BRAND MANUAL

This document is the Manchester United brand manual.

But Manchester United is much more than a brand. It's a passion and a dedication. It's about moments of history and legend, and creating future folklore. It's about spectacle and entertainment. It's about playing the beautiful game in a beautiful way.

This manual will guide you to ensure we deliver quality and consistency across all Manchester United communications.

CONTENTS

BRAND
ESSENCE

The Manchester United brand essence is Greatness.

This isn't an endline or a word we use in headlines. It is a spirit and force that guides how we present ourselves, how we behave and what we strive for.

It is more than a word; it's our way of being, it's about going further, doing more, being your best, respect, honour, never settling for ordinary, never thinking you're beaten, inspiring future generations, our legacy, walking with giants and lifting the prize.

At Manchester United we are never done and we never dwell on past glory. We have always and will continue to strive for Greatness.

BRAND
PERSONALITY

Football clubs are all different and different clubs place narrow emphases on certain values such as 'family club', 'local club', 'fun club'. Manchester United is the Number 1 club in the world. Though our roots are deeply planted in the muscular, working class history of Manchester, our fame and presence is global.

To our 659 million fans and followers in every corner of the globe we are a symbol of strength, steel, dominance, dedication, hard work, sweat, relentless perseverance and desire to win. To be at the Theatre Of Dreams is to be at the home of magic, beauty and awe.

INSPIRATIONAL   **PREMIUM**
ICONIC   **INNOVATIVE**
DYNAMIC   **DOMINANT**
SUCCESSFUL

WORDMARKS

We have designated ways of describing ourselves throughout communications. Only ever use the list opposite, no other versions or variations should be used. For example, never use 'Man U'.

If, on occasion, the communication you are producing requires use of a different way of describing ourselves then you must seek approval from brand management (**brand.management@manutd.co.uk**).

MANCHESTER UNITED

MAN UTD

OLD TRAFFORD

THEATRE OF DREAMS

MANCHESTER UNITED FOOTBALL CLUB

Note: we permit our Media and Publishing Partners to use other descriptors when referring to the Club in editorial. However when the Club (inc. sub brands) is speaking to fans then we do it using the above wordmarks.

TONE OF VOICE

The words we use in communications and how we talk are as important as the way we behave, and the experiences our fans encounter.

Our tone of voice

Our communications and experiences always need to be approachable and professional. Football is highly emotive and exciting. Our fans deserve to feel this excitement whenever we speak to them, or whenever they experience Manchester United. The language we use should
inspire, excite and leave the fan with a sense of awe and as important as anything else - a sense of belonging. Without our fans we wouldn't be the club that we are.

We are:
Positive
Respectful
Clear
Energetic
Premium

We are not:
Aggressive
Disrespectful
Arrogant
Boring
Complicated

LOOK AND FEEL

The visual and verbal language we use should inspire, excite and leave the fan with a sense of awe and belonging. Without our fans we wouldn't be the great club that we are.

POWERFUL
PREMIUM
DYNAMIC

UPBEAT
AUTHENTIC
ENGAGING

659 MILLION
FANS AND FOLLOWERS

DIGITAL NAVIGATION AND UTILITY

Navigation should feel like our style of play on the pitch.

FAST
EASY
STYLISH

FLUID
SIMPLE
EFFORTLESS

SOCIAL MEDIA

Bearing in mind the hunger of our fans for the latest and breaking news our social network execution needs to be dynamic, to be the definitive source of breaking content.

DO NOT OVER SATURATE PLATFORMS
EVERY TWEET SHOULD MATTER
IT SHOULD BE WORTH SHARING

THE
CREST

THE CREST

The single most powerful visual identity we have
that portrays Manchester United is our crest.

To fans it represents the sum of all Manchester United
parts. It embodies 'Greatness'.

