

# CHELSEA FOOTBALL CLUB

BRAND & IDENTITY GUIDELINES



# CONTENTS

## BRAND & IDENTITY GUIDELINES

### 1.0 Introduction

- 1.1 Message from Chelsea Football Club Chief Executive
- 1.2 Using the Manual and the Chelsea Football Club Brand Identity
- 1.3 Terminology

### 2.0 The Chelsea Football Club Brand

- 2.1 The Badge
- 2.2 Chelsea Centenary Year Badge (Season 2005/06)
- 2.3 Colour palette
- 2.4 Typefaces
- 2.5 Photography Guidance
- 2.6 Terminology

### 3.0 Merchandising

- 3.1 Copyright
- 3.2 Trademarks
- 3.3 Registered Trademarks
- 3.4 Player Imagery
- 3.5 Player Signatures
- 3.6 Packaging
- 3.7 Premium Packaging
- 3.8 Labels

### 4.0 Sponsorship

- 4.1 Sponsorship Guidelines

### 5.0 Approval Process

- 5.1 The Approval Process
- 5.2 Approval Form
- 5.3 Contacts

### 6.0 Artwork & Design Library

- 6.1 Artwork Available



PLEASE USE INTERACTIVE LINKS BELOW TO NAVIGATE THROUGH THIS DOCUMENT

# 1.0 INTRODUCTION

## BRAND & IDENTITY GUIDELINES

### 1.0 Introduction

- 1.1 [Message from Chelsea Football Club Chief Executive](#)
- 1.2 [Using the Manual and the Chelsea Football Club Brand Identity](#)
- 1.3 [Terminology](#)



# 1.1 MESSAGE FROM CHELSEAFC

## MESSAGE FROM CHELSEA FOOTBALL CLUB CHIEF EXECUTIVE

*"We are incredibly proud of Chelsea's heritage and the design of this new badge is based on the style from the 1950's. As we approach our Centenary Year, and the club embarks on a new and very exciting era, it is appropriate that we have a new badge that reflects our tradition and can represent us for the next 100 years."*

When we undertook the task of reviewing the club's identity and its brand values it was clear to us all that the lack of reference to Chelsea FC's heritage was evident. It was always important therefore that history played a big part in any development we decided to do.

The result is a set of brand values and a new club badge that everyone involved with the club should be proud of. A Centenary mark has been developed for our 2005 – 2006 season complimenting this.

This document describes best practice when using the new badges and shows how the club should be represented within these values. There is also an extensive section on the badges use with Official Club Merchandise.

We have taken massive strides with Chelsea on the pitch and are preparing to make massive strides off it. I think that all at Chelsea FC feel that remembering our heritage is the final part in our preparations for being a major force in world football.

We look forward to the Centenary with a passion and pride in our club that we hope will continue for many years to come.

**Peter Kenyon**  
Chief Executive



# 1.2 USING THE MANUAL

## USING THE MANUAL AND THE CHELSEA FOOTBALL CLUB BRAND IDENTITY

**The purpose of this manual is to provide the basic rules for the use of the identity and to inspire users of the identity so that every item produced helps build the Chelsea brand.**

These guidelines have been produced to present the Chelsea Football Club identity and to provide clear, concise advice regarding correct usage of the badge, detailing what is and is not possible. The manual is aimed at all authorised users who use the Chelsea brand identity in the design and production of any material associated with the football club, and should be referred to frequently and whenever necessary.

Compliance with the manual will build consistency and meaning into all communications produced for the Chelsea Football Club.

It is important that all persons involved in the reproduction of the Chelsea Football Club Badge are fully aware of all its permutations.

No variations, adaptations or modifications other than those allowed for in these guidelines are acceptable.

It is essential to maintain the visual consistency of the Chelsea Football Club Badge by conscientious observation of the principles that follow in this manual.

**The brand manual is divided into four main sections:**

### **The Chelsea Football Club Brand**

This section deals with the usage and application of the main identity elements including the badge, colour palettes, typefaces, photography guidance, design layouts and Chelsea Corporate.

### **Merchandising**

This area will briefly cover the key elements of applying the brand identity on club merchandising, however, more detailed merchandising guidelines are available from the merchandising department of the football club.

### **Approval Process**

This section covers the fundamental principles of the brand approval process.

Approvals for any materials will typically be based on compliance with the application guidelines and with the strategic direction of the brand.

### **Artwork & Design Library**

A complete set of approved artwork elements for use in Chelsea Football Club branded designs is included on this CD.





# 1.3 TERMINOLOGY

SPECIFIC TERMS THAT HAVE BEEN REGULARLY USED IN THE BRAND MANUAL EXPLAINED

In order to ensure a common understanding throughout this Brand Manual, we have listed explanations for some specific terms that have been regularly used in the Brand Manual.

## The Badge

The official badge of Chelsea Football Club comprising the rampant lion, the logotype and both the rose and football symbols.

## The Rampant Lion and Cozier (staff)

The lion is derived from the Arms of Earl Cadogan, who also holds as one of his subsidiary titles that of Viscount Chelsea. The crozier is that of the Abbot of Westminster, whose jurisdiction extended over the borough of Chelsea.

## The Logotype

The name (Chelsea Football Club) in the specially configured typeface used in the logo.

## Registration notice

The legal marking signifying elements protected by trademark law.

## The Name

The official club title is the 'Chelsea Football Club.' This should always be in English and used in its entirety.

## Brand

A brand is a mixture of attributes symbolised in a trademark which, if managed properly over time, creates value.

## Brand Identity

The outward expression of the brand, including its name and visual appearance. The brand's identity is its fundamental means of consumer recognition and symbolises the brand's differentiation from competitors.

## Brand Image

The consumer's net 'out-take' of the brand. With respect to Chelsea Football Club, this will be based on people's practical experience of the product on television, in the written media, at the stadia and so on.

## Brand Mission

What the brand users must do to bring the brand vision to life. In this instance "To create fans the best football club in the world."



## 1.3 TERMINOLOGY

SPECIFIC TERMS THAT HAVE BEEN REGULARLY USED IN THE BRAND MANUAL EXPLAINED

### Brand Values

The code by which the brand lives. The brand values act as the benchmark to measure behaviours and performance.

In this instance:

Integrity  
Excellence  
Style  
Unity  
Leadership  
Pride

### Brand Personality

The visual way in which the club should be projected / perceived.

Dynamic  
Passionate  
Admired  
Successful  
Inclusive  
Focused



# 2.0 THE CHELSEA FOOTBALL CLUB BRAND

## BRAND & IDENTITY GUIDELINES

### 2.0 The Chelsea Football Club Brand

- 2.1 The Badge
- 2.2 Chelsea Centenary Year Badge (Season 2005/06)
- 2.3 Colour palette
- 2.4 Typefaces
- 2.5 Photography guidance
- 2.6 Chelsea Corporate







## 2.1 THE BADGE

### THE CHELSEA FOOTBALL CLUB ELEMENTS EXPLAINED



The Chelsea Football Club Badge is made up of 4 separate elements:

#### **The Rampant Lion and Crozier (staff)**

The lion is derived from the Arms of Earl Cadogan, who also holds as one of his subsidiary titles that of Viscount Chelsea. The crozier is that of the Abbot of Westminster, whose jurisdiction extended over the borough of Chelsea.

#### **The Logotype**

The name (Chelsea Football Club) in the specially configured typeface used within the badge.

#### **The Football and Rose Symbols**

Derived from the original Chelsea badge of 1953, the roses represent England and the footballs more obviously represent the game. Both have been designed specifically for the club badge and must not be altered in any way.

**The badge should never be modified in any way. This includes the positioning and/or alteration of the fixed elements within the badge.**



## 2.1 THE BADGE

### DISTORTION

Footballs and roses have been removed



Footballs and roses have changed colour



Rampant Lion has been reversed



Colours have been changed



Rampant Lion has changed in size



Badge has been 'squashed'

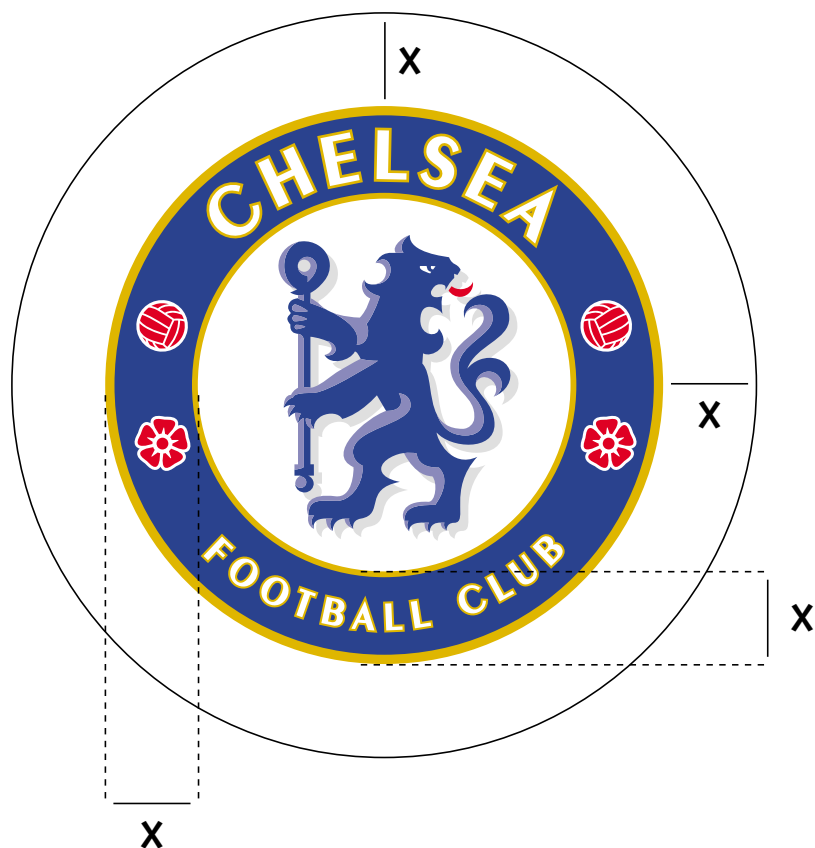
#### Distortion

The badge should never be modified in any way. This includes the positioning and/or alteration of the fixed elements within the badge.

