



# **TRAFFORD METRO**

## **SWIMMING CLUB**

BRANDING GUIDELINES

1<sup>ST</sup> ITERATION JUNE 2025

# CONTENTS

- 1. Why brand guidelines?
  - 2 & 3. Our values
  - 4. Our tone of voice
  - 5. Our writing style
- 6 - 8. Trafford Metro Logo
  - 9. Logo Don'ts
- 10. Secondary Logo Assets
  - 101 Club colour palette
  - 12-14. Typography
  - 15 & 16. Our Imagery
  - 17 - 24. Our Club Kit
- 25. Implementation & Accessibility





## **WHY BRAND GUIDELINES?**

**Trafford Metro is a long established and influential club.**

**We need a strong set of brand guidelines to help establish a strong ‘brand’ identity, to define visual elements like logos, colours and typography, and to articulate our club’s voice and tone.**

**This document will help to provide consistency across all of the club’s touchpoints, which will ensure a cohesive experience for everyone who encounters Trafford Metro.**

# OUR VALUES



## INCLUSIVE

We believe everyone can benefit from swimming.  
Whatever their age, experience or demographics.



## INSPIRATIONAL

We recognise swimming includes a diverse range of  
disciplines and abilities.  
From fitness to open water and beyond.



## DIVERSE

We encourage and we support swimmers from  
all ethnicities, faiths and backgrounds.  
We want swimmers who desire to start, restart,  
or deepen their interest in swimming.  
Whether it's to finish a length or get a PB or  
break records. We are that club.

# OUR VALUES

## RETENTION

We recognise the importance of retention within the club.

This can mean moving from being a swimmer to helping as a volunteer either in coaching, officiating or general operation of the club.

It is also important for us to encourage swimmers to stay with us from Mini Mets through to Masters level.



# OUR TONE OF VOICE

"This is Trafford. We're more than just a bunch of swimmers.

Every day, every week, we dive into the water together.

One big club. We're pushing...supporting...lifting each other up.

Training side by side, regardless of our goals.

We share meals. Share laughter. Share success. Big and small.

We stand shoulder to shoulder behind the starting blocks.

That's what makes us truly different here. Success isn't a personal endeavor. It's a collective feat.

Every stroke...every max effort...every victory...every defeat...it belongs to all of us.

We strive as individuals.

We rise as a team.

And hopefully, we win as one!"





# WRITING STYLE

Choosing our words carefully will help us to welcome, embrace and involve our members.

Equally, using the wrong words could alienate people or deter them from getting involved.

The language we use should be:

- Welcoming
- Supportive
- Informal
- Interesting
- Informed
- Jargon-free
- Straight-forward
- Trustworthy
- Acronym-free

By using a consistent tone of voice, we can create a sense of community.

It's not about having rules or judging individual writing styles, it's about us all playing our part in ensuring coherent, clear messaging from club leadership positions.

# THE TRAFFORD METRO LOGO



*Current Cub*



*Current Masters*

One club, a united front.

# ALT TRAFFORD METRO LOGO



HERO LOGO

ALT LOGO

# THE TRAFFORD METRO LOGO

## Don'ts



DON'T rotate



DON'T stretch



DON'T compress



DON'T alter transparency



DON'T alter colours



DON'T post non-transparent logo over image



## THE COLOUR PALETTE

### PRIMARY



### SECONDARY





# TYPOGRAPHY

---

## ANTON

---

### DISPLAY USE

I.E. Social Media, Posters etc.

Headings  
Titles  
Design

---

## LEXEND

---

### FUNCTIONAL USE

I.E. Letters, Forms, Emails etc.

Body  
Copy

**ANTON**

**abcdefghijklmnop  
qrstuvwxyz**

**ABCDEFGHIJKLMNO  
PQRSTUVWXYZ**





# TYPOGRAPHY

## LEXEND REGULAR

a b c d e f g h I k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

## LEXEND LIGHT

a b c d e f g h I k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

The LEXEND family is available for use when producing more functional applications. In these circumstances it may be used for headlines, sub-headings or body copy.

