SQUASH IRELAND

Brand Guidelines

SQUASH
IRELAND
Always step in.

Step in. Always step in.
In to the forehand, the backhand.
In to your local squash club.
In to the club comp... and the club night out.

It's a game that suits us.
Chaotic and full of energy.
Sweat and tears. And laughs.
Indoors. Makes sense.

You might not see them,
But they're all around.
Great Irish squash clubs.
Great people, great fun.

Step in to Squash.

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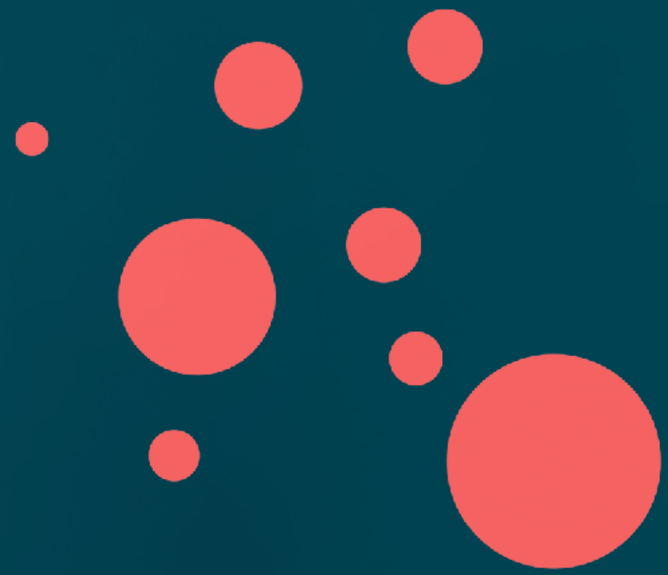


Introduction

Welcome to the Squash Ireland Brand Guidelines. This document outlines the visual and stylistic standards for representing the Squash Ireland brand.

Our goal is to ensure consistency across all brand touch points and to reflect the dynamic, youthful, and engaging spirit of squash. These guidelines were developed in collaboration with Branding Sport to ensure a cohesive and modern identity.

LOGO

SQUASH
IRELAND
SQUASH
IRELAND
KEEP CALM AND PLAY SQUASH
I'D RATHER BE PLAYING SQUASH
Squash
Squash Ireland
100 posts
409 followers
46 following
Following
Message

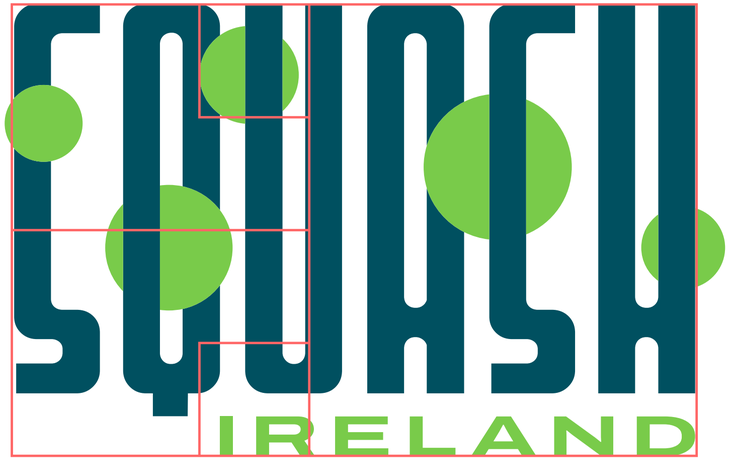
Logo

Our primary logo represents the core identity of Squash Ireland. It combines traditional elements with modern design to appeal to both long-time enthusiasts and new audiences. The logo should always be used in its complete form and should not be altered. Use the logo in all official communications, marketing materials, and merchandise to maintain brand consistency.

Logo & Court

The Squash Ireland logo is designed to represent the exact dimensions of a squash court. The red lines in the imagery indicate the court dimensions, which have been meticulously integrated into the logo design. This unique approach visually ties the logo directly to the sport, enhancing brand recognition and relevance.

