

Wedgewood United

Brand Guidelines





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We are WEDGEWOOD UNITED

Wedgewood United, also known as “The Wolves,” is a historic English Premier League soccer club with a passionate and dedicated fan base. Founded in 1887, Wedgewood United has a rich and storied history, having won numerous titles and accolades over the years. The club is known for its distinctive red, charcoal, and black kit, which is instantly recognizable on the pitch. Wedgewood United is committed to upholding its legacy of excellence both on and off the field, and takes pride in its community involvement and charitable initiatives. This brand guideline book will serve as a comprehensive resource for maintaining the club’s identity and ensuring that the Wedgewood United brand remains strong and consistent.

Voice and Values

Values

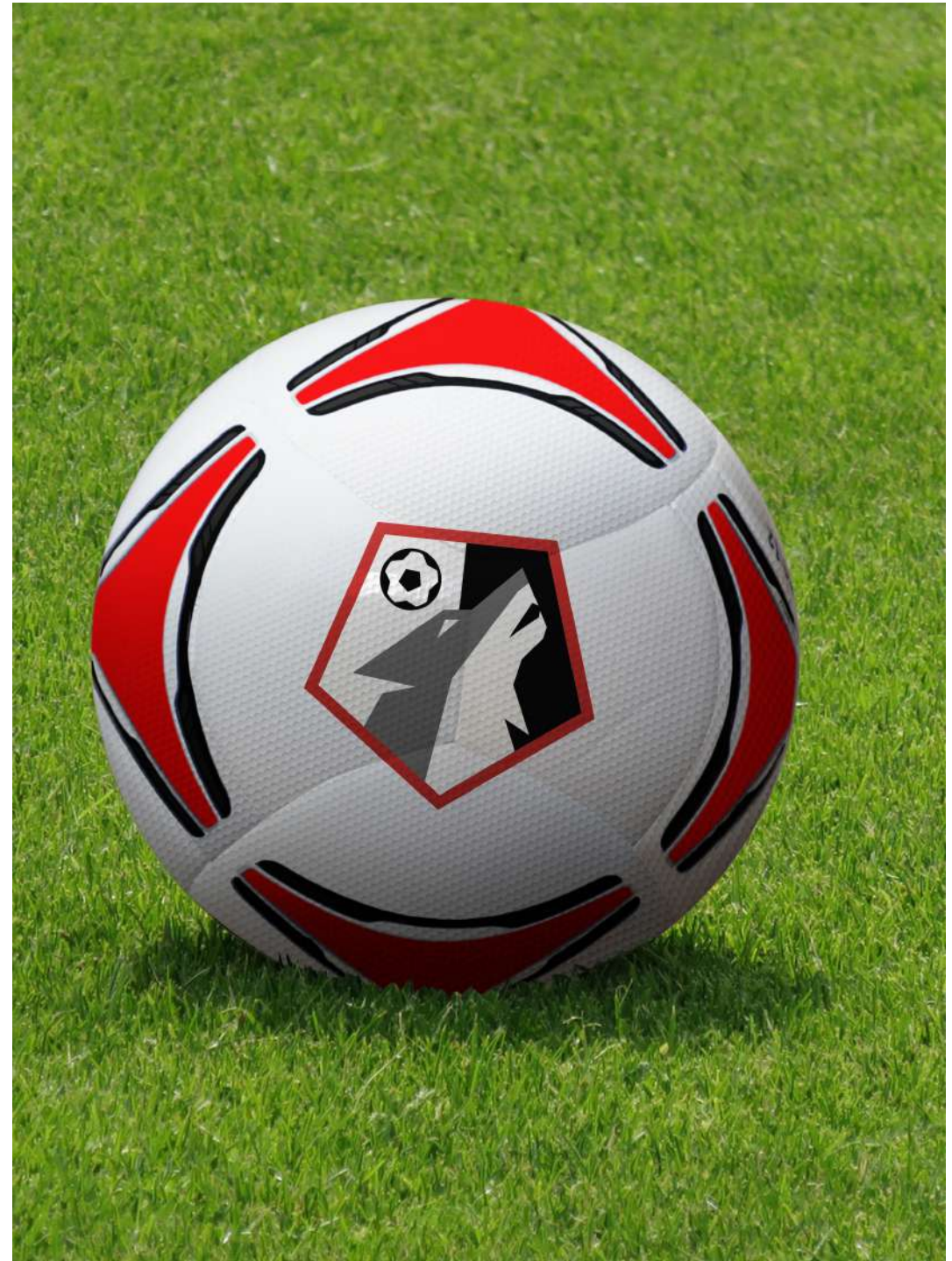
Wedgewood United is committed to the following 3 pillars:

- Growth
- Strength
- Community

By ensuring a focus on these 3 values in every aspect of Wedgewood United, we can ensure a fun and safe environment for our staff and supporters to thrive.

Voice

Wedgewood United aims to use strong and powerful messaging in creatives. This helps to reinforce the team's commitment to constant growth and excellence. Wedgewood United sets a high standard in all aspects of operation. It is expected that as a community we strive toward being the best we can be while helping others achieve the same. Our branding should always be confident and bold.



03

The Badge

The Badge

The Wedgewood United Logo is made up of four distinct elements:

The Howling Wolf

The Howling Wolf looks forward to the future and is coloured in charcoal and white. The wolf nickname has been given to the club based on the teams values of unity, brotherhood, and progress much like those of a pack of wolves.

The Ball

The beautiful game we play is represented by the ball on the left side of the badge. Also representing a full-moon in which wolves howl at. A wolf's howl toward a full moon represents the clubs passion for football.

The Black and White Backing

Representing the power and strength of the club with the black and the dedication to playing the beautiful game the right way in the white.

The Pentagon

The red pentagon outline unifies and holds all of the badge elements together in place. Having the teams iconic red for the outline represents the courage and sacrifice our players, staff, and supporters put in day in and day out.



Safe Zone

Exclusion Zone

The Badge must always appear prominently in different uses. It is important that it is not interfered with by other elements. The exclusion zone is the area around the badge in which other elements must not be placed. This helps to create hierarchy and showcase the badge prominently in different uses.

The exclusion zone is equal in width and size to three times the red outline of the badge.



The Badge

The badge shouldn't be modified in any way under any circumstance. This includes rearranging elements, changing colours, and any other possible distortion.

Football has been removed



Football has changed colour



Elements have been reversed



Colours have been changed



Howling Wolf has changed in size



Badge dimensions have been altered

Usage

Legibility

The Wedgewood United badge should always be used over an appropriate background. It should have enough contrast to not be interfered with and not need the use of an outlining box.

The badge should not be placed over complicated backgrounds or patterns as well as backgrounds that would interfere with the badge colours.

When placing the badge on top of a photograph or background, it should be placed in a position that has no visual impact on the elements. It should be placed in a high contrast area that allows the prominence of the badge to come through.



Colours

The Wedgewood United badge is made up of 4 distinct colours that make up all of the elements of the crest. For print applications, the CMYK values should be used for the crest while RGB values must be used for any digital applications such as websites.

	RGB	CMYK	HEX
Black	R - 0 G - 0 B - 0	C - 100% M - 100% Y - 100% K - 100%	#000000
Wedgewood Red	R - 207 G - 37 B - 40	C - 12% M - 99% Y - 98% K - 3%	#CF2528
Charcoal	R - 96 G - 96 B - 96	C - 61% M - 53% Y - 52% K - 24%	#606060
White	R - 100 G - 100 B - 100	C - 0% M - 0% Y - 0% K - 0%	#FFFFFF



Single Colour

The Wedgewood United badge may be used in a single colour variation where it is not possible to use the coloured version.

