

NO ORDINARY BRAND

—
Club Wembley Brand Guidelines v1.0



CLUB WEMBLEY



Contents

Section 1:

Club Wembley Brand	1
Introduction	2
Brand Positioning	3
Brand architecture	4

Section 2:

Club Wembley brand assets	5
Club Wembley Masterbrand overview	6
The Club Wembley logo	7
Additional Club Wembley logos	8
Additional Club Wembley logos	9
Logo clearzone and minimum size	10
Logo incorrect usage	11
Colour and distribution	12
DNA	13
Background textures	14
Typefaces	15
Typography treatment	16
Photography	17
Third party photography	18
Branded communication examples	19
Branded communication examples	20
Branded communication examples	21

Section 3:

Tone of voice	22
The Club Wembley way	23
The Club Wembley way	24
Example sales email	25

Section 4:

Membership Tiers	26
Private Box – Brand overview	27
Logo	28
Logo clearzones	29
Incorrect logo usage	30
Colour	31
Typefaces	32
Hero type treatment	33
Primary background texture	34
Secondary background texture	35
Branded communication examples	36
Branded communication examples	37
Branded communication examples	38
One Twenty – Brand overview	39
Logo	40
Logo clearzones	41
Incorrect logo usage	42
Background texture	43

Colour	44
Typefaces	45
DNA graphic	46
Branded communication examples	47
Bobby Moore – Brand overview	48
Logo	49
Logo clearzones	50
Incorrect logo usage	51
Background texture	52
Colour	53
Typefaces	54
Type treatment	55
DNA graphic	56
Branded communication examples	57
Branded communication examples	58
Centre Circle – Brand overview	59
Logo	60
Logo clearzones	61
Incorrect logo usage	62
Colour	63
Typeface	64
Type treatment	65
Background texture and logo placement	66
DNA graphic	67

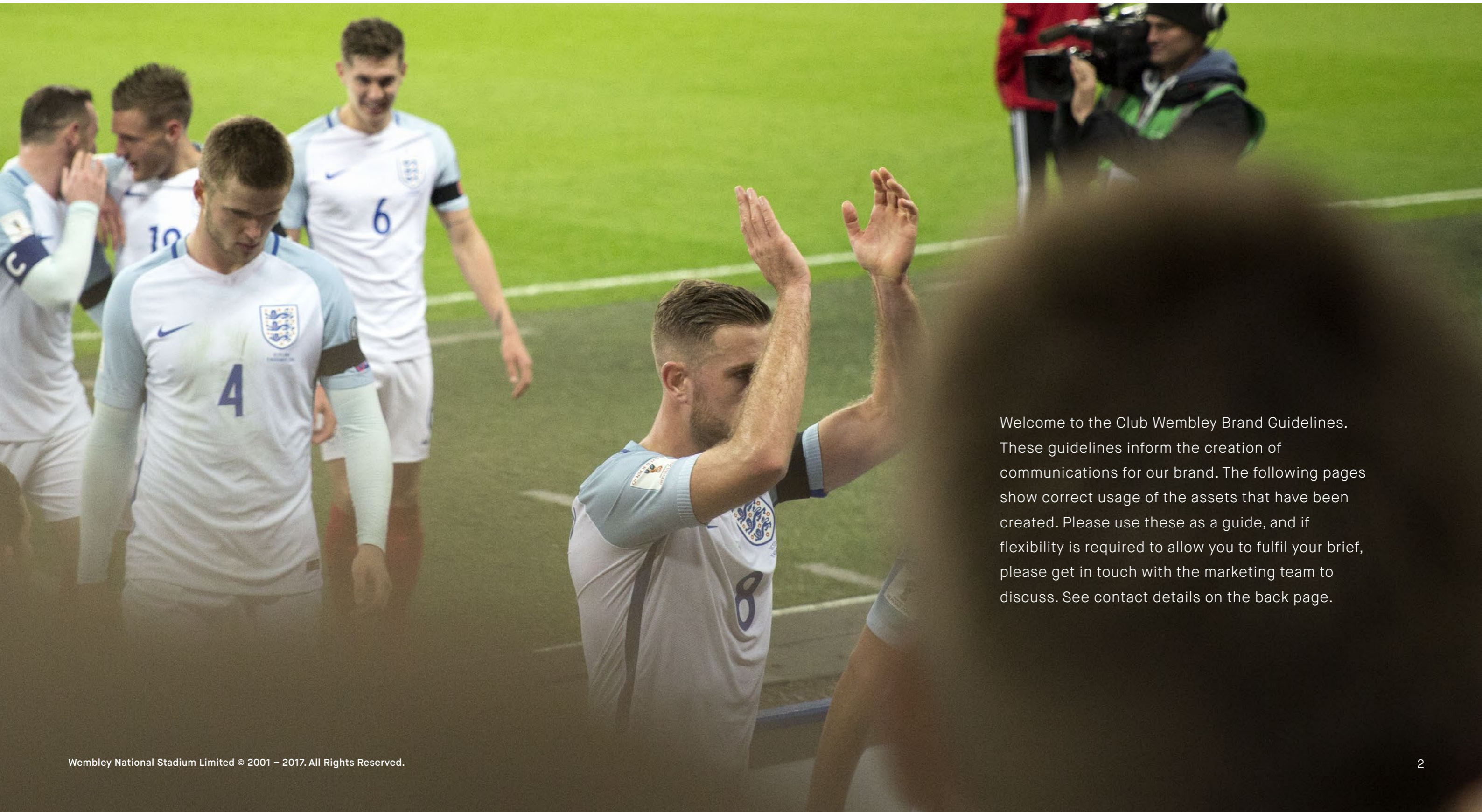
Contents

Inner Circle – Brand overview	68	Section 5:	
Logo	69	Contact	91
Logo clearzones	70	Any questions?	92
Incorrect logo usage	71		
Colour	72		
Typeface	73		
Type treatment	74		
Background texture and logo placement	75		
DNA graphic	76		
Branded communication example	77		
Southview – Brand overview	78		
Retention logo	79		
Retention logo clearzones	80		
Acquisition logo	81		
Acquisition logo clearzones	82		
Incorrect logo usage	83		
Colour	84		
Typeface	85		
Type treatment	86		
Background texture and logo placement	87		
Branded communication examples	88		
Branded communication examples	89		
Branded communication examples	90		

Club Wembley Brand



Introduction



Welcome to the Club Wembley Brand Guidelines. These guidelines inform the creation of communications for our brand. The following pages show correct usage of the assets that have been created. Please use these as a guide, and if flexibility is required to allow you to fulfil your brief, please get in touch with the marketing team to discuss. See contact details on the back page.

Brand Positioning



Here at Club Wembley we have the honour of delivering exclusive and unforgettable experiences for our members at some of the world's most exciting and desirable events across sport and music. Our home is the iconic and renowned Wembley Stadium – and the eyes of the world are on us.

We're the host with the most. Entertaining. Awe-inspiring. Passionate. We are Club Wembley. And we are no ordinary brand...

Brand architecture

Club Wembley masterbrand and our sub-brands



Club Wembley is a unique collection of six memberships, each with their own distinctive character from the mystique and opulence of One Twenty to the simple charm of Southview Season. Our Club Wembley masterbrand should cover all our membership brands.

These memberships represent what makes Wembley so legendary. They celebrate the pinnacle of the nation's sporting achievements, and its reputation for the world's most original and diverse music. They offer views, hospitality and atmosphere that go way beyond the ordinary.

Club Wembley brand assets



Club Wembley Masterbrand overview



1.



2.



3.



4.



5.



6.



7.



8.

The Club Wembley Masterbrand is made up of a variety of assets. We should always use the Club Wembley branding when promoting the Club Wembley membership as a whole and any hospitality packages (such as concerts and additional sports events) that are on sale. The following pages highlight each of them and how they contribute to the brand. They consist of the following:

1. Logo
2. Logo + URL
3. Logo + Connections
4. Colour
5. Typefaces
6. DNA texture
7. Photography
8. Photography (third party)

The Club Wembley logo

Primary logo



For our logo to work effectively across all our media we've created two versions. The Primary version should be used wherever possible. The Secondary version has been created for extreme formats and instances when the Primary logo doesn't work.

The Club Wembley logo is to be used on all Club Wembley branded communications.

The logos are available in RGB and CMYK in the following file formats; Ai, EPS, JPEG, PNG and TIFF.

Secondary logo



Additional Club Wembley logos

Primary logo



Secondary logo



The ClubWembley.com logo was created to be used in situations where you need to use URL and Club Wembley logo at the same time. The Primary version should be used wherever possible. The Secondary version has been created for extreme formats and instances when the Primary logo doesn't work.

The ClubWembley.com logo is to be used on Masterbrand and membership specific communications when the URL needs to be promoted.

The logos are available in RGB and CMYK in the following file formats; Ai, JPEG, PNG and TIFF.

Additional Club Wembley logos

Primary logo



The Club Wembley Connections logo should be used primarily when promoting a Connections event to members, or whilst using the Connections programme to promote Club Wembley memberships. It should be used on branded communications as well as event day branding and collateral.

The logo is available in RGB and CMYK in the following file formats; Ai, JPEG, PNG and TIFF.

Logo clearzone and minimum size

Primary logo clearzone + minimum size



The logo should be left to stand alone without interference from other elements. The minimum clearzone is the cap height of the logo text x 2 (X). Please ensure that no other elements enter this area. This rule also applies to the minimum size format logos.

Minimum size

Both the Primary and Secondary logos can scale down to 30mm and 40mm in width respectively.

The same rules above apply to the .com and Connections version of the logo.

In some circumstances a smaller logo may be required, this will be considered on a case by case basis, please consult the Club Wembley marketing team if this is required.

Secondary logo clearzone + minimum size



Logo incorrect usage



Please find below a helpful list of how you should not treat our logo.

1. Do not mix brand and membership
2. Do not re-draw any of the elements
3. Do not re-colour the logo
4. Do not distort the logo
5. Do not alter the typeface
6. Do not rotate the logo
7. Do not remove any elements of the logo
8. Do not place the logo on an image or colour where it is illegible
9. Do not change the logo hierarchy

Colour and distribution

Colour values

CO MO YO KO R255 G255 B255	CO MO YO K100 RO GO BO	Pantone 871c C25 M25 Y66 K22 R164 G152 B95 C16 M18 Y68 K15 R194 G178 B102
-------------------------------	---------------------------	---

For use on white

For use on black

Colour

The Club Wembley colour palette is made up of three colours: white, black and gold. The colour values are highlighted on the left.

Colour distribution

The diagrams on the left highlights the percentage of colour that ideally should be used. This guide will help maintain a consistent look and feel across all our branded communications.

- **White**
Our brand is predominantly made up of white space. This is intentional as it will help to focus attention on what is on the particular piece of branded communications.
- **Black**
This is our main colour for typography, predominantly used for our body copy and sub-headings. In instances of premium or bespoke branded communications we should look at using black as our dominate colour.
- **Gold**
This is our accent colour and should be used for hero typography or sparingly when used elsewhere. Ideally we would print the gold as a pantone.

Note:

Separate CMYK and RGB values exist for gold against black and white backgrounds.

Primary colour distribution diagram



Alternative colour distribution (bespoke/premium applications)



DNA

DNA and its origin



The DNA is a vital element as it underpins everything we create for both Club Wembley and its membership brands; Southview, Centre Circle, Inner Circle, Bobby Moore, One Twenty and Private Box.

Inspired by the Wembley Arch it also incorporates The FA's design principle of the 22° angle. It is used as a guide to crop imagery, cut typography (see p.18), layout copy and develop brand assets e.g. background texture.

Background textures

Primary and Secondary background textures



Created using the DNA, the background textures are just as important as our other assets. They set the tone for our visual language and are used underneath most of our content. Our Primary background texture is white, whereas the Secondary is black.

These assets allow us to focus attention on the content laid out on top. The texture adds depth and gives our communications a more interesting background to sit on.

The texture can also work as a frame for our imagery. When using the background texture as a holding device for imagery it is important that images butt up precisely to the hard edges of the triangles within the pattern. Images can be contained within individual triangles, or parallelograms, but should not be framed within complex shapes that have concave angles. The size of the images on the page should be considered when scaling the background texture.

There is a degree of designers' discretion that needs to be used. For design cues, please see our branded communication pages for examples.

Typefaces

Sackers Gothic Std.

A A B B

Our typography is not only a visual indicator for our brand but it is our tool to communicate with our audience. We use Sackers Gothic Std. for our hero typography and the Maison Neue font family for all of our sub-headings and body copy.

Maison Neue

Aa Bb Cc Dd

Typography treatment

How to create hero typography



Our hero typography is a key feature of our look and feel. It is elegant without taking itself too seriously. Please ensure to use gold only and a 22° angle cut (based on the DNA p.13) can be used as long as the headline is legible, works in conjunction with the texture background (left) and most importantly looks good.

The example left is created using the following:

Sackers Gothic Std Heavy (lowercase)

Size: 112pt Kerning: Optical

Leading: 118pt Tracking: 200

Please note that kerning adjustments may need to be made.

Photography

Stories through photography



Stories through photography

A unique club needs to be sold through unique photography. We've created a suite of images that capture the spirit, energy and exclusivity that only Club Wembley members can experience.

We take viewers into the heart of Club Wembley by creating our own 'members eye view' suite of photography. This is brought to life with a loose yet premium reportage style that gives non members a glimpse of what it's like to be part of it.

A number of signature shots are available for you to use across Connections, food, event and member occasions. This photography is available across all Club Wembley and membership tiers. Ensure that appropriate photography is used for the memberships you are referring to. e.g. you wouldn't show a One Twenty dish in a Southview communication.

When selecting imagery please bear in mind that you are choosing an image that is appropriate to the rest of the content in the communication you are creating.

With Club Wembley photography, you are welcome to crop images, but please ensure that the context of the shot isn't compromised and that there is a good rationale to do so.

Ensure you choose shots that represent the energy and excitement of Club Wembley. And ensure that whenever you show football players, that three are in the shot at any one time.

Third party photography

Third party photography



We also have access to use third party imagery. When selecting imagery please bear in mind that you are choosing an image that is appropriate to the rest of the content in the comm you are creating.

