

BANGKOK LACROSSE CLUB

BRAND TOOLKIT

One club. Two graphic modes. A practical system for matchday, community and club storytelling.

24 SEPTEMBER 2026 / VERSION 1.0

NAGA

Guidelines, working artwork, editable social templates and a local template studio.



Start with the club you already have.

This is a consolidation of the supplied visual identity, not an unrelated rebrand.



NAGA POSTER REFERENCE



MATCH-RESULT REFERENCE

Competition graphics

Lime highlights, charcoal panels, pale scores, oversized condensed lettering and action-led layouts.

Club / heritage graphics

Bright green, golden yellow and a distinctive Naga illustration. These should remain recognizably connected to the club.

Wider feed

The grid adds team photography, training, player and community content. Its small text is not treated as verified source information.

One club. Two graphic modes.

Use a clear hierarchy instead of mixing every color and graphic treatment into every post.



01 / DEFAULT

Match results, fixtures, rosters, training and recruitment. Night + Volt + Chalk. Keep the typography bold and the information unambiguous.



02 / HERITAGE ACCENT

Naga-led posters, club culture and selected merchandise. Green + Gold + Night or White. Treat this as the secondary mode, not a second brand.

Proposed expression: competitive, direct, team-first and rooted in Bangkok. Taglines in the templates are editorial suggestions, not confirmed official slogans.

Keep the wordmark recognizable.

Retain the existing three-line name: BANGKOK / LACROSSE / CLUB.



CLEAR SPACE

Working rule: leave at least the cap height of the C in CLUB around the mark. Never squeeze it against a score, photo edge or sponsor logo.



SIZE / INTEGRITY

Start at 160 px wide digitally or 35 mm in print, then check legibility in context. Use one color. Do not stretch, re-space or add effects.

The included SVGs are screenshot-derived traces. They preserve the visible lettering but are not the original vector masters. No official standalone BLC monogram was supplied.

Protect the Naga character.

Use the supplied artwork, not a newly invented dragon, mascot or generic cultural motif.



Keep its identity intact

Preserve the face, curls, scales, line relationships and original orientation. Recolor the full one-color artwork; do not selectively recolor individual features.

Use it with purpose

The Naga can lead a heritage poster or sit behind editorial content as a quiet motif. Do not place it where important player details or key text disappear.

Respect the source limit

The supplied Naga extract is 525 x 714 pixels. Vector tracing makes an editable shape, but does not recover detail that was absent from the screenshot.

For large-format print, embroidery or manufacturing: replace the working derivative with original club artwork and approve a physical proof.

Color with a clear job to do.

These are sampled working RGB values, not recovered brand-master or textile specifications.

NIGHT #1E191B BASE / PANELS	VOLT #B7D531 ENERGY / EMPHASIS	CHALK #F1F6D7 SCORES / KEY TEXT	WHITE #FFFFFF NEUTRAL / REVERSE
NAGA GREEN #3AB649 HERITAGE BASE	HERITAGE GOLD #FFC452 HERITAGE ACCENT	FOREST #143D32 PROPOSED KIT / PHOTO SUPPORT	

Suggested competition balance: mostly dark / photographic space, then pale information, then a focused lime accent. Avoid using Volt, Green and Gold as equal competing accents.

Make the information easy to read.

Use contrast for essential text, not just for visual impact. Ratios below are calculated from this toolkit palette.

Aa 10.39:1

STRONG: VOLT ON NIGHT

Aa 15.62:1

STRONG: CHALK ON NIGHT

Aa 6.58:1

STRONG: NIGHT ON GREEN

Aa 10.84:1

STRONG: CHALK ON FOREST

Aa 2.64:1

AVOID FOR ESSENTIAL TEXT

Aa 1.67:1

AVOID FOR ESSENTIAL TEXT

For normal text, target at least 4.5:1. WCAG permits 3:1 for qualifying large text; for social artwork, keep essential small details on the stronger combinations above. Logo artwork is treated differently from informational text.

Source: W3C WCAG 2.2, Understanding SC 1.4.3. Ratios describe flat color pairs only; a changing photograph needs a tested dark panel or overlay.

Condensed, athletic, readable.

A practical replacement font system. The exact original display typeface has not been confirmed.

MATCH
RESULT
21 - 7

The score above reproduces the supplied reference graphic; it is not a newly verified result.

1080 px canvas starting sizes: headline 110-150 px; score 220-285 px; details 32-44 px. These are toolkit defaults, not platform requirements. Fonts are obtained separately; none are bundled.

Headlines

Roboto Condensed Bold Italic. Uppercase. Use a short phrase, usually one or two lines. Outline type is a secondary accent, never the only treatment for critical details.