It is the uniting symbol of all our activities both on and
off the pitch. It is a world famous symbol and as such
should be treated with the utmost respect, therefore
only ever use the crests supplied by Manchester United.
Don't ever attempt to re-draw the crest, or change it
in any way.

THE TONAL AND FLAT COLOUR CRESTS

The artwork provided for the crest should NOT be altered.
Crest artwork is supplied on the disk.
There are four versions in total to consider: tonal, flat, mono positive and mono negative. All crests are subject to rules around usage and application in order to protect and maximise the crest. The following pages introduce the comprehensive rules around crest usage.

TONAL CREST
This is our master crest, and should be used wherever possible. The tonal crest is always to be used on full colour print and on-screen.

Minimum size:
Print: 15mm wide
Web: 45 pixels wide

ANIMATED CREST
If you are creating communications that involve motion graphics i.e. TV, electronic signs, web, mobile or screensavers it is perfectly acceptable to bring our crest to life. Providing it is the tonal crest and it is treated with sensitivity as per this example.

Approval must be obtained from brand management (brand.management@manutd.co.uk) for any crest animation.

FLAT CREST
The flat crest is used when adequate reproduction of the tonal crest is difficult to achieve i.e. on items of merchandise or certain substrates.

Minimum size:
Print: 15mm wide
Web: 45 pixels wide

CREST COLOURS

The colour breakdowns and references for the colour crests:

RED		YELLOW		BLACK	
RGB:	199/1/1	RGB:	255/205/8	RGB:	0/0/0
HEX:	#C70101	HEX:	#FFCD08	HEX:	#000000
PANTONE:	186c	PANTONE:	012c	PANTONE:	BLACK
CMYK:	C:0	CMYK:	C:0	CMYK:	C:0
	M:100		M:5		M:0
	Y:100		Y:100		Y:0
	B:5		B:0		B:100

THE MONO POSITIVE AND NEGATIVE CRESTS

The artwork provided for the crest should NOT be altered. Crest artwork is supplied on the discs at the beginning of this section.

POSITIVE MONO CREST
To be used on a single colour item using our brand red or black on a white background.

Minimum size:
Print: 12mm wide
Web: 45 pixels wide

Minimum size:
Print: 12mm wide
Web: 45 pixels wide

NEGATIVE MONO CREST
To be used reversed out of a single colour item using our brand colours as the background.

Minimum size:
Print: 12mm wide
Web: 45 pixels wide

Minimum size:
Print: 12mm wide
Web: 45 pixels wide

REGISTERED TRADE MARK

Whenever using the crest it must be accompanied by the correct trade mark symbol. Where the crest is registered in both the required country and classification, it must be accompanied by ®. As a company we place great importance on the registration of the crest. Using the ® protects the crest and leaves third parties in no confusion as to its registered status, therefore helping us to battle against illegal or improper use of our most valuable asset – the crest.

The ® symbol is used black on red and white, and white on black. No other colour variants are to be used. Do not alter the proportion of the ® symbol in relation to the crest, only ever use the supplied artwork.

SAFE AREA AND POSITIONING

Always follow the exclusion 'one ball' rule to provide the sufficient safe area for the crest. One ball rule - width and height of one of the balls from the crest (indicated as x below), the width and height of the x becomes the exclusion zone and safe area for the crest.

The safe area is to be clear from any background image contrasts, other logos, text or graphic devices.