Please also consider that with third party imagery, you may not be able to crop the image. So ensure you are using full image, unless you have gained special permission to use the shots in an alternative way.

Ensure you choose shots that represent the energy and excitement of Club Wembley. And ensure that whenever you show football players, that three are in the shot at any one time.

The above applies across photography used in masterbrand and membership communications.

When using images, the right permissions need to be sought from the rights holder. Please consult the Club Wembley Marketing team if you want to use Third Party imagery.

Branded communication examples

Brochure



Branded communication examples

Press ad



The advertisement features a central photograph of England football players in white kits celebrating on the field. The player in the foreground has 'STERLING' and the number '7' on his back. The background is a blurred stadium filled with spectators. The text 'NOT JUST A SEAT' is overlaid in large, gold, sans-serif capital letters. Below the photo, there is a section titled 'ENGLAND IN 2017' with two paragraphs of text. At the bottom, there is contact information for the sales team and the Club Wembley logo and website address.

NOT JUST A SEAT

ENGLAND IN 2017

If you live and breathe England football and have sport and music running through your veins, you'll feel at home at Club Wembley.

We're already home to XX,XXX passionate fans from all corners of the country. Now you can be a part of it too.

—

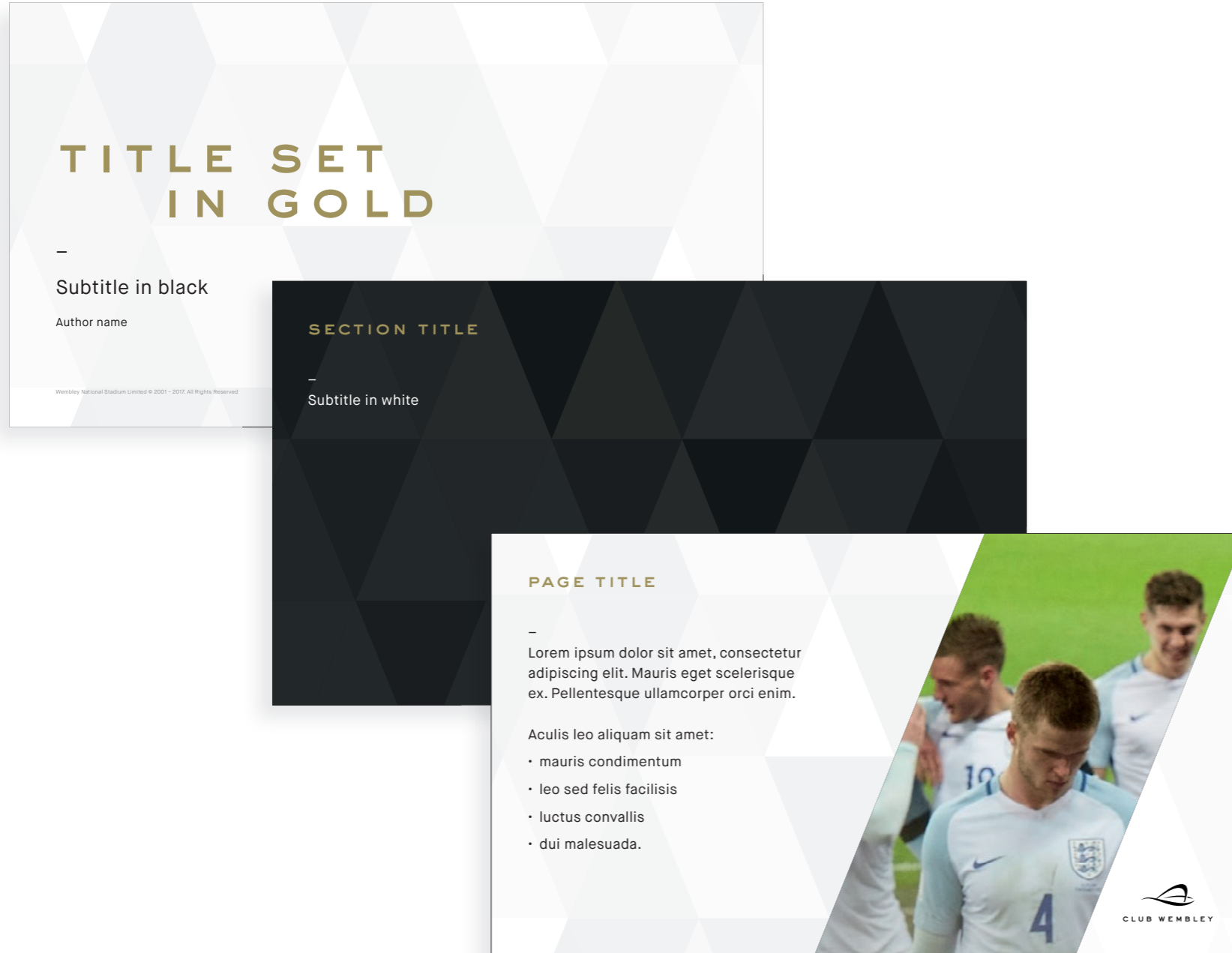
For more information on our membership tiers, please contact our Sales Team today:

0800 123 4567


CLUB WEMBLEY.COM

Branded communication examples

Powerpoint Presentation



Stadium Vision



Tone of voice



The Club Wembley way

Tone of voice pillars

Inspiring

Is not reserved, traditional or brash.
Is passionate, modern and uplifting.
So when we write, we're inspiring.

—

Real

Is not cold, corporate or aloof.
Is warm, human and approachable.
So when we write, we're real.

—

Dynamic

Is not fancy, obscure or passive.
Is clear, up-front and engaging.
So when we write, we're dynamic.

—

We want to sound like a member's club that everyone wants to join.

Not just a playground for the privileged few, but a home for the passionate many. So the words we use and the tone we strike are as important as the way we look, and the image we project.

That's why we have a unique tone of voice...

The Club Wembley way

Real

This is all about being open, down-to-earth and ready to engage whoever we're talking to – a must if we're going to be the club that everyone wants to join.

Real has a natural warmth. Real has a sense of humour. Real has equal respect for everyone – from a top tier member to a member of bar staff.

So this means we:

- Write with a natural flow
- Use bright, everyday language
- Steer clear of jargon or acronyms

Dynamic

We are a modern brand, driven and full of vitality. So our tone, the colour and pace of our writing should reflect this.

Dynamic is knowing what we want to say, and saying it. Dynamic is saying it in 10 words, not 20. Dynamic is making our members the focus.

So this means we:

- Write with energy and flow
- Say it with confidence
- Ask questions and pose ideas

Inspiring

Wembley – our home – has played host to some of the most iconic moments in our country's sporting, music and cultural history. But we know there's so much more to come.

Inspiring is about giving new generations the chance to be there, to see it and experience it for themselves.

So this means we:

- Write with a sense of drama
- Invite, tempt and tease
- Present new possibilities

Focus in

While our tone is about all of those things working together as one, you may need to shift or dial up the emphasis for what you're writing, and when.

For example:

A brand ad in a match day programme to attract new members might focus on being **INSPIRING**

An email to existing members welcoming them back at the start of the new season might be **DYNAMIC**

A follow-up phone call to prospective members might be the best time to focus on being **REAL**

Capturing the atmosphere

As a Club Wembley member, you're not just guaranteed the best seats in the house: you could be rubbing shoulders with football and music legends. That's what sets us apart. So let's find that sweet spot, and find a creative way to say it...

Not like this:

A great place to soak up and enjoy all the drama and excitement of the big day.

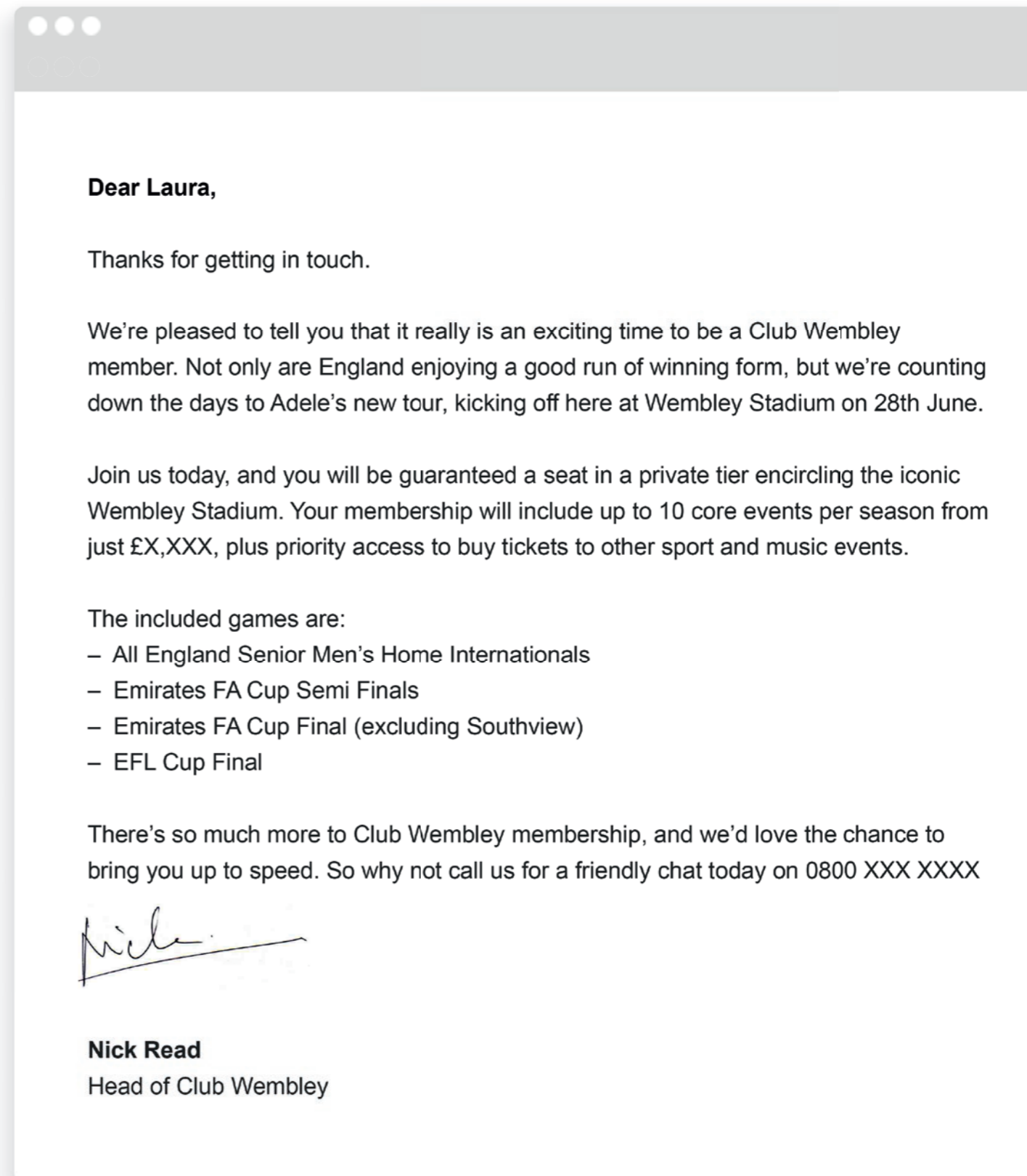
Like this:

You'll be wondering what it feels like for a 21 year-old to be representing his country. You can always ask him when he signs your shirt.

Tip:

Bring the experience to life with an upbeat conversational style – like you're describing the experience to a friend.

Example sales email



Membership Tiers



Private Box – Brand overview



1.



2.



3.



4.



5.

Our brand is made up of many assets. The following pages detail each of them and the part they play.

1. Logo
2. Colour
3. Typefaces
4. Shirt texture
5. Photography
6. Gold DNA

Private Box – Logo

Primary logo



As with all of the Club Wembley membership tiers, the logo for Private Box was constructed using the DNA as an underlying grid. The icon is intended to draw connotations of a box.

Please be considerate of which colour membership logo you are using. Make sure you use the right logo for maximum standout, avoiding similar colour backgrounds to the logo colour.

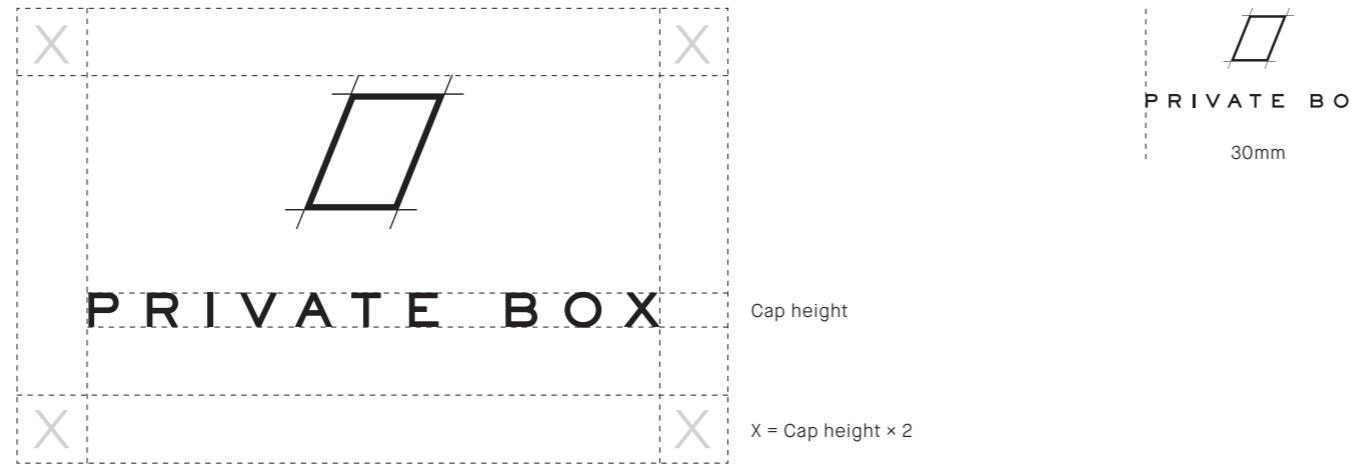
The logos are available in RGB, CMYK and Spot-colour and a range of file formats including; Ai, EPS, JPEG, PNG and TIFF.

