



Musselburgh RFC

The Brand and Marketing Guidelines

2025 version



A photograph of a rugby scrum in progress. A player in a blue striped jersey is holding the ball, surrounded by players in green jerseys. The scene is set on a grassy field with a blurred background of spectators and stadium lights.

OVERVIEW

History, Values, Stakeholders, Ground and the Club Crest

History

Musselburgh Rugby Football Club has been the heart of the sport of Rugby Union in the town for over 100 years, forming originally as part of the Musselburgh Sports Club in 1921 before breaking away to become its own entity in the late 1930s.

The club has had success over the years in the Official Scottish Leagues, with two Third Division Championship wins in 1984/85 and 2014/15. The club has also been successful on the Sevens Circuit.

The club currently competes in the Premiership, the top flight of Scottish Club Rugby, winning promotion in 2019. Before this the club had competed in the top flight once, in 1987/88.



Values

The club values itself on its three core values:

INTEGRITY

Being proud of who we are and where we come from

RESPECT

Showing respect for all, including opponents, match officials and supporters

INCLUSION

Being a club for everyone to be a part of





The Players

At the heart of Musselburgh RFC are its players.

The club prides itself on players that want to play for the club for the sake of playing. As a fully amateur club, we are fully understanding of players needs and wants, and aim to make Stoneyhill the place to play rugby in East Lothian.

Our brand represents this with full focus on giving players the exposure deserved whilst understanding the commitments of the individuals.

We give full commitment to all our squads, from the Senior Men and Womens teams to our Mini and Youth sections.

The Supporters

A loyal support has always followed Musselburgh far and wide, mostly from the local community, but even with support from down south to Europe and as far out as Australia.

The club remains dedicated to supporting our followers from young to old.

Our supporters are also our key stakeholders, making the important decisions in the day to day running of the club





The Sponsors

MRFC relies on its sponsors for support and we are proud to have built up a strong network of businesses. In return, sponsors enjoy a range of benefits including:

- Branding on key MRFC merchandise including playing strips (junior and senior), training kit and leisure wear
- Individual player and match ball sponsorship
- Branding and exposure around the club including pitch side, the clubhouse and the match day programme
- Match day sponsorship packages, including private dining and bar options
- Regular networking opportunities with other sponsors at MRFC matches
- Access to Scotland international match tickets

Please contact Blair Stewart for prices and more details



The Ground

Stoneyhill has been the home of Musselburgh RFC since 1951.

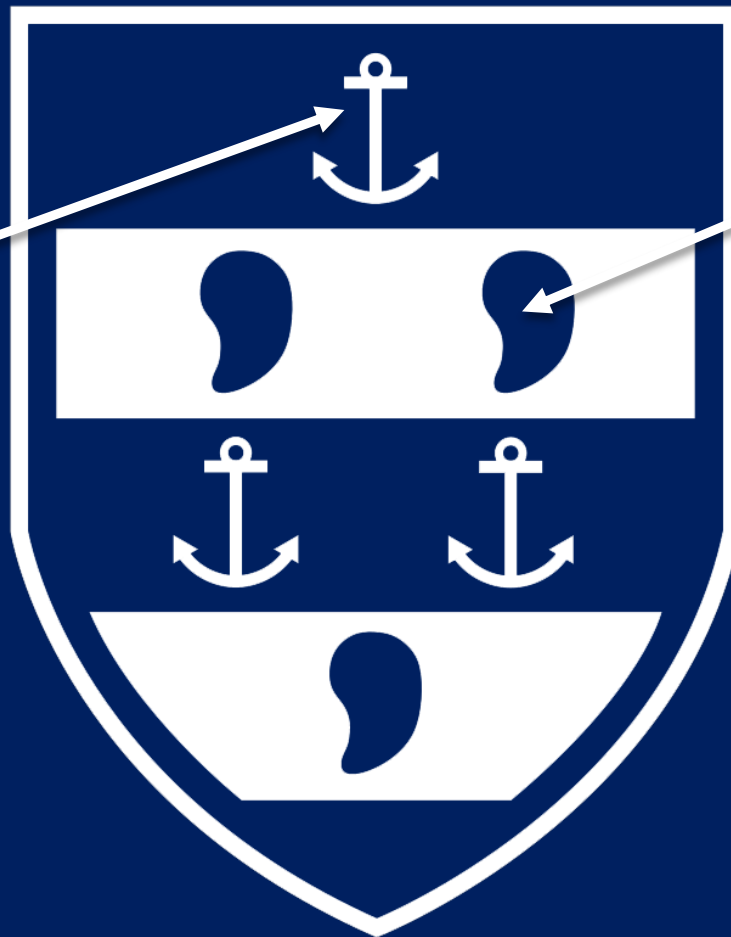
Before this, games were played at Shirehaugh, formally a rugby pitch and now the practice course at Monktonhall, home of Musselburgh Golf Club.

Games are also played at Pinkie Playing Fields, normally the home of the 2XV team, found on the other side of Musselburgh.

Stoneyhill is simply referenced by its name and no other alternative.

The Club Crest

The badge of Musselburgh RFC was adopted from the town crest, including the items that the town was most known for.



