VISUAL IDENTITY GUIDELINES

Consistent visual standards are essential in creating a strong brand identity. By adhering to these standards, we ensure the proper representation of our organization's image, while continuing to build the equity of our brand.

Hockey Manitoba's visual standards reflect our pride in representing a rich tradition of hockey excellence in the community. It also reinforces our image in the non-profit sports community as an established and professional organization. Remaining consistent in the way we represent ourselves enhances the clarity and focus of our messaging to our vast and ever growing audience.

The Hockey Manitoba logo should be present, whenever possible, on all of the organization's material.

The logo has a unique configuration and orientation, which must never be altered in any way, and must always maintain established proportions and spacing. Always use digital versions of artwork supplied by Hockey Manitoba.

PROTECTED SPACE

These proportions include a preset "safe area" around the logo in which no other elements can appear. Note how the "H" used in "Hockey" is the unit of measurement that dictates the safe area.

MINIMUM SIZE

A preferred minimum allowable size has been established to ensure legibility of the logo. The logo should never appear smaller than 1" horizontally. However, on very small speciality items, such as pens and pins, the logo may be scaled to fit appropriately.

The full-colour version of the logo is the preferred version and should be used wherever possible.

The greyscale colour version of the logo should be used as an alternative to the full-coloured logo. This version should only be used in internal communications.

A greyscale version for use on solid coloured backgrounds has also been created. The logo may be printed on any solid coloured, textured or photographic background that provides sufficient contrast for clarity and legibility.

A black and white version for use in black and white applications has also been created. The preferred use of this logo is on a solid black or white backgrounds. The logo may be printed on a texture or photographic background that provides sufficient contrast for clarity and legibility, when necessary.

When a piece is produced in colour, the Hockey Manitoba logo should appear in full colour, providing the colour and texture of the photographic or solid background offers sufficient contrast for clarity and legibility.

When a background does not provide sufficient contrast, the black and white version may be used.

FRAMING:

The logo should never be framed in a restricting box, shape or specific area that infringes on the protected space.

DIFFERENT TYPEFACE:

The modified Gotham is the only typeface allowed in the logo format. No other typefaces are allowed.

OVERLAPPING OR COMBINING OTHER VISUAL ELEMENTS:

The logo should not be encumbered by other visual elements. Any copy, slogans, symbols or images overlapping or combined with.

DISTORTION:

The logo must not be subject to distortion or manipulation (i.e. slanting, stretching, twisting or curving).

DISTRACTING BACKGROUND:

The logo should never be placed on backgrounds that distract or overpower.

IMPROPER COLOUR:

The logo should never be reproduced in any other combination other than the official colour.

The examples on this page illustrates how the logo may not be used. Such misuse will undermine efforts to present a strong and unified image, and will alter the perception and meaning of the logo itself.

Although only the preferred version of the logo is used to demonstrate incorrect uses, all the official versions are subject to these parameters.

PANTONE 102	PANTONE 123	PANTONE COOL GREY 7	BLACK
C – 0	**C** – 0	**C** – 0	**C** – 40
M – 0	**M** – 24	**M** – 0	**M** – 10
Y – 95	**Y** – 94	**Y** – 0	**Y** – 10
K – 0	**K** – 0	**K** – 37	**K** – 100
R – 255	**R** – 255	**R** – 173	**R** – 0
G – 242	**G** – 196	**G** – 175	**G** – 0
B – 3	**B** – 37	**B** – 178	**B** – 0

COLOUR PALETTE

The colour palette for Hockey Manitoba is based on four different Pantone colours converted to CMYK format. This palette should be used on all printed company material and collateral.

FONTS

Gotham has been chosen as the primary font for all Hockey Manitoba material, and should be applied to all body copy in the organization's branded collateral.

Gotham

abcdefghijklmnopqrstuvwxyz
Gotham Book

abcdefghijklmnopqrstuvwxyz
Gotham Medium

abcdefghijklmnopqrstuvwxyz
Gotham Bold

abcdefghijklmnopqrstuvwxyz
Gotham Black

abcdefghijklmnopqrstuvwxyz
Gotham Book Condensed

abcdefghijklmnopqrstuvwxyz
Gotham Medium Condensed

abcdefghijklmnopqrstuvwxyz
Gotham Bold Condensed