Secondary logo



Private Box – Logo clearzones

Primary logo clearzone + minimum size



The logo should be left to stand alone without interference from other elements. The minimum clearzone is the cap height of the logo text $\times 2$ (X). Please ensure that no other elements enter this area. This rule also applies to the minimum size format logos.

Minimum size logos

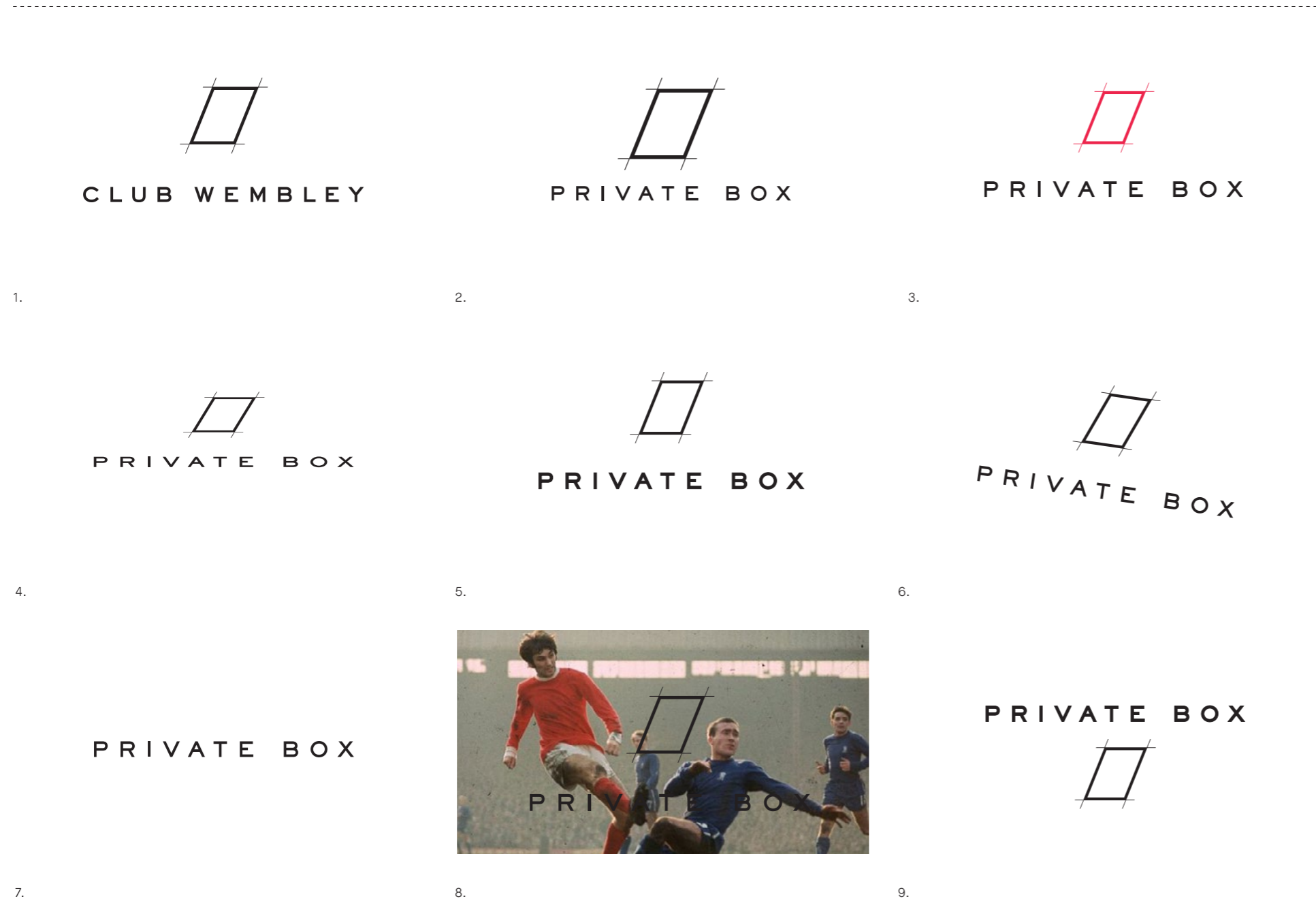
Both the Primary and Secondary logos can scale down to 30mm and 40mm in width respectively.

In some circumstances a smaller logo may be required, this will be considered on a case by case basis, please consult the Club Wembley marketing team if this is required.

Secondary logo clearzone + minimum size



Private Box – Incorrect logo usage



1. Do not mix membership and brand
2. Do not re-draw any of the elements
3. Do not re-colour the logo
4. Do not distort the logo
5. Do not alter the typeface
6. Do not rotate the logo
7. Do not remove any elements of the logo
8. Do not place the logo on an image or colour where it is illegible
9. Do not change the logo hierarchy

Private Box – Colour

Colour values



Colour distribution diagram



The Private Box colour palette is predominantly made up of two colours: black and white. The colour values are highlighted on the left.

Colour distribution

The diagram on the left highlights the percentage of colour that ideally should be used. This guide will help us to maintain a consistent look and feel across all our communications.

- **Black:**
Private Box utilises black as its core colour to help distinguish it from the other membership tiers. This is will help focus attention on what is on the particular piece of communication.
- **White:**
Used for logo and body copy.

Private Box – Typefaces

Sackers Gothic Std.

A A B B

Our typography is not only a visual indicator for our brand but it is our tool to communicate with our audience. We use Sackers Gothic Std. for our hero typography and the Superior Title font family for all of our sub-headings and body copy.

Maison Neue

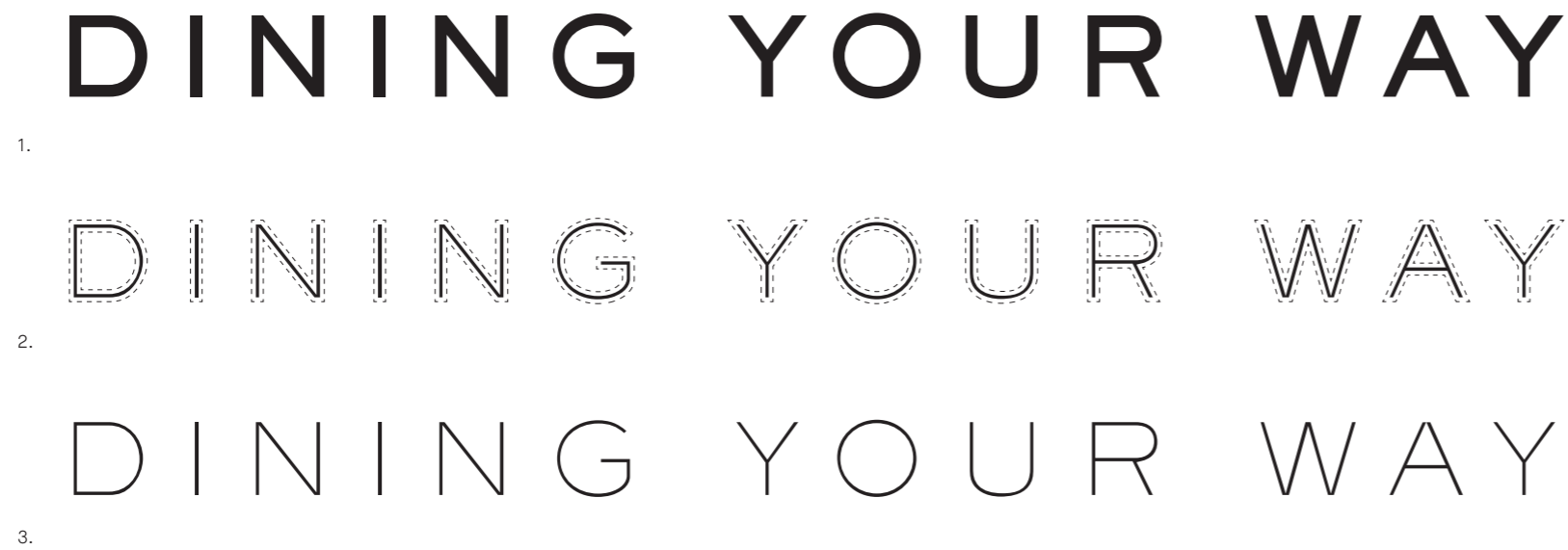
Aa Bb Cc Dd

Private Box – Hero type treatment

Hero type



3 step process



Our hero typography is a key feature of our look and feel and is used for headlines only.

There is a 3 step process demonstrated on the right to show how to create the type treatment.

1. Type out your headline
2. Create outlines
3. Delete the old glyphs to reveal hero type

Please note that kerning adjustments may need to be made.

The example left was created using the following:

Sackers Gothic Std Heavy (lowercase)

Size: 140pt Kerning: Optical

Leading: 210pt Tracking: 200

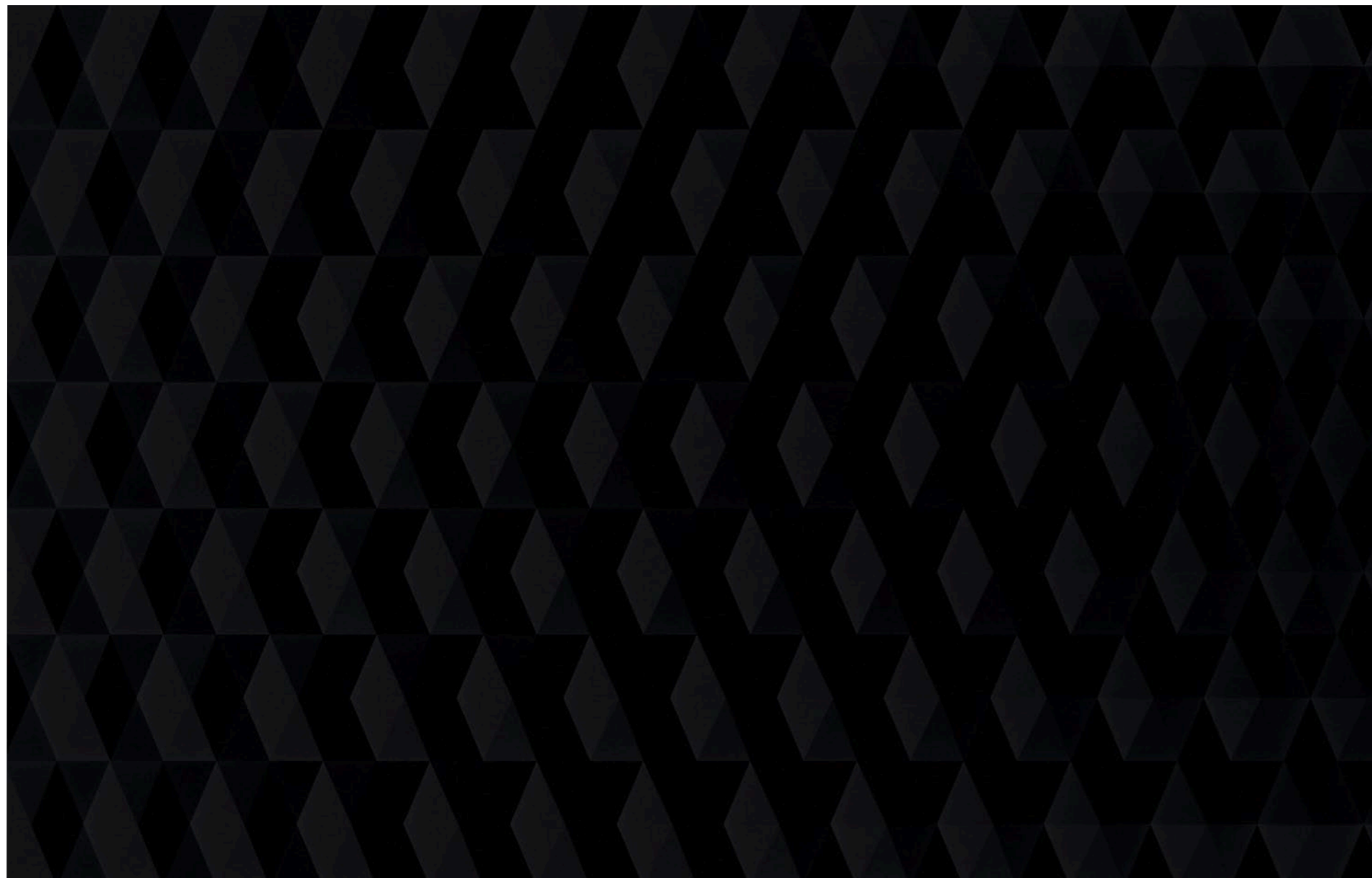
Offset Path

Offset: -2mm Miter Limit: 4

Joins: Miter

Private Box – Primary background texture

Primary background texture



The primary background is a 3D render of the DNA. It has been created as a means to draw connotations to the architectural side of Private Box. It should be used for all our top level branding branded communications.

Private Box – Secondary background texture

Secondary background texture



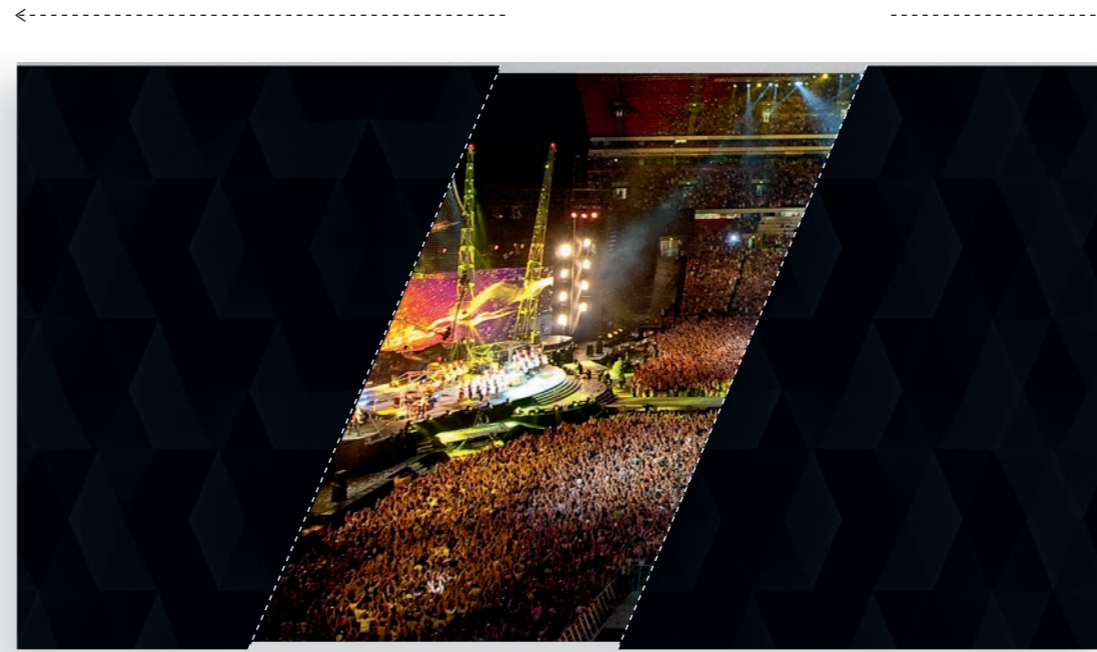
We've created a lighter background to use for brochure spreads and for other instances where the primary background won't work.