On the left are just a few example of what is meant by 'distortion.'

# 2.1 THE BADGE

## EXCLUSION ZONE & REPRODUCTION SIZES



The simplified version must be used when smaller than 16mm diameter.



### Exclusion Zone

To enable the Chelsea Football Club Badge to appear prominently in its primary usage of full colour without interference from other elements, an exclusion zone has been created.

This zone is equal in size to the width of the circular element surrounding the lion as detailed on the left. The exclusion zone should be observed on all applications.

### Reproduction Sizes

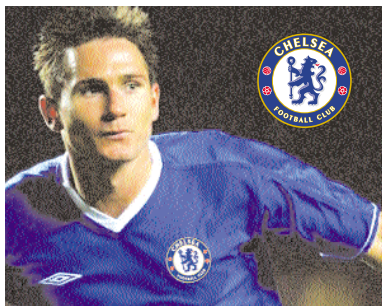
Because of the detailed nature of the badge, when reproduced at very small sizes some of the detail may be lost and therefore the badge may not be as legible and lose its integrity.

For reproduction below 16mm diameter the small version must be used (see example). For use at all other sizes above 16mm diameter the main badge must be used.

**The badge should never be modified in any way. This includes the positioning and/or alteration of the fixed elements within the badge.**

# 2.1 THE BADGE

## LEGIBILITY



### Legibility

The Chelsea Football Club Badge should be applied over an appropriate background. In general the use of boxes around the badge is discouraged.

The badge must never appear on a complicated patterned background, a red background or one that compromises the legibility.

When placing the badge on a photograph or a background, care must be taken to place the badge in a suitable position on the design, so that the visual impact of the Chelsea Football Club badge is maximised and a distinct contrast is achieved.



## 2.2 CHELSEA CENTENARY BADGE

TO BE USED SEASON 2005/6



### 100 Years of Football

To celebrate the Chelsea Football Club Centenary, a special commemorative badge has been designed to be used throughout the 2005/06 season ONLY.

This badge will be used on the 2005/2006 season home shirt, on selected centenary merchandise products and on other club collateral relating to the centenary.

The Centenary Badge consists of only three colours; Chelsea Blue, Chelsea Gold and Chelsea Grey.

If there is any confusion surrounding the usage of the Centenary Badge please contact the Chelsea Football Club brand management team.



# 2.3 COLOUR PALETTE

## PRIMARY BRAND COLOURS



|                  | PANTONE®                                                                             | (C.M.Y.K)    | R.G.B        |
|------------------|--------------------------------------------------------------------------------------|--------------|--------------|
| CHELSEA BLUE     |    | C – 100      | R – 14       |
|                  | Reflex Blue                                                                          | M – 80       | G – 30       |
|                  |    | Y – 0        | B – 125      |
|                  |                                                                                      | K – 10       |              |
| CHELSEA GOLD     |    | DO NOT MATCH | DO NOT MATCH |
|                  | PMS: 871C                                                                            |              |              |
|                  |    |              |              |
| ALTERNATIVE GOLD |    | C – 0        | R – 217      |
|                  | PMS: 117C                                                                            | M – 30       | G – 152      |
|                  |    | Y – 100      | B – 8        |
|                  |                                                                                      | K – 15       |              |
| CHELSEA RED      |   | C – 0        | R – 255      |
|                  | PMS: 485C                                                                            | M – 100      | G – 0        |
|                  |  | Y – 100      | B – 0        |
|                  |                                                                                      | K – 0        |              |
| CHELSEA GREY     |  | C – 0        | R – 204      |
|                  | PMS: COOL GREY 3C                                                                    | M – 0        | G – 204      |
|                  |  | Y – 0        | B – 204      |
|                  |                                                                                      | K – 20       |              |

Very little flexibility on the colours of the badge are allowed. Any variation of the colours is subject to a non-standard approval procedure and typically only considered for practical reasons.

The primary brand colours for the badge are Blue and Gold with red and grey as secondary accent colours.

The primary version of the badge should be reproduced using 4 special PANTONE® colours.

For reproduction in print where using PANTONE® colours is not possible the four colour process (C.M.Y.K) version should be used.

R.G.B breakdowns are also shown for use on screen (i.e. websites).

In situations where it is not possible to match to or reproduce the gold, a golden yellow may be used (as per chart on the left).

Digital artwork for all versions can be found in the Artwork & Design Library (Section 6).

# 2.3 COLOUR PALETTE

## PRIMARY BRAND COLOURS



| PANTONE®                                                                                                                                                                                                                | (C.M.Y.K)                            | R.G.B                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|-------------------------------|
| <b>CHELSEA BLUE</b><br><br>Reflex Blue<br>          | C – 100<br>M – 80<br>Y – 0<br>K – 10 | R – 14<br>G – 30<br>B – 125   |
| <b>CHELSEA GOLD</b><br><br>PMS: 871C<br>            | DO NOT MATCH                         | DO NOT MATCH                  |
| <b>ALTERNATIVE GOLD</b><br><br>PMS: 117C<br>        | C – 0<br>M – 30<br>Y – 100<br>K – 15 | R – 217<br>G – 152<br>B – 8   |
| <b>CHELSEA GREY</b><br><br>PMS: COOL GREY 3C<br> | C – 0<br>M – 0<br>Y – 0<br>K – 20    | R – 204<br>G – 204<br>B – 204 |

The primary brand colours for the badge are Blue and Gold with grey as a secondary accent colour.

The primary version of the badge should be reproduced using 3 special PANTONE® colours.

For reproduction in print where using PANTONE® colours is not possible the four colour process (C.M.Y.K) version should be used.

R.G.B breakdowns are also shown for use on screen (i.e. websites).

In situations where it is not possible to match to or reproduce the gold, a golden yellow may be used (as per chart on the left).

Digital artwork for all versions can be found in the Artwork & Design Library (Section 6).



# 2.3 COLOUR PALETTE

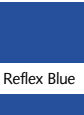
## SINGLE COLOUR VARIATIONS

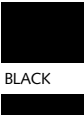


### Single Colour Badge Variations

When the printing or reproduction process limits the number of colours that may be used to display the badge, a single colour version may be used.

The two options displayed are the only versions that may be reproduced in single colour and digital artwork for both can be found in the Artwork & Design Library (Section 6).

|              | PANTONE®                                                                                           | (C.M.Y.K) | R.G.B   |
|--------------|----------------------------------------------------------------------------------------------------|-----------|---------|
| CHELSEA BLUE | <br>Reflex Blue | C – 100   | R – 14  |
|              |                                                                                                    | M – 80    | G – 30  |
|              |                                                                                                    | Y – 0     | B – 125 |
|              |                                                                                                    | K – 10    |         |
|              |                                                                                                    |           |         |

|               | PANTONE®                                                                                     | (C.M.Y.K) | R.G.B |
|---------------|----------------------------------------------------------------------------------------------|-----------|-------|
| CHELSEA BLACK | <br>BLACK | C – 0     | R – 0 |
|               |                                                                                              | M – 0     | G – 0 |
|               |                                                                                              | Y – 0     | B – 0 |
|               |                                                                                              | K – 100   |       |
|               |                                                                                              |           |       |



# 2.3 COLOUR PALETTE

## REVERSED COLOUR VARIATIONS



### Reversed Colour Badge Variations

When the design calls for a single colour version of the badge to appear on a solid black or solid blue background a special version of the badge has been produced, rather than reverse the badge to appear as a negative image.

The two options displayed are the only versions that may be reproduced in single colour and digital artwork for both can be found in the Artwork & Design Library (Section 6).

|              | PANTONE®                                                                            | (C.M.Y.K) | R.G.B   |
|--------------|-------------------------------------------------------------------------------------|-----------|---------|
| CHELSEA BLUE |  | C – 100   | R – 14  |
|              |                                                                                     | M – 80    | G – 30  |
|              |                                                                                     | Y – 0     | B – 125 |
|              |                                                                                     | K – 10    |         |
|              |                                                                                     |           |         |

|               | PANTONE®                                                                            | (C.M.Y.K) | R.G.B |
|---------------|-------------------------------------------------------------------------------------|-----------|-------|
| CHELSEA BLACK |  | C – 0     | R – 0 |
|               |                                                                                     | M – 0     | G – 0 |
|               |                                                                                     | Y – 0     | B – 0 |
|               |                                                                                     | K – 100   |       |
|               |                                                                                     |           |       |



# 2.4 TYPEFACES

## TYPEFACES EXPLAINED

### SYNTAX

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@£\$%&(){}[]\*\/\#<>+ -=• \_:;,.

