
OUR GUIDELINES



INTRODUCTION

Welcome to the Umbro Brand Guidelines, a document that we hope will provide you with all the direction you need for all aspects of your work. Design information on everything from signage to shin pads is included here for you to reference and work from.

This is an exciting time in Umbro's history, as we approach our 90th anniversary and look to re-establish the brand as one of the most important names in football. To do this, we need to show a unified look and feel across every aspect of the business, in every country of the world and at every level of the game.

With your help, we can ensure that wherever someone connects with Umbro, they know what they're going to get: quality, insight, and great design all delivered with style. The heart and soul of football.

THE PURPOSE OF THIS DOCUMENT

The Brand Guidelines are here to help; to organise and point you in the right direction so that you can work towards making Umbro the greatest football brand in the world. Think of it like a great football manager, directing the tactics and confidence of the team so that the players can get out there on the pitch and show off your skills. Only, instead of a chalkboard and some training bibs, you've got this document.

All the files that you'll need to keep Umbro looking at its best can be found on the Umbro Asset Manager system. You'll be sent full details on how to log on and use the system as well, so you can take Umbro forward with confidence.

CONTACT DETAILS

If you have any questions about the information covered in this document please use the contact details below:

Helene Hope

Head of Global Brand Operations

Email:

helene_hope@umbro.com

Telephone:

(+44) 161 233 2719

CONTENTS

This set of brand guides is split into 4 sections, each section is colour coded to allow you quick access to the information you require without having to trawl through every page.

Section marker



OVERVIEW

OUR LOGO

Page 4



OUR BRANDING

OUR LOGO RULES

Page 6

— EXCEPTIONAL CIRCUMSTANCES

Page 7

— LOGO OFFENCES

Page 8

OUR TYPOGRAPHY

Page 9

— OUR TYPOGRAPHY CONTINUED

Page 10

BRAND COLOUR PALETTE

Page 11

OUR CORPORATE IDENTITY

— BUSINESS CARDS

Page 12

— LETTERHEAD

Page 13

— INVOICE

Page 14

— EMAIL FOOTER

Page 15

OUR PACKAGING

Page 16

PERIMETER BOARDS

Page 17

OUR RETAIL IDENTITY

— SIGNAGE

Page 18

— BAGS

Page 19



OUR PRODUCT

OUR APPAREL

— BRANDING PRINCIPLES

Page 21

— BRANDING PLACEMENT

Page 22

— BACK NECK LABELS

Page 23-24

— WHEN IS THE LOGO A GRAPHIC?

Page 25

OUR FOOTWEAR

— EXTERIOR BRANDING

Page 26

OUR EQUIPMENT

— FOOTBALL BRANDING

Page 27

— GLOVE BRANDING

Page 28

— GUARD BRANDING

Page 29

— BAG BRANDING

Page 30



OUR MARKETING

SIGN OFF ON PRINTED ITEMS

Page 32

SIGN OFF ON POINT OF SALE

Page 33

DIGITAL

Page 34

OUR PHOTOGRAPHY

— KEY POINTS TO REMEMBER

Page 35

— PRODUCT PHOTOGRAPHY

Page 36

OUR LOGO

Any company with 90 years of experience will have been through a few different looks and incarnations, and Umbro is no exception. Now, as we look to the future, regaining our place at the heart of football and the world that surrounds it, we need to ensure that we have a clear, easily understood identity that unites the brand wherever we are in the world.

That's why we want you to use the stacked double diamond Umbro logo. It's our symbol, our emblem, our club crest. It's easily identifiable, and regularly associated with Umbro at its best - on the pitch, on the feet of players, and the kits that they're wearing, as well as in the stands and on the supporters that are passionately cheering on their team.



OUR BRANDING



S2

OUR LOGO RULES

Using the stacked double diamond Umbro logo is essential if we are to be consistent across all our facets of the brand (product, communications, retail), so it's important that we use it correctly.

Wherever possible, the stacked double diamond Umbro logo should be used in black.



Pantone Black
 CMYK 0%C 0%M 0%Y 100%K

Please see **'Logo Offences'** for examples of how not to apply this logo.

If using the black logo on a background or image that would affect its legibility, we use the white-out version.



White
 CMYK 0%C 0%M 0%Y 0%K

Please note that this is not a boxed logo.



Black logo example



White-out logo example

LEGIBILITY

Think of our logo like a star player - it needs to be protected and allowed to stand out.

In order to make our logo stand out and keep it free from interference with other objects, we have set up a clearance area around it. This area is defined by the height of the inner diamond. We use this measurement to give us the height and width of the clearance zone.

This area should stay clear from other logos, text or graphics, to ensure that our logo has maximum standout.

CLEARANCE AREA



MINIMUM PRINT SIZE



Width: 13mm
 Height: 8.5mm

MINIMUM WEB SIZE



Width: 79 pixels
 Height: 51 pixels



OUR LOGO RULES

Exceptional Circumstances

Like many things in life, there are exceptions to these rules around our logo. In exceptional circumstances the colour of the Umbro stacked logo can be changed to harmonise with a key partner such as a team, sponsor or an association.

Approval must always be given by the Global Brand Marketing Team (see page 5 for contact details) before using such colours.



OUR LOGO RULES

Logo Offences

Don't distort or interfere with the stacked double diamond Umbro logo.

Here are some examples of what **NOT** to do with the stacked double diamond Umbro logo, all of which are an instant red card offence.

DO NOT:



Change/tint either of the logotype elements independently or jointly



Change the order of the elements.



Interfere with the typeface.



