

Brand Style Guide

Brand Values

1. PARTICIPATION FOR ALL

BOTH ON AND OFF THE PITCH WE WANT EVERYONE TO TAKE PART WE ACHIEVE MORE USING ALL TEAM TALENT AT ITS BEST SPORT FOR GOOD

We value diversity and appreciate the difference that inclusivity and teamwork make to our community both in sport and in business.

2. SPORT FOR GOOD

WE DO WHAT WE DO FOR THE JOY, HEALTH & WELLBEING OF OUR COMMUNITY & CUSTOMERS

We are proud that Clubforce was started to champion volunteers and that technology could amplify the benefits of sport, These benefits include friendship, support, enjoyment, mental health, physical wellbeing, competition and community spirit.

3. RESPECT

FOR THE BRAND, FOR EACH OTHER, FOR CUSTOMERS & FOR PARTNERS COMMITMENT

We behave in a way that is respectful, humble and empathetic towards others so they enjoy working with us. Customers and partners enjoy doing business with Clubforce.

4. INNOVATION

BOLDLY LEADING THE SPORTS PARTICIPATION CATEGORY

Constantly anticipating the needs of our customers, analysing the market and community feedback - we creatively forge the way to maximise sports participation through the newest technologies and methods.

5. TRANSPARENCY

THE ESSENCE OF TRUST & TEAMWORK

We are open in our communication with colleagues so we can be agile in our customer offerings. We build trust by being completely transparent with partners and customers from the very first encounter. We always take the higher ground in business.

6. COMMITMENT

TO OUR CUSTOMERS & TO OURSELVES TO BE THE VERY BEST WE CAN BE

We commit to developing the best products for our clubs and NGBs and to providing the best service to our volunteers. Professionally we strive to be the very best leaders, teams and people we can be and to continuously improve our culture and processes.

Tone of Voice

The Clubforce voice is **encouraging, we are the biggest cheerleader of the volunteer in every club, also trustworthy, and clear**. It speaks to the reader directly, using simple language, invites conversation, and rewards the person wanting to learn how to help their local club in our content.

The key to sounding like Clubforce is speaking directly to the volunteer, in a voice that feels supportive like a cheerleader on the sidelines.

We are volunteers, speaking to volunteers. We distinguish ourselves from other business communication software through the way we use design and language to make communication feel “easier than work”, more effortless so you can enjoy your free time, educational so you can do things more efficiently and more fun than work technology. By being deliberate and thoughtful with the way we use language, we encourage people to feel a deeper connection with Clubforce.



While we intend to have a more conversational, human tone in the main, that doesn't mean that we're overly informal. Our tone will vary depending on the audience, the context and the information we need to get across. We take our responsibility for GDPR compliance and data security, we realise we are guarding something very precious to families, parents and members of the club. For that reason we never take a risk with humour and always take the higher ground on serious topics surrounding keeping customers safe. Whilst one of our products promotes lottery for fundraising we do not promote gambling for its own sake in any shape or form.

Our voice isn't just an intrinsic part of the product, it's an external representation of the people behind it. And because of that, we aren't necessarily making hard rules about what to say or what not to say. But some of the rules are a little firm.

Here's what we are (and aren't):

- 1** Clear, concise and human, we sound like a volunteer
- 2** Confident (never cocky)
- 3** Witty without crossing any lines (but never silly)
- 4** Conversational (but always appropriate and respectful)
- 5** Intelligent but never speaking down (and we always treat our users as intelligent too, we know that our volunteers are on a tight time budget and have many other things happening in their day)
- 6** Friendly (but not ingratiating)
- 7** Helpful (never overbearing, light touch)
- 8** Responsible about any serious topics surrounding clubs, data security, child protection and GDPR compliance



We are characterful. But we never let character overwhelm content. What we have to say is infinitely more important than being admired for the way we say it. If people can't see the substance for the style, we've gone wrong.

In writing, we value clarity above all. Be clear, be concise, omit unnecessary words, make sure that whatever you say has purpose, but don't be robotic. We don't use cheap words that recall the failures of those companies that have gone before us, and we don't use Silicon Valley clichés and jargon. We would only describe people as ninjas or rock stars if they were actually those things for a living. We don't lean on pop culture references or things that feel exclusionary.

We are considerate and intentional with the words we use. We recognize and appreciate the power of language, and use it with eloquence and elegance (while never getting carried away with ourselves).

