LIMESTONE UNITED
BRAND GUIDELINES

DEC 2022 V1.0

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WELCOME TO LIMESTONE UNITED

Limestone United is a place for hope and it is a community that want to encourage personal journeys and growth. Limestone United FC was set up by Brian Caskey, who had worked on the Limestone Road and had witnessed the violence between two communities.

As a solution to the problem, Brian had the vision to bring the two communities together. His aim was to reduce violence and bring people together to create a cross community project - where individuals would be able to access facilities and work towards a better future.

"Limestone United" got its name from the location (Limestone Road) and the thought of the two communities coming together from diverse backgrounds and communities for a common goal.

LOGO USAGE

PRIMARY LOGO

INCORRECT USAGE

These are examples of what not to do when designing with the Limestone United logo.
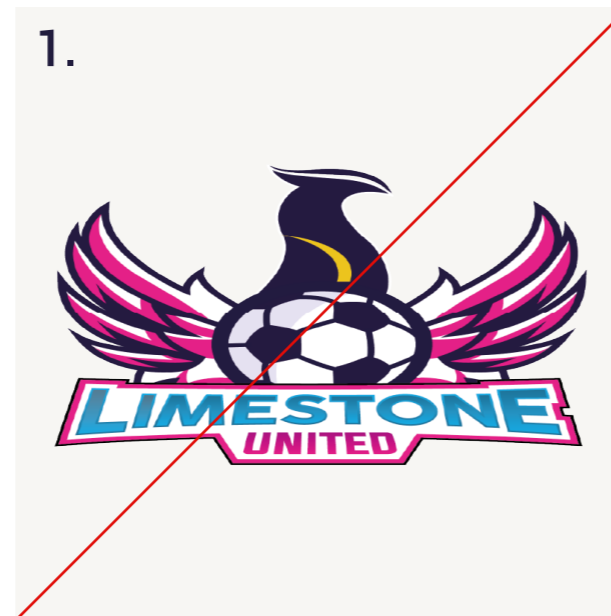
1. Don't Distort the logo.

2. Don't use a custom colour in the logo.

3. Don't crop in on the logo.

4. Don't rearrange elements of the logo.

5. Don't reflect the logo.

6. Don't add effects to the logo.

1.

2.

3.

4.

5.

6.

SPACING

Clearspace makes sure the logo has space to breathe from other visuals, such as text and other graphics.

In most cases, it's better to give the logo even more space, but at minimum, ensure the logo has a clearspace of at least half the width of the height of the football element of the logo (as visualised to the right).

In order for the Limestone United logo to be recognisable, it's important that the logo is never smaller than 200px x 200px or 2.5in x 2.5in for printed material.

TAGLINE

The tagline Limestone United use is "Together".

The tagline is a symbolisation of unity across both communities surrounding the Limestone Road.

When using the tag line along side the logo, ensure it is placed across the top. This can be as arched or regular type.

Regular Type

TOGETHER

Arched Type

TOGETHER

TYPOGRAPHY

Roboto is one of the typefaces used in Limestone United's brand identity. It is used for all headline text and body copy.

The weights used in Limestone United's brand identity includes Medium and **Bold**.

Roboto Medium is used for body copy and call-to-actions while Roboto Bold is used in headlines, sub-headlines, and call-to-actions.

For headers and sub titles, use all capitalised type.

Roboto Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
0123456789!?*
@&$€%#()<>.:;""=/+-

Roboto Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
0123456789!?*
@&$€%#()<>.:;""=/+-**

MERCHANDISE

Dicapslock is the typeface used in Limestone United's merchandise and tagline.

In all cases, use Dicapslock Regular.

DICAPSLOCK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?*
@&$%#[]<>.:;=/+-

Case Examples:

CERTIFICATE
OF APPRECIATION

PROUDLY PRESENTED TO

ON BEHALF OF LIMESTONE UNITED

PARTICIPATING SPORTSPERSON AND
CROSS COMMUNITY CHAMPION

DATE   SIGNATURE

COLOUR

Limestone United use 4 primary colours that make up the vibrant branding. The 4 colours represent CMYK colour model; Pink, cyan, yellow, and key.

In sequential order, use these colours as accents.

Use Electric Pink as the primary accent for assets such as buttons, the background of text boxes, and header titles.

Use Trusting Cyan as a secondary accent for assets such as subtitles and secondary buttons.

Use Community Yellow as a tertiary accent for highlighting important key type.

Use *Friendship Navy* as the primary type colour. Anything excluding titles can be coloured using Friendship Navy.

