

BRAND GUIDELINES

VERSION 1.1 October 2018





WELCOME TO THE CANADA ARTISTIC SWIMMING BRAND

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1.0

OUR BRAND

Our brand is who we are.

It is dynamic and embodies power, creativity & inclusivity. Collectively, our goal is to be known for our Canadian confidence. Our brand will help guide our decisions and show the world who we are.

**2.0**

OUR WORD MARK

Our wordmark represents what we stand for. It will accompany us around the world – representing our brand and our country. It will appear on swim caps, swim suits, hoodies, banners, brochures and much more. As a credible part of our brand, it's important that we use our wordmark consistently and protect its integrity.

2.1
OUR WORDMARK

A unique wordmark inspired by both the **dramatic expression** and **power of our athletes**.

The wordmark reflects team unity through bold, strong, cohesive typography while the word **ARTISTIC** expresses energy, artistry and the unexpected.

English



French



Bilingual



2.2 OUR ICON

Inspired by the Canadian flag & our wordmark



FULL COLOUR

The Full Colour version of our icon can be used on light backgrounds and also dark backgrounds or images that don't include a colour that interferes with the 'Aqua Blue'.



REVERSE

The Reverse version of our icon should be used on dark backgrounds or images.



WHITE KEYLINE

The White keyline version of our icon should **only** be used on red backgrounds.

2.3
WORDMARK VERSIONS

Our wordmark includes the following colour versions in English, French & Bilingual



FULL COLOUR
The Full Colour version of our wordmark should be used on light images or backgrounds.



BLACK
The Black version of our wordmark should be used on one colour applications that have a light image or background.



REVERSE
The Reverse version of our wordmark should be used on dark backgrounds or images.



WHITE KEYLINE
The White keyline version of our wordmark should **only** be used on red backgrounds.

2.4
CLEAR SPACE & MINIMUM SPACE

To preserve the integrity of our wordmark, always try to maintain a minimum clear space around the wordmark and a minimum size.



PROTECTIVE SPACE

This space ensures the wordmark is uncluttered by other logos, symbols, artwork, or text. The clear space (X) around the brandmark is dictated by the height of the “C” in our wordmark.



MINIMUM SIZES

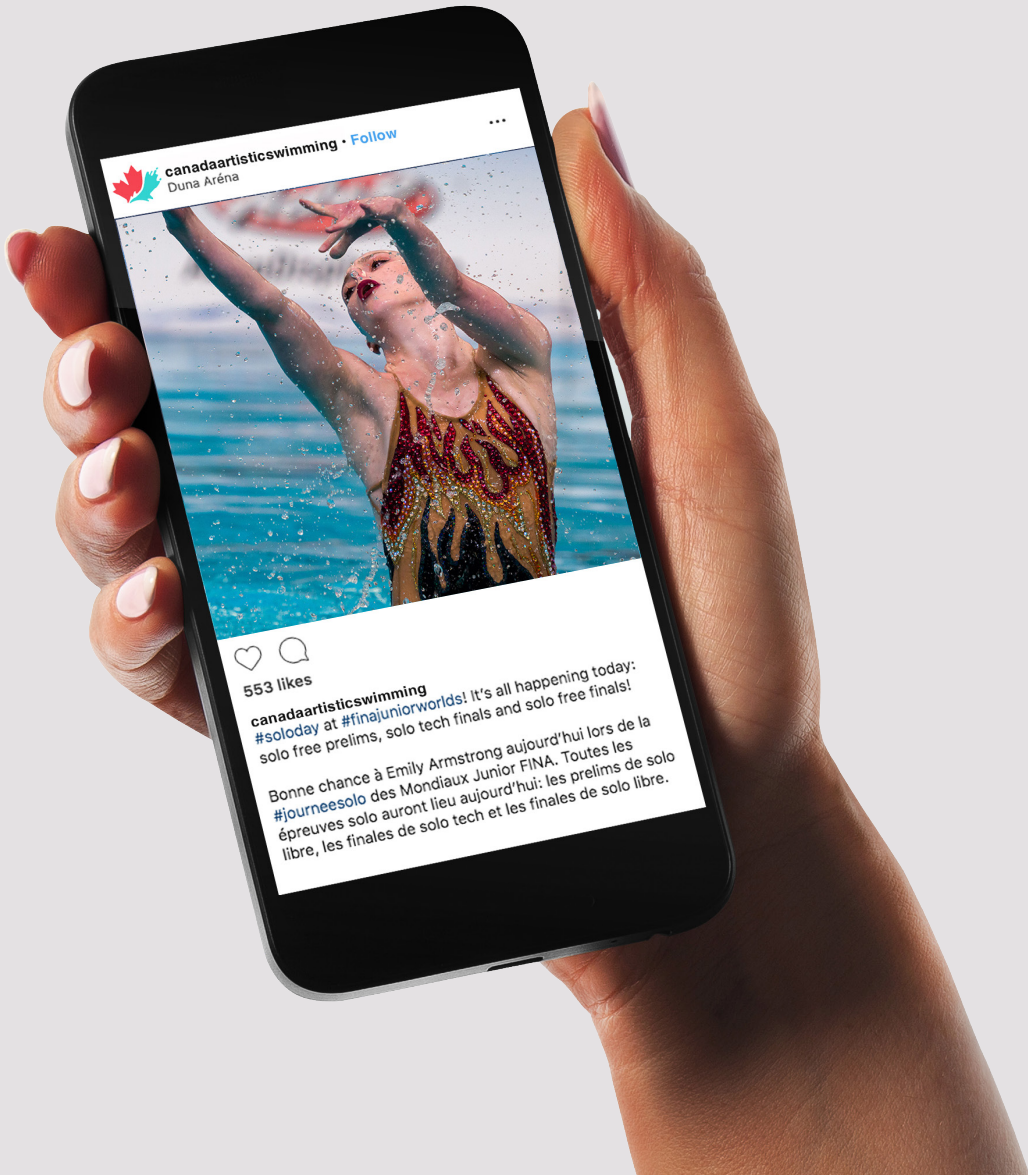
To ensure legibility, our English wordmark must never be reproduced less than .75" (19mm), while the French and Bilingual versions must never be reproduced less than .85" (21.5mm). With all versions no less than 175px for web usage.



2.5 WORDMARK & ICON PRINCIPLE

The wordmark & the icon are separate elements. They shouldn't be treated as a locked unit.

The icon is an accent to the wordmark. It can be used in tandem with the wordmark or official content that spells out *Canada Artistic Swimming*. Be sure to maintain ample space between the wordmark and the icon.



CANADA
ARTISTIC
SWIMMING



2.6
Aqua GO! WORDMARK VERSIONS

The Aqua GO!wordmark accents the Canada Artistic Swimming brand.

The wordmark uses the same font and colours as the Canada Artistic Swimming brand. However, Aqua GO! uses a more child-centric approach. Favouring upper & lowercase typography and bigger, rounder splash marks.

English



French



Bilingual



2.7
Aqua GO! WORDMARK

Our wordmark includes the following colour versions in English, French & Bilingual



FULL COLOUR
The Full Colour version of our wordmark should be used on light images or backgrounds.



BLACK
The Black version of our wordmark should be used on one colour applications that have a light image or background.



REVERSE ONE COLOUR
The Reverse One Colour version of our wordmark should be used on dark backgrounds or images that don't include a colour that interferes with the 'Aqua Blue'.



REVERSE
The Reverse version of our wordmark should be used on dark backgrounds or images.

2.8
Aqua GO! CLEAR SPACE & MINIMUM SPACE

To preserve the integrity of our wordmark, always try to maintain a minimum clear space around the wordmark and a minimum size.



PROTECTIVE SPACE
This space ensures the wordmark is uncluttered by other logos, symbols, artwork, or text. The clear space (X) around the brandmark is dictated by the height of the "A" in our wordmark.



MINIMUM SIZE
To ensure legibility, our wordmark must never be reproduced less than .5" (13mm), or 175px for web usage.





3.0

COLOUR

Just like us, our brand colour palette is bold & vibrant.

The palette is comprised of a family of blues that complement each other and pair well with red – our national colour.

3.1 COLOUR

RED

PMS RED 032C
CMYK 0/100/85/0
RGB 239/51/64
HEX F4333F

BRIGHT BLUE

PMS 2728
CMYK 100/75/0/0
RGB 0/71/187
HEX 0047BB

DEEP BLUE

PMS 2768
CMYK 100/90/10/65
RGB 1/28/72
HEX 011C48

LIGHT BLUE

PMS 2223C
CMYK 90/20/30/25
RGB 0/118/143
HEX 00768F

AQUA BLUE

PMS 3252C
CMYK 82/0/35/0
RGB 16/204/201
HEX 13D0CA



4.0 TYPOGRAPHY

Typography is a bold part of our brand. Much like our athletes, it can act as a strong, solid base for the brand. It can also be diverse, creative and unexpected.

4.1 TYPEFACES - COCOGOOSE COMPRESSED & BARLOW

HEADLINE
COCOGOOSE
COMPRESSED
BOLD &
SEMILIGHT

Secondary

Barlow Thin, Light,
Regular, Medium,
Semibold, Bold,
Extra Bold, Black

The font was named after EFF co-founder, activist, songwriter, and cattle rancher John Perry Barlow, in tribute to his lasting impact on the information superhighway. Even in tribute, I didn't want to name the font after someone who didn't like the way it looked or anything else about the project, so I set out to see him over at John Gilmore's house. I'd talked shop about everything from EFF stuff to drug policy with Gilmore before, but I'd never formally met Barlow, and I was pretty nervous. Hugh drove us over and managed to find a parking spot in the Haight which was maybe the most mind-blowing thing that happened all day. We were greeted by Alden, a designer who Barlow called his squire. Seated around Gilmore's dining table, we all proceeded to dissect the political implications of putting a font out into the world: the techno

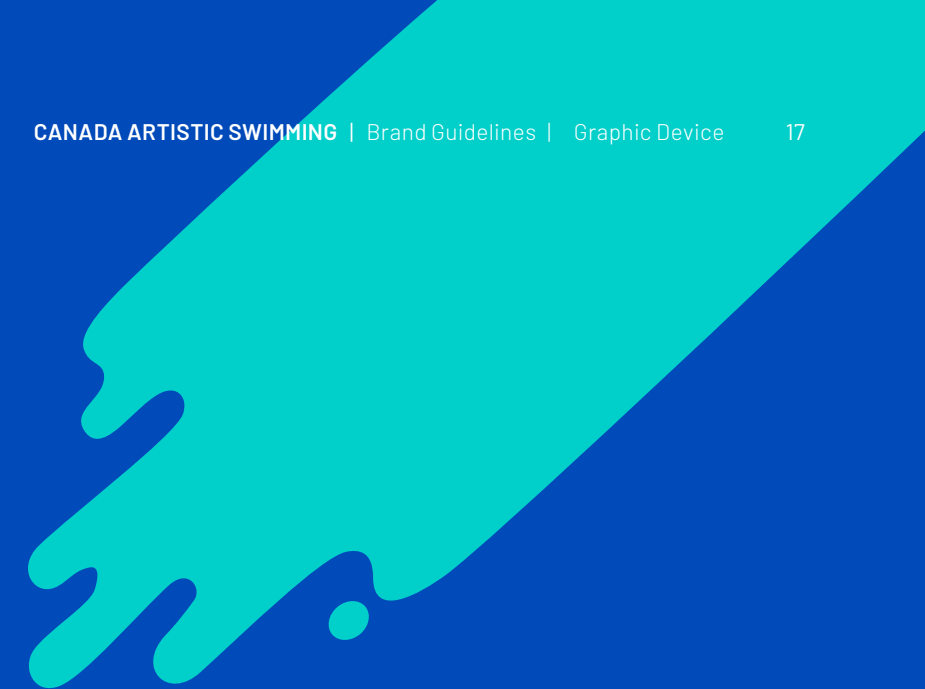
dystopia and utopia as it can play out in the world of licensing, data collection, content distribution, and life. Seeing Gilmore and Barlow debate their very different viewpoints was surreal — two old friends and legends of the early Internet having the same debates they'd been having for decades, just this time about fonts. In the end I walked away with a great font name and even better memory.

My meeting with giants inspired me to more deeply integrate the California landscape into the design. Our BART train system, for example, incorporates a very round Basel-school typeface in its public signage — and this is reflected especially at Barlow's heavier weights. Clearview, Highway Gothic, DIN, the street signs, the car plates: you can see their many subtle faces in Barlow's different weights and widths.

5.0 GRAPHIC DEVICE

Inspired by our wordmark & icon

our splash marks are intended to accent various brand materials. The splashes can range from elegantly minimal to big & bold.



5.1 GRAPHIC DEVICE - SPLASH MARKS

COLOUR

Our splashes can be used in any one of the blue tones in our colour palette. They can also be applied more subtly to create a tonal effect. Please avoid using red splash marks.

PLACEMENT & ANGLE

Much like water, our splashes can interact and overlap one another. Ideally, the splashes should be placed on an angle of roughly 30° to 60°. Please avoid using the splashes on 90° and 180° degree angles (ie; horizontal and vertical).

MOVEMENT

Within each design application it is good practice to keep the splash marks moving in the same direction to avoid the layout getting frenetic.



6.0 CONTACT

If you have any questions related to the **CANADA ARTISTIC SWIMMING** brand or implementing these guidelines please feel free to contact:

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