Nor do we mess around with Clubforce. We don't use Clubforcer/Clubforcing/Clubforcee to describe who we are or what we do. While other people are free to make up whatever word they want to describe Clubforce usage or someone who uses it, we do not (externally) claim any of these as official terms. That's up to others to decide. Something will surface eventually and be organically adopted.

It should go without saying, but it's still worth stating: Never use exclusionary terms, cultural appropriation, ableist or misgendering language, or anything that could be interpreted as a slur. If you're on the fence about whether you're using something that could be taken as offensive, inflammatory or exclusionary, find another word.

We are authentic, real people who want to support sports volunteers who are just like us. We like the people we're talking to. We're proud of what we're talking about as we feel it's making a difference in society. We pride ourselves on our customer service and making clubs successful. That itself sets us apart.

At Clubforce, we express a set of shared values and goals for Marketing copywriting with our Copy Principles. From these principles, our copywriters turn business messages into a conversation with our audience, one that helps users understand what the Clubforce brand is all about.

Crafting value-driven copy across the user journey

The Clubforce Copy Principles are one element of a two level system we use to ensure great copy across all of our brand materials. Our Copy Principles ensure the stories we tell about our product are consistently compelling.

The Clubforce Copy Principles

The Clubforce Copy Principles are five specific rules derived from Clubforce's overall brand voice and tone. The best copy at Clubforce demonstrates at least three of the five Principles:

1. Don't make me think

Be clear and simple.

Anticipate (and answer!) the readers' questions.

Aim for comprehension.

2. Make it memorable but never brash

Be intentionally playful and bold but never disrespectful to your audience of parents, their children, other adult members and volunteers.

Build appropriate emotional connection.

Delight without distracting.

3. Be compelling

Be interesting and relevant—people do read, as long as there's something in it for them.

Help people envision the possibilities of less time spent on admin and more on playing sport and contributing to the community.

Be generous with warmth.

4. Be approachable but remember you have the responsibility for sensitive club data and member protection at all times, never give our users a doubt about our integrity

Write like you're having a conversation with one volunteer who is the "unsung hero" of their club.

Welcome volunteers warmly, as if you're encouraging them at a training session, as you know their personal time is oh so precious.

Use language your volunteers use—professional enough to attract experienced people invested in a club's success, and straightforward enough to invite new volunteers.

5. Respect our readers

Give every word intention and purpose.

Focus on what matters most.

Write with the whole journey in mind, even if you're only focusing on a small part of it.



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THE VOICE OF THE BRAND

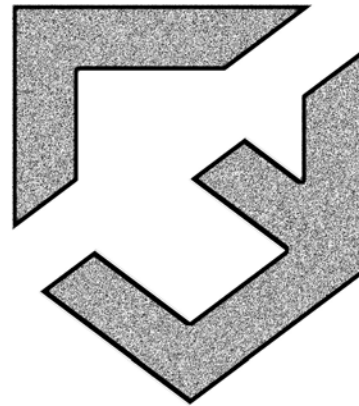
How we use the Clubforce Copy Principles

On the Marketing team at Clubforce, when we're looking to tell stories about our product, our features, and what they can do—and what the benefit is for our customer—we start with our Copy Principles. Those stories can appear in a number of places, from surfaces like our homepage and landing pages, to social media and event copy and collateral, to advertising surfaces like banner ads, out-of-home and print ads, billboards, as well as scripts for TV, video, and audio. We also write cross-functionally with our Content Design team to cover transitional or “grey” areas like onboarding, trials, and in-product feature awareness

Logo

LOGO

This document contains the rules and guidelines for our visual communication system. Follow these guidelines to maintain effective brand consistency. This includes all of the elements you may need – logo, typography, colour and more. This guide should be used as reference for all Clubforce visual communication and branded projects.



