GRANDE PRAIRIE REGIONAL
SPORT CONNECTION
YOUR LINK TO ALL THINGS SPORT

Visual Brand Guide

Created By

nine10 Incorporated

Contents

About This Guide

What is this guide?

This guide provides the rules for how to represent our brand in all of our marketing, advertising, and client communications.

What is a brand?

A brand, at its simplest, is how an organization shows up dressed for work. It is the "look and feel" of an organization; all of the visual parts that make it distinct and memorable to clients, employees, and the general public. The brand covers many areas, from the logo and colour scheme, to the design of the letterhead and advertising.

A brand, when used properly, helps an organization form a strong first impression. It provides a way for clients, employees, and the public to identify with the organization and develop familiarity and trust with it. It can also be a great source of pride and an indicator of the strength of an organization.

The Importance of Consistency

For a brand to deliver the benefits it promises, it must be used consistently. When there are no set standards for the design of stationery, logos and marketing materials, all of the advantages of a strong visual identity fade away – diluting the message, confusing the public, and potentially damaging our reputation.

How To Use This Guide

The purpose of this guide is to set the standards for our visual identity and to educate staff and vendors on how to properly represent our brand in any visual medium we are working in.

In addition to the guide, there is a full set of working templates in digital formats which should be used for future needs. Please contact nine10 for assistance with and access to these templates.

Getting Help

You will find contact information on the back cover of this guide for questions, approvals, and technical support with the templates or the guide itself.

Deviating From This Guide

We ask that you follow the rules set forth in this guide when creating any visual materials for our company.

Any deviations from the rules presented in this guide must be authorized in writing.
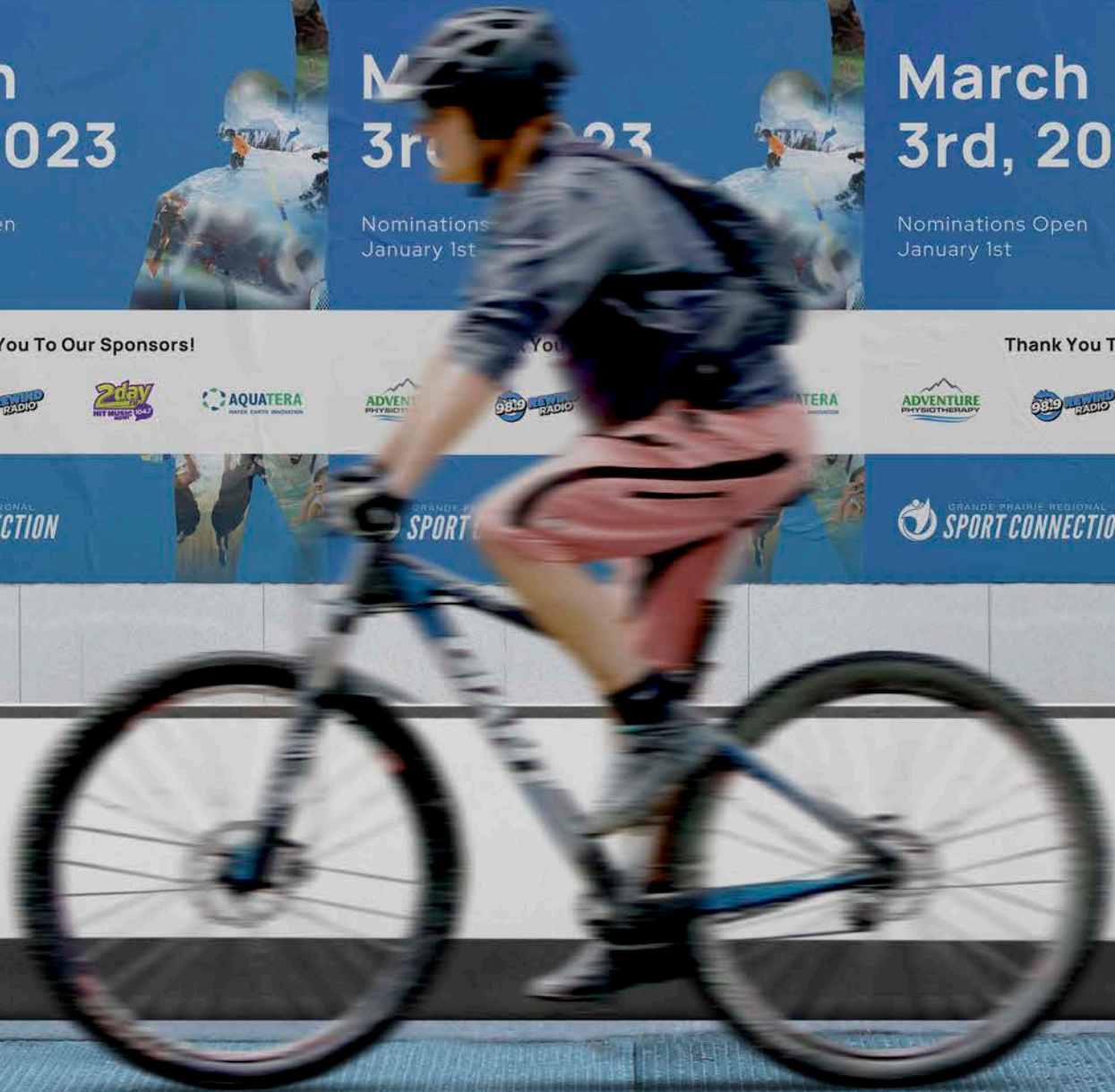
Logo Versions & Usage

Main Logo

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black–only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black–only printing.