When using the logo in conjunction with court imagery, ensure the dimensions and proportions are maintained for visual accuracy.

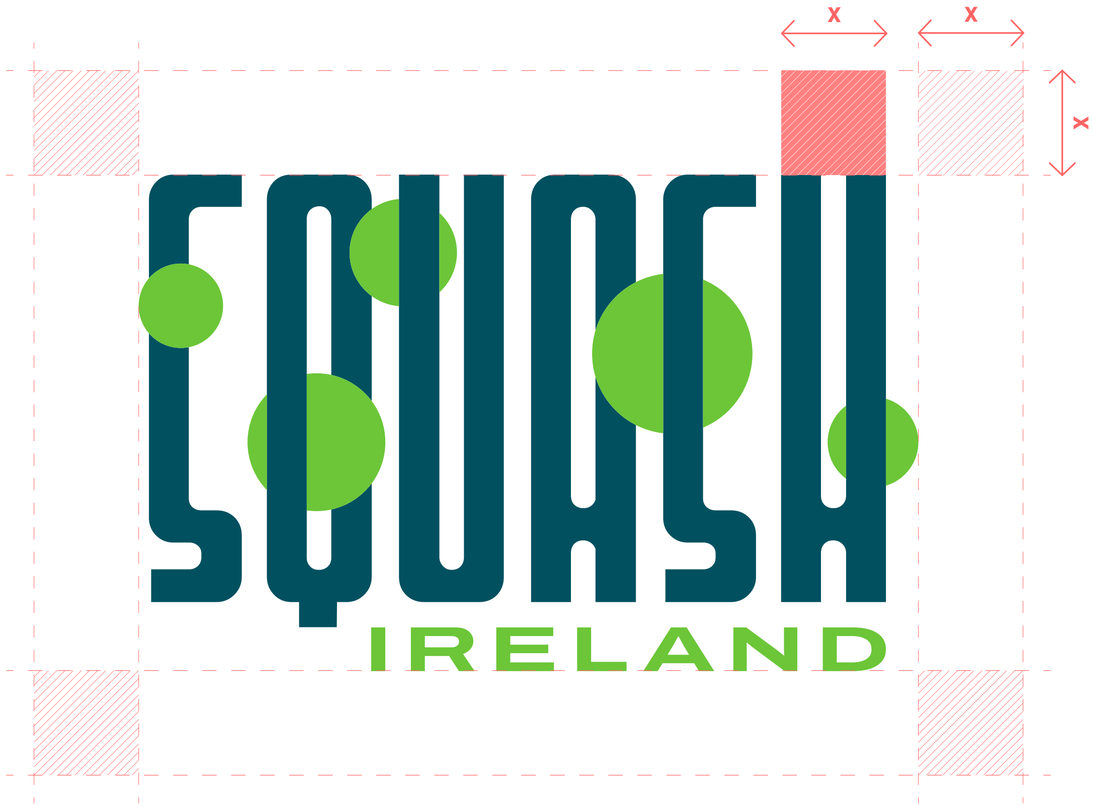


Greyscale

For applications where colour is not available or appropriate, use the greyscale version of the logo. This ensures the brand maintains its integrity and recognition even in black and white. Common uses include newspaper advertisements, faxes, and some types of merchandise.

