

BRAND GUIDE



LOGOS

PRIMARY AND SECONDARY

Primary Logo



Secondary Logo



Wordmark

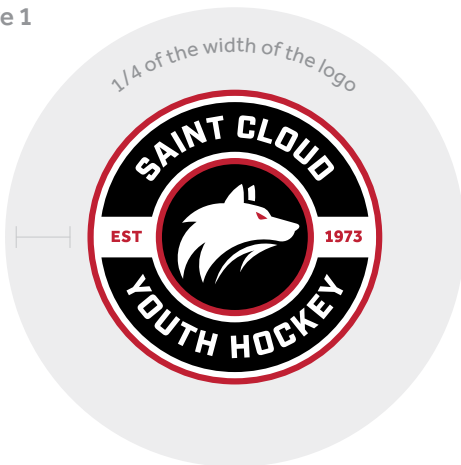
SAINT CLOUD
YOUTH HOCKEY

LOGO PROPERTIES

ISOLATION AREA

The area indicated around the identity in Figure 1 is known as the isolation area. To ensure the clarity of the identity, this area should be kept free of any type, imagery or graphic elements. The isolation area is equal to 1/4 of the width of the logo.

Figure 1



IDENTITY SIZE

To ensure optimum definition of the identity in reproduction, the logos should not be reproduced smaller than the minimum size which is 1" (Figure 2).

Original artwork should always be used to reproduce the identity.

Figure 2



COLOR REPRODUCTION OF THE LOGO

The primary, secondary logo and workmark should be reproduced in the corporate colors on a white background, as in Figure 3.

The primary logo can be reproduced on Pantone 200 and black backgrounds (Figure 4).

When displayed on Pantone 200 or black backgrounds, the reverse secondary logo and wordmark files should be used (Figure 5). When there is no option to use the full color version of the primary logo, use the “reverse” file.

Figure 3



Figure 4



Figure 5



LOGO DON'TS

Preserve the integrity of our brand. Original logo files are provided in multiple formats for multiple uses – do NOT create new versions. Below are examples of what NOT to do.



Do not rotate the logo.



Do not scale the logo disproportionately.



Do not place the logo on top of an image.



Do not change the color of the logo.

CORPORATE COLORS

There are two institutional colors: Pantone 200 and black. The colors are shown on the right.

In print applications, the institutional colors should be reproduced using the Pantone Matching System™. Pantone™ references are given against each appropriate color.

For the four-color process, the specifications shown on the right should be used. For web sites or screen graphics, the Hex colors given should be matched.

Pantone is a registered trademark.

The colors in this guideline are not an exact match. Always match to written specifications.

Pantone 200



Four-color process:
C: 16 M: 100 Y: 87 K: 7

Screen colors:
R: 11 G: 50 B: 84
Hex: C10230

Black



Four-color process:
C: 0 M: 0 Y: 0 K: 100

Screen colors:
R: 0 G: 0 B: 0
Hex: 000000

TYPOGRAPHY

Industry and Effra are the institutional fonts for Saint Cloud Youth Hockey Association.

Industry Black should be used for all headings and subheadings. It should always be all caps and never lowercase. Effra is used as the body copy. Italic versions of the Effra can also be used. The bold version can be used as an accent in the body copy. These fonts should be used in all Saint Cloud Youth Hockey Association communications to project a consistent image. This includes promotional material, advertising and all printed collateral.

Industry Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Effra Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Effra Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Effra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Effra Bold Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

