



Brand Guidelines

Engage. Inspire. Unite.

Introduction

Manchester United Foundation uses football to **engage** and **inspire** young people to build a better life for themselves and **unite** the communities in which they live. Dedicated staff deliver football coaching, educational programmes and personal development, providing young people with opportunities to change their lives for the better.

Manchester United Foundation

As a charity closely associated with Manchester United, we align our brand directly to the club’s. However, as a young people’s charity our audience and the things we talk about are not the same; as a result, our brand, tone and values are different.

Our elevator pitch and strapline underpin everything we do - it’s who we are:

Manchester United Foundation uses football to **engage** and **inspire** young people to build a better life for themselves and **unite** the communities in which they live.

Our brand is:

Engaging
Inspiring
Positive
Friendly
Clear
Inclusive

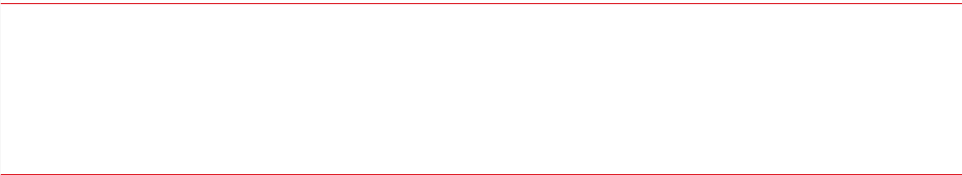
Our brand is not:

Boring
Aggressive
Negative
Complicated

Contents

These are the elements that make up our brand identity. Each section details how they should be implemented.





Logo



Logo (portrait)

The Manchester United Foundation logo must be used as directed in this guide. It must NOT be altered in any way and must only be resized in proportion. The portrait version of the logo should be used on all communications where possible.



Foundation

Sign Off:

Use of the Foundation logo must be approved in advance of print and/or online publication. For approval please email: **communications@mufoundation.org**

Logo (landscape)

The landscape logo should only be used in instances when it is not possible to use the portrait version. The logo must be used as directed in this guide. It must NOT be altered in any way and must only be resized in proportion. The portrait version of the logo should be used on all communications where possible.

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Foundation

Logo safe area

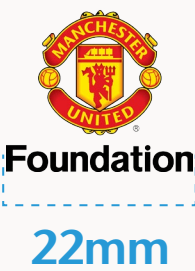
Always follow the exclusion rule to provide the sufficient safe area for the logo. The width and height of the crest's football [indicated as x below] becomes the exclusion zone and safe area for the logo. The exclusion zone is always relative to the size of the logo.

The safe area is clear from any background image contrasts, other logos, text or graphic devices.



Logo minimum size

This is the master logo, and should be used wherever possible. It should not appear any smaller than the dimensions indicated below.



Minimum print size: 22mm wide
Minimum screen size: 70 pixels wide



Foundation
47mm



Foundation
144px

Minimum print size: 47mm wide
Minimum screen size: 144 pixels wide

Colour variations

Colour variations of the logo are shown below. Depending on whether the logo sits on a red, light or dark background, the colour of the registered mark and workmark changes from black to white. The registration mark must appear black on a red background.



Foundation



Foundation



Foundation

Positive mono crest

To be used on a single colour item using our brand in red or black. The positive crest should always appear on a white background and can be embossed, debossed or foil blocked. The portrait version should always be used where possible.



Foundation



Foundation



Foundation



Foundation

Negative mono crest

The negative crest should always appear white on a red or black solid background. It can also be embossed, debossed or foil blocked.



Foundation



Foundation



Foundation



Foundation

Use with imagery

The logo should always appear on a solid colour background and should never be placed over an image with a busy background, as illustrated on the example below.



Logo misuse

The crest should never be altered, distorted and have other elements added to or taken away.



1. Do not colour up in any different way.



2. No additional graphic devices to be added.



3. The crest background is transparent and must not be filled with any other colour / background.



4. No distortion.



5. No element to be redrawn.



6.Nothing must obstruct the crest.