	RGB	CMYK	HEX
Black	R - 0 G - 0 B - 0	C - 100% M - 100% Y - 100% K - 100%	#000000
Dark Gray	R - 88 G - 88 B - 88	C - 0% M - 0% Y - 0% K - 65%	#585858
Charcoal	R - 96 G - 96 B - 96	C - 0% M - 0% Y - 0% K - 62%	#606060
White	R - 100 G - 100 B - 100	C - 0% M - 0% Y - 0% K - 0%	#FFFFFF



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TYPEFACES

Typefaces

DIN Condensed Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789 ?!@#\$%^&*()<>./'":;

DIN Condensed Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789 ?!@#\$%^&*()<>./'":;

Usage

General Use

Wedgewood United uses DIN Condensed as its only typeface. It should appear in either its Bold or Light weight. The font is not to be distorted in any way and should only be used in its true form.

The typeface must be used with an official license that is obtained upon purchasing the font. Any contracted designers must purchase the font when building creatives for Wedgewood United.

Online Use

DIN Condensed is still the preferred font for any online or HTML usage. All headlines should be the Bold weight while paragraph text should be the light weight.

Alternatives

In the event that the DIN Condensed font family is not available for any reason (different language, characters, etc) a similar condensed sans-serif font should be used. If an alternative font is required, it must be approved by the senior design team staff.

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PHOTOGRAPHY

Photography

It is vital to the brand that Wedgewood United is associated with photographs that align with the brand values and showcase the clubs commitment to them.

Any third-party branding in photography should be limited as much as possible. Wedgewood United logos and branding should always be the most prominent brand seen on an image.

Growth



Unity



Brotherhood



Leadership



Pride



Integrity



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TERMINOLOGY

Terminology

When referring to the club by name, only the instances below may be used.

WEDGEWOOD UNITED

Wedgewood United

WEDGEWOOD UTD

Wedgewood Utd

NOT: WEDGEWOOD or Wedgewood 

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MERCHANDISING

Merchandising

Hang Tags

Tags on any merchandise should feature the Wedgewood United Badge as the focal point with the team name and "Official Licensed Product" on one side. The other side must show the Wedgewood United badge, English Premier League badge, as well as space for the FIFA holographic licensing sticker. A short descriptive paragraph may be placed in the middle, leaving ample space for a bar code at the bottom and the team website underneath. The Howling Wolf may be used to add detail to the tag at 20% opacity.



Merchandising

Header Card

The header card for any Wedgewood United Merchandise should follow the same principles as the merchandise tags. The front side should feature the logo and product title with a small descriptor, a link to the website and "Official Licensed Product" present. The reverse side should follow a similar structure but instead feature a different descriptor, bar code, and recycling and CE icons. The Howling Wolf may be used to add detail to the tag at 20% opacity.



Merchandising

Packaging

All memorabilia or shipped team store orders must be packaged in Wedgewood United Branded boxes. The box features the home jersey pinstripe pattern with the club badge and name prominently featured throughout the box. Below is an example of a 14"x12"x5" box.



Merchandising

Backgrounds

The Howling Wolf may be used as a background for packaging materials and tags at 20% opacity to add detail. In some instances, colours of the Howling Wolf may be slightly adjusted to create contrast with the background. Different background colours may be required for product line packaging or tags with multiple variations.



Other than a change to opacity, the colours of the Howling Wolf remain the same.



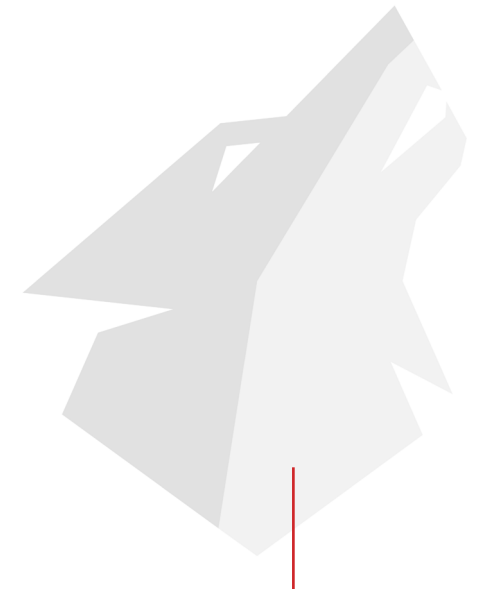
Other than a change to opacity, the colours of the Howling Wolf remain the same.



