



**Clubforce**  
making sport happen

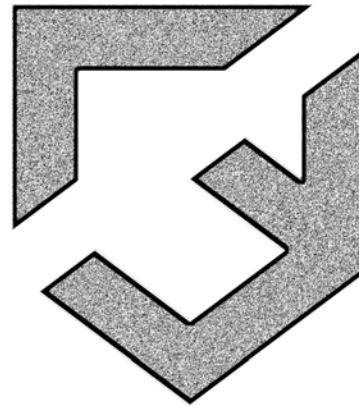
# Brand Style Guide

Logo

## LOGO

This document contains the rules and guidelines for our visual communication system. Follow these guidelines to maintain effective brand consistency. This includes all of the elements you may need - logo, typography, colour and more. This guide should be used as reference for all Clubforce visual communication and branded projects.

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## LOGO EMBLEM CONSTRUCTION

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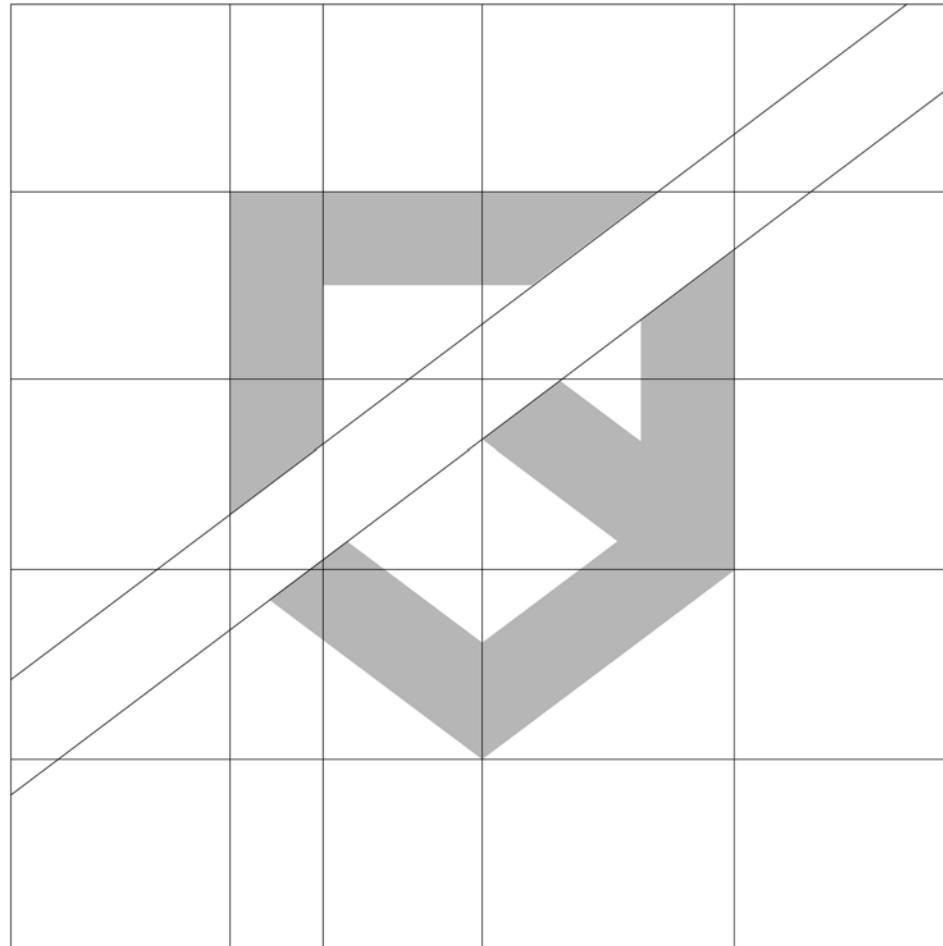
The Clubforce logo is a combination of three elements:

- A crest or shield (security, safety, trust, sport, teams, teamwork)
- a 'C'
- an 'F' (turned 90°)



## LOGO EMBLEM CONSTRUCTION

The crest is created by combining the shapes of C and F and using a 37° diagonal line through a square grid to create the shape



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## LOGO - WITHOUT TAGLINE

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**Clubforce®**

## LOGO - HORIZONTAL - WITHOUT TAGLINE

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## LOGO - HORIZONTAL

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## APP ICON CONCEPTS

Shown here are different avatar options developed for social media with both the wordmark and icon versions. The wordmark is most recognizable but the icon should be used where the main wordmark avatar becomes illegible or scaled down.

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**Colour**

## PRIMARY COLOUR PALETTE – CMYK

The colours we've chosen for Clubforce is a key factor in differentiation and brand recognition. As such it is vital that our colours are reproduced and combined in the right way. Shown here is the primary colour palette.