Full Colour - Light Backgrounds

Logo Colour Versions

REVERSED - DARK BACKGROUNDS	GRAYSCALE

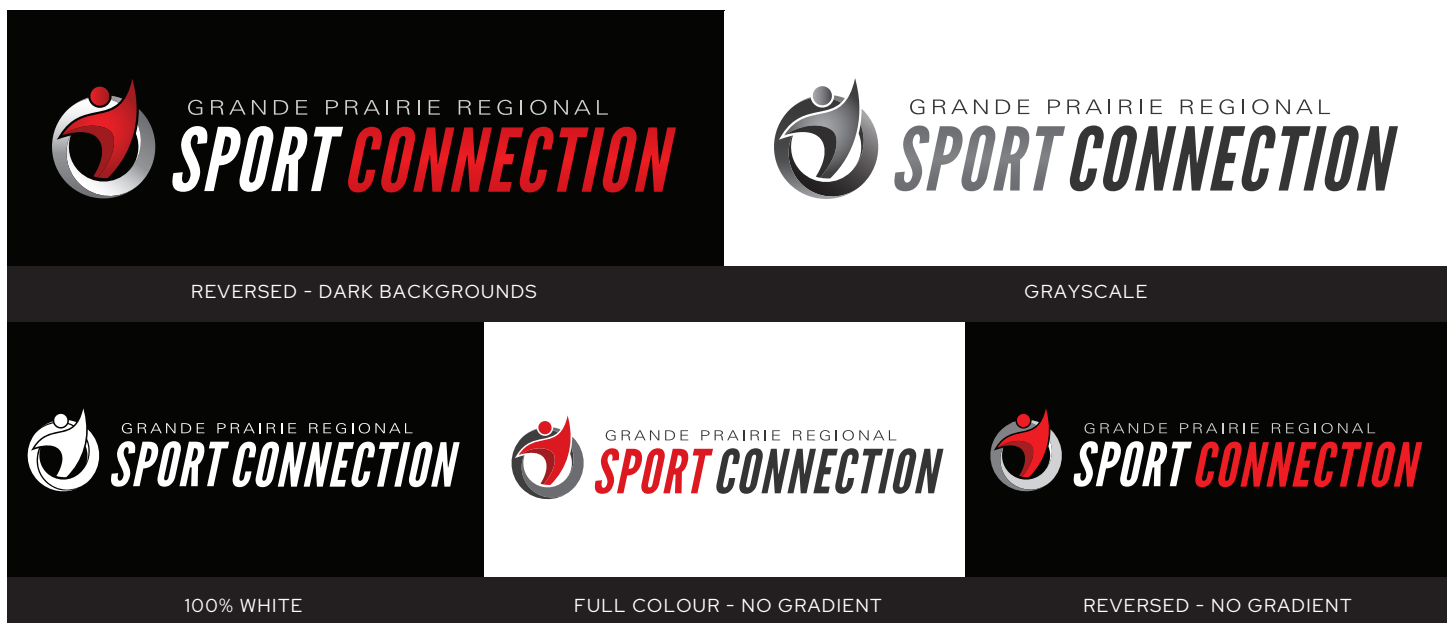| 100% WHITE	FULL COLOUR - NO GRADIENT	REVERSED - NO GRADIENT

Stacked Logo

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials. Only use the alternate logo in the event that the main logo will not fit correctly.

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Full Colour - Light Backgrounds

