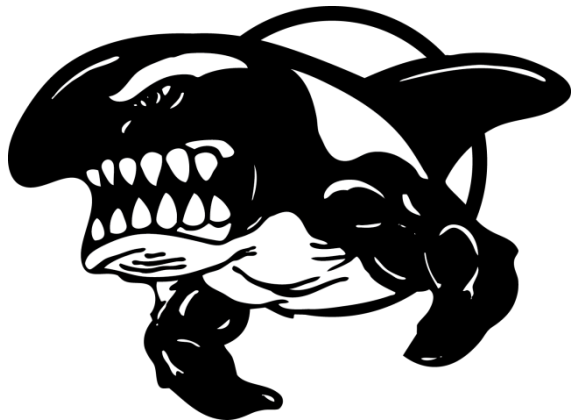


# LETHBRIDGE ORCAS



## LETHBRIDGE ORCAS SUMMER SWIM CLUB BRANDING STANDARDS AND GUIDELINES

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# **INTRODUCTION**

## **Why We Need A Visual Identity And Graphic Standards**

What is a visual identity? It's much more than just a logo. It's a system and standard of visual information that guides every touch point with the Lethbridge Orcas brand with consistency and meaning. It guides thoughtful and consistent presentation that will increase recognition, understanding and communication about who we are.

The Lethbridge Orcas has a strong and distinctive history in Southern Alberta and the Alberta Summer Swimming Association. In order to continuously strengthen our unique identity and build our reputation, it is important for the swim club to present a differentiated and relevant brand and a compelling and consistent visual identity. This manual is a guideline for anyone involved with the club so that we can maintain a constant visual identity and manage the umbrella brand for the swim club as a whole.

With the application of our brand and logo standards, we have better control over our identity and the image we want to project. There is one look, one voice – a common element that runs through all of our materials no matter what format, size or colour. The Lethbridge Orcas logos and brand provide that uniformity.

There is uniformity to where the Lethbridge Orcas logo appears, its colours and the typography used. These standards offer a flexible framework to design within and yet, deliver a consistency that is unmistakably recognized as belonging to the Lethbridge Orcas Summer Swim Club.

The Lethbridge Orcas Graphic Standards Manual addresses the major issues of communication applications, but cannot possibly address every design situation that may arise. These standards do, however, establish an overall groundwork for design execution and strategy.

# IDENTITY ELEMENTS

## Logo Options – Main Graphics

Our mascot logo is the most recognized symbol of the club. The mascot logo is also designed with a wordmark and can be an option when distinguishing the club’s name is necessary. The alternate “L-0” logo should rarely be used by itself and should normally be used to supplement one of the main logo or wordmark options. A silver border should be used on a graphic that is placed against a dark background.

Each graphic is available for download at [www.lethbridgeorcas.com/branding](http://www.lethbridgeorcas.com/branding) (See Page 8).



Mascot Graphic (Silver Border)



Mascot Graphic (No Border)



Mascot + ORCAS Graphic



LO Graphic (Black Border)



LO Graphic (Silver Border)

# IDENTITY ELEMENTS

## Logo Options - Wordmarks

The Lethbridge Orcas wordmarks are unique typographic treatment of the club name. Do not attempt to recreate the wordmark or any part thereof through typesetting. Wordmarks are downloaded and used as image files. The wordmark can be combined with the any of the logo graphics. in most instances; the elements can be separated or the wordmark can appear alone in complex or busy designs. There is one customizable heading option and it is available for download in a Microsoft Powerpoint format. See Page 8 for instructions.

Wordmarks can be downloaded at [www.lethbridgeorcas.com/branding](http://www.lethbridgeorcas.com/branding)

**LETHBRIDGE ORCAS**

**LETHBRIDGE  
ORCAS**

**LETHBRIDGE ORCAS  
SUMMER SWIM CLUB**



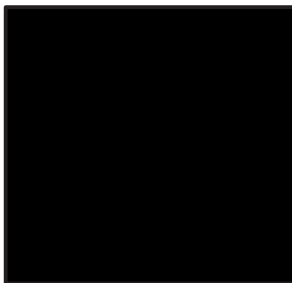
**LETHBRIDGE ORCAS  
CUSTOM SUB-HEADING**

# COLOUR PALETTE

The colour palette used by Lethbridge Orcas is based on the print industry standard, the PANTONE MATCHING SYSTEM. The Lethbridge Orcas colours are PANTONE BLACK, WHITE, SILVER (421) and GOLD (1235). When limited by technical or budgetary constraints, these colours may also be reproduced in CMYK, or process colour.

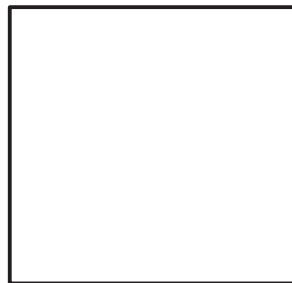
When using silk-screening, vinyl applications or other non- offset reproduction methods, colour must be matched as closely as possible to the Pantone standards. Please note, the same ink colour might appear slightly different depending on the paper stock selected. Coated and uncoated stocks reflect colours differently as well as different paper finishes and paper colours. The colour you see on your monitor or from colour laser outputs should not be used for visual matching.

