

An orange flag with a black and white crest is flying on a pole against a blue sky with light clouds. The crest features a shield with a stylized 'SD' and a star, surrounded by the text 'SOUTH DELTA UNITED' and 'SOCCER CLUB'.

CLUB BRAND GUIDE
SOUTH DELTA UNITED SOCCER CLUB



SOUTH DELTA UNITED

The newly constructed South Delta United identity, which includes visual identity, crest, monogram, brandmarks, and wordmarks, come together to form the UNITED South Delta brand. Powerful, bold, nostalgic, fun, and conveys the identity to the sport community, and the city at large.

OUR CLUB. OUR COMMUNITY.

ESTABLISH

Defining the club brand, the current landscape, and why there is a need to develop and move forward.

BUILD

Building our foundation on the rich history of the Delta area and the points of pride we all share

PROMOTE

Our brand is the single most seen aspect of our club and serves as our ambassador. We must help make it stand out.

DISPLAY

We want our brand to stay consistent, and make it easy for our members and community to recognize.

ESTABLISHING THE CLUB BRAND

With competition for attention ever increasing in our day to day lives, clubs must look for ways to stand out in order to consistently grab and hold interest. When we are able to consistently grab attention, it allows us to build trust in our communications and culture. So many clubs leverage similar messages and look to “buy” properties on social media as well as social initiatives.

Every sports club has a logo. Every town has a date of establishment. Only one club is from South Delta. Only one club truly represents the communities of Ladner and Tsawwassen.

SDU continues our partnership with Soccercity & Adidas. We have launched our new branding across Adidas apparel, player kit, signage, social media, fan gear, in ways we could not have done only a few years ago. On any given day, thousands of eyes are on our club brand across Greater Vancouver on match days and on social media.

Our aim is to build cohesion and consistency through the club. In order to do so we need to co-ordinate our assets into one identity. Ours is an identity across sports and culture.

ESTABLISH

BUILD

PROMOTE

DISPLAY

BUILDING THE CLUB BRAND

Our logo is more than just a mark. It is our reputation. This helps us know at a glance what we are all about. It gives parents, players, coaches, board members, community, partners, and sponsors a way to show pride in the club. Our brand mark embodies this.

Our club is made of the people, past and present, who make up the community and have done so since time immemorial. We recognize the exceptional qualities of those people and seek to adopt them as a genuine tribute to their stewardship of the land and culture that enables us to enjoy the recreational activities we are so fortunate to do now.

We recognize our roles as contemporary placeholders of this soccer institution within the community and understand our foremost role as stewards is to leave the club, and the community in which it co-exists, better.

ESTABLISH

BUILD

PROMOTE

DISPLAY

PROMOTING THE CLUB BRAND

We are all ambassadors. Whatever we do impacts how we are seen by others. The more UNITED we are in our identity, the less splintered we appear. Increased brand recognition equals more credibility and clearer messaging. This amplifies our impact in everything we do.

ESTABLISH

BUILD

PROMOTE

DISPLAY

DISPLAYING THE CLUB BRAND

Making sure our brand elements stay consistent is critical.

Our BRAND STANDARDS explain how to use our visual assets in order to achieve clarity and simplicity, in application with the goal being an ease of identification over time.

Our BRAND TOOLKIT gives us downloadable, pre-fabricated branding elements that are ready-to-use.



ESTABLISH

BUILD

PROMOTE

DISPLAY

Wednesday, April 13, 1970 THE OPTIMIST, Delta, B.C.

BRAND STANDARDS

- 1 / Club Brand Marks
- 2 / Club Brand Signs
- 3 / Club Brand Colours
- 4 / Club Official Marks

The logo is the most recognized asset and ambassador for the club.

The Brand Standards encompass the Club Brand Marks, Signatures, Colours, Names, Emblems, and Word Marks that represent us. It is important that we use these according to the guidelines to maintain consistency.

BRAND STANDARDS

CLUB BRAND MARKS

The monogram is the centrepiece of our visual identity. It is the most visible representation of our club to outsiders as it adorns our kit and the centre of the badge. Everything flows from this design. Other aspects are strengthened by its consistent use.

The Club Brand Mark is always together.

There are 3 components:

- 1 / The Interlocking SD
- 2 / The SDU Word Mark
- 3 / A single line dividing the two

The Word Mark is based on a classic sports/action typeface, Futura Condensed Extra Bold Oblique.