Logo Colour Versions

REVERSED - DARK BACKGROUNDS

GRAYSCALE

100% WHITE

FULL COLOUR - NO GRADIENT

REVERSED - NO GRADIENT

Isolated Icon

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials. Only use the alternate logo in the event that the main logo will not fit correctly.
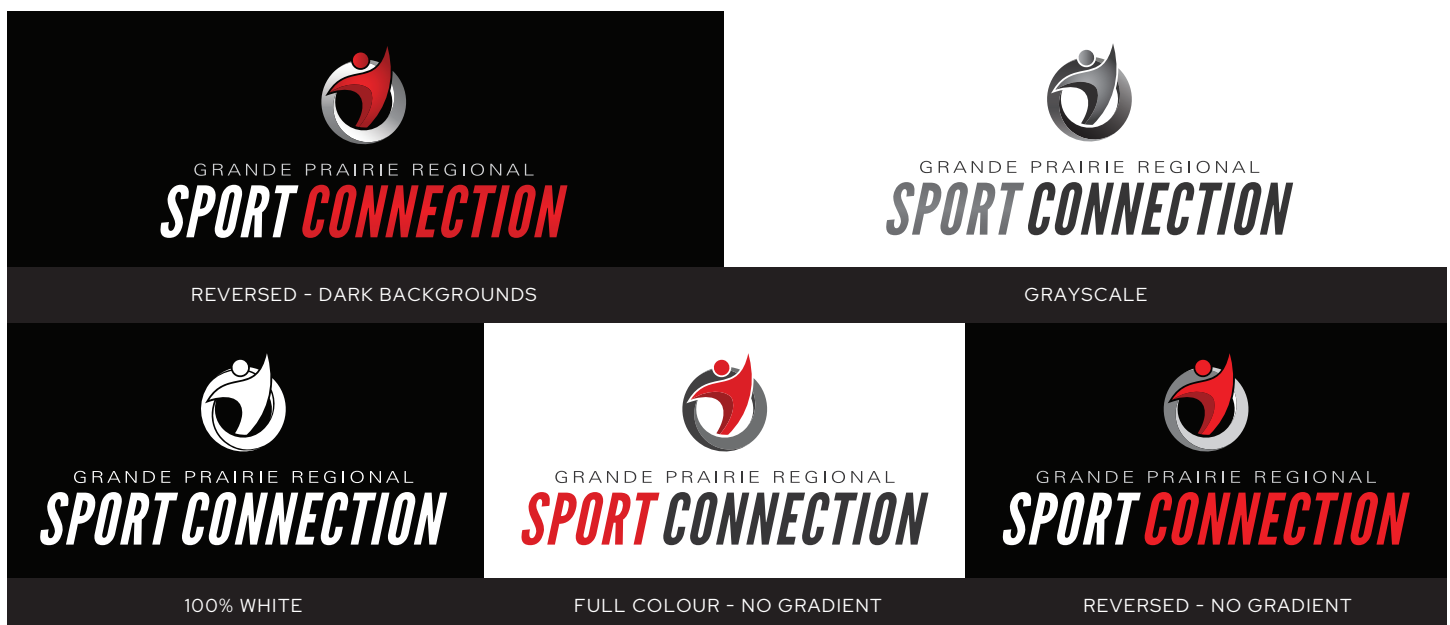
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Full Colour - Light Backgrounds

Logo Colour Versions

REVERSED - DARK BACKGROUNDS

GRAYSCALE

100% WHITE

FULL COLOUR - NO GRADIENT

REVERSED - NO GRADIENT

Main Logo with Tagline

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Full Colour - Light Backgrounds

Logo Colour Versions

100% WHITE

REVERSED - DARK BACKGROUNDS
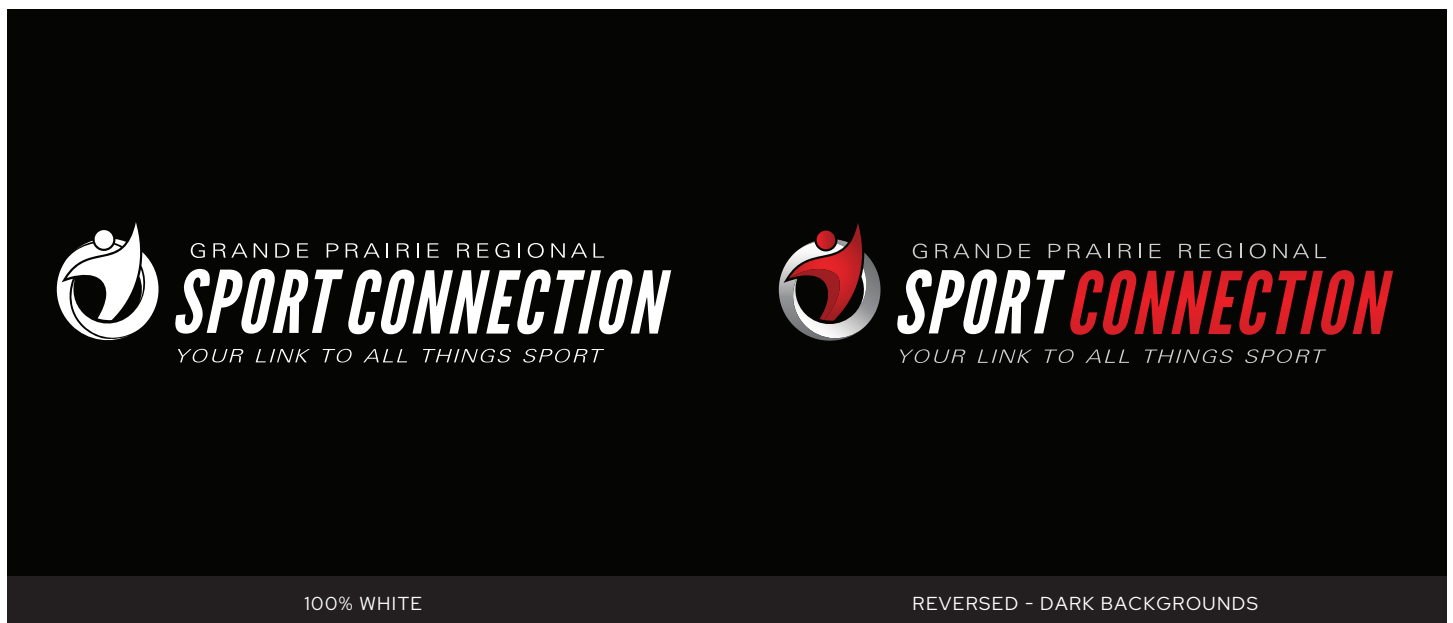
Stacked Logo with Tagline

