



OLDHAM ATHLETIC
**COMMUNITY
TRUST**

A Better Oldham
Dedicated. Proud. Inspiring. Inclusive. Legacy.

BRAND GUIDELINES

2026-2029

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INTRODUCTION

These brand guidelines define how OACT should be represented across all internal and external communications, providing a clear guide for the consistent application of logo usage, colours and typography.

The purpose of this document is to ensure clarity, consistency, and professionalism within all expressions of the brand. By following these guidelines, all teams, partners, and collaborators contribute to a cohesive brand presence that supports OACT's long-term objectives and organisational growth.

We are **DEDICATED**, always willing to go the extra mile to make a positive difference.

We are **PROUD** of who we are, where we come from, and the communities we serve.

We are **INCLUSIVE**, creating positive opportunities for all.

We **INSPIRE** change, confidence and ambition.

We are committed to **LEGACY**, building for the future, not just for today.

Together, we're creating

A BETTER OLDHAM.

“A BETTER OLDHAM”

OUR MISSION

Working collaboratively, we will leave a lasting legacy in our communities; providing high quality, needs led engagement opportunities in sport, education and health & wellbeing that help to make a positive difference to the lives of individuals in Oldham.

OUR VISION

‘A Better Oldham’ – Oldham Athletic Community Trust is committed to positive action that helps to address the inequalities faced in and by communities across the borough in order to create ‘A Better Oldham’ for everyone.



LOGO

LOGO TYPES



LOGO 'A'

Used to reflect the 'A Better Oldham' 2026-2029 strategy.

This version should be used whenever possible internally.



LOGO 'B'

Used to reflect the 'A Better Oldham' 2026-2029 strategy.

This version should be used when the five values become too small to read.



LOGO 'C'

Official logo of Oldham Athletic Community Trust.

This version should be used on official documents, watermarked by other external partners using our branding.

To protect the legibility of the brand, we recommend minimum sizes for each of our logos.

DIGITAL

PRINT

LOGO SIZING



LOGO VARIANTS



A Better Oldham
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1 - PRIMARY

This version should always be the first choice before considering alternative colourways.



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2 - SECONDARY

This version exists to preserve clarity and visual impact when the primary logo is not suitable on white.



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3 - WHITE & BLUE

Ideal for dark designs - dark posters, social graphics, and digital screens.





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4 - ALL BLUE

This version should be used where simplicity or production constraints require a single-colour logo.



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LOGO VARIANTS



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5 - BLACK

This version should not replace the primary logo unless colour use is unavailable.



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6 - WHITE

This version should not replace the primary logo unless colour use is unavailable.



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LOGO MISUSE

X



DO NOT ROTATE THE LOGO.

X



DO NOT USE COLOURS OUTSIDE OF THE COLOUR PALETTE.

X



DO NOT USE LIGHT LOGOS ON A LIGHT BACKGROUND.

X



DO NOT USE DARK LOGOS ON A DARK BACKGROUND.

X



DO NOT ADD TEXT CLOSE TO THE LOGO.

X



DO NOT WARP, STRETCH OR DISTORT THE LOGO.

X




DO NOT USE LOW-RESOLUTION VERSIONS OF THE LOGO.

X

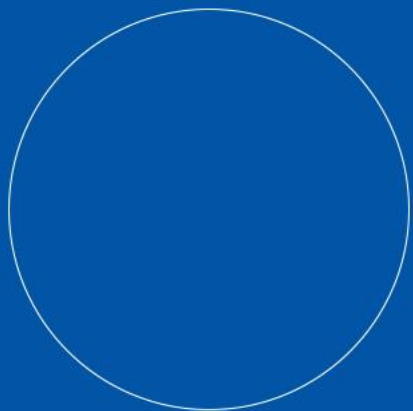


DO NOT USE LOGO 'A' IF THE STRAPLINE IS ILLEGIBLE.

A group of children in soccer uniforms are standing in front of a goal net. The scene is dimly lit, with a dark blue overlay. The word "COLOURS" is written in large, bold, white capital letters across the center of the image.