## OFFICIAL COLOURS



### BLACK

PMS BLACK  
Hex: #000000  
RGB: 0, 0, 0  
EMB: Polyneon 1800



### WHITE

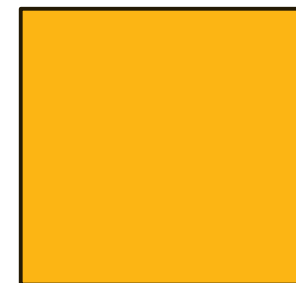
PMS WHITE  
Hex: #FFFFFF  
RGB: 255, 255, 255  
EMB: Polyneon 1801

## ACCENT COLOURS



### SILVER

PMS 421  
EMB: Polyneon 1811



### GOLD

PMS 1235  
EMB: Polyneon

# TYPOGRAPHY

The primary headline fonts are Pulp Fiction M54 and Impact. Do not use shortcuts for bold, italic, or other variations of the font. The minimum size for any typeface is 11 point.

The secondary font, Calibri, is a more traditional typeface. It is best used in articles and other long copy documents.

Use these guidelines to determine typeface selection in Lethbridge Orcas Print Media:

## Headline

Use Pulp Fiction M54 and Impact. When colour is used, use Grey PMS 430 or a Gold colour when the font is against a dark background.

## Body Copy

Use Calibri in upper and lower case. The body copy should be black, white or silver depending on the background. Type should not be any smaller than 11 point to ensure legibility.

## Sample Copy:

### **ORCA CUP 2013**

Four countries will compete to win the famous Orca Cup. The Chile Dogs were the inaugural champions in 2009. Who will be crowned champions in 2013?

Attendance is a major factor... be there to find out!

GO **ORCRS!**

Fonts can be downloaded at [www.dafont.com](http://www.dafont.com)

(Download Instructions are on Page 9)

## Primary Typefaces:

### Pulp Fiction M54:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

### Impact:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

## Secondary Typefaces:

### Calibri:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Calibri Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Calibri Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Additional Typeface:

(Only to be used as a supplement/complement to the primary and secondary typefaces or to specifically stylize "Lethbridge Orcas" font.)

### CM Shark Week:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

# INCORRECT USE OF A LOGO

(Applicable for any graphic or wordmark)



*Do not rotate or vertically align a logo.*



Do not change the colours in a logo.



Do not distort or alter the proportion of a logo.



*Do not use portions of a logo.*



Do not alter or redraw a logo.



Do not apply a logo to a colour background with insufficient contrast.



Do not change a logo configuration.

# DOWNLOADING INSTRUCTIONS

The Lethbridge Orcas images, wordmarks and templates are readily available at [www.lethbridgeorcas.com/branding](http://www.lethbridgeorcas.com/branding). In order to download and position the logo and images, follow the instructions below.

## Downloading a Logo or Image

- Click on the desired graphic or wordmark, logo or image.
- When the image pops up in a new screen, right-click on the image and select “Save As”
- Select the file folder in which you’d like to save the image.

## Inserting a Logo or Image

- Start up Microsoft Word or PowerPoint.
- Open the required document.
- Go to the Insert menu.
- Select Picture > From File.
- Navigate through the file folders and select the picture you’d like to insert.

## Resizing the Logo or Image (Word and PowerPoint)

- Click on the picture to select it.
- Move the cursor over the bottom right corner.
- The cursor will change to an arrow.
- Click and hold down the button and resize the photo to the size you’d like.
- Do not distort the image when resizing. If you hold the SHIFT button while resizing an image, it will maintain its proportions.

## Downloading Fonts

- Follow these link for instructions:
  - Windows:  
<http://www.dafont.com/faq.php#win>
  - Mac OS:  
<http://www.dafont.com/faq.php#mac>
  - The fonts typically necessary to download are:  
**Pulp Fiction M54** and **CM Shark Week**

## Moving the Logo or Image (Word)

- Click on the picture.
- The picture toolbar appears on your screen.
- Click on the Text Wrapping icon (with the dog) to choose appropriate wrapping.
- Click on the picture and drag and drop it to where you prefer. Certain wrapping options such as “In Front of Text” need to be selected in order to properly drag and drop.
- Using the “Align” function in the Drawing Tools toolbar is very useful.

## Heading Template

- A customizable heading template is available for download and is in a Microsoft Powerpoint format.
- Change the text in the sub-heading only and maintain the Pulp Fiction M54 font.
- Resize the sub-heading as necessary to fit the width of the main “Lethbridge Orcas” heading.
- Without moving anything, select the logo, the main heading and the sub-heading
- Right Click on the images when they are all selected and select “Save As Picture”
- To maintain a transparent background, be sure to select a PNG file format when saving
- This image can now be inserted into another document