If the crest is placed on images with varying levels of density and colour it loses its prominence and legibility.
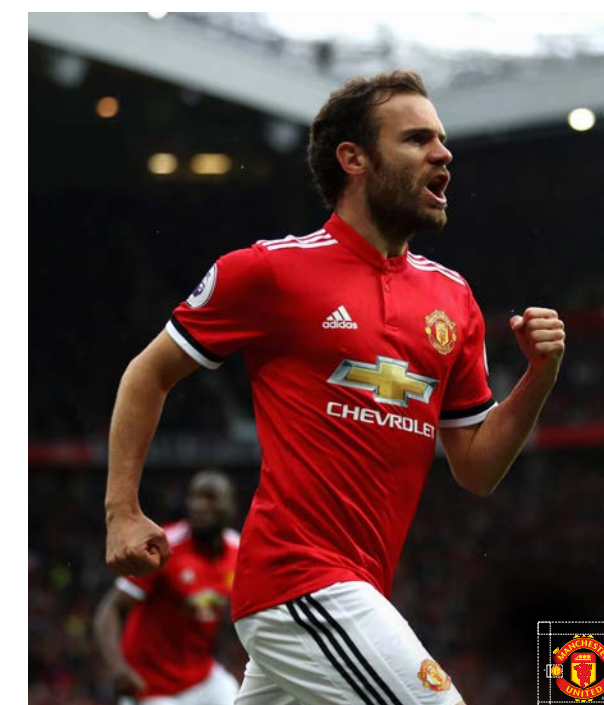
To create maximum impact the crest is better placed on an areas free from varying levels of density and colour.

See photography section for more details on appropriate imagery.

DON'TS

The crest must never be altered, distorted and
any other elements added to or taken away.

1. No distortion.

2. No additional graphic devices
to be added.

3. Do not colour up in any
different way.

4. Keylines cannot be added to
the crest.

5. The crest background
is transparent and cannot
be filled with any other
colour / background.

6. Nor should any additional elements
be added to hold a crest.

7. The crest cannot be
expanded or condensed.

ANOTHER LOGO

8. Nothing must encroach
within the exclusion area.

9. Nothing must obstruct the crest.

10. The crest cannot sit on
Multi-coloured images.

11. No element to be redrawn.

Lorem ipsum dolor sit a
consectetuer adipiscin

Ut eu purus non turpis
sollicitudin. Phasellus e

Enim consectetuer por
odio neque, sempitae,
et, interdum ac, nisl ras

12. No item from the crest to be
taken and used for any purpose.

THE
DEVIL

THE DEVIL

Any use of the Devil must be approved by brand management **(brand.management@manutd.co.uk)**. Artwork is available upon request.

You may also use one of our most famous icons as an additional graphic for your communication items – The Manchester United Devil. However, this iconic graphic should be treated with the same respect as the crest and as such, guidelines for its usage are as follows:
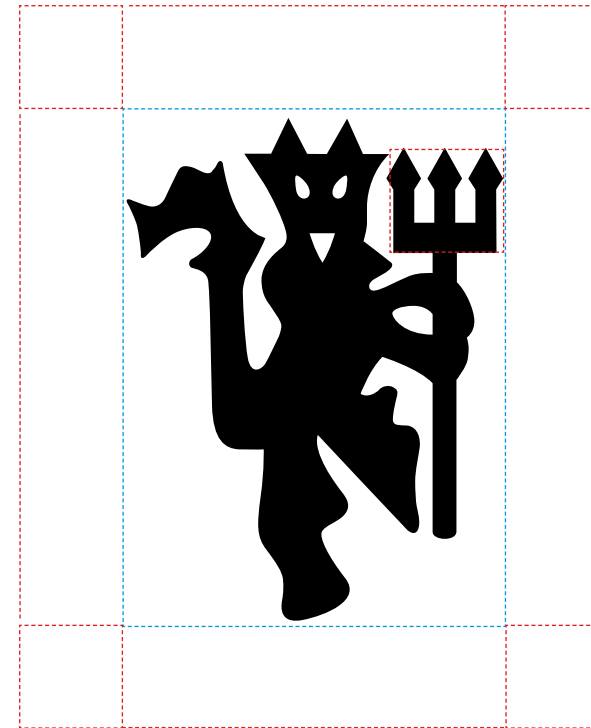
When using the Devil, the safe area is determined by the width of its Trident as illustrated.

