



GISBORNE SOCCER CLUB

Brand Guidelines V1.1

September 2019

PURPOSE

Gisborne Soccer Club is continuously growing. Now, more than ever, it is highly important that we not only protect our brand but also strengthen it as we grow.

This guide is to ensure we do just that.

The past 4 years has seen significant changes to our brand with the introduction of a new “shield” logo as well as the re-launch of the successful #BornToBeBlue slogan.

In this guide we will cover the different styles of logo’s in use, the colour scheme & typography that will ensure we are all using the same look on our club communications moving forward.

All images in this document are available via the Media Team.

COLOUR PALETTE

Sky Blue

Sky Blue is our primary brand colour and should be the lead brand colour across all executions.

HSL: 129-125-173
RGB: 147-204-221

Navy Blue

Navy Blue is our second primary brand colour and compliments the primary Sky.

HSL: 159-240-49
RGB: 0-2-105

White

HSL: 160-0-240
RGB: 255-255-255

TYPOGRAPHY

TYPEFACES

We use two typefaces, the first follows our social media branding from the past season in The Bold Font. This font also compliments our logo.

The second brand typeface follows the Football Victoria brand in using Gibson. Its bold simplicity and its friendly tone are a perfect match for our brand.

Only when the typeface has to be replaced by a default font in digital or office applications use Arial Regular, Bold and Black.

Both font packs are available free:

<https://www.dafont.com/the-bold-font.font>

<https://www.wfonts.com/font/gibson>

THE BOLD FONT

Gibson – Regular
Gibson – Bold

TYPOGRAPHY

TYPESETTING

Be bold and simple. Clear hierarchies help the reader to understand our messages. Keep the number of different type sizes within a publication to a minimum.

We use The Bold Font in all caps (double space between words) for Main Headlines.

Headlines may be followed by additional intro paragraphs in Gibson Bold also in all caps.

Sub headlines are typeset in Gibson Bold in sentence case.

Body copy and pull outs are always set in Gibson Regular in sentence case. Pull outs can be coloured to stand out

MAIN HEADLINE

The Bold Font

LARGE STATEMENT PARAGRAPHS CAN BE USED TO CREATE HIERARCHY AND FOCUS

Gibson Bold in all caps

This is a sub headline

Gibson Bold In sentence case

This section is the body copy, this will contain the majority of the text/article.

Gibson Regular sentence case

LOGO

MASTER VERSION

This is the master version of the Gisborne Soccer Club logo. This tri-colour shield must only use the colours in the order set below.

White

The background inside the shield is solid White

Sky Blue

The ball & inside panels are Sky Blue

Navy Blue

The outside shield & all lettering are Navy Blue



GSC_LOGO_MASTER

LOGO

OTHER VERSIONS

These are the two-colour versions of our logo. On occasions, particularly on social media, these versions are more effective. They should never be used on a letterhead or signature.



GSC_LOGO_NAVY



GSC_LOGO_SKY



GSC_LOGO_GOLD

LOGO

WHAT NOT TO DO

Only use the official master logo files, which can be obtained from the Media Team.

Never alter, re-draw or re-create the logo in any way.

All logos must always be applied correctly and consistently. The logos must appear only in the specified configurations and in the correct brand colours, as defined in these guidelines.



DO NOT unproportionally scale or otherwise distort the logo.



DO NOT add drop shadows or any other effects to the logo.



DO NOT create new colour versions of the logo.



DO NOT re-size any of the elements or create any new lock-ups of the logo.



DO NOT use previous versions of the logo.



DO NOT attempt to create any sub brands. Sub brands to only be created by Media Team.



DO NOT place the logo on colours other than the colours outlined in the guidelines



DO NOT place the logo on busy image backgrounds without cutting around the shield.



DO NOT attempt to make the logo transparent.

SUB BRANDS

SOCIAL MEDIA BRANDS

These are the sub brands that appear on our social media platforms. They all have their own unique theme whilst following our colour scheme.

Any additional brands are only to be created by the Gisborne Soccer Club Media Team.

Please also refer to the supplementary social media guidelines as each season “the look” is updated.

Copies of these can be obtained by contacting the Media Team.



GISBORNE SC
TO BE BLUE



GISBORNE SC
TO BE BLUE



GISBORNE SC
TO BE BLUE



*The
Sky
Blues*

SUB BRANDS

OTHER GSC BRANDS

These are the sub brands that fall under the Gisborne Soccer Club brand. They all have their own unique theme whilst following our colour scheme.

They relate to specific areas of the club and should be used only when referring to those specific areas.

Any additional brands are only to be created by the Gisborne Soccer Club Media Team.



LETTERHEADS & SIGNATURES

These are the templates to help us
create a uniform look across the club



GISBORNE SOCCER CLUB INC.

ABN: 57 200 327 045 Incorporation No. A00387575

Dixon Field, 50 Robertson St

PO Box 184, Gisborne VIC, 3437

P 0491 737 954

E gisbornesoccer@gmail.com

W gisbornesc.com.au



NAME SURNAME

Position

Gisborne Soccer Club Inc.

50 Robertson St, Gisborne VIC 3437

position@gisbornesc.com.au

FORMER BRANDING

All logos pictured on this page are no longer in use.

They may be used only in exceptional circumstances and with prior permission from the club.

Please be careful to not use any outdated/ former branding.





GISBORNE SOCCER CLUB

Please contact the Media Team
via media@gisbornesc.com for
all enquiries relating to these guidelines.