Scores and structured data

Roboto Condensed Bold. Keep digits solid and very large. Use upright type for dates, opponent labels and player numbers when clarity matters.

Supporting text

Roboto Regular / Medium. Use sentence case for longer instructions. For Thai, use Noto Sans Thai and allow extra line height; have a fluent club member review it.

Real people. Real lacrosse.

The photo should tell the story; the graphic layer should make that story easier to understand.



Choose the moment

Prioritize visible play, preparation, teamwork or club community. Keep the ball, stick, face and decisive action readable when cropping.

Design around the subject

Use a dark panel or controlled overlay behind text. Place large scores in negative space where possible. Do not cover a face simply because a template allows it.

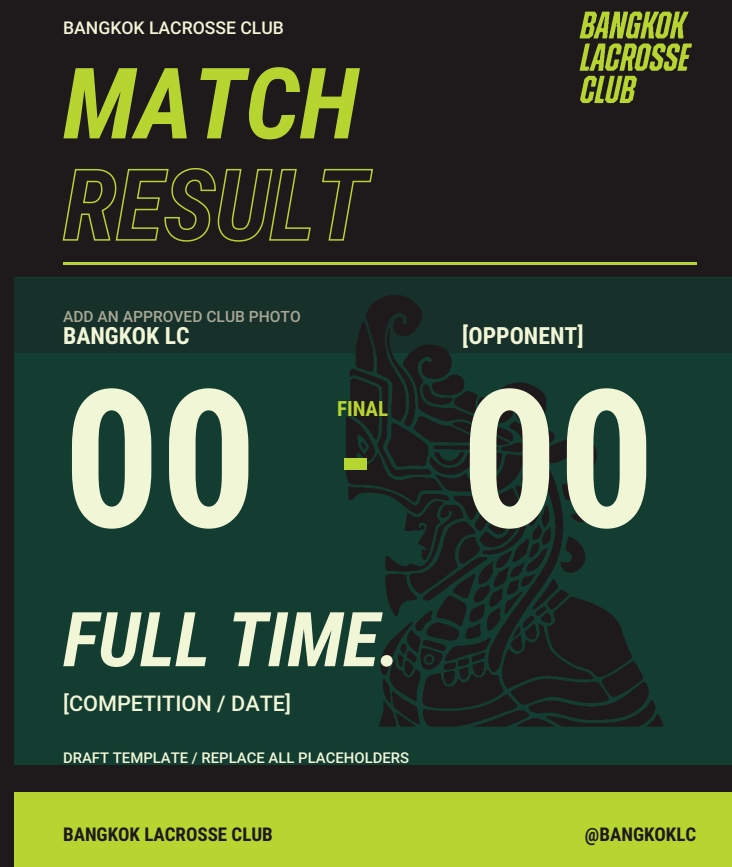
Protect authenticity

Use approved original club photographs. Do not invent match scenes, players, sponsors or trophies. Confirm permission to publish, especially for identifiable participants.

Shown at left: a supplied post screenshot, used as a design reference. It is not an original photo asset for republishing. The templates contain placeholders and accept your own photos.

A consistent frame, not a rigid grid.

Use two working canvases, then check the actual post preview before publishing.



FEED / 1080 X 1350

72 px inner margin. Keep a clear headline, focal content and handle strip.



STORY / 1080 X 1920

Information order

1. What is happening
2. The result, opponent or subject
3. Date / place / supporting detail
4. A single clear call to action

Safe working space

For stories, keep essential information roughly inside x = 72-1008 and y = 250-1600. The outer space absorbs variable app controls and cropping.

These are conservative design choices, not a claim about current Instagram interface dimensions. Preview each format in the app.