Private Box – Branded communication examples

Brochure cover



1. Brochure box: with perforated strip at 22° angle



2. Brochure box: removed strip reveals flanking sleeves



3. Brochure cover

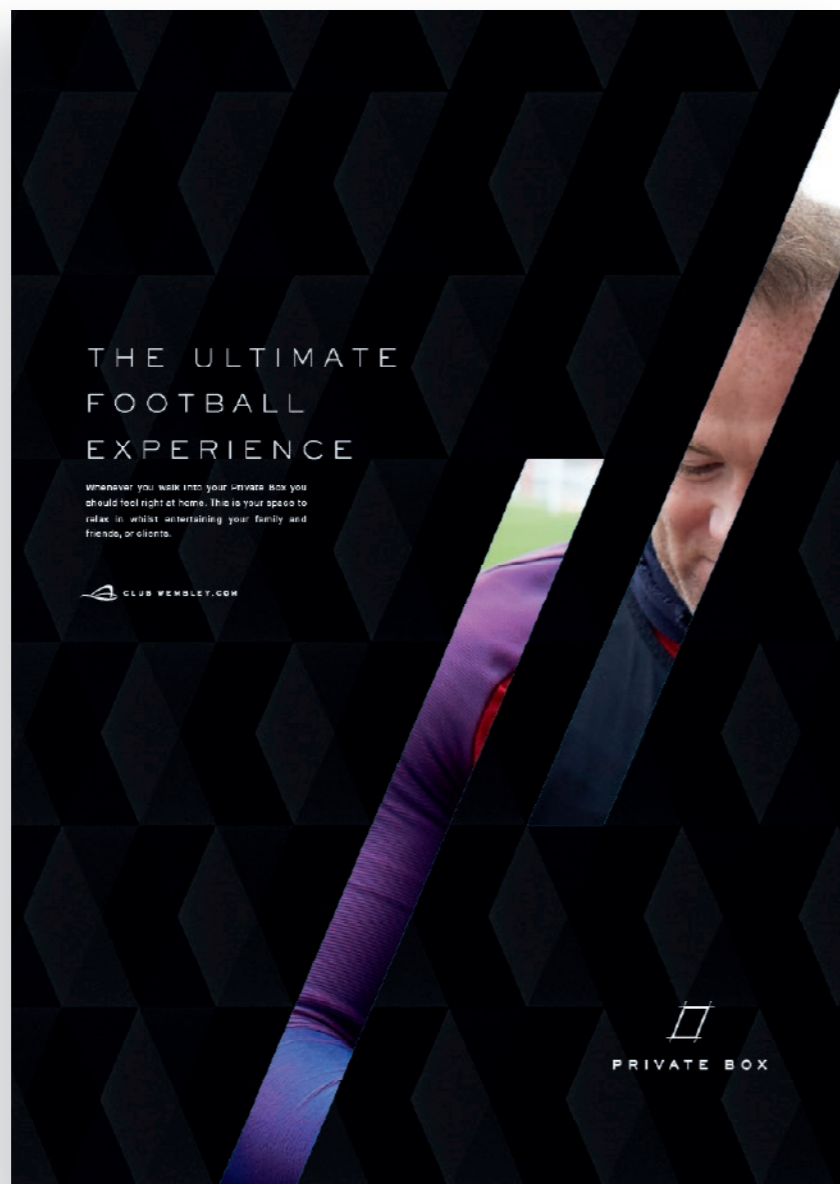
Private Box – Branded communication examples

Brochure spread



Private Box – Branded communication examples

Press ad (with one image)



Press ad (with multiple images)



One Twenty – Brand overview



1.



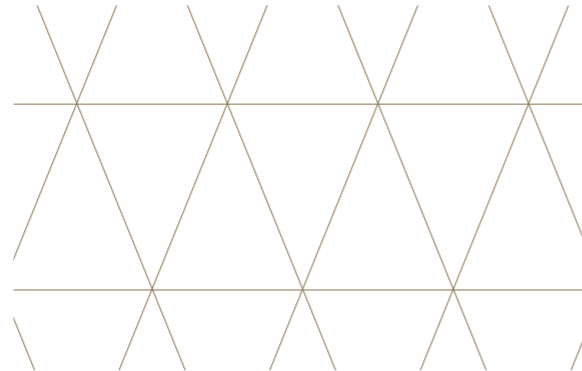
2.



3.



4.



5.

Our brand is made up of many assets. The following pages detail each of them and the part they play.

1. Logo
2. Colour
3. Typefaces
4. Shirt texture
5. Gold DNA

One Twenty – Logo

Primary logo



As with all of the Club Wembley membership tiers, the logo for One Twenty was constructed using the DNA as an underlying grid. The icon is intended to draw connotations of being top of the Club Wembely tiers.

Please be considerate of which colour membership logo you are using. Make sure you use the right logo for maximum standout, avoiding similar colour backgrounds to the logo colour.

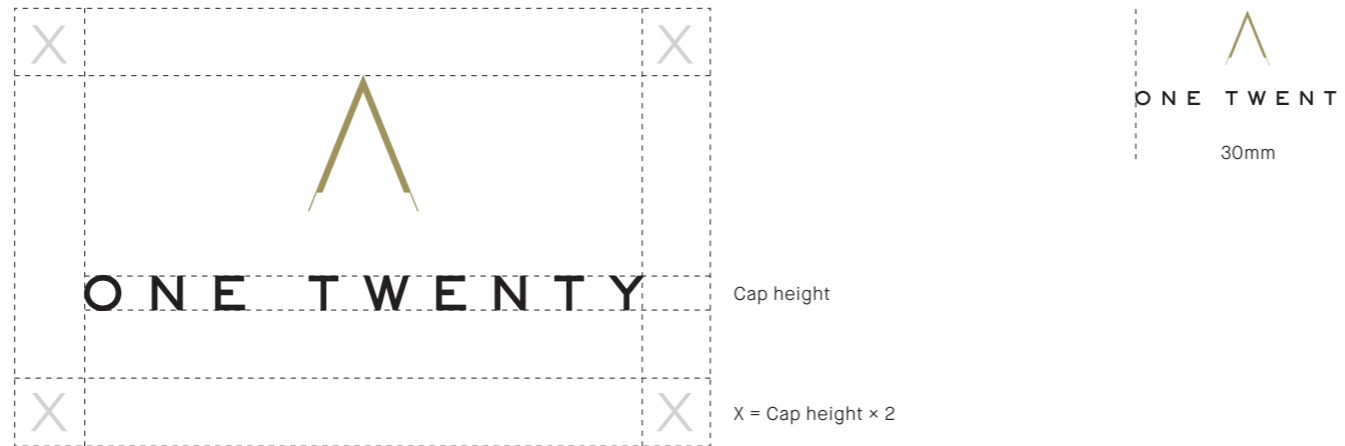
The logos are available in RGB, CMYK and Spot-colour and a range of file formats including; Ai, EPS, JPEG, PNG and TIFF.

Secondary Logo



One Twenty – Logo clearzones

Primary logo clearzone + minimum size



The logo should be left to stand alone without interference from other elements. The minimum clearzone is the cap height of the logo text × 2 (X). Please ensure that no other elements enter this area. This rule also applies to the minimum size format logos.

Minimum size logos

Both the Primary and Secondary logos can scale down to 30mm and 40mm in width respectively.

In some circumstances a smaller logo may be required, this will be considered on a case by case basis, please consult the Club Wembley marketing team if this is required.

Secondary logo clearzone + minimum size



One Twenty – Incorrect logo usage



1. Do not mix membership and brand
2. Do not re-draw any of the elements
3. Do not re-colour the logo
4. Do not distort the logo
5. Do not alter the typeface
6. Do not rotate the logo
7. Do not remove any elements of the logo
8. Do not place the logo on an image or colour where it is illegible
9. Do not change the logo hierarchy

One Twenty – Background texture

Background texture

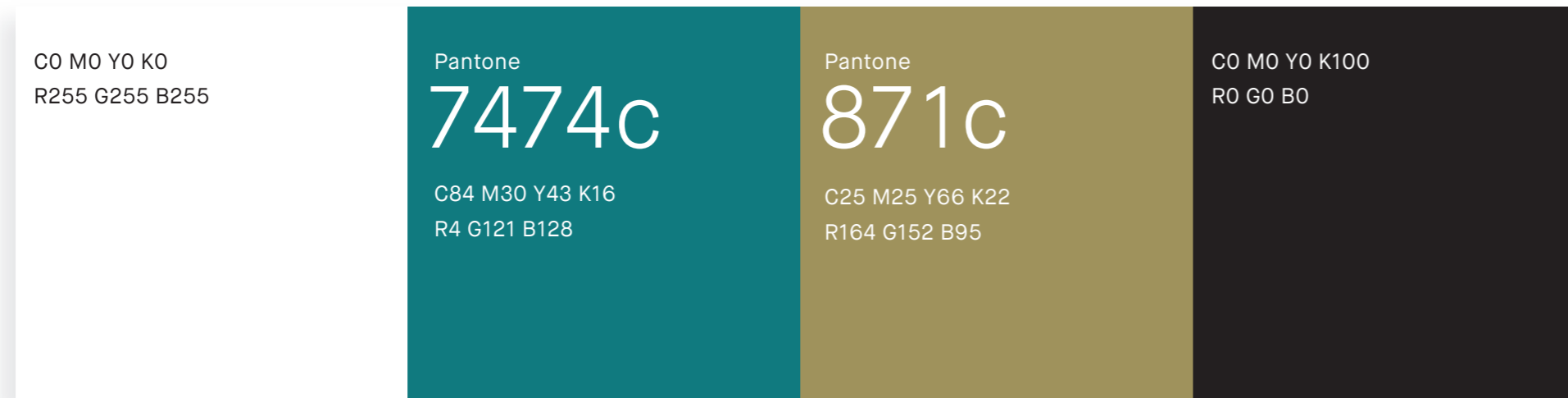


The pearl is a rare jewel of great value and worth. It is therefore a fitting texture background to represent our most premium membership tier the One Twenty.

The pearl texture is our preferred choice when using teal.

One Twenty – Colour

Colour values



The One Twenty colour palette is made up of four colours: white, teal, gold and black. The colour values are highlighted on the left.

Colour distribution

The diagram on the left highlights the percentage of colour that ideally should be used. This guide will help us to maintain a consistent look and feel across all our communications.

- White
Our brand is predominantly made up of white space. This is intentional as it will help to focus attention on what is on the particular piece of communication.
- Teal or Pearl texture
A flash of our teal or the pearl texture is to be used to help the brand stand apart from the other membership tiers. The Pearl texture is our preferred choice between the two.
- Gold
This is another accent colour and should be used sparingly and where appropriate. The DNA is a good place to start. Where possible should be printed as a pantone.
- Black
Mainly used in terms or logo and body copy.

Colour distribution diagram



One Twenty – Typefaces

Sackers Gothic Std.

A A B B

Our typography is not only a visual indicator for our brand but it is our tool to communicate with our audience. We use Sackers Gothic Std. for our hero typography and the Maison Neue font family for all of our sub-headings and body copy.

Maison Neue

Aa Bb Cc Dd

One Twenty – DNA graphic

DNA graphic



The One Twenty DNA is based on the Club Wembley DNA but it is rendered with a keyline and coloured in blue.

To make it feel fresh and different to the other tiers we have masked the asset so that no edges are visible. This helps it to blend into imagery and typography.

Feel free to be creative with the DNA but also be considerate of over use. A degree of designers' discretion is needed. In the branded communication page you can see how the DNA has been used to shape images while also as a device to lead you into the bodycopy.

One Twenty – Branded communication examples

Brochure spread



Bobby Moore – Brand overview

Our brand is made up of many assets. The following pages detail each of them and the part they play.

1. Logo
2. Colour
3. Typefaces
4. Shirt texture
5. Gold DNA



1.



2.



3.



4.



5.

Bobby Moore – Logo

Primary logo



As with all of the Club Wembley membership tiers, the logo for Bobby Moore was constructed using the DNA as an underlying grid. The '6' icon is intended to draw connotations to the numbered shirt that the England 1966 World Cup winning captain, Bobby Moore, wore.

Please be considerate of which colour membership logo you are using. Make sure you use the right logo for maximum standout, avoiding similar colour backgrounds to the logo colour.

