

# WHO ARE YOU AND WHAT IS YOUR BRAND?

**Before you get started on developing and building your club brand, you need to be clear on who you are as a club (values), what you do (services) and where you are going (ambitions).**

It might sound simple and for some clubs, you will be clear on this. For others this will not have been something you have thought of before but it's important you nail this down because your brand will connect and communicate your identity. Check out our [Identifying Your Club Assets](#) resource to help you determine your strengths.



## THE IMPORTANCE OF HAVING A BRAND

We know that your bread and butter as a club is the football itself. Your brand should begin to tell the story about your club. The reputation you have built and your presence in the local and football community can be shared through your brand, through your identity. Being able to share this and connect with your current and future members, the wider community and future sponsors is important. There are a number of potential benefits a strong brand can bring, and they include;

- Wider club recognition
- Attraction of new players, spectators, and volunteers
- Commercial opportunities
- Continued loyalty from members including players and spectators
- Stronger community connections and collaborations
- Easier to share and attract people to your new initiatives or for that much needed help

Despite your club or team's playing level, appearing like a professional club with strong values and encapsulating branding can make the perception a lot higher. This can be done through consistent and unique branding which you develop and doesn't have to cost a lot of money.



## WRITING YOUR BRAND DEFINITION

Your club brand should be aligned to your values, the services you offer, and the ambitions you have identified. You must then be clear on why you are looking to brand your club. These questions below may help you gain a better understanding of your 'why'.

- Are you branding your clubs values? i.e., our club puts Respect, Excellence and Family at the heart of everything we do.
- Are you branding the services you provide i.e., we offer first time football for girls through our Huddle programme through to Walking Football for over 60's, for both males and females.
- Are you branding your clubs' overall visions and mission? i.e., we are a village club and are on a mission to get our community and individuals more actively engaged, through playing, spectating or volunteering.

When you are clear on why you are looking to brand your club, you can then determine who you want to try to connect with.

### Top Tips

Do some research: look for brands, both within football and outside of football, who connect with the same target group you are trying to communicate with.

Try and understand;

- What is their strapline?
- What methods are they using to communicate?
- How regularly are they communicating?
- How are they branding their value, vision, and services?

Begin to consider how you can take some of the above and adapt it to suit your clubs' branding.

Once you have 'what' you are trying to brand and 'who' you want to communicate with, you can begin to position 'how' you communicate with your target audience. You want to be able to tell people the following;

- Who you are?
- What you stand for? (values)
- What you are trying to do? (mission)
- What makes your club unique from others?
- What your target audience will get from your club, services or products?





## DEVELOP YOUR NAME, BADGE, AND TAGLINE

The club's name is the key that unlocks your brand to your current and future members, the wider community, and future sponsors. For the majority, the name of your club will be enriched in history and heritage, which will hold huge importance. However, it is important to ensure that your club's name is still representative of who you are as a club (values), what you do (services) and where you are going (ambitions).

It is also important that your club is keeping up with modern society, especially terminology and language. More recently we have begun to see a shift in certain words with an example of 'ladies' which is now being replaced with the more relatable and modern reference of 'women'. Another change is the removal of the term 'boys' in club names. Some clubs have moved to incorporate all genders; BGC (Boys and Girls Club) while others have completely removed any gender reference.

Being aware of some of the changes in terminology, will allow your club to explore how it can retain history and heritage, whilst also ensuring that your brand is a true representation of your club in today's society.



## CLUB BADGE

Your badge is the landmark or symbol that serves as the face of your club. Again, for the majority, the badge you have will be enriched in history and heritage, which will hold huge importance to your members past and present. However, it is also important to ensure that your badge is still representative of who you are as a club today. A good logo will be;

- Simple
- Memorable
- Appropriate
- Versatile
- Timeless



## Top Tips

To help your logo be versatile, ensure that you have it created/designed in the most relevant format. Below is a small guide on what formats are needed for what activity

- PDF, JPEG or PNG  
social media, documents and email signatures
- PDF and AI  
animations (GIFs), marketing materials and websites
- JPEG, PNG and SVG  
website, landing pages, blogs
- PDF, EPS  
merchandise and club kit

Unsure what the above abbreviation means? Try to ask someone within your club who may have the skill set, knowledge or expertise to help you out.



## TAGLINE

Your tagline is the memorable phrase that provides your current and future members, the wider community, and future sponsors with a quick indication of who you are as a club and what you are about.

You may already have a tagline that connects your target audience with the club straightaway, or it may be something you want to develop. Below are some examples of what other clubs have as their tagline;

- Blackburn Rovers: Arte et labore (By skill and hard work)
- Barcelona: Més que un club (More than a club)
- Shrewsbury Town: Floreat Salopia (May Shropshire flourish)
- Sunderland: Consectatio Excellentiae (In pursuit of excellence)

If your committee are unsure on what your tagline could be, then why not try setting up a small working group made up of your current members (players, spectators, volunteers, committee members) to help devise one. Or you could look to run a competition where people can vote for their favourite from a suggested list.

Involving your current members in decision making can help them feel involved and their connection with the club will be enhanced.

#TOGETHERSTRONGER





## LAUNCH YOUR BRAND

If the club is going through a new rebranding or if you are modernising certain elements, make sure that you shout about it.

Don't let all that thinking, development and creation go unnoticed. Launch your brand in a fun and exciting way that tells the story of you and your club and more importantly why you have been on this journey. Help people feel part of what you are doing.

When you have your brand and you are comfortable with it, it is vital that you continue to ensure and that it is given the airtime needed. This could be by sharing it through the club socials, within newsletters or when talking to your members face to face.

Check out our guide on ['Sharing Your Club Story. Your Brand'](#) for more ideas on how to showcase all of who you are and what you do.

