

BRANDING AND STYLE GUIDELINES



Inside this pack, you'll find everything you need to apply our brand consistently and confidently.

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' 'The Northampton Saints Foundation' or 'NSF'

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. With the second font 'Summer Loving Solid Regular'

CHARITY NUMBER

Registered charity in England and Wales: 176345

FUNDRAISING REGULATOR



We are registered with the Fundraising Regulator which demonstrates our commitment to being a responsible fundraising organisation. As part of our commitment, we will need to display the FR Logo across our digital platforms (inc social media) and any print materials which have Fundraising as part of the message being communicated.

KEY WORDS & MESSAGING

Please see the Foundation's media pack for more details. - to be updated with social value report

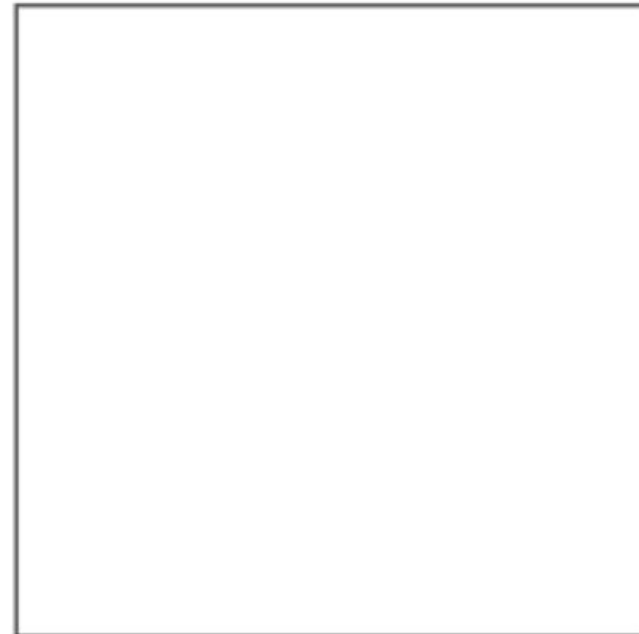
PANTONE COLOURS

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



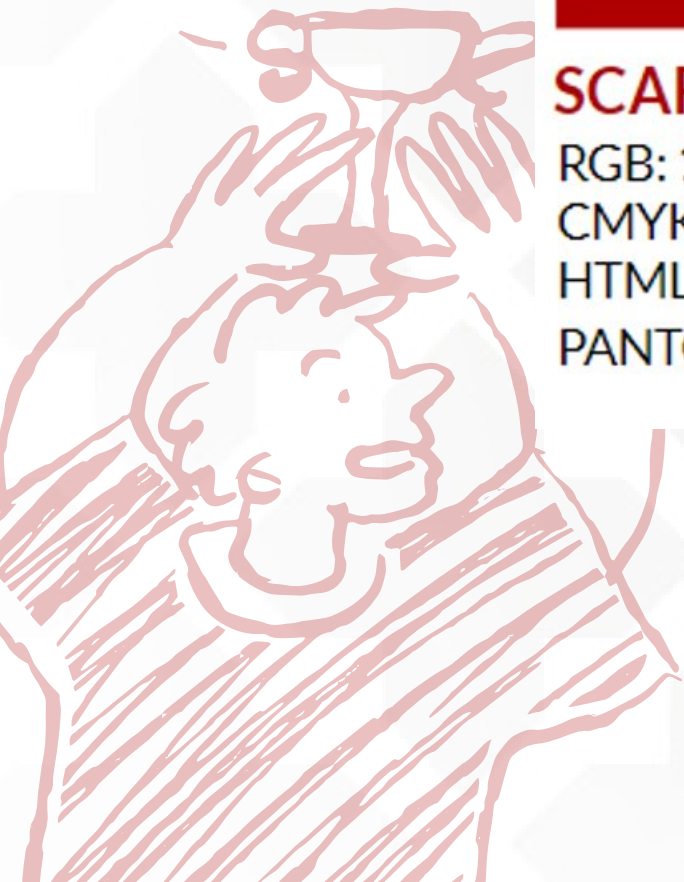
GREY

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 two main variations of the Foundation logo which are available in white or red.

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

OUR
HISTORY
THEIR
FUTURE



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:

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Telephone 01604 599152

