



## **Southampton Spitfires Rugby League Club Logo Terms of Use & Guidelines**

Permissions of use for the official Southampton Spitfires Rugby League Club badge/logo (an example of which is shown above for illustration) in any form, colour variation or size are given only at the discretion of the Southampton Spitfires Rugby League Club.

The files and the integral design associated with the club badge/logo **MUST NOT BE ALTERED** in ANY way or format.

By extent, permissions to use the club logo, is given to any company involved in producing goods for the club only by prior agreement with the Southampton Spitfires Rugby League club.

Southampton Spitfires Rugby League Club retains the right to restrict use of the club logo by any third party or individual and will act to prevent misuse where it is found to occur.

Not for use in broadcasting in any form without prior permission and consultation with the Southampton Spitfires Rugby League Club.

### **About This Design.**

The dynamic design of the logo incorporates the iconic silhouette of a Spitfire fighter plane executing a victory roll style turn, to form a vapour/speed trail in the shape of a rugby ball. The colours represent the traditional red and white of the City of Southampton and the contrasting blues of the South of England Rugby League representative side, who loaned the club a playing kit in their inaugural season.

The original artwork is by local graphic designer Dave Kirwin of Kirwin Designs.

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## How to use the club logo for best impact



### Do

- Always maintain the logo's proportions
- Allow plenty of free unobstructed space around the logo.
- Always justify the logo to left, right or centre of the space occupied.
- Use the logo in the original orientation.
- Use the logo in the available colour formats only.
- Only use the logo in its full entire form

Southampton Spitfires Rugby League Club provide the club logo in the following colour formats: full colour, black & white, grey scale & white/mono.

### Don't

- Modify the logo or wording of the logo in anyway
- Reshape the logo
- Rotate the logo
- Re-colour the logo
- Crop, split or separate the logo

### Examples of miss use



## Southampton Spitfires Logo Colour References

### CYMK

red - 12/100/89/2

dark blue - 98/85/19/5

light blue - 53/35/0/0

### HEX

red - D02031

dark blue - 244383

light blue - 7B96CD

### RGB

red - 208/32/49

dark blue - 36/67/131

light blue - 123/150/205