



**WESSEX
WYVERNS
RFC**

Brand Kit

Video Media Guidelines



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Platform Objectives

This document extends the Wessex Wyverns RFC Brand Kit to cover short-form video content, focusing on Instagram Reels and TikTok. It aligns with existing logo, colour, font, and tone-of-voice guidelines to ensure every clip reflects our identity and values.

THIS DOCUMENT IS TO BE USED IN PARTNERSHIP WITH THE BRAND KIT.

Our video strategy aims to:

- Showcase club updates, match highlights, and community moments.
- Recruit new members by featuring training, social events, and player testimonials.
- Amplify inclusivity initiatives, including Pride participation and awareness posts.
- Drive engagement through dynamic, authentic storytelling.

Approval & Post-Production

- Draft videos must be shared with the Social Media & Brand Manager for brand compliance and tone-of-voice approval.
- Obtain written consent for any member featured on camera.
- Archive final versions and project files for future reference.

Tone of Voice

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.

Our videos speak with warmth, energy, and inclusivity. Every caption, voiceover, and sticker should:

- Celebrate diversity and sport for everyone, regardless of background, ability, or identity.
- Uplift voices and highlight personal stories.
- Maintain respectful commentary on social justice and equality initiatives.
- Balance professionalism with playful, approachable enthusiasm.

Type Kit

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

In terms of video only the Digital combination applies.

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

BUNGEE
FOR HEADINGS ON DIGITAL MEDIA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()

Cloud

For smaller text on digital media

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

Type Application

NEXT MATCH

We’re really excited to be at

Visual Identity

Maintaining a cohesive visual style across short-form videos reinforces recognition and professionalism. Thoughtful use of colour overlays and logo placement guarantees that every clip feels unmistakably Wessex Wyverns, even in the busy scroll feed.

Colour Overlays

- Red (#D42225) or yellow (#F9E31B) at 60% opacity on black-and-white footage to boost contrast and tie back to our palette.
- Black overlays at 60% opacity on full-colour clips, serving as a neutral backdrop for text and ensuring legibility.

Logo Usage

- Intro/Outro: Full logo (shield + word mark) centered on a black background for brand anchor.
- In-scene Watermark: Shield only, placed in a corner with 20 px clear space.
- Maintain colour fidelity: no greyscale, tilt, or alternative layouts

Video Format & Dimensions

Vertical video is central to Reels and TikTok, meeting user expectations for full-screen, thumb-friendly viewing. Adhering to platform specifications ensures your content displays crisply, avoids cropping issues, and maintains brand integrity from first frame to last.

- Resolution: 1080 × 1920 pixels (9:16 aspect ratio) – optimized for edge-to-edge visibility on smartphones.
- Format: MP4 with H.264 codec – balances quality and file size, ensuring fast uploads and smooth playback.
- Duration: 15–30 seconds for Instagram Reels; up to 60 seconds for TikTok – aligns with user attention spans and algorithm preferences. Longer videos can be produced where it makes sense with the content of the video (i.e. interviews, gameplay highlight reels)
- Frame Rate: Minimum 30 fps – delivers fluid motion in fast-paced rugby clips and energetic transitions.

Content Structure

A clear narrative arc hooks viewers, maintains momentum, and ends with a compelling prompt to engage. This three-part format keeps clips concise and maximizes impact.

- Hook (0–3 s): Use a dynamic visual—tackle montage, crowd cheer, or bold text overlay—to grab attention instantly.
- Body (3–20 s): Showcase action footage, training drills, player interviews, or behind-the-scenes moments. Keep cuts tight and pacing upbeat.
- CTA & Branding (20 – 30 s): Conclude with a logo reveal, a direct call-to-action (e.g., “Join us!” sticker), and hashtag prompt.

Captions & Hashtags

Text elements serve both clarity and discoverability. Well-crafted captions reinforce our inclusive voice, while strategic hashtags extend reach to target communities.

- Concise Captions: Write in our warm, energetic tone—celebrate diversity, invite participation, share key info.
- On-Screen Subtitles: Always include accurate, time-synced captions for accessibility and silent autoplay scenarios.
- Primary Hashtags: #WessexWyvernsRFC, #GoWyverns, #InclusiveRugby, #LGBTQ – these anchor our core identity.
- Supplemental Tags: Location and event markers (e.g., #Southampton, #Pride2025) to connect with local and thematic audiences.

Music & Sound

Audio choices set the emotional tone and can significantly boost engagement. Balancing trendy tracks with our club's authentic sounds creates an immersive experience.

- Track Selection: Choose upbeat, royalty-free or trending songs that complement rugby's energy without overshadowing dialogue.
- Voiceovers: Record clear narration using lapel or directional mics; keep voice levels around 70% of the mix to stay prominent over background music.
- Ambient Audio: Weave in club chants, whistle blows, or on-field sounds at low volume (around 20%) for authenticity.
- Mixing & Transitions: Apply smooth fades when switching between music and voice; ensure no abrupt jumps in volume.

Accessibility

Inclusive content isn't optional—it's fundamental. By removing barriers, we ensure every member of our community can experience and engage with our videos.

- **Accurate Captions & Transcripts:** Provide full subtitles and, when possible, a text transcript in post descriptions.
- **Colour Contrast:** Adhere to WCAG AA standards—text overlays must contrast at least 4.5:1 against backgrounds.
- **Alt-Text & Descriptions:** When platforms allow, add concise alt-text for cover images or video previews.
- **Sensory Considerations:** Avoid rapid flashing effects; keep motion and pacing steady to reduce discomfort for viewers with sensitivities.