

BRANDING AND STYLE GUIDELINES

northamptonsaintsfoundation.org



NAME

Please refer to the charity as 'Northampton Saints Foundation', or thereafter 'the Foundation'.

The Foundation should not be referred to as 'Saints Foundation' or 'The Northampton Saints Foundation'.

Please refer to the Club's home ground as 'cinch Stadium at Franklin's Gardens'.

FONT

The Foundation's font is Fieldwork, which should be used on all marketing materials.

CHARITY NUMBER

Please ensure the Foundation's Register of charities number is on marketing documents: 1176345

KEY WORDS & MESSAGING

Please see the Foundation's Media Pack for more details.

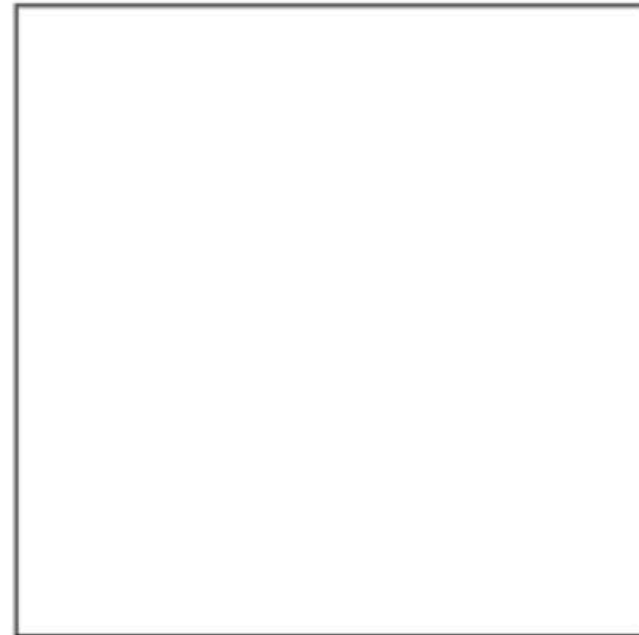
PANTONE COLOURS

Please find our pantone colours below which should be used on marketing materials/ worksheets/ handouts



SCARLET

RGB: 173, 0, 0
CMYK: 21, 100, 100, 16
HTML/HEX: #ad0000
PANTONE: 2350C



WHITE

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HTML/HEX: #ffffff
PANTONE: WHITE



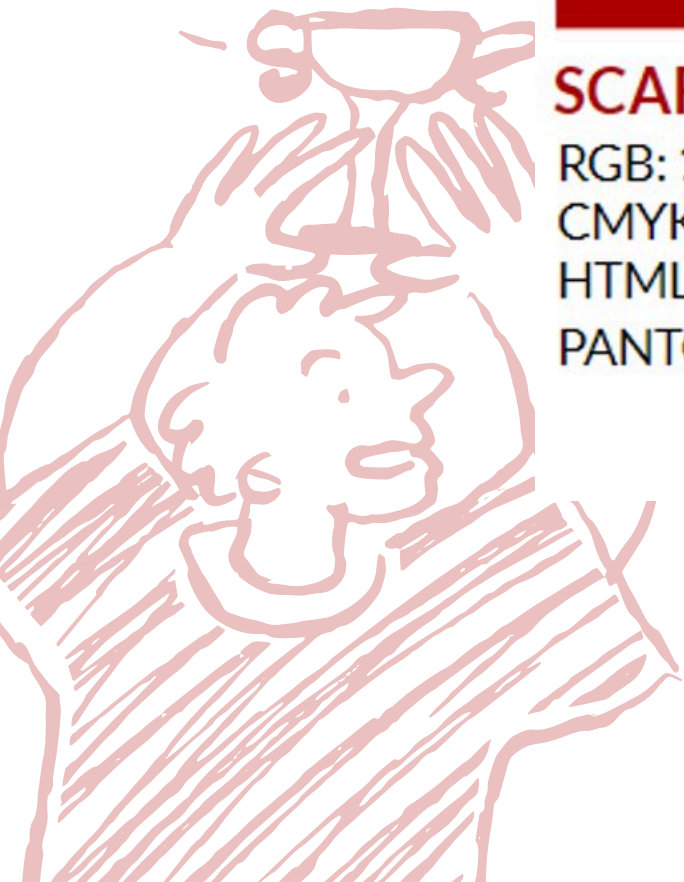
GREY

RGB: 104, 104, 104
CMYK: 55, 45, 44, 32
HTML/HEX: #686868
PANTONE: Cool Gray 10C



BLACK

RGB: 0, 0, 0
CMYK: 91, 79, 62, 97
HTML/HEX: #000000
PANTONE: BLACK



LOGOS

There are four main variations of the Foundation logo which are also available in white to be added on black, red or grey backgrounds.

In order to maintain clear legibility at all times, our logos should always have adequate white space around them. No other colour versions of the Foundations logo should be produced and logos should be not altered.

If you would like our logo please contact us.



FOUNDATION



FOUNDATION

COMMON MISTAKES



Always keep the proportions of the file as supplied and do not change the colour



Do not fade, drop shadow or use anyother special affects



Do not place the logo on a background which provides poor contrast - all words should be clear



Do not rotate or distort



Do not place the logo on a busy background that will affect legability



Partnership logos should be evenly spaced

CONTACT

For any further information or queries please contact:

admin@northamptonsaintsfoundation.org

Telephone 01604 599152



OUR
HISTORY
THEIR
FUTURE