

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 Lato, 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 & MESAGING

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

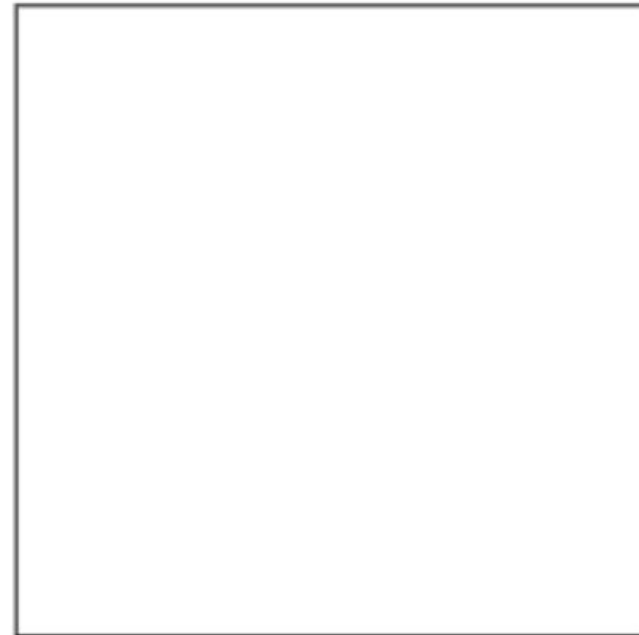
PANTONE COLOURS

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



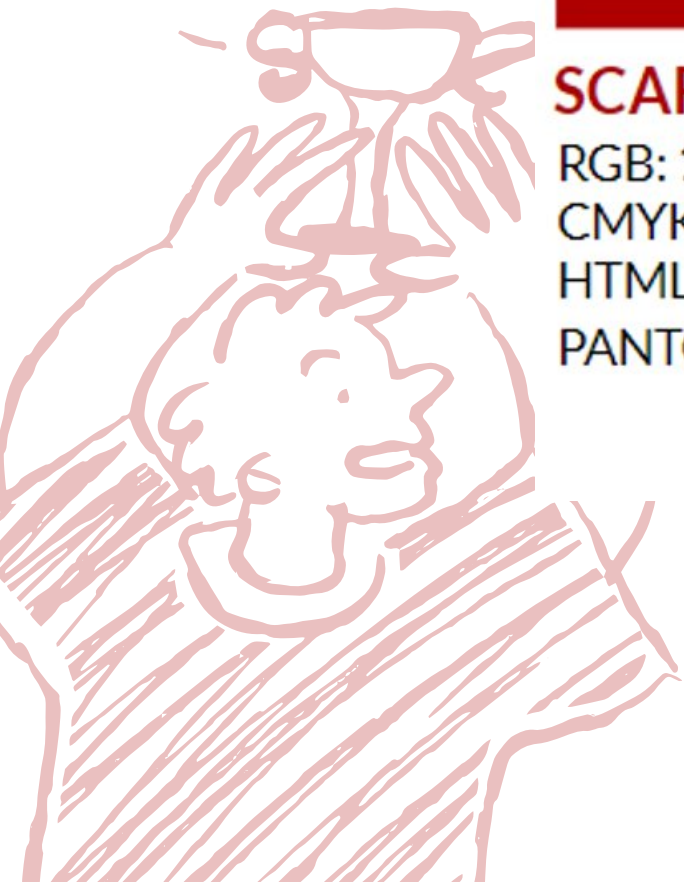
GREY

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.

All Foundation logos can be downloaded [HERE](#).



Partnership logo should have equal distance



LOGOS

Logos for corporate schemes should stay in the format as below, logos should not be altered in anyway. Logos are designed in red, black, grey and white . Click [HERE](#) to download.



Friend of the Foundation



Friend of the Foundation



Friend of the Foundation



Sponsor a Student



Sponsor a Student



Sponsor a Student

COMMON MISTAKES



Always keep the proportions of the file as supplied



Don't rotate or distort



Don't use a drop shadow or any other special effects



Don't use any fading



Don't change the colouring of the logo



Don't place the logo on a busy background that will affect legibility



Don't place the logo on a background which provides poor contrast – all words should be clear



Partnership logos should be evenly spaced

CONTACT

For any further information or queries please contact:

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