SHELBOURNE

BRAND GUIDELINES

Overview:

The purpose of this document is to outline how the Shelbourne FC brand is portrayed throughout internal and external documents to market the Club. All aspects of the Club are asked to use this to strenghten the Club's identity and image.

GUIDELINES

CREST

This Shelbourne FC crest is to be used on all merchandise, branding, graphic design across the Club and Academy.

As one of the few Clubs to have won over ten league titles, it truly is a badge of honour.

The HD version of this crest must be used and also distrbuted whenever requested by sponsors, FAI and all governing and broadcast bodies.
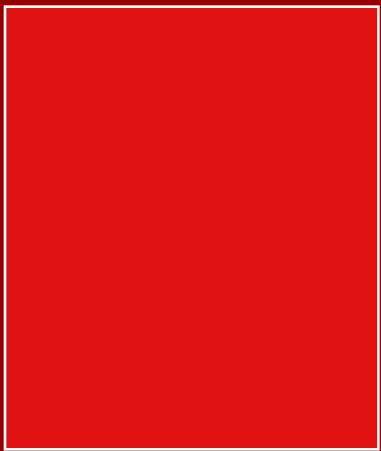
The star - 13 League titles

Three castles - A Dublin institution
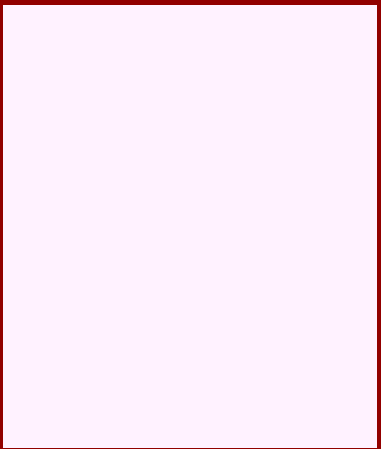
Founded with pride in 1895

ANNIVERSARY CREST

The anniversary crest may be used in Community documentation to illustrate our illustrious history.
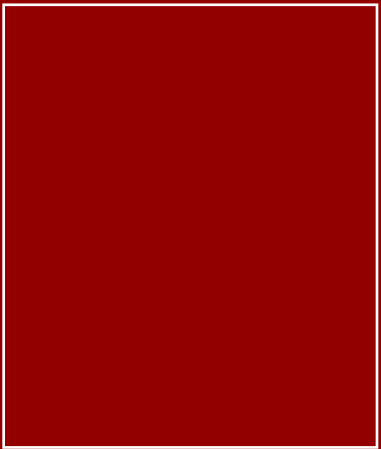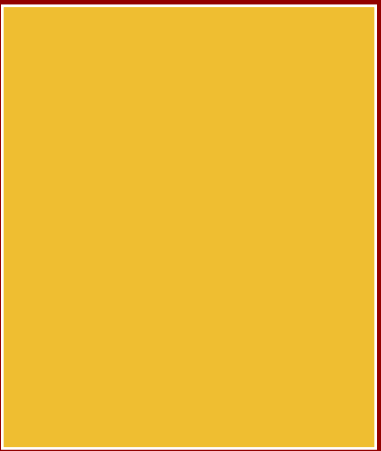
COLOUR CODES

R: 225 G: 18 B: 18
CMYK 0%, 92%, 92%, 12%

R: 255 G: 0 B: 255
CMYK 0%, 100%, 0%, 0%

R: 146 G: 0 B: 0
CMYK 0%, 100%, 100%, 43%

R: 239 G: 190 B: 49
CMYK 0%, 21%, 79%, 6%

FONTS

HEADLINES - KOMU

Main body text - Hack

Match graphics - Montserrat

COLOUR USAGE

When using traditional red for graphic design use the red colour supplied here.

The burgundy colour may be used for presentation backgrounds such as used here.

The yellow is from the star and can be used in promotional material.

PHOTOGRAPHY

Photography must be used for all social, internal and external documents where possible from Sportsfile, Inpho and from official club photography.

CLUB HASHTAGS

#DublinsFinest

#Since1895

#RedsTogether

#RedsInGreen

If producing official Club visual material please contact:

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