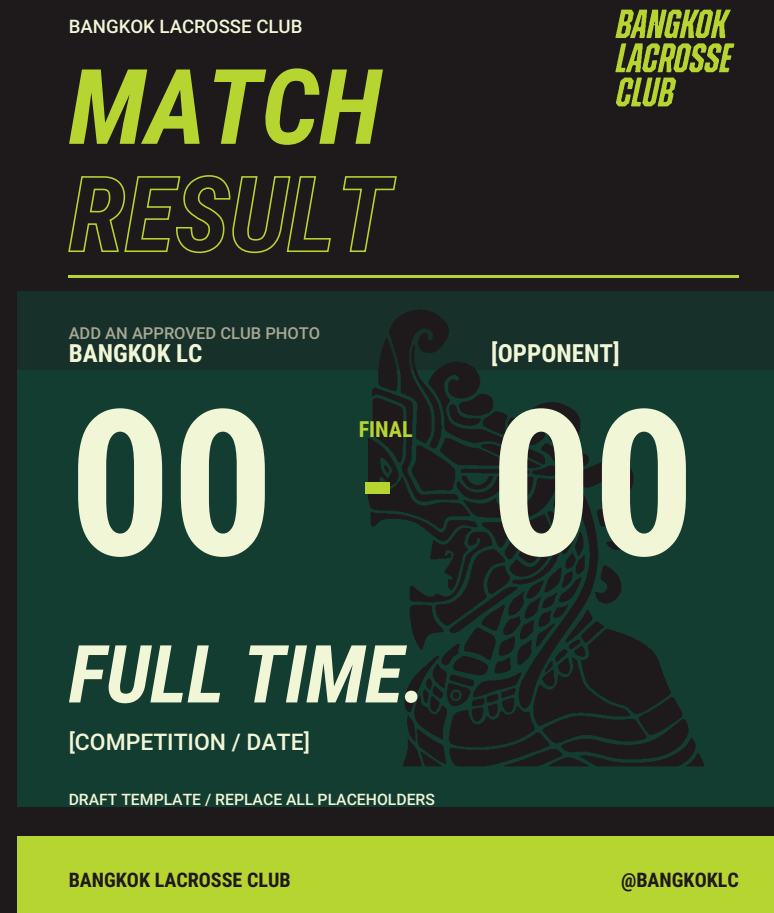
Make matchday unmistakable.

Use the same system for the fixture and the result so a match feels like one coherent story.



FIXTURE

Opponent, date, time, venue.
Confirm the fixture before posting.



RESULT

Correct team-to-score alignment.
Final status and competition context.

Before posting

Confirm the score and opponent spelling. Do not imply that a draft is a real result. Keep the competition / date in the caption as well as the artwork.

Editorial discipline

A win can be celebrated without insulting the opponent. Do not claim a championship, record or first without verifying the exact context.

An invitation should be clear.

Make joining or attending easier without inventing a schedule, price, age policy or equipment promise.



RECRUITMENT

A simple question, welcoming image and direct message call to action.



TRAINING

Only publish confirmed day, time, venue and participation details.

Use one action

For first contact, direct people to @bangkoklc. Replace that with a club-approved registration link only when one is confirmed.

No assumed policies

Do not promise free sessions, supplied gear, eligibility or a recurring venue unless the club has confirmed those details.

Let the people carry the story.

Keep the roster structured and the player feature personal, without changing the visual identity.

BANGKOK LACROSSE CLUB

THE

SQUAD

BANGKOK LACROSSE CLUB

[COMPETITION / DATE]

[00] [PLAYER NAME]

[00] [PLAYER NAME]

[00] [PLAYER NAME]

[00] [PLAYER NAME]

[00] [PLAYER NAME]

[00] [PLAYER NAME]

[00] [PLAYER NAME]

[00] [PLAYER NAME]

[00] [PLAYER NAME]

[00] [PLAYER NAME]

[00] [PLAYER NAME]

[00] [PLAYER NAME]

DRAFT TEMPLATE / CONFIRM NAMES AND NUMBERS

BANGKOK LACROSSE CLUB

@BANGKOKLC

ROSTER

Check names, numbers, event and squad selection before publication.

BANGKOK LACROSSE CLUB

PLAYER

SPOTLIGHT

BANGKOK LACROSSE CLUB

ADD AN APPROVED CLUB PHOTO

[PLAYER NAME]

[POSITION] / #[NUMBER]

DRAFT TEMPLATE / USE AN APPROVED PLAYER PHOTO

BANGKOK LACROSSE CLUB

@BANGKOKLC

SPOTLIGHT

Use the player's approved photo, name, position and information.