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials. Only use the alternate logo in the event that the main logo will not fit correctly.
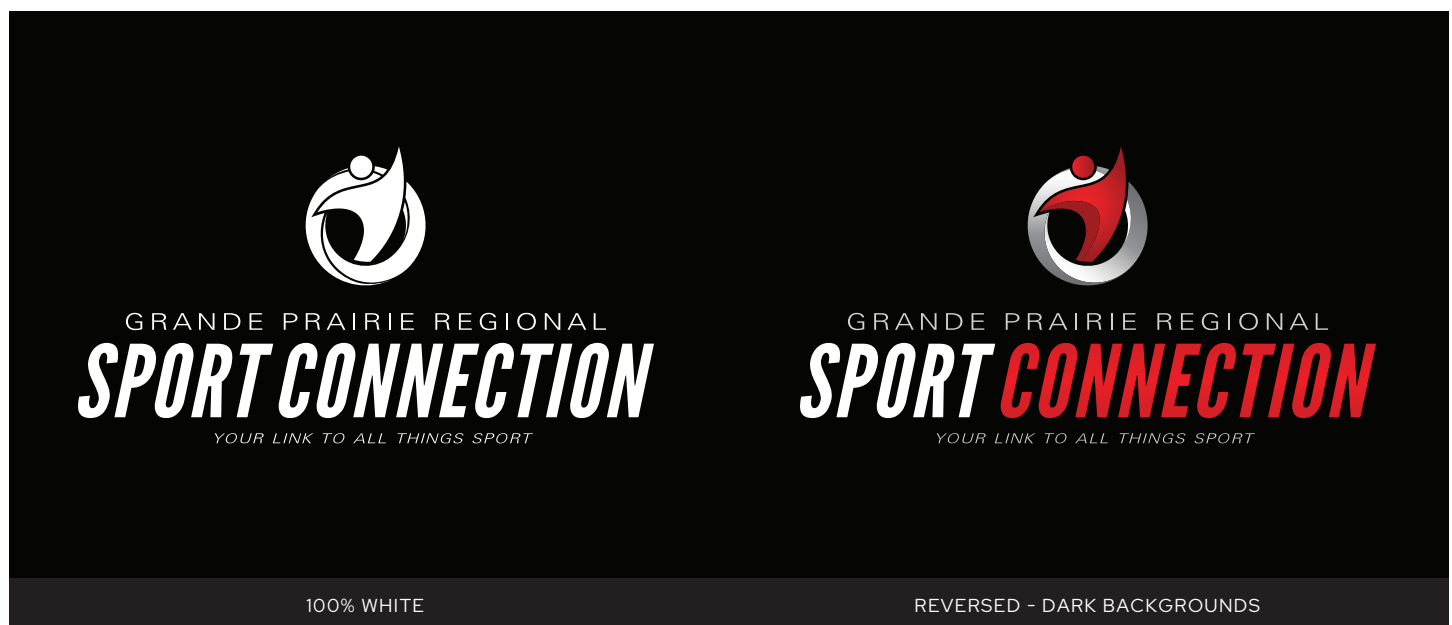
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Full Colour - Light Backgrounds

Logo Colour Versions

100% WHITE

REVERSED - DARK BACKGROUNDS

Wordmark Only Logo

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Full Colour - Light Backgrounds

Logo Colour Versions

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SPORT CONNECTION

REVERSED - DARK BACKGROUNDS

GRANDE PRAIRIE REGIONAL
SPORT CONNECTION

GRAYSCALE

GRANDE PRAIRIE REGIONAL
SPORT CONNECTION

100% WHITE

GRANDE PRAIRIE REGIONAL
SPORT CONNECTION

FULL COLOUR - NO GRADIENT

GRANDE PRAIRIE REGIONAL
SPORT CONNECTION

REVERSED - NO GRADIENT
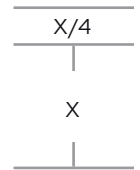
Fitting, Sizing, Spacing

Fitting & Spacing

To ensure legibility always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark.

