Welcome to the Tottenham Hotspur Brand Identity and Style Guide

CONTENT

BRAND ELEMENTS

In Detail

Our Name

Badge

Badge – Colours

Badge – Background Control

Badge – Clear Space

Badge – Sizing

Badge – Horizontal Version

Badge – Unacceptable Usage

Brand Colours

Brand Colours

Online Colours

Typography

CONTACT
IN DETAIL
BRAND ELEMENTS

These guidelines bring to life the Tottenham Hotspur brand. The following pages explain how we write our name, the rules around using the Club badge, our colour palette and our preferred font.
OUR NAME

TOTTENHAM HOTSPUR

In a world full of Uniteds, Citys and Rovers, there is only One Hotspur and therefore the Club should always be referred to in full, **TOTTENHAM HOTSPUR** or **TOTTENHAM HOTSPUR FOOTBALL CLUB**. We’re proud of our full name so we never refer to the Club as Tottenham, Tottenham Hotspur FC or THFC.

Of course, we’re also called **SPURS** but we only refer to ourselves as this when we’re talking to our fans, the foundation of this Club.
SUPPORTERS CLUB BADGE

The badge consists of two graphic elements: the ‘Cockerel’ and the ‘Ball’. It is completed by the words Tottenham Hotspur and the name of your Supporters Club.

Tottenham Hotspur is the true, official name of our Club. It is unique to our Club. In a world of Uniteds, Citys and Rovers, there is only One Hotspur.

Our Cockerel is sleek and proud, athletic and elegant; its whole style is focussed and alert.

The Ball is taken from the original Cockerel and Ball that sits above the Stadium. The style of the ball dates to 1909 and because of its design, is unique to Tottenham Hotspur.

The typography is bespoke, specifically created for us. It reflects the style, elegance and heritage of the Club. It is unique and ownable. The typeface has been developed to create a stronger link between the Club badge and all of our brands.

The badge must always be reproduced in the correct colourways. It must be considered a single unit and must always be proportionally scaled.

Never reproduce the Tottenham Hotspur badge without the typography, unless specifically requested to do so by those people who can approve its usage.

Always reproduce the badge using the original artwork provided.

Approval for usage

The Tottenham Hotspur brand is protected by copyright and prior approval is required for it to be used.

Final designs of any artwork using our badge are also subject to approval. Each proposed use of the brand must be submitted separately for our approval.

All enquiries should be directed to che.kapfumvuti@tottenhamhotspur.com or call on 0208 365 5081.
BADGE COLOURS

SPURS BLUE
Our Pantone blue is 2768.
If Pantone colour inks are not available due to budget or other printing limitations, please use the four colour version (C100 / M83 / Y0 / K56).

SPURS WHITE
We use the white reversed-out version for darker background colours.
Note, the blue box behind the white badge is only here to show the white badge on a dark background. Never place the badge in a box.

Please Note:
Never add an outline around our badge
Never change the cockerel head to white
The cockerel head is clear and should pick up the background colour.

SPURS BLUE
Pantone 2768
C100/M83/Y0/K56
R0 / G0 / B51
HEX 000033
RAL 5022

SPURS WHITE
C0/M0/Y0/K0
R0 / G0 / B0
HEX FFFFFF
BADGE  BACKGROUND CONTROL

SPURS BLUE
Only use the blue badge on white or very light backgrounds.

SPURS WHITE
Only use the white badge on blue or dark backgrounds.

Note, the blue and white boxes are only here to show the badges on a dark or light background
Never place the badge in a box
We should always try to give our badge as much surrounding clear space as possible.

When creating layouts, always try to maintain the minimum clear space around the Tottenham Hotspur badge to preserve its integrity.

The minimum clear space must never differ proportionally from the diagram opposite.
BADGE SIZING

The badge must never be reproduced at a size between 24mm and smaller. It should always be used at sizes of 25mm and above. This will protect the integrity, legibility and impact of the Tottenham Hotspur brand.
This horizontal version of the Tottenham Hotspur badge should never replace the original identity.

We only envisage these versions of the badge working on signage or where the original identity simply won’t fit.

The way the elements work together has been specifically designed to create maximum legibility and impact.

Only the versions shown here of the horizontal badge are allowed to be used.
BADGE  UNACCEPTABLE USAGE

Care should always be taken to ensure the integrity of our badge.

A  Never distort, rotate or flip our badge in any way.

B  Never reproduce our badge on a coloured background that hasn’t been outlined in our guidelines. Never reproduce our badge on a background with insufficient contrast.

C  Never reproduce our badge on a photographic background with insufficient contrast.

D  Never crop our badge in any way.

E  Never reproduce our badge in a way that infringes upon its minimum clear space. This particularly applies when our badge appears alongside other identities.

F  Never reproduce our badge in any other colours than those outlined in our guidelines.

G  Never use the badge at a smaller size than 25mm.
**BRAND COLOURS**

**SPURS WHITE**

**SPURS BLUE**

**SILVER**

**HIGHLIGHT BLUE**

We are a stylish brand. We want to use the white colour of our shirts. But we can also use our blue and a touch of silver. Everything we do needs to reflect this.

If we need to create what appears to be white on white, we use a gradient between 5%-15% of black. If we only print one or two colours we can use a tint of Pantone Cool Grey 4.

The main colour we use is Spurs White, or if we reverse our colours, is Spurs Blue. A dark blue.

If we need to use a slightly lighter blue we use a gradient between 95%-75% of our Spurs Blue.

We use a lighter blue for print, promotional communications and as a highlight colour online.

Silver can be used as a background colour.

The diagram on the right-hand side shows the colours in a proportional palette. It displays how each colour should be used in comparison to the rest.
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The diagram on the right-hand side shows the colours in a proportional palette. It displays how each colour should be used in comparison to the rest.
Arial is the font Supporters Clubs should use on all their communications. This font is also used by the Club in our PC-based applications such as letters, documents and presentations. We also use the Arial typeface online on websites and apps as well.
IF YOU NEED TO CONTACT US

Anything produced featuring the Club badge must be approved by a member of the Tottenham Hotspur marketing team before production.

Should you need any assistance with our brand style guide, please don’t hesitate to contact us. We’re here to help.

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