

SPORTNB



BRAND IDENTITY GUIDE V.01

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OVERVIEW

This Brand Identity Guide was developed to provide the foundation for consistent application of the Sport NB brand across all media including, web, promotions, and advertising. Consistently expressing the Sport NB visual identity builds a strong brand awareness.

Why is it important to build a strong, appropriate and consistent Sport NB brand?

- To gain greater recognition and respect for Sport NB, and to ensure that Sport NB receives credit for all its actions and activities.
- To increase perception of Sport NB as an organization that supports and promotes excellence in athletics.
- To build greater public awareness of and respect for sport within the province.
- To attract new members.
- To retain current members.
- To gain greater financial support for the organization.

Please follow these guidelines for the most effective expression of the Sport NB brand.

01 INTRODUCTION

THE SPORT NB LOGO

The Sport NB logo is made up of both an iconic symbol and the Sport NB type [fig. a]. The logo should never appear without the icon in any instance. The icon however can be used independently [see page 10]. These two elements should appear as shown here in all materials including the web site and marketing collateral. The logo should never be recreated or altered.

The logo may be used with or without the tag line depending upon the desired message. The tag line must always appear in both French and English in the configuration as shown [fig. b].



[fig. a]



[fig. b]

LOGO PROPORTIONS

The Sport NB logo has been developed as a balanced whole and at no time may the shape, configuration, or proportions be altered. The correct proportions are shown here. Consistent use of the logo helps maintain the integrity of the brand and ensures greater brand recognition [fig. c].

CLEAR SPACE

To preserve the integrity of the logo and ensure maximum impact in environments where it appears with other elements, clear space must be maintained on all sides of the logo. The minimum clear space required is relative to the size of the logo. It is equal to the T-height of the Sport NB type as indicated [fig. d].

MINIMUM SIZE

When the logo is reduced there is a point at which it becomes ineffective and illegible. By establishing a minimum size for the logo it is ensured the logo is always prominent and readable. The Sport NB logo should never be reproduced smaller than 1.5 inches across [fig. e].



[fig. c]



[fig. d]



[fig.e]

02 BRAND USAGE

COLOR SPECIFICATIONS

The Sport NB logo utilizes two spot colors: red and blue. This full-color version is the preferred usage for all printed materials or promotional items. *Pantone Matching System* colors are specified here for those purposes. When 4-color offset printing is used for printed materials, the logo may be reproduced in the 4-color equivalents of the Pantone colors. RGB values are provided for on screen usage [fig. f].

In some instances, when printing on uncoated stock, *Pantone Process Blue* may replace PMS 7468C.

BLACK OR WHITE LOGO

When using the two spot colors, or their 4-color equivalents, is not an option on printed materials, a black or white version of the logo may be used. For example, black may be used in 1-color applications such as newspaper advertisements [fig. g+h].



Sport NB Red
Pantone 7427 C
C:7 M:100 Y:67 K:31
R:150 G:23 B:46



Sport NB Blue
Pantone 7468 C
C:94 M:16 Y:7 K:28
R:0 G:117 B:154

[fig. f]



[fig. g]



[fig. h]

BACKGROUND CONTROL

To maintain the legibility of the logo and brand integrity there always must be sufficient contrast between the logo and the background on which it appears. The Sport NB logo may be printed on a color, patterned, or photographic background if there is adequate contrast with the logo. Shown here are examples of acceptable and unacceptable usage of the logo on various backgrounds.



Background color must always provide sufficient contrast with logo colors.



The logo type must reverse to white on mid-tone or black backgrounds.



Photographic or patterned backgrounds must not be overly complex. If so, the black or white logo may be used.



IMPROPER LOGO USAGE

The Sport NB logo has been carefully designed to reflect the brand personality of Sport NB and it should always appear in its original form with sufficient clear space surrounding it. To ensure the impact and preserve the integrity of the logo, any deviation from the established standard usage is prohibited. The following examples show improper usage of the Sport NB logo.



Do not scale the logo un-proportionately.



Do not replace the icon.



Do not incorporate another shape with the logo.



Do not alter the colors of the logo.



Do not alter the typography of the logo.

TYPEFACE

Typography is an important element of the brand identity system. Use of a consistent typeface across communication pieces adds another element that defines the Sport NB look. In addition to the Sport NB logo and color, the consistent use of typography adds unity to all communications. Typography reinforces the identity by giving the collateral a clean, consistent, approachable and professional appearance.

The typeface family that should be used for all Sport NB communication materials, including stationery, business cards, forms, membership cards and signage is called Avenir. Avenir is available for both PC and MAC platforms. Please use the following recommended fonts for all external and internal communications.

Avenir 35 Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 35 Light Oblique

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 55 Roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 55 Oblique

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 85 Heavy

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 85 Heavy Oblique

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ICON

The Sport NB logo icon can be used as a graphic treatment to enhance the design as well as reinforce the brand. It may be used in its entirety or cropped as illustrated [fig. i]. If the icon is used as a watermark on a white, or same color background, 10-15% saturation of the color is acceptable [fig. i+j]. If the colored icon is used on a white background the configuration of colors, as used in the logo, must be respected [fig. k].

IMAGERY

The choice of imagery in representing Sport NB should be fun, contemporary and real. Meaning that the best way to represent the organization is to use photography that is true to its member associations in look and feel. Choose real people rather than cliches of what a "athletes" looks like. Choose environments that reflect real-world situations.

There are two alternatives for image treatment. They can incorporate the multiple grid of rounded corner squares [fig. l]. This treatment should only be applied to one focal image per page. Or the entire image can be framed by one rounded corner box [fig. m].

Where appropriate the image can be treated to reflect one of the two brand colors as well as cropped in an interesting way [fig. n].



[fig. i]



[fig. j]



[fig. k]



[fig. l]



[fig. m]



[fig. n]

CONCLUSION

An organizations visual identity reflects not only its style and character but also its vision, strengths and values. The graphic identity also conveys a sense of pride and commitment to a common mission.

The guidelines provided in this manual will help everyone use the logo properly and maintain the established look and feel of the Sport NB brand. When everyone is on the same page the identity will become stronger, more cohesive and more effective.

Of course no guide can cover every possible scenario, so if you have questions regarding logo usage or brand consistency, please contact Sport NB directly:

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05 THE BIG PICTURE