out against Black & Yellow stripes, hoops or colour.

HOME or AWAY STRIPS – Sponsorship logos on both Home & Away strips need to be supplied in a format that will be defined and stand out against the stripes, hoops or colour.

HOME STRIP



AWAY STRIP



Above are just example designs – designs can change as long as the style guidelines are followed. Club crest could be offset left or right.

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The club crest of a rampant Peacock is taken
from the coat of arms of the Croft family who
lived in the house at St.Margaretsbury