The clear space around the logo should be 1/4 the total height of the logo. Measure the height of the logo then divide that number by 4. Then use a square sized to that exact measurement to ensure the correct clear space around the logo. (X = the total height of the logo)

Sizing

The logo should never be displayed smaller than 0.35" high in print, and no smaller than 35 pixels high when displayed at 72 dpi on the web.

The only situations where the logo may be reproduced at a smaller size is when there is no way to physically fit the logo at the minimum size on the object being produced, such as a pencil; however, for all print and web applications where room is adequate, the logo must be the minimum size or larger. Please ask for approval if your design requires the use of a smaller logo.

0.35"
0.899 cm

Proper Logo Usage

How To Use Our Logo

The logo should be used exactly as provided in the logo file set. Do not alter, stretch, squish, or try to recreate the logo. The following examples illustrate common mistakes to avoid.

A Note About Backgrounds

Please be sure to use the appropriate logo for the background that it will be placed on. For grayscale applications, please use the black or white version of the logo. DO NOT print the colour logo as grayscale – use the black version instead. Using the right colour of logo on the right background is important to maintain the legibility of the design.

CORRECT USEAGE

| DO NOT STRETCH | DO NOT SQUISH | DO NOT ROTATE | DO NOT RECOLOUR |

| DO NOT ADD/MODIFY GRADIENTS | DO NOT CHANGE FONTS | DO NOT MODIFY | DO NOT ADD SHADOWS |

Logo File Formats

File Format Chart

The following chart shows which format is best for a given situation. If you are producing materials professionally, it is recommended to provide your vendor with the full set of files regardless.

For everyday use the primary file formats that will be used are the .PNG & .JPEG files. Always use the ideal format when possible. Only use the alternate format if required.

	.AI	.EPS	.PDF	.JPG	.PNG	.SVG
Adobe Creative Suite	●	○				
Professional Printing & Signage	○	●	○			
Working with Professional Designer	○	●	○			
Print Advertising	●	○				
Merchandise		●				
Social Media				○	●	
Microsoft Word				○	●	
Microsoft PowerPoint					●	
Microsoft Publisher		●			○	
Working with Professional Website Designer	○	●			○	
DIY Website Design				○	●	
Web Animation & Multimedia		○			○	●
Video Production		●			○	
3D Modelling & Drafting	○	●			○	

● Ideal Format   ○ Alternative / Sometimes Required

Brand Colours

Colour Palette

The following swatches represent the official colours of our brand. When reproducing the logo or developing any promotional materials, please use the exact colour specifications shown here.

Avoid trying to approximate colours. Pantone and CMYK values will be suitable for most forms of printing. The RGB values are best for use on the web, and the HEX values are also good for use on the web as well as for choosing colour values in programs such as Microsoft Office.

Consistent use of these colours contributes to a cohesive and harmonious look of the brand identity across all relavant media. Consistency is vital to effective brand recognition.

Do not use any other/unauthorized colours.

Red	Orange	Purple	Blue	Green
CMYK: 6-100-100-1	CMYK: 0-81-100-0	CMYK: 66-95-0-0	CMYK: 89-69-0-0	CMYK: 82-6-100-1
RGB: 224-0-5	RGB: 255-85-0	RGB: 123-0-176	RGB: 0-88-196	RGB: 0-166-0
Hex: #E00005	Hex: #FF5500	Hex: #7B00B0	Hex: #0058C4	Hex: #00A600
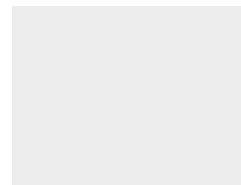
Black	Medium Gray	Light Gray
CMYK: 76-70-62-80	CMYK: 38-32-31-0	CMYK: 6-4-4-0
RGB: 18-18-23	RGB: 163-162-164	RGB: 236-236-236
Hex: #121217	Hex: #A3A2A4	Hex: #ECECEC

Brand Typography

Heading Font

Aa

Manrope - Extra Bold

Our brand uses a specific font for headings in print and online. Manrop is used for headings. It's usually displayed in a larger font size than the subheadings and significantly larger font size than the body text. Only use the font in the weight that is specified.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Ww Xx Yy Zz

01   02   03   04   05   06   07   08   09
!   @   # $ %   ^   &   *   (   )   [   ]

Sub-Heading Font

Aa

Red Hat Display - Regular

Our brand uses a specific font for sub-headings in print and online. Red Hat Display is used for sub-headings. It's usually displayed in a smaller font size than the headings and a larger font than the body text. Only use the font in the weight that is specified.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Ww Xx Yy Zz

01   02   03   04   05   06   07   08   09
!   @   # $ %   ^   &   *   (   )   [   ]

Body Font

Aa

Albert Sans - Regular

Our brand uses a specific font for body paragraph text in print and online. FONT NAME is used for paragraphs of text. It's usually displayed in a smaller font size than the subheadings and headings. Only use the font in the weight that is specified.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Ww Xx Yy Zz

01   02   03   04   05   06   07   08   09
!   @   # $ %   ^   &   *   (   )   [   ]

Alternate Fonts

Using Our Fonts

If there are challenges using or sharing the official fonts, alternative fonts have been outlined here for these cases. The official fonts are always preferred and recommended.