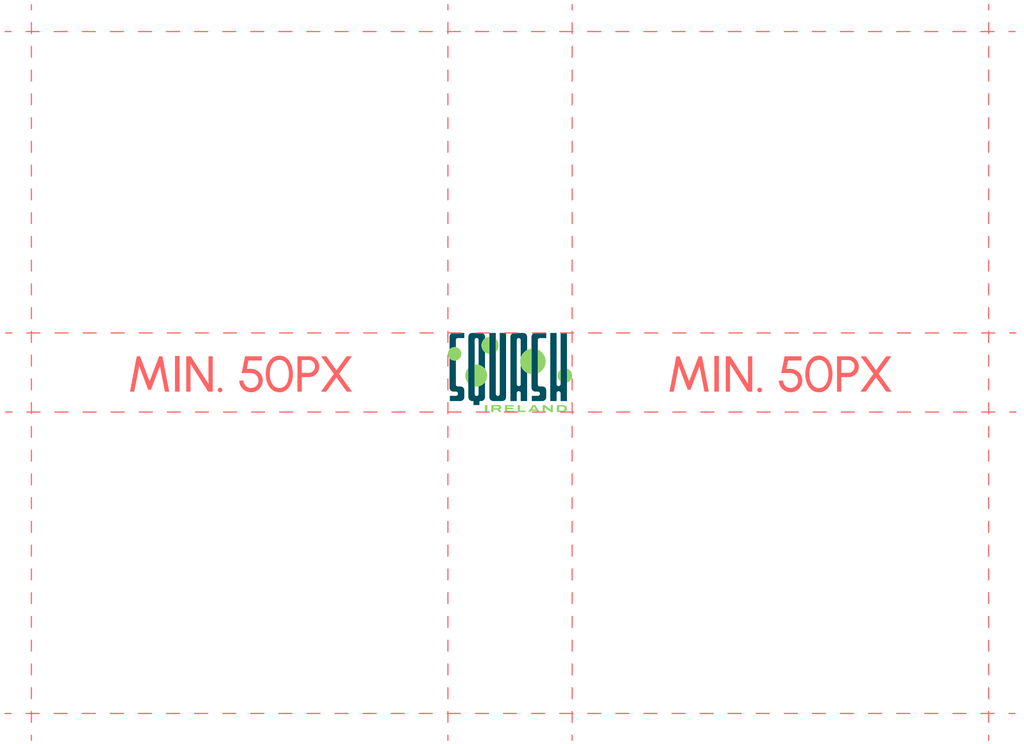
Spacing

Proper spacing around the logo is crucial for maintaining its visual integrity. For the full logo, the spacing should be equivalent to the width of the letter 'h' in the logo. For the short logo, the spacing should be equivalent to the width of the letter 's'. This ensures the logo remains prominent and free from visual clutter.



Minimum Spacing

To prevent the logo from appearing cramped or cluttered, maintain a minimum spacing of 50px around the logo. This guideline ensures that the logo remains prominent and legible in all applications.



Don't do's

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Don't edit elements

Don't outline

Don't distort

Avoid contrast distortion

No gradients

No shadows

SHORT LOGO

Short Logo

The short logo is a more compact version, ideal for smaller applications where space is limited but brand recognition is still essential. This version can be used for social media avatars, favicons, and other small-scale applications.

Short Logo & Court

Similar to the primary logo, the short logo should be used appropriately in context with squash courts and equipment imagery. Ensure it remains clear and distinguishable in all applications.

Short Logo Spacing

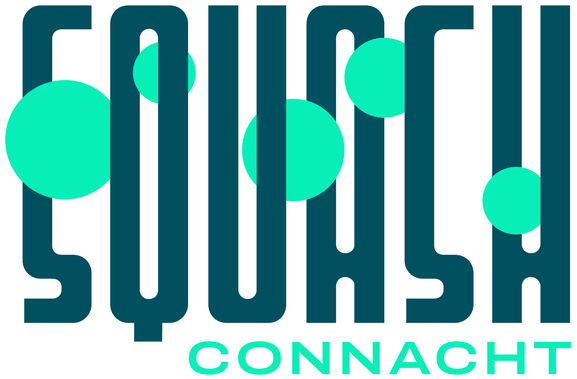
Maintain the same principles of spacing as the primary logo to ensure clarity and impact. Adequate spacing helps the short logo stand out and ensures it is not overshadowed by other elements.