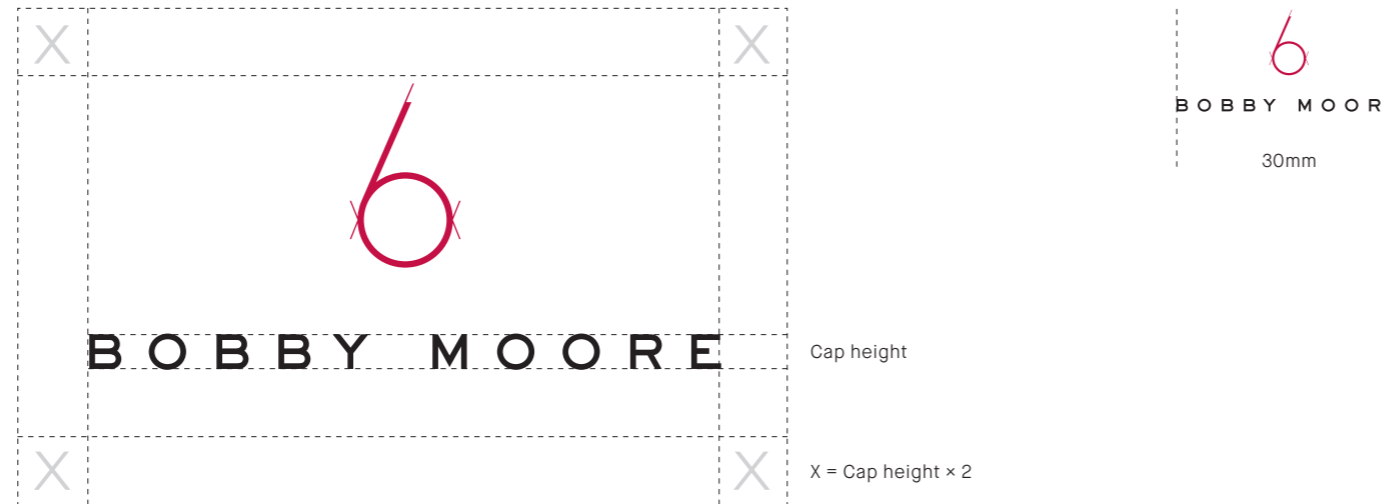
The logos are available in RGB, CMYK and Spot-colour and a range of file formats including; Ai, EPS, JPEG, PNG and TIFF.

Secondary logo



Bobby Moore – Logo clearzones

Primary logo clearzone + minimum size



The logo should be left to stand alone without interference from other elements. The minimum clearzone is the cap height of the logo text × 2 (X). Please ensure that no other elements enter this area. This rule also applies to the minimum size format logos.

Minimum size logos

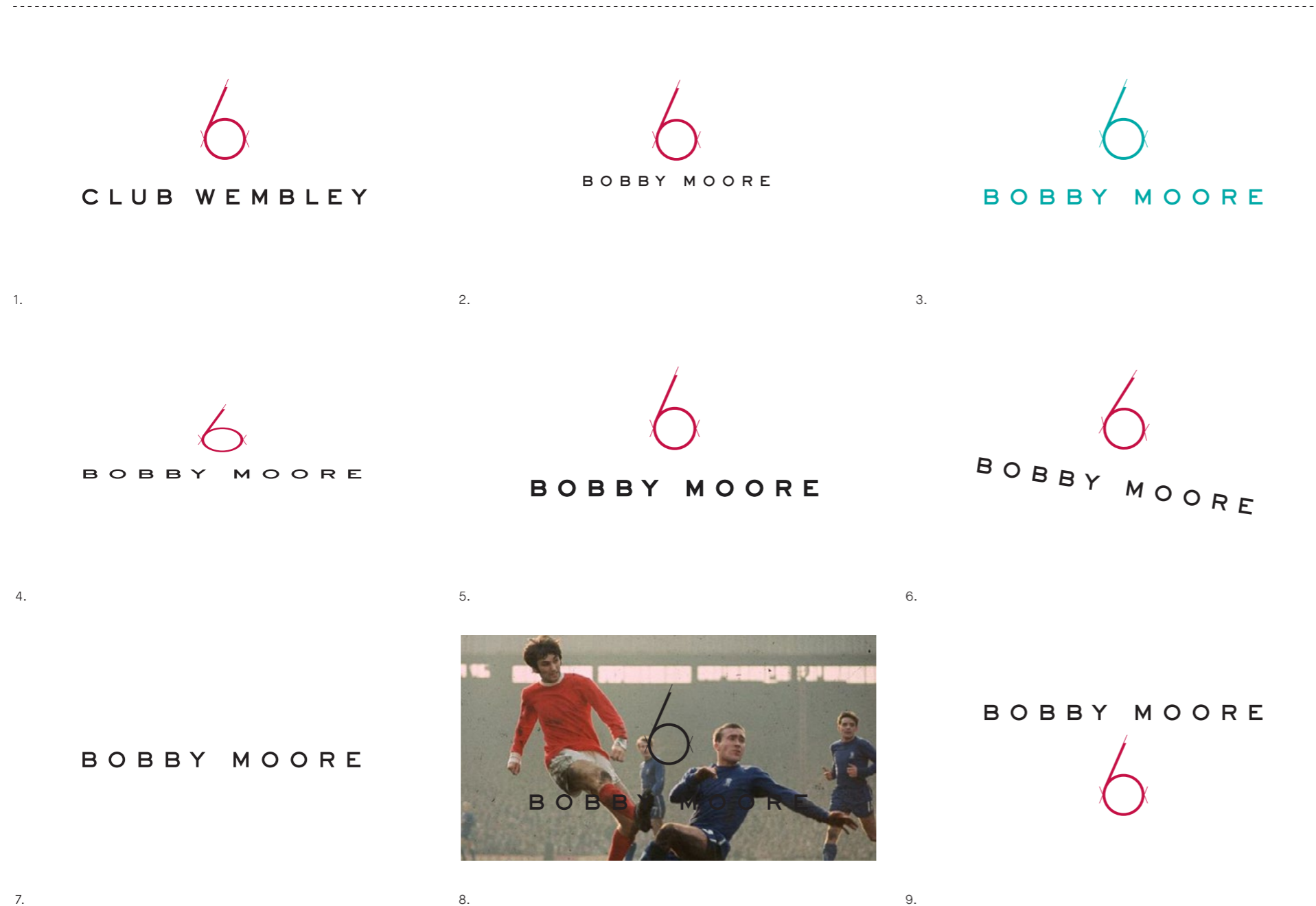
Both the Primary and Secondary logos can scale down to 30mm and 40mm in width respectively.

In some circumstances a smaller logo may be required, this will be considered on a case by case basis, please consult the Club Wembley marketing team if this is required.

Secondary logo clearzone + minimum size



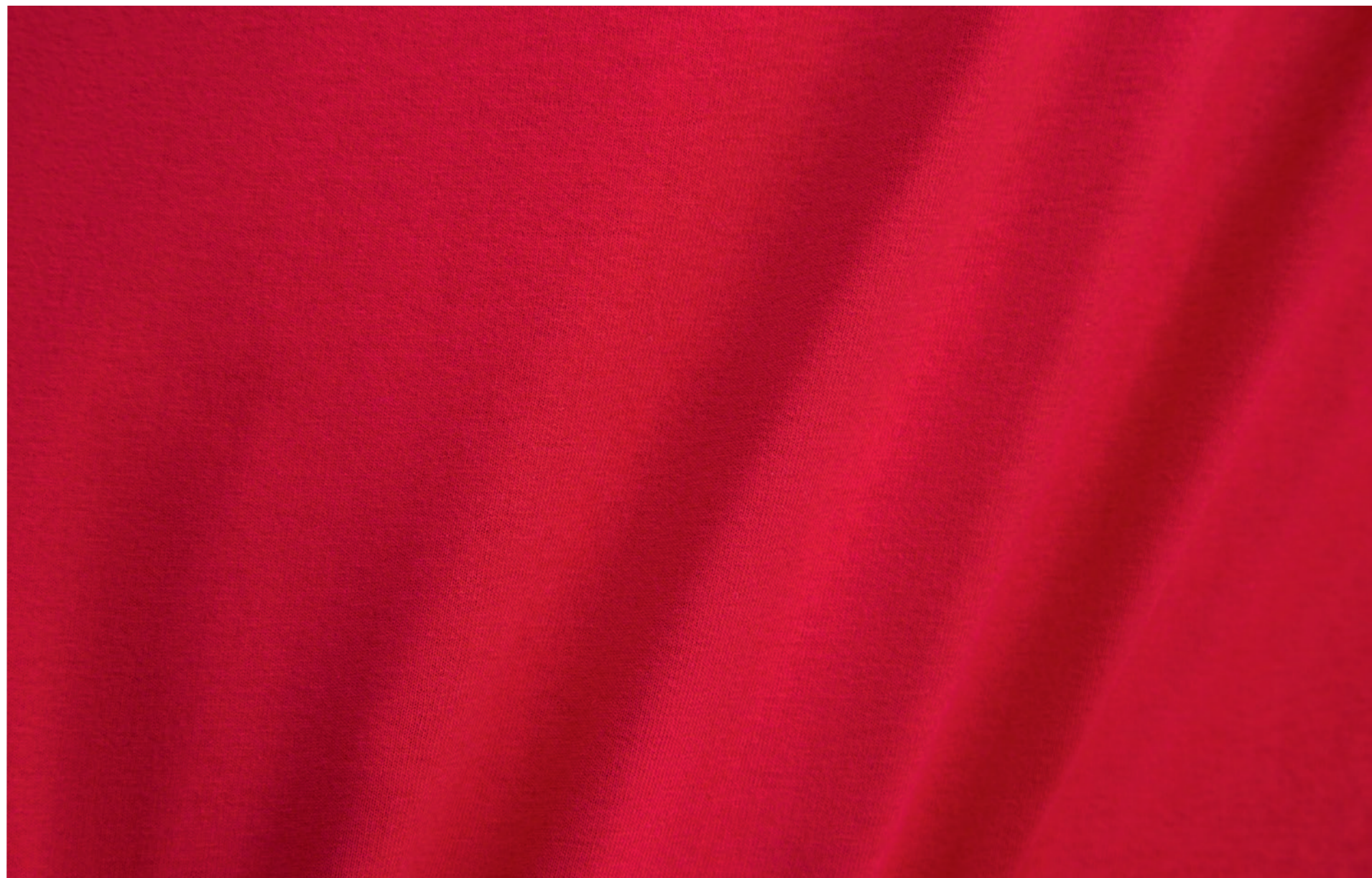
Bobby Moore – Incorrect logo usage



1. Do not mix membership and brand
2. Do not re-draw any of the elements
3. Do not re-colour the logo
4. Do not distort the logo
5. Do not alter the typeface
6. Do not rotate the logo
7. Do not remove any elements of the logo
8. Do not place the logo on an image or colour where it is illegible
9. Do not change the logo hierarchy

Bobby Moore – Background texture

Background texture

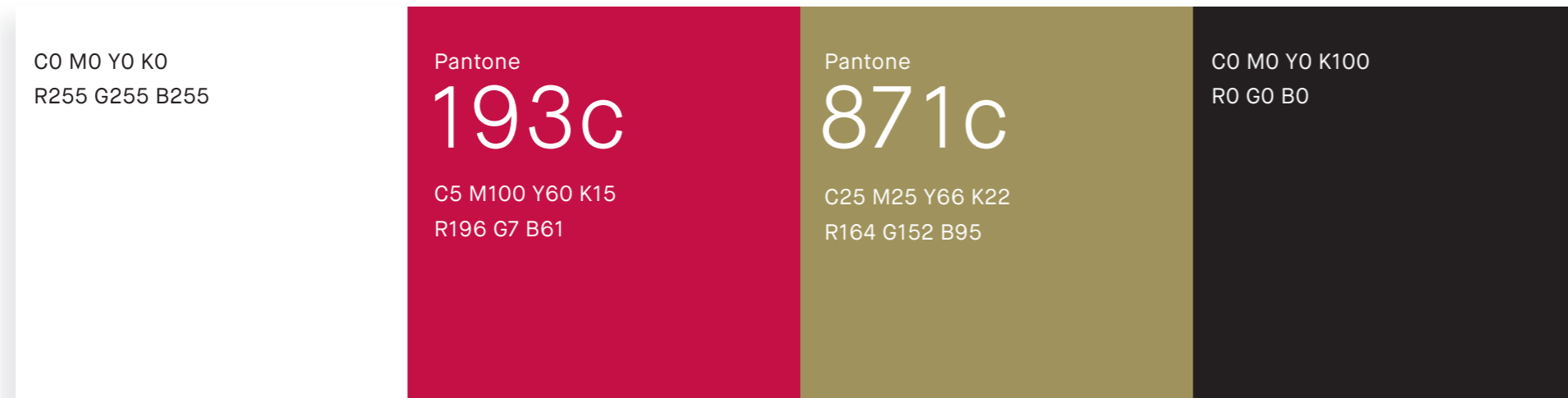


The Bobby Moore background texture is a photograph of the shirt he wore in that legendary '66 World Cup.

The shirt texture is our preferred choice when using red.

Bobby Moore – Colour

Colour values



Colour distribution diagram



The Bobby Moore colour palette is made up of four colours: red, gold, white and black. The colour values are highlighted on the left.

Colour distribution

The diagram on the left highlights the percentage of colour that ideally should be used. This guide will help us to maintain a consistent look and feel across all our communications.

- **White:**
Our brand is predominantly made up of white space. This is intentional as it will help to focus attention on what is on the particular piece of communication.
- **Red or Shirt texture:**
A flash of our red or the shirt texture is to be used to help the brand stand apart from the other membership tiers. The shirt texture is our preferred choice when using red.
- **Gold:**
This is another accent colour and should be used sparingly and where appropriate. The DNA is a good place to start. Where possible should be printed as a pantone.
- **Black:**
Mainly used in logo and body copy.

Bobby Moore – Typefaces

Sackers Gothic Std.

A A B B

Our typography is not only a visual indicator for our brand but it is our tool to communicate with our audience. We use Sackers Gothic Std. for our hero typography and the Superior Title font family for all of our sub-headings and body copy.

Superior Title

A a B b C c D d

Bobby Moore – Type treatment

Type treatment 1



Type treatment 2

FAMOUS
for a reason

Our hero typography is a key feature of our look and feel. It is constructed using two typefaces. The key word of the headline should feature in Sackers Gothic Std Heavy (lowercase) and the supporting words should be rendered with Superior Title Regular Italic.

We have two type treatments executions. The the type treatment 1 has the key word of the headline bleed over the imagery. Please ensure to match the colour of the background texture so that this works effectively.

Type treatment 2 should be rendered in Bobby Moore Red or black. Please don't use this over imagery.

Please note that kerning adjustments may need to be made.

The examples left are created using the following:

Sackers Gothic Std Heavy (lowercase)

Size:	84pt	Kerning:	Optical
Leading:	84pt	Tracking:	20

Superior Title Regular Italic (lowercase)

Size:	25pt	Kerning:	Optical
Leading:	27pt	Tracking:	0

Bobby Moore – DNA graphic

DNA graphic



The Bobby Moore DNA is based on the Club Wembley DNA but it is rendered with a keyline and coloured in blue.

