



**WESSEX  
WYVERNS  
RFC**

# Brand Kit

For creativity and consistency



# Navigation Page

|    |                         |
|----|-------------------------|
| 3  | Logo                    |
| 4  | Colour Palette          |
| 5  | Font                    |
| 6  | Tone of Voice           |
| 7  | Hashtags                |
| 8  | Other Logos             |
| 9  | Photography             |
| 10 | Print & Digital Mockups |
| 12 | Guidance for Others     |

# Logo

## Main Logo Features



Logo Mark

**WESSEX  
WYVERNS  
RFC**

Word Mark



**WESSEX  
WYVERNS  
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Our logo consists of a yellow wyvern on a red background shield with yellow border and the words “Wessex Wyverns RFC” in yellow Verdana type. Where suitable use of the full logo is preferable but adaptation to just the shield is accepted. Ample space around the logo should be given when displayed with other logos.

The logo can sit over images, plain black background or the Intersex Progress Pride Flag.

## Logo Variation



**WESSEX  
WYVERNS  
RFC**

**WESSEX  
WYVERNS  
RFC**



**WESSEX  
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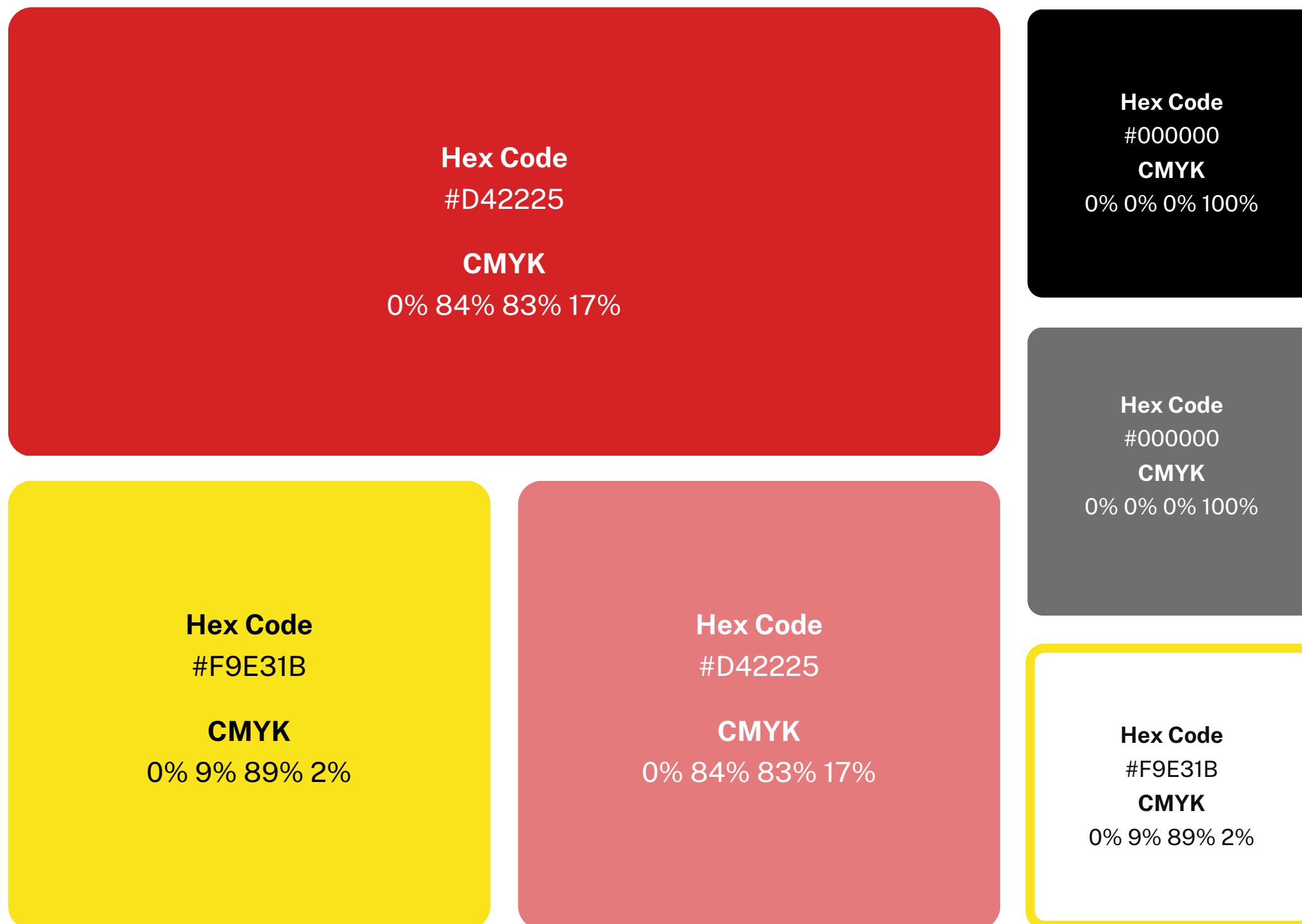


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The logo should always use the same colours and formats, with text either to the right or bottom of the shield. Colour variations, greyscale or movement of text to above is not permitted.

A tilt is acceptable for items like stickers and badges, but any other time the logo should be level.



# Colour Palette

The primary colours used are Red, Yellow (Gold), and Black.

Black should be used for background when an image or the multi logo background is not being used\*.

Red and yellow are to be used as accent colours, including text background and shape borders. If the colour is being used as an overlay to an image it should be at 60% transparency and the image set to high contrast black and white.

Black can also be used as an overlay over colour imagery. The overlay should also be set at 60% transparency.

Text should always be in one of these colours, suited to the background.