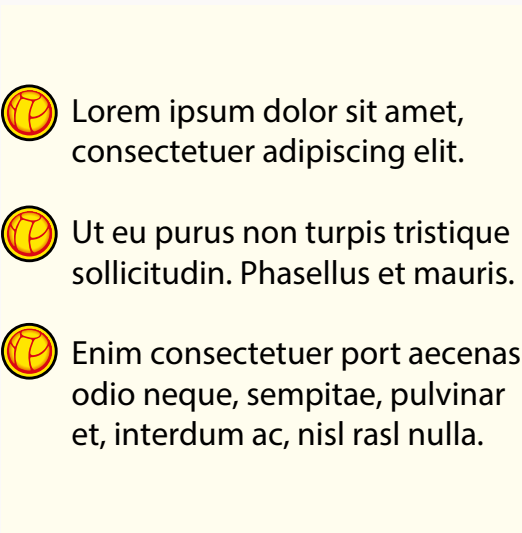
7. The crest must not sit on multi-coloured images.



8. The crest must not be expanded or condensed.



9. Nothing must encroach within the exclusion area.



10. No item from the crest to be taken and used for any purpose.

Composite logos

Partner schools, some Foundation projects, funders and partners have composite logos. The Foundation logo should always appear on the left and the other logo on the right. Composite logos must not be edited or changed in anyway. Only the variations below should be used.



Safe area



Mimimum size



Crest minimum print size: 22mm wide
Crest minimum web size: 70pixels wide

Sign Off:

Use of the Foundation logo must be approved in advance of print and/or online publication. For approval please email: communications@mufoundation.org

Strapline

‘Engage. Inspire. Unite.’ is the Foundation’s strapline and underpins everything we do. It should only appear on assets for which it is relevant. It should be used as directed below.



Safe area



Minimum size



Minimum print size: 30mm wide
Minimum print size: 145pixels wide

Colour

Our primary colour is red. Supporting colours are white and black. It is preferable to lead with red on white, or white on red. Only use red on black when the other variations are not available. Where more colours are required, for example tables, a darker red and shades of grey are acceptable.



RGB:	199/1/1
HEX:	#C70101
Pantone:	186c
CMYK:	C:0
	M:100
	Y:100
	K:5



RGB:	255/255/255
HEX:	#FFFFFF
Pantone:	WHITE
CMYK:	C:0
	M:0
	Y:0
	K:0



RGB:	0/0/0
HEX:	#000000
Pantone:	BLACK
CMYK:	C:0
	M:0
	Y:0
	K:100

Special finishes

For premium items you may use special finishes such as embossing, foil blocking, UV spot varnish or metallic inks. This is perfectly acceptable as long as the Foundation logo guidelines are maintained. These finishes must only be used for premium event creatives such as gala dinners, launch parties etc.



RGB:	163/145/97
HEX:	#000000
Pantone:	871c
CMYK:	C:20 M:25 Y:60 K:25



RGB:	167/169/172
HEX:	#FFCD08
Pantone:	877c
CMYK:	C:0 M:0 Y:0 K:40

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Typography

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Primary typeface

This is our primary typeface. It should be used across all communications. The bold weight should be used for titles and headlines and set in title case. The use of the medium and regular weights is permitted for subheadings and body copy respectively. For instances where the font isn't available, such as web or PowerPoint presentations created on a PC, the font Arial is acceptable.

Bertold Akzidenz Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Secondary typeface

This is our secondary typeface. It should be used for body copy only.

Stone Sans ITC Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

To create consistency across our brand and effectively convey the tone of voice of Manchester United Foundation, typography should be used as directed below. Headings are always set in Bertold Akzidenz Grotesk Bold. Body copy can be set in either Bertold Akzidenz Grotesk Regular or Stone Sans ITC Medium. With Stone Sans preferable for corporate communications and communications directed at older audiences, and Bertold Akzidenz Grotesk preferable for more informal communcations and communications to a younger audience. For instances where both fonts aren’t available, such as web or PowerPoint presentations created on a PC, the font Arial is acceptable.

Note:

Alternative headline fonts can be used for specific campaigns that require a particular look. However, approval must be given by the Foundation Communications Department: communications@mufoundation.org

Case study

Hannah Mitchell

Hannah Mitchell joined Manchester United as a player in 2006 and progressed through the Girls' Centre of Excellence. She was keen to volunteer as soon as she was old enough and her first step was as a volunteer coach with the Under 9 development group, while she still played for the Under 18s.

