



Safe Zone

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1/5



1/4

NORTHAMPTON STUDENT SPORT

Brand Guidelines at a glance

The logo can be placed;
 • Top left • Top right • Centred • Bottom left

IMPORTANT!

- › The University's logo must be placed top left
- › The Students' Union's logo must be top right

Both the University and Students' Union logo take priority and the Student Sport logo must be centre or bottom left.

In most cases, the logo should be either; 1/4 or 1/5 of the width of the page.

It is important that our bold Northampton Student Sport logo is clearly visible and to ensure this there should also be a clear space or "safe space." This space is created as an invisible boundary around the logo equivalent to the width of the inner rose and ensures that text, headlines or other elements do not hinder or encroach on the logo.

IMPORTANT!

Teams can have their club name directly under the logo, this would be seen as part of the logo and is fine.

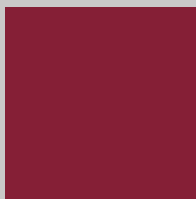
MAIN COLOURS



Black

C 0
M 0
Y 0
K 100

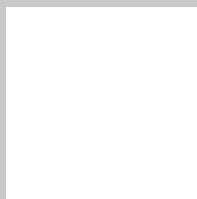
R 0
G 0
B 0



Maroon
Pantone 202 C

C 29.09
M 97.71
Y 66.61
K 33.84

R 138
G 36
B 50



White

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

These colours are to be used in the main logo and stripes, they can also be used as a background too.

These are also the colours of the kit.

THE 2 STRIPES

The stripes should be only used in the main colours and used when there is clear space. Text must not overlay the stripes and the stripes must always be bottom left of the page.



SUPPORTING COLOURS

To place text onto, colour overlay, block colours or backgrounds.



Red
Pantone 7627
CP

C 5
M 94
Y 88
K 22

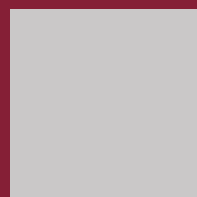
R 185
G 37
B 30



Purple
Pantone 7449
UP

C 52
M 89
Y 33
K 55

R 86
G 32
B 63



Pantone Cool
Grey
3 C

C 23.84
M 18.42
Y 19.32
K 1.36

R 202
G 200
B 200



Pantone Cool
Grey
11 CP

C 44
M 34
Y 22
K 77

R 59
G 60
B 67

These colours are to be used as block colours to hold text, they can also be used as background colours. The supporting colours work well as a colour overlay to hold body text, we recommend an opacity of 80% and no lower.

These supporting colours can highlight the Northampton Student Sport logo and also the Students' Union logo. Selecting either the red, purple or cool grey 3 when using the Students' Union's logo would be advised.

**Use sparingly,
there to support!**

TYPOGRAPHY

Overpass is the typeface family used for display, header and body copy.

Display = Overpass Bold Italic (All Caps)
Sizing
36pt - Leading 35pt
24pt - Leading 23pt
21pt - Leading 20pt
18pt - Leading 17pt

Header = Overpass SemiBold Italic (Title Case)
Sizing
24pt - Leading 24pt, Tracking 50
18pt - Leading 18pt, Tracking 50

Body = Overpass ExtraLight (Sentence Case)
Sizing
14pt - Leading 14pt
Smaller if required, Never smaller than 10pt with a leading of 11pt.

DISPLAY/HEADLINE

Header Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla dolore eu feugiat nulla



- Text colour must be black, cool grey 11 CP or white depending on the background colour.

- Please do not align centre text unless it is the title of a cover page.

- Please do not use justify - It can have some bad consequences.

- Use left or right align, it's up to you!

IMPORTANT!

(No hyphenated text, please keep all words to the same line)



THE TRIANGLES

They come in 4 colours

These triangles are a great way to break up empty space or overlay over images.

They must never be used with the stripes, however the triangle can be used to hold text, the choice is yours.

The triangles should always be bottom left.

TEXT HOLDERS

Text holders can be an effective way of highlighting a title or allowing text to be placed over images.

They can hover on a page, lead in from the edge or be a triangle at the bottom left of the page.

- Please try and incorporate angled edges. 77° or 158°
- Please do not use too many on one page, it could get messy!
- Play around with combinations to get what is right for you.
- Mix 100% opacity with 80% or just stick to one, the choice is yours. Just have fun!

They come in 4 colours



100% or 80% opacity (ideally no lower)

DON'T BE AFRAID!
This guide is here to help...

**For advice
please contact:**

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