



**CANADA**

# Speed Skating Canada Logo Guidelines

Updated August 2010

## **Speed Skating Canada (SSC) Background**

Speed Skating Canada is the national governing body responsible for the advancement and growth of speed skating in Canada. Its core purpose is to support high performance excellence at the international level and provide leadership in developmental programs. With 140 skating clubs in 13 provinces & territories, Speed Skating Canada is dedicated to providing skating programs for every skill level in Canada.

Speed Skating Canada is a not for profit, charitable organization operating under a Policy Governance Model with an elected board of directors.

## **Speed Skating Canada Brand**

SSC values its brand and has developed its logo to represent the organization's core values and philosophies. SCC's brand has evolved into a much sought-after property for sponsors and partners who wish to strengthen their own marketing programs and differentiate themselves from competitors through an affiliation with SSC.

The usage of the SSC logo by external partners enables others to form their own unique alliance with SSC and its athletes across Canada and in international markets where Canadian speed skaters compete and represent Canada.

This Logo Guidelines Manual details procedures for sponsors and partners to follow when using the SSC logo. Its principal purpose is as a reference tool, demonstrating the requirements for graphic reproduction. The guidelines in this manual also ensure the integrity of all Canadian speed skaters and the organization as a whole. These guidelines protect the usage of this intellectual property thereby allowing the property to become more recognized and valued.

## **Graphic Standards**

To ensure that maximum aesthetic value of the brand is maintained throughout all applications, this manual contains graphic standards. Any exception to these standards must receive the express permission of the SSC Manager of Communications and / or Director of Corporate Partnerships.

In general, unacceptable usage of the logo includes:

- Use of colours outside of the colour specifications (see details below)
- Use of unacceptable backgrounds (see details below)
- Condensing, expanding or distorting the typeface (see details below)
- Incorporating the brand into another brand's logo, emblem or mark (see details below)
- Crowding the brand with text and/or other logos, emblems, marks or trademarks (see details below)

## **Colour Specifications**

The official colours of SSC are black, red, grey and white. The SSC Logo is designed for optimum printing flexibility to accommodate a variety of printing budgets. The four colour variation is preferred whenever possible. For best process results, use all four colours on all white backgrounds. Care should be taken that the SSC logo is clearly visible against its background.





The single colour variation is acceptable in applications where four colour printing is not possible. The SSC logo is permitted to be reproduced in white on a coloured background. Black and white reproductions are also permitted as well as an all white logo with the middle leaf in red.



Full Colour

Matching the colour reproduction using the Pantone® system is required for colour brightness and saturation. The Pantone® system is ideal whenever possible. Acceptable equivalent four colour process values are listed below.

The Pantone® specifications for obtaining the official colours of the SSC logo are:

Black 	Red 	Grey 	White 
PMS 137	PMS 186		
C 0%	C 0	C 0	C 0
M 0%	M 91	M 0	M 0
Y 0%	Y 76	Y 0	Y 0
K 100%	K 0	K 45	K 0
R 0	R 239	R 140	R 255
G 0	G 62	G 140	G 255
B 0	B 66	B 140	B 255

*Note: Pantone® is a registered trademark of Pantone, Inc.*

Single Colour Variations & Black and White

Reproduction of the SSC logo is permitted in either all white on a red background (with red middle leaf) or black and white.



Background Colour Variations

The official SSC logo may appear in white on a red background as seen above..

**Isolation Areas**

The 'Isolation Area' refers to the imaginary space around the logo, used to ensure that there is an acceptable area of space surrounding it. This space prevents the logo from becoming lost by allowing for a clear delineation of this

logo from any other trade names, logos and marks. The Isolation Area also prevents overcrowding which can detract from the impact of the logo.

### Background Integrity

To ensure the brand integrity is maintained in its clearest possible form throughout all applications, the SSC logo should be set against solid backgrounds. Pattern backgrounds may not be used unless a clear solid background area is established around the logo. See sample below.

Exceptions to the rule occur with backgrounds, which are made up of approved photographic or artistic images which depict athletes or related sporting events. In such cases, some latitude may be given to allow the logo to be superimposed onto the image concerned.



Non-acceptable use of SSC logo on background

Acceptable use of SSC logo on background  
(with white isolation area equally surrounding the SSC logo on all four sides)

### Minimum Reproduction Size

There is no minimum reproduction size of the SSC logo, but it should be legible at all times. It should also never appear smaller than partner logos (in the case where the SSC logo appears along with other sponsor or partner logos).

### Typography

The typeface used within the logo is ITC Avant Garde Gothic in Medium Oblique. The following is not permitted:

- Typeface smaller than 7 pt. letter height
- Any unmentioned variation of any typeface
- Any computer-generated typeface distortions

### Sponsor and Partner Composites

Any SSC sponsor or partner who is granted rights to utilize the SSC logo must do so in accordance with these graphic guidelines. Examples of appropriate sponsor and partner composites are noted below. The designations and configurations used in the examples below are for illustrative purposes only and SSC will consider other appropriate designations on a case-by-case basis.

Note: Official tag lines and sponsor phraseology may be added to the composite samples below as per the approved phraseology in the sponsorship contract.