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LOGO EMBLEM CONSTRUCTION

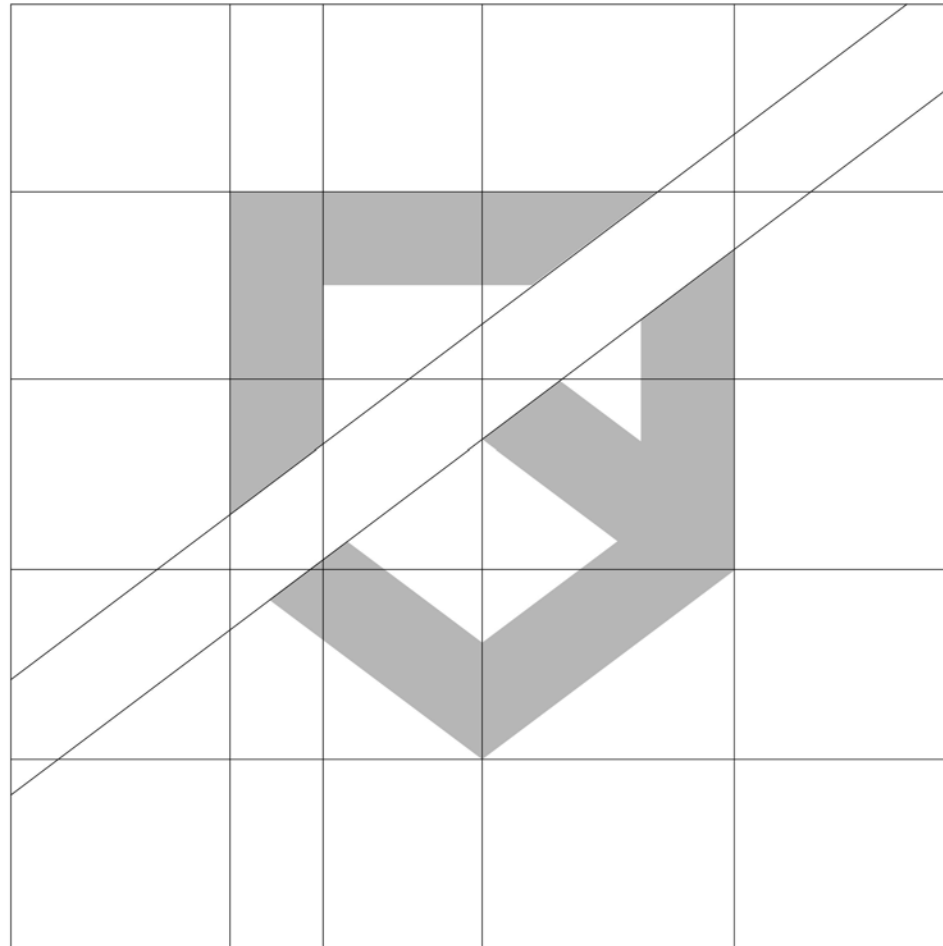
The Clubforce logo is a combination of three elements:

- A crest or shield (security, safety, trust, sport, teams, teamwork)
- a 'C'
- an 'F' (turned 90°)



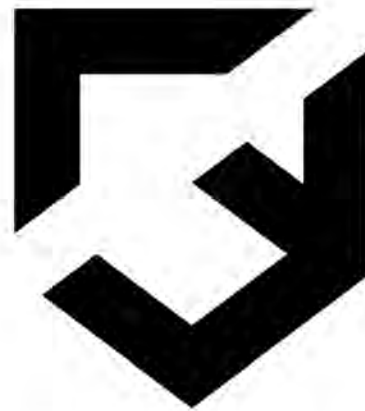
LOGO EMBLEM CONSTRUCTION

The crest is created by combining the shapes of C and F and using a 37° diagonal line through a square grid to create the shape



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LOGO – WITHOUT TAGLINE

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LOGO – HORIZONTAL – WITHOUT TAGLINE

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APP ICON CONCEPTS

Shown here are different avatar options developed for social media with both the wordmark and icon versions. The wordmark is most recognizable but the icon should be used where the main wordmark avatar becomes illegible or scaled down.



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Colour

PRIMARY COLOUR PALETTE – CMYK

The colours we've chosen for Clubforce is a key factor in differentiation and brand recognition. As such it is vital that our colours are reproduced and combined in the right way. Shown here is the primary colour palette.

Dark Blue
Pantone P 97–8C
Hex # 191176

Bright Blue
Pantone P 99–8C
Hex # 2050ce

Light Sky Blue
Pantone P 115–7C
Hex # 01bbea

Fuchsia
Pantone P 83–8C
Hex # d516b1

Lilac
Pantone P 93–1C
Hex # e3e3ff

Teal
Pantone P 136–6C
Hex # 40ffd3

Color Picker (Foreground Color)



new



current

OK

Cancel

Add to Swatches

Color Libraries

☐ Only Web Colors



H:

245

°



L:

14



S:

86

%



a:

32



B:

46

%



b:

-56



R:

25

C:

100

%



G:

17

M:

100

%



B:

118

Y:

19

%

#

191176

K:

16

%

PRIMARY COLOUR PALETTE



PRIMARY COLOUR PALETTE MEANINGS

	DARK BLUE: Ingenuity, trust, dignity, intelligence, authority, supportive
	BRIGHT BLUE: Dependability, productivity, tranquility, cleanliness, strength, Invigorates, enhances
	LIGHT SKY BLUE : peace, serenity, ethereal, spiritual, infinity, coolness
	FUCHSIA: Uniqueness, certainty, maturity, mystery, creativity, dignity, royalty,inspires
	LILAC: Helpfulness, kindness, serenity, compassion, uplifts, soothes
	TEAL: revitalizing and rejuvenating, health, luck, individual, analytical and deep thinking, emotional, empathy



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Type

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RED HAT DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

SECONDARY TYPEFACE

Our secondary typeface is Arboria. As used in Clubforce tagline. Arboria Book should also be used as the main body font for use across Clubforce branded documents and material.

ARBORIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BRAND TYPE

The type we use helps to convey the personality of the brand. Consistent use of typography will help build a recognizable identity for Clubforce. The Clubforce logo is a combination of two typefaces. Red Hat Display Bold for the main title and Arboria Book for the tagline. As shown below:



Primary Typeface:
Red Hat Display Bold

Secondary Typeface:
Arboria Book

TYPE LAYOUT HIERARCHY

Type layout and hierarchy is pivotal to the overall Clubforce brand. Use this layout system as a reference for all Clubforce type projects. Following the example shown below will allow for a clearly identifiable message that is clear from distraction.

Sports Club Membership Management

Used by over 600,000 Club Members

Axim harcim nessim rerum fuga. Bus santor mo minctest
porem et eat quid eaque nemi atem volorporent
fuga. Apercium ut occum acero blabo. Ut fugitatusae
quaectia aliquam dusam vitatecus minciatur?

Heading

Red Hat Display Black
28pt / 30pt

Subtitle

Red Hat Display Medium
19pt / 23pt

Body

Arboria Book
13pt / 19pt

Mock-ups







 **Clubforce**
making sport happen





Finder File Edit View Go Window Help



Fri 9:41 AM



Clubforce



Crest GAA

- Search
- Club Data
- Lotto
- NGS Sync
- Settings

Club Dashboard

€8,990
2021 REVENUE

374
CURRENT MEMBERS

23
MEMBERS IN ARREARS

Lotto

19 19 19 19 19

LATEST NUMBERS

174
TICKETS SOLD

€500
NEXT JACKPOT

Next match



19:45



Crest GAA vs Crest RFC
Sat 20th Nov, Round 24
Ballyvaughan, Tulla, Galway Rd, JC, Carrick, SI

Revenue by product



Most visited

- Secretary's report
- Overdue members
- Club revenue
- Clubforce fees
- Secretary's report
- Overdue members
- Club revenue
- Clubforce fees
- Secretary's report

Plans Purchased



Collapse menu



MacBook Pro



Club Dashboard

Costa GAA

€8,990
2021 REVENUE

374
CURRENT MEMBERS

23
MEMBERS IN ARREARS

Lotto
LATEST NUMBERS

174
TICKETS SOLD

€500
NEXT JACKPOT

Launch in
200 days



Next match
19:45

Current Day
Next Day
Away Day

- Most visited
- Secretary's report
 - Overview (members)
 - Club revenue
 - Club finance fees
 - Secretary's report
 - Overview (members)
 - Club revenue
 - Club finance fees
 - Secretary's report

Plans Purchased

Academy
Adult (Playing)
Adult (Non-playing)
Family



Status Predicted

Green	Amber
Green	Red
Green	Amber
Green	Amber

Summary

This guide is designed for marketing teams, designers, managers, advertising agencies and all those who work with Clubforce. Using these rules you are guaranteed to correctly interpret our visual style.

This is version 1 of the style guide which may be updated and improved as necessary.
For information contact:

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marketing@clubforce.com

Appendix

LOGO USAGE

The following set of rules will ensure the Clubforce logo is used correctly and effectively. Please ensure to adhere to these principles throughout all Clubforce brand and marketing material.

Avoid Stretching or distorting



Avoid Rotating



Don't apply a drop shadow or any type of effect



Don't re-colour



Don't add gradients



Don't change the fonts



Don't change the letter-spacing



Don't outline any part of the logo



Don't place over a busy background