Give names space

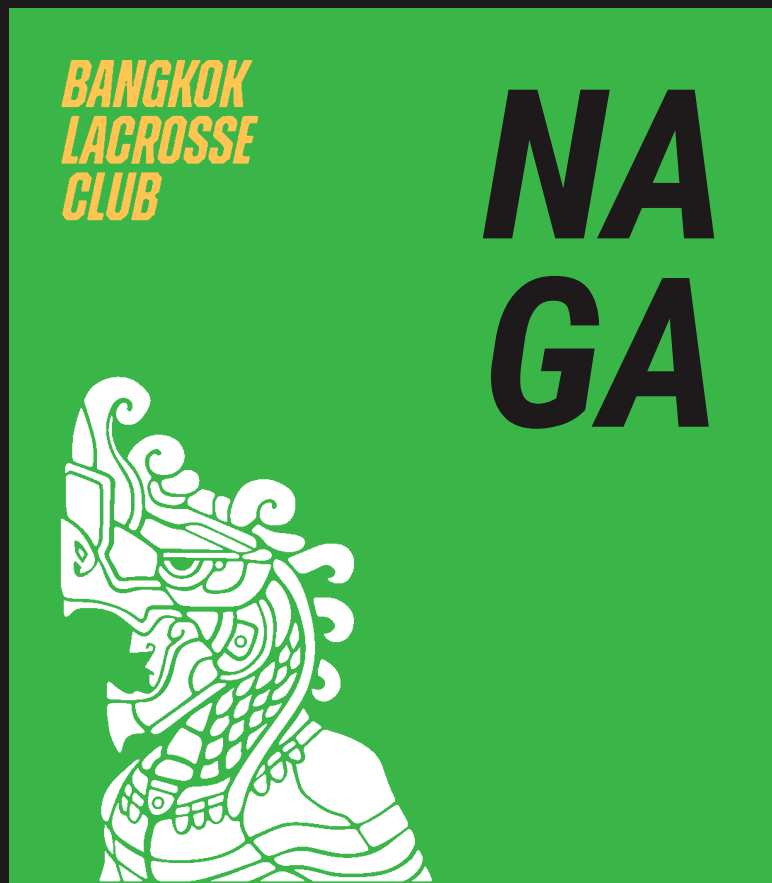
Keep names readable. Shorten the headline or use an approved short name rather than squeezing the entire layout.

Respect the person

Keep identity, biography and quotations accurate. Do not infer nationality, background or personal details from an image.

Use heritage as the accent.

The secondary palette brings variety without replacing the default lime-and-charcoal match system.



BANGKOK LACROSSE CLUB

@BANGKOKLC

NAGA POSTER

A character-led heritage treatment.
Keep essential small text high-contrast.

BANGKOK LACROSSE CLUB

CLUB
NEWS

BANGKOK
LACROSSE
CLUB

[HEADLINE]

[KEY DETAIL 1]

[KEY DETAIL 2]

[KEY DETAIL 3]

[CALL TO ACTION]

DRAFT TEMPLATE / REPLACE ALL PLACEHOLDERS



BANGKOK LACROSSE CLUB

@BANGKOKLC

CLUB NEWS

One headline and three key details.
Move long explanations to the caption.

Keep it distinct

Use green and gold intentionally for a heritage piece. Do not add both to an already busy lime competition layout.

Merchandise caution

The source-derived Naga and wordmark are working artwork. Obtain original vector masters and a supplier proof before making merchandise.

Sound like a teammate.

Confident, welcoming and specific. Competitive without empty hype or unsupported claims.

RESULT

Final: Bangkok LC [score] - [score] [opponent]. [One factual match highlight.] Thanks to [opponent] and everyone who came out.

Use a confirmed highlight; thank the opponent and community.

RECRUITMENT

Curious about lacrosse in Bangkok? Message @bangkoklc to ask about current sessions, participation requirements and what to bring.

Invite a conversation without promising unconfirmed access or equipment.

TRAINING

Next session: [day, date], [time] ICT at [venue]. [Confirmed joining instructions.] Message @bangkoklc for the latest details.

State the date and timezone; do not rely on an ambiguous "this Friday."

DO

Use the full club name on first mention. Bangkok LC is the compact editorial name. Keep captions factual and alt text descriptive.

AVOID

Unverified "first" or "best" claims, invented trophies, unsupported inclusion promises, excessive exclamation marks and unexplained jargon.

Make it usable. Then make it final.

The toolkit is ready for working design use; original masters and club approval remain the production handoff.

INCLUDED

Guidelines	This 16-page PDF and a plain-text working guide.
Artwork	12 source-traced SVGs and 12 native-size transparent PNGs.
Templates	8 designs, each in feed and story sizes: 16 editable SVGs.
Local studio	Edit text, upload a photo, export PNG or editable SVG.
Brand tokens	RGB / HEX JSON, CSS custom properties and a palette file.

PRODUCTION CHECK

For social: export at the supplied canvas size, keep key text legible on a phone and preview the in-app crop.

For print: obtain original vectors, agree the output profile with the supplier and approve a physical proof. No Pantone or fixed CMYK match is asserted.

For embroidery: request an approved simplified master and a stitch sample; do not auto-convert the detailed screenshot trace.

Before publishing: replace every placeholder; verify names, scores, dates, venue and permissions; then remove draft labels.

Sources and status: supplied screenshots of @bangkoklc; Google Fonts family pages for Roboto, Roboto Condensed and Noto Sans Thai; W3C WCAG 2.2 SC 1.4.3. Full links, asset status and usage notes are in README.md.