

OUR WORKS

Strengthening Brand Identity for Redditch United FC

Client : Redditch United Football Club



How we strengthened brand identity for Redditch United FC

CLIENT Redditch School Football Club (RUFC)
INDUSTRY Sports & Entertainment

REDDITCH UNITED
REDDITCH UNITED FOOTBALLL CLLUB



REDDITCH UNITED
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REDDITCH UNITED
REDDITCH UNITED FOOTBALLL CLLUB



Introduction

At **Green Ape Media**, we partnered with Redditch United Football Club to develop a refreshed brand identity that reflects the club's proud history, passionate community, and ambitious future. As a cornerstone of local sport, Redditch United wanted a modern and cohesive visual identity that would resonate with players, supporters, and sponsors alike. Our goal was to elevate the club's presence both on and off the pitch through strategic branding, digital assets, and community-focused storytelling.

About the Client



Redditch United Football Club

Redditch United Football Club is more than just a football team—it's a community-driven organization that brings people together through sport. With a strong commitment to sustainability, inclusivity, and growth, the club serves a diverse audience, from passionate football fans to local businesses and young players in educational programs.

Target Audience

Redditch United's branding needed to strike the balance between strength and consistency while catering to its diverse audience segments: football fans (primarily men aged 18-55), who are supporters, players, and matchday attendees; commercial partners, such as sponsors and local businesses looking to collaborate; and the community and youth, including families, schools, and young athletes.

With such a wide-ranging audience, the club required a flexible yet unified brand identity—one that could adapt seamlessly across various platforms while staying true to a strong, consistent core identity.

The Challenge

Inconsistent Branding

Redditch United's visual identity lacked cohesion, with inconsistent typography and varied visual styles used across different platforms.

Unorganized Content

Content creation was hindered by a cluttered collection of Canva templates, many of which lacked clear hierarchy or structure.

Web & Social Disparity

The club's online platforms did not reflect its evolving ambitions. The website felt outdated and disconnected from the energy seen on the pitch

Event Branding Issues

Some event promotions often overshadowed the core club brand, weakening the perception of Redditch United as a unified, forward-looking organisation.

Services We Provided



Branding



Web Design



Social Media



Graphic Design

Green Ape Solution

Here's what we did

1 2 HALF TIME



created by: Green Ape Media

BRAND GUIDELINE SHEET

REDDITCH UNITED FOOTBALL CLUB

THE BADGE

The core symbol for Redditch United. Always use the standard logo whenever possible. Apply a white outline when placed on red backgrounds or images for clarity and visibility.

PRIMARY COLOUR

Red is at the heart of our identity, symbolizing the passion and unity of Redditch United Football Club. Always prioritize red on white or white on red.

SECONDARY COLOUR

Dark Red may be used more in venue hire and commercial materials. Yellow is an accent color that can be used sparingly to highlight key elements.

BRAND FONTS

Use Franklin Gothic as a main font to maintain a strong and cohesive brand identity. Use Calibri for a body texts and official documents.

TYPOGRAPHY GUIDES

Primary and secondary fonts should be used strategically to maintain a strong, cohesive look while allowing flexibility for different tones and applications.

THE BADGE

REDDITCH UNITED
REDDITCH UNITED

PRIMARY COLOUR

REDDITCH UNITED RED
#E9232B
RGB: 233, 35, 40
CMYK: 2, 99, 96, 0

SECONDARY COLOUR

DARK RED
#BD1F25
RGB: 189, 31, 37
CMYK: 16, 100, 100, 10

LIGHT RED
#F43752
RGB: 239, 59, 83
CMYK: 0, 92, 62, 0

LIGHT GREY
#EDEDED
RGB: 237, 237, 237
CMYK: 6, 4, 4, 0

WHITE
#FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

BLACK
#0F0F0F
RGB: 15, 15, 15
CMYK: 73, 67, 66, 84

YELLOW
#F2A640
RGB: 242, 166, 64
CMYK: 3, 39, 85, 0

BRAND FONTS

PRIMARY
A modern, bold, sans-serif typeface.

SECONDARY / DOCUMENTS
For official documents.

TYPOGRAPHY GUIDES

BIG SIZE FONTS
Use big size: 40+ and 100+ for social posts.

USE OF ALL CAPS
Use all caps for headlines.

USE OF ITALICS
Use italics to add a sense of speed.

USE OF OUTLINE
Use outline for slogans.

DOCUMENTS
Use Calibri for documents.

COMING SOON

GOAL

Founded in 1891, Redditch United Football Club is a pillar of football in Worcestershire. Through reputation for resistance, ambition, and unwavering followers. These values shape not only our team but also the way we present ourselves as an entity.



GOAL
GOAL
GOAL

NEXT UP

SAT 8TH MARCH

ROYSTON TOWN FOOTBALL CLUB V REDDITCH UNITED

3PM KICK OFF
LYE MEADOW
B48 7RS

VX3 reddit

REDDITCH UNITED FOOTBALL CLUB

Our Action

We started by building a solid brand foundation.

Creating Brand Guidelines

We started by building a solid brand foundation that would bring everything together. This included refining logo usage, defining a strong colour palette, setting typography rules, and establishing a clear brand voice. The goal? A brand identity that looks polished, feels cohesive, and is easy to use across all platforms.



BRAND GUIDELINE SHEET

REDDITCH UNITED FOOTBALL CLUB

THE BADGE

The core symbol for Redditch United. Always use the standard logo whenever possible. Apply a white outline when placed on red backgrounds or images for clarity and visibility.



REDDITCH UNITED

REDDITCH UNITED

PRIMARY COLOUR

Red is at the heart of our identity, symbolizing the passion and unity of Redditch United Football Club. Always prioritize red on white or white on red.

