



BRAND GUIDELINES

USE OF LOGO

Our club colours are white, green and navy but the club badge on the kit will remain in its full colour form with red and gold. A single colour version can be used if absolutely necessary or for artistic licence. E.g. if single colour logo is needed to match the Chichester Runners style of logo on the wall or needs to appear in frosted vinyl - that is acceptable. A black and white version is also acceptable. Single colour logos can be used for an internal club advert e.g. the dinner dance posters or a watermark within a design.

CLUB LOGO



SINGLE COLOUR LOGO



TEXT LOGO

A text only logo is necessary for positional use - sometimes the circle just doesn't fit. When the badge is small the text version is often needed to accompany it so 'Chichester Hockey Club' can be read instantly and easily.



Chichester
Hockey Club

TEXT LOGO WITH BADGE

Chichester
Hockey Club

LARGE TEXT LOGO

Chichester
Hockey Club

TEXT ONLY LOGO



DESIGN TOOLS



The player icon can be used as a favicon for web use.



Badge only icon can be used occasionally when absolutely necessary. Artistic licence and common sense must be applied.



DIRECTIONS



INFO LIBRARY



OUR KIT



UMPIRING



TRAINING



ABOUT US



PITCH ALLOCATIONS



GET INVOLVED



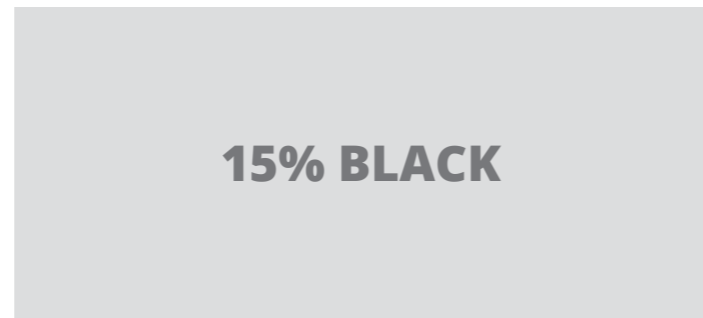
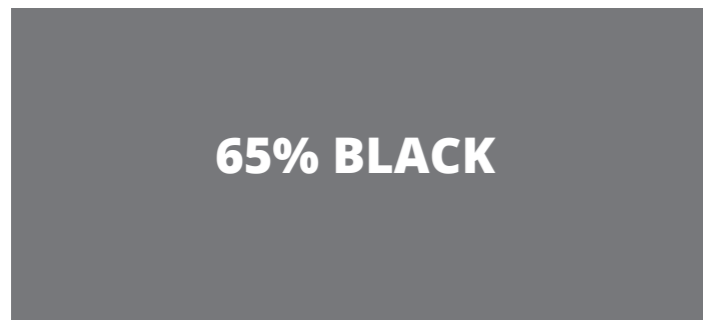
SPONSORS

A range of icons have been created for web use to highlight areas of the website. These can be used in other areas, e.g. print and promotions.



The footer should be used whenever possible in printed documentation or adverts. The silhouetted players can be moved, depth can be adjusted and they are totally flexible in terms of movement and placement.

COLOURS



Color selection dialog for PANTONE 356 C (green). The dialog shows a green color swatch and the following values: H: 145°, S: 100%, B: 47%, R: 0, C: 96%, G: 120, M: 26%, B: 51, Y: 100%, # 007833, K: 15%.

Color selection dialog for PANTONE 2766 C (dark blue). The dialog shows a dark blue color swatch and the following values: H: 235°, S: 81%, B: 36%, R: 17, C: 100%, G: 22, M: 94%, B: 94, Y: 0%, # 11165e, K: 47%.

Color selection dialog for 65% BLACK (dark grey). The dialog shows a dark grey color swatch and the following values: H: 208°, S: 3%, B: 47%, R: 118, C: 0%, G: 120, M: 0%, B: 122, Y: 0%, # 76787a, K: 65%.

Color selection dialog for 15% BLACK (light grey). The dialog shows a light grey color swatch and the following values: H: 218°, S: 1%, B: 87%, R: 219, C: 0%, G: 220, M: 0%, B: 222, Y: 0%, # dbdcde, K: 15%.



FONTS

LOGO FONT - GILL SANS BOLD CAPS

Text Logo Font - Helvetica Bold Condensed

HEADER 1 FONT - BEBAS NEUE

Header 2 Font - Helvetica Bold Condensed

Sub Header Font - Open Sans Extra Bold

Body Text - Open Sans Regular

Call to action font - Open Sans Extra Bold

Handwritten font - MIX TAPE MIKE



FONTS EXAMPLE

Come along to Club Day!!!



ABOUT THE CLUB...

Lorem ipsum dolor sit amet, nullam vocent tractatos ne has, singulis splendide est ad. Ludico adipisci cum ex. Ius aperiri oportere in, ne quo probatus facilisi. Quo ne nibh paulo periculis. Etiam indoctum scripserit sit no, antiopam incorrupte has in. Integre interesset eum cu, ei duo detracto insolens forensibus. Qui eu atqui temporibus, mei cu primis utamur. Cum eu prima velit evertitur, sumo omnis temporibus ei cum. Est decore adipisci signiferumque ea, sed ut tale prompta epicuri, solet volutpat splendide no qui. Ut vim postea explicari, iriure referrentur at vel.

Find out more online

WHAT'S HAPPENING...

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Get in touch to learn more



A NATIONAL
LEAGUE CLUB



KIT

Chichester Hockey Club wear white shirts and socks with green and navy trimming. Navy skirts or shorts are worn. Our club colours are white, green and navy but the club badge on the kit will remain in its full colour form with red and gold.

