

Attleborough Town FC



Our Club
IDENTITY

JUNE 2022

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The need for
GUIDELINES

Our identity is important to us.

These guidelines showcase the established standards for our club's visual identity. It is applied to all materials, whether print or digital. It includes guidelines on the proper use of the club's crest, colours, fonts, and official messaging.

Brand guidelines ensure that all marketing and communications for the club are accurate and on-brand.



Attleborough Town FC



Vision

Be a sustainable, established senior football club, competing for promotion to the Anglian Combination Premier League by 2025-26.

Unite the community, promote young players through our club and give all an opportunity to flourish

Mission

On and off the pitch, club members will show determination to succeed, promote respect and support the collective club effort.

By safeguarding our young players and embedding ourselves in the wider community, we protect the future of Attleborough Town Football Club.



Attleborough Town FC



Our Club
VALUES

To uphold our mission, every member, from the Club Committee, to the coaches, the players and our supporters must adopt and promote our Club Values:

RESPECT

HONESTY

TEAM ABOVE ALL

BELIEF

COMMITMENT

PASSION

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Attleborough Town FC



Using our CREST

Our Club Crest is a visual representation of who we are. It makes a nod to our history, and exudes our passion.

Here is how we use the Club Crest:

- The Club Crest should be prominent and visible in all visual communications.
- It should not be placed with another graphic or edited to create a new image.
- For legibility, keep the area around the Crest clear.
- The Crest colours can not be changed or modified.



ON BLUE



ON WHITE

Attleborough Town FC



Using our **COLOURS**

We're known around the county for our royal blue shirts. But today, the club's visual representation extends further than that, with signage around the grounds and it's digital presence too.

To ensure we're consistent with our use of colours on materials and designs created for the club, we should use these simple colours. Blue, White and two accents: Navy and Gold.

For ease, their HEX codes have been labelled underneath.

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BLUE
#2e3b7f

NAVY
#042d62

GOLD
#8f864f

WHITE
#ffffff



Attleborough Town FC



How we use **FONTS**

Let's keep this simple.

Size things appropriately, and don't squeeze too much in - you can't go wrong.

Headings are Poppins ExtraBold, paragraph text is Poppins and for accents to add some fun, use Brittany.

See how we've done it in this document if you're unsure.

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**Headings: Poppins
ExtraBold.**

Text in Poppins.

Add some fun with Brittany.





For us, football is about so much more than the goals you score, the wins and the losses. It's not simply about results or league tables. It's about much more than that. It's about the bonds you build, the friends you make, the skills you learn. It's how much you give when things get tough, how you pick yourself up when something knocks you down. How you pick others up when they're knocked down. It's how you practice when no one is watching, how you still believe when others have quit. These are the things that define us as members of this club. Not only on the pitch, but off it too.

#UpTheBoro