Add weight to the strokes



Add colour to the strokes
Add background colour



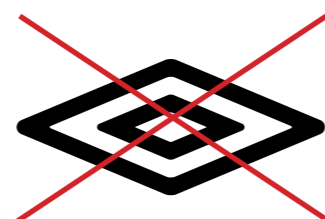
Alter the space between the
Double-Diamond and the type



Stretch either horizontally or vertically



Alter the proportion of the elements in
relation to each other



Removing the text lock
up from the logo



Alter the colour of the type



Alter the colour of either of
the elements

OUR TYPOGRAPHY

Chosen for its combination of balance and clarity, the Trade Gothic family is the perfect manifestation of performance meets style.

The Trade Gothic fonts need to be purchased and cannot be used without a license. Visit www.linotype.com to purchase.

Contact The Brand Marketing Team if you have any questions regarding this typeface.

Headlines should be set in Trade Gothic LT Bold.

Sub Headings should use the Trade Gothic LT Regular and be at least twice the size of the body copy.

Body copy should be set in the Light or Regular weight depending on what background it is on. If you were using this at a small size or over an image there may be issues with legibility, in which case increase the weight to Regular.

Trade Gothic LT Bold

AaBbCc
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%^&*()<>,:;:””

Available Weights in the Trade Gothic Family

Light	<i>Light Oblique</i>
Regular	<i>Oblique</i>
Bold	<i>Oblique</i>

OUR TYPOGRAPHY

Continued

Spacing between lines should be generous.
This is Trade Gothic Regular at 30pt with 36pt leading.
We need to give our type the space to breathe, and
make sure that we achieve the best legibility.

Fonts have default spacing values which work well at smaller sizes, however, when we increase the size of our type, the space between the letters increases too. So when we are setting large type we may need to reduce the amount of space between the letters by setting the tracking values tighter.

Body copy should never be tracked too tight, this severely hinders legibility and looks ill-considered.

Instead, if not tracked at (0), it should be given a slightly positive tracking value along with its generous leading to help aid clarity. This type is set at 12pt on 14pt leading with tracking set to (0).

Football

Trade Gothic Regular
tracking set to (0)

BRAND COLOUR PALETTE

Our primary brand colours may be black and white, however we realise the world of football is filled with colour from kits to flags, scarves to stadiums and much more besides.

With this in mind, we also like to use the clearest, most common colours found in these situations so that we can keep our message simple and easily understood across our communications.

These colours work well together, keeping our messages and communications simple, compelling and beautiful, like the game itself.

PRIMARY COLOURS

PANTONE BLACK

CYAN 0% - MAGENTA 0%
YELLOW 0% - BLACK 100%

WHITE

CYAN 0% - MAGENTA 0%
YELLOW 0% - BLACK 0%

SECONDARY COLOURS

PANTONE 102 C

CYAN 1% - MAGENTA 12%
YELLOW 100% - BLACK 0%

PANTONE 186 C

CYAN 12% - MAGENTA 100%
YELLOW 92% - BLACK 3%

PANTONE 286

CYAN 100% - MAGENTA 84%
YELLOW 11% - BLACK 3%

PANTONE 349 C

CYAN 90% - MAGENTA 33%
YELLOW 100% - BLACK 26%

PANTONE 209 C

CYAN 38% - MAGENTA 92%
YELLOW 58% - BLACK 37%

PANTONE 291

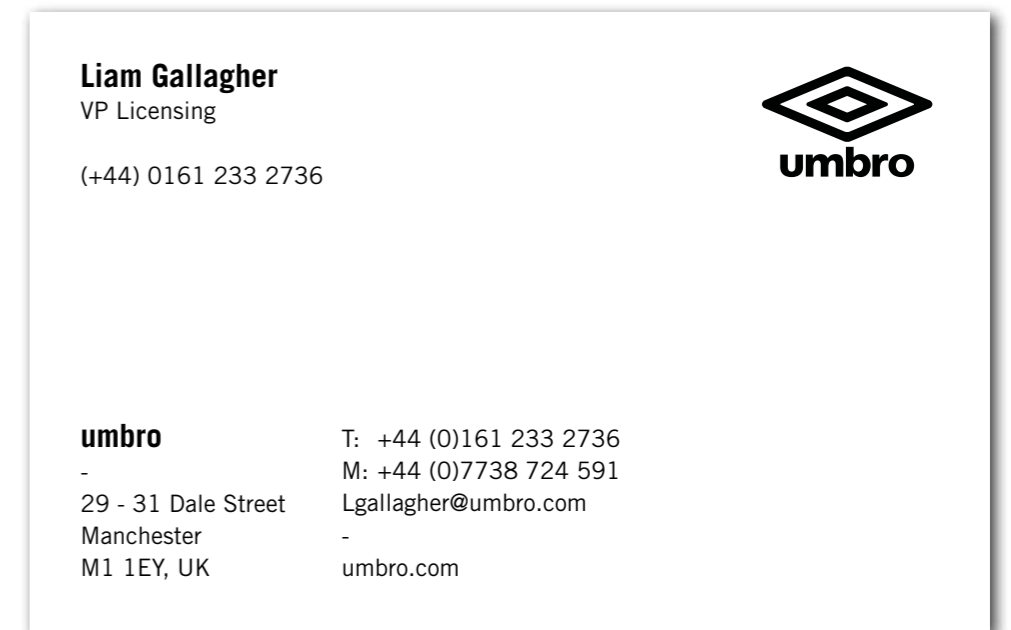
CYAN 37% - MAGENTA 8%
YELLOW 1% - BLACK 0%

OUR CORPORATE IDENTITY - Business Cards

Our business cards feature an iconic Umbro design on the rear taken from Umbro's rich history.