Hierarchy using only Bertold Akzidenz Grotesk

Case study

Hannah Mitchell

Hannah Mitchell joined Manchester United as a player in 2006 and progressed through the Girls’ Centre of Excellence. She was keen to volunteer as soon as she was old enough and her first step was as a volunteer coach with the Under 9 development group, while she still played for the Under 18s.

Hierarchy using Bertold Akzidenz Grotesk for the heading and subheading. Stone Sans used for body copy.

Typography misuse

Below are examples of how typography should not be set.

CASE STUDY

Hannah Mitchell joined Manchester United as a player in 2006 and progressed through the Girls' Centre of Excellence. She was keen to volunteer as soon as she was old enough and her first step was as a volunteer coach with the Under 9 development group, while she still played for the Under 18s.

HANNAH MITCHELL JOINED MANCHESTER UNITED AS A PLAYER IN 2006 AND PROGRESSED THROUGH THE GIRLS' CENTRE OF EXCELLENCE. SHE WAS KEEN TO VOLUNTEER AS SOON AS SHE WAS OLD ENOUGH AND HER FIRST STEP WAS AS A VOLUNTEER COACH WITH THE UNDER 9 DEVELOPMENT GROUP, WHILE SHE STILL PLAYED FOR THE UNDER 18S.

Case study

Hannah Mitchell joined Manchester United as a player in 2006 and progressed through the Girls' Centre of Excellence. She was keen to volunteer as soon as she was old enough and her first step was as a volunteer coach with the Under 9 development group, while she still played for the Under 18s.

Do not use all caps in headings

Do not use all caps in body copy

Do not use Stone Sans for headings

Case study

Hannah Mitchell joined Manchester United as a player in 2006 and progressed through the Girls' Centre of Excellence. She was keen to volunteer as soon as she was old enough and her first step was as a volunteer coach with the Under 9 development group, while she still played for the Under 18s.

Hannah Mitchell joined Manchester United as a player in 2006 and progressed through the Girls' Centre of Excellence. She was keen to volunteer as soon as she was old enough and her first step was as a volunteer coach with the Under 9 development group, while she still played for the Under 18s.

