

ST MARGARETSBURY FC



BRAND GUIDELINES

VERSION 2



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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.

CLUB CREST

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

CLUB CREST

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.

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 Barkingdale 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 isn't our groundshare with Crook upon us, we've truly matched the 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 Dales** who provides 90% of the programme content. **Dan Wood** will be stepping down from his role at the end of this season, and the club would like 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 seen creamy off the relegation threatened club, recently run on the after burners in an effort to lift themselves as high as possible. That included ourselves with 3 consecutive wins, one loss and one draw in the previous 5 matches before the final Saturday. Unfortunately other clubs have matched and exceeded that, with Park View having beaten off-challenging Wombley 3-0.

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Enfield Brough 3-3 St Margaretsbury 1
Saturday 8th April 2023

This was an opportunity to keep building up our points to put ourselves higher above Bunting Rambles. But things didn't start out as hoped and we went into the half time break 0-1 down. Then 15 mins into the second half Boro went 2-0 up and it looked like a long road back for us.



Visiting our ground today?

Tap or Scan this QR code on a smart phone:
Then Click QR link that pop up, Click 'Navigate' button and Choose your favourite Sat Nav App. Takes 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

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*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.

APPLICATION

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