



SUPPORTER OWNED CLUB STANDARD

A PRACTICAL GUIDE
FOR USERS



VERSION 1 - April 2015

TO RECOGNISE
SPORTS CLUBS WHICH
ARE OWNED

BY THE COMMUNITY
FOR THE COMMUNITY

THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP THE SUPPORTER OWNED CLUB MARQUE.

IT WILL GIVE YOU A GREATER UNDERSTANDING OF HOW TO USE IT

Contents

04 LOGO

Rationale | Construction
Exclusion Zone | Minimum Size
Application

08 TYPOGRAPHY

Print | Online | Style

11 CHECKLIST

What is a Brand Identity?

A brand identity represents the values, services, ideas and personality of an club. It is designed to increase recognition and build perceptions of supporter ownership in the industry.

The supporter owned club identity needs to be graphically represented and carried by clubs with pride. The elements such as logos and supporting graphics, colour palette, and typography can be found within these guidelines,.

Why use these guidelines?

The presence of a marque protects the 50+1 model of ownership. The marque will only be awarded to clubs whos' fans hold this level of control. Supporters Direct recognises that your club goes about things in a different way. These guidelines are intended to provide a best practice framework for your clubs' adoption of the marque.

This document is available to download at:

WWW.SUPPORTERS-DIRECT.ORG

SUPPORTER OWNED CLUB MARQUE

THIS MARQUE IS VERY PRECIOUS TO US. WE TOOK TIME DEVELOPING IT TO EXPRESS WHAT SUPPORTER OWNERSHIP IS AND WHAT IT MEANS TO FANS.

Rationale

The marque was developed to create a distinctive brand that supporters can identify with and which stands for the principles of supporter ownership.

Construction

The shaking hands represent a community coming together and joining forces in the interests of sport, social wellbeing and active citizenship.

The football and rugby ball's are indicative of the sports in which Supporters Direct predominantly operates. It is also an indication that the model is applicable "cross code" and in multiple sports

Supporters are the beating heart of the game.

The heart shape of the logo represents supporters' love and dedication to their club, to their sport and to their community.

The supporting typeface and collateral are clean and minimalist to reinforce your clubs identity as a quality, professional sports club.

THE MARQUE, the badge and identity.

01



02



SUPPORTER OWNED CLUB STANDARD

Colour Treatment

There are two colourways of the logo. White on Black and Black on White. These logos should be used whenever possible and this is the preferred version of the logo for all printed collateral including all printed publications, advertising, billboards, posters, flyers and product packaging.

EXCLUSION ZONE, a little elbow room to help us stand out.

The minimum exclusion zone margin for all our company logos is based on the dimensions of the central circle in the logo graphic. With all logos, a clear-space of the of one circle must be maintained on all sides. When our corporate colour is used behind the logo it must extend to a minimum of the same dimensions as one circle on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element may encroach on this space.

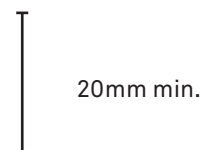


MINIMUM SIZE, bigger is better.

The logo with text must not be reproduced at a size smaller than 20mm in height.



**SUPPORTER
OWNED CLUB
STANDARD**



SUPPORTER OWNED CLUB MARQUE

WE WANT TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

We don't want to come across all doom and gloom, but there is a right way and a wrong way to present our logo.

01 Space around the logo

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

01



03



02 If you have to...

If it's unavoidable to sit the logo on a colour or a photo, use discretion based on colour.

02



04



03 Not right

Do not rotate the logo.

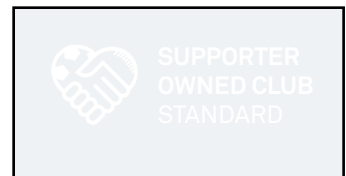
04 Colour clash

Do not place the logo on the wrong colours.

05 Not good

Do not use the negative logo on backgrounds that are too light or cluttered.

05



06 No thanks

Do not add embellishments like drop-shadows, embossings etc. to the logo.

06



SAY HELLO TO THE VERSIONS YOU CAN USE. IF YOU CAN'T FIND IT HERE, WE DON'T WANT YOU TO USE IT.

The marque exists in a stacked, landscape and stand alone versions.

While the stand alone option is the preferred logo, use of either the stacked or landscape logos should be determined according to their suitability for the layout.

A social media version of the logo is fully achievable, using the stand alone version, for when a square icon is needed for online applications.

Stacked Version



Landscape Version



Stand alone Version



SUPPORTER OWNED CLUB MARQUE

TYPOGRAPHY IS THE BACKBONE OF OUR MARQUE GETTING IT RIGHT IS ESSENTIAL

Typefaces. **Print.**

The marque typeface is Akkurat. This full font family comes in a range of weights to suit a multitude of purposes. It was optimised for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Typefaces. **Online.**

When technology allows for it, Akkurat should be used in any web applications. The default fall-back corporate font is Arial which should be utilised to ensure acceptable degradation when Akkurat is unavailable.

Typography. **Style.**

Text for correspondence and publications should be set in uppercase. Capitalisation should always be used.

“Supporter Owned Club”

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// *bold*

SUPPORTER OWNED CLUB STANDARD

“Standard” Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// *Regular*

BEST TO HAVE A CHECKLIST. THEN YOU KNOW THAT YOU HAVE DONE EVERYTHING RIGHT.

The Checklist...

01 The Logo

Only use versions of the marque that are complete and approved by this document, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

02 Backgrounds

The logo should not appear on light or cluttered images without being reversed out.

03 Graphics

Check that any supporting graphics or graphic elements do not marginalise, obscure or overpower the marque.

04 Typography

Check that the typefaces have been used appropriately where applicable.

05 Design

Be sure to provide these guidelines to third parties or collaborating partners.

A final thought.

If in doubt, take a look back through this document, all the answers are there.

We don't ask for much, just a little love and respect for our support owned club standard which is why we think we've created a flexible system that won't stifle your creativity.

If you need anything else just pick up the phone...

THIS DOCUMENT MAY BE MADE AVAILABLE IN ALTERNATIVE FORMATS ON REQUEST. PLEASE CONTACT OUR TEAM.

1st Floor, CAN Mezzanine,
49-51 East Road,
London, N1 6AH

Telephone. +44 (0) 20 7250 8138

Email. enquiries@supporters-direct.org

Web. <http://www.supporters-direct.org>



MARQUE CREATED AND OWNED BY
SUPPORTERS DIRECT
WWW.SUPPORTERS-DIRECT.ORG