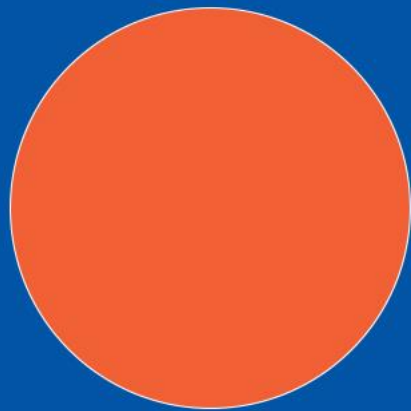
COLOURS

PRIMARY COLOUR PALETTE



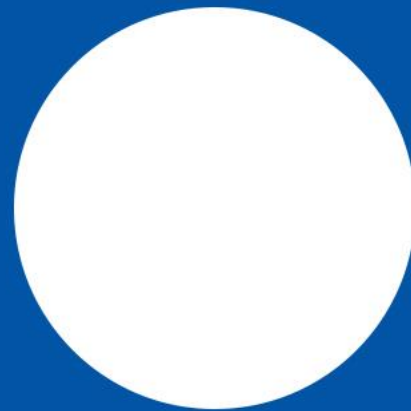
OLDHAM BLUE

RGB: 2 85 166
CMYK: 97 74 1 0
HEX: 0255A6
HSB: 210 99 65
PANTONE: 19-4150 TCX



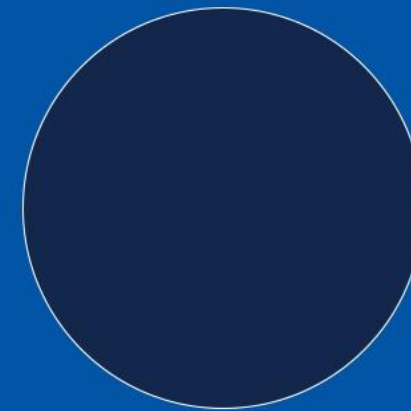
TANGERINE

RGB: 241 96 53
CMYK: 0 77 88 0
HEX: F16035
HSB: 14 78 95
PANTONE: 16-1462 TCX



WHITE

RGB: 255 255 255
CMYK: 0 0 0 0
HEX: FFFFFFFF
HSB: 0 0 100
PANTONE: 11-0601 TCX



ROYAL BLUE

RGB: 19 39 76
CMYK: 100 88 41 41
HEX: 13274C
HSB: 219 75 30
PANTONE: 19-4111 TCX

SECONDARY COLOUR PALETTE

OLDHAM BLUE TONES

HEX: 004BB9

HEX: 026AC7

HEX: 315590

TANGERINE TONES

HEX: FF4C00

HEX: FB7842

HEX: D97562

GREYSCALE TONES

HEX: EEEEEEE

HEX: AAAAAAA

HEX: 000000

ROYAL BLUE TONES

HEX: 002158

HEX: 18315F

HEX: 1C2741

USE FOR ACCENTS, BACKGROUNDS, INFOGRAPHICS, AND SUPPORTING GRAPHICS. PRIMARY COLOURS SHOULD ALWAYS DOMINATE.



TYPOGRAPHY

PRIMARY FONT

Silka variants should be used for all long-form and functional text where readability is essential. They can also be used for subheadings; **BOLD AND CAPITALISED** in a larger font size.

This includes but is not limited to:

- Paragraph & long-form text
- Website & email copy
- Captions & supporting text

SILKA LIGHT

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOP
QRSTUVWXYZ 1234567890

SILKA MEDIUM

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOP
QRSTUVWXYZ 1234567890

SILKA BOLD

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOP
QRSTUVWXYZ 1234567890

Rama Gothic C variants should be used for all headings and high-impact text. This typeface defines the visual personality of the community trust.

This includes but is not limited to:

Page titles & headings (digital & print)

Hero text & headlines

Pull quotes, key statements & key numbers

SECONDARY FONT

RAMA GOTHIC C REGULAR

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123
4567890

RAMA GOTHIC C HEAVY

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU
VWXYZ1234567890

EXAMPLES

The background image shows a dimly lit sports facility, possibly a locker room or a meeting area. On the left, there is a long wooden table with several chairs. In the center, there are dark wooden lockers. On the right, a doorway is open, revealing a brightly lit area where a group of people, likely athletes, are gathered. Some are sitting on a bench, and one person is standing and talking to them. The overall scene is overlaid with a dark blue tint, and the word 'EXAMPLES' is written in large, bold, white capital letters across the middle.



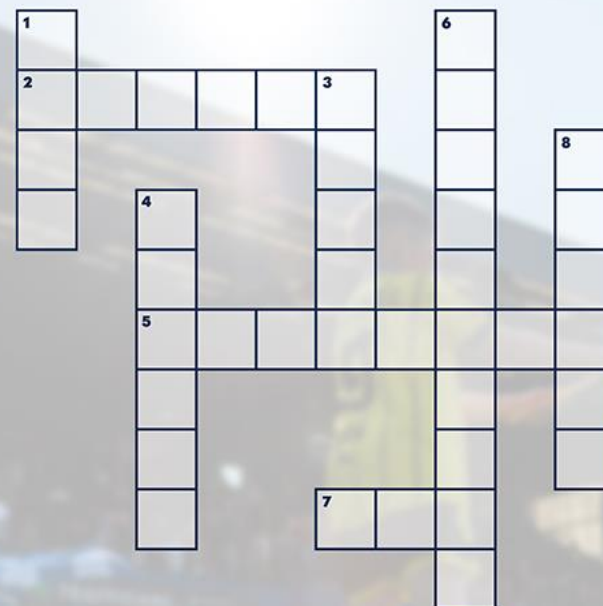
JANUARY

2026

FIND OUT MORE!

VISIT WWW.OACT.ORG.UK FOR MORE DETAILS

CROSSWORD



THANK YOU!

We would like to thank the **Oldham Athletic Supporters Foundation** for their generous donation of **£500** towards our **Restart a Heart** campaign!



Find out more at www.oact.org.uk

RESTART A HEART

LEARN WITH LATICHS

HELP US REACH OUR TARGET OF **£5,000**

£5,000

£1,000



DOWN

1. Main colour on Oldham's home kit.
3. A stand also known as the 'Joe Royle Stand'.
4. Goalscorer in Oldham's 24/25 play-off final win.
6. The only stand at Boundary Park with an upper tier.
8. Oldham's current first team manager.

ACROSS

2. Oldham's nickname.
5. Oldham's current chairman/owner
7. The animal on Oldham's badge

RESTART A HEART

LEARN WITH LATICHS

FREE CPR TRAINING FOR OLDHAM SCHOOLS



Latics Lifesavers is a free schools programme delivered by Oldham Athletic Community Trust, teaching pupils the skills and confidence to perform CPR. Every donation takes us one step closer to **A Better Oldham**.

CONTACT US

enquiries@oact.org.uk

 @OfficialOACT

 @OfficialOACT

 @OfficialOACT

 @OfficialOACT

 Oldham Athletic Community Trust



FIND US

Oldham Athletic Community Trust

Boundary Park
Furtherwood Road
Oldham
Greater Manchester
OL1 2PB

Charity Number: **1120894**

www.oact.org.uk

Use these guidelines as a reference to ensure the brand is applied consistently and professionally.