REDDITCH UNITED RED
#E92328
RGB: 233, 35, 40
CMYK: 2, 99, 96, 0

WHITE
#FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

BLACK
#0F0F0F
RGB: 15, 15, 15
CMYK: 73, 67, 66, 84

SECONDARY COLOUR

Dark Red may be used more in venue hire and commercial materials. Yellow is an accent color that can be used sparingly to highlight key elements.

DARK RED
#BD1F25
RGB: 189, 31, 37
CMYK: 16, 100, 100, 10

LIGHT RED
#F43752
RGB: 239, 59, 83
CMYK: 0, 92, 62, 0

LIGHT GREY
#EDED
RGB: 237, 237, 237
CMYK: 6, 4, 4, 0

YELLOW
#F2A640
RGB: 242, 166, 64
CMYK: 3, 39, 85, 0

BRAND FONTS

Use Franklin Gothic as a main

PRIMARY

A modern, bold, sans-serif typeface.

SECONDARY / DOCUMENTS

For official documents.

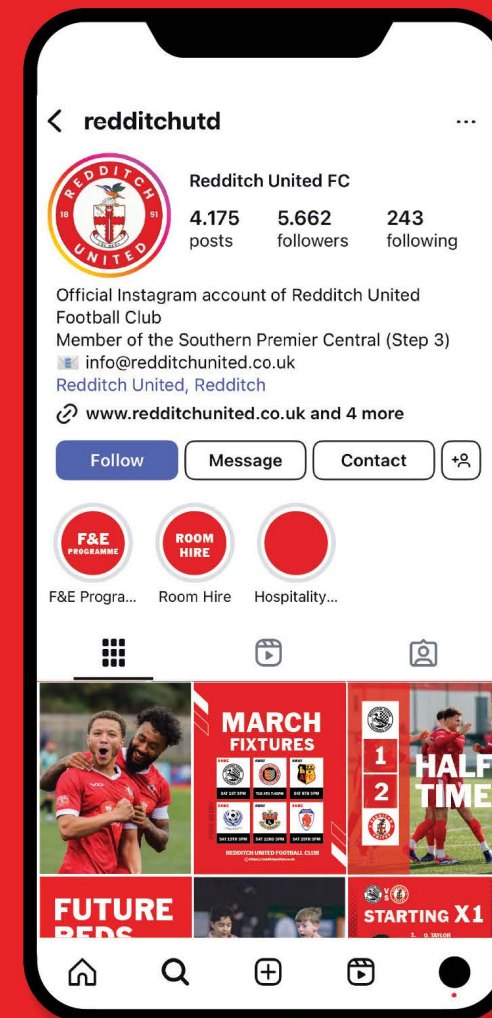
Our Action

We streamlined content creation and ensured consistency.

Social Media Content Templates

To simplify the club's workflow, we created a structured, easy-to-use content system. We focused on matchday templates (used multiple times a week) and designed a set of branded social media and sponsorship graphics in Canva that made content creation quicker and more consistent. Now, the team can easily create high-quality graphics without wasting time searching for the right template.

#PAINT THE TOWN RED







Our Action

We gave brand website a modern refresh with a clean layout.

Website Redesign and Development

A club's website is its digital home, and Redditch United needed one that truly represented their energy, ambition, and professionalism. We gave the site a modern refresh with a cleaner layout, better navigation, and a stronger brand presence. Now, it's not just a place for fans to check match updates—it's a powerful tool for ticket sales, sponsorships, and community engagement.



Our Action

We created brand essentials like email signatures and social media kits.

Additional Assets Graphic Design

To ensure Redditch United's branding remained strong beyond the website and social media, we designed a range of essential branded assets. This included professional email signatures and marketing materials that made sure the club looked polished and professional in every interaction, from sponsorship meetings to internal communications.

FUNCTION ROOM HIRE

Great Events Happen—**BOOK NOW!**

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Results & Impacts

Here's what we achieved

Results

Everything we created worked together to give Redditch United a stronger, and more professional brand identity.

1. Unified Branding Across All Platforms
2. Streamlined Content Creation
3. A Website that Reflects the Club's Vision
4. Branded Assets for Everyday Use
5. Strengthened Club Identity for Events

100%

Brand Consistency

15+

Templates Provided

Results

01.

Unified Branding Across All Platforms

Redditch United now has a consistent visual identity, eliminating mismatched fonts, clashing colours, and off-brand designs. Whether online or in print, every touchpoint reinforces the club's modern and professional image.

02.

Streamlined Content Creation

With a structured set of branded templates, the club can now produce high-quality content more efficiently. This not only saves time but ensures all materials stay true to the brand's look and feel, even across different contributors.

03.

Branded Assets for Everyday Use

From email signatures to presentation decks, newly designed assets ensure a consistent and polished appearance across all day-to-day communications—strengthening credibility in every interaction.

04.

Strengthened Club Identity for Events

Events and promotional campaigns now align with the core brand, ensuring they support rather than overshadow the club's identity. This creates a more cohesive brand experience across everything Redditch United does.

“Working with Green Ape has been a game-changer for Redditch United. They transformed our branding, making it more cohesive and professional across all platforms.”

Redditch United Football Club (RUFC)



Conclusion

Redditch United FC is more than just a football club—it's a community movement. By refining their brand guidelines, streamlining content creation, revamping their website, and delivering essential branded assets, we helped them build a brand that stands out, inspires loyalty, and unites players, fans, and sponsors under one identity.

#UnitedForAll | #PaintTheTownRed

Want to give your brand the same professional edge? Let's make it happen.

GREEN APE MEDIA

**Want similar results?
Contact Us!**

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