### SYNTAX ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789?!@£\$%&(){}[]\*\/\#<>+ -=• \_:;,.*

### SYNTAX BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789?!@£\$%&(){}[]\*\/\#<>+ -=• \_:;,.**

### General Use

One typeface, SYNTAX, has been chosen for use across all pre-printed material. Syntax appears in two weights in both Roman and one in Italic. Do not distort or alter this font in any way. It can only be used in its true form and can be obtained from any typeface supplier i.e. Agfa Monotype Telephone: 01737 765959.

The typeface must be used with an official license that can be obtained when purchasing the font. Anyone carrying out work on behalf of Chelsea Football Club will be required to purchase the font and the correct usage licenses.

Guidelines on emphasis and typographic style are shown later on in these guidelines.

### Online Use

For online uses Syntax still the preferred headline font, however Trebuchet or Arial should be used for HTML text.

### Correspondence

All internal or external, PC-generated correspondence (MS Word/PowerPoint) should be generated in Trebuchet if Syntax is unavailable.

### Non-Roman base fonts

In the instance where Syntax is not available in a certain language i.e. Cyrillic, East European, Asian alphabets, Trebuchet is the recommended font. In the rare case that Trebuchet is not available, we recommend using a similar sans serif font.



# 2.5 PHOTOGRAPHIC GUIDANCE

## PHOTOGRAPHIC GUIDANCE

### INTEGRITY



### EXCELLENCE



### STYLE



As a guiding principle, Chelsea Football Club should be associated with photographic images which are consistent with the brand values and where possible feature the branding created for the event.

For the 2003–2006 period, photographic imagery which illustrates the brand values and personality is encouraged and should be used where possible.

The presence of advertising or third party branding in photography should be restricted as much as practically possible.

### UNITY



### LEADERSHIP



### PRIDE







## 2.6 TERMINOLOGY

WHEN REFERRING TO THE CLUB BY NAME

**CHELSEA FOOTBALL CLUB**  
Chelsea Football Club

**CHELSEAFC**  
ChelseaFC

**NOT:** Chelsea<sup>x</sup>

### Terminology

When referring to the club by name, the instances outlined on the left are the only permutations allowed.

# 3.0 MERCHANDISING

## BRAND & IDENTITY GUIDELINES

### 3.0 Merchandising

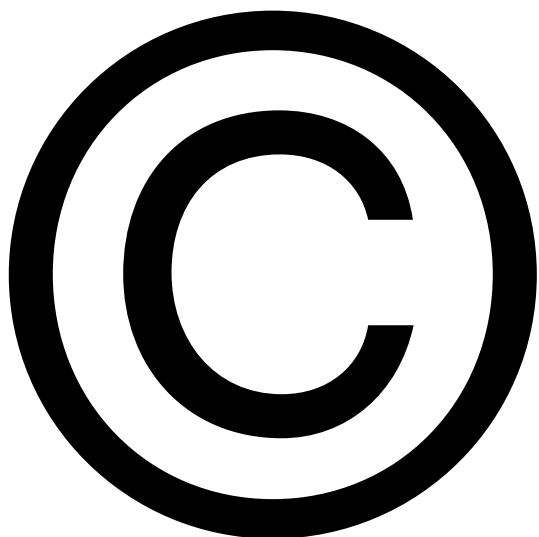
- 3.1 Copyright
- 3.2 Trademarks
- 3.3 Registered Trademarks
- 3.4 Player Imagery
- 3.5 Player Signatures
- 3.6 Packaging
- 3.7 Premium Packaging
- 3.8 Labels





# 3.1 COPYRIGHT

## THE COPYRIGHT NOTICE EXPLAINED



### The Copyright Notice

The copyright notice should accompany all artwork, packaging and written materials that feature Chelsea Football Club branding. The notice should be permanently attached, visible and clearly legible.

The copyright date should be the date the design in which we are claiming copyright was originated.

All goods bearing the Chelsea Football Club Badge should have the copyright line:

Badge © 2004 Chelsea Football Club Limited.

Any goods bearing Club photography belonging to Chelsea Football Club (i.e. those obtained from ourselves) including the team photograph, the copyright line should read:

Imagery, © 200X Chelsea Football Club Limited.

All products bearing the Chelsea Football Club Badge and Club photography should read:

Badge and imagery, © 200X Chelsea Football Club Limited.

### In Addition:

Chelsea Football Club require the following copyright line to be attached to all products and packaging:

© 200X Chelsea Football Club Limited.



## 3.2 TRADEMARKS

### TRADEMARKS EXPLAINED

T M

#### Trademarks

No signatures or photographs are to be used without the prior written consent of the copyright owner. Consent forms are available from the Trade Marks Department.

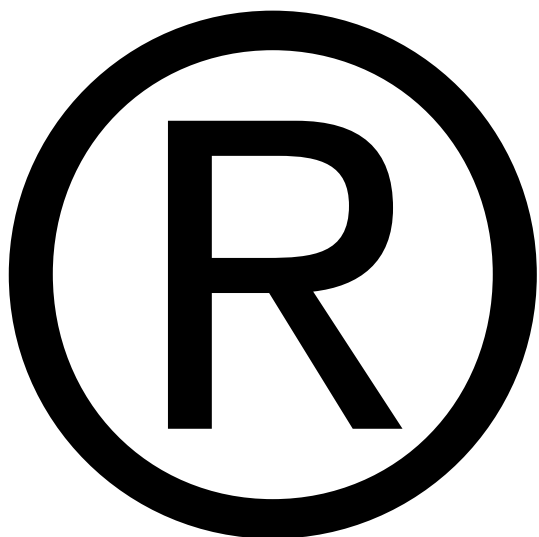
It is essential that all slogans/marks with a design element are checked by the Trade Marks Department. This will be undertaken within the Product Development Process. In the event that the Trade Marks Department makes the decision that a full Trade Marks Search should be carried out, this will be done at the expense of the Licensee unless otherwise agreed.

The average cost of a Trade Mark Search in the United Kingdom is £250.



## 3.3 REGISTERED TRADE MARKS

### REGISTERED TRADEMARKS EXPLAINED



#### Registered Trade Marks

The Chelsea Football Club Badge should be accompanied by the registered trade mark symbol ® printed in black, or yellow if applied to dark backgrounds, unless the Badge is 15mm or smaller in size. Where the Badge is 15mm or less the ® should be omitted. The ® mark must be legible at all times and never exceed 15mm in size

Where trade marks such as Chelsea Football Club are used as stand alone marks, they must be accompanied by the ®.

Where trade marks are used in conjunction with the Badge the Badge only should be identified as registered.

Please check with the Trade Marks Department whether marks are registered.

**NB:** If products are to be sold in China or Mexico it is a legal requirement that all trade marks are identified as registered, therefore they must be accompanied by ®.



## 3.4 PLAYER IMAGERY

### THE 3 PLAYER RULE



When designing a product featuring Chelsea Football Club players, there must always be at least 3 players within the design. All player images/signatures used must be from the current season.

Alternatively, if you are developing a range of products, it is acceptable to use single player imagery as long as there are at least three products in the range, each featuring a different player.

You must not exploit one players' image more than any other. Product ranges must not concentrate on the image of one particular player but must use images of all players equally.

Images of past players cannot be used without the written agreement of the past players in question.

Please refer to the packaging style guide on how to incorporate images within packaging.

All photography can be obtained through the Product Development team and will be distributed in jpeg format, either on PC or Macintosh CD.

Alternatively, we recommend sourcing shots through sports photography image distributors as this would help keep products looking varied and fresh.

Please allow 10 working days for images.





# 3.5 PLAYER SIGNATURES

## ALL AVAILABLE SIGNATURES

Wayne Bridge

Ricardo Carvalho

Petr Cech

Joe Cole

Carlo Cudicini

Didier Drogba

Damien Duff

Paulo Ferreira

William Gallas

Geremi

Eldur Gudjohnsen

Robert Huth

Jiri Jarosik

Glen Johnson

Mateja Kezman

Frank Lampard

Claude Makelele

Tiago Mendes

Filipe Oliveira

Scott Parker

Lenny Pidgeley

Arjen Robben

John Terry

Jose Mourinho

### Player Signatures

The signatures shown are all those currently available.

The use of these signatures must be authorised by the Product Development team.

Artwork for these signatures is available as High Resolution JPEGs supplied Via; ISDN, Email, CD in Mac and PC Format.

Please note the the '3 Player Rule' (outlined in page 24) is also applicable to the use of signatures.



# 3.6 PACKAGING

## BACKING CARD – FRONT



### Backing Card – Front

The illustrations on the left show an example of how the new identity may be applied to a specific format, in this case a backing card.