The charcoal area of the Howling Wolf may be adjusted to the following gray colour listed below if placed on a charcoal background.



R - 68	C - 65%	#444444
G - 68	M - 58%	
B - 68	Y - 57%	
	K - 36%	



The white area of the Howling Wolf may be adjusted to the following off-white colour listed below if placed on a white background. The eye of the wolf must remain white.



R - 186	C - 24%	#BABABA
G - 186	M - 19%	
B - 186	Y - 19%	
	K - 0%	

Certificate

Below is an example of a Certificate of Authenticity. The certificate may be necessary for game-used products, autographed memorabilia, or any other unique products Wedgewood United offers. The item serial number and corresponding holographic sticker must be present in the lower corners. In the center is the club badge with the item descriptor above and additional details below. Club CEO and Owner, Marc Mazzulli, must sign off on all COAs.



Wedgewood United Holographic Sticker

The holographic sticker features a prominent Wedgewood United Badge followed by “Official Product” and the serial number for the product underneath. Every serial number will have two identical holographic stickers. One sticker is to be placed on the Certificate of Authenticity while the other is to be attached to the interior label of the accompanying merchandise.

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SPONSORSHIPS

Sponsorships

When the Wedgewood United badge is associated with another company or brand, the following usage guidelines must be considered. A horizontal or vertical configuration is acceptable. All associations must be approved by the club marketing team before designs are finalized. The associated logo must not be larger than the Wedgewood United badge. It should not exceed the badge in terms of height or width.



Example 1:
Horizontal Configuration



Example 2:
Vertical Configuration

Sponsorships

When using a horizontal sponsorship-badge format, the logos must always be placed on the same side for garments that are part of a set. If the format is vertical, the position of the top and bottom logos must not change for garments part of a set such as a tracksuit.



All apparel with Nike should not have any interference with the club badge. The badge is often placed on the left chest (or the heart) while the Nike Logo is on the right chest.



The same rule applies to all garments. As seen here, the Nike logo is on the right chest and right thigh while the club badge is on the left chest and left thigh.

