wood
&ham

Brand consistency *for* clubs

Why familiarity builds trust and connection

woodandham.co.uk

CONSISTENCY IS KING
CONSISTENCY IS KING
consistency IS KING
CONSISTENCY *is* KING
CONSISTENCY IS KING
CONSISTENCY IS *king*
CONSISTENCY IS KING
CONSISTENCY IS KING
CONSISTENCY IS KING

A WOOD & HAM ORIGINAL

Welcome!

Welcome to our guide on brand consistency.

This is something we're genuinely passionate about, and it's often one of the most overlooked aspects of marketing in grassroots sport. Many clubs are volunteer-led or run by small teams, which means lots of people get involved, often with different backgrounds, tastes, and approaches.

That support is invaluable, but it can also create challenges. With so many templates and tools available through platforms like Canva, Adobe, and Google, it's tempting to keep trying new designs, new colours, and new styles, simply because they look nice in isolation.

The problem is that this quickly erodes brand consistency. Over time, it makes it harder for people to emotionally connect with your club, recognise it, and trust it. Consistency might not feel exciting, but it is one of the most powerful tools a club has.

Consistency really is king.

Lewis Woodham, Co-Founder

The hidden challenge for volunteer-led clubs

Volunteer involvement is one of a club's greatest strengths. But when it comes to design, it can also be its biggest challenge.

Different people naturally design in different ways. They choose different colours, layouts, fonts, and styles that suit their personal preferences. Without realising it, the club starts to look like several clubs at once.

In 2026, this challenge is amplified. There are countless free and accessible design tools aimed at non-designers. Platforms like Canva, Adobe Express, Google and Microsoft offer hundreds of ready-made templates. They're quick, polished, and incredibly tempting.

Easy right? You add the date, time, location and cost, and suddenly you have a poster that's ready to go!

The problem is that while these designs may communicate information factually, they can often do more harm than good to your brand. Over time, mixed visuals lead to mixed messages. Designs drift away from your values, your audience, and the personality of your club. The result is disconnection.

This isn't about ability or effort. It's simply that for a lot of volunteers, it's not instinctive to ask, "Does this match what we've done before?"

Over time, mixed visuals lead to mixed messages.

EXAMPLE: Same club, same message, totally different feel

These are open day posters taken from online templates. To a busy volunteer or a stretched office team, each one might feel perfect for the job. Depending on the day, the mood, the personal preference or the time available, a different option gets chosen.

All of them *technically* work. But they are crucially very different.

Three posters.
- The same club.
- The same logo.
- The same event.

Yet they look like they belong to completely separate organisations. Despite the content being identical...same logo, same words, same purpose, each design speaks to a different audience, communicates different values, and sends mixed signals.