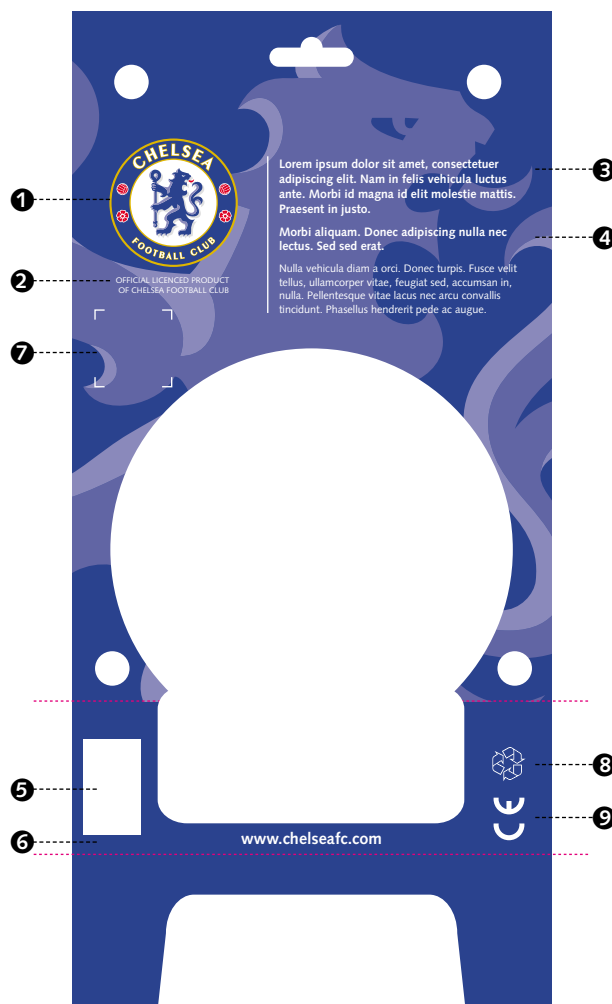
You may find the following notes useful when producing this type of packaging:

- 1 Where possible use the full colour badge and pay particular attention to the exclusion zone and placement over the background.
- 2 The strapline: OFFICIAL LICENCED PRODUCT OF CHELSEA FOOTBALL CLUB must appear below the badge in a point size that does not exceed the width of the marque.
- 3 The Rampant Lion may be used to form a background texture. Note that the Lion's head is shown complete and never cropped by the edge of the package.
- 4 Web-site address.
- 5 Primary product description.
- 6 Secondary product description/package contents.

Any changes or additions that may need to be applied must be approved by the Chelsea Merchandising Department.

# 3.6 PACKAGING

## BACKING CARD – REVERSE



### Backing Card – Reverse

The basic elements applied to the front of the card are also shown on the reverse. Additionally, the following elements must appear:

- ❶ Badge.
- ❷ The strapline: OFFICIAL LICENCED PRODUCT OF CHELSEA FOOTBALL CLUB must appear below the badge in a point size that does not exceed the width of the marque.
- ❸ Product description.
- ❹ Product information/trademarks/warnings.
- ❺ Barcode area.
- ❻ Web-site address.
- ❼ Security device positional (see Brand Security section).
- ❽ Recycle Mark
- ❾ CE Mark

Any changes or additions that may need to be applied must be approved by the Chelsea Merchandising Department.

# 3.6 PACKAGING

## FOLDED HEADER CARD



### Folded Header Card

The illustrations on the left show an example of how the new identity may be applied to a specific format, in this case a folded header card.

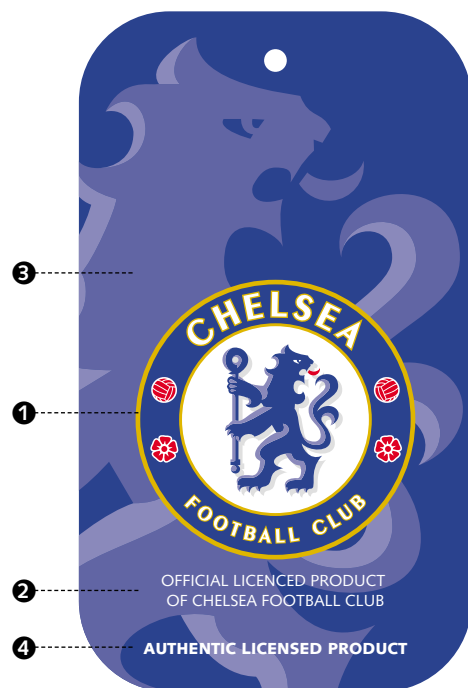
You may find the following notes useful when producing this type of packaging:

- ❶ Where possible use the full colour badge and pay particular attention to the exclusion zone and placement over the background.
- ❷ The strapline: OFFICIAL LICENCED PRODUCT OF CHELSEA FOOTBALL CLUB must appear below the badge in a point size that does not exceed the width of the marquee.
- ❸ The Rampant Lion may be used to form a background texture. Note that the Lion's head is shown complete and never cropped by the edge of the package.
- ❹ Primary product description.
- ❺ Web-site address.
- ❻ Secondary product description/package contents.
- ❼ Product information/trademarks/warnings.
- ❽ Barcode area.
- ❾ Security device positional (see Brand Security section).
- ❿ Recycle Mark
- ⓫ CE Mark

Any changes or additions that may need to be applied must be approved by the Chelsea Merchandising Department.

## 3.6 PACKAGING

### SWING TICKET



#### Swing Ticket – Front

The illustrations on the left show an example of how the new identity may be applied to a specific format, in this case a backing card.

You may find the following notes useful when producing this type of packaging:

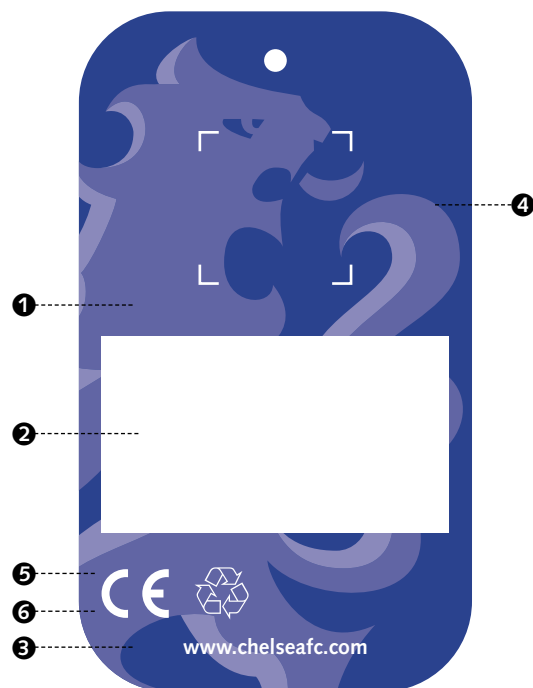
- ❶ Where possible use the full colour badge and pay particular attention to the exclusion zone and placement over the background.
- ❷ The strapline: OFFICIAL LICENCED PRODUCT OF CHELSEA FOOTBALL CLUB must appear below the badge in a point size that does not exceed the width of the marque.
- ❸ The Rampant Lion may be used to form a background texture. Note that the Lion's head is shown complete and never cropped by the edge of the package.
- ❹ Guarantee of authenticity.

Any changes or additions that may need to be applied must be approved by the Chelsea Merchandising Department.



## 3.6 PACKAGING

### SWING TICKET



#### Swing Ticket – Reverse

The basic elements applied to the front of the card are also shown on the reverse. Additionally, the following elements must appear:

- ❶ If packaging will require/feature a series of individually numbered labels unique to your company/product.
- ❷ Barcode area.
- ❸ Web-site address.
- ❹ Security device positional (see Brand Security section).
- ❺ Recycle Mark
- ❻ CE Mark

Any changes or additions that may need to be applied must be approved by the Chelsea Merchandising Department.





# 3.6 PACKAGING

## PACKAGING BACKGROUNDS

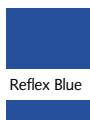


### Packaging Background

Shown is the basic background which sits behind the product and other elements within the packaging style. The new design reinforces the strong visual aspect that is the Chelsea Football Club identity.

When the background is printed using the CMYK four-colour process, the blue must match our corporate blue, the colour breakdown of which is shown below, to maintain a consistent theme throughout the product ranges.

**NB:** When positioning the background into packaging elements the Lion's head must appear in a complete form and never be cropped by the edge of the packaging. The solid blue background can be extended as necessary.

|              | PANTONE®                                                                             | (C.M.Y.K) |
|--------------|--------------------------------------------------------------------------------------|-----------|
| CHELSEA BLUE |  | C – 100   |
|              |                                                                                      | M – 80    |
|              |                                                                                      | Y – 0     |
|              |                                                                                      | K – 10    |
|              | Reflex Blue                                                                          |           |