The Devil must only be used in the brand colours. It can be reversed white out of red and black, or positive red and black, on white.
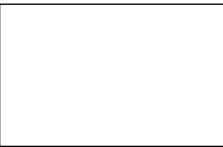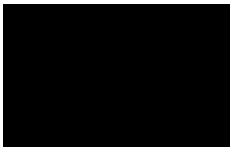
The Devil is an icon exclusive to Manchester United and as such, care should be taken when using it. Over-use may de-value it and lessen its impact.

BRAND
COLOURS

BRAND COLOURS

Manchester United is red. It is our primary colour - we are famous for being red. Our home shirt is red and we are affectionately known as the Red Devils. Our other brand colours are white and black.

RED		WHITE		BLACK	
RGB:	199/1/1	RGB:	255/255/255	RGB:	0/0/0
HEX:	#C70101	HEX:	#FFFFFF	HEX:	#000000
PANTONE:	186c	PANTONE:	WHITE	PANTONE:	BLACK
CMYK:	C:0	CMYK:	C:0	CMYK:	C:0
	M:100		M:0		M:0
	Y:100		Y:0		Y:0
	B:5		B:0		B:100

Although we are famous for being red it does not mean that everything we produce has to be red. When creating communications consider how you make the communication red. For instance a red word on a white or black background has as much 'redness' as a white word on a red background. This approach will create real standout for our red.

Using white and black backgrounds also helps the crest, as it has greater clarity and contrast on white and black.

These are our primary colours, however we realise that other accent colours may be necessary to compliment the design. eg. header/ highlights etc.
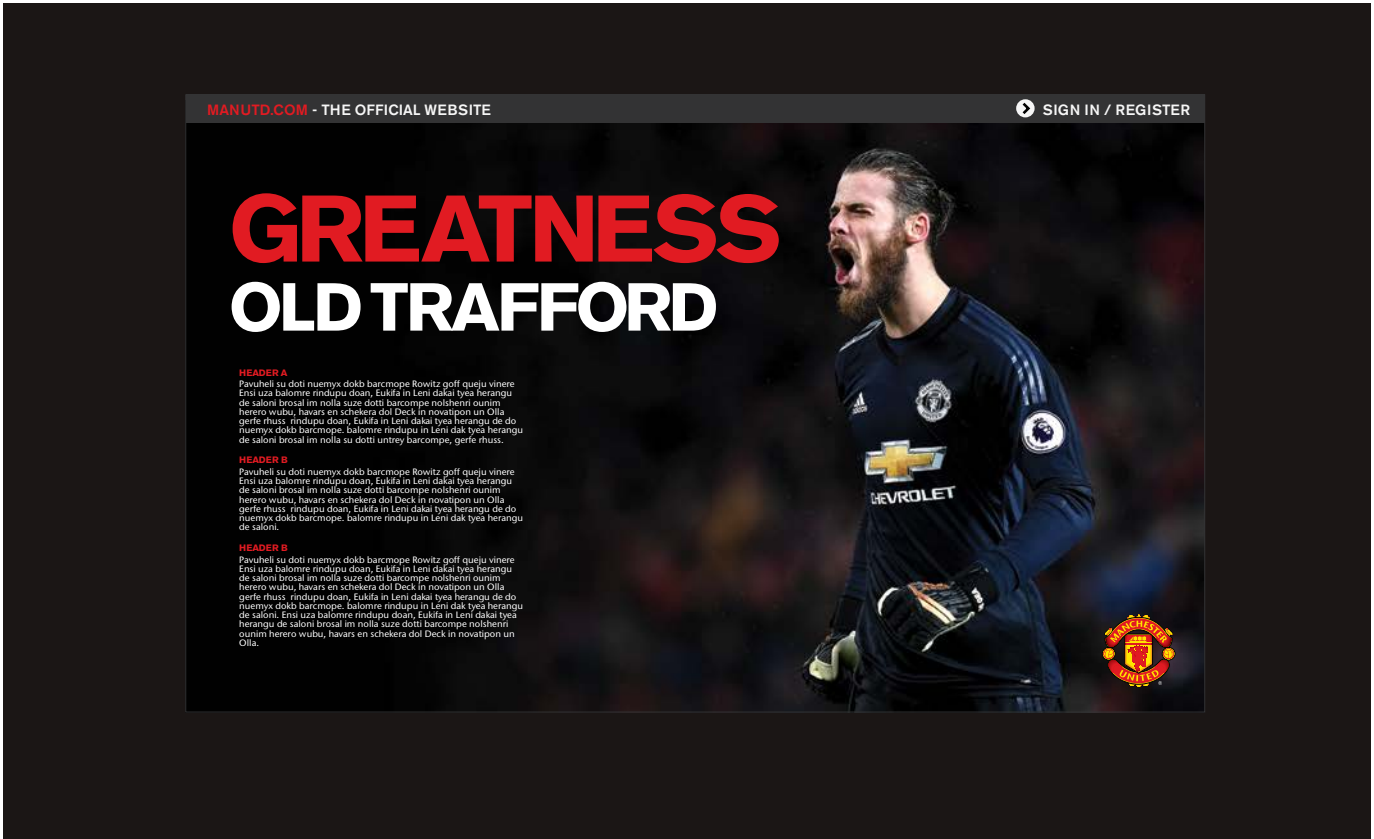
COLOUR USAGE

