



Club Brand Guidelines

(extracted 01.05.2025 from standalone web page on club website, which was subsequently removed to simplify website menu options)

Introduction

Having a consistent club brand is very important to give a clear, recognisable club image. Having a recognisable image is important for outreach and removing all ambiguity when people see references to our club.

Club Name & Abbreviations

The full name of the club is "**Menzieshill Whitehall Swimming & Water Polo Club**".

Variations such as "Menzieshill & Whitehall" or "Menzieshill and Whitehall" should **not** be used.

When referring to a specific team or in context "Menzieshill Whitehall" can be used.

e.g. "Dunfermline faced off against the Menzieshill Whitehall Senior Men this evening"




The club abbreviation is "MWSWPC", and our official short code is "MMLX". For scoreboards "MHW" or "Menzieshill" should be used.

Charity number

The club's charity number is SC046868. It must be included in all official communications (this is a requirement of the charities regulator). For example, the following could be placed in the footer:

Menzieshill Whitehall Swimming & Water Polo Club is a registered Scottish charity with number SC046868.

Club Colours

Colour name & Purpose	Colour code	Example
Menzieshill Whitehall Blue (Logo primary colour)	HEX: #3300a7 RGB: 51, 0, 167	
Menzieshill Whitehall Red (Main kit colour)	HEX: #c41a3c HEX: 196, 26, 60	
White (Accent colour)	HEX: #ffffff RGB: 255,255,255	

Logo

[Download the club logo pack](#)

Our primary logos are in the "main" folder of the logo pack. Whenever using any of our logos, you must ensure the entire logo can be seen, it is not clipped, and that it has appropriate space around it. Below are two examples and some explanation on logo use, showing how they can be used for social media accounts. The pack include Scalable Vector Graphic (SVG) versions of the logo, which can be made very large without losing quality. It is best to start from one of those if you can.

If you use the logo with the flag only and no text, the club name (described above) **must** appear nearby.

Finally, when using the logo on top of an image use the correct version - i.e. white version on a dark background, dark on a light background.



Example 1: **Bad usage**

- Parts of the logo have been cut off.
- The text variation has been used, but you cannot read the text.
- The quality used is a little too low - it looks pixelated.



Example 2: **Good usage**

- The entire logo is visible and has adequate spacing.
- This is perfect for a social media icon. It clearly shows the club icon and will be positioned next to the name of the account, which will be the club name.

Typography - Website

Font: Verdana

Titles: Bold 28px

Subtitles: Bold 20px

Text: Regular 14px

Social Media Accounts

These are our official social media accounts. Any other accounts old or fake.

- Facebook: [MenzieshillWhitehall](#)
- Instagram: [MenzieshillWhitehall](#)
- Domain (Website & Emailing): menzieshillwhitehall.co.uk

Document Information

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Menzieshill Whitehall Swimming & Water Polo Club

Registered Scottish Charity SC046868