



**Thank you for choosing
to make your
club a part of**

TheFA
**Charter
Standard.**

As an accredited club you can be **Proud to be** a place people want to play and enjoy football in your community.

We think your club deserves to be recognised for the achievement of being accredited. We've provided you with a pack of promotional assets to help you promote your status across your digital and social media platforms. This document offers guidance to get the most out of these assets

How to be PROUD TO BE

The FA have produced a promotional asset pack to help Charter Standard Clubs promote their status. In this pack you will find the following assets:

- Social media assets
- Charter standard and Proud to be logos
- Email footer image

Please download these assets and start sharing them across your digital platforms. We've provided assets optimised for your, email, Facebook and Twitter channels.

We've supplied logos for your club to use. There is additional guidance on when and how to use these logos included. However, as part of The FA Charter Standard your club is permitted to use these logos across your club merchandise and literature. Please read the logo guidance carefully, consistent use of these logos ensures your club gains maximum effect from your accreditations.

The FA is trialling these logos for 2018/19. As such they may change. While we recommend clubs use them across all your digital platforms we'd suggest you avoid using the logos on assets and equipment your club will use outside of the 2018/19 season. Please avoid using the older McDonalds Charter Standard Logos and branding.

Primary logo dark



▲ We stick to simple dark FA Blue or Black or white to make sure the logo is as clear as possible, with the design it sits with will provide the colour

Primary logo light



Minimal logo



▲ This version is only for shallow assets (see below) and must sit next to the FA For All logo.

PROUD & Charter Standard logo



PROUD & FOR ALL logo



Primary partner lockups side-by-side



Primary partner lockups stacked



▲ Those who are Charter Standard accredited can use the PROUD to be FOR ALL mark to show affiliation with The FA.

How to be Proud to be: imagery



◀ **Audience:**
Adults

Graphic devices:
Dots and grass patch

Messaging:
While the safe, fun and inclusive values are still important, these should now translate into more adult-centric themes that help people feel proud to be part of a competitive, fit and friendly football community.



◀ **Audience:**
Children and youth

Graphic devices:
Shards lines, dots & grass

Messaging:
Put simply, it's about building confidence and positivity in people around creating a SAFE, FUN and INCLUSIVE place for young people to play and enjoy football.



▲ **Primary designs with full bleed imagery are for any asset larger than 500 pixels wide / high. Note the use of a dark vignette to bring focus to the subject**



▲ **Secondary designs to use mainly for assets shorter or thinner than 500 pixels.**



How to be PROUD To Be on social media

If your club uses social media these assets are a great way to make The FA Charter Standard a part of your everyday game.

Profile images:

We've provided Cover image (Facebook) and Header photo (Twitter) images for your club to use as part of your social media pages. Upload these to let everyone who visits your pages know why your club is Proud to be FA Charter Standard accredited.

You can find guidance on setting profile images here:

Facebook: <https://www.facebook.com/help/388305657884730/>

Twitter: <https://help.twitter.com/en/managing-your-account/how-to-customize-your-profile>



We've also provide a number of Charter Standard images to help you share your accredited status through posts and tweets.

Images are most effective when supported by a post or comment from your club. We'd like you tailor your posts to suit activities and communities in your area – we've provided some indicative posts to help get you started:

Asset	Post
Facebook	Proud to be a place for people to play and enjoy football @ForAll. [Name of Club] accredited to The FA Charter Standard.
Twitter	Proud to be a place for people to play and enjoy football For All. [Name of Club] accredited to @FA Charter Standard.



Other suggested ways to be Proud to be The FA Charter Standard:

The assets we've provided are a great way for clubs to let everyone in your communities know they offer a great standard of football for all. We'd recommend you use the logos and creative and widely as possible.

Including the logos on club stationery, like letter heads and business cards adds value to your clubs offer, associating your club with The FA and our values.

Including the logo alongside your own club logo is an effective way of showing The FA Charter Standard is part of your game (see guidance for the best way to do this)

For 2018/19 only we'd recommend clubs avoid placing the charter standard logo onto printed assets as it's under trial and might change – it's fine to use this on digital resources though.

TheFA **Charter** **Standard.**

The Proud to be For All logo may feature on the 2019/20 footballs provided to all accredited clubs. If you're looking to add a logo to branding or equipment this season we'd recommend you choose this one.



Social media tips and techniques

Social media is an affordable and simple way to drive interest and nominations.

Uploading to Twitter

To add assets to your Club's Twitter channel follow these simple steps –

- 1) Compose a new tweet – on your phone/tablet this will be the small feather in the top corner or on a computer it's the 'what's happening' bar at the top.
- 2) Select 'add photos or video' then find the asset you want to share in the place you've saved it.
- 3) As the asset uploads add the text you want to include on your tweet either using the template above or writing your own.
- 4) Check for spelling mistakes as you can't edit your tweet later. Then it's time to post and share.

Uploading to Facebook

To add the asset to your Club's Facebook page follow these simple steps –

- 1) Compose post – this will be the 'what's on your mind?' bar at the top of your newsfeed.
- 2) Select 'Photo/Video' then find the video you downloaded above.
- 3) As the video uploads add the text you want to include on your post either using the templates above or writing your own.
- 4) Check for any spelling mistakes and then when you're happy press post/share.

Uploading to Instagram

To add the video to your Club's Instagram page follow these simple steps –

- 1) You can only share on Instagram from a phone or tablet so firstly you need to download the video to the device you wish to share from.
- 2) Open this document in the emails on your phone/tablet and download using the link above or plug your device into your computer and share from there.
- 3) Once you have the video on your device open Instagram and select the new post (plus icon) at the bottom of the screen.
- 4) Select the video from your library before selecting next, ignore adding any filters and select next until you can add text to your post either using the above templates or writing your own.
- 5) Check for any spelling mistakes and then when you're happy press share.