



DUNDEE UNITED
FOOTBALL CLUB



Dundee United FC are on an exciting journey and as we continue to grow and evolve into a modern, innovative, and commercially attractive football club, there was an obvious need to improve the look and feel of the club brand and digital strategy to reach into new markets, both domestically and internationally.

We aimed to be proactive in the transformation, while retaining the core elements of our history as we modernise our brand to encourage ambitions of greater fan engagement across the world to help drive greater commercial revenue.

As part of the brand regeneration, the new crest has taken a streamlined approach to the design — maintaining many aspects of the previous to offer a natural evolution suitable for a contemporary, forward thinking club.

There are several changes to the crest that complete the modernisation including the use of a contemporary font that has a sans serif base with a touch of flare to it. With the font's roots in old century logos and signage, there is a good balance of old and new to the overall aesthetic.

The lion has been redrawn as a clear depiction with refined lines and the revised background palette with a clear black outline to the diamond allowing it to become a key element of the new branding.

Switching the triangle colours on the background palette has enhanced and gave clarity to the lion's face and alongside precision, consistency and alignment throughout the crest, gives a sense of unity and reflects the club's core values and desire to continue recent growth.

As the brand regeneration rolls out and our digital transformation grows, the club website will experience a total overhaul in the next 3–4 months making it industry leading.

REGENERATION OF THE BRAND





1922
The Dundee Hibernian crest – a loose redesign of the City of Dundee's Coat of Arms.



1923-25
In their first season as Dundee United, the players wore a new badge on their jerseys. there is no evidence of a United jersey again carrying a badge for the next 30 years.



1956
The official club crest as seen on official documents, programmes and club blazers.



1956
Colour version of the official club crest.



1958-69
The first time a badge was used on the front of United shirts since the 1920s and was used until the adoption of tangerine as the official club colours ten years later.



1969-83
A circular badge appeared for the first time in 1969. The introduction of a more modern choice of club colours in tangerine and black, required a contemporary badge to accompany the new kit.



1973-83
From 1973, the contemporary club crest was replaced by a diagonal 'DUFC' motif on the teams jerseys, with the 1970s style lion rampant badge remaining on the match programmes.



1977-78
When United became the first Scottish club to sign up with German kit manufacturers Adidas in 1977, a new badge appeared on the stylish shirts. After four seasons of the diagonal DUFC motif, a new simpler composition appeared, with a basic font and the letters laid horizontally.



1983-93
After winning the Scottish Premier Division championship, the old 1956 lion rampant within the shield crest was brought back – although a slightly modified design was used for the teams kit, with the shield, lion, and font all slightly changed.



1993-2022
1993 saw the club introduce a modern corporate image for the first time, and having been forced to abandon the years old shield/ lion rampant badge due to a heraldry in Scotland ruling, a new club logo was designed. This new circular form was used both as the official club crest as well as the jersey badge.



INTRODUCING OUR NEW CLUB CREST.



Why are we regenerating the crest?

8

The crest is a bold, graphic statement — a universal signature to be visible across all visual communications.

The new crest has taken a streamlined approach to the design — maintaining many aspects of the previous to offer a modern evolution suitable for a contemporary, forward thinking club.