To make it feel fresh and different to the other tiers we have masked the asset so that no edges are visible. This helps it to blend into imagery and typography.

Feel free to be creative with the DNA but also be considerate of over use. A degree of designers' discretion is needed. In the branded communication pages you can see how the DNA has been used to shape images while also as a device to lead you into the bodycopy.

Bobby Moore – Branded communication examples

Brochure

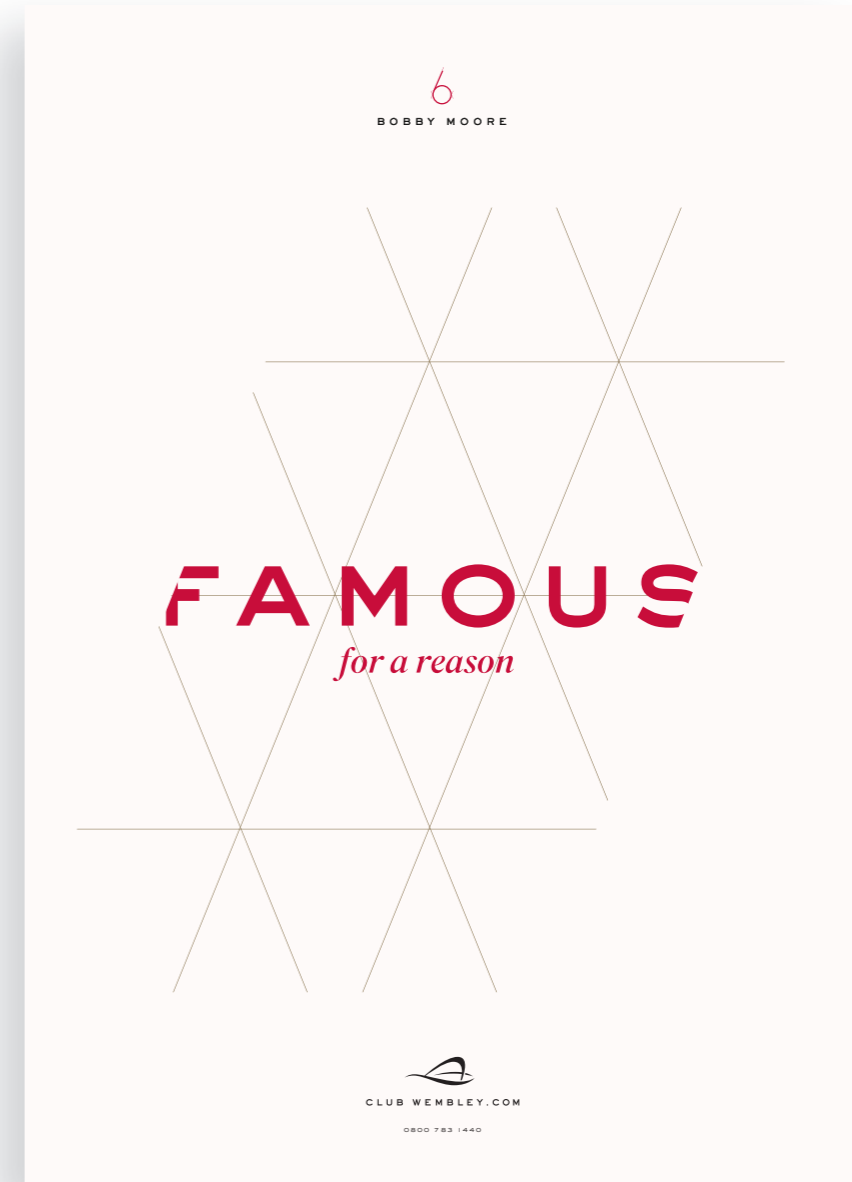


Bobby Moore – Branded communication examples

Press ad



OOH



Centre Circle – Brand overview



1.



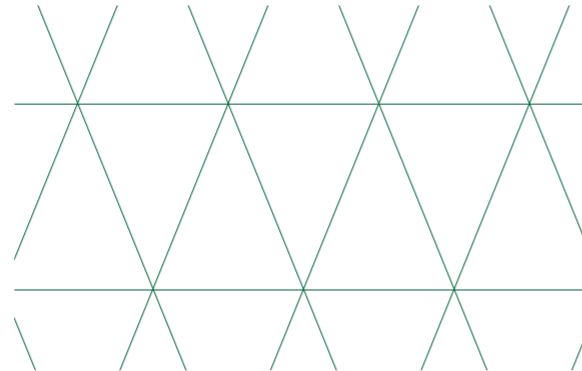
2.



3.



4.



5.

Our brand is made up of many assets. The following pages detail each of them and the part they play.

1. Logo
2. Colour
3. Typefaces
4. Background texture
5. Green DNA

Centre Circle – Logo

Primary logo



Secondary logo



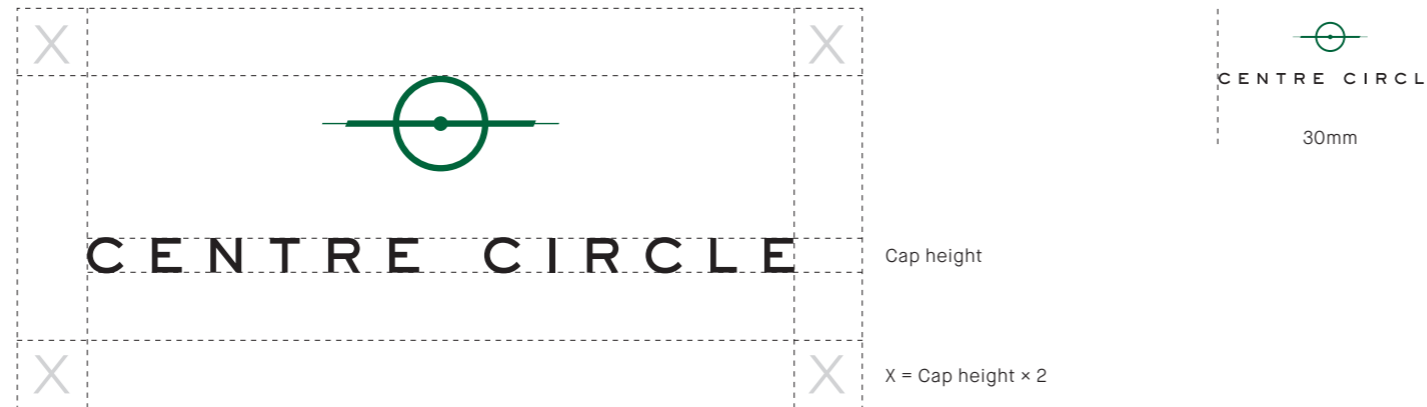
As with all of the Club Wembley membership tiers, the logo for Centre Circle was constructed using the DNA as an underlying grid.

Please be considerate of which colour membership logo you are using. Make sure you use the right logo for maximum standout, avoiding similar colour backgrounds to the logo colour.

The logos are available in RGB, CMYK and Spot-colour in the following file formats; Ai, EPS, JPEG, PNG and TIFF.

Centre Circle – Logo clearzones

Primary logo clearzone + minimum size



The logo should be left to stand alone without interference from other elements. The minimum clearzone is the cap height of the logo text × 2 (X). Please ensure that no other elements enter this area. This rule also applies to the minimum size format logos.

Minimum size

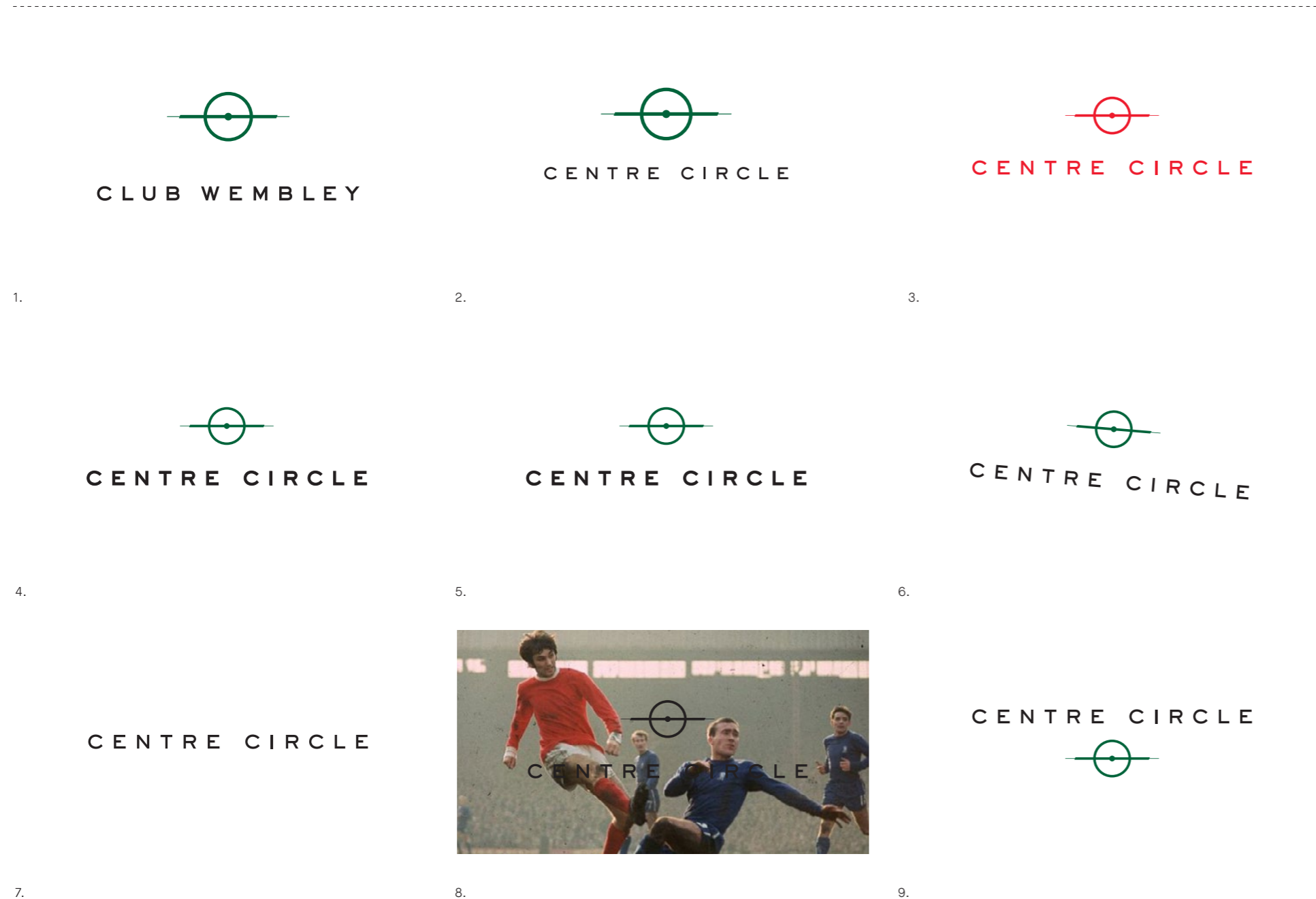
Both the Primary and Secondary logos can scale down to 30mm and 40mm in width respectively.

In some circumstances a smaller logo may be required, this will be considered on a case by case basis, please consult the Club Wembley marketing team if this is required.

Secondary logo clearzone + minimum size



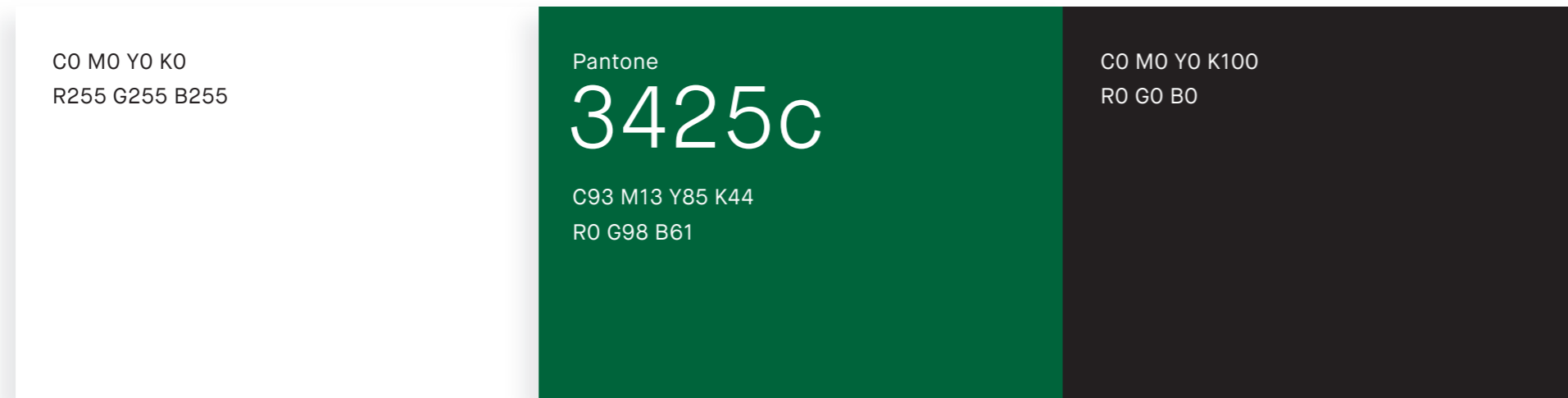
Centre Circle – Incorrect logo usage



1. Do not mix membership and brand
2. Do not re-draw any of the elements
3. Do not re-colour the logo
4. Do not distort the logo
5. Do not alter the typeface
6. Do not rotate the logo
7. Do not remove any elements of the logo
8. Do not place the logo on an image or colour where it is illegible
9. Do not change the logo hierarchy

Centre Circle – Colour

Colour values



The Centre Circle colour palette is made up of three colours: green, white and black. The colour values are highlighted on the left.

Colour distribution

The diagram on the left highlights the percentage of colour that ideally should be used. This guide will help us to maintain a consistent look and feel across all our communications.