Case study

Do not tighten leading so letters touch

Do not justify text

Do not tighten kerning so letters touch



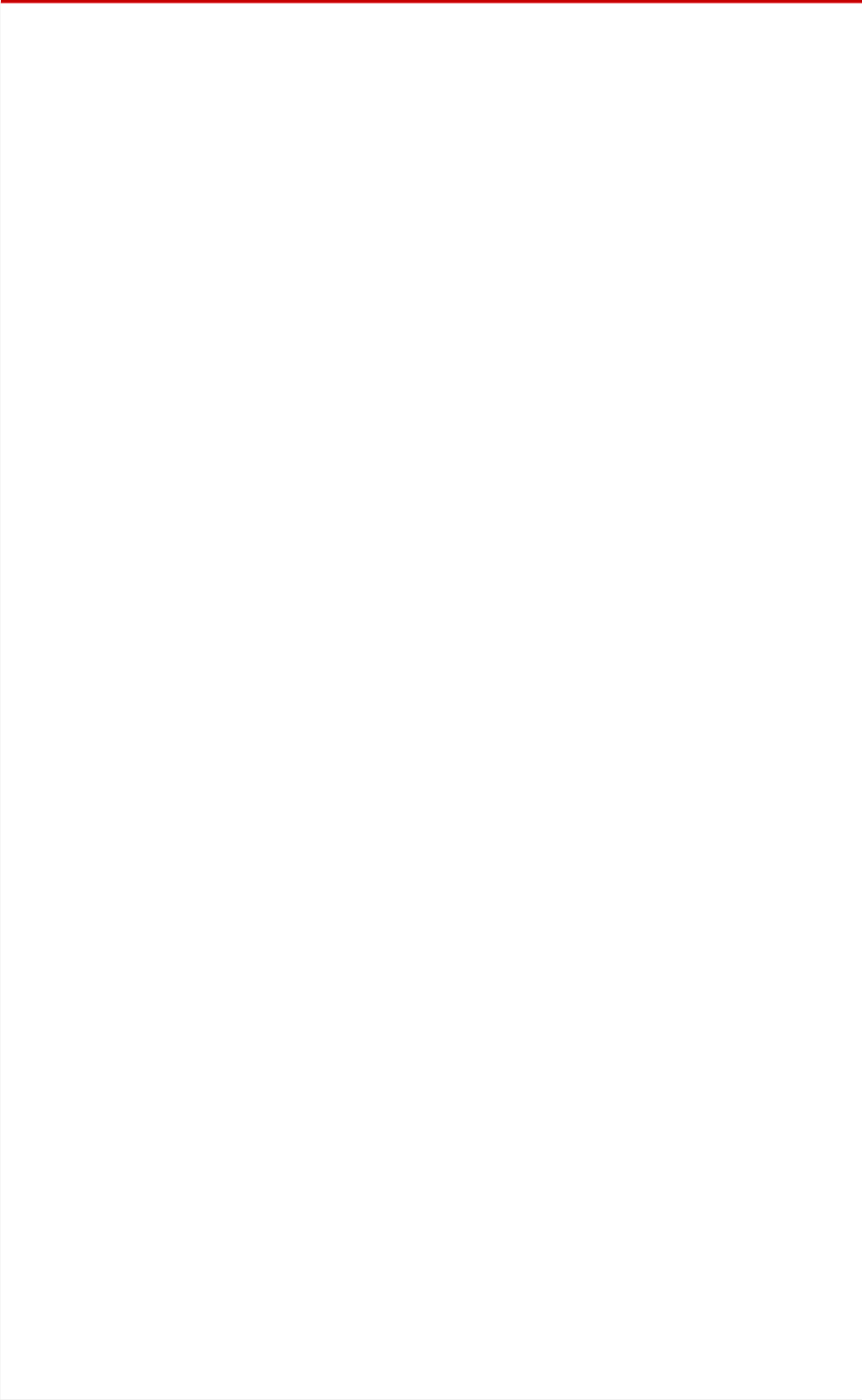
Photography

Our photography places the participant at the focus of the image. Images with space around the main subject allow for flexibility when being used in different assets. The background allows the image to tell a story, and should always be taken into consideration. Our photography should never depict our participants or any young person in a negative light. Images should always be in colour, the use of black and white photography is not permitted without approval from the Foundation Communications Department.

Sign Off:

Use of Foundation images must be approved in advance of print and/or online publication. For approval email: communications@mufoundation.org





Video



Video

All of our video content should be engaging and accessible. It should never depict our participants or young people in a negative light. To make our video content accessible and consistent, subtitling, captioning and slates should be used as directed below.



Subtitling

To comply with accessibility standards, all Foundation videos should include subtitles. They should be set in Akzidenz Grotesk Regular, with a dark opaque background. They should be large enough to be read whilst not obstructing the video. They should never go across two lines. For videos created in Premier Pro this should be a minimum size of 55, and the opacity of the background 85% of black.



Captioning

Where videos require captions, a person’s name should always be set in Akzidenz Grotesk Bold with any secondary information set in Akzidenz Grotesk Regular. This should always be left aligned and in either white or black depending on the background. They should not animate in, they should appear then dissapear.

Campaign specific captions are permitted where appropriate. This will be directed and require approval from the Foundation Communications Department.

Note:

Where Akzidenz Grotesk is not available, the font Arial is permitted.

When creating video content for the Foundation we request that you provide a version with subtitles and a version without.

Sign off:

Use of Foundation videos must be approved in advance of publishing online or the event. For approval email: **communications@mufoundation.org**

Video

All of our video content should be engaging and accessible. It should never depict our participants or young people in a negative light. To make our video content accessible and consistent, subtitling, captioning and slates should be used as directed below.



Slates

To create consistency, all Foundation videos should include our end slate. This should not be altered or changed in any way. The slate should always appear at the end of the video and never at the start.

Campaign specific beginning and end slates are permitted where appropriate. This will require approval from the Foundation Communications Department.

Sign off:

Use of Foundation videos must be approved in advance of publishing online or the event. For approval email: communications@mufoundation.org

For all enquiries email: communications@mufoundation.org

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