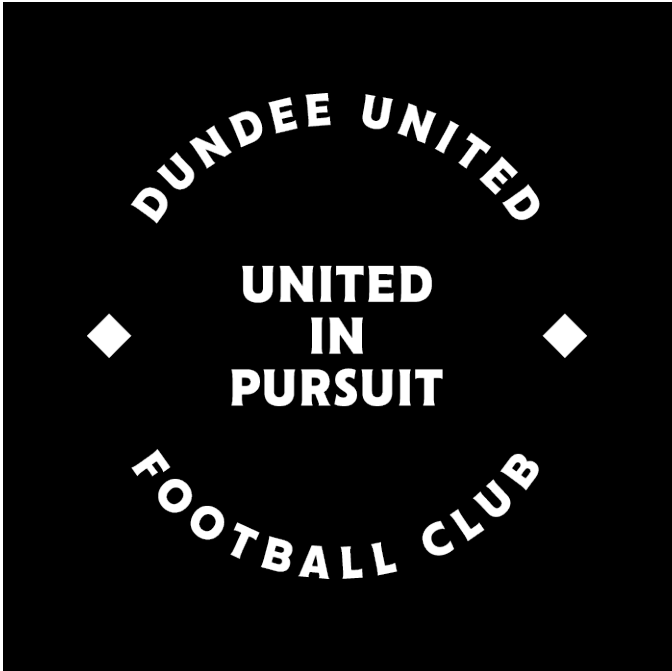


Slogan

This is the Dundee United Football Club
Slogan: United In Pursuit.
This is rooted in the club’s values — united in everything we do. It draws focus on the community spirit that the club champions.

UNITED IN PURSUIT
UNITED IN PURSUIT

UNITED IN PURSUIT
UNITED IN PURSUIT





● Old ● New

BRAND GUIDELINES



Using the colour values for the correct medium will ensure consistency throughout all brand collateral:

PMS (Pantone numbers) are required for professional spot colour printing.

CMYK colour values are required for digital printing.

RGB / HEX colour values are required for screen / web use.

RAL colour values are required for paint/production applications.

Colour matching.

The colour displayed intends to replicate the colour (as close as possible) in the context of the output medium. This will result in a colour discrepancy when viewed on- screen. Colours should always be matched to the Pantone values wherever possible.

Care should be given to ensure the correct files and values are used for the correct output.

Primary Colour



Pantone is a universally accepted colour reference, however colour variation can be expected when the colour is reproduced in different mediums and materials:

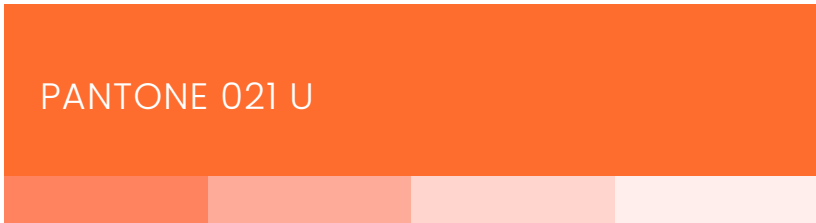
Coated Paper Stock



RGB



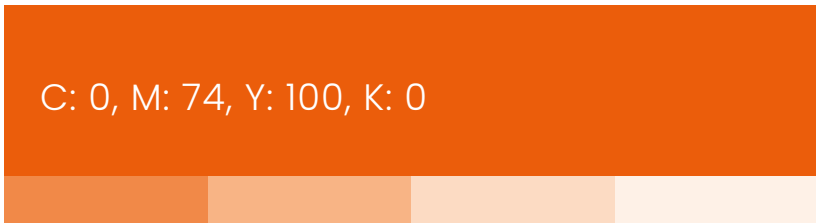
Uncoated Paper Stock



Hex



CMYK Process / Digital Print



RAL



Primary Colour

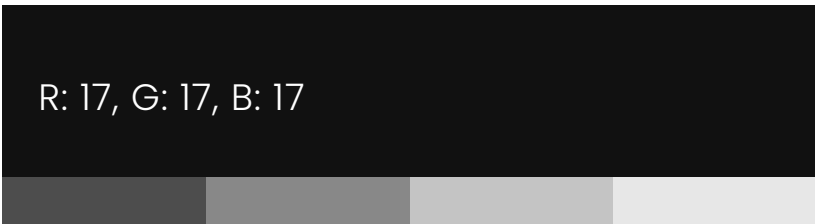


Pantone is a universally accepted colour reference, however colour variation can be expected when the colour is reproduced in different mediums and materials:

Coated Paper Stock



RGB



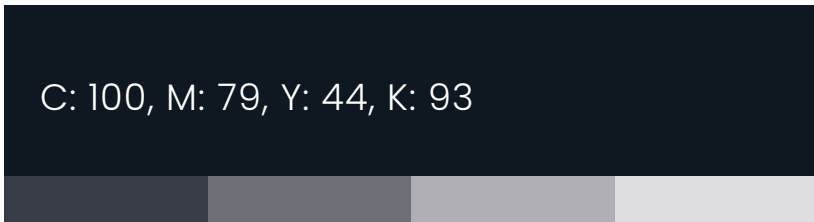
Uncoated Paper Stock



Hex



CMYK Process / Digital Print



RAL



Secondary Colours

PANTONE 173 CP

C: 0
M: 82
Y: 94
K: 2

R: 252
G: 76
B: 2

#FC4C02

PANTONE COOL GREY 11 CP

C: 44
M: 34
Y: 22
K: 77

R: 59
G: 60
B: 67

#3B3C43

Heritage Colour

PANTONE 7732

Pantone is a universally accepted colour reference, however colour variation can be expected when the colour is reproduced in different mediums and materials:

Coated Paper Stock

PANTONE 7732 C

Uncoated Paper Stock

PANTONE 348 U

CMYK Process / Digital Print

C: 89, M: 0, Y: 96, K: 30

RGB

R: 0, G: 122, B: 62

Hex

#007A3E

RAL

RAL 6024

The brand visuals will utilise a carefully considered type system to give structure, hierarchy and consistency to text.

Correct implementation of typography will ensure visuals are immediately identifiable as being part of Dundee United collateral.

Typography is split into three levels:

Brand Identity:

Dundee United Football Club’s Primary typeface — Cenzo Flare — has been chosen to reflect the brand’s heritage and match the crest aesthetic.

Headline/Display:

Roc Grotesk and Roc Grotesk Condensed will be used for display and promotional uses to complement the brand aesthetic.

Body Copy:

Poppins is a neutral typeface to be used when clarity and legibility is priority.

Club Identity

CENZO FLARE BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£\$%^&*()#

CENZO FLARE REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£\$%^&*()#

Headline/Display

Roc Grotesk Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£\$%^&*()#

Roc Grotesk Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£\$%^&*()#

Body Copy

Poppins Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()#

Poppins Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()#

Poppins Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()#



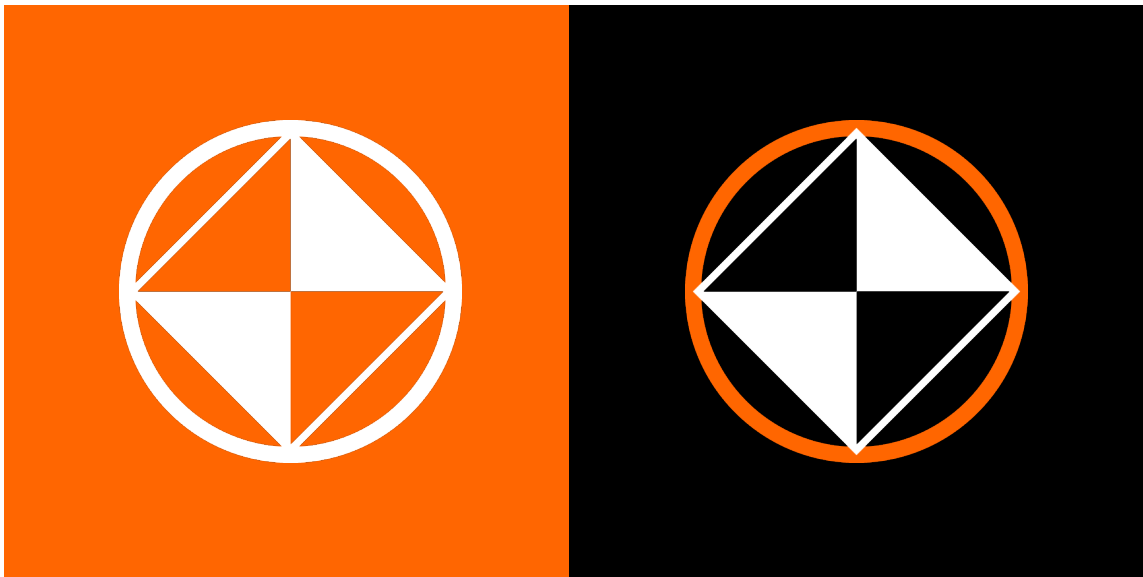
SUB BRANDS





















**DUNDEE UNITED F.C.
WOMEN**