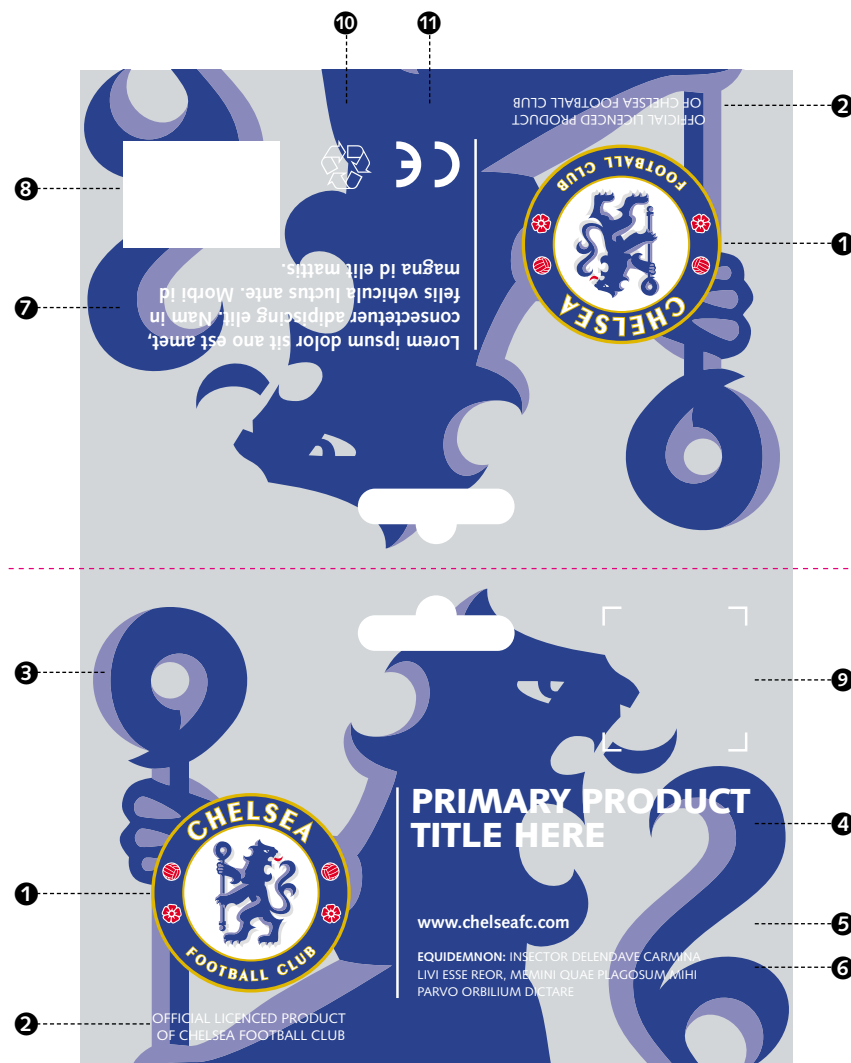
The tints of the Corporate Blue are as follows:

80% for the main body of the Lion device.  
60% for the highlight areas of the Lion device.



# 3.7 PREMIUM PACKAGING

## PREMIER FOLDED HEADER CARD



### Premier Folded Header Card

The illustrations on the left show an example of how the new identity may be applied to a specific format, in this case a folded header card using the Premier packaging background – which incorporates a special Silver and Blue ink in conjunction with the 4-Colour Process.

You may find the following notes useful when producing this type of packaging:

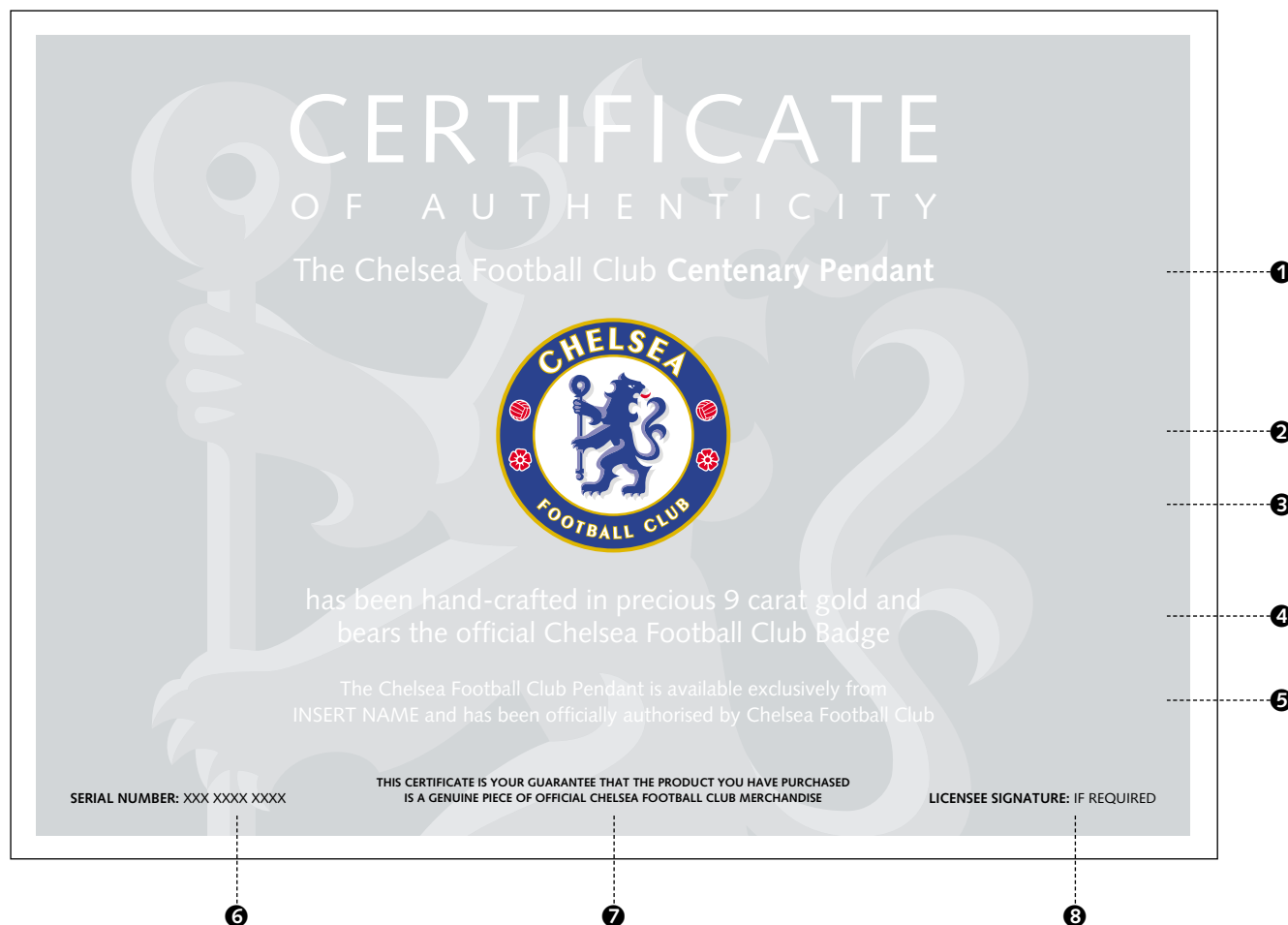
- ❶ Where possible use the full colour badge and pay particular attention to the exclusion zone and placement over the background.
- ❷ The strapline: OFFICIAL LICENCED PRODUCT OF CHELSEA FOOTBALL CLUB must appear below the badge in a point size that does not exceed the width of the marque.
- ❸ The Rampant Lion may be used to form a background texture. Note that the Lion's head is shown complete and never cropped by the edge of the package.
- ❹ Primary product description.
- ❺ Web-site address.
- ❻ Secondary product description/package contents.
- ❼ Product information/trademarks/warnings.
- ❽ Barcode area.
- ❾ Security device positional (see Brand Security section).
- ❿ Recycle Mark
- ⓫ CE Mark

Any changes or additions that may need to be applied must be approved by the Chelsea Merchandising Department.



## 3.7 CERTIFICATE OF AUTHENTICITY

TO BE USED IN CONJUNCTION WITH PREMIUM MERCHANDISE



The example shown shows the official Chelsea Football Club Certificate of Authenticity.

The inclusion of this Certificate must be authorised by the Product Development team.

A template is available on the artwork cd or upon request (see contact details in section 5.3).

You may find the following notes useful when producing this item:

- ❶ Product name.
- ❷ Where possible use the full colour badge and pay particular attention to the exclusion zone and placement over the background.
- ❸ The Rampant Lion may be used to form a background texture. Note that the Lion's head is shown complete and never cropped by the edge of the package.
- ❹ Testament to the quality of materials used in the product's manufacture.
- ❺ Guarantee of exclusivity.
- ❻ Unique serial number.
- ❼ Guarantee of authenticity.
- ❽ Provision for signature of licensee.

Any changes or additions that may need to be applied must be approved by the Chelsea Merchandising Department.



# 3.7 PREMIUM PACKAGING

## PREMIER PACKAGING BACKGROUNDS



### Premier Packaging Background

Shown is the Premier packaging background which sits behind the product and other elements within the packaging style. The new design reinforces the strong visual aspect that is the Chelsea Football Club identity.

When the background is printed using the CMYK four-colour process, the blue must match our corporate blue, the colour breakdown of which is shown below, to maintain a consistent theme throughout the product ranges.

**NB:** When positioning the background into packaging elements the Lion's head must appear in a complete form and never be cropped by the edge of the packaging. The solid blue background can be extended as necessary.

| PANTONE® (C.M.Y.K) |                                                                                      | PANTONE® (C.M.Y.K) |                                                                                      |
|--------------------|--------------------------------------------------------------------------------------|--------------------|--------------------------------------------------------------------------------------|
| CHELSEA BLUE       |  | C – 100            | CHELSEA SILVER                                                                       |
|                    | Reflex Blue                                                                          | M – 80             |                                                                                      |
|                    |                                                                                      | Y – 0              |                                                                                      |
|                    |                                                                                      | K – 10             |                                                                                      |
|                    |                                                                                      |                    |  |
|                    |                                                                                      |                    | PMS: 877C                                                                            |
|                    |                                                                                      |                    | DO NOT MATCH                                                                         |

The tints of the Corporate Blue are as follows:

100% overprinting PMS 877 Silver for the background.