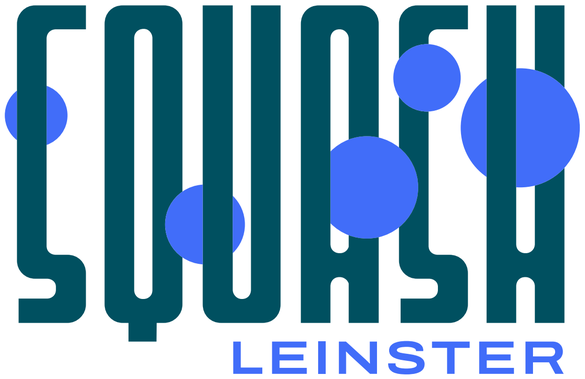
SQUASH
IRELAND

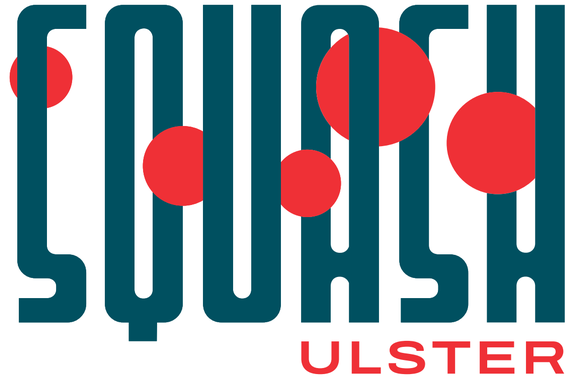
REGIONS

Regional Logos

Each regional logo is carefully crafted to represent the distinct identity of Squash Ireland's regional associations while maintaining alignment with the national brand. These logos allow regional entities to express their unique local character while still being instantly recognisable as part of the larger Squash Ireland family.







SQUASH
CONNACHT

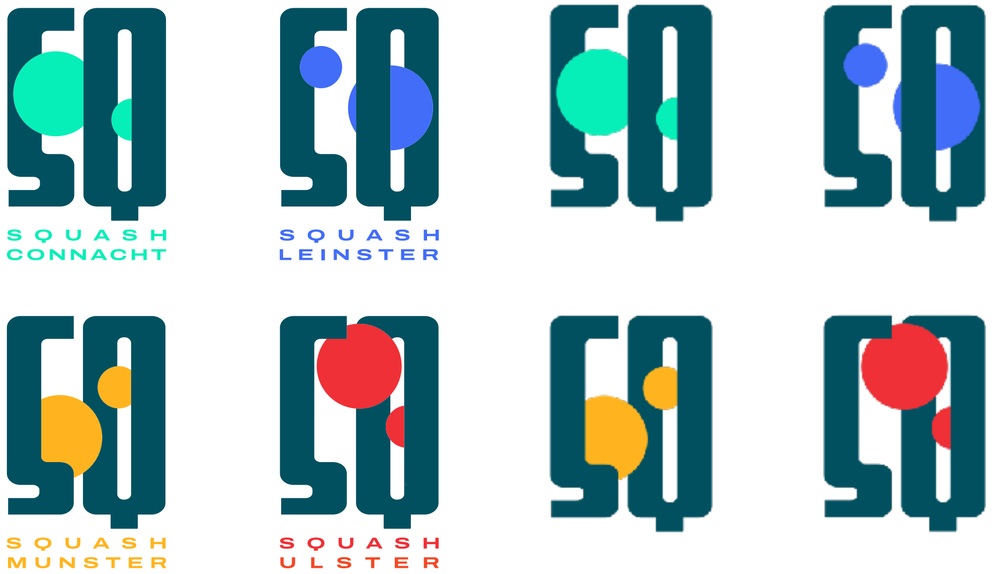
SQUASH
LEINSTER

SQUASH
MUNSTER

SQUASH
ULSTER

Regional Short Logos

The regional short logos offer a more compact and versatile version of the regional identity, ideal for digital platforms and small-scale applications. These logos retain the key visual elements of their full counterparts, ensuring strong brand recognition even in minimal spaces.



Palette

Palette

Our colour palette reflects the vibrant and energetic nature of squash. The primary colours should be used consistently across all brand materials.

