



Corporate Standards Manual



CORPORATE STANDARDS MANUAL

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Introduction

In concert with the research work on the re-branding of Ringette Canada, the existing logo was examined in light of the responses received by



In keeping with a fresh positioning tag line, the bilingual logo and the unilingual logos with tag line attached were slightly refreshed to reflect a contemporary look.

The name of the organization in bilingual format, positioned around the cross section of participants.

the logo has been retained with three changes. The fonts have been updated, the format has been changed to wrap more tightly around the logo and there is the addition of the red line between Ringette and Canada. The red line is representative of the extended play zone, a distinctive rule in the game and will be mostly recognized by the internal ringette community than externally. The ring in the logo has been slightly more defined to provide, when possible, differentiation at a glance from other national ice sports.

Colours have been maintained as red, white and black to build on the national and international recognition that Canada's flag colours quickly identify national sports bodies for domestic and international play.



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Use of the Logo

All logo elements are unique and have been specially created for Ringette Canada. The logo may not be modified in any way nor under any circumstances, and the master design, based on original artwork, must always be used for reproduction.



The use of the Ringette Canada logo is protected under the copyright laws of Canada. Use of the logo is restricted to Ringette Canada activities. Unless otherwise specified, no one has the permission to copy, redistribute, reproduce, republish or modify the logo in any form without the written permission of Ringette Canada.

This guide explains the proper use and display of the Ringette Canada logo within the corporate identity program.

The logo is the corporate identity of Ringette Canada.

To request permission to use this logo, please contact:

David Patterson
Executive Director/Directeur Administratif
Ringette Canada/Ringuette Canada
david@ringette.ca
Phone: 613-748-5655
Fax/Telec: 613-748-5860



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Logo Versions & Fonts

Logo versions

The Ringette Canada logo is available in three versions.

Bilingual logo: (see logo A)

English only logo: (see logo B)

French only logo: (see logo C)

Fonts

The font used in the Ringette Canada logo is Chanticleer Roman. For communications materials, it is ideal to use GillSans for subtitles and accent text.

Chanticleer Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

GillSans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

To Obtain Fonts

Chanticleer Roman can be downloaded at
<http://www.dafont.com/chanticleer-roman.font>

GillSans can be purchased at:

<http://www.myfonts.com/fonts/linotype/gill-sans/>

LOGO A



LOGO B



LOGO C





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Logo Colours

Standard Two Colour Version



Pantone 193

This colour is to be used in every possible situation. However, for newsprint, PMS 1795 should be used due to the darkness of PMS 193 on this paper.



CMYK Values:
C-0, M-100, Y-66, K-13

Screen Colours:
R-78, G-10, B-19

Black

This colour is to be used in every possible situation.



CMYK Values:
C-0, M-0, Y-, K-100

Screen Colours:
R-0, G-0, B-0



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Acceptable Versions

Two (or Full) Colour

Two colour version (either in appropriate pantone colours or in CMYK) is the preferred version. In the two colour version, the font is always in black and the graphic is always a red (PMS 193) with black gradient.



Depending on the application, the graphic element may also appear in red (PMS 193) only (without the gradient).



Single Colour on a Dark Background
On Dark backgrounds, the logo should be in solid white.



Single Colour on a Light Background
On light backgrounds, the logo should be in solid red (PMS 193).



The logo can also appear as solid black for applications which don't permit colour printing.





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Acceptable Versions

PLEASE NOTE:

One exception to the rules on the previous page applies when using the logo on documents with a single predetermined colour. In such instances, the logo may be printed in 100% of the designated colour.

Please request artwork through the contact person listed on page 3.





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Unacceptable Versions

DO NOT create a white box around logo



DO NOT distort the logo in any way



DO NOT skew the logo





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Unacceptable Versions

DO NOT outline the logo



DO NOT rearrange the logo within the logo



DO NOT rotate the logo



DO NOT change the font within the logo



DO NOT change the specified colours of the logo



PLEASE NOTE: We can create logos with specified Pantone #'s, however, these must be requested and approved through the contact name on page 3.





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Unacceptable Versions

DO NOT add a drop shadow to the logo



DO NOT add a containing shape to the logo



DO NOT reverse the colour scheme



DO NOT place objects behind the logo





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File Formats

In this corporate standards binder you will find a CD containing the Ringette Canada logo in various digital formats.