- Green
Our brand is predominantly made up of green space. This is intentional as it will help to focus attention on what is on the particular piece of communication.
- White
This is our main colour for typography, predominantly used for our body copy and sub-headings.
- Black
This is our accent colour and should be used sparingly and where appropriate.

Colour distribution diagram



Centre Circle – Typeface

Sackers Gothic Std.

A A B B

Our typography is not only a visual indicator for our brand but it is our tool to communicate with our audience. We use Sackers Gothic Std. for our hero typography and the Superior Title font family for all of our sub-headings and body copy.

Superior Title

Aa Bb Cc Dd

Centre Circle – Type treatment

How to create hero typography



Be playful with your headlines. Track, stack and shift to ensure standout and to give your headlines character. Do not incorporate the 22° angle cut as this is for the Club Wembley Masterbrand only.

The examples left are created using the following:

Sackers Gothic Std Heavy (lowercase)

Size: 80pt Kerning: Optical

Leading: 85pt Tracking: 200

Please note that kerning adjustments may need to be made.

Centre Circle – Background texture and logo placement

Background texture



The Centre Circle background graphic was created from the DNA and utilises the bgreen from this tier's colour palette.

The background texture is just as important as our other assets. It helps set the tone for our visual language and is used underneath most of our content.

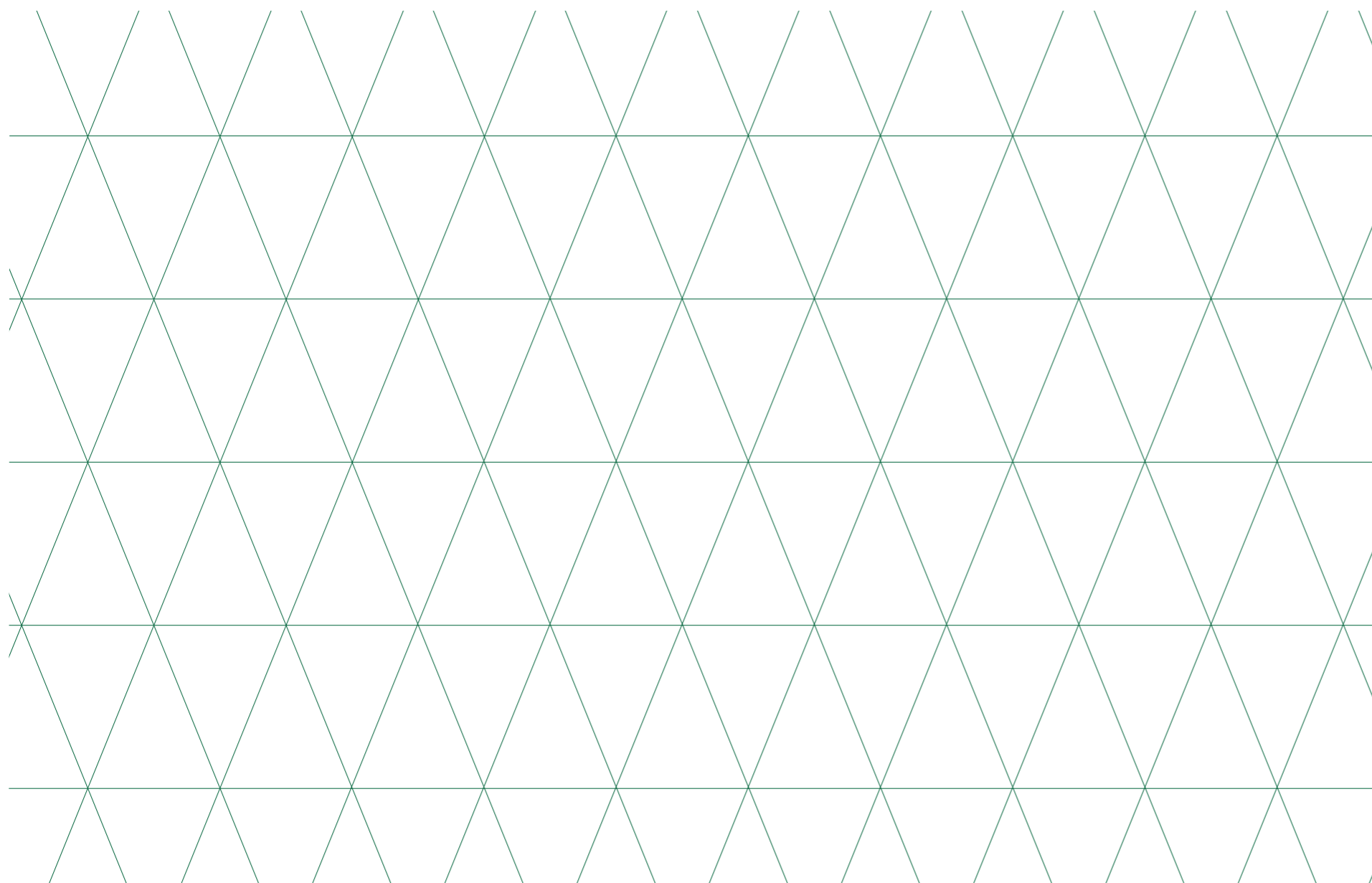
The texture can be cropped to help frame imagery. When cropping the texture, always use a 22° angle and butt the image cleanly to the edge of a column of triangles.

There is a degree of designers' discretion that needs to be used but the flexibility enables the designer to be creative and to have some fun.

There is no sizing rule for the relationship of the logo and the background texture, but when placing the logo onto the texture please try and position the logo as left, so the middle part of our O sits directly in the middle of a cluster of triangles on the background texture.

Centre Circle – DNA graphic

DNA graphic



The Centre Circle DNA graphic is based on the Club Wembley DNA but it is rendered with a keyline and coloured green.

To make it feel fresh and different to the other tiers we have masked the asset so that no edges are visible. This helps it to blend into imagery and typography.

Feel free to be creative with the DNA but also be considerate of over use. A degree of designers' discretion is needed. The DNA can be used to shape images while also as a possible device to lead you into bodycopy.

Inner Circle – Brand overview

Our brand is made up of many assets. The following pages detail each of them and the part they play.

1. Logo
2. Colour
3. Typefaces
4. Background texture
5. Blue DNA



1.



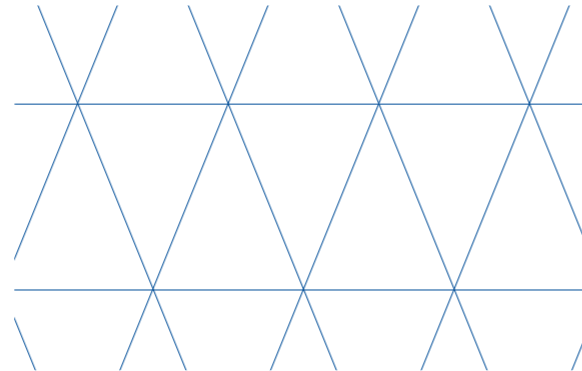
2.



3.



4.



5.

Inner Circle – Logo

Primary logo



Secondary logo



As with all of the Club Wembley membership tiers, the logo for Inner Circle was constructed using the DNA as an underlying grid.

Please be considerate of which colour membership logo you are using. Make sure you use the right logo for maximum standout, avoiding similar colour backgrounds to the logo colour.

The logos are available in RGB, CMYK and Spot-colour in the following file formats; Ai, EPS, JPEG, PNG and TIFF.

Inner Circle – Logo clearzones

Primary logo clearzone + minimum size



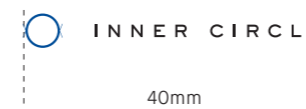
The logo should be left to stand alone without interference from other elements. The minimum clearzone is the cap height of the logo text x 2 (X). Please ensure that no other elements enter this area. This rule also applies to the minimum size format logos.

Minimum size

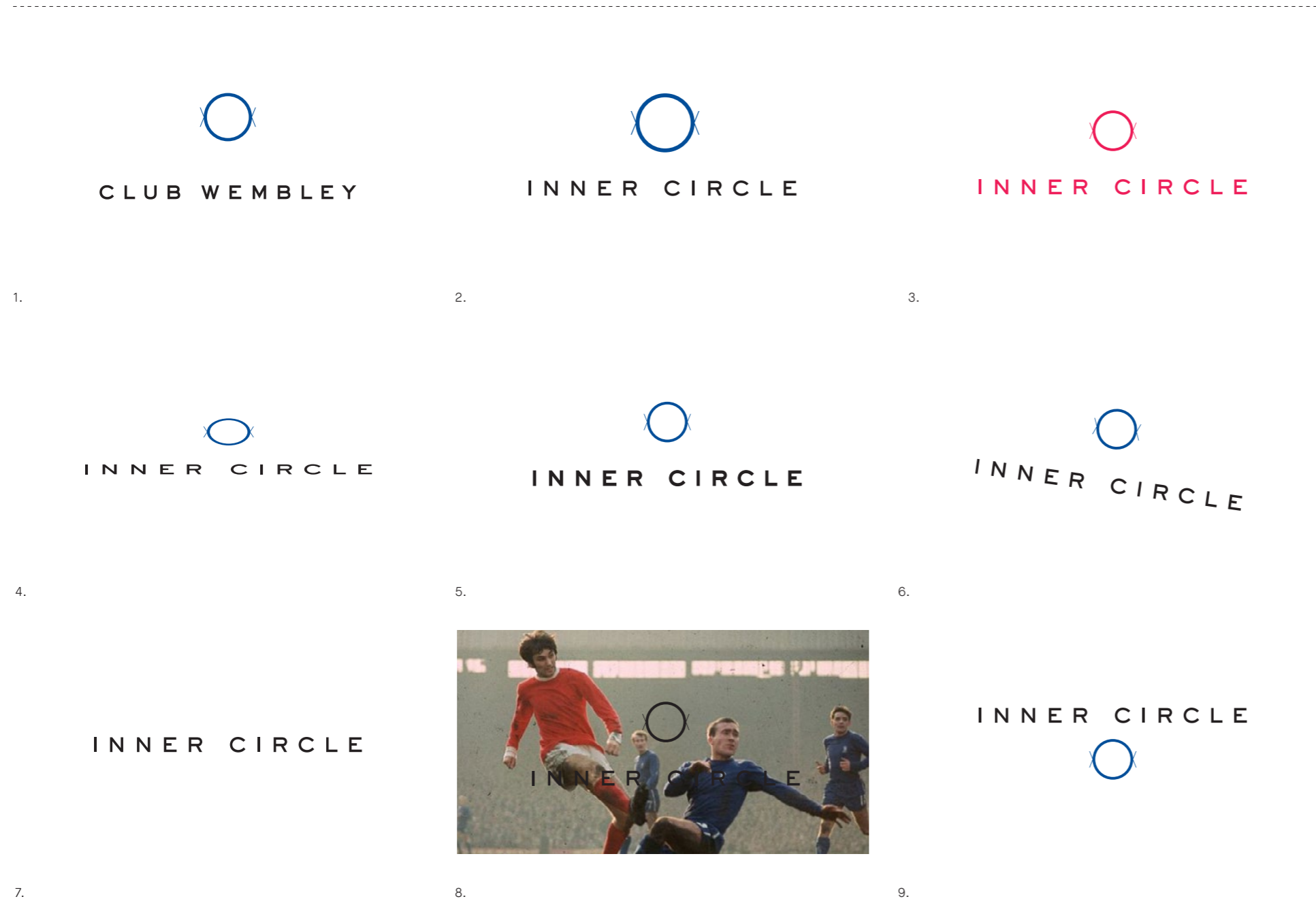
Both the Primary and Secondary logos can scale down to 30mm and 40mm in width respectively.

In some circumstances a smaller logo may be required, this will be considered on a case by case basis, please consult the Club Wembley marketing team if this is required.

Secondary logo clearzone + minimum size



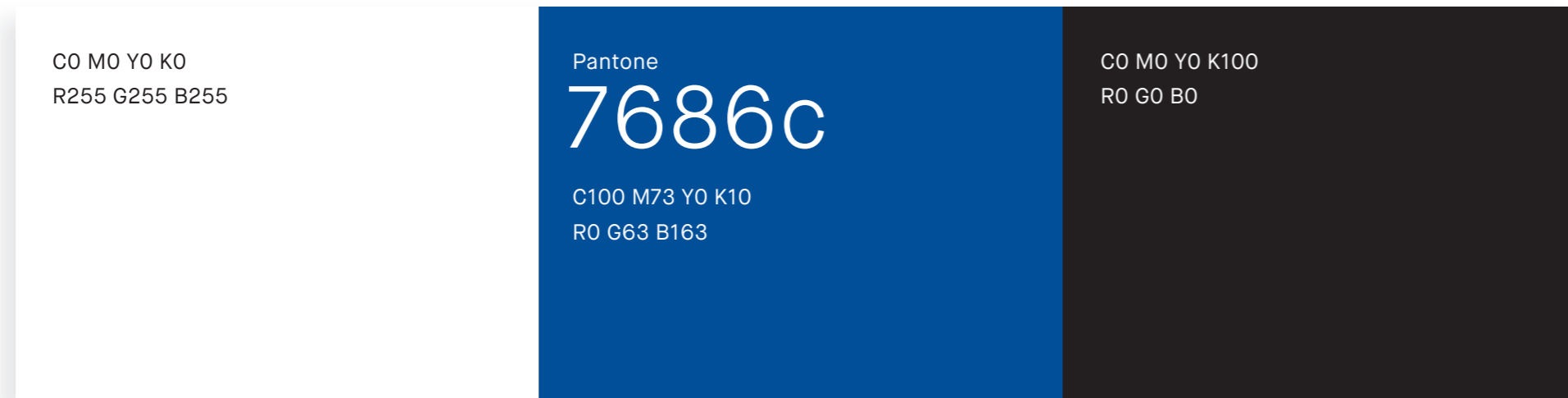
Inner Circle – Incorrect logo usage



1. Do not mix membership and brand
2. Do not re-draw any of the elements
3. Do not re-colour the logo
4. Do not distort the logo
5. Do not alter the typeface
6. Do not rotate the logo
7. Do not remove any elements of the logo
8. Do not place the logo on an image or colour where it is illegible
9. Do not change the logo hierarchy

Inner Circle – Colour

Colour values



The Inner Circle colour palette is made up of three colours: blue, white and black. The colour values are highlighted on the left.