PRIMARY BRAND

HEX 005060
RGB 0 80 96
CMYK 94 58 47 28
LAB 31 -18 -16
GrayScale 77

PRIMARY ACCENT

HEX 79cb4a
RGB 121 203 74
CMYK 55 0 93 0
LAB 74 -43 53
GrayScale 36

SECONDARY ACCENT

HEX ff6666
RGB 255 102 102
CMYK 0 75 52 0
LAB 64 59 31
GrayScale 42

BRAND IVORY

HEX f7f7f9
RGB 247 247 249
CMYK 2 2 2 0
LAB 97 0 -1
GrayScale 3

BRAND NOIR

HEX 17191a
RGB 23 25 26
RGB 23 25 26
CMYK 75 67 65 77
LAB 9 -1 -2
GrayScale 90

SQUASH
SQUASH
IRELAND

Regional Palette

The regional colour palette includes specific accent colours for each region, allowing for a localised expression of the Squash Ireland brand. These colours should be used thoughtfully in regional communications and materials to create a cohesive and vibrant visual identity that resonates with local audiences.

PRIMARY BRAND

HEX 005060
RGB 0 80 96
CMYK 94 58 47 28
LAB 31 - 18 - 16
GrayScale 77

PRIMARY ACCENT

HEX 79cb4a
RGB 121 203 74
CMYK 55 0 93 0
LAB 74 -43 53
GrayScale 36

CONNACHT ACCENT

HEX 07efb8
RGB 7 239 184
CMYK 59 0 44 0
LAB 84 - 60 - 12
GrayScale 36

LEINSTER ACCENT

HEX 416df9
RGB 65 109 249
CMYK 76 60 0 0
LAB 49 - 22 - 76
GrayScale 56

MUNSTER ACCENT

HEX c588f2
RGB 255 180 31
CMYK 0 33 97 0
LAB 79 - 20 - 76
GrayScale 27

ULSTER ACCENT

HEX f6d416
RGB 244 72 37
CMYK 0 86 97 0
LAB 57 - 64 - 57
GrayScale 53

FONT

Urbanist

Font

The chosen typeface is Urbanist, which complements our modern and dynamic visual identity. Urbanist is a clean, sans-serif font that offers excellent readability and a contemporary look, suitable for various digital and print applications. Use it consistently across all materials to maintain a unified brand appearance.

Ensure that text is always legible and appropriately sized for its context.

Click Here to download

Urbanist

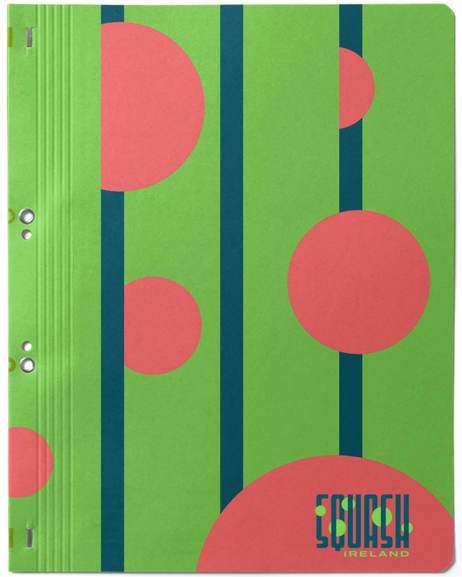
abcdefghijk
ABCDEFGHIJK
1234567890
!@£$%^&*()-=_+§±

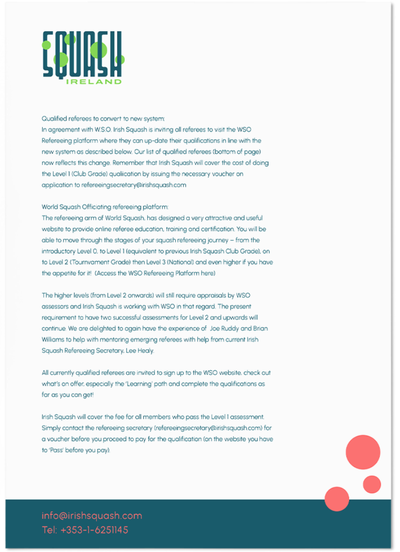
abcdefghijk
ABCDEFGHIJK
1234567890
!@£$%^&*()-=_+§±

PRINT

Stationary

Stationery serves as a key touchpoint for professional communication and should reflect the Squash Ireland brand's commitment to quality and consistency. Whether it's letterheads, business cards, or envelopes, all stationery should adhere to these guidelines to ensure a polished and unified presentation.