Dimensions: 85mm x 55mm
Front: Pantone Black
Reverse: Four Colour Process (CMYK)

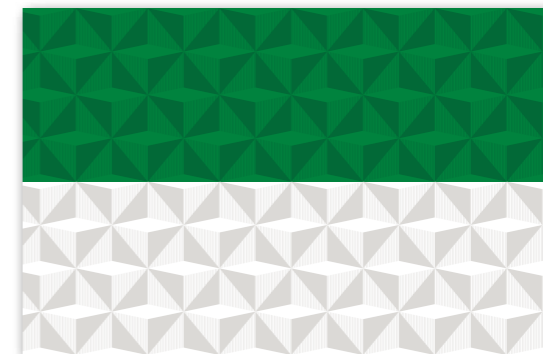
Recommended Material:
High White Uncoated Stock
Recommended stock:
GFSmith Lettra 100% Cotton
Ultrawhite 300gsm
Weight: 300-350gsm



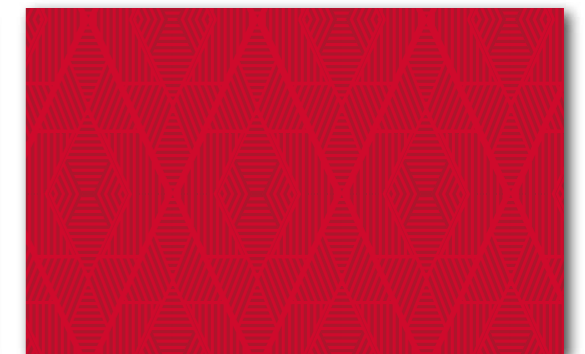
01. Business card front



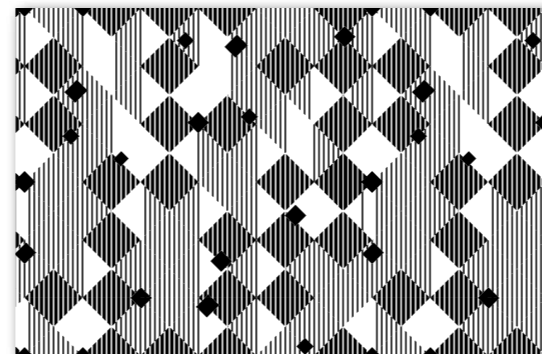
02. Rear pattern A



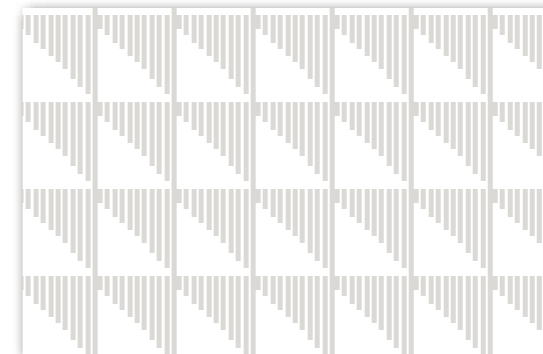
03. Rear pattern B



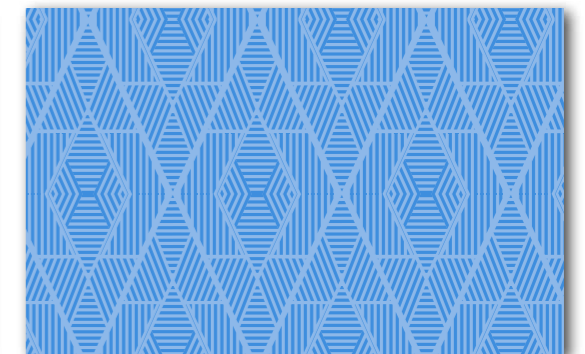
04. Rear pattern C



04. Rear pattern D