The formats on the disk include:

- Adobe Illustrator (eps)
- Adobe Photoshop (tiff)
- Adobe Photoshop (jpg)

There are different colour versions of the logo on the CD and it is important that each one is used in its proper context. The two-colour (2c) versions use the Ringette Canada colours in the spot colour process called, the Pantone Matching System (PMS). These files are to be used when producing print material with the Ringette Canada colours as well as with a possible third colour (i.e. Silver) for accenting. The full or four colour process (4c) versions use a process where Ringette Canada's two corporate colours are achieved using four process colours. These files are to be used when producing print material in full colour (i.e.: brochures or magazine ads). Finally the files labeled (b&w) are the black and white versions of the Ringette Canada logo. These versions are to be used anytime the logo is only needed in black and white (i.e.: corporate sponsorship, internal memos, faxing, etc.).



Adobe Illustrator

Encapsulated Post Script (eps)

The EPS versions are vector based instead of bitmap to give you the freedom to enlarge or reduce the image without any quality loss. Many sign shops, printers and service bureaus will prefer this format.

Adobe Photoshop Tiff (tif)

The TIFF versions should be used in Word and Excel documents.

Adobe Photoshop JPEG (jpg)

The JPEG versions should be used in PowerPoint presentations and on web applications.



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Margin Allowance

Clear Zone - Logo

To make sure that our logo stands out clearly, it should always be framed within an area of unobstructed space.

There are two ways to determine the clear zone around the logo.

#1 This space must be the height of the two lines of text in the logo as shown in the diagram.

#2 This space must be approximately 1/10th of the width of the logo. Eg. if the logo is 5" across then the clear zone would measure 0.5".

This applies to placement of the logo relative to the edge of a page, sign, TV screen, speciality advertising items, merchandise etc. At times, exceptions may apply but only with the approval of the contact person listed on page 3 of this manual.

#1



#2





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Minimum Size Requirements

Minimum size restrictions ensure that our logo is always clearly legible.

Minimum width for the bilingual logo is 1.375"

Minimum width for the English logo is .875"

Minimum width for the French logo is .9375"





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Manual Covers

Work Book

8.5" x 11" printed in full colour. It is also acceptable to print using 2 colours using duotone photos.

Rule Book

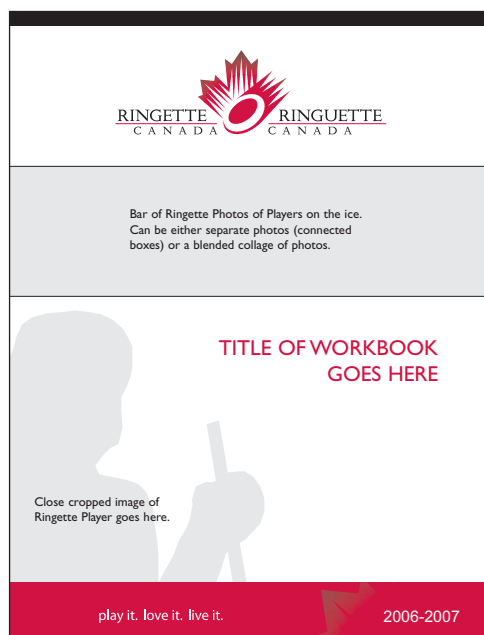
5.5" x 8.5" printed in full colour. It is also acceptable to print using 2 colours using duotone photos.

Area A:

Bar of Ringette Photos of Players on the ice. Can be either separate photos (connected boxes) or a blended collage of photos.

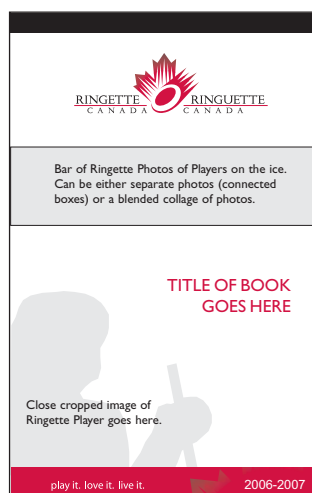
Area B:

Close cropped image of Ringette Player goes here.