Presentation

Presentations are a vital part of communicating the Squash Ireland brand message, whether for stakeholders, the media, or during training and coaching sessions. Ensure that all presentation materials consistently reflect our brand identity by using the appropriate logos, colour palette, and typography. Each slide should convey professionalism, clarity, and alignment with our brand values, enhancing the delivery of information across all contexts.

Pop Up Banner

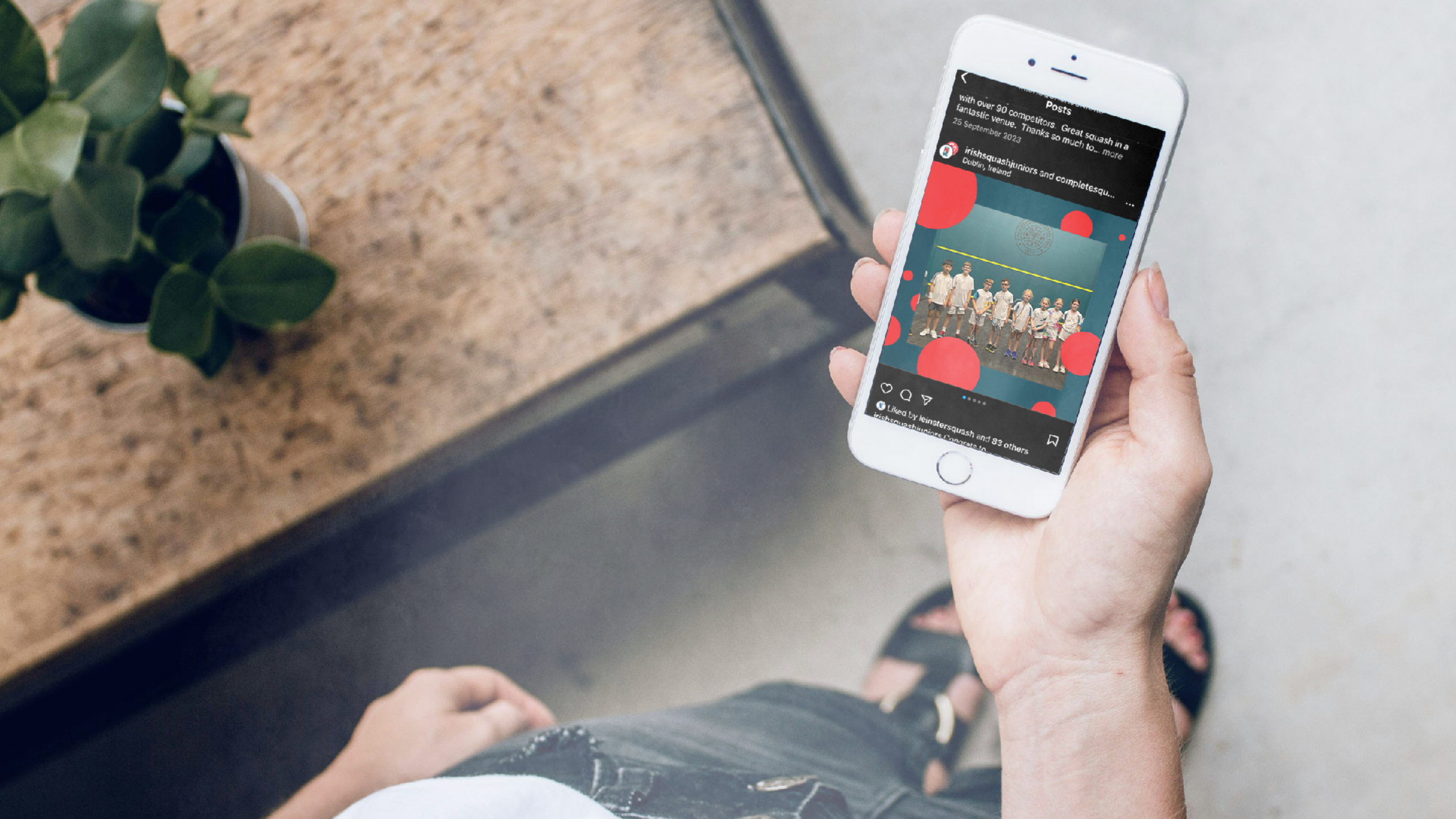
The pop-up banner is a versatile branding tool for award presentations, press events, training sessions, and coaching seminars. It should be designed to capture attention while clearly representing the Squash Ireland brand. Use the banner to reinforce brand identity at these events, ensuring it is visible and impactful from various distances. The design should be clean, featuring the primary logo and core brand colours to create a cohesive and professional presence.

