



# *coaching breakthrough*

---

Paul Rothwell  
Managing Director  
Podium 4 Sport Ltd

in association with



# Promotion

- Branding
- Website

# Branding

- Consistency
  - Logo
  - Colours
  - Kits
  - Website
  - Signage

# WWWwebsite

- Uses
- Updating
- Do's & don'ts
  - Branding
  - Colour mixes
  - Content
  - Fonts
  - Images

# Uses

- Significant means of communication
- Communicate 24/7
- Info for members
- Info for potential members (and parents)
- Expected of a 'professional' organisation
- Brand building
- Engage – with photo gallery, news, fixture lists
- Downloadable documents: rules, registration forms are always current
- 'proper' email addresses. e.g. [secretary@yourclub.com](mailto:secretary@yourclub.com)
- Has value for a sponsor – leave space for them

# Website Do's

- Branding – be consistent
- Content – keep it up to date
- Images – reduce for web
- Keep banners a reasonable size

# Website Don'ts

- Colour mixes – pretend it's a paper
- Fonts – sans serif **rather than serif**
- **No need to SHOUT**
- Or use **lots** of different **colours**
- Or underline words
- Or clutter the Homepage with huge images – or distort them



- Most often, light backgrounds with black text is easiest to read.
- Dark grey on white is a little softer
- Fonts: Ariel or Verdana are easiest on screen.
- Times New Roman isn't.

- Podium free website scheme
- Help and advice on our forums