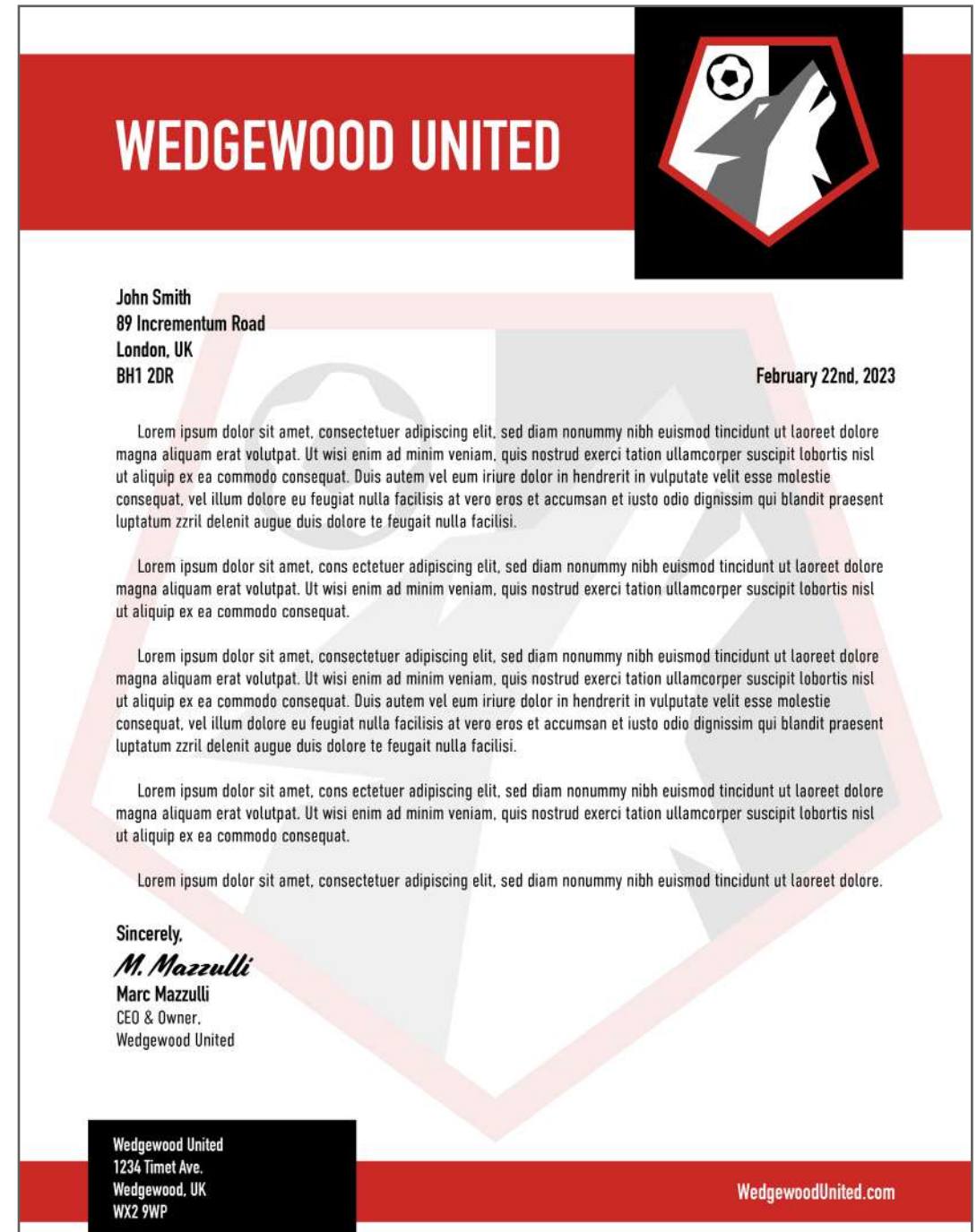
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COLLATERAL

Letterhead

The Wedgewood United letterhead should be used for all official written documents. The letterhead features two red bars at the top and bottom of the page which host the team badge inside a black box at the top and the head office address on the bottom. In the center is where all body text should be placed. The Wedgewood United badge is used as a centred watermark backing the text and spanning the width of the page.

The recipient name and address as well as the date should be bolded with body text in light font. A real or digital signature should be placed above the sender name and position at the conclusion of the message. The team website is located on the bottom red bar in white text.



Business Cards

Wedgewood United business cards showcase all necessary information in the bottom half. Employee name should be bolded and in large font with their position underneath in smaller, light font. On the bottom right is the employee's phone number and Wedgewood United email address. Across the top of the card is a white-outlined red bar with "Wedgewood United" in large, bold font and the team badge to the right inside of a white box with red outline. The pentagon pattern is used as the base of the background.

The reverse side also features the pentagon pattern with the club badge centred. No text or alternate images, logos, etc should be placed on the back of the card.



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MEDIA

Media

Social Media posts should make use of the patterns and assets outlined in this guideline. When selecting an image for a post, it is important to consider placement of the game score and any other relevant information. On the right is an example of a match day post after full-time. With the selected image, there is space at the top left as well as the bottom right for a graphic to be placed.

When including a score in a post, the format should be broken into four quadrants. The left two quadrants are for the Wedgewood United and opponent badge while the quadrants on the right are for the respective number of goals scored by the corresponding team on the left. The Wedgewood Badge should always be placed on a black or patterned background while the opponent's badge should be placed on a solid of their teams primary colour. A bar may be placed on the side to indicate the time of the scoreline. If posting during the match, the "FULL TIME" text may be changed to whatever minute it currently is or "HALF TIME".