60% overprinting PMS 877 Silver for the main body of the Lion device.

0% for the highlight areas of the Lion device.

## 3.8 LABELS

### BRAND SECURITY – CFC LABEL 01



#### CFC Label 01

The diagram shows the preferred label for all textile based products. Please note, it is pictured to scale.

Upon order you will receive a series of individually numbered labels, unique to your company.

The only approved supplier for this label type is Cash's UK Limited and under no circumstances should you attempt to source this label elsewhere.

In the event this label is unsuitable for your product type, please refer to CFC Label 02 & CFC Label 03.

**NB:** Please note, prior approval is required.

Please allow 10 working days for completion of order.

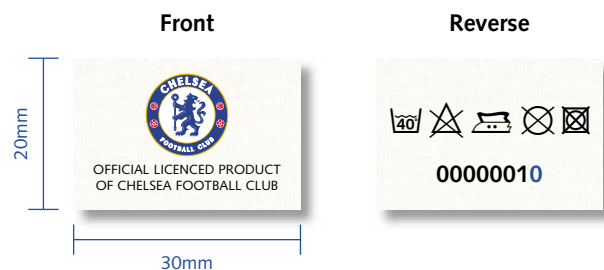
**NB:** To request a brand security label please contact the Chelsea Merchandising Department.

This must appear on all Chelsea Products and Promotional Materials, a mark of authenticity, the type and nature of which is to be determined by the Licensor in its absolute discretion and which will be supplied to the Licensee at a cost payable by the Licensee from suppliers to be specified and determined by the Licensor. Further the Licensor reserves its absolute right to change the type and nature of the mark of authenticity to be included on the Chelsea Products and Promotional Materials throughout the Term and shall use its reasonable endeavours to give the Licensee two months written notice before implementing any such change.



## 3.8 LABELS

### BRAND SECURITY – CFC LABEL 02



#### CFC Label 02

The diagram shows CFC Label 02 for textile based products. Please note, it is pictured to scale.

Upon order you will receive a series of individually numbered labels, unique to your company.

The only approved supplier for this label type is Cash's UK Limited and under no circumstances should you attempt to source this label elsewhere.

**NB:** Please note, prior approval is required.

Please allow 10 working days for completion of order.

**NB:** To request a brand security label please contact the Chelsea Merchandising Department.

This must appear on all Chelsea Products and Promotional Materials, a mark of authenticity, the type and nature of which is to be determined by the Licensor in its absolute discretion and which will be supplied to the Licensee at a cost payable by the Licensee from suppliers to be specified and determined by the Licensor. Further the Licensor reserves its absolute right to change the type and nature of the mark of authenticity to be included on the Chelsea Products and Promotional Materials throughout the Term and shall use its reasonable endeavours to give the Licensee two months written notice before implementing any such change.

## 3.8 LABELS

### BRAND SECURITY – CFC LABEL 03



#### CFC Label 03

The diagram shows CFC Label 03 for textile based products. Please note, it is pictured to scale.

Upon order you will receive a series of individually numbered labels, unique to your company.

The only approved supplier for this label type is Cash's UK Limited and under no circumstances should you attempt to source this label elsewhere.

**NB:** Please note, prior approval is required.

Please allow 10 working days for completion of order.

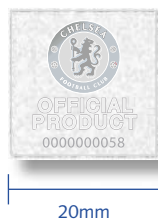
**NB:** To request a brand security label please contact the Chelsea Merchandising Department.

This must appear on all Chelsea Products and Promotional Materials, a mark of authenticity, the type and nature of which is to be determined by the Licensor in its absolute discretion and which will be supplied to the Licensee at a cost payable by the Licensee from suppliers to be specified and determined by the Licensor. Further the Licensor reserves its absolute right to change the type and nature of the mark of authenticity to be included on the Chelsea Products and Promotional Materials throughout the Term and shall use its reasonable endeavours to give the Licensee two months written notice before implementing any such change.



## 3.8 LABELS

### BRAND SECURITY – CFC LABEL 04



#### CFC Label 04

The diagram shows the foil block adhesive label, CFC Label 04 that must be attached to all packaging. Please note, it is pictured to scale.

Upon order you will receive a series of individually numbered labels, unique to your company.

The only approved supplier for this label type is Cash's UK Limited and under no circumstances should you attempt to source this label elsewhere.

**NB:** Please note, prior approval is required.

Please allow 10 working days for completion of order.

**NB:** To request a brand security label please contact the Chelsea Merchandising Department.

This must appear on all Chelsea Products and Promotional Materials, a mark of authenticity, the type and nature of which is to be determined by the Licensor in its absolute discretion and which will be supplied to the Licensee at a cost payable by the Licensee from suppliers to be specified and determined by the Licensor. Further the Licensor reserves its absolute right to change the type and nature of the mark of authenticity to be included on the Chelsea Products and Promotional Materials throughout the Term and shall use its reasonable endeavours to give the Licensee two months written notice before implementing any such change.

PLEASE USE INTERACTIVE LINKS BELOW TO NAVIGATE THROUGH THIS DOCUMENT

# 4.0 SPONSORSHIP

## BRAND & IDENTITY GUIDELINES

### 4.0 Sponsorship

#### 4.1 Sponsorship Guidelines





# 4.1 SPONSORSHIP GUIDELINES

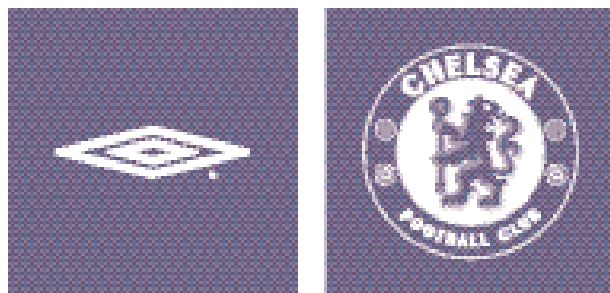
## POSITIONING THE CHELSEA FOOTBALL CLUB BADGE ALONGSIDE A THIRD PARTY LOGO



**Example 1:** Horizontal Configuration



**Example 2:** Vertical Configuration



**Example 3:** Block or Reversed Version

### Guidelines

When the Chelsea Football Club Badge is associated with any other company or brand, certain usage guidelines should be taken into consideration.

The examples on the left show the correct way that the Chelsea Football Club should be associated with any 'other' brand.

In certain instances an accompanying strapline is a sufficient way of demonstrating any third party associations with the club.

Any association with the club, must first approved by a member of the Chelsea Football Club marketing team (please see section 5.3 for contact details).

Please always adhere to the exclusion zone required around the Chelsea Football Club Badge (refer to section 2.1 Page 10).

PLEASE USE INTERACTIVE LINKS BELOW TO NAVIGATE THROUGH THIS DOCUMENT

# 5.0 APPROVAL PROCESS

## BRAND & IDENTITY GUIDELINES

### 5.0 Approval Process

- 5.1 The Approval Process
- 5.2 Approval Form
- 5.3 Contacts



# 5.1 THE APPROVAL PROCESS

## BRAND & IDENTITY GUIDELINES

**Approvals are granted when the identity has been correctly applied and the item submitted is consistent with the positioning of the Chelsea Football Club brand.**

The Chelsea Football Club brand identity is used by hundreds of different authorised organisations around the world. As a result, specific approval processes have been developed for the different categories of users of the brand identity.

No standard approval form is supplied with this manual because it is important that the approval procedures are clarified between the potential user of the identity and the user's main contact with Chelsea Football Club. The approval process must also comply with any relevant commercial agreements or regulations.

The approval periods and submission requirements are specified in the relevant commercial agreements and regulations.

**As a general principle, unless an item is approved in writing, it is not authorised for production and distribution.**

The brand approval element of an approval is a process and not merely the submission of an approval form. If the use of the Chelsea Football Club brand identity is being considered, then the appropriate sections of this manual should be referred to in detail.

For complex and costly design projects, users of the identity should clarify brand application issues in advance of undertaking design work. A briefing document can sometimes be of assistance for such a purpose.

Any questions regarding the application of the Chelsea Football Club identity, please contact [brandmanagement@chelseafc.com](mailto:brandmanagement@chelseafc.com)

Any questions regarding merchandising of the Chelsea Football Club identity, please contact [merchandise@chelseafc.com](mailto:merchandise@chelseafc.com)

Approvals are granted when the identity has been correctly applied and the item submitted is consistent with the positioning of the Chelsea Football Club brand.

### **Practical vs creative reasons**

In certain instances, an approval may be granted for an application of the identity which does not comply with these guidelines. This can only occur for practical reasons, which are typically of a legal nature, relate to a technical constraint or are of a compelling functional nature.

'Creative' reasons are deemed not to be sufficient to warrant approval when there has not been compliance with the guidelines.