Wall Stand

The wall stand is an essential element for promotional events, training sessions, and other public engagements. It provides a large, engaging backdrop that reinforces the Squash Ireland brand. The design should create a strong visual impact, incorporating key brand elements such as logos, colours, and imagery related to squash. The wall stand not only serves as a promotional tool but also enhances the overall atmosphere of events, making a lasting impression on attendees and providing a professional backdrop for training and coaching environments.

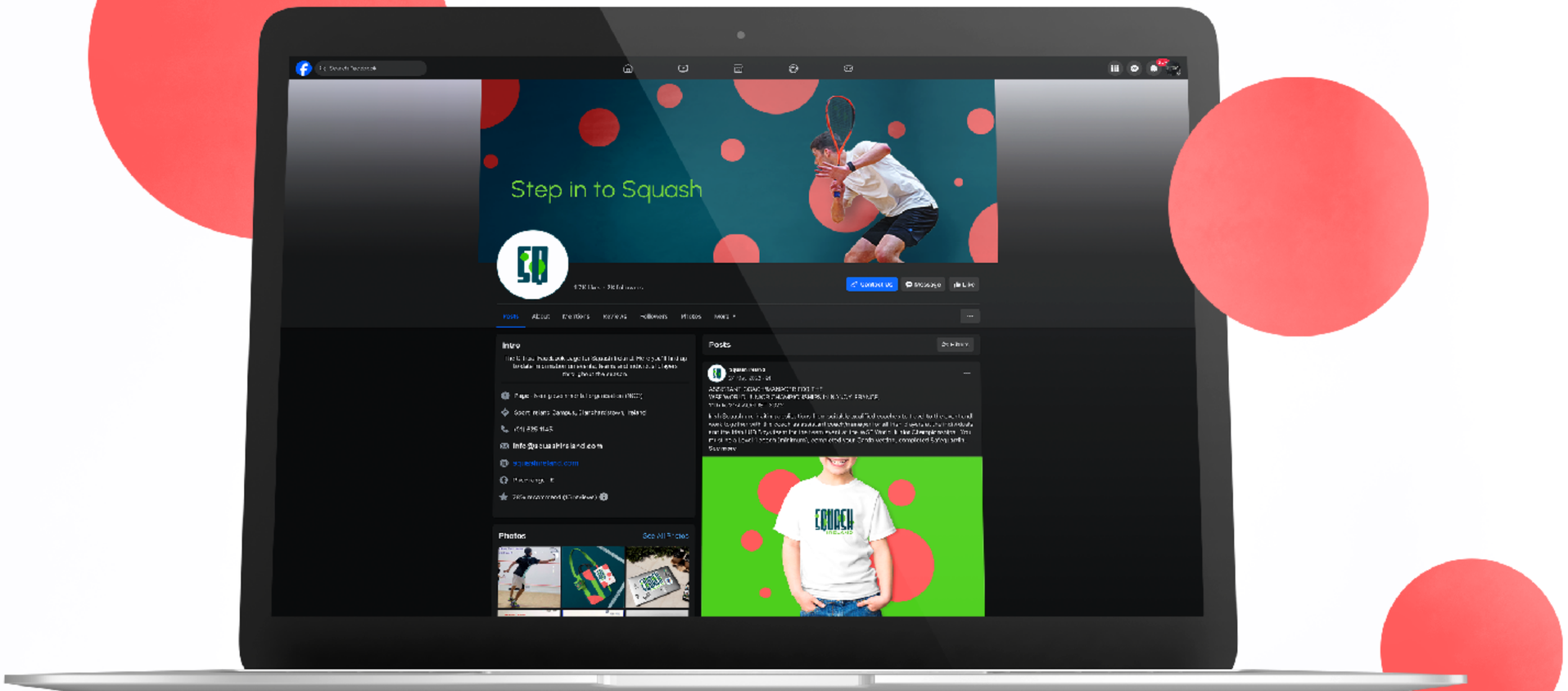
STEP IN TO SQUASH
SQUASH IRELAND STRATEGIC PLAN 2023 - 2027