Aa

Verdana - Bold
Heading Font

A B C D E F G H I J K L M O P Q R S T U V W X Y Z
a b c d e f g h i j k l m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . ? ! # $ % & ( ) [ ]

Aa

Arial - Regular
Sub-Heading Font

A B C D E F G H I J K L M O P Q R S T U V W X Y Z
a b c d e f g h i j k l m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . ? ! # $ % & ( ) [ ]

Aa

Verdana Regular
Body Font

A B C D E F G H I J K L M O P Q R S T U V W X Y Z
a b c d e f g h i j k l m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . ? ! # $ % & ( ) [ ]

Graphic Assets

Backgrounds

Gradients & Concrete Texture

The backgrounds feature gradients using the brand colour palette. These gradients are designed to be dynamic and abstractly represent movement, while also being used to draw the eye towards information. In addition to the coloured gradients, there is a concrete style texture included to be layered over top of the gradients and the decorative elements. This texture is meant to remind the viewer of the outdoor concrete spaces used for sports like tennis, basketball, ball hockey, etc.

Decorative Elements

Abstract Sport Shapes

These decorative shapes are designed to abstractly represent aspects of various sports. The circle reminds the viewer of a ball or wheels. The triangle is reminscent of skates/skis/badminton birdies. The hexagon comes from the pattern on a soccer ball and the diamond is inspired by a baseball diamond.

These shapes can be used in any brand colour tint below 80%. When using these shapes, make sure they are overlapping. The thin lines and overlapping style is also meant to be reminsicent of the markings on the floors of sporting venues. Each shape should be cut off by 1 or more edge of a design. See layout guidelines for examples of how to use these elements.
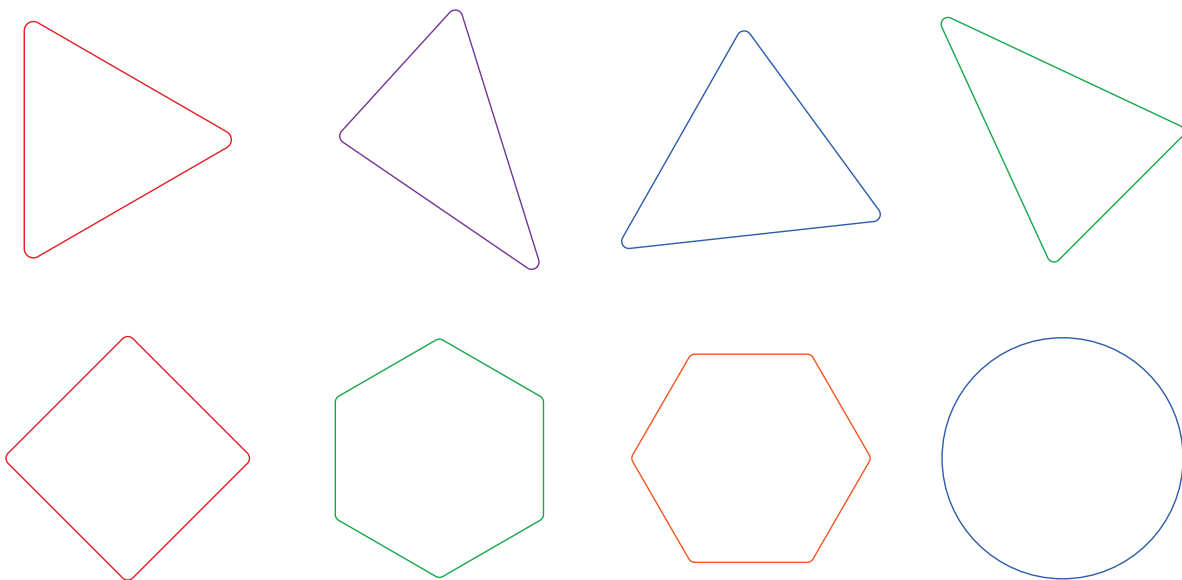
Iconography

