WORCESTER RUGBY FOOTBALL CLUB

BRAND GUIDELINES

PRODUCED BY SCIMITAR SPORTS

OUR LOGO 03

APPLYING ON PHOTOGRAPHY 06

OUR COLOURS 08

FONT 09

OUR LOGO.

SCIMITAR



APPLYING THE LOGO.

SCIMITAR

FULL COLOUR ON WHITE



FULL COLOUR ON NAVY - PREFERRED





MONO-COLOUR ON BLACK



MONO-COLOUR ON WHITE





LOGO VARIATION.

SCIMITAR







FONT WIDTH VARIATION.



150th ANNIVERSARY LOGO VARIATION.

APPLYING ON PHOTOGRAPHY.

SCIMITAR

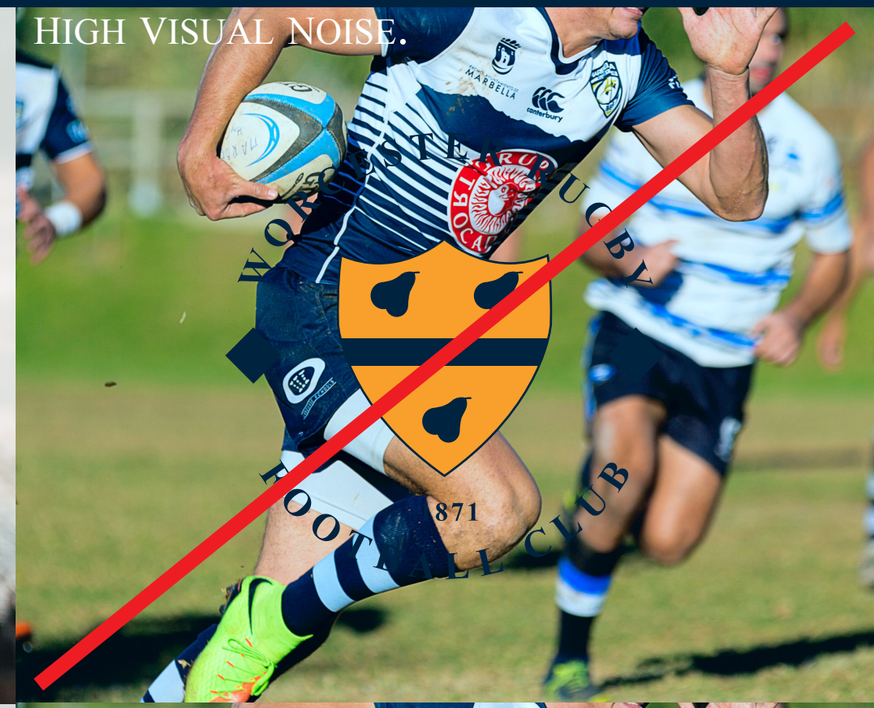
LOW VISUAL NOISE.



HIGH CONTRAST.



HIGH VISUAL NOISE.



LOW VISUAL NOISE.



LOW CONTRAST.



HIGH VISUAL NOISE.



APPLYING ON PHOTOGRAPHY.

SCIMITAR





OUR CORE COLOURS.

SCIMITAR

Navy

PANTONE **289C**
CMYK **100/64/0/60**
RGB **0/45/89**
HEX **002D59**

Gold

PANTONE **137C**
CMYK **0/44/93/0**
RGB **255/163/0**
HEX **FFA300**

OUR FONTS.

SCIMITAR

MAIN TITLE FONT IS
CHAMPION HTF-FEATHERWEIGHT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary font is
TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

77' TRY
WORCESTER
36 - 23


WORCESTER RUGBY
1871
FOOTBALL CLUB