All photography used for social media should follow the guidelines outline in the "Photography" section of this guideline.



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KITS

HOME KIT

The Wedgewood United Home kit is primarily black and red. Red pinstripes run through the black base with the clubs kit sponsor, Nintendo, in white. The kit shorts are a solid black with red trim. The collar and trim of the jersey are red with a white outline. The English Premier League arm patch is located on the right sleeve in correspondence with league guidelines.

Kit top numbers are in white with a thin red line through the center of each number while shorts use inverse colours. At the bottom of each shirt number is the Wedgewood United badge. Names are coloured in white only. Both names and numbers are in DIN Condensed Bold.

Socks are a black base with a thick red bar and thin white bar in the upper third.





HOME

AWAY KIT

The Wedgewood United Away kit is primarily white and red. The kit features a red bar through the chest with the clubs kit sponsor, Nintendo, in white. The kit shorts are white as well. The collar and trim of the jersey are red with a black outline. The English Premier League arm patch is located on the right sleeve in correspondence with league guidelines.

Kit numbers are in red with a thin white line through the center of each number. At the bottom of each shirt number is the Wedgewood United badge. Names are coloured in white only. Both names and numbers are in DIN Condensed Bold.

Socks are a red base with a thick white bar and thin black bar in the upper third.





AWAY

THIRD KIT

The Wedgewood United Third kit is primarily black and red. The kit features alternating vertical red and black stripes with the clubs kit sponsor, Nintendo, in white. The kit shorts are black with a red trim. The collar and trim of the jersey are red. The English Premier League arm patch is located on the right sleeve in correspondence with league guidelines.

Kit numbers are in white with a thin red line through the center of each number for the shirt and vice-versa for the shorts. At the bottom of each shirt number is the Wedgewood United badge. Names are coloured in white only. Both names and numbers are in DIN Condensed Bold.

Socks are a black base with two thin red bars in the upper third.





THIRD

FOURTH KIT

The Wedgewood United Fourth kit is primarily black and dark gray. With a pentagonal pattern spawning from the crest and a red bar through the chest with the clubs kit sponsor, Nintendo, in white. The kit shorts continue the pattern from the top. The collar and trim of the jersey are red with a white outline. The English Premier League arm patch is located on the right sleeve in correspondence with league guidelines.

Kit numbers are in white with a thin red line through the center of each number. At the bottom of each shirt number is the Wedgewood United badge. Names are coloured in white only. Both names and numbers are in DIN Condensed Bold.

Socks are a black base with a thick red bar and thin white bar in the upper third.





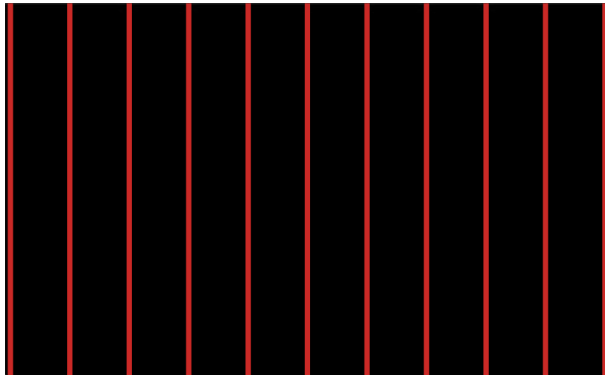
FOURTH

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PATTERNS

Patterns

The following patterns may be used in a number of different scenarios ranging from Product packaging to promotional materials.



Pinstripes

The pinstripe pattern is based on the home kit. It is a simple black background with red pinstripes running through it vertically.



Red & Black Stripes

The red and black stripe pattern is based on the third kit. Alternating vertical, thick red and black stripes make up the pattern.



Pentagon

The pentagon pattern is black and dark gray. It is a repeating pattern of a pentagon based on the clubs fourth kit and inspired by the club badge.



MAPFRE STADIUM

OhioHealth

Text: FAN ASSIST to 95322

WEDGEWOOD UNITED

2023