

SPURS



Contents

04	Introduction
05	Our name
06	Our tagline
07	Logos
11	Colour
13	Typography
17	Contact us

WE'RE AT OUR
BRIGHTEST

WHEN WE'RE
TOGETHER

Our Club. Our teams. Our community.
From N17, London to billions across the globe.



INTRODUCING



One Club. One Family. From N17 London, to billions across the globe,
We're proud to have over 650 Official Supporters' Clubs.

With our remastered OSC logo, we've created these guidelines so you
can bring the Tottenham Hotspur brand to life around the world.

Our Name

In a world full of Uniteds, Citys and Rovers,
there is only one Hotspur, Tottenham Hotspur.

Therefore the Club should always be referred to in full as Tottenham Hotspur
or Tottenham Hotspur Football Club.

Sometimes using our name in full can feel too formal and of course to our fans,
we are 'Spurs', so we can use this shortened version when talking to them.

Our Tagline

TO DARE IS TO DO

Our motto 'To Dare Is To Do' comes from the Latin 'Audere est Facere'.

It's the flag we march under.

That urges us to be brave and go beyond.

To embrace risks and rise to challenges.

LOGOS

Official Supporters' Club Badge

Our Official Supporters' Club logo has been refreshed and optimised to bring together our Brand Logo and SPURS wordmark.

By using a more simplified silhouette of our cockerel housed in a protective shield, we can improve visibility and enhance recognition of our truly iconic logo.

The SPURS wordmark supplements this with retained legibility, creating a unique badge for our Supporters' Clubs around the world to wear with pride.

Linear Positive



Linear Negative



Stacked Positive



Stacked Negative



Club Specific Badge

As an extension of our Official Supporters' Club logo, we have a version that celebrates each of our unique Supporters' Clubs, with a location / club specific designator.

This version, alongside the primary OSC logo, will be supplied to you in different formats.

Always use the club specific asset supplied.
Never modify, distort, warp or rotate it.



Clear space and minimum size

Clear space
To protect our Official Supporters' Club logos from other elements, we recommend using a clear space determined by 1/4 height of the shield.

Minimum size
We set the minimum size of the Official Supporters' Club Logo to be no less than 85px/20mm.

Minimum size (linear)
85px/20mm height



The diagram shows the linear logo with a dashed box indicating the minimum size. The height of the shield is labeled 'x'.

Minimum size (stacked)
135px/48mm height



The diagram shows the stacked logo with a dashed box indicating the minimum size. The height of the shield is labeled 'x'.



The diagram illustrates the clear space and minimum size requirements for the linear logo. The shield is labeled 'x' in height. The text 'OFFICIAL SPURS SUPPORTERS' CLUB' is positioned to the right. The clear space is defined by a dashed line. The minimum size is indicated by a dashed box. The clear space is labeled 'Clear space' and the minimum size is labeled '0.25 X'.



The diagram illustrates the clear space and minimum size requirements for the stacked logo. The shield is labeled 'x' in height. The text 'OFFICIAL SPURS SUPPORTERS' CLUB' is positioned below the shield. The clear space is defined by a dashed line. The minimum size is indicated by a dashed box. The clear space is labeled 'Clear space' and the minimum size is labeled '0.25 X'.

COLOUR

Colour palette
Overview

Ever since our home kit from 1898, the signature combination of Lilywhite and Spurs Navy have always been our core set of colours, and remain ever present to this day across everything we do at Tottenham Hotspur.

They are supported with bold and vibrant secondary colours that are rooted in our history. The use of these secondary colours are more frequent when we talk about campaigns, initiatives and experiences beyond football.

The darker colour tones are used to give definition and contrast in our gradients and patterns. These are also recommended for on-screen colour accessibility.

Core palette

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TYPOGRAPHY

Typography

OUR TYPEFACE *REIMAGINED*

Our custom typeface reborn and re-energised.
Building on the distinct headline typeface
recognised by our fans and the football world.

Spurs Display

As a key part of our brand identity, we are giving Official Supporters' Clubs unique access to our Spurs Display font.

Spurs Display is a super family of fonts, offering ultimate flexibility. Fully variable in width and slant, the typeface has been modernised and redrawn to improve performance in digital touch points.

A standard set of characters, with 1 weight and 12 styles will be supplied to you, so please make sure you are using the font with care and attention, paying particular notice to our type setting hierarchy.

1 Weight, 12 Styles

Condensed, Condensed Slanted, Condensed Backslanted
Regular, Regular Slanted, Regular Backslanted, Wide,
Wide Slanted, Wide Backslanted, Ultra, Ultra Slanted,
Ultra Backslanted.

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
0 1 2 3 4 5 6 7 8 9

Arial

Arial is the font Supporters Club should use in all of their communications. Arial is available in multiple weights and can be used in conjunction with Spurs Display.

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
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
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () [] ? +



Type setting
& hierarchy

As a general guide, our range of typefaces should be used with the following type setting principles:

Headlines
For large scale headlines we use Spurs Display. Headlines are set with tight leading at 80% of the typesize (e.g. 100pt typesize x 0.8 = 80pt leading). Always ensure the kerning is set to metrics with tracking at 0.

Body text
For body text we use Arial. Leading is set to 120% of the typesize (e.g. 15pt typesize x 1.2 = 18pt).

Headlines

DARE TO CHANGE
THE GAME

Body text

To Dare Is To Do. Blaze new trails
rather than follow popular opinion.
Have the courage to question the
status quo.

Approvals

Anything produced featuring the Club Logo must be approved by a member of the Tottenham Hotspur brand team before production.

Just drop us an email at brand.approvals@tottenhamhotspur.com and we'll come back to you as soon as possible.

Questions

If you have questions about any of the content within this Brand Playbook, then reach out. We'd be happy to talk.

Email the team at supporters.clubs@tottenhamhotspur.com

We're here to help.



