

PORT VALE FOOTBALL CLUB / BRAND GUIDELINES





WELCOME

THESE GUIDELINES BRING TO LIFE THE PORT VALE F.C. BRAND. THEY EXPLAIN WHAT WE STAND FOR, THE RULES AROUND USING OUR CLUB CREST, OUR COLOUR PALETTE, PREFERRED TYPEFACES, PHOTOGRAPHIC STYLE AND MORE.

Who are they for?

These guidelines have been created for anyone applying our brand across all types of media. They cover all the visual elements as well as our mission statement and club values. Following these guidelines will keep the brand appearance to a high standard and as consistent as possible.

Please refer back to this document when producing any branded material.



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VISUAL IDENTITY

SECTION 2

PHOTOGRAPHY

SECTION 3

BRAND APPLICATION

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MISSION STATEMENT

TO BE A SUCCESSFUL CLUB,
ON AND OFF THE PITCH, WHICH IS AT
THE HEART OF OUR COMMUNITY.

CLUB VALUES / EXTRAORDINARY

GOOD PEOPLE DOING EXTRAORDINARY THINGS

PEOPLE-CENTRED

PLACING PEOPLE AT THE HEART OF EVERYTHING WE DO BY CARING,
DRIVING AND DEVELOPING THEM TO RELEASE THEIR HIGHEST POTENTIAL

TENACIOUS

DETERMINED AND RESILIENT IN THE DRIVE FOR SUCCESS

VALIANT

BOLD IN THE DECISIONS WE MAKE AND THE ACTIONS WE TAKE

RESPECTFUL

MAINTAINING A MUTUAL RESPECT BETWEEN THE CLUB AND OUR STAKEHOLDERS (OUR SUPPORTERS, COMMUNITY, STAFF AND PARTNERS)

BRAND NARRATIVE

Over a storied 150-year history, we have established ourselves as a vital part of the English football story.

Founding members of the Football League Second Division in 1892, we strive to maintain a culture of high performance both on and off the pitch, as the only team to have beaten all other 91 clubs in the professional pyramid.

In the area we proudly call home, we deliver life-changing and award-winning work to those who need it most, acting as the bedrock of the Burslem community.

Underpinned by shared values of valiance, tenacity and respect, our people are at the heart of everything we do, and Vale Park is a place where everyone can belong.

We believe supporters are the lifeblood of both our club and our game. We are accessible, allowing people of all ages and backgrounds to be part of the action, providing an experience which can be shared from one generation to the next.

On the pitch, we contribute heavily to the development of young players by creating pathways through first-team opportunities and ongoing investment into our Academy.

From our industrial roots in the Mother Town, to our modern-day aspirations for another 150 years of growth, we aim to bring people together – to support, to enrich, and to inspire.

We are Port Vale, the English Football League's community club.

SECTION I

BRAND GUIDELINES / VISUAL IDENTITY



... / CLUB CREST

Primary Version

The full colour crest is the primary version and should be first choice where possible.

The standard primary crest must be displayed against a white or light coloured background.

When applying to dark coloured backgrounds, the alternative key-lined version should be used:





1.2 / CLUB CREST

Secondary Versions



WHITE / CLUB CREST

A primary alternative to the full colour crest for use on black or dark coloured backgrounds.



BLACK / CLUB CREST

A secondary alternative to the full colour crest for use on yellow or light coloured backgrounds.



YELLOW / CLUB CREST

A tertiary alternative to the full colour crest for use on dark coloured backgrounds.

1.3 / CLUB CREST

Clear Area

The Club Crest should always be surrounded by a minimum area of clear space.

The area is defined by two of the Staffordshire Knots from the crest.

The area of isolation ensures that headlines, text or other visual elements do not encroach on the crest.

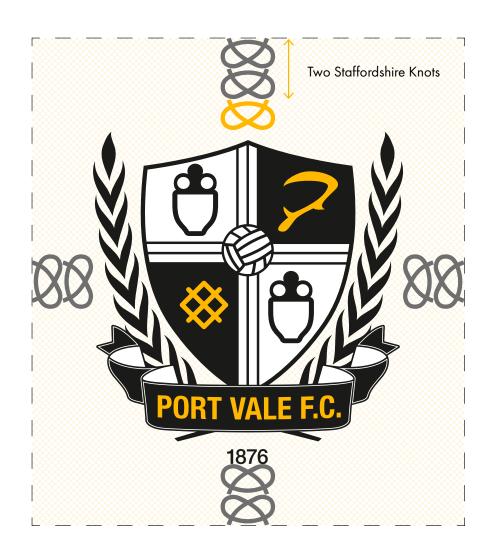
Minimum Size

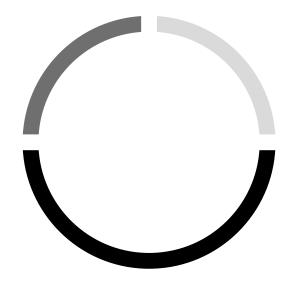
The Club Crest must never be displayed smaller than the sizes shown here:



Minimum Width: Print: 14mm

Digital: 80px



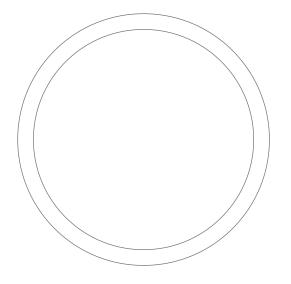


VALIANT / BLACK

Pantone Black
CO MO YO K 100
R 32 G 32 B 30
#20201e

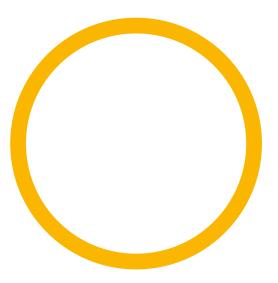
CO MO YO K70 R 110 G 110 B 110 #6e6e6e

CO MO YO K20 R217 G217 B217 #d9d9d9



VALIANT / WHITE

Pantone White
CO MO YO KO
R 255 G 255 B 255
#ffffff



VALIANT / AMBER

Pantone 7549C CO M32 Y100 K0 R250 G181 B0 #fab500

1.5 / TYPOGRAPHY

Titles / Headings

Headings and titles are presented in Rift.