Main Icons

Our icons used to represent individual sports on the organizations website. The designs are created using simple shapes, similar to the shapes used as graphic elements. These icons help to create visual interest on the website and represent each sport in a dynamic way.
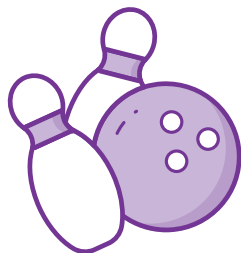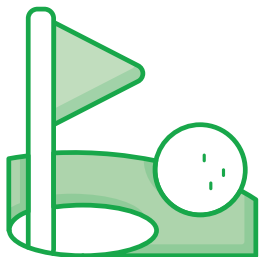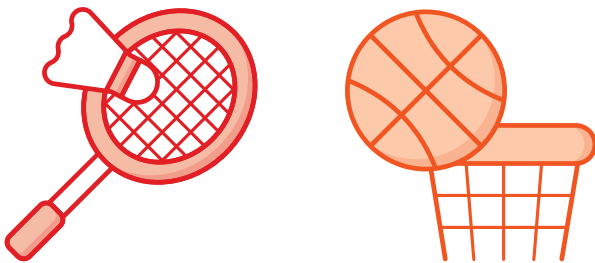
Icon Style Guidelines

Strokes – Primarily use 0.75 width strokes and include an accent element using a 0.5 width strokes. Corners should be rounded to 2pt and strokes should have a round cap.

Colour – Outlines are in full 100% colour and the fill colour uses a 30% tint of the outline colour. Icons can be recoloured as needed to any of the brand colours.

Shading – Shading should be placed on the right side of the icon. The shading should be 100% colour lowered to an opacity of 19%

Icon Creation – Create all icons within the existing icon creation style, utilizing the grid that is set up to create evenly sized icons.

Document Heading Here

Sub-heading goes here.

Add a bit of body copy here or remove this section if it is unnecessary. This is a good spot to add an brief introductory paragraph about the document.

GRANDE PRAIRIE
SPORT CO[UNCIL]

Date Issued
June 3, 2023

Created By
Employee Name

Brand Photography

Photography Rules

Custom Photography

Whenever possible invest in professional photography. An investment at the outset can generate a library of images that can be re–used year–round in marketing materials.

Do not use stock images to represent a "real" part of our organization. Pictures of our staff, our community, and our events are things that people can easily recognize. Use real pictures to represent the real parts of our business.

Image Quality

All images used in our marketing materials should be professionally shot, high quality images. Clean, sharp pictures with an appealing composition and great lighting.

Technical Quality

Use the correct resolution of a photo for the medium they will be used in. For example, print requires large, high–resolution photos. **Never scale up a photo to fit** – it will pixelate and distort the image. Either re–take the photo or obtain a larger version.

Stock Photography

It is acceptable to use high quality stock photos in certain areas of our marketing materials by following these guidelines.

Guideline #1 – Do use images that feel natural and not posed, people should be actively participating in and enjoying sports.

Guideline #2 – Do use imagery that feature diverse groups of people, images should represent a community and feature individuals of all ages, races, and genders.

Guideline #3 – Don't use imagery of professional athletes to represent our business. Imagery should feature community sports and not professional sports.

Guideline #4 – Do use imagery that reminds people of forming connections through sporting.

Guideline #5 – Do use imagery that represents the positive aspects of participating in community sports, such as social connection.

Examples & Editing

Stock Photo Examples

The photos below showcase the best examples of stock photography to use in our marketing. These photos capture the feeling of a local community enjoying sports, this showcases the types of connections that GPRSC is aiming to form in the area.

Editing & Treatments

A photo of an athlete can be layered with the backgrounds and decorative elements. Remove the background from behind an individual athlete to isolate the image, then layer the image over top of the overlapping decorative elements and the gradient backgrounds.

Layout Guidelines

Creating Layouts

How to Use the Visual Identity Elements

When creating marketing materials using the GPRSC brand, follow these guidelines to ensure consistency.

Using Our Fonts

Always use our approved brand fonts to ensure recognizability in marketing materials. This example shows the ideal set up of font hierarchy for our brand.

Using Decorative Graphics

The decorative graphics should be overlapping as shown. Each shape should be a different colour tint (i.e. pair a 60% tint with an 80% tint.) Always use a colours that match the gradient background. Lines should not be placed directly behind other elements.

Use a large heading to grab attention

Use a sub-heading for secondary information that should be prominent. It should be smaller than the heading

This is a body paragraph. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

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GPSPORTCONNECT.CA

Using Backgrounds

Place the gradient background first and then layer the concrete texture overtop, the opacity of the texture should be lowered between 10–30%. The texture shouldn't overpower the gradient.

Using Images

Follow the photography guidelines outlined on page 29 & 30. Utilize photo grids to show off a variety of sports.

Using Our Logo

Use the correct logo for the background colour. The white logo should always be used when it is placed over top of the gradient backgrounds.

Brand Templates

Business Cards

Reproducing Stationery

When reproducing stationery, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Editable templates have been provided for creating business cards for any employee of the company. All cards should be printed on quality stock.

Letterhead & Envelope

Reproducing Stationery

When reproducing stationery, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Print ready files of the letterhead and envelope have been provided, as well as editable source files.

