



CORPORATE MANUAL

FOR CHESTER FOOTBALL CLUB'S MAIN CLUB CREST



PANTONE REFLEX BLUE

(CMYK Breakdown - C 83, M 57, Y 0, K 0)



PANTONE 123

(CMYK Breakdown - C 0, M 24, Y 94, K 0)



PANTONE BLACK

(CMYK Breakdown - C 0, M 0, Y 0, K 100)

The 3 colour version of the logo is the preferred format and can be supplied in Illustrator EPS format. Pantone and CMYK references are listed above and are not to be altered.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

The font used in the logo is Optima Bold. The Illustrator EPS version of the logo has outlined fonts.



3 COLOUR LOGO



1 COLOUR LOGO - BLUE



2 COLOUR LOGO REVERSED



LOGO - WHITE



LOGO - BLACK



LOGO - GREYSCALE

The logo can be used in one of the formats above as depicted by the description beneath. These versions of the logo can be obtained on request.



DO NOT - alter the font



DO NOT - alter the colours



DO NOT - alter the relationship between the design elements



DO NOT - flip logo



DO NOT - distort the logo in any way



DO NOT - use the logo on an inappropriate background

The logo must remain faithful to the instructions in this manual and must not be altered in any way. If you are unsure as to the logo's usage, please contact us first.



For Further information, or to request the logo in digital format,
please contact Jeff Banks:

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