

Graphic Standards Guidelines

VOLLEYBALL ALBERTA | DECEMBER 16, 2013



NORTH | 11759 Groat Road, Edmonton AB T5M 3K6
SOUTH | Bob Niven Training Centre, 88 Canada Olympic Rd SW, Calgary AB T3B 5R5

www.volleyballalberta.ca

Contents

SECTION 1 | CORPORATE BRANDMARK

- Introduction4
- Versions6
- Strategy7
- Colour Palette8
- Improper Usage9
- Staging10
- Preferred Placement11
- Typography12

SECTION 2 | DIVISION BRANDMARKS

Creation of each division is in progress at this time. As each version is created, they will be added to the manual.

SECTION 1

Corporate Brandmark

Introduction

A NEW NAME | Volleyball Alberta

The first alteration to the brand was updating the association's name to align with other Canadian sporting organizations. By stating the sport of volleyball first, we are showing the importance and clarity of explaining the sport league first and then the use of Alberta second to showcase our host province.

A NEW VISUAL IDENTITY

The goal of the association's new logo and visual identity is to present a comprehensive design scheme that rebrands the organization, enhances its image within the community and region, and defines its unique position in relation to other world class volleyball organizations.

LOGO AND BRAND POSITIONING

The Volleyball Alberta's logo provokes a clean and impactful impression using strong colours and a modern updated look. The icon portrays Alberta at the core of the sport of volleyball. The logo conveys an energetic, dynamic, and forward thinking organization.

The brand identity is meant to reflect the views it's members have of the organization and what it stands for in their volleyball experience. Words and phrases such as: diversity, high performance, community, organized, professional, development, leadership, fair play and opportunity came into play when creating this new visual.

WHY WE NEED GRAPHIC STANDARDS

The Alberta Volleyball Association has an established reputation as the premiere volleyball league in Alberta. Since its inception in 1997 the association has evolved and in order to meet the expectation of the members' opinion of the brand, the board of directors along with the feedback from its membership have chosen to move forward and evolve the original logo design.

With the application of this brand and logo standards, we have better control over our identity to ensure a consistent image that reflects what the association is about. The design incorporates one look and feel that has flexibility to meet the needs of all levels of the organization.

The consistency lies in the use of colours and typography. These standards offer a flexible framework to design within and yet, deliver a consistent message that is recognized as volleyball alberta.

The Volleyball Alberta Graphic Standards manual addresses the major issues of communication applications, but cannot possibly address every design situation that may arise. These standards do, however, establish an overall groundwork for design execution and strategy. In addition, internal staff are available to help assist.

This manual uses marketing terms with which you may not be familiar. The following list explains some of them:

LOGO | A graphic design that is used as a continuing symbol for a company, organization, or brand; it is often in the form of an adaptation of the company name or brand name or used in conjunction with the name.

LOGO TYPE | A standardized graphic representation of the name of the company, institution, or product name used for purposes of identification and branding.

GRAPHIC ICON | The illustrated icon that is associated with the logo type.

BRAND IDENTITY | How you would like the public to perceive your brand.

BRAND IMAGE | The perception of a brand in the minds of other people. the brand image is a reflection of the brand personality. It is what people believe about a brand, their thoughts, feelings, expectations associated with a particular institution or company.

Note: definitions adapted from the American Marketing Association website, from Wikipedia and from about.com

Versions

FLEXIBILITY IN DESIGN

The primary stacked version of the logo has the logo type placed on the right side of the graphic icon.



The secondary version is an option when a large horizontal space or at the designer's discrimination requires a horizontal option.



Strategy

IT IS ALL IN THE ALIGNMENT

The strategy in the creation and alignment of the logo is to showcase the new name of the organization as well as create an opportunity.

Using the custom font created for the type, phrases for each of the divisions are to be placed on the left side of the logo type. This showcases the name of the organization as the priority and then it is followed up with the name of each division.

The elements of the logo can also be used separately depending on the need. for example, the logo type can be used to brand a t-shirt illustration without the graphic icon limiting the design options for illustration styles. On the other end, the graphic icon of the logo type can be used on it's own as a 'tag' on clothing and works well as icons for various social media mediums. View page # for examples of use.



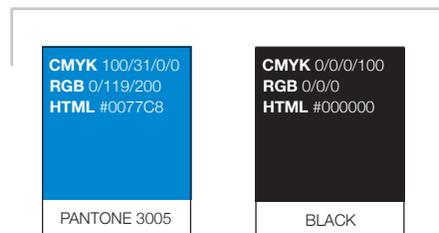
Colour Palette

VIBRANT MESSAGING