The Anchor

Representing the town's rich heritage in fishing

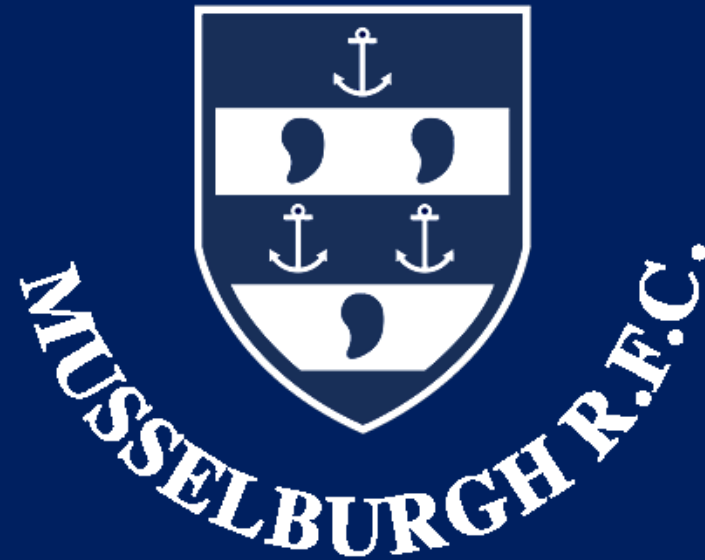
Mussels

Keeping with the fishing heritage and the namesake of the town

Variations of the Crest



Our badge with a defined white border, signaling the strength in the town.



An identity attached to the badge, used on all apparel and official documents.

Any use of the badge in any format must be approved by the MRFC Board

The Musselburgh RFC Tartan

The club tartan was officially launched in 2021 to coincide with the club's centenary year.

The commemorative tartan is a relatively simple design, incorporating our club colours and paying homage to our Butcher's Apron.

The tartan is only to be woven by a supplier commissioned by Musselburgh RFC.





MARKETING

Font Type, Colours, Social Channels and Copy,
Imagery and Hashtags

Colours

Musselburgh fonda itself with three colours.

The primary colours of Navy and White represent the butcher's apron which the club has adorned as it's jersey since 1921.

Traditionally, the alternative colour has been red, which when played in can be used.

We do not use alternative colours such as yellow, green or pink unless used for such occasions e.g. Rainbow Laces, Events held at the Club or any other special event.

Blue



Hex: 012466

R: 1 G: 36 B: 102

White



Hex: ffffff

R: 255 G: 255 B: 255

Red



Hex: fb323c

R: 251 G: 50 B: 60

The Musselburgh RFC Kit



As per the constitution of Musselburgh RFC, the colours of the kit shall be Navy Blue and White hooped jerseys, Blue shorts and Red socks. The Alternative Shirt consists of red.

The Women's rugby team jersey may also have a Red stripe incorporated into the Navy Blue and White hoops.

Any new or alternative use of the kit in any format must be approved by the MRFC Board.

Font Type

Musselburgh use Myriad Pro as it's main font type on it's social graphics and website copy.

Myriad Pro – Bold Font used for titles

Myriad Pro – Semibold use for smaller headings

Myriad Pro – Regular used for descriptions and long documents

The Stripes

For the 2024/25 Season, the club distinguishes it's different sections of the club via "The Stripes", located at the bottom of graphics on it's social channels and posters

Womens Section



Men's and General
Club



Youth and Mini
Section



Social Channels

The club's official channels are:

Website – www.musselburghrfc.com

Facebook - @MusselburghRugby

Twitter/X - @MusselburghRFC

Instagram - @musselburghrfc

LinkedIn - @musselburghrfc

YouTube - @MusselburghRFC

TikTok - @musselburghrfc

Threads - @musselburghrfc

Bluesky - @musselburghrfc

All logins are kept by Calum Johnston. Any new channels created or using Musselburgh RFC imagery must be approved also by Calum Johnston



Social Copy

We keep to our values when addressing match play, commercial activation or internal stories.

Our copy resonates this, with loud and pride language towards our teams regardless of result or situation.

We never:

- Slander or make fun of our opponents or other clubs
- Use foul language or slurs
- Falsely advertise events at the club

Any copy referencing those under the age of 18 shall meet the standards referenced in our Safeguarding Documents and Guidelines.

All copy should be kept consistent. More information on correct social copy can be found from Calum Johnston.



Imagery

Imagery is a key selling point in our marketing.

The club does not have dedicated photographers, however volunteers allow us to use their photos for promotional material.

The photos we never use

- Out of focus/blurry
- Promotion of hate
- Action shots showing illegal moves
 - High tackles, fighting etc

As per our Safeguarding policy, we cannot take or publish photos of U18 players without the written consent of a parent or guardian.





Match Footage

As part of Scottish Rugby requirements, all league and cup matches must be filmed.

All teams in the league only have a requirement to film their home matches, with the respective home team filming their match when playing away.

Musselburgh can provide match highlights through their own social media channels. This was mainly done in 2019-2022. Alternatively, Scottish Rugby post their own highlights which we can use.

The Hashtag

#BackingBurgh

This hashtag is used with every match and rugby related posts.

Not to be used in memoriam posts or with events not relating to rugby

Other Hashtags

#MRFCRugby#MonTheBurgh

#MRFCYouthRugb

Only to be used when
referencing Youth Rugby section

Contacts

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musselburghrfc.com



Imagery used courtesy of
John Durham and Callum Huntington