Ensure you install the correct fonts before using the letterhead. If brand fonts cannot be use, refer to the alternative fonts on pg 22.

GRANDE PRAIRIE REGIONAL
SPORT CONNECTION

Karna Germsheid
Executive Director

📞 780 518 5506
✉ karna@gpsportconnect.ca
📍 101, 10101-100 Avenue
Grande Prairie, AB T8V 0V4

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Canva Templates

Social Media

Our Canva Brand Kit contains all of our branded assets and custom branded templates for using on social media. Use these templates as an example for using the brand in Canva to ensure consistency in imagery used on social media. **Do not use templates premade by Canva without applying our branding to the design. Make sure our fonts, colours, and graphic assets replace the ones used in the premade template.**
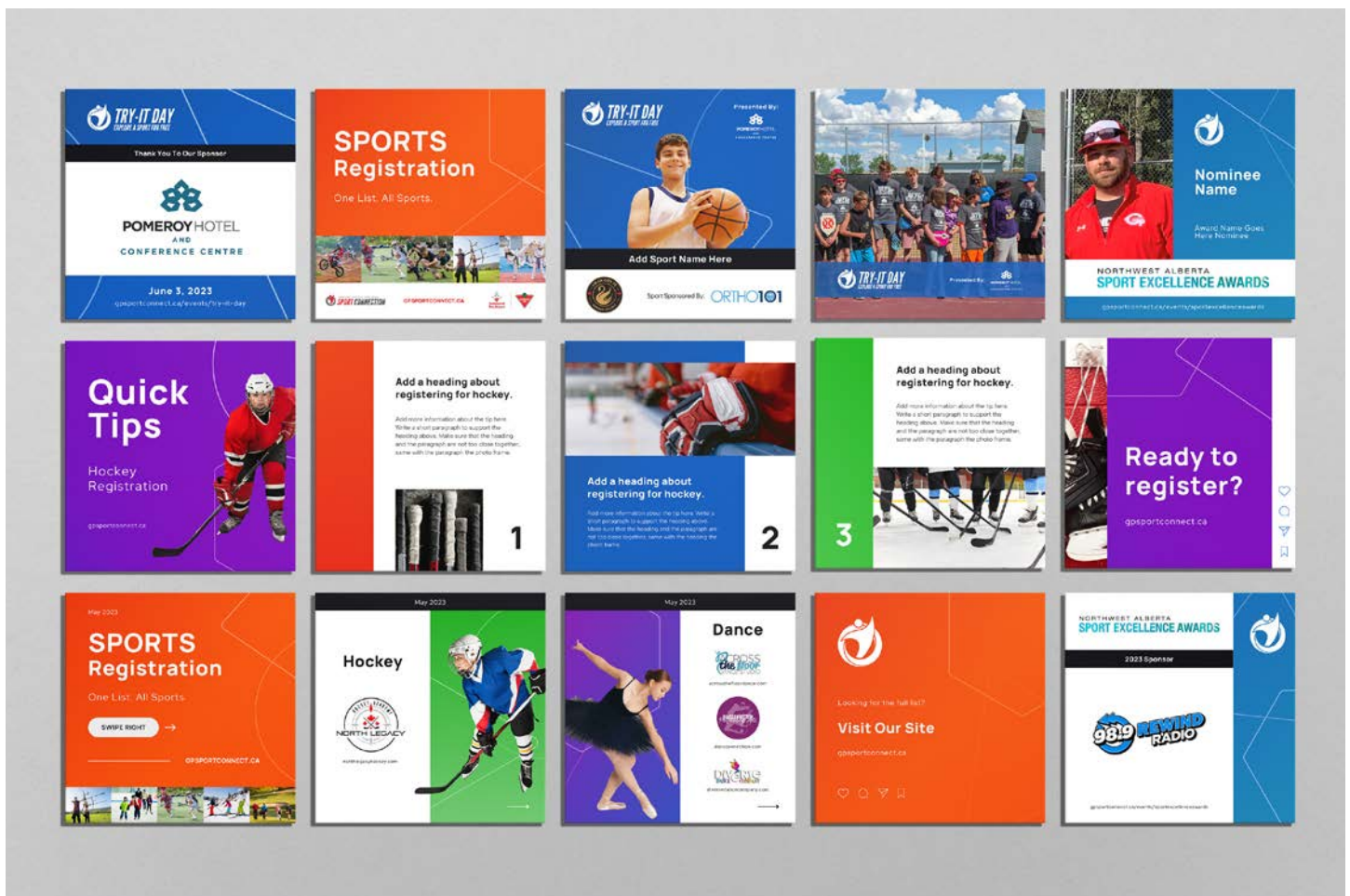
For support related to the guide or the accompanying templates, contact:

nine10

NINE10 INCORPORATED

Phone: 780-539-1755

Email: support@nine10.ca

Web: nine10.ca

We encourage you to contact us if you have any questions about
our guide or need further help with a brand project.