# 5.2 APPROVAL FORM

PLEASE USE THE FORM PROVIDED TO SUBMIT ANY ELEMENT FOR APPROVAL

PLA Ref. No: \_\_\_\_\_ Approval Ref. No: \_\_\_\_\_

Submission Date: \_\_\_\_\_ Please Respond by: \_\_\_\_\_

Licensee Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Trade Name to be used: \_\_\_\_\_

Licenced Articles: \_\_\_\_\_

Size(s): \_\_\_\_\_

## Material

- ☐ Paper
 ☐ Metal
 ☐ Cotton
- ☐ Nylon
 ☐ Plastic
 ☐ Wood
- ☐ Vinyl
 ☐ Glass
 ☐ Pottery
- ☐ Others (Please Specify): \_\_\_\_\_

## Method of Mark Reproduction

- ☐ Print
 ☐ Silk Screen
 ☐ Embossed
- ☐ Embroidery/Stitched On
- ☐ Others (Please Specify): \_\_\_\_\_

## Position of Copyright Notices

- ☐ With Each Mark
- ☐ Others (Please Specify): \_\_\_\_\_

## Additional Material

- ☐ To be approved
 ☐ Pre-approved Ref. No.
- ☐ Reversible Sewn-on Label
 ☐ Non-reversible Sewn-on Label
- ☐ Hang Tag
 ☐ Hologram Label
- ☐ Others (Please Specify): \_\_\_\_\_

## Packaging

- ☐ To be approved
 ☐ Pre-approved Ref. No.
- ☐ Sticker Only
 ☐ Vinyl / Poly / See through pack
- ☐ Box
- ☐ Others (Please Specify): \_\_\_\_\_

## Utilised Marks

- ☐ Chelsea Badge
 ☐ Chelsea Designation
- ☐ OLP Logo with Badge

## Planned Release Territory/Country

## Planned Distribution

- ☐ All Channels
 ☐ Department Stores
- ☐ National Chains
 ☐ Gift Shops
- ☐ On-line
 ☐ Catalogues / Mail Order
- ☐ Mass Retailers
- ☐ Others (Please Specify): \_\_\_\_\_

## Planned Wholesale Price (or retail price if applicable)

## Comments

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Reception Date:

## Approved/Not Approved:

## Agent:

## Date:

## Signature:

- ☐ Visual
- ☐ Sample / Mock-up
- ☐ Pre-production

## Comments:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

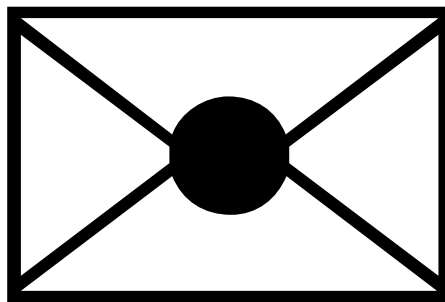
\_\_\_\_\_

\_\_\_\_\_

PLEASE COMPLETE THIS FORM & SUBMIT IT WITH THE NECESSARY COLOUR ARTWORK/LAYOUTS/OR PRE-PRODUCTION SAMPLES TO YOUR RESPECTIVE AGENT.

## 5.3 CONTACTS

LIST OF USEFUL CONTACTS BELOW



### Chelsea Football Club Contact Details

#### Chelsea Football Club

Stamford Bridge  
Fulham Road  
London  
SW6 1HS

#### Main Switchboard

From UK: 0870 300 1212  
From US: +44 20 7386 9373  
Fax: +44 20 7381 4831

#### Communications

0870 300 1212

#### Merchandising

0870 300 1212

#### Brand Management

0870 300 1212

#### Media Contacts

The latest news and press releases can be found at:  
[www.chelseafc.com](http://www.chelseafc.com)

For specific press and accreditation enquiries please email:  
[media@chelseafc.com](mailto:media@chelseafc.com)

Chelsea Village Merchandising Ltd whose registered office is Stamford Bridge, Fulham Road, London. SW6 1HS (registered No 2779831) is responsible for administering these Guidelines.



PLEASE USE INTERACTIVE LINKS BELOW TO NAVIGATE THROUGH THIS DOCUMENT

# 6.0 ARTWORK & DESIGN LIBRARY

BRAND & IDENTITY GUIDELINES

## 6.0 Artwork & Design Library

6.1 Artwork Available





# 6.1 ARTWORK AVAILABLE

THE FOLLOWING ELEMENTS ARE AVAILABLE ON THE CD SUPPLIED



**STANDARD – FULL COLOUR BADGE**  
Chelsea\_CMYK.eps



**FULL COLOUR BADGE + SPOT GOLD**  
Chelsea\_CMYK+871.eps



**FULL COLOUR BADGE (SPOT COL)**  
Chelsea\_Pantone.eps



**STANDARD – SINGLE COLOUR BADGE**  
Chelsea\_1-Col\_CMYK.eps



**STANDARD – SINGLE COLOUR BADGE**  
Chelsea\_1-Col\_Pantone.eps



**STANDARD B&W BADGE**  
Chelsea\_B&W.eps



**STANDARD – SINGLE COLOUR BADGE**  
Chelsea\_1-Col\_CMYK\_Rev.eps



**REVERSED – SINGLE COLOUR BADGE**  
Chelsea\_1-Col\_Pantone\_Rev.eps



**REVERSED B&W BADGE**  
Chelsea\_B&W Rev.eps

## Chelsea Standard Badge

Contained on this CD are all the digital files required to reproduce the Chelsea Football Club Brand Badge correctly, and consistently, whatever the process or application.

## Digital files

Contained on this CD are all the digital files required to reproduce the Chelsea Football Club Brand Badge correctly, and consistently, whatever the process or application.

Each badge, or other digital elements has been created for use on either Apple Macintosh platform or PC platform.

Should you experience any difficulties opening or using the digital files, please contact [brandmanagement@chelseafc.com](mailto:brandmanagement@chelseafc.com)

**NB** All badges are supplied at 100mm diameter.



# 6.1 ARTWORK AVAILABLE

THE FOLLOWING ELEMENTS ARE AVAILABLE ON THE CD SUPPLIED



**STANDARD – FULL COLOUR BADGE**  
S\_Chelsea\_CMYK.eps



**FULL COLOUR BADGE + SPOT GOLD**  
S\_Chelsea\_CMYK+871.eps



**FULL COLOUR BADGE (SPOT COL)**  
S\_Chelsea\_Pantone.eps



**STANDARD – SINGLE COLOUR BADGE**  
S\_Chelsea\_1-Col\_CMYK.eps



**STANDARD – SINGLE COLOUR BADGE**  
S\_Chelsea\_1-Col\_Pantone.eps



**STANDARD B&W BADGE**  
S\_Chelsea\_B&W.eps



**STANDARD – SINGLE COLOUR BADGE**  
S\_Chelsea\_1-Col\_CMYK\_Rev.eps



**REVERSED – SINGLE COLOUR BADGE**  
S\_Chelsea\_1-Col\_Pantone\_Rev.eps



**REVERSED B&W BADGE**  
S\_Chelsea\_B&W Rev.eps

## Chelsea Standard Badge – Simplified Version

Contained on this CD are all the digital files required to reproduce the Chelsea Football Club Brand Badge correctly, and consistently, whatever the process or application.

**NB:** This version should be used at sizes below 16mm or in instances where fine detail would be impossible to achieve due to the reproduction method, for example embroidery, screen printing, flexography etc.

## Digital files

Contained on this CD are all the digital files required to reproduce the Chelsea Football Club Brand Badge correctly, and consistently, whatever the process or application.

Each badge, or other digital elements has been created for use on either Apple Macintosh platform or PC platform.

Should you experience any difficulties opening or using the digital files, please contact [brandmanagement@chelseafc.com](mailto:brandmanagement@chelseafc.com)

**NB** All badges are supplied at 100mm diameter.



# 6.1 ARTWORK AVAILABLE

THE FOLLOWING ELEMENTS ARE AVAILABLE ON THE CD SUPPLIED



**STANDARD – FULL COLOUR BADGE**  
Chelsea\_100\_CMYK.eps



**FULL COLOUR BADGE + SPOT GOLD**  
Chelsea\_100\_CMYK+Gold.eps



**FULL COLOUR BADGE (SPOT COL)**  
Chelsea\_100\_Pantone.eps

## Chelsea Centenary Badge

Contained on this CD are all the digital files required to reproduce the Chelsea Football Club Brand Badge correctly, and consistently, whatever the process or application.

### Digital files

Contained on this CD are all the digital files required to reproduce the Chelsea Football Club Brand Badge correctly, and consistently, whatever the process or application.

Each badge, or other digital elements has been created for use on either Apple Macintosh platform or PC platform.

Should you experience any difficulties opening or using the digital files, please contact [brandmanagement@chelseafc.com](mailto:brandmanagement@chelseafc.com)

**NB** All badges are supplied at 100mm diameter.



# 6.1 ARTWORK AVAILABLE

THE FOLLOWING ELEMENTS ARE AVAILABLE ON THE CD SUPPLIED



**STANDARD – FULL COLOUR BADGE**  
S\_Chelsea\_100\_CMYK.eps



**FULL COLOUR BADGE + SPOT GOLD**  
S\_Chelsea\_100\_CMYK+Gold.eps



**FULL COLOUR BADGE (SPOT COL)**  
S\_Chelsea\_100\_Pantone.eps

## Chelsea Centenary Badge – Simplified Version

Contained on this CD are all the digital files required to reproduce the Chelsea Football Club Brand Badge correctly, and consistently, whatever the process or application.

**NB:** This version should be used at sizes below 16mm or in instances where fine detail would be impossible to achieve due to the reproduction method, for example embroidery, screen printing, flexography etc.