To someone seeing your club for the first time, this creates uncertainty. It's harder to build recognition, and harder to build trust. The result? That person looking for a new club doesn't get in touch.
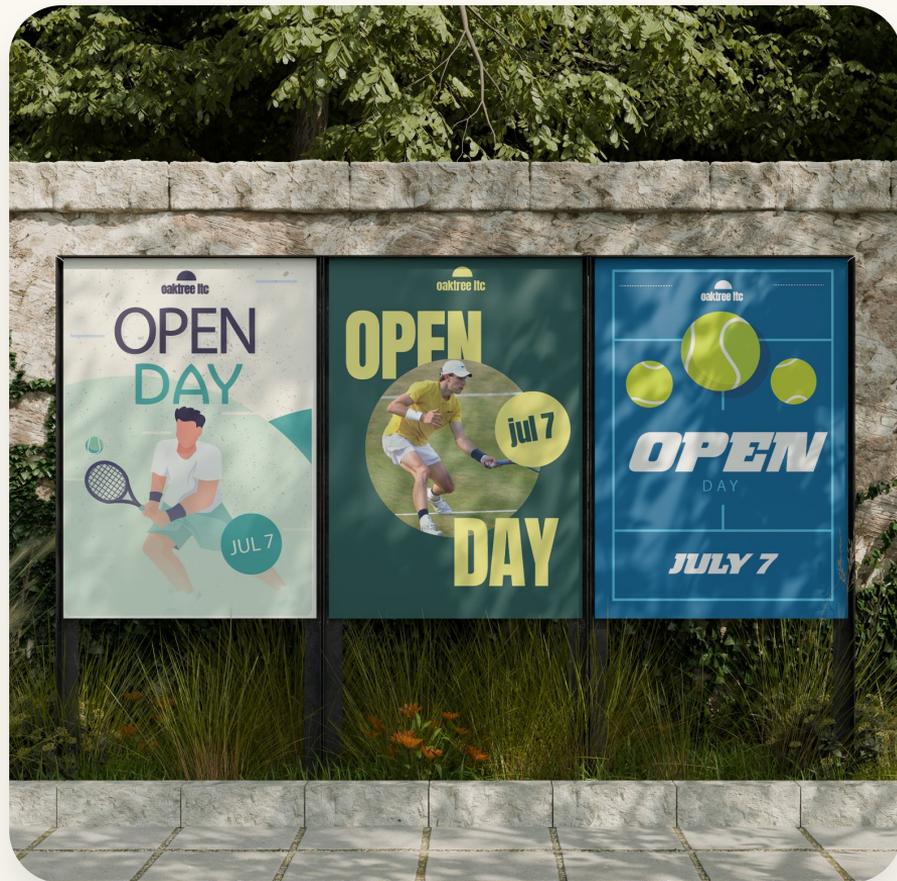
EXAMPLE: Different messages, same identity

Now look at the opposite.

Here, the messages are completely different, but they clearly come from the same place. Colours, typography, layout and imagery work together, even though the content changes. At a glance, these all feel connected.

This isn't about perfect design. It's about spotting the elements you can be consistent with and carrying them through every touchpoint. Posters, flyers, banners, social posts. Different messages, same approach.

This is what consistency should aim for. Not repetition, but familiarity.

In 2026, people encounter clubs in many ways. Posters, signage, social media, websites, Google search, Google Maps, shared content online. **Often, it's just a glance.**

When someone catches that glance more than once and starts to recognise a pattern, familiarity builds. When that familiarity aligns with your values and reaches the right audience, the likelihood of engagement and membership increases significantly.
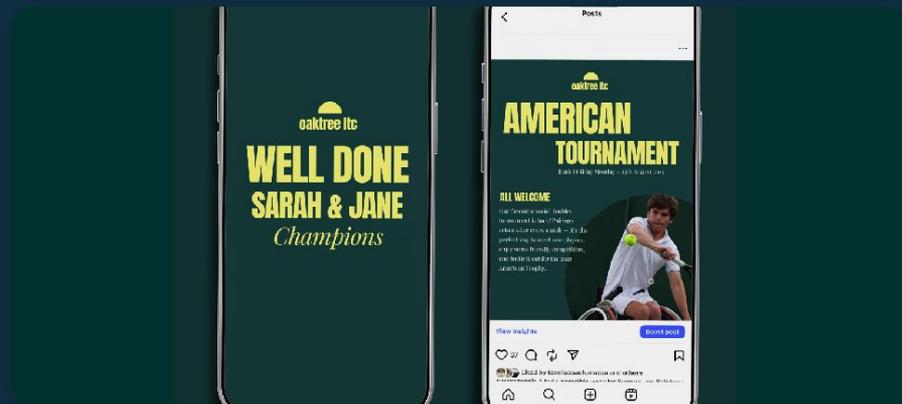
Consistency is about emotion, not rules. Why this *matters*

Consistency isn't about being restrictive or boring. It's about triggering the right emotions, time after time.

Your brand should reflect your club's values and personality. When people encounter your club across social media, posters, banners, websites, or away fixtures, you want them to feel the same emotions each time, emotions that align with your clubs values "family friendly", "inclusive", "performance focused".

That emotional response is the goal. And with so many ways people might encounter your club, consistency is what ensures the right emotion is triggered wherever they see or interact with your club,

Inconsistency creates risk. Someone might see your open day poster in May and your tournament poster in June and not realise they're from the same club. Different emotions are triggered, and the connection is lost.