05. Rear pattern E



06. Rear pattern F

OUR CORPORATE IDENTITY - Letterhead

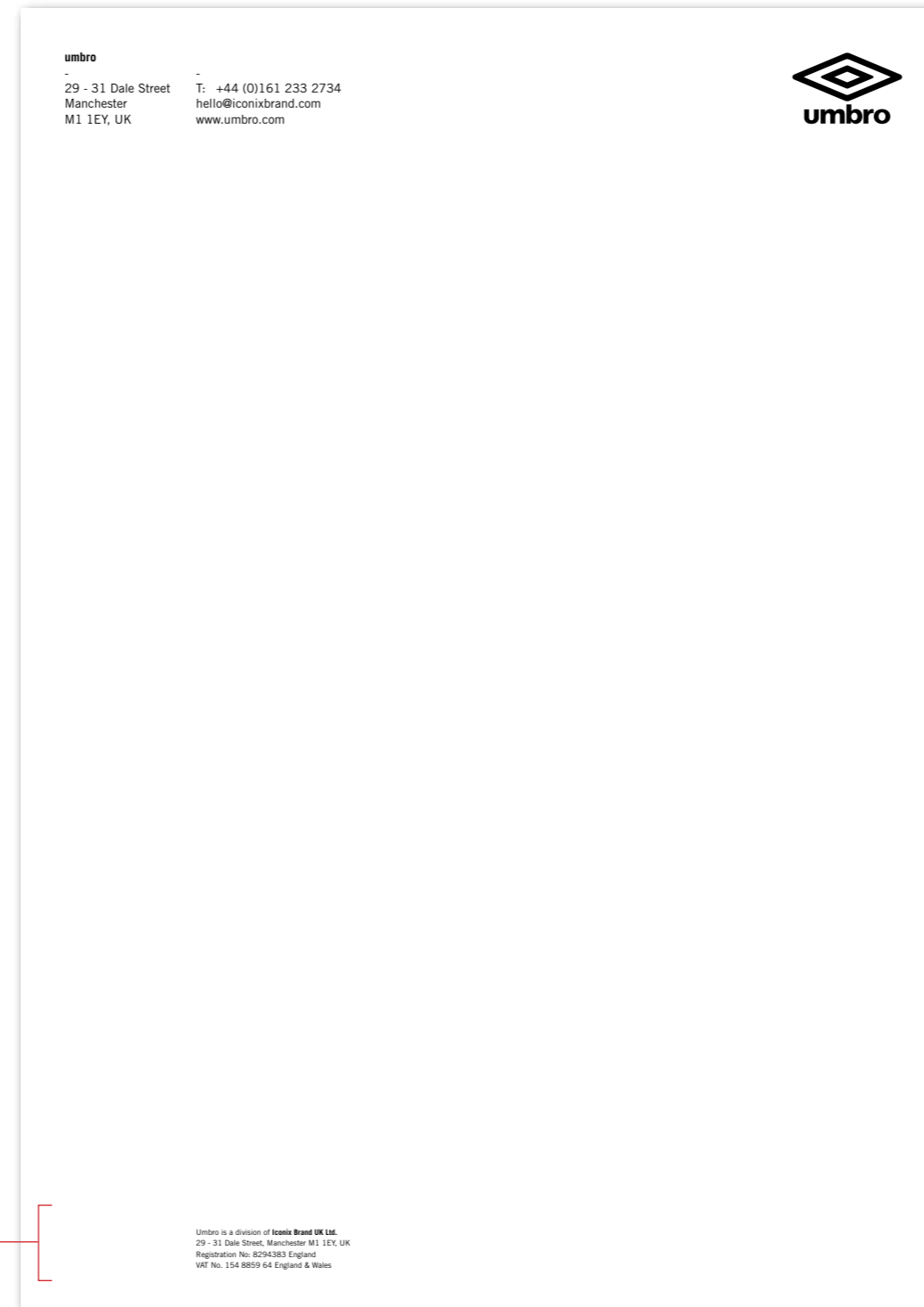
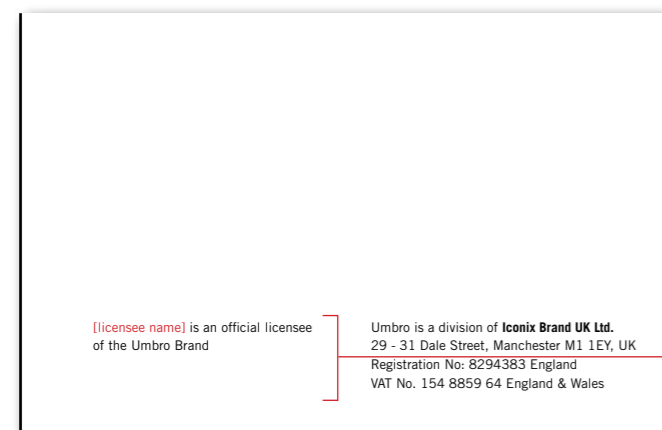
Our letterheads, like our business cards, will also have a iconic Umbro design printed on the rear taken from umbro's rich history.

LICENSEE LETTERHEADS

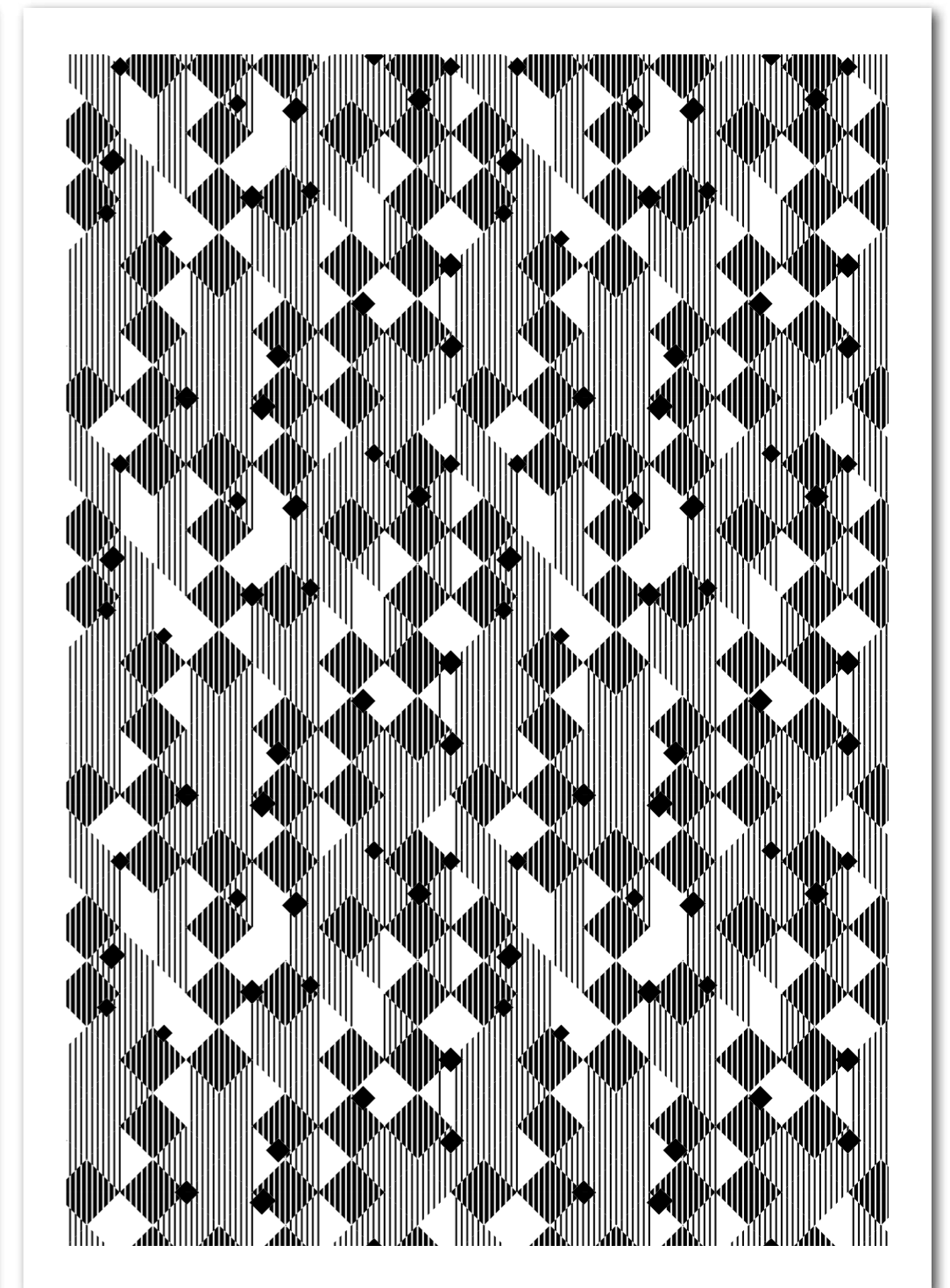
If you are a licensee creating your own letterheads please follow the examples on this page but please also remember to **insert and complete** the following text:

"[licensee name] is an official licensee of the Umbro Brand"

The text needs to be positioned in the bottom left corner of the letterhead as in the example below.



01. Letterhead front



02. Letterhead rear with umbro graphic pattern

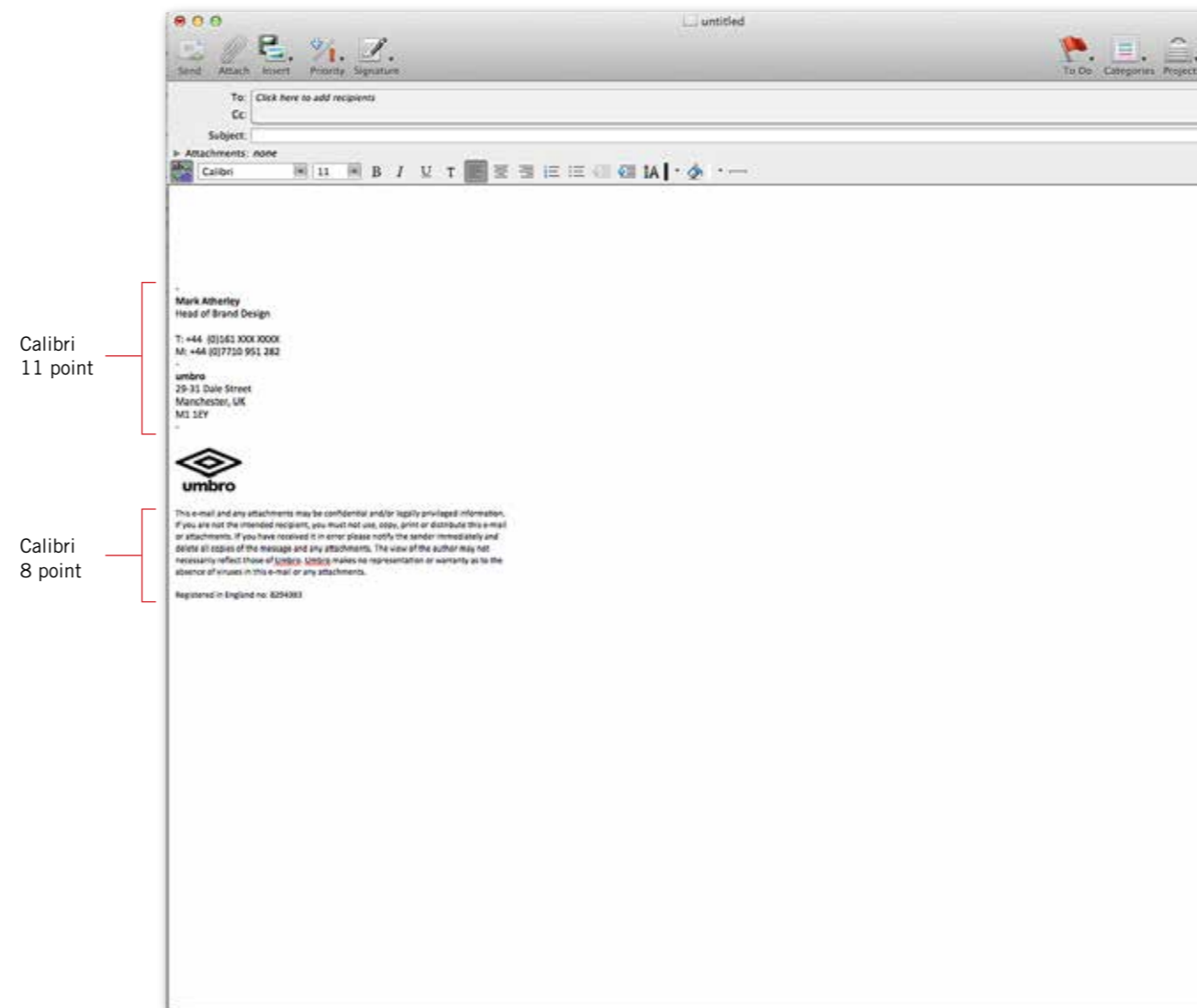
OUR CORPORATE IDENTITY - Email Footer

This is our email footer, moving forward please create your email signature in this style, it is vital that all public and internal facing communications have a consistent look.

