



Modernise Staines Town's brand in order to bring them in line with the football of today.

Bring a new, younger audience of 18-30 year olds to the club, thereby increasing revenue streams.

Create a clean identity that puts Staines Town's brand among the very best in the sport.



Staines Town Football Club's new badge provides the club with the foundations for an exciting and successful future.

A shield shape is formed by using three elements to build a abstract swan, accompanied by the club name.

The strong icon allows the club to appeal to a younger demographic, and be seen as a recognisable brand within the world of football.





Staines Town's brand colours are based very strongly on the river Thames, which is crucial to the history of the town.

Congress Blue is therefore used as the primary colour, with a Bright Turquoise supporting it in contrast. White also features throughout the brand, along with Blue Charcoal, but this is to a lesser extent.

Congress Blue
HEX: #1033a0
RGB: 16 51 160
CMYK: 100 83 0 0

Bright Turquoise
HEX: #00efef
RGB: 0 239 239
CMYK: 60 0 19 0

White
HEX: #ffffff
RGB: 255 255 255
CMYK: 0 0 0 0

Blue Charcoal
HEX: #030024
RGB: 2 0 35
CMYK: 100 90 48 80



The new colour palette allows Staines Town to create exciting and engaging colour combinations, that distinguish the club from their competition.





The typefaces shown here are key to Staines Town's brand.

Komu B is used for display purposes, while Proxima Nova is its supporting typeface. Examples of how these are used are shown throughout.

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z 0 1 2 3 4 5 6 7 8 9

Display Komu - B (20 Tracking)

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Body Copy Proxima Nova



Alkaline is the typeface chosen for the club's iconic motto 'ad pontes prospicimus' which features under the collar on the club's shirts.

It was important that history was kept as a part of the rebrand.

ad pontes prospicimus

ad pontes prospicimus

FEYI

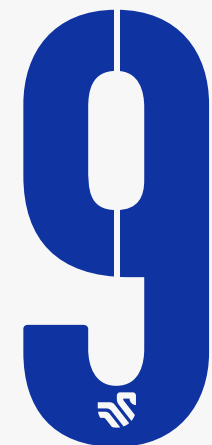
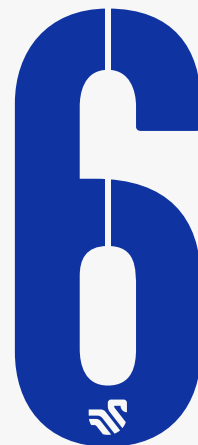
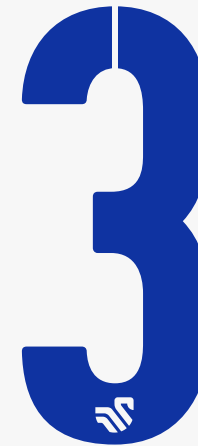
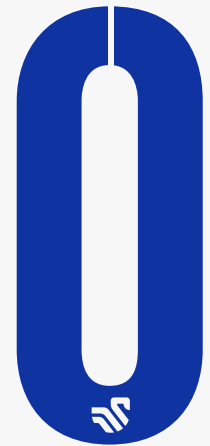
ad pontes prospicimus

PEDRO



By creating a unique set of numbers, Staines Town's brand can continue onto the pitch.

A single line runs through each number, representative of the river Thames that runs through the town. The swan icon also sits at the bottom, further enhancing the brand.





The brand colours allow for a variety of simple kit options to be created.

Congress Blue and Bright Turquoise are combined as the key colours of the home shirt.



The brand colours allow for a variety of simple kit options to be created.

Bright Turquoise and Charcoal Blue are combined as the key colours of the away shirt.





The brand colours allow for a variety of simple kit options to be created.

White and Congress Blue are combined as the key colours of the third shirt.



The brand colours allow for a variety of simple kit options to be created.

Charcoal Blue and Bright Turquoise are combined as the key colours of the fourth shirt.





The badge is extremely strong at large sizes, which can help to create a visually exciting entrance to the stadium.





Staines Town's badge can be used to personalise the stadium, such as being painted onto grass by the dugout, or applied to flags that fans can use to improve the atmosphere.





The Matchday Programme is heavily reliant on strong, personable imagery. Front covers are a close-up shot of a Staines Town player, in order to create a relationship between the team and its fan base.

The back cover is a simple template allowing information to be quickly and easily changed.





Imagery can be changed so that the match information can be placed on either side of the front cover.

The clean design of the cover will lend itself to programmes becoming a collector's item, introducing a new revenue stream for Staines Town.