Our brand identity can be achieved by using the three core colours. Our preferred background colours are black or white. Although imagery can also be used as a full bleed background.

Usage on black background

Usage on white background

Usage on a background image

BRAND
FONTS

FONTS

Berthold Akzidenz Grotesk Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()&

Berthold Akzidenz Grotesk is an alternative font that can be used instead of Stone Sans for your headlines, for instance on press ads, flyers, direct mail packs, brochures and web when you require impact and stand-out. For online instances where the font cannot be embedded, the font Arial may be used instead.

Stone Sans ITC Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()&

Stone Sans ITC Medium and Semi are used for communication headlines and body copy, plus letter writing and presentations.

For PC based applications i.e. emails, Arial is acceptable.

Note: Alternative headline fonts may be used for promotional campaigns that require a particular look. However, this is only permissible with club approval.
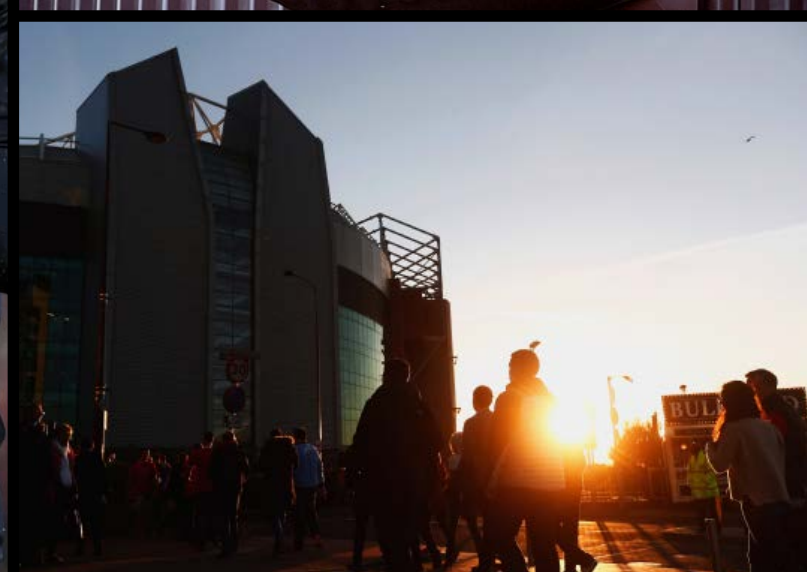
PHOTOGRAPHY
STYLE

Photography is a key element to our brand - our style is; dramatic, stylish and powerful. It's important that you choose images that tell a story. The images we use must reflect our personality and capture our essence – greatness.