DIGITAL


Posts
with over 90 competitors. Great squash in a fantastic venue. Thanks so much to... more
25 September 2023
irishsquashjuniors and completesqu...
Dublin, Ireland
Liked by leinstersquash and 83 others

Avatar

Use branded avatars for social media and other digital platforms to maintain a cohesive online presence. Ensure avatars reflect the brand colours and style, and consider using the short logo version for a clean and recognisable appearance.


Step in to Squash
Intro
Posts
Photos

Social Covers

Social media covers are an essential part of maintaining a cohesive brand identity across digital platforms. Each cover should be designed using the approved brand elements, ensuring that the Squash Ireland brand is instantly recognisable and consistently presented across all social media channels.

Facebook

LinkedIn

X/Twitter

YouTube

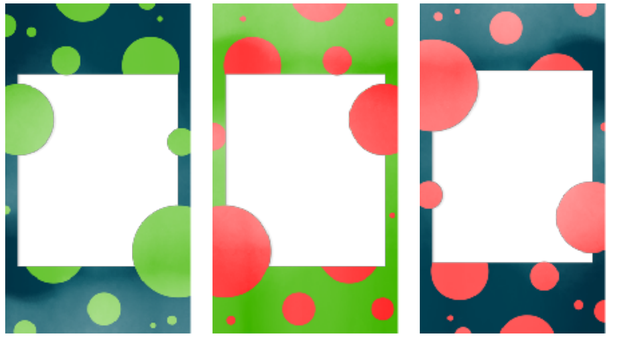
Social Background

Use branded social backgrounds to enhance your online presence with a unified look and feel. These backgrounds should feature the Squash Ireland colour palette and logo, providing a visually consistent environment for all digital interactions.

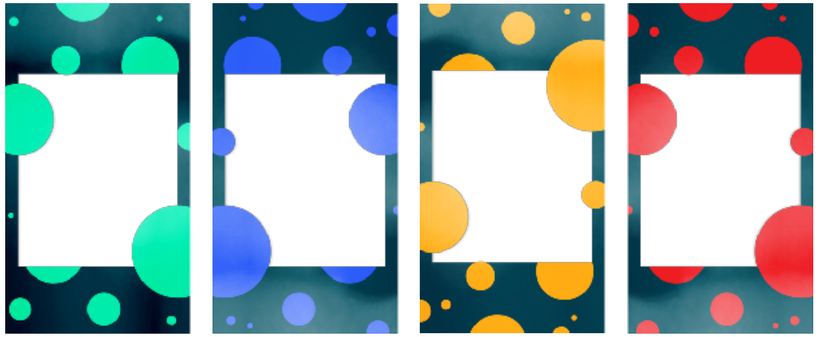
Social Templates

We have designed a series of social media templates for use across our various platforms, ensuring consistency and ease of use for all regions. These templates include pre-designed layouts for announcements, match results, player highlights, and event promotions. Both national and regional templates are available to maintain a cohesive brand identity while allowing for local customisation.

Squash Ireland Templates



Regional Templates



Click Here to download assets

Squash Ireland

Brand Guidelines

National Sports Campus,
Blanchardstown, Dublin 15

BRANDING SPORT