



BRAND GUIDELINES

JUNE 2024



SECTION 1

CORE ELEMENTS



BRAND MARK

PRIMARY VERSION

This version of the Imp arcs back to the LCFC fan favorite logo used during the 1990s. It was reintroduced as the main club logo ahead of the 2024/25 season following a vote of supporters.

Elements of the logo when scaled up provide striking angles and sharpe edges, to add an element of flare while also providing a sense of mystery.



BRAND MARK

HORIZONTAL BRAND MARK

This horizontal version of the logo should be used wherever a landscape art board or working area makes using the primary brand mark difficult.



BRAND MARK

SECONDARY HORIZONTAL

This horizontal version of the badge can be used as another version.

Including the bold use of the founding date of the club "1884", this version can be used as a separate element.



CORE ELEMENTS

COLOURS

Primarily the Lincoln City FC crest should be used in Loyal Red against a Brilliant White background (a).

Where a Pure Black background is more appropriate to the application, the Brilliant White logo can be used (b).

Using the logo over images should be avoided where possible but, where this is necessary, the image should be plain with minimal contrast and should not impede any elements of the logo (d).

When the horizontal brand mark is used, the text elements may be shown in Loyal Red or Brilliant White.

Once the crest is scaled below 22 (w) x 35 (h) mm / 90 (w) x 140 (h) pixels, the crest must appear without the banner to maintain full eligibility.



CORE ELEMENTS

OTHER ELEMENTS

Inherited from the home kit, stripes and angles from the primary logo can be used as a background when appropriate, such as social media artwork and printed material.



CORE ELEMENTS

DON'TS

It's always important to use our logo versions in the right way, whether using existing templates or creating your own, newly designed applications.

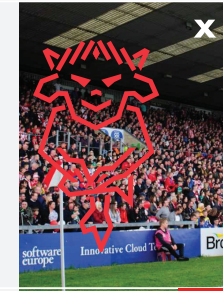
The Lincoln City FC crest should never be stretched, rotated or skewed in any way. The logo should only be used in colours defined in this document.

The logo should never be reconstructed by typesetting, removing, rearranging or resizing any elements.

Extra care should be taken when placing the logo over coloured backgrounds and images. Make sure the most appropriate colour option is used for maximum legibility.



DON'T stretch the logo.



DON'T apply it over a complex busy background.



DON'T change the fill of the logo to be outline



DON'T change the colours.



DON'T place the logo inside a box or shape



DON'T use a background of a colour which isn't in the approved palette.



DON'T rotate the logo.



DON'T adjust or edit the logo artwork in any way.

SECTION 2

COLOURS



CORE ELEMENTS

PRIMARY COLOURS

The primary colours used within the Lincoln City FC brand are Loyal Red and Brilliant White. These form the Lincoln City FC crest and should be used for background colours, important typographical and pictorial elements.

SECONDARY COLOURS

There is also a small range of secondary colours and more neutral colours, which can be used to support the primary colours where appropriate.

PRIMARY COLOURS



LOYAL RED

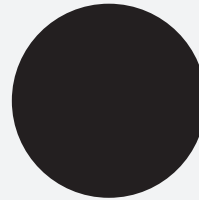
PMS 185C
C: 0 M: 93 Y: 79 K: 0
R: 228 G: 0 B: 43
#E4002B



BRILLIANT WHITE

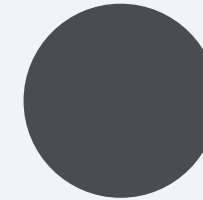
PMS 185C
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
#FFFFFF

SECONDARY COLOURS



PURE BLACK

C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
#000000



CHARCOAL GREY

C: 0 M: 0 Y: 0 K: 85
R: 74 G: 74 B: 73
#4C4C4C



COOL GREY

C: 0 M: 0 Y: 0 K: 20
R: 218 G: 218 B: 218
#DADADA

SECTION 3

TYPOGRAPHY



TYPOGRAPHY

PRIMARY FONTS

Anton is a typeface which compliments the Lincoln City FC crest.

Roboto should be used alongside Anton and is our main body text for design elements.

PRIMARY FONTS

Roboto

Family

Specimen

Light

The quick brown fox jumps over the lazy dog

Bold

The quick brown fox jumps over the lazy dog

ANTON

Family

Specimen

REGULAR

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

TYPOGRAPHY

UNIVERSAL FONT

Century Gothic is a contemporary sans serif typeface which should only be used when Roboto is unavailable. For example, when creating corporate emails or using Microsoft Office.

UNIVERSAL FONTS

Century Gothic

Family

Specimen

Regular

The quick brown fox jumps over the lazy dog

Italic

The quick brown fox jumps over the lazy dog

Bold

The quick brown fox jumps over the lazy dog

Bold Italic

The quick brown fox jumps over the lazy dog

SECTION 4

APPLICATION



APPLICATION

MERCHANDISE

Crests printed onto certain merchandise items such as mugs should be screen printed in Lincoln City FC's spot colours. Below are some examples where the logo has been correctly applied.

PHONE CASES

The use of the primary logo as a shape element can be scaled to any size to suit the desired look (do not rotate).

DISPOSABLE MUGS

The use of the logo as a shape element can be scaled to any size to suit the desired look (do not rotate).



SECTION 5

SIGNAGE



SIGNAGE

WINDOW VINYL

Window vinyl's and/or Contravision should make use of the main logo, using solid colours from the brand guidelines (see page 11.)



SIGNAGE

EXTERNAL BRANDING

Makes good use the primary colour palette. The text will make good use of the large area, with the primary typeface Anton, bold being used for the head and featuring secondary information (such as opening times) in Roboto.

2400 (w) x 310 (h) cm full colour digitally printed aluminium composite.



MEDIA & EDUCATION SUITE



MAIN RECEPTION, TICKETS & CLUB STORE



LINCOLN CITY FOUNDATION