

# Brand Identity Guidelines



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As ringette gains popularity in the sporting community it is important to stand out, invoke pride and compete for attention amongst ringette organizations and other on-ice sporting organizations.

Because the identity of our organization is one of importance it is critical to our integrity that we speak with one united voice.

The RAB Brand Identity Guidelines are a tool for anyone designing, printing, or producing communication materials, promotional materials, merchandise and outreach materials.

With your assistance, we can ensure that all communications from our organization are integrated and consistent – making our marketing efforts, and community presence, effective, consistent and recognizable.

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## PRIMARY LOGO

Our logo is the most visible representation of our organization – and our brand. From our website, marketing materials and apparel to publications, community outreach activities and formal presentations, our new logo serves as a bold and confident reminder of how proud we are of our sport and our organization.

# PRIMARY LOGO

There are 3 versions of the Primary Logo:

1. Transparent logo for blue/dark background
2. Transparent logo for white/light background
3. Transparent logo for orange background



Uses for Primary Logo:

1. Digital media (website, PowerPoints and social media accounts)
2. Outreach and promotional print materials (brochures, flyers, etc)
3. Letter heads and communications
4. Merchandise - sublimation and print media (stickers, vinyl, etc)
5. CANVA use - please see pg. 7



# SECONDARY LOGO

There are 3 versions of the Secondary Logo:

1. Logo on blue background
2. Logo on white background
3. Logo on orange background

Uses for Secondary Logo:

1. Merchandise - jerseys, sweatshirts, t-shirts and warmup shirts
2. Embroidery and screen print
3. EPS files for embroidery and screen print
4. Please avoid printing coloured ink over a white underbase



# EMBROIDERY LOGO

There 1 versions of the Embroidery Logo:

1. Logo on blue background

Uses for Embroidery Logo:

1. Merchandise - TO BE USED FOR EMBROIDERY ONLY
2. EPS file to be used



# LOGO VARIATION

There are 1 version of the Logo Variation:

1. Blue background

Uses for Logo Variation:

1. Merchandise - to be used at bottom of jackets only
2. EPS files to be used
3. TO BE USED FOR EMBROIDERY ONLY

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*Burlington*  
Ringette

## IMPROPER USE:

Proper use of the logo is essential for promoting, maintaining and protecting the brand. It is very important that it is not modified from its original form or colour.

Always use the approved digital files when reproducing the logo in order to avoid errors.

.ai files are to not be used or modified in any way.

## LOGO LOCATION:

You can locate the logo in the shared google drive. Logos are organized into folders under the titles:

- Screen (digital use)
- Print
- Embroidery

Please refer to guideline for proper use.

## RULES AROUND USE:

Our logo is our identity and should be protected. The use of our logo is prohibited outside of approved association use.

Our logo may not be reproduced without the approval of the Executive Committee and can be reviewed in a case by case format.

Please seek approval for any fundraising projects that use our logo prior to going into production.



## CANVA USE:

We use Canva to create our digital and print media as it offers a user-friendly platform that allows us to design professional-looking graphics with ease.

Whether you are creating flyers, social media posts, or event banners, Canva's wide range of templates and customizable features ensures that our materials are eye-catching and aligned with our brand.

This program also allows us to streamline collaboration, as team members can easily share and edit designs, making the entire process efficient and effective.

By using Canva, we can produce high-quality, consistent content that promotes our events, sponsors, and achievements, all while saving time and resources.

## IMPORTANT NOTES:

Canva offers a BRAND package. This is not to be altered in any way unless working as a team to change current settings/colours. All colours are consistent with the most current version of the Branding Guidelines.

Canva has logos embedded within the program. Please use only these for your projects.

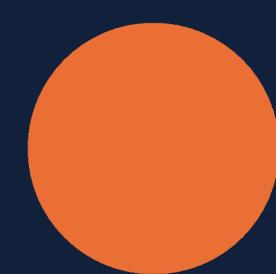
When printing it is IMPORTANT that:

- when saving as a “PDF standard” you use the FLATTEN PDF option when downloading
- when saving as a “PDF Print” you use the FLATTEN PDF option as well as changing colour profile to CMYK when downloading.

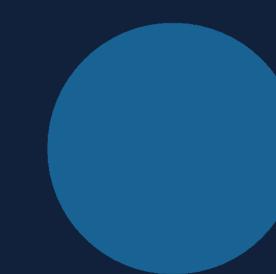
# COLOUR PALETTE

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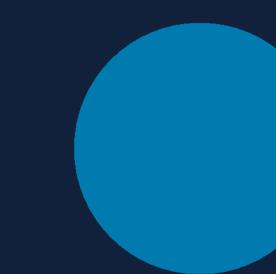
## DIGITAL/PRINT/SCREEN PRINT



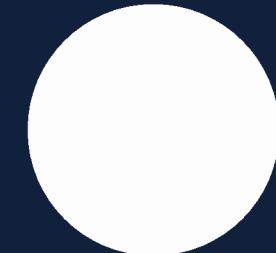
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PMS P 7578 C



CMKY 84 33 0 42  
HEX #186394  
PMS P 634 C



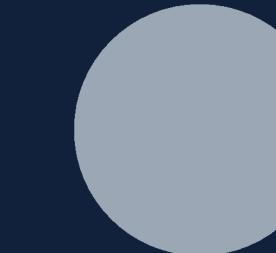
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PMS P 640 C



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PMS P 294 C

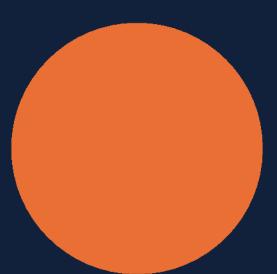


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PMS P 294 C



CMKY 14 8 0 29  
HEX #9ca7b5  
PMS P 421 C

## EMBROIDERY



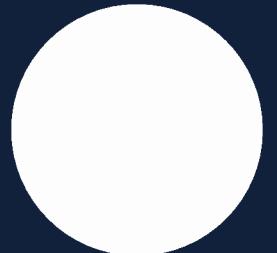
MADEIRA  
1778



MADEIRA  
1797



MADEIRA  
1977



MADEIRA  
1801

## **HOMESTEAD REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
(ALTERNATE LOGO: BURLINGTON)

## **Franklin Gothic Demi**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(ALTERNATE LOGO: RINGETTE)

## ***Slate Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(MAIN LOGO: BURLINGTON)

# CONTACT US

Should you have questions regarding the information found in this guide please connect with the current Marketing or Merchandising Executive.

Email

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[merchandise@burlingtonringette.com](mailto:merchandise@burlingtonringette.com)