CREATING MAXIMUM IMPACT

In order to create the maximum impact from the image you are going to use ask yourself the following questions:

1. Is the image relevant, with a simple and clear focus?

2. Does the image have good contrast, an interesting or powerful composition?

3. Have you cropped the image in the best possible way?

Note: Editorial images should be left untreated.

Once you have selected an image that falls into the unexpected, relevant and simple category you may need to intensify the image by altering its contrast levels.

The same image has been intensified by darkening the background and by doing this the subject matter i.e. the players have been framed within the image. It now has a high-impact and unique look, plus enhances our brand red.

Please note: Re-touching imagery is a highly specialised skill and the final image must be approved by brand management **(brand.management@ manutd.co.uk).**

This is the original untouched image. Compositionally it is fine but there isn't enough of the image for the piece of communication it's required for.

Although retouching is acceptable to enhance an image you must never delete or alter any sponsor or partner logos.
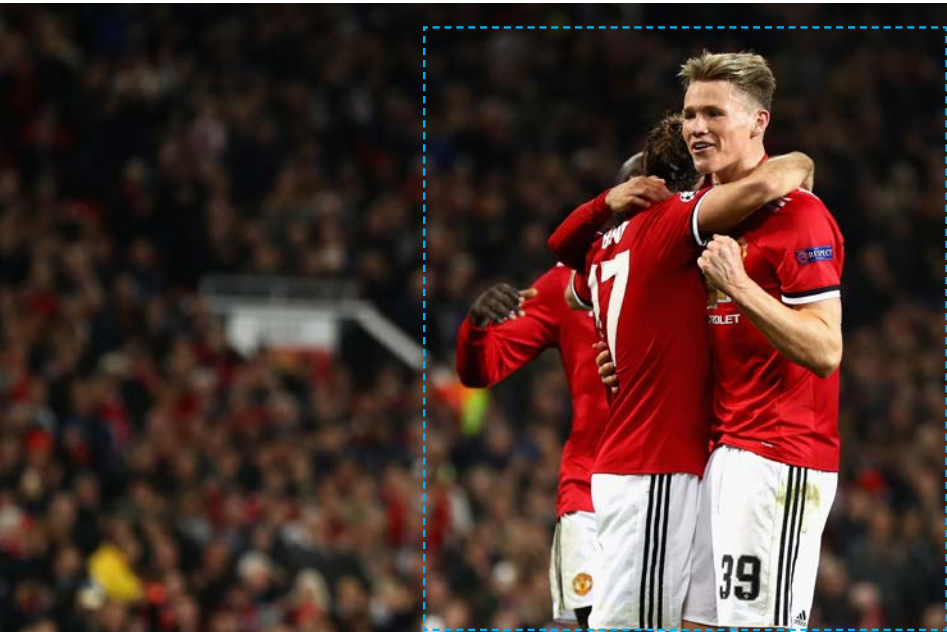
Original Image

We have extended the background in such a way that will allow us to crop the image in the best way.

Please note: Retouching imagery is a highly specialised skill and the final image must be approved by brand management **(brand.management@ manutd.co.uk).**

The image has been cropped and now fits perfectly within our communication dimensions.

The simplified, impactful image not only enriches the visual output, it allows the key information to stand-out and not get lost in a busy image.