Emotional alignment is what builds trust, loyalty and long-term engagement. The result? More engaged membership and new members! It also provides stability as committees and volunteers change over time.

Emotional alignment is what builds trust, loyalty and long-term engagement.

A simple way to think about consistency

One brand, many touchpoints

Your club is experienced in lots of places:

- Social media
- Posters and flyers
- Signage and banners
- Match days and events
- Online platforms

Consistency is what connects all of these. Think of your core visual identity first. Then adapt it for each touchpoint. The structure may change, but the foundations *always* stay the same.

That means the same colours, the same fonts, and consistent logo use.

This reinforces that consistency isn't about one design, but about alignment everywhere.

Social media

Posters & flyers

Online platforms

CLUB IDENTITY & VALUES

Signage & banners

Match days & events

Online platforms

Online platforms
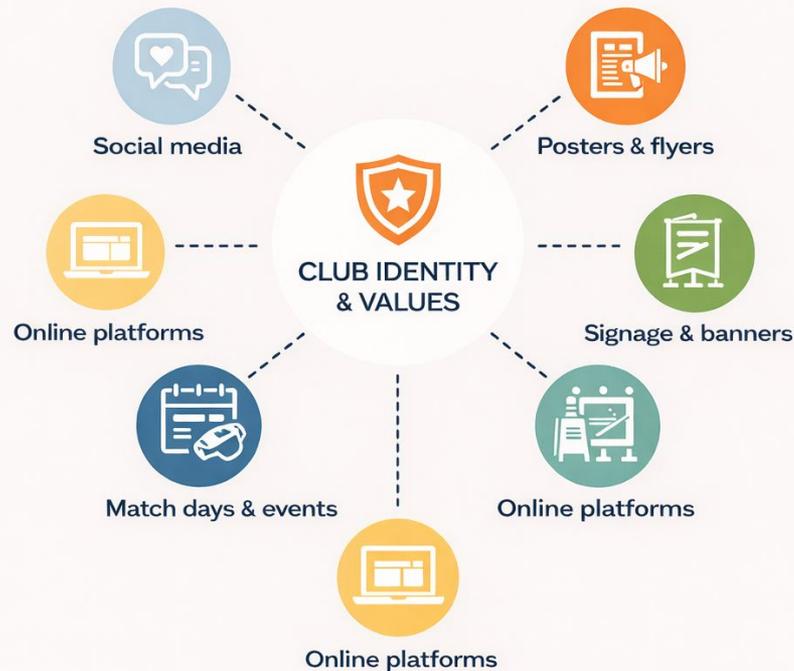
Your checklist for getting going

A simple consistency check: Before anything goes out ask yourself...*Does this feel like our club?*

1.

Are we using the same colours? Similar to previous designs or our club's colour palette

2.

Do the fonts used feel familiar and connected to what has been used before?

3.

Is the logo treated consistently? It's size, position etc.

4.

Does this align with what people have seen from us before? Instinctively.

This pause is often the difference between building a recognisable brand and diluting it. We know this can be difficult in volunteer-led clubs. It's natural to be grateful for the help and want to use what's been created. But visual consistency is just as important as getting the date right or spelling names correctly. It deserves the same level of care.

Templates can be great, but they must be used with caution.

Remember, this isn't about being critical of what has gone before, but about recognising what you already have and using it more consistently.

wood &ham

Thank *you!*

Remember, we work closely with sports organisations to create brands, websites and digital experiences that are clear, considered and built to last. Every project starts with understanding the people behind the organisation, the challenges they face and the impact they want to make. So if you would like to discuss how we can help your club thrive, just get in touch!

Trusted by

THE QUEEN'S CLUB   LTA TENNIS FOR BRITAIN   tennis AUSTRALIA   KNLTB TENNIS   LTA PADEL

Lewis Woodham, Co-Founder & Creative Director
lewis@woodandham.co.uk
07534302908

woodandham.co.uk   @woodandham