There are ten weights available each with its own oblique (italic) version. These are useful when different levels of typographic hierarchy are required.

# OUR IMAGERY



People-centric



Candid & Authentic



Professional



Active

FUN



'WE'RE HERE TO WIN!'

These examples are for inspiration only and have not been created to communicate a specific message or answer to a real brief.

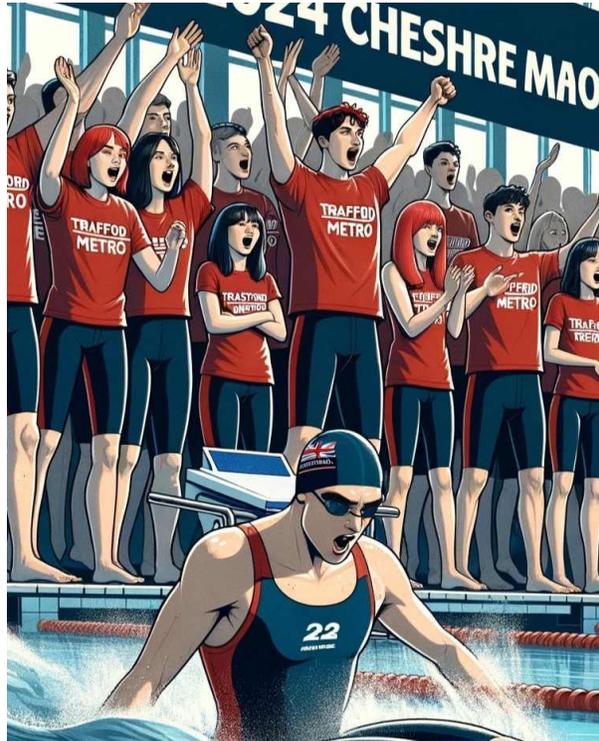
# OUR IMAGERY

## Don'ts

*(for public facing content creators)*



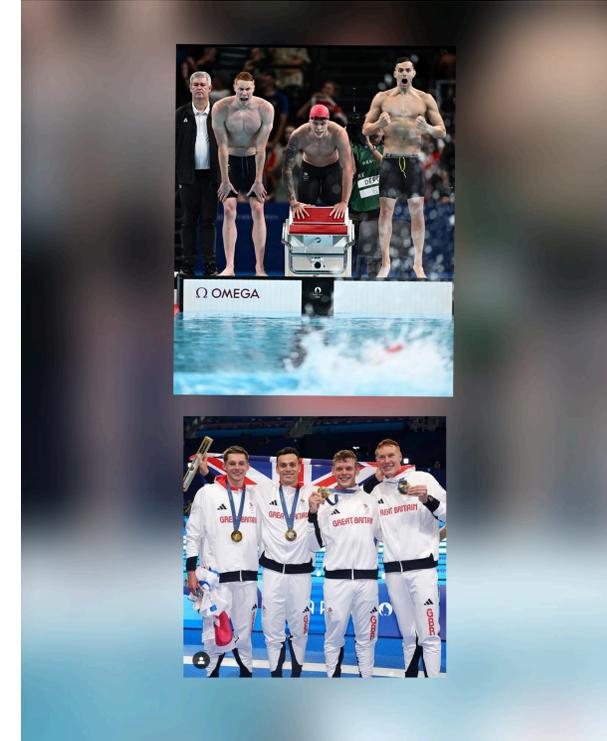
DON'T use watermarked files.



DON'T solely use AI to generate content.



DON'T use low resolution content. Aim for 1080p minimum.



DON'T screengrab others content.

# IMPLEMENTATION & ACCESSIBILITY



Club-wide Cloud 'Asset Bank'  
Font, Logos and club Documentation.  
Ready for use

[ANTON FONT DOWNLOAD](#)

[LEXEND FONT DOWNLOAD](#)