Colour distribution

The diagram on the left highlights the percentage of colour that ideally should be used. This guide will help us to maintain a consistent look and feel across all our communications.

- Blue
Our brand is predominantly made up of blue space. This is intentional as it will help to focus attention on what is on the particular piece of communication.
- White
This is our main colour for typography, predominantly used for our body copy and sub-headings.
- Black
This is our accent colour and should be used sparingly and where appropriate.

Colour distribution diagram



Inner Circle – Typeface

Sackers Gothic Std.

A A B B

Our typography is not only a visual indicator for our brand but it is our tool to communicate with our audience. We use Sackers Gothic Std. for our hero typography and the Superior Title font family for all of our sub-headings and body copy.

Superior Title

Aa Bb Cc Dd

Inner Circle – Type treatment

How to create hero typography



Be playful with your headlines. Track, stack and shift to ensure standout and to give your headlines character. Do not incorporate the 22° angle cut as this is for the Club Wembley Masterbrand only.

The examples left are created using the following:

Sackers Gothic Std Heavy (lowercase)

Size: 80pt Kerning: Optical

Leading: 85pt Tracking: 200

Please note that kerning adjustments may need to be made.

Inner Circle – Background texture and logo placement

Background texture



The Inner Circle background graphic was created from the DNA and utilises the blue from this tier's colour palette.

The background texture is just as important as our other assets. It helps set the tone for our visual language and is used underneath most of our content.

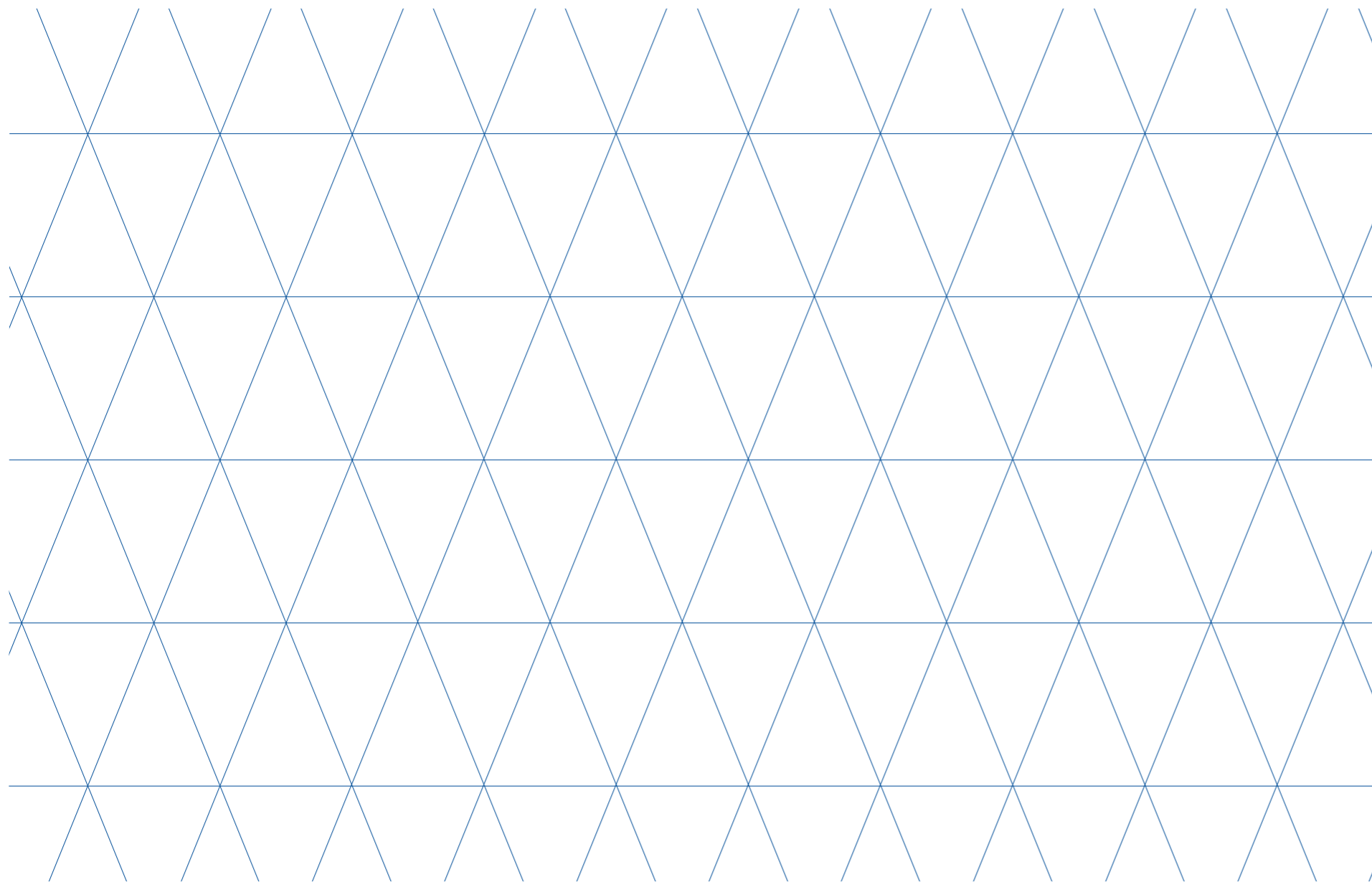
The texture can be cropped to help frame imagery. When cropping the texture, always use a 22° angle and butt the image cleanly to the edge of a column of triangles.

There is a degree of designers' discretion that needs to be used but the flexibility enables the designer to be creative and to have some fun.

There is no sizing rule for the relationship of the logo and the background texture, but when placing the logo onto the texture please try and position the logo as left, so the middle part of our O sits directly in the middle of a cluster of triangles on the background texture.

Inner Circle – DNA graphic

DNA graphic



The Inner Circle DNA graphic is based on the Club Wembley DNA but it is rendered with a keyline and coloured in blue.

To make it feel fresh and different to the other tiers we have masked the asset so that no edges are visible. This helps it to blend into imagery and typography.

Feel free to be creative with the DNA but also be considerate of over use. A degree of designers' discretion is needed. In the branded communication page you can see how the DNA has been used to shape images while also as a device to lead you into the bodycopy.

Inner Circle – Branded communication example

Brochure spread



Southview – Brand overview



Our brand is made up of many assets. The following pages detail each of them and the part they play.

1. Retention logo
2. Acquisition logo
3. Colour
4. Typefaces
5. Background texture

Southview – Retention logo

Primary logo (retention)



Secondary logo (retention)



As with all of the Club Wembley membership tiers, the logo for Southview was constructed using the DNA as an underlying grid.

The Retention Logo is to be used for existing Club Wembley members' branded communications and for any signage/in stadia graphics.

Please be considerate of which colour membership logo you are using. Make sure you use the right logo for maximum standout, avoiding similar colour backgrounds to the logo colour.

The logos are available in RGB, CMYK and Spot-colour in the following file formats; Ai, EPS, JPEG, PNG and TIFF.

Southview – Retention logo clearzones

Primary logo (retention) clearzone + minimum size



The logo should be left to stand alone without interference from other elements. The minimum clearzone is the cap height of the logo text × 2 (X). Please ensure that no other elements enter this area. This rule also applies to the minimum size format logos.

Minimum size

Both the Primary and Secondary logos can scale down to 30mm and 40mm in width respectively.

In some circumstances a smaller logo may be required, this will be considered on a case by case basis, please consult the Club Wembley marketing team if this is required.

Secondary logo (retention) clearzone + minimum size



Southview – Acquisition logo

Primary logo (acquisition)



Secondary logo (acquisition)



As with all of the Club Wembley membership tiers, the logo for Southview Season was constructed using the DNA as an underlying grid.

The Acquisition logo is to be used for acquiring new members and utilises the word 'Season' to convey concisely that the ticket is for a season.

Please be considerate of which colour membership logo you are using. Make sure you use the right logo for maximum standout, avoiding similar colour backgrounds to the logo colour.

The logos are available in RGB, CMYK and Spot-colour in the following file formats; Ai, EPS, JPEG, PNG and TIFF.

Southview – Acquisition logo clearzones

Primary logo (acquisition) clearzone + minimum size



The logo should be left to stand alone without interference from other elements. The minimum clearzone is the cap height of the logo text x 2 (X). Please ensure that no other elements enter this area. This rule also applies to the minimum size format logos.

Minimum size

Both the Primary and Secondary logos can scale down to 30mm and 40mm in width respectively.

In some circumstances a smaller logo may be required, this will be considered on a case by case basis, please consult the Club Wembley marketing team if this is required.

Secondary logo (acquisition) clearzone + minimum size



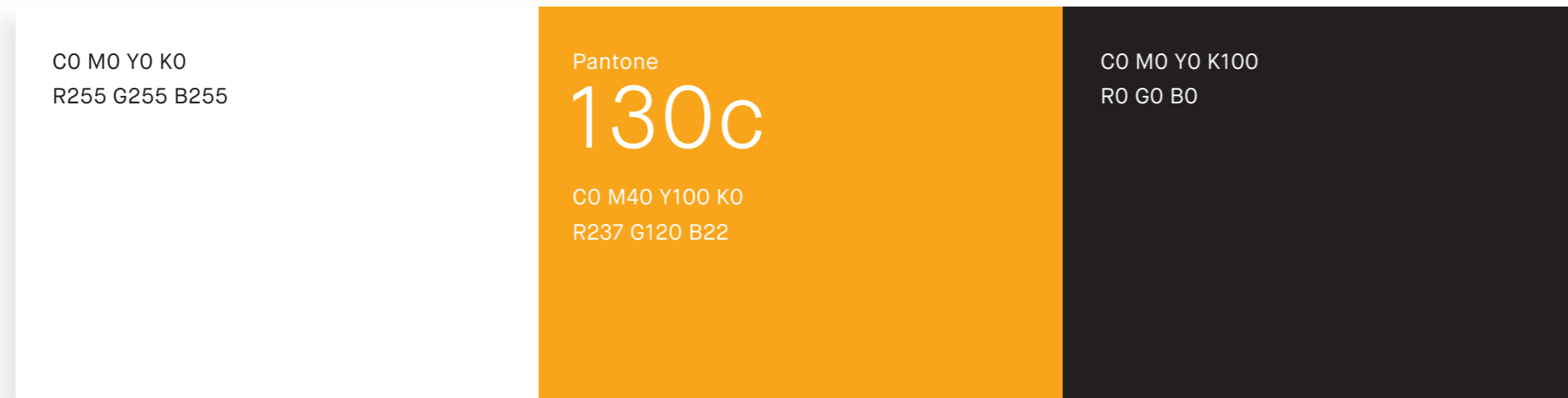
Southview – Incorrect logo usage



1. Do not mix membership and brand
2. Do not re-draw any of the elements
3. Do not re-colour the logo
4. Do not distort the logo
5. Do not alter the typeface
6. Do not rotate the logo
7. Do not remove any elements of the logo
8. Do not place the logo on an image or colour where it is illegible
9. Do not change the logo hierarchy

Southview – Colour

Colour values



Colour distribution diagram



The Southview colour palette is made up of three colours: orange, white and black. The colour values are highlighted on the left.

Colour distribution

The diagram on the left highlights the percentage of colour that ideally should be used. This guide will help us to maintain a consistent look and feel across all our communications.

- Orange
Our brand is predominantly made up of orange space. This is intentional as it will help to focus attention on what is on the particular piece of communication.
- White
This is our main colour for typography, predominantly used for our body copy and sub-headings.
- Black
This is our accent colour and should be used sparingly and where appropriate.

Southview – Typeface

Sackers Gothic Std.

A A B B

Our typography is not only a visual indicator for our brand but it is our tool to communicate with our audience. We use Sackers Gothic Std. for our hero typography and the Superior Title font family for all of our sub-headings and body copy.

Superior Title

Aa Bb Cc Dd

Southview – Type treatment

How to create hero typography



Be playful with your headlines. Track, stack and shift to ensure standout and to give your headlines character. Do not incorporate the 22° angle cut as this is for the Club Wembley Masterbrand only.

The examples left are created using the following:

Sackers Gothic Std Heavy (lowercase)

Size: 80pt Kerning: Optical

Leading: 85pt Tracking: 200

Please note that kerning adjustments may need to be made.

Southview – Background texture and logo placement

Background texture



The Southview background graphic was created from the DNA and utilises the orange from this tier's colour palette.

The background texture is just as important as our other assets. It helps set the tone for our visual language and is used underneath most of our content.

There is no sizing rule for the relationship of the logo and the background texture, but when placing the logo onto the texture please try and position the logo as left, so the bottom part of our V sits nicely into the bottom of the triangle on the background texture.

The texture can be cropped to help frame imagery. When cropping the texture, always use a 22° angle and butt the image cleanly to the edge of a column of triangles. Additional columns of triangles set with progressive degrees of transparency can be used to integrate the image and the background texture.

There is a degree of designers' discretion that needs to be used but the flexibility enables the designer to be creative and to have some fun. For design cues, please see our branded communication pages for examples.

Southview – Branded communication examples

Brochure



Southview – Branded communication examples

Press ad

CLUB WEMBLEY.COM

OWN YOUR SEAT

Southview Season ticket is here from **just £999** per season.

Your ticket to watch your heroes perform under Wembley's iconic arch.

Including:

- / Guaranteed seat for an average of 9 events per season including all England Men's Senior home games plus more
- / Priority booking for music concerts and other sporting events at Wembley Stadium

Guarantee your place in history today. So you'll be able to say, I WAS THERE.

Don't miss out on your seat for the 2017-18 season.

0800 783 1440

SOUTHVIEW SEASON

Programme ad

OWN YOUR SEAT

Wembley's first ever season ticket is nearly here. From **just £999** per season.

Register your interest at clubwembley.com/southview or text **southview** and your name to **87474**

SOUTHVIEW SEASON

OOH

CLUB WEMBLEY.COM

OWN YOUR SEAT

Southview Season ticket is here from **just £999** per season

0800 783 1440

SOUTHVIEW SEASON

Southview – Branded communication examples

Powerpoint Presentation



Pin badges



Contact



Any questions?

Please contact the Club Wembley Marketing Team on
clubwembleymarketing@theFA.com