The font used is called Calibri and it can be found on both Apple computers and PC's.

The font size used for the contact details is 11 point and the legal information which comes after the stacked double diamond Umbro logo is 8 point.

The stacked double diamond Umbro logo must always be black.



OUR PACKAGING

The way in which we present our products is an essential part of how we communicate with our customers - as we all know, first impressions are all important.

In a crowded store, we want to stand out with a simple, elegant look, with great packaging making the purchase of Umbro products feel premium and desirable.

We can achieve this with a simple, effective approach. For shoe boxes, we aim to use smart black colour on craft board, while swing tickets should use clean white cardboard.



Shoe box



Swing ticket



Swing ticket and sock packaging



Glove packaging

PERIMETER BOARDS

Against the noise of a match environment it is important to maintain visual clarity for the brand.

Keeping our perimeter boards uncluttered and elegant conveys confidence and good design sensibility.

Here are some simple rules to use so that perimeter board graphics always present the brand in the clearest way and stand out from the noise around it.

- Always place the stacked double diamond Umbro logo to the right hand side of the perimeter board.
- If the perimeter board is a digital animation, keep the stacked double diamond Umbro logo visible at all times.
- Always sign off digital animations with the umbro URL centrally aligned and stacked double diamond Umbro logos on both sides.
- Please use the bespoke URL type provided below for maximum legibility.

Please contact the Brand Marketing Team if you have any questions. Contact details can be found on page 5 of this document.



Perimeter board example. Stacked double diamond logo on right hand side



URL sign off with stacked double diamond Umbro logos on both sides

URL

On our communications we want to encourage visits to our .com site. There has been a specific logotype created for this purpose. Do not type the web address by hand.

The white out of black URL logo should be used wherever possible. If this isn't possible please use the black URL graphic on white.

For local URLs, please follow the same guidelines.

URL GRAPHIC



— This is not a boxed version of the URL

Black URL logo

umbro.com

- Pantone Black
- CMYK 0%C 0% M 90%Y 100%K
- The black umbro.com logo should only be used on white.

OUR RETAIL IDENTITY - Retail Signage

Wherever you are in the world, you want Umbro to stand out from the crowd. If you have your own retail space, it's important to do this in a way that fits in with the identity of the brand, with a clean, stylish look.

Using the white logo on a black background as in the examples used here for signage creates a eye-catching, clearly defined brand wherever it is positioned.

It is also advisable to have the umbro.com URL logo as a sign off in your window.

When creating signage the only logo to use is the Umbro stacked double diamond.



01. Exterior signage example



02. Retail exterior example



03. umbro.com URL placement example

OUR RETAIL IDENTITY - Retail Bags

The clean, sharp look of our packaging and retail signage is continued in any retail bags, with the Stacked Umbro Logo being used in white on a black background.

It's the 4-4-2 of the design world - simple but effective.



OUR PRODUCTS



S3

OUR APPAREL

Branding Principles

The logo used on apparel is the stacked double diamond Umbro logo, example shown below. This is to be used across all ranges. No other logo is to be used without prior permission from the the Creative Director / VP of Marketing.

This is our brand identity and signs off all our product.

The stacked double diamond Umbro logo can be incorporated into product as a graphic element.

Logo usage:

- Back neck labelling
- External branding
- Graphic element



Stacked double diamond Umbro logo



01. Back Neck Label



02. External Branding



03. Graphic Element

OUR APPAREL

Branding Placement

The stacked double diamond Umbro logo should be used to sign off **ALL** apparel.

The primary location for this logo is the right chest (as worn) on upper-body items, and left leg (as worn) on lower body items.

If the front panel has a large graphic then the stacked double diamond Umbro logo should be placed on the left sleeve, centrally at the cuff.

If the front panel has a large stacked double diamond Umbro logo (see image 04) then no further branding is required.



01. Primary location on right chest for upper body items.



02. Primary location on left leg for lower body items.



03. Stacked logo centrally aligned on left cuff.



04. Front panel with large stacked diamond.

OUR APPAREL

Back Neck Labels - Woven Loop

Clarity and consistency are vital in driving our brand identity into the marketplace.

All apparel should be signed off with the woven loop label (EU/ APAC code 17569 or USA code 17570, available from Avery Dennison) in Black/White.

THESE ARE THE ONLY WOVEN LOOP LABELS YOU CAN USE.

White/Black is also available if needed on light colours but should be a secondary choice.

PRODUCT SECURITY

Covert UV is contained within the label.

SOURCING

Steve Edge

Strategic Account Manager
Retail Branding & Information Solutions

Email: steve.edge@eu.averydennison.com
Tel: +44 (0) 115 989 6500
Mobile: +44 (0) 772 007 1576

Avery Dennison
Private Road No 7
Colwick Industrial Estate
Nottingham
NG4 2JW
United Kingdom



01. Woven loop label. Primary choice

OUR APPAREL

Back Neck Labels - Heat Transfer

For performance products that will sit next to the skin such as matchday shirts or training tees, a heat transfer label can be used (EU/APAC code 17571 or USA code 17572).

THESE ARE THE ONLY HEAT TRANSFER LABELS YOU CAN USE.

As with the woven label the primary colour of the text and logo is White, but Black is available to be used on lighter colours.

PRODUCT SECURITY

Covert UV is contained within the label.