Electric Pink

CMYK: 4/92/0/0

RGB: 227/38/135

HEX: #e32687

Trusting Cyan

CMYK: 78/27/1/0

RGB: 18/148/209

HEX: #1294D1

Community Yellow

CMYK: 9/21/92/1

RGB: 237/196/28

HEX: #EDC41C

Friendship Navy

CMYK: 98/100/38/49

RBG: 36/26/64

HEX: #241A40

EXTRA DESIGN ELEMENTS

When using the Limestone United brand, we use geometric shapes connected at each corner to surround the logo or design.

The appropriate list of shapes are displayed to the right. These shapes can be used in any 90 degree orientation using only the Limestone United colours.

Ensure there is sufficient space between these shapes and other type or logos.
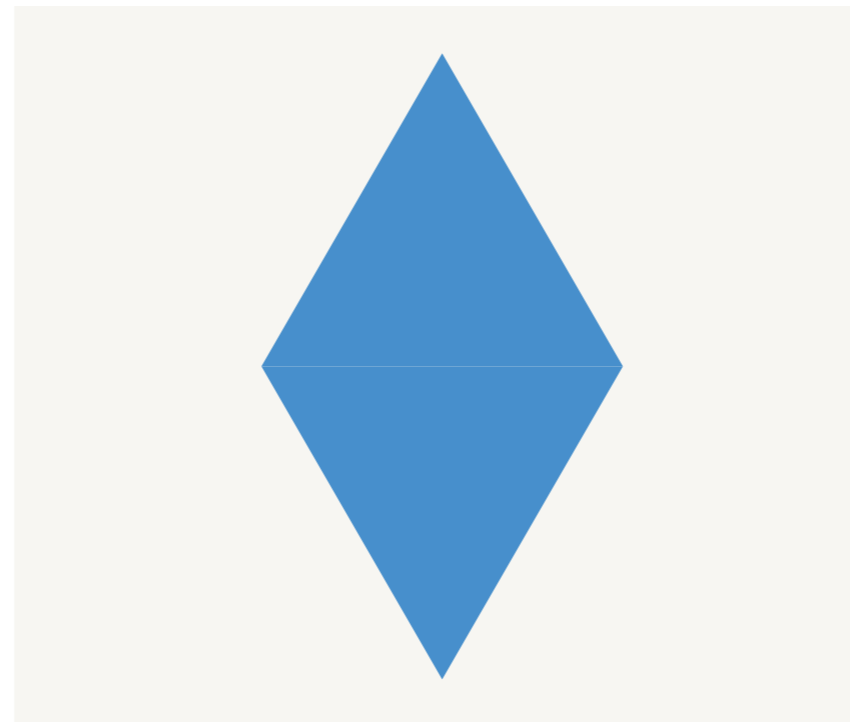
Large Equilateral Triangle
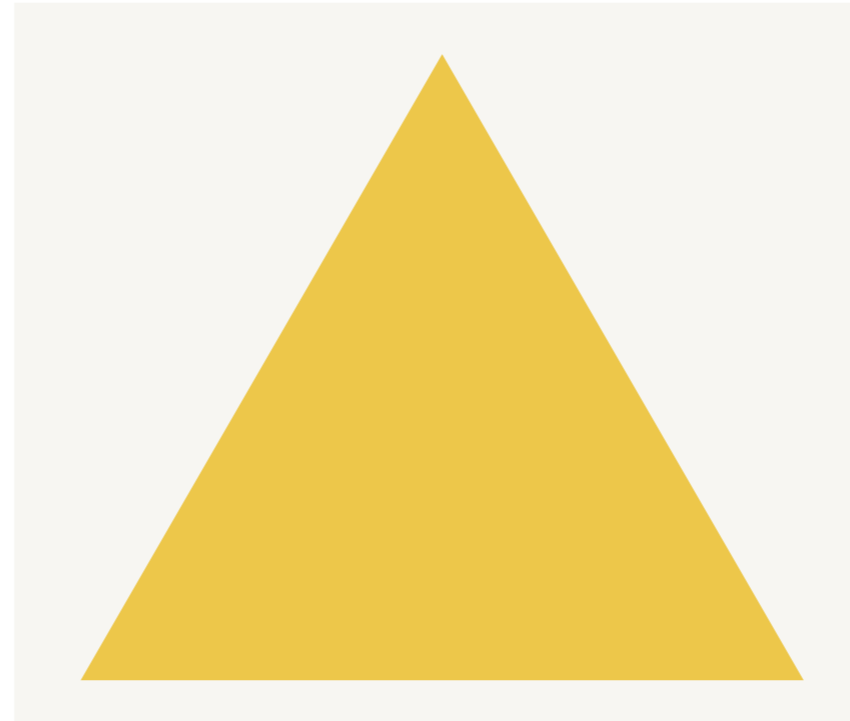
Small Equilateral Triangle

Rhombus

Parallelogram