The Regular and Bold weights are the most used and can be combined in layouts.

Italics are also used selectively.

Typical typesetting rules:

(to be followed where possible) Leading: 90% of point size

Kerning: Optical Tracking: 60

RIFT REGULAR

ABCDEGHIJKLMNOP ORSTUVWXYZ 0123456789

RIFT BOLD

ABCDEFGHIJKLMNOP ORSTUVWXYZ 0123456789

Body Copy

All body copy is presented in Futura PT Book. The heavier weights – Demi and Bold – can be used to highlight key information or for sub headings.

Futura PT Book

ABCDEFGHI JKNOPQRST UVWXYZ 0123456789 **Futura PT Demi**

ABCDEFGHI JKLNOPQRST UVWXYZ 0123456789 **Futura PT Bold**

ABCDEGHI JKLMNOPQRST UVWXYZ 0123456789

1.7 / TYPOGRAPHY

Typography Layout Examples

Rift Bold / Rift Regular

Font Size – 24pt Leading – 21.6pt Tracking – 60

TO BE A SUCCESSFUL CLUB ON AND OFF THE PITCH

Rift Bold

Font Size – 60pt Leading – 54pt Tracking – 60

WEARE

PORT VALE

Futura PT Bold / Book

Font Size - 11 pt Leading - 13.2pt (auto) Tracking - 20

Eveni officilic te rem fugitaque estendi

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Rift Regular / Rift Bold

Font Size - 16pt / 24pt Leading - 24pt Tracking - 60

THE ENGLISH FOOTBALL LEAGUE'S

COMMUNITY CLUB

SECTION 2

BRAND GUIDELINES / PHOTOGRAPHY



2 / PHOTOGRAPHY

Photography

Photography forms a large part of our visual style. We use images of our stadium, events, players and supporters that all link back to our brand narrative.

All photography represents our values: Extraordinary, people-centred, tenacious, valiant and respectful.

Images that display negative aspects or poorly maintained areas should be avoided.









SECTION 3

BRAND GUIDELINES / BRAND APPLICATION



3.1 / CORPORATE STATIONERY

Templates are available for all forms of official communication to ensure that a consistent and professional appearance is always maintained.









PORT VALE

Vale Park, Hamil Road,

01782 655 800

1" January 2000

Dear Loyal Supporter,

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Kind Regards,

Port Vale Football Club

01782 655 800 enquiries@port-vale.co.uk

3.2/ POSTERS & FLYERS

A template for posters and flyers is available to ensure that all official communication remains consistent.

The standard footer should be applied to all artwork and scaled proportionally according to the size of the document.

It is important that campaign messages are clear and concise, and the call to action is clearly displayed.



Artwork Template



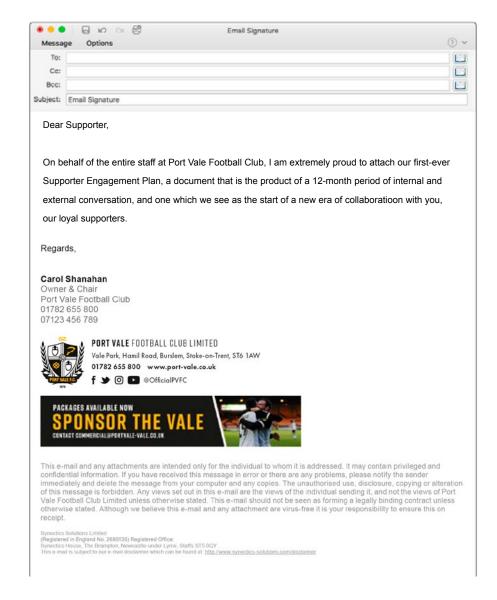
Example Poster

3.3 / EMAIL SIGNATURE

An email signature template ensures that a consistent and professional appearance is always maintained.

All email copy uses Arial and Arial Bold. The signature graphic includes hyperlinks to the website and social channels.

For promotional use, further banners can be incorporated beneath the corporate signature.



3.4/ SIGNAGE

Long horizontal Signage, such as the examples shown here, are typically found externally around various areas of Vale Park. Where possible, try to follow the construction format shown here.





to 5 x Staffordshire Knots.

3.4/ SIGNAGE

Various Sizes

Signage around Vale Park comes in various shapes and sizes, a selection of suggested layout examples are shown here.

In most instances, the club crest is placed in the top right corner and occupies approximately 40% of the overall Signage height (including margins). Text is left aligned and placed in the bottom left corner.













Sign-off Procedure

All artwork must be approved and signed-off by the following people:

Ryan Grant

Director of Marketing & Communications ryan.grant@port-vale.co.uk

Dan Townley

Head of Media & Content dan.townley@port-vale.co.uk

Final Approved Artwork

Print

Following final approval of printed material, a high quality PDF of the artwork must be supplied to the nominated printer.

Digital

Following final approval of digital material, artwork and all assets should be supplied.



PORT VALE FOOTBALL CLUB / BRAND GUIDELINES

Port Vale Football Club Hamil Road, Stoke-on-Trent ST6 1AW

www.port-vale.co.uk

01782 655 800