SOURCING

Ivy Chan
ITW GRAPHICS ASIA LIMITED

Email: ivychan@itwgraphics.com
Tel: 29909305
Fax: 27216659



01. Heat transfer label. Primary choice



02. Heat transfer label. Secondary choice

OUR APPAREL

When is the Logo a Graphic?

A large stacked double diamond Umbro logo in its true form constitutes a branding and not a graphic.

Any other use of the Umbro word or double diamond (artistic execution or typeface) is considered a graphic and as such requires a stacked double diamond Umbro logo sign-off on the left sleeve.



01. Double diamond logo as a graphic



02. Double diamond logo as a graphic

OUR FOOTWEAR

Exterior Branding

Footwear is permitted to feature the double diamond as the most visible branding.

In the case that this is used, any other brandings should be the stacked double diamond Umbro logo.

The stacked double diamond Umbro logo **MUST** be featured on the tongue as a sign-off.

The stacked double diamond Umbro logo should always be the internal branding sign-off.



01. Permitted use of double diamond on footwear



02. Tongue branding



03. Internal branding sign off

OUR EQUIPMENT

Football Branding

Footballs are permitted to use the double diamond as the most visible branding.

In this case, or that of the ball predominantly featuring a graphic, there must be a stacked double diamond Umbro logo sign off at the valve (see image).



01. Permitted use of Double Diamond on football



02. Stacked double diamond Umbro logo sign off at valve

OUR EQUIPMENT

Glove Branding

Goalkeeper gloves should be signed off using the stacked double diamond Umbro logo as the most visible branding.

If the glove features a graphic on the backhand then a stacked double diamond Umbro logo must be visible elsewhere on the glove.



OUR EQUIPMENT

Guard Branding

All shin guards must be signed off with a stacked double diamond Umbro logo.



01. Guard outer branding sign off



02. Guard inner branding sign off



03 Guard sock branding sign off

OUR EQUIPMENT

Bag Branding

All bags must use the stacked double diamond Umbro logo as the most visible branding.

In the case that a graphic is used then the stacked double diamond Umbro logo must feature elsewhere on the bag.



01. Most visible placement of the stacked double diamond Umbro logo on a bag



02. Example of secondary stacked double diamond Umbro logo placement

OUR MARKETING



OUR MARKETING

Sign-Off On Printed Items

Print items can be used in a number of different circumstances, from posters to advertisements in magazines, but they should all follow the same principles when it comes to the sign off.

The stacked double diamond Umbro logo should be used on all occasions, and in black where possible. If this isn't possible due to the design used on the print, then use a white stacked double diamond Umbro logo instead.

The logo should always be placed in the bottom right hand corner of the image and the guidelines detailed on page 7 of this document should be followed concerning the exclusion zone.

Simple, eye-catching and stylish, just like Umbro on the football pitch.



01. Print advertisement with black stacked double diamond logo example.



02. Print advertisement with white stacked double diamond logo example.

OUR MARKETING

Sign Off On Point Of Purchase

There are many different ways to present point of purchase graphics instore, they should all follow the same principles when it comes to the sign off.

The stacked double diamond Umbro logo should be used on all occasions, and in black where possible. If this isn't possible due to the design used on the print, then use a white stacked double diamond Umbro logo instead.

Photography and graphics used should be relevant to the collection being promoted so as to compliment rather than confuse the campaign message.

As with all our marketing we need to keep points of sale simple, eye-catching and stylish.



OUR MARKETING Digital

The importance of digital in our world grows every day - it's often the first point of call for customers and fans, and offers a great way to talk about our brand activity. As such, it's important to maintain a consistent brand identity across all our digital and social media pages.

To do this, it's important to use the stacked double diamond logo example, as a sign off on all sites positioned in the bottom right hand corner of the page.

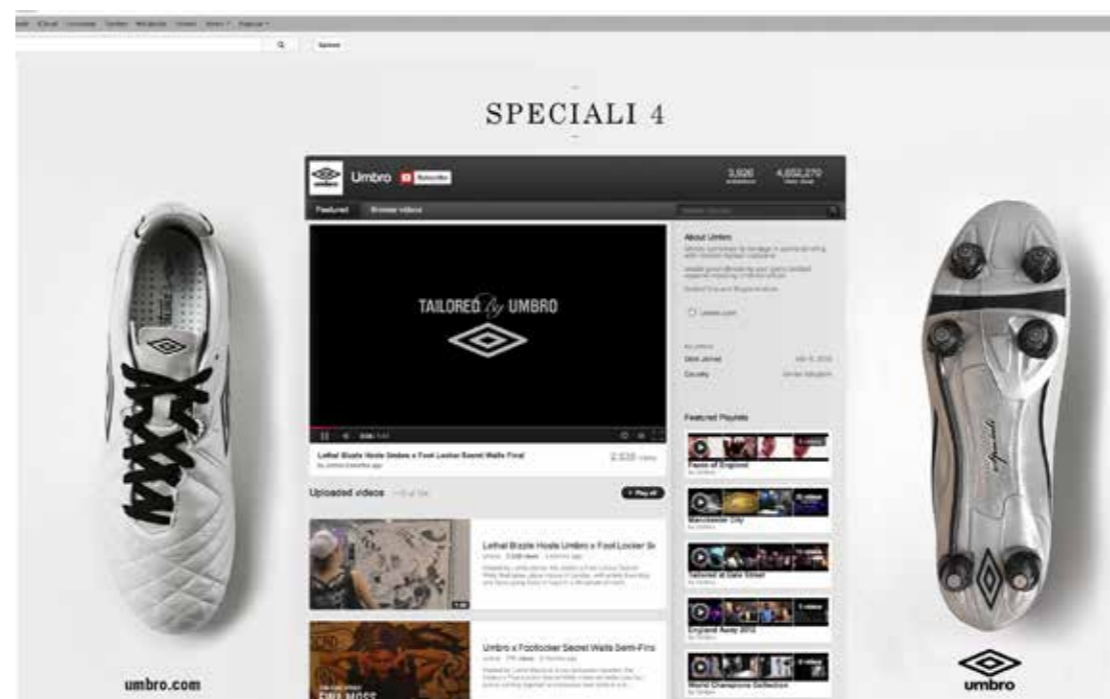
On sites such as Facebook where the page design doesn't allow for these conventions, please use the stacked double diamond logo in all profile pictures or avatars. Think of it as Umbro's club crest, proudly displayed wherever possible.