Once again the key colours of Congress Blue and Bright Turquoise combine to create a visually exciting ticket.

Introducing colour to a ticket, that is typically white across other clubs, is an innovative move to ensure that Staines Town push the boundaries within football.





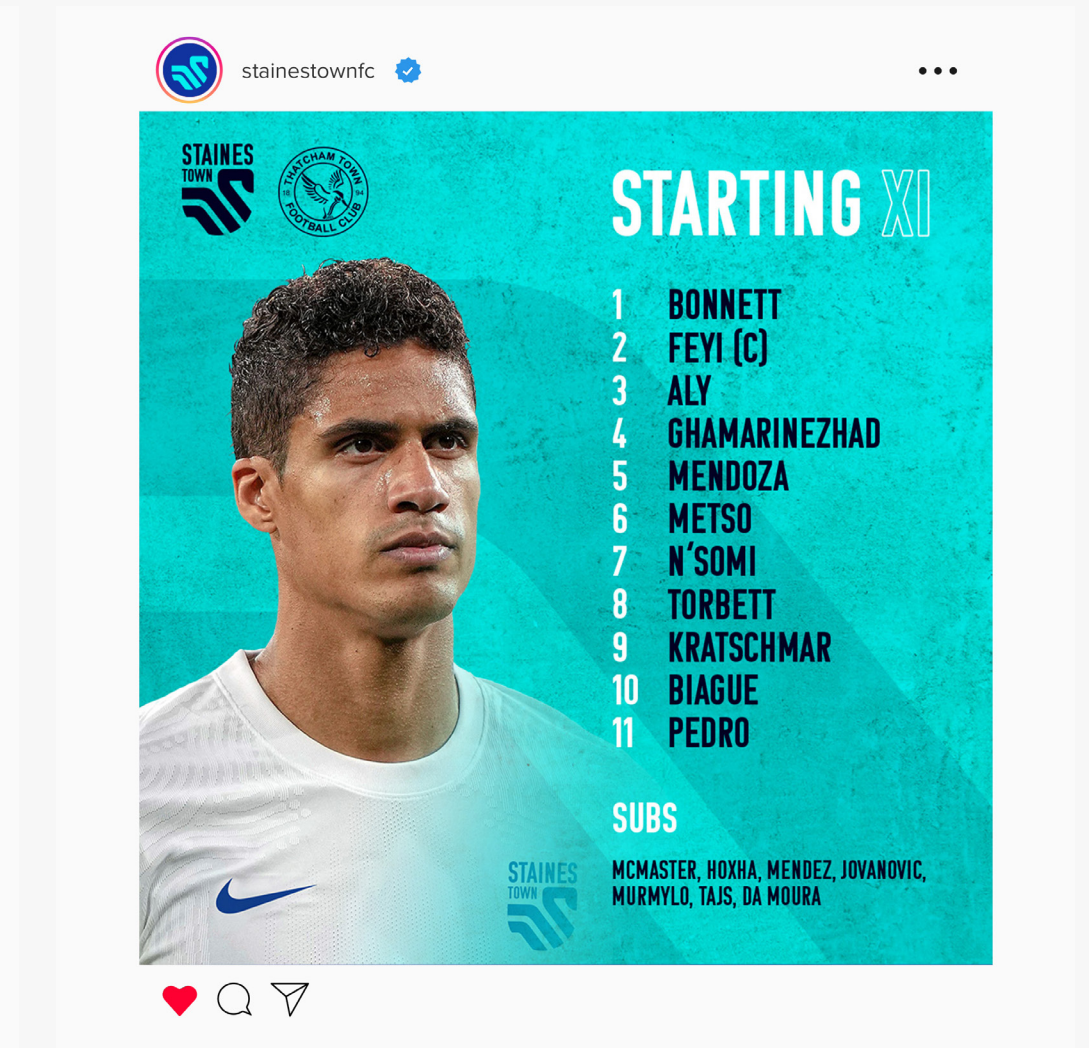
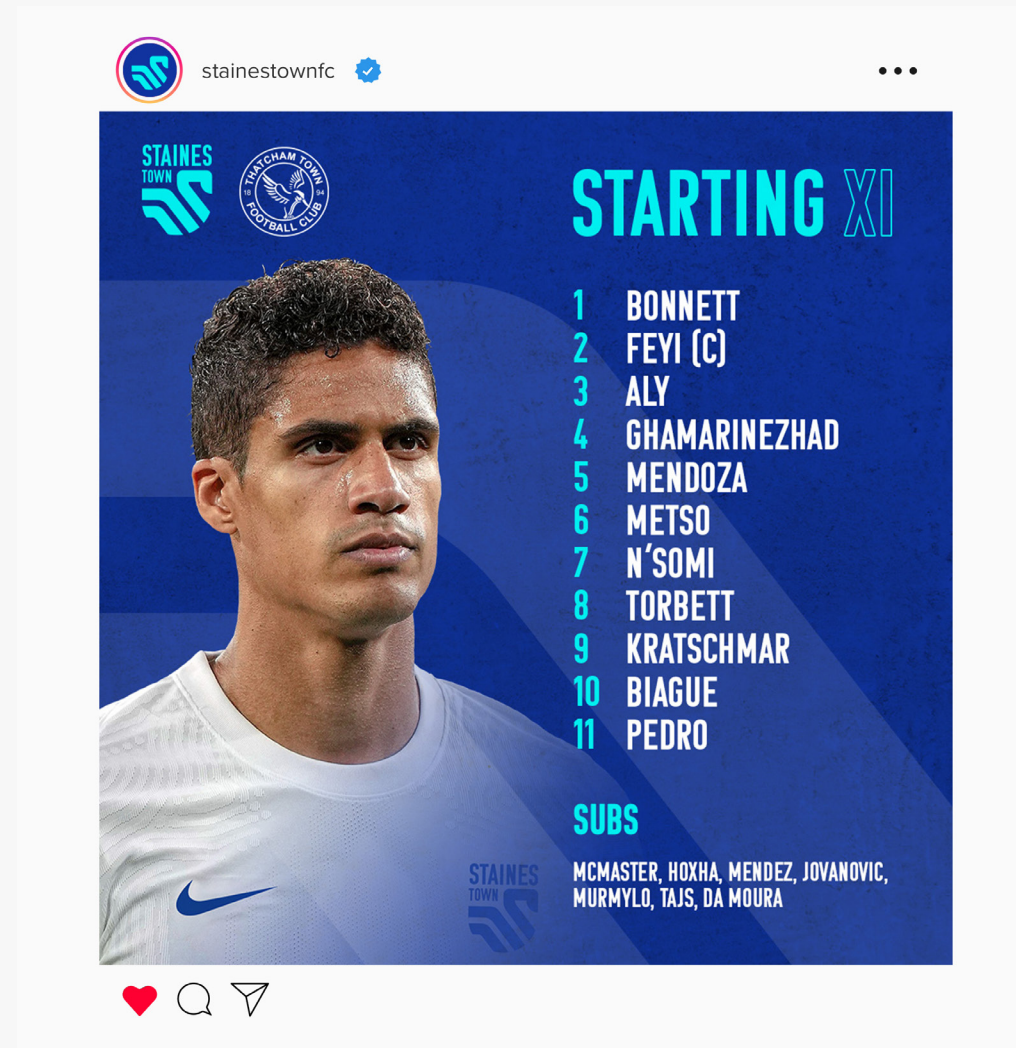
Social Media templates allow Staines Town to speak in a clear and consistent voice.