## Digital files

Contained on this CD are all the digital files required to reproduce the Chelsea Football Club Brand Badge correctly, and consistently, whatever the process or application.

Each badge, or other digital elements has been created for use on either Apple Macintosh platform or PC platform.

Should you experience any difficulties opening or using the digital files, please contact [brandmanagement@chelseafc.com](mailto:brandmanagement@chelseafc.com)

**NB** All badges are supplied at 100mm diameter.



# 6.1 ARTWORK AVAILABLE

THE FOLLOWING ELEMENTS ARE AVAILABLE ON THE CD SUPPLIED



## STANDARD – FOUR COLOUR BADGE

Chelsea\_4-Col\_RGB.eps

### JPEG Versions for use in Microsoft Word/PowerPoint

Supplied in 72dpi and 300dpi Versions

Chelsea\_4-Col\_RGB.jpg



## STANDARD – SINGLE COLOUR BADGE

Chelsea\_1-Col\_RGB.eps

### JPEG Versions for use in Microsoft Word/PowerPoint

Supplied in 72dpi and 300dpi Versions

Chelsea\_1-Col\_RGB.jpg



## SIMPLIFIED – FOUR COLOUR BADGE

S\_Chelsea\_4-Col\_RGB.eps

### JPEG Versions for use in Microsoft Word/PowerPoint

Supplied in 72dpi and 300dpi Versions

S\_Chelsea\_4-Col\_RGB.jpg



## SIMPLIFIED – SINGLE COLOUR BADGE

S\_Chelsea\_1-Col\_RGB.eps

### JPEG Versions for use in Microsoft Word/PowerPoint

Supplied in 72dpi and 300dpi Versions

S\_Chelsea\_1-Col\_RGB.jpg

## Chelsea Badge RGB Versions

Contained on this CD are all the digital files required to reproduce the Chelsea Football Club Brand Badge correctly, and consistently, whatever the process or application.

## Digital files

Contained on this CD are all the digital files required to reproduce the Chelsea Football Club Brand Badge correctly, and consistently, whatever the process or application.

Each badge, or other digital elements has been created for use on either Apple Macintosh platform or PC platform.

Should you experience any difficulties opening or using the digital files, please contact [brandmanagement@chelseafc.com](mailto:brandmanagement@chelseafc.com)

**NB** All badges are supplied at 100mm diameter.



# 6.1 ARTWORK AVAILABLE

THE FOLLOWING ELEMENTS ARE AVAILABLE ON THE CD SUPPLIED



## STANDARD – FOUR COLOUR BADGE

Chelsea\_100\_4-Col\_RGB.eps

## JPEG Versions for use in Microsoft Word/PowerPoint

Supplied in 72dpi and 300dpi Versions

Chelsea\_100\_4-Col\_RGB.jpg



## SIMPLIFIED – FOUR COLOUR BADGE

S\_Chelsea\_100\_4-Col\_RGB.eps

## JPEG Versions for use in Microsoft Word/PowerPoint

Supplied in 72dpi and 300dpi Versions

S\_Chelsea\_100\_4-Col\_RGB.jpg

## Chelsea Centenary Badge RGB Versions

Contained on this CD are all the digital files required to reproduce the Chelsea Football Club Brand Badge correctly, and consistently, whatever the process or application.

## Digital files

Contained on this CD are all the digital files required to reproduce the Chelsea Football Club Brand Badge correctly, and consistently, whatever the process or application.

Each badge, or other digital elements has been created for use on either Apple Macintosh platform or PC platform.

Should you experience any difficulties opening or using the digital files, please contact [brandmanagement@chelseafc.com](mailto:brandmanagement@chelseafc.com)

**NB** All badges are supplied at 100mm diameter.





# 6.1 ARTWORK AVAILABLE

THE FOLLOWING ELEMENTS ARE AVAILABLE ON THE CD SUPPLIED



**STANDARD PACKAGING BACKGROUND**

Background\_CMYK.eps



**PREMIER PACKAGING BACKGROUND**

Background\_Silver.eps

## Packaging Backgrounds

Contained on this CD are all the digital files required to reproduce the Chelsea Football Club Brand Badge correctly, and consistently, whatever the process or application.

## Digital files

Contained on this CD are all the digital files required to reproduce the Chelsea Football Club Brand Badge correctly, and consistently, whatever the process or application.

Each badge, or other digital elements has been created for use on either Apple Macintosh platform or PC platform.

Should you experience any difficulties opening or using the digital files, please contact [brandmanagement@chelseafc.com](mailto:brandmanagement@chelseafc.com)



# 6.1 ARTWORK AVAILABLE

THE FOLLOWING ELEMENTS ARE AVAILABLE ON THE CD SUPPLIED



PACKAGING TEMPLATE A (Front)  
Net\_1.3a.eps



PACKAGING TEMPLATE A (Reverse)  
Net\_1.3a.eps

## Packaging Template A – Backing Card

Contained on this CD are all the digital files required to reproduce the Chelsea Football Club Brand Badge correctly, and consistently, whatever the process or application.

### Digital files

Contained on this CD are all the digital files required to reproduce the Chelsea Football Club Brand Badge correctly, and consistently, whatever the process or application.

Each badge, or other digital elements has been created for use on either Apple Macintosh platform or PC platform.

Should you experience any difficulties opening or using the digital files, please contact [brandmanagement@chelseafc.com](mailto:brandmanagement@chelseafc.com)



# 6.1 ARTWORK AVAILABLE

THE FOLLOWING ELEMENTS ARE AVAILABLE ON THE CD SUPPLIED



**PACKAGING TEMPLATE B**  
Net\_2.3a.eps

## Packaging Template B – Folding Header Card

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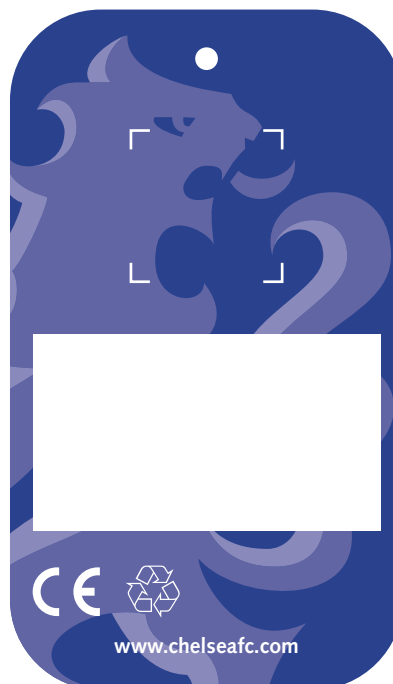


# 6.1 ARTWORK AVAILABLE

THE FOLLOWING ELEMENTS ARE AVAILABLE ON THE CD SUPPLIED



PACKAGING TEMPLATE C (Front)  
Net\_3.3a.eps



PACKAGING TEMPLATE C (Reverse)  
Net\_3.3b.eps

## Packaging Template C – Swing Ticket

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### Digital files

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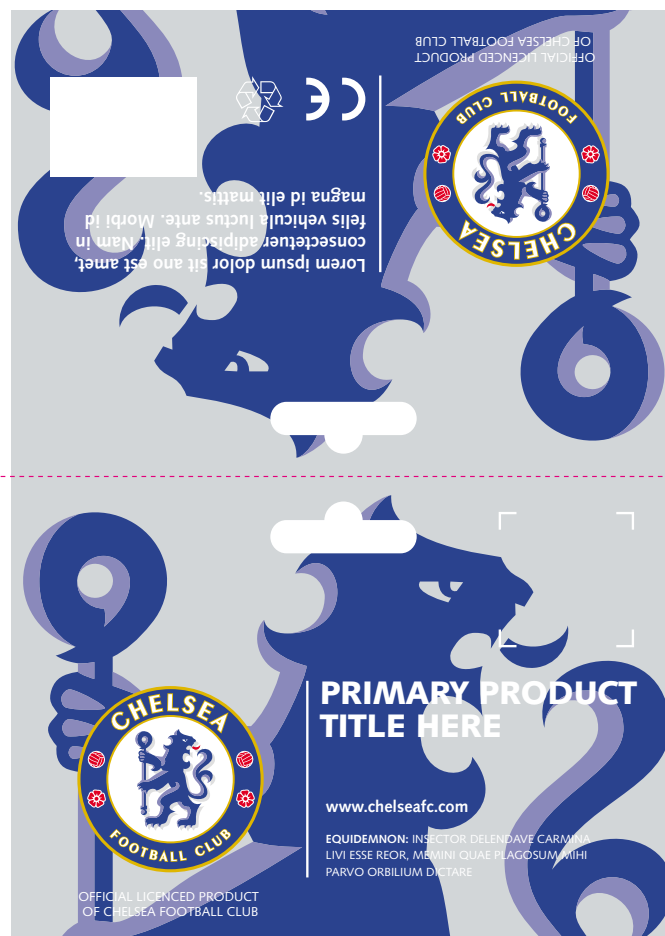
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# 6.1 ARTWORK AVAILABLE

THE FOLLOWING ELEMENTS ARE AVAILABLE ON THE CD SUPPLIED



**PREMIER PACKAGING TEMPLATE A**  
Net\_2.3 (877) 02.eps

## Premier Packaging Template A – Backing Card

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