01. Twitter page



02. Facebook page



03. Youtube page

OUR PHOTOGRAPHY

Key Points To Remember

Photography is a key part of all our communications, so it is vital that we all create imagery which presents a unified brand message around the world.

One simple rule to remember when creating images is to always have a reference to football somewhere in the shot. This doesn't have to be obvious like someone kicking a ball, it can be something as subtle as the background being a surface that is commonly associated with the game, the tiles of a changing room for example. As long as we always have identifiable references to football in our shots we will create photography which feels authentic and clearly communicates the links that Umbro naturally has with the world of football.

Another point to consider is that the style of photography should reflect the collection that is being photographed.

For example, the Speciali Collection is a premium product range aimed at 18 - 40 year olds. So, imagery needs to relate to the consumer by looking smart and considered, we can do this by creating images that would be suitable for a men's fashion magazine. Shooting the product this way will create aspirational photographs which the consumer can identify with.

Another example is Geo Flare, which is aimed more towards a much younger group aged 8 - 15. This is an audience that can make a decision on how they feel about a brand in a split second, so the imagery needs to shout authenticity immediately. This can be done by taking a more documentary-based approach to photographs, capturing the moment, presenting the dynamism, excitement and enjoyment that are the foundations of a football match.

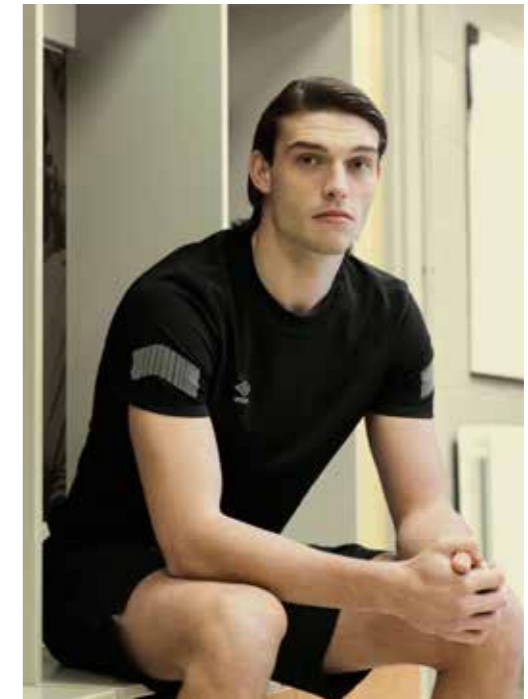
The guidelines detailed above although quite simple should always be the first points to consider when creating photographic assets. This will enable you to generate images which communicate to the consumer that Umbro is the authentic football brand making stylish quality products which will perform on and off the pitch.



01. Speciali example



02. Speciali example



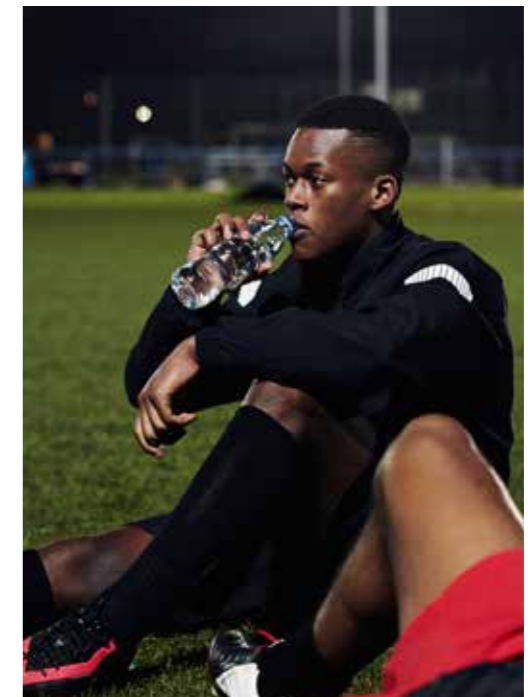
03. Speciali example



01. Geo Flare example



02. Geo Flare example



03. Geo Flare example

OUR PHOTOGRAPHY

Product Shots

As with the guidelines on the previous page, the main rule to apply when shooting still life photography is to try and get a football reference into the shot. The product itself is always the star player in this type of photography, so the football reference needs to compliment the product rather than take it out of the game.

If shooting apparel please make sure the garments are steamed before kicking off the shoot, this presents the products in their best possible form. Similarly, footwear need to be laced up neatly, if shooting multiple examples they all need to be laced in the same manner to present a smart team look.

Some situations require the product to be shot without the need of a theme or props, such as boots or football kits for an e-commerce site. In these instances please shoot the product against a white backdrop allowing the features of the product to be presented clearly, and shoot the product from multiple angles in order to show all the technical attributes that the product offers.



01. Product shot against concrete back drop



02. Product shot on white tiles



03 Product shot against white brick



01. E-commerce product shot with white backdrop.



02. E-commerce product shot with white backdrop.

