



BALLINKEER ST. JOHNS GAA CLUB
Cumann Naomh Eoin Baile an tSaoir

Brand Guidelines

March 2014

What is a Brand?

- A brand is a name given to a product or service such that it takes on an identity by itself
- A brand is something you have an unexplained, emotional connection to
- A brand gives you a sense of familiarity
- A brand stands out and attracts attention
- A brand differentiates a product from similar other products
- A brand is akin to a living being: it has an identity and personality, name, culture, vision, emotion and intelligence

Ballinteer St Johns is a Brand

BSJ The Brand

- More than just a GAA club
- More than tangerine and black
- Pride in belonging to a community which welcomes everyone
- At the heart of Ballinteer for 30 years
- It's about the health and welfare of this community
- Enriches people's lives

The BSJ brand is strong, with striking colours, successful teams, super facilities and a growing number of eager young members

Managing the BSJ Brand

Everything we do should drive home our brand message;

- PR
- Flyers
- Signs
- Posters
- Gear
- On-line
- Events
- Clubhouse

Brand Consistency

- Having the BSJ image consistent in everything we do will eliminate any confusion about what BSJ brand stands for
- Will make the BSJ brand more recognisable
- Will make our competitors take note!
- There are lots of BSJ committees producing lots of different material
- Aims
 - have all BSJ branding looking the same
 - Make everyone's life easier by having the elements to hand



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Brand Elements

Accessible on www.ballinteerstjohns.com

Club Crest



- The Club Crest image must be used as is and cannot be altered in any way
- The Crest should be used on almost all BSJ items
- The crest should always have breathing space around it,
- It should never be distorted in any way - stretched, skewed, squashed etc.

Wide Banners



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Narrow Banners



Use

Again should never be distorted in any way - stretched, skewed, squashed etc.

The narrow banner should be used when the wide banner is not prominent enough - taller, narrower pieces.

New Slogan



- Courtesy of Mick Wren !
- Says so much
 - Pride
 - Volunteering
 - Community
 - My Club
 - Always
 - For everyone
 - Winning
 - On & Off the Pitch
- This is secondary branding and should not be more prominent than the crest/banner
- Don't use immediately alongside the BSJ crest
- Use as much as possible

Club Name...Lines 1, 2 & 3

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Tangerine Colour

- The correct Tangerine Colour to use as much as possible is Pantone Ref 166c

Examples.....



New Membership Cards

- Proper Crest Used
- Nothing “on top” of Crest
- Uses a “banner” in tangerine
- Uses the BSJ all the way
- Correct Tangerine Colour



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MAY

FESTIVAL

BSJ'S FITTEST FAMILY
INFLATABLE PITCH
FACE PAINTING
**FOOTBALL &
HURLING GAMES**
BARBEQUE
MUSIC
CARNIVAL GAMES

& MORE

SAT 3RD MAY
2PM TO 6PM

FREE ADMISSION

St John's Clubhouse,
Grange Road & Marlay Park

THAT NIGHT Join us for a chat,
a drink, fingerfood, & great music.
From 9.30pm at the clubhouse.
Tickets €5 from Team Mentors.

BSJ
ALL THE
WAY!

www.ballinteerstjohns.com



BALLINTEER ST. JOHNS GAA CLUB
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4 Day Easter Camp

For Ages:

Senior Infants - 6th Class

Dates: 4 Day Easter Camp
Monday 14th - Thurs 17th
April

Time: 10.00am - 2.30 pm

Cost: €30 for members
who have paid their 2014
club registration.

€50 for non-members

Venue: Ballinteer St Johns
Clubhouse.

Activities: Gaelic Football,
Hurling, Camogie and
other sports included



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For more information see
www.ballinteerstjohns.com



BSJ
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WAY!



BSJ Image Library

Image Name	EPS File For graphic designers etc.	PNG For use at home
BSJ Crest		
BSJ Banner Orange Wide		
BSJ Banner Orange Narrow		
BSJ Banner Black Wide		
BSJ Banner Black Narrow		
BSJ All The Way		
Line 1 – Ballinteer St Johns		
Line 2		
Line 3		

BSJ Template Library

Coming Soon

Template			
Letterhead			
A5 Flyer			
Registration Form			
Match Programme			
T-Shirt			
Poster			
Outdoor Banner			