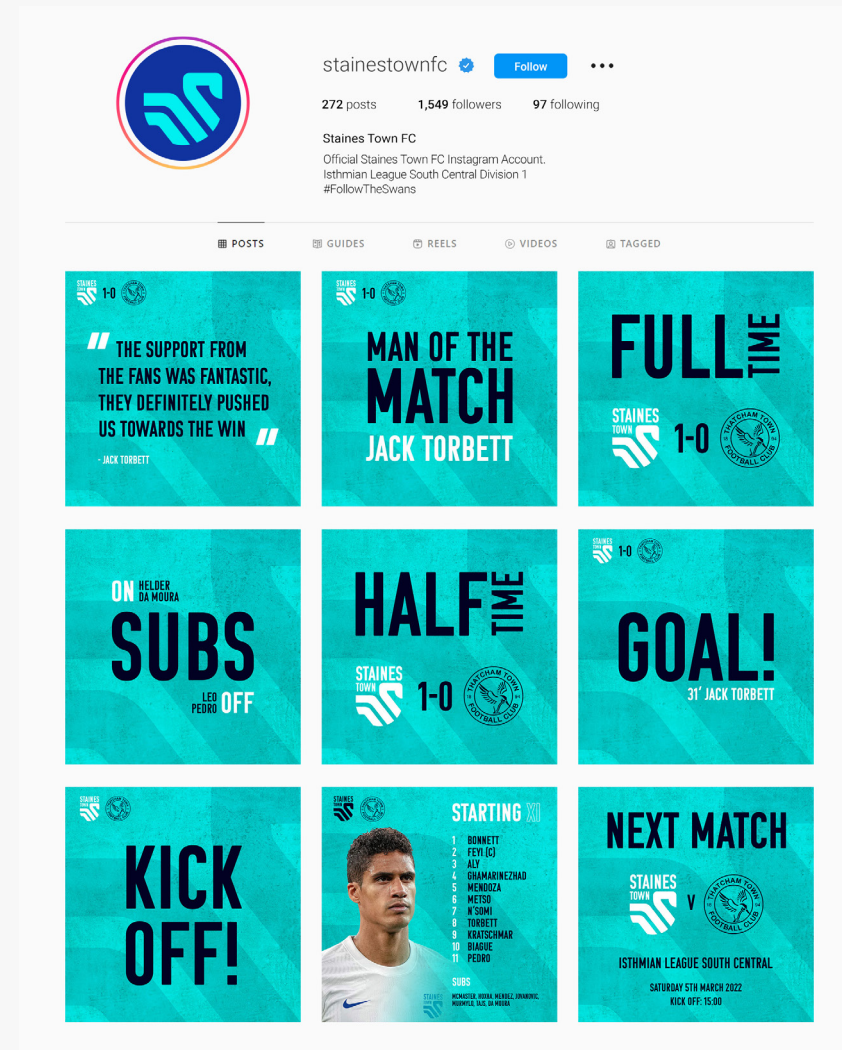
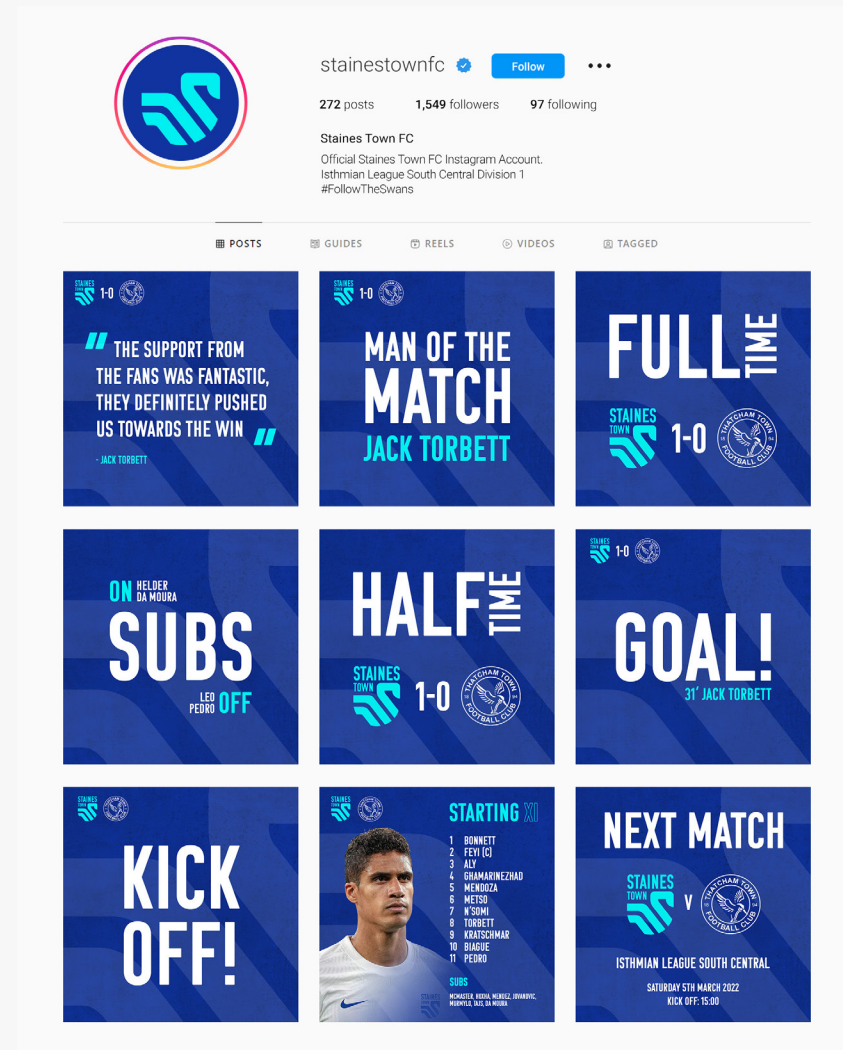
The brand remains immediately recognisable through the designs, ensuring the club stands out from its competition.





The template layouts remain the same, while colours can be changed depending on which kit the team is wearing.







Staines Town's brand can be applied to a wide range of products, helping the club to cater to a growing fan base.







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THE
SWANS**