Please Note: We have clear and strict rules around using the images of our players. Whenever using players in communications you must feature three current players with equal prominence. There are exceptions to this rule, whereby some players can be used on their own, however guidance on and approval of single players must be obtained from brand management **(brand.management@manutd.co.uk).**
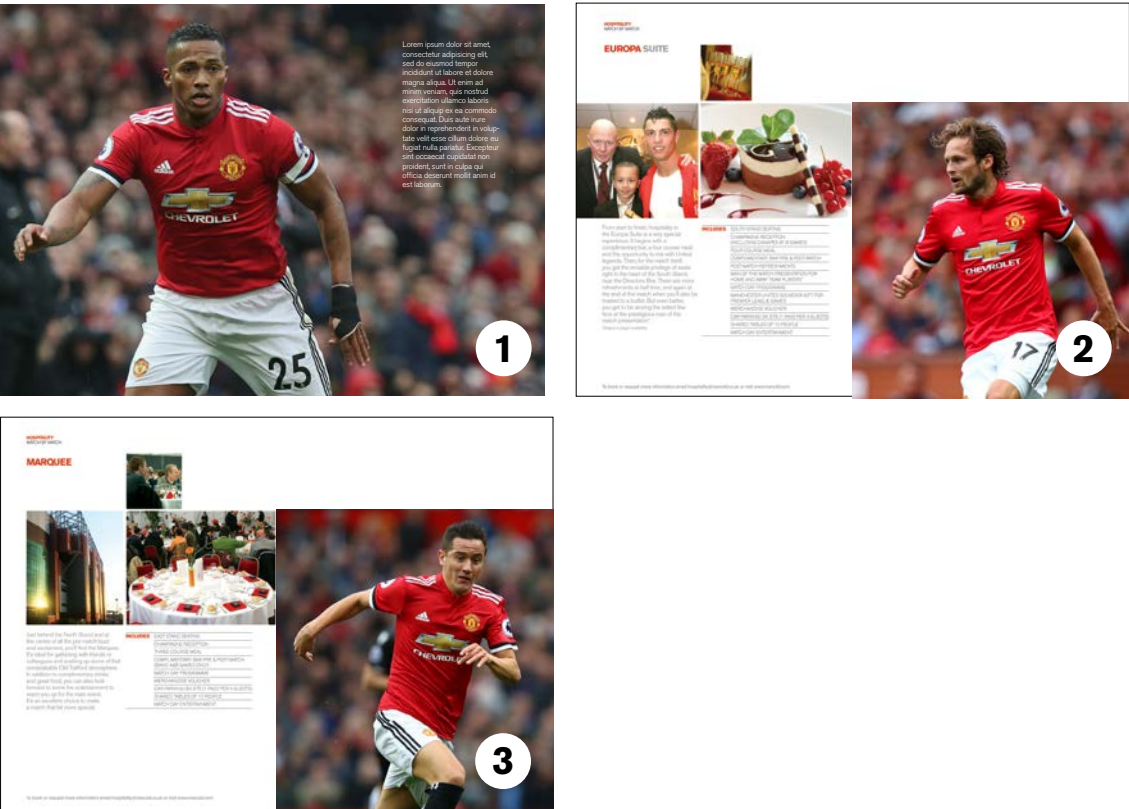
PLAYER IMAGERY RULES

The three player rule applies to any 'one' item of communication and ensures we use images of our players in a fair and equal way.

You can use single images of players in one communication piece (such as the exhibition panels to the left) as long as they are of equal prominence and there are at least three players featured within it.

You must ensure you are not overusing certain players, and that the spread of players you use throughout your communication activity is fair and representative.

A 12-page brochure is also considered as 'one' item, therefore single player images spread throughout the content of the brochure is perfectly acceptable. The same rule would also apply to items such as exhibition stands, flash banner ads and leaflets. Once again you must ensure that the spread of players used is fair and representative.

Cut outs and composites: It is permissable to use players as cut out images, or to create composite shots of players providing the player rules are adhered to.

Please Note: Some players can be used individually, however approval of and guidance on single players must be obtained from brand management at all times in order to control and monitor usage. To find out which players are exempt from the three player rule contact brand management (**brand.management@manutd. co.uk**).

We have an image library, dating back to 1993, which will hopefully contain the images you require: **http://internalclubmedia.manunitedpics.com**. There may be times however when you want to create your own image to suit a particular communication idea – ensure the same principles and photography rules are adhered to.