**Dark Blue**  
**Pantone P 97–8C**  
**Hex # 191176**

**Bright Blue**  
**Pantone P 99–8C**  
**Hex # 2050ce**

**Light Sky Blue**  
**Pantone P 115–7C**  
**Hex # 01bbea**

**Fuchsia**  
**Pantone P 83–8C**  
**Hex # d516b1**

**Lilac**  
**Pantone P 93–1C**  
**Hex # e3e3ff**

**Teal**  
**Pantone P 136–6C**  
**Hex # 40ffd3**




**PRIMARY COLOUR PALETTE**







## PRIMARY COLOUR PALETTE MEANINGS




**DARK BLUE:** Ingenuity, trust, dignity, intelligence, authority, supportive



**BRIGHT BLUE:** Dependability, productivity, tranquility, cleanliness, strength, Invigorates, enhances



**LIGHT SKY BLUE :** peace, serenity, ethereal, spiritual, infinity, coolness



**FUCHSIA:** Uniqueness, certainty, maturity, mystery, creativity, dignity, royalty,inspires



**LILAC:** Helpfulness, kindness, serenity, compassion, uplifts, soothes



**TEAL:** revitalizing and rejuvenating, health, luck, individual, analytical and deep thinking, emotional, empathy



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Type

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## MAIN TYPEFACE

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Our main typeface is Red Hat Display. The Red Hat type family is produced in 2 optical sizes, in a range of weights with italics. The fonts were originally commissioned by Paula Scher / Pentagram and designed by Jeremy Mickel.

# RED HAT DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## SECONDARY TYPEFACE

Our secondary typeface is Arboria. As used in Clubforce tagline. Arboria Book should also be used as the main body font for use across Clubforce branded documents and material.

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# ARBORIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## BRAND TYPE

The type we use helps to convey the personality of the brand. Consistent use of typography will help build a recognizable identity for Clubforce. The Clubforce logo is a combination of two typefaces. Red Hat Display Bold for the main title and Arboria Book for the tagline. As shown below:



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**Primary Typeface:**  
Red Hat Display Bold

**Secondary Typeface:**  
Arboria Book

## TYPE LAYOUT HIERARCHY

Type layout and hierarchy is pivotal to the overall Clubforce brand. Use this layout system as a reference for all Clubforce type projects. Following the example shown below will allow for a clearly identifiable message that is clear from distraction.

# Sports Club Membership Management

Used by over 600,000 Club Members

Axim harcim nessim rerum fuga. Bus santor mo minctest  
porem et eat quid eaque nessim atem volorporent  
fuga. Apercium ut occum acero blabo. Ut fugitatusae  
quaectia aliquam dusam vitatecus mincitiatur?

## Heading

Red Hat Display Black  
28pt / 30pt

### Subtitle

Red Hat Display Medium  
19pt / 23pt

#### Body

Arboria Book  
13pt / 19pt



# Mock-ups



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# Clubforce

Ceska GAA

## Club Dashboard

€8,990 2021 REVENUE

374 CURRENT MEMBERS

23 MEMBERS IN ARREARS

Lotto

19 19 19 19 19

LATEST NUMBERS



174 TICKETS SOLD

€500 NEXT JACKPOT

Next match

19:45

Ceska GAA vs. Duna RFC

1st Division Round 21

Home: Ceska, Teah, Seahill Rd, JC, Carrist. 03

- Most visited
- Secretary's report
  - Overdue members
  - Club revenue
  - Clubforce fees
  - Secretary's report
  - Overdue members
  - Club revenue
  - Clubforce fees
  - Secretary's report



MacBook Pro





# Clubforce

## Club Dashboard

- Costa GAA
- Search
- Club Data
- Lotto
- NGB Sync
- Settings

€8,990  
2021 REVENUE

374  
CURRENT MEMBERS

23  
MEMBERS IN ARREARS

Lotto  
174  
TICKETS SOLD

€500  
NEXT JACKPOT

Launch in  
200 days



Next match  
19:45  
Ladbrokes - Round 23  
Waterloosport - Round 23

### Most visited

- Secretary's reports
- Overdue members
- Club revenue
- Club finance fees
- Secretary's reports
- Overdue members
- Club revenue
- Club finance fees
- Secretary's reports

### Plans Purchased

- Academy
- Adult (Playing)
- Adult (Non-playing)
- Family



Status Predicted

Green	Amber
Green	Red
Green	Amber
Green	Amber



# Summary

This guide is designed for marketing teams, designers, managers, advertising agencies and all those who work with Clubforce. Using these rules you are guaranteed to correctly interpret our visual style.

This is version 1 of the style guide which may be updated and improved as necessary.  
For information contact:

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# Appendix



## LOGO USAGE

The following set of rules will ensure the Clubforce logo is used correctly and effectively. Please ensure to adhere to these principles throughout all Clubforce brand and marketing material.

Avoid Stretching or distorting



Avoid Rotating



Don't apply a drop shadow or any type of effect



Don't re-colour



Don't add gradients



Don't change the fonts



Don't change the letter-spacing



Don't outline any part of the logo



Don't place over a busy background



Color Picker (Foreground Color)



new



current



OK

Cancel

Add to Swatches

Color Libraries

Only Web Colors



H:

245

°



L:

14



S:

86

%



a:

32



B:

46

%



b:

-56



R:

25

C:

100

%



G:

17

M:

100

%



B:

118

Y:

19

%

#

191176

K:

16

%







