



Brand Standards Manual

Version 1.1

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Introduction to Strathmore Venom Brand Element and Branding Standards Manual

This document addresses all the “do’s and don’ts” of how/when/why to use the Strathmore Venom brand to ensure consistency throughout our association. Our brand identity is the face and visual style of our club.

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3.0 Who We Are

Vision Statement

Strathmore Lacrosse's vision is to create a competitive lacrosse club with focused values of creating athletes who share the values of fair play and excellence. Our 5 core values will be the roadmap by which we deliver this vision.

Club Values

Club goals align with our vision statement as a club. If goals do not align with our vision as a club, are they a goal?

Value #1 – Grow the game –As we grow our athletes, we grow the game. With growth comes benefits and problems, it will be our duty to grow the club with the roots of lacrosse apparent and create a club the athletes love.

Value #2 – Create an environment of mutual respect and growth – Sport can bring people together, but Lacrosse is THE medicine game. Our athletes come from a diverse set of backgrounds as well as socio-economic variety. It is the club's responsibility to ensure that our athletes and members carry respect for ourselves, other clubs, officials, facilities, and spectators. Lacrosse should unite us; we need to hold ourselves to a higher standard.

Value #3- Tactical Club Development – As the club grows it will be critical to have our teams and coaching grow with it. Tactical skill development will be important to placing the best team on the floor and out into the community at every level. Tactical development encompasses complete team dynamics in the competitive game. Team play consists of all players on the team. We want to create an environment of development and success ensuring that on every level our teams are ready for the next level.

Value #4 – Technical Skill Development – Its critical to layout a roadmap for our athletes ensuring they can build on each learned skill and develop a creative path taking them forward to next levels. The club needs to enable coaches and athletes to understand individual skill development, encouraging and fostering individual play and technical skill. It is important as a club to recognize each individual path may differ from other players.

Value #5 – Lacrosse is Fun! – Cultivate and promote a fun environment that fosters our first four goals. Lacrosse is a game, and only by having fun will it become a lifelong game.

2.0 Our Tool Kit

The Logotype

The logo consists of Strathmore in Cardinal Red and the club's name Venom in black, with a Cool Grey outline. The V on Venom is shaped like a snake's fang with a drop of blood. The black and red color evokes a feeling of boldness, strength, and confidence.



Logo Symbol

Continuing the red, black, and grey theme, the background image takes on a shape resembling the head of a lacrosse stick. The snake is the primary focus of the logo, showing its fangs, which tie into the V on the logotype.



Logo clear space and backgrounds

Keeping the logo clear of any other graphic elements that may interfere with or detract from its integrity and design is important. Surrounding the logo with clear space ensures the visibility of our brand.

Not all backgrounds are suitable for using the logo. Please refrain from placing the logo on a busy or dark background where it won't stand out and be visible.

Logo Best Practices (What to Avoid)

Please use discretion when placing the Strathmore Venom logo. Below are some examples of what not to do when presenting the brand. This includes stretching, squishing, distorting, or modifying the logo in any unapproved fashion.



Do not squish or stretch the logo



Maintain logo ratio/ proportions



Do not place the logo on a busy background



Use a solid background or invert the logo

Primary Typeface

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in Strathmore Venoms communications.

The primary typeface lettering of the word Strathmore is called Armstrong. The word Venom is a crafted wordmark comprising of 5 different letters. Not exactly a font but a custom design.

Color Systems – Print and Web

Color is key in defining our brand’s look, feel, and tone. A strong brand color association can evoke familiarity and emotion in our membership. Color also plays an equally important role in Strathmore Venom’s identity. Below are the values needed for proper usage of various media. Consistent use of these colors will contribute to Strathmore Venom’s identity’s cohesive and harmonious look.

Color Codes:

BLACK

RGB: R0 G0 B 0
CMYK: C0 M0 Y0 K100
Web: #000000
Pantone: C

CARDINAL RED

RGB: R191 G13 B62
CMYK:C2 M99 Y62 K11
Web: #BF0D3E
Pantone: 193C

WHITE

RGB: R255 G255 B255
CMYK:C0 M0 Y0 K0
Web: #FFFFFF

DARK GREY

RGB: R91 G103 B112
CMYK: C45 M25 Y16 K59
Web: #5B6770
Pantone: 431C

Cool Grey

RGB: R177 G179 B179
CMYK: C13 M9 Y10 K27
Web: #B1B3B3
Pantone: 5C

Embroidery and Apparel

Ensure all colors show clearly on the garment color.

Reverse colors if one of the branded colors does not show clearly on a garment color.

Strathmore or **Strathmore**

Tone on Tone for a more subtle look. Choose a shade different than the garment.

Tone on Tone

Examples:

White Garment Colors:



Red Garment Colors:



Black Garment Colors:



3.0 Our Brand in Action

Bringing the Strathmore Venom brand to life is more than creating a logo and set of guidelines. It is also about how Strathmore Venom engages and interacts with the community and at all-other levels of touchpoint.

Access to Logos & Templates

Are you looking for approved templates and design files? Please contact the club and a board member will provide what you are looking for.

If you have questions about purchasing or designing your own team's apparel other than what is offered on our online store, please reach out to the board with your proposal for approval of any design changes that are outside of our guidelines provided in this document.

Jersey Modification and Replication

To maintain consistency across all teams and uphold integrity of the Strathmore Venom brand, any modification to official team jerseys is strictly prohibited. This includes but is not limited to the addition of name plates, alterations to design elements, or changes to colors logos, or layouts.

The creation, distribution, or use of replica jerseys that mirror or closely resemble official Strathmore Venom game jerseys for gameplay is also prohibited.

All teams must use club-approved jerseys as issued. Any requests for alternate apparel or design variations must be submitted to and approved by the Board in advance.

This policy is in place to ensure a unified team identity and to protect the consistency of the Venom brand across all levels of play, in alignment with the clubs established branding standards.

Contact

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