

SETANTA SPORTS BRAND GUIDE

ABOUT THIS GUIDE

This guide is about Setanta Sports. Put simply, it will help you stay on brand and produce materials that constantly reinforce the brand. It will also provide you with simple criteria around which you can base your creative ideas.

You should use it for all communications, including adverts, interstitials, menus, promos, TV and radio commercials, press, poster, direct mail, POS, events, PR, internal communications, packaging, online, website, corporate, B2B and anywhere else the brands appear.

Read it and know the identity. The more you know, the more creative you can be.

WHAT IS SETANTA SPORTS?

Setanta Sports is a network of sports services in the UK, Ireland, Australia and North America. It is the friendly alternative to operators such as Sky Sports.

THE SETANTA SPORTS BRAND WORLD



1 The core idea of the Setanta Sports brand is "INSPIRING PLAY"

WHY?

It sums up the way we feel about sport.

We know that some sports have become tarnished by cheating and unsavoury behaviour on and off-field, by the effects of

money and by the culture of celebrity.

Setanta Sports celebrates the love of playing the game. We show great, inspirational sport. We use players to inspire others to play and to encourage people to participate. This is our point of difference.

BRAND WORLD

The brand world sums up Setanta Sports' values. It's our yardstick. With the brand core, it's made up of 3 further elements:

- Content values – what unites the editorial content we show
- Product values – what defines the way we put our programmes and promotion together
- Tonal values – how we talk and how we want to be heard

SETANTA SPORTS: THE CONTENT

- We only show **real** pure sport
- We make sport **accessible**
- We actively encourage **participation** in sport
- We strive to present **innovative** content when we can

SETANTA SPORTS PROGRAMMES AND PROMOTION

- Our packaging reflects this **authenticity**
- We have informal relationships with our stars and encourage them to help **mentor** our viewers
- Our packaging reflects the natural **energy** of sport
- We want to be **different**, as 'un-Sky' as possible

HOW SETANTA TALKS

Always ask yourself one simple question about any communication: 'Is it on brand?' So check your work against Setanta Sport's tonal values.

All communications must show:

- Our views are **genuine**
- We are approachable and **friendly**
- Our tone is **youthful** and fearless
- Our language is **fresh**

COMMUNICATION GUIDELINES

Everything we do has to position us as a challenger, so:

- Speak for the sports fan, not the business of sport.
- Establish our new language and set of rules and attitude to match
- Force people to reassess sport on TV, especially Sky
- Make others look 'old school'

NAMING AND CHANNELS

Setanta Sports is called Setanta Sports. But once you've said it once or twice, it's fine to abbreviate it to 'Setanta'. Setanta Sports produces the Setanta Sports Pack.

SETANTA SPORTS COLOURS

Setanta Sports uses a palette of 3 colours, the key one being Setanta yellow, plus black and white.



RGB: 255, 220, 0
CMYK: 0, 10, 100, 0
PANTONE: 108



RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
PANTONE: BLACK



RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

SETANTA SPORTS LOGOS

Never attempt to change the logo or make your own. Instead, obtain the variation you need as a complete file from Setanta Sports marketing.

COLOUR

Wherever possible the logo should appear in colour:



SINGLE COLOUR

This is how the logo should look when a single colour is required.



Mono logo on white coloured background



Mono version on grey/ background



Mono reversed version on black background

MINIMUM CLEARANCE

Leave a clear area around any form of logotype equivalent to the height of the black box which forms the lower half of the logo.



MINIMUM SIZE

The logo should not be smaller than 15mm in width.

SERVICE LOGOS

Various sub-brands of Setanta Sports have their own logos. For example:



Do not attempt to create your own sub-brand logo, these should be supplied by Setanta Sports marketing department.

SETANTA SPORTS TYPEFACE

Our headline typeface is Machine Regular. This typeface can only be used in capitals.

MACHINE REGULAR **ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

Our standard/body copy typeface is DIN. We use 2 different weights: Regular and medium.

DIN REGULAR ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 abcdefghijklmnopqrstuvwxyz

DIN MEDIUM ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 abcdefghijklmnopqrstuvwxyz

These typefaces are central to the bold clean feel of the Setanta Sports identity. They must be used on all communication and printed matter.

Headings and signage should always be in UPPERCASE wherever possible.

It may be appropriate for headings or signage to use white or yellow reversed out of a black box, as in the headlines on these guidelines.

SETANTA SPORTS PHOTOGRAPHY



We have rights clearance for great action photography of premium players in our premium competitions. The selection you make is up to you, but try to make it apt and evocative, and ensure it matches the brand's tonal values.

SETANTA SPORTS TEXTURE

Another main brand element is sporting texture. Think of it as clothing the Setanta Sports brand in sportswear. The sporting texture elements are photographic monochrome close-ups of various sports equipment, treated with Setanta yellow, to provide a background for adverts and other communications.



SETANTA SPORTS DON'TS

It's important we never get it wrong. Here's a selection of no-nos.

- Stretch logotype
- Stretch typeface
- Change colours
- Use a font other than DIN
- Inappropriately crop photography eg cropping off heads, using non colour-treated photography.

CONTACTS

If you have any questions, please contact Robert Robertson on +44 141 300 3882 or Eleanor Collier on +353 (0)1 474 8000.

APPLYING THE BRAND IDENTITY

A strong brand shines through all communications and all other elements of the brand.

Here are some examples of Setanta Sports' identity in practice.

Use these as a guide when you are producing any work for Setanta Sports.