A

B



A

B



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Business Cards

Letterhead, envelopes and business cards work together to project a consistent and recognizable brand image in our daily correspondence. All stationary is ordered centrally to ensure consistency.

Electronic templates are available for personalizing and formatting the content for letterhead, envelopes and business cards.

All stationary components should be printed in two spot colours (Pantone 193 Red and Black).

Business Cards

The top version of the business card is preferred however the bottom version is also an option.





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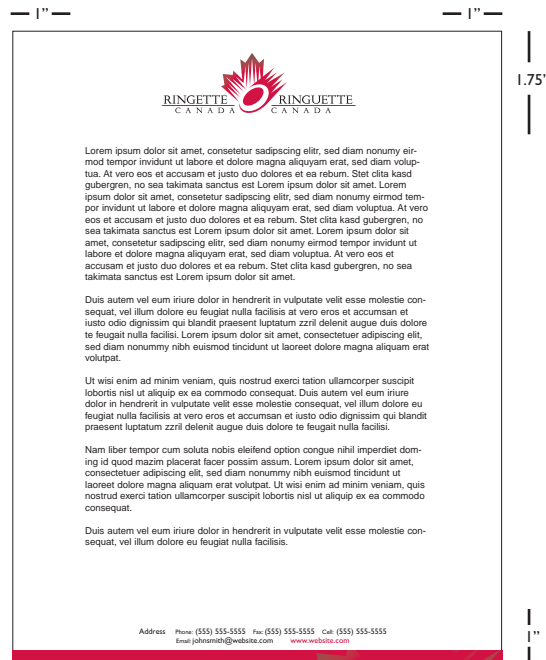
Letterhead

The layout of the letterhead has been set to preserve the clean, professional appearance of Ringette Canada's new brand image. There is no pre-printed second sheet as the letterhead contains preset contact information.

Letterhead will carry the bilingual logo centered at the top of the page and the identity bar at the bottom.

The addressee information area in the letterhead template may be adjusted to meet specific mailing requirements.

No additional information or graphic images should be added to the letterhead.



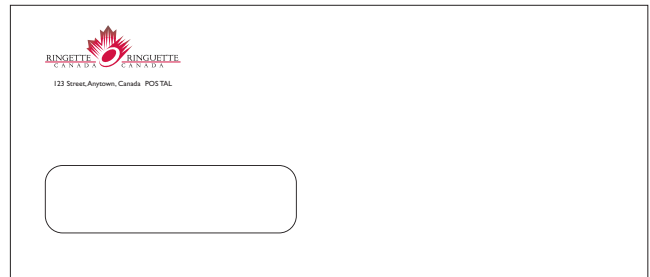
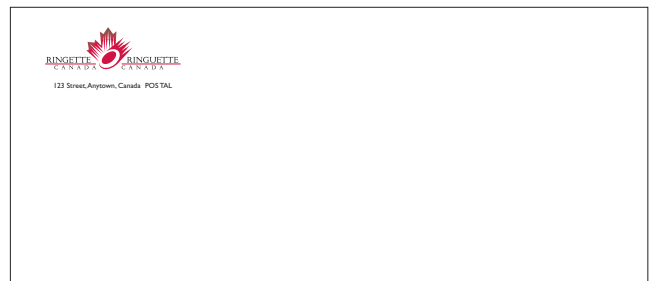


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Envelopes

All #10 envelopes will carry the bilingual 2 colour logo in the top left hand corner.

Address appears in GillSans centered underneath the logo. The address can be moved to two lines if additional space is needed but is not to exceed the width of the logo.





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Clothing

Jerseys

The Logo (without text) is to appear on the front chest in Pantone 193 Red (or closest thread match) and is to appear on each shoulder in white on Red (with text).



Patches

The Logo is to appear in one of three possible combinations.

White on Red

Red on White

White on Black



T Shirts

T Shirts are to be made using three possible colour schemes.

White on Red Shirt

Full Colour on White Shirt

White on Black Shirt

The Logo can be either English or French and for casual wear, the tagline is recommended and should appear below the text.



NOTE: The logo layout is modified slightly for use on clothing. The Text is centered below the logo with the tagline centered below the text.