

BRAND IDENTITY GUIDELINES



TABLE OF CONTENTS

OUR MISSION	02
COLOURS	04
PROGRAM COLOURWAYS	05
TYPEFACES	06
CLUB LOGO	07
LOGO MEANING	08
LOGO SPACING	09
LOGO VARIATIONS	10
INCORRECT LOGO USAGE	12
SOCIAL MEDIA	13

OUR MISSION

To strengthen every player, coach, volunteer, and supporter by working together as one club - providing the resources, support, and opportunities to achieve our best on and off the field, no matter where people are in their journey in football or life.

Together, we are stronger.

COLOURS

Our colours must be carefully applied to preserve brand integrity across all assets. Both primary and secondary palettes are essential to the brand and should be applied consistently.

For logos, copy, corporate communication, web, and accents throughout collateral. The Forrest Green and Wattle Yellow should always be used with 100% tint.

Primary Palette

Forrest Green
CMYK: 100, 42, 93, 51
RGB: 13, 62, 44
Hex: #0d452c

Wattle Yellow
CMYK: 0, 30, 30, 0
RGB: 234, 186, 55
Hex: #eaba37

White

Black

Secondary Palette

Bottle Green
CMYK: 100, 22, 87, 8
RGB: 19, 120, 74
Hex: #13784a

OG Yellow
CMYK: 5, 0, 93, 0
RGB: 247, 233, 46
Hex: #f7e92e

Fluro Green
CMYK: 59, 0, 100, 0
RGB: 57, 255, 20
Hex: #39ff14

Citrus Green
CMYK: 41, 0, 91, 0
RGB: 181, 199, 67
Hex: #b5c743

Silver
CMYK: 29, 22, 21, 0
RGB: 191, 191, 191
Hex: #bfbfbf

50th Anniversary Gold (2026)
CMYK: 13, 30, 94, 0
RGB: 241, 178, 49
Hex: #d6b231

Cream
CMYK: 4, 9, 25, 0
RGB: 243, 232, 201
Hex: #f3e8c9

Optus Teal
CMYK: 93, 0, 34, 0
RGB: 31, 158, 170
Hex: #1f9eaa

PROGRAM COLOURWAYS

Our colours must be carefully applied to preserve brand integrity across all assets. Both primary and secondary palettes are essential to the brand and should be applied consistently.

For logos, copy, corporate communication, web, and accents throughout collateral. The Forrest Green and Wattle Yellow should always be used with 100% tint.



Club, Volunteers, Referees, etc
 Primary - Forrest Green
 Secondary - Wattle Gold, White



MiniRoos: Primary - Optus Teal
 Secondary - Silver, Wattle Yellow
 Accent - White



NPL Male: Primary - Forrest Green
 Secondary - Fluro Green, Wattle Yellow
 Accent - Cream



Community: Primary - OG Yellow
 Secondary - Bottle Green, White



NPL Female: Primary - Bottle Green
 Secondary - OG Yellow, Citrus Green
 Accent - White



Sponsors: Primary - Wattle Yellow
 Secondary - Silver, OG Yellow
 Accent - White

TYPEFACES

HEADING | SUBHEADING

Font Name: Futura PT

Download

<https://font.download/font/futura-pt>

Futura PT Bold is to be used for headings.

Futura PT Medium is to be used for sub-headings.

Extrabold can be used for greater impact.

BODY

Font Name: Century Gothic

Download

<https://www.dafontfree.io/century-gothic-font-free/>

Century Gothic Regular is to be used for body copy.

Futura PT Bold

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

1 2 3 4 5 6 7 8 9 0

!@#\$%^&*():"?'/

Futura PT Medium

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

1 2 3 4 5 6 7 8 9 0

!@#\$%^&*():"?'/

Century Gothic Regular

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

1 2 3 4 5 6 7 8 9 0

!@#\$%^&*():"?'/

CLUB LOGO

Minimum Size

To ensure legibility, the logo should appear no smaller than 20mm wide in print and 200px for digital use.

Font

The logo font is Saira.
Download at
<https://fonts.google.com/specimen/Saira>

PRIMARY LOGO



LOGO MEANING

Our Club Logo was adopted in October 2026.

It has been developed after extensive consultation with Club Members and a thorough design process.

The mountains not only represent the iconic Brindabellas, which overlook our games and training, but also those who have laid our foundation.

Mountain representing Kambah United, one of our foundation clubs.

The year of our establishment

From the Kambah United Soccer Club logo, to the Tuggeranong United Football Club logo, the iconic circle shape continues the lineage of our circle logos.

More modern green and yellow. Darker and more contrasting, symbolising our growing strength.

Large peak representing our current club, being pushed up by our foundation clubs.

Mountain representing Tuggeranong Soccer Club, one of our foundation clubs.

The stripes remain, but rotated and curved as they would across a proud chest.



LOGO SPACING

Clear space is the minimum amount of space around the logo into which no other object should infringe.



Minimum space is the distance between the top of the white inner circle and the bottom of the outer white circle.



LOGO VARIATIONS

There may be times when the full colour logo is not suitable for use.

In those instances, only one of the approved and listed versions is permitted.



LOGO VARIATIONS

There may be times when the full colour logo is not suitable for use.

In those instances, only one of the approved and listed versions is permitted.



INCORRECT LOGO USAGE

Strictly adhere to these guidelines to maintain the integrity of the TUFC logo.

The examples shown here illustrate incorrect usage.

DO NOT use off brand colours



DO NOT use the old logo



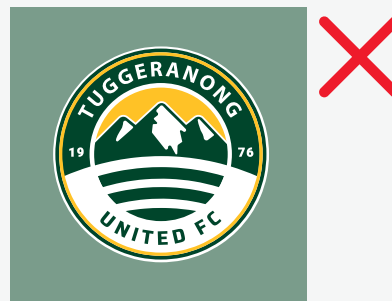
DO NOT squash or stretch



DO NOT rotate



DO NOT use low-contrast backgrounds



DO NOT layer over busy backgrounds



SOCIAL MEDIA

Staying true to our agreed social media messaging is vital because consistency builds trust, clarity, and recognition.

It ensures that every post reinforces your broader goals rather than confusing or diluting your message.

In a crowded digital space, a clear and consistent voice helps our brand stand out, stay memorable, and create long-term credibility.

All social media posts must help achieve at least one of the stated social media objectives.

SOCIAL MEDIA OBJECTIVES

CLUB OF CHOICE

Positioning TUFC as a club of choice for aspiring footballers in the ACT.

SPONSORS

Positioning TUFC as a club that looks after its sponsors.

INNOVATIVE & PROFESSIONAL

Positioning TUFC as an innovative and professional football club.