The Mark is to be used in official club communications and should appear in one of 2 set ups, Horizontal or Stacked.

BRAND STANDARDS

CLUB BRAND MARKS

For purposes of clarity, please allow spacing around the Brand Mark.

Horizontal



Stacked



Spacing



Spacing



BRAND STANDARDS

OFFICIAL BRAND COLOURS

South Delta United's Black & Orange have been with the club since it's establishment in 2016.

The current crest also uses Vintage Black, Cenotaph Grey, and Old Gold, all inspired by the cenotaph at Memorial Park in Ladner.

Our goal is to match as closely as possible, these colours as they appear to the eye on printed paper, in uses such as digital, embroidery, screenprint, kit design, and apparel.

BRAND STANDARDS

OFFICIAL BRAND COLOURS: PRIMARY



BRAND STANDARDS

OFFICIAL BRAND COLOURS: PRIMARY

VINTAGE BLACK

Hex	#282828
RGB Values	(40, 40, 40)
CMYK Values	(0%, 0%, 0%, 84%)
HSV/HSB Values	(359°, 0%, 16%)
Closest Web Safe	#333333
Inverse Color	#D7D7D7 [Light Silver]
Closest Pantone®	426 C
Closest RAL	9017 [Traffic black]
Complementary Color	#282828 [Charleston Green]

BRAND STANDARDS

OFFICIAL BRAND COLOURS: PRIMARY

ELECTRIC ORANGE

Hex	FD4F00
RGB Values	(253, 79, 0)
CMYK Values	(0%, 69%, 100%, 1%)
HSV/HSB Values	(19°, 100%, 99%)
Closest Web Safe	#FF6600
Inverse Color	#02B0FF [Blue Bolt]
Closest Pantone®	Orange 021 C
Closest RAL	2005 [Luminous orange]
Complementary Color	#00AEFD [Blue Bolt]

BRAND STANDARDS

OFFICIAL BRAND COLOURS: PRIMARY

TANGERINE DREAM

Hex	#FF9900
RGB Values	(255, 153, 0)
CMYK Values	(0%, 40%, 100%, 0%)
HSV/HSB Values	(36°, 100%, 100%)
Closest Web Safe	#FF9900
Inverse Color	#0066FF [Brandeis Blue]
Closest Pantone®	2013 C
Closest RAL	1028 [Melon yellow]
Complementary Color	#0066FF [Brandeis Blue]

BRAND STANDARDS

OFFICIAL BRAND COLOURS: SECONDARY

OLD GOLD

Hex #B6A670
RGB Values (182, 166, 112)
CMYK Values (0%, 9%, 39%, 29%)
Closest Pantone® 5845 C

CENOTAPH GREY

Hex #D1D2D4
RGB Values (209, 210, 212)
CMYK Values (1%, 1%, 0%, 17%)
Closest Pantone® 427 C

CLOUD WHITE

Hex #FFFFFF
RGB Values (255, 255, 255)
CMYK Values (0%, 0%, 0%, 0%)
Closest Pantone® 7436 C

BRAND STANDARDS

OFFICIAL CLUB CREST



In addition to the Brand Mark, it is important to develop the traditional football crest and elements in order to build out assets which are ideal for use across platforms, build credibility, and increase recognition.

Despite the fact that the monogram is a visual asset which is able to stand on its own, the development of additional brand elements allows for specific, unique, tied-in aspects of the brand to be used for specific programs and initiatives as needed.

BRAND STANDARDS

OFFICIAL CLUB CREST



- Monogram:** The intertwined “SD” follows the tradition of many of the most grand, traditional, and humble, football clubs across the world who use their initials as a representation of their identity.
- Stars:** Our 2 stars represent the two distinct communities of Ladner & Tsawwassen.
- Shield:** The Shield we use for SDU is taken from one of the first local soccer teams, The South Delta Traders.
- Circles & Colours:** The circles are representative of the path surrounding the Cenotaph at Memorial Park in Ladner. The colours are taken from the cenotaph itself.
- Maple Leaf:** The Maple Leaf is one the strongest symbols of the qualities that make us proud to be Canadian.

BRAND STANDARDS

OFFICIAL CLUB CREST



The flexibility of components and true meaning of multiple features within the design speak to the identity of South Delta itself and aims to capture, over time, those qualities we are all proud of - honour, bravery, respect, humility, honesty, toughness, and strength.

