



**SOUTHAMPTON SPURDOGS  
OFFICIAL BRANDING GUIDELINES**

# INTRODUCTION

The following guidelines have been created to ensure that our brand is presented in a consistent and professional manner across all media.

When using the brand of the Southampton Spurdogs, it is important that these guidelines are followed.



## BRAND CHARACTERISTICS

### FUN

At the heart of the Southampton Spurdogs' brand is a commitment to fun. We embrace the joy and excitement that baseball brings, fostering an atmosphere where players can come together to share in the thrill of the game. Our team's vibrant spirit and lively interactions ensure that every experience with the Spurdogs is a memorable and enjoyable one.

### INCLUSIVE

Diversity is the cornerstone of the Southampton Spurdogs' identity. We stand for inclusivity, welcoming players of all backgrounds, skill levels, and ages to join our baseball family. With open arms and a united passion for the sport, we create a safe and supportive environment where everyone feels valued and empowered to contribute their unique talents to our team's success.

### DYNAMIC

The Southampton Spurdogs embody dynamism in every aspect of our brand. Our approach to the game is marked by constant evolution, innovation, and adaptability.

### COMPETITIVE

Competitiveness fuels our ambition. We relish the challenges that come with each game, pursuing excellence on and off the field. With a burning desire to achieve greatness, we set the standard for spirited competition and never settle for anything less than our best.



# OUR LOGOS

We have four versions of our logo that we use in different circumstances. Each one features our team colours and all but one feature our mascot, Spurry.



## FULL

Our full logo is our main logo, to be used on all marketing, social media posts etc.

Showcasing our mascot, Spurry, in front of a home plate shape and including the teams full name.

## REDUCED

The reduced logo features Spurry and the team nickname.

This version is used on the sleeves of our uniform, and as a secondary logo in some marketing. This version can be added to the corner of posters and photos posted online.

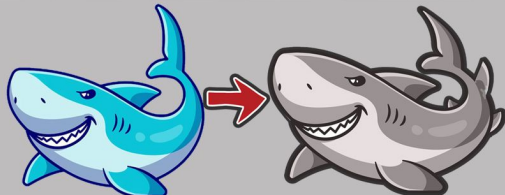
## MINIMAL

The minimal logo is used in a few instances, on the website footer and our "away" caps.

## INITIAL

Our full logo is our main logo, to be used on all marketing, social media posts etc.

Showcasing our mascot, Spurry, in front of a home plate shape and including the teams full name.



The Spurdog Mascot, Spurry, is based on an original image by catalyststuff on Freepik. The Spurdog derivative has been created within the terms of the Freepik License. When using this logo online you must reference the original artist and Freepik.

# IMPROPER USAGE

## THINGS TO AVOID WHEN USING THE LOGOS

Do not crop the logo



Do not change the transparency of the logo



Do not use place any image over the logo



Do not use different colours



Do not change the size or position of Spurry or the logotype



Do not distort the logo



Do not use drop shadows or any other effects



Do not re-create using any other typeface



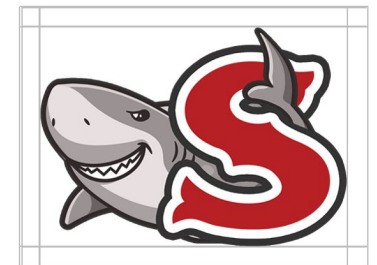
Do not outline logotype



Do not rotate any part of the logo



# SPACING & STAGING



Always follow the exclusion rule to provide the sufficient safe area for the logo. The height of the "SOUTHAMPTON" becomes the exclusion zone and safe area for the logo.

The exclusion zone is always relative to the size of the logo.

For variant logos without the "SOUTHAMPTON" text, keep an exclusion zone equivalent to one-eighth of the width of the logo.

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

# TEAM COLOURS

## PRIMARY COLOURS



### FIRE ENGINE RED

Red has long been associated with Southampton, from the Saints red stripes to the red rose on the city crest, and the famous red funnel ferry. Our take is a little darker and is our primary colour.

**C20 M99 Y99 K11**  
**R182 G32 B37**  
**HEX #B62025**

### NIGHT RIDER

This dark grey compliments the red nicely and is to be used for standard font colours online and in print. It is also a key colour of our uniform.

**C69 M63 Y62 K58**  
**R52 G52 B51**  
**HEX #343333**

### WHITE

The white is the main colour of our uniforms, and a highlight/border colour for all of our logos and imaging.

**C0 M0 Y0 K0**  
**R256 G256 B256**  
**HEX #FFFFFF**



# TEAM COLOURS

## SECONDARY COLOURS



### SHAKESPEARE

This is one of three complementary colours that can be used in online graphics.  
The light blue was selected to represent the water in Southampton Water & The Solent.

**C69 M63 Y62 K58**  
**R52 G52 B51**  
**HEX #343333**

### KOURNIKOVA

Our second highlight colour, representing the great south coast sunshine and sand, is perfect for bright online graphics and web highlights.

**C0 M0 Y0 K0**  
**R256 G256 B256**  
**HEX #FFFFFF**

### FREE SPEECH AQUAMARINE

Our third and final highlight colour is this complementary green, representing Southampton Common and other city parks.

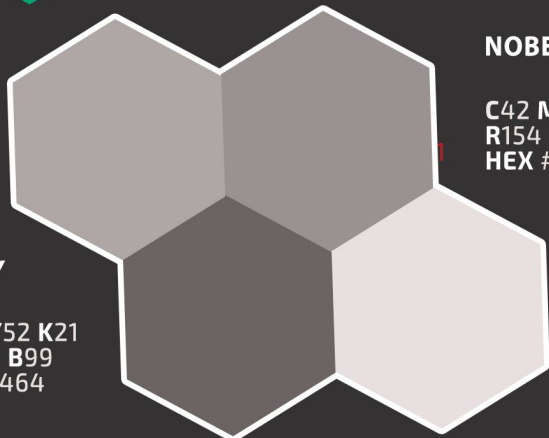
**C0 M0 Y0 K0**  
**R256 G256 B256**  
**HEX #FFFFFF**

### DARK GREY

**C33 M30 Y130 K0**  
**R174 G167 B166**  
**HEX #AEA7A6**

### DIM GREY

**C57 M53 Y52 K21**  
**R107 G100 B99**  
**HEX #6B6464**



### NOBEL

**C42 M39 Y37 K2**  
**R154 G146 B146**  
**HEX #9A9292**

### SOFT PEACH

**C8 M10 Y8 K0**  
**R232 G224 B224**  
**HEX #E8E0E0**



Our mascot, Spurry, is drawn in different shades of grey  
Any of these are also suitable for including  
in other graphical elements.

# TYPEFACES



# BOSOX EXO 2 ROBOTO

**SPURDOGS**

BOSOX is our main club font. This is used for the “Spurdogs” in our logos, and also for “Southampton” on our road jerseys. It is almost always used with 2 “stroke” colours, the outlines of White and then Night Rider.

**SOUTHAMPTON**

EXO 2 is our secondary font, used in our full logo for “Southampton”.as well as being the main font for our marketing. All the text in this document is also EXO 2.

**WWW.SPURDOGS.CO.UK**

ROBOTO is mainly used online, it is the main font on our website, all headers and general text will use this font. It is not widely used on marketing, but can be used as a tertiary font, ie for any small print etc.

**OTHER FONTS ARE NOT TO BE USED IN OFFICIAL COMMUNICATIONS AND/OR MARKETING**



# SOUTHAMPTON SPURDOGS



This document was created by Friends of British Baseball  
If you are seeking new Baseball graphics for your team,  
league or tournament, please get in touch to see how FoBB  
can help you. Email [a@bearcavestudios.co.uk](mailto:a@bearcavestudios.co.uk)