\*multi logo background to be used on black only.

# Type Kit

Our brand identity embraces a dual font combination tailored for clarity and character across media.

For print, we use a minimalist, modern, and clean typeface that offers quiet confidence and timeless professionalism—perfect for conveying essential information with understated elegance.

For digital platforms, our choice shifts to a bold and playful font that retains crisp legibility where it counts, adding energy and approachability to online content.

This pairing ensures consistency while flexing with tone and context, embodying our brand’s commitment to both precision and personality.

## Font Overview

### League Spartan

For Headers on print media

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZabcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### BUNGEE

FOR HEADINGS ON DIGITAL  
MEDIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ1234567890!@#\$%^&  
\*()

### TT Hoves

For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZa  
bcdefghijklmnopqrstuvwxyz123456789  
0!@#\$%^&\*()

### Cloud

For smaller text on digital media

ABCDEFGHIJKLMNOPQRSTUVWXYZab  
cdefghijklmnopqrstuvwxyz123456789  
0!@#\$%^&\*()

## Type Application

### Wessex Wyverns RFC

We’re rucking about

### NEXT MATCH

We’re really excited to be at

Our tone of voice champions inclusivity, fairness, and the belief that sport is for everyone—regardless of background, ability, or identity. We use our platform to uplift voices, celebrate diversity, and back initiatives that align with our values. Whether it's supporting international days, awareness weeks or months, or amplifying political movements rooted in equity and social justice, we stand united in using sport as a powerful force for connection, respect, and positive change.

## Posts

Our social media should showcase club updates, match news, and highlights of our recent activity. Key info like fixtures, line-ups, results, and tournaments will be shared on Instagram (linked to Facebook), while live match updates will be posted via Pitchero to Facebook and X/Twitter. Stories and Reels will focus on recruitment and our presence at events like Pride. Members' stories are welcome, provided they reflect our values and avoid inappropriate content. Committee statements will also be shared on social media, these may make commentary on the clubs formal response to political ongoings.

## Advertisements

Our advertising reinforces our identity as competitive sports people, highlighting our progress and achievements while showing that rugby is for everyone—regardless of sexual orientation or gender identity. Slogans like “give it a try” and “come play with our balls” will be used selectively and only when fitting for the audience. Paid for advertisement will be primarily used for recruitment and spreading awareness of the team.

## Third party publicity

Collaborative event advertising with third parties—such as venues and sponsors—can reflect their branding styles, as long as Wessex Wyverns' identity (logos, slogans, and visuals) is used respectfully and in line with our values and guidelines. Equally, when using other brands logos respect should be given whilst incorporating them into our brand.

# Tone of Voice

# #Hashtags

Three hashtags sets have been curated to supercharge discovery and avoid shadow banning on social media platforms (occurs when algorithms dictate an account is spamming specific hashtags/accounts)

These sets should be rotated through posts dependent on the purpose of the post.

If multiple posts of the same nature will be in succession (i.e. match posts come in threes - announcement, starting line up, and result) then a selection of the recruitment and match ones should be used together

## Core - Match

**#Rugbyonsaturdays** **#gowyverns** **#letsgo**  
**#Saturdaysareforrugby** **#rugby** **#inclusiverugby**

## Community Specific - Recruitment

**#wessexwyverns** **#inclusivesports** **#igrrugby**  
**#rugbyunion** **#Portsmouth** **#inclusive**  
**#Hampshire** **#wednesdayswetrain** **#Southampton**

## Community Specific - Pride

**#internationalgayrugby** **#lgbtq** **#inclusivity**  
**#PrideSport** **#watchthis** **#Southampton**  
**#Portsmouth** **#wessexwyverns** **#Pride(YEAR)**

# Other Logos

Other logos are required to be used in our designs, including our sponsors and other teams. Tournament and event logos are also used.



To maintain clarity and neutrality, our logo should appear with ample space and equal sizing when displayed alongside team or event logos (e.g. Bingham Cup, Pride). Sponsor logos must also be uniformly sized, spaced consistently, and, where possible, aligned in a straight line to avoid implying preference. The IGR logo should be positioned in a corner of the image that does not impact the overall design. When being used on it's own, and not in collaboration with an event or partner, our logo should be the largest:



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# Photography

VINTO



Images should be provided by DomDirekt or another photographer present at games. Photos used should be current and regularly updated. Images can either be used as a black and white background, with colour overlays at 60% transparency to make text legible or in a collage/grid formation.

If image is being used as a background with no overlay it should have a "Vinto" filter set at an appropriate level.

# Print & Digital Mockups





# Guidance for Others

Firstly, thank you for choosing to partner with The Wessex Wyverns RFC. We hope that our relationship together helps to promote a more diverse and inclusive world!

Alongside the guidelines outlined in the rest of this document, please can we ask that you refer to the following when promoting us alongside your brand.

- Please give our logo space - we all like our space and so does our logo we recommend around 20px should be enough.
- Please seek approval if you would like to use any of our imagery - we have approval from our photographer for us to use the imagery and we're sure you can use them too but we like to check!
- Please don't use screenshots - we work hard on our brand and we like to see it at our best, please don't screenshot from our social media we'll be more than happy to provide appropriate originals.
- Please tag us in any social media posts - even better would be making us a collaborator on Instagram.
- If you do use any imagery please credit the photographer - details of photographer will be in our Social Media Pack (please ask for this if we haven't already provided you with access)
- Please feel free to use some of our hashtags from page 7 - our main ones are #GoWyverns and #WessexWyvernsRFC

If you have any questions please feel free to contact us and we'll be happy to help. We can also offer help and guidance over creation of social media posts.