From a technical perspective, the new design solves the problems of flexibility and transference between mediums and platforms. It is an imposing, professional, and powerful mark that makes an instant impact, informed by our history, with a view to represent us in the modern day and beyond.

BRAND GUIDELINES

- 1 / Background Contrast
- 2 / Size & Space Requirements
- 3 / Design Colours
- 4 / Fonts & Typography
- 5 / Stationery
- 6 / Do's & Don'ts

When crafting a variety of graphics for many purposes, these guidelines will provide some clarity in doing so to keep the South Delta United Soccer Club brand consistent.

BRAND GUIDELINES

BACKGROUND CONTRAST

We must ensure there is enough contrast when laying the brand mark or crest over a background.

On Light Backgrounds: When limited colours are available, print in black and white or reverse.



BRAND GUIDELINES

BACKGROUND CONTRAST

We must ensure there is enough contrast when laying the brand mark or crest over a background.

On Medium Backgrounds: On backgrounds of medium values, you may print in Vintage Black or Cloud White depending on the contrast.

 **SOUTH DELTA UNITED**

 **SOUTH DELTA UNITED**

 **SOUTH DELTA UNITED**

 **SOUTH DELTA UNITED**



BRAND GUIDELINES

BACKGROUND CONTRAST

We must ensure there is enough contrast when laying the brand mark or crest over a background.

On Dark Backgrounds: On backgrounds of dark values, the preferred set up is Cloud White or Electric Orange as shown.

 **SOUTH DELTA UNITED** **SOUTH DELTA UNITED** **SOUTH DELTA UNITED** **SOUTH DELTA UNITED**

BRAND GUIDELINES

SIZE & SPACE REQUIREMENTS

We want the Club Brand Mark & Crest to stand out so we need space around it to do so. Keeping the Brand Mark & Crest neat, clean, and legible is important. When using either, please use the following as a guide depending on usage.

Element Size	Element Name	Mark or Crest Width
4"x4"	Social Media	1"
5.5" x 8.5" Envelope	Envelope	3.25"
8.5" x 11" US Paper	US Paper	3.875"
11" x 17"+ Poster	Poster	5"+

BRAND GUIDELINES

DESIGN COLOURS

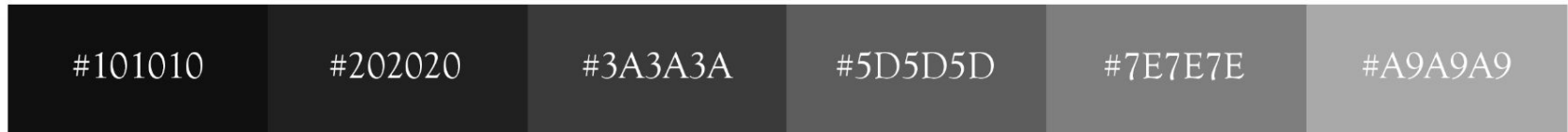
Although Vintage Black, Electric Orange, Tangerine Dream, along with our Secondary Colours, are the go-to colours of the club, there are times where additional colours are appropriate in conveying the club brand.

To broaden the colour palette for varied and exciting design, we have made an additional color palette available for use.

BRAND GUIDELINES

DESIGN COLOURS

Secondary Black & Orange Palette: These colours should be used as accents and not be used to replace colours in the Brand Mark or Crest.



BRAND GUIDELINES

DESIGN COLOURS

Accent Colour Palette: Occasionally, when a greater range of color is called for, we can use an additional palette of accent colors. These are to be used sparingly, for graphic interest or specific events.



BRAND GUIDELINES

FONTS & TYPOGRAPHY

Consistent use of typography is an important way to build brand recognition. Though it is difficult to account for every single use across platforms, devices, and operating systems, we will aim for as consistent use as possible.

In instances where you are unable to either find, or install the appropriate font for use, please use the closest looking font to what is required.

On the following pages you will find fonts which are available for use.

BRAND GUIDELINES

FONTS & TYPOGRAPHY: DESIGN

Futura Condensed

Futura Condensed Book & *Italic*

Futura Condensed Medium & *Italic*

Futura Condensed Bold & *Italic*

Futura Condensed X-Bold & *Italic*

Goudy Old Style

Goudy Old Style Regular & *Italic*

Goudy Old Style Bold & *Italic*

Goudy Old Style Black & *Italic*

Gotham

Gotham Light & *Italic*

Gotham Book & *Italic*

Gotham Bold & *Italic*

Gotham Black & *Italic*

Mogan

Mogan Regular & *Italic*

Mogan Bold & *Italic*

BRAND GUIDELINES

FONTS & TYPOGRAPHY: EMAIL

Arial

Arial Regular & *Italic*

Arial Bold & *Italic*

Arial Black & *Italic*

Gotham

Georgia Light & *Italic*

Georgia Book & *Italic*

For Gmail use, a similar font to use would be “SANS SERIF - NORMAL SIZE”. Please use set page margins of 1” where documents allow in Word or Google Docs.

Limit the use of **Bold**, Underline, or *Italic* in order to preserve the importance of their use.

BRAND GUIDELINES

FONTS & TYPOGRAPHY: SOCIAL & DISPLAY

BN Dixon

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%^&*()_+

BRAND GUIDELINES

STATIONERY

The following Headers & Footers are to be used on official outward facing club documentation.

Header:

SOUTH DELTA UNITED SOCCER CLUB
Our Club. Our Community



Footer:

Proudly representing the communities of Ladner & Tsawwassen, British Columbia
Established 2016

BRAND GUIDELINES

DO'S & DON'TS

There are a number of uses for brands these days - internal emails, 20 foot long banners, 1/4" social media icons, and on and on. Here are some helpful hints to guide usage.

Do:

Incorporate the Mark in communications.

Do use the official Club colours in presentations.

Make sure Mark + Crest are displayed according to Guidelines.

Follow Guidelines for proper display on all backgrounds.

Explore colour palette to add variety to communications/designs.

Don't:

Alter the Marks or Crest

Change Proportions, stretch, crop, or blur the Mark or Crest

Rotate or render the Marks or Crest in 3D.

Alter Brand Mark size in relation to each other.

DIGITAL BRAND

- 1 / Digital Identity
- 2 / Email Signatures
- 3 / Social Media

Those who engage with the club digitally, do so through social media, digital advertising, and the club website. To make sure we deliver a consistent experience to all visitors, across all platforms, we need to be consistent in our presentation. Continuity through design elements including colors, fonts, and structure along with consistent use of the Club Brand Mark are critical in creating not only a cohesive Club Image, but an accommodating, easily navigated experience for club members.

DIGITAL BRAND

DIGITAL IDENTITY

Consistent and coordinated use of the Club Brand Mark is a vital part of preserving and enhancing the value of the SDU Brand.

All public-facing assets should use the Club Brand Mark or Crest in accordance with the Brand Standards outlined here, to the best of their ability.

SDU's digital environment benefits from consistency. Web and social media themes are the digital expression of the Club Brand. They encompasses the entire appearance of the website, including the header, footer and everything in between. Utilizing common colors, fonts, layouts and design elements, it is a direct reflection of our overall Brand.

DIGITAL BRAND

EMAIL SIGNATURES

Consistent email signatures can provide additional recognition of club board members, staff, branding, and initiatives.

The Email Signature uses the font, Helvetica (or Arial if Helvetica is not available), with the name set in 10 pt. bold type and the remainder of the content in 9 pt regular type. Be sure to use the Club Brand Mark provided in the Toolbox. It is a graphic and cannot be replicated with text.

The club may also replace the Brand Mark in order to promote initiatives around registration, programming, or club building.

Staff Member

Position

Contact Information



SOUTH DELTA UNITED

DIGITAL BRAND

SOCIAL MEDIA

Consistent and strategic branding allows for members to create and strengthen connections with the Club and its social media accounts.

A unified strategy is critical for club-run accounts. Not only do brand guidelines improve the identity of club accounts, they provide cohesion among the channels that allows users to quickly recognize they are consuming content from the club

The club will use the Social Media Toolkit to engage members with a variety of icons, backgrounds, images, and photos.

CLUB TOOLKIT

Here, you'll find the Club Brand Mark and Crest and a variety of other tools – at your fingertips and ready for download - in the Club Toolkit.

The following assets are available to club staff and board members and can be accessed via Google Drive folder (see RESOURCES).

- Club Brand Mark
- Club Crest
- Social Media & Google Account Icons
- Club Electronic Letterhead
- Powerpoint Backgrounds
- Social Media Assets
- Club Merchandise Templates & Print-ready Files
- Technical Program Templates
- Policies
- Club Bylaws & Constitution

CLUB RESOURCES

The Club Toolkit can be accessed through Google Drive folder.

In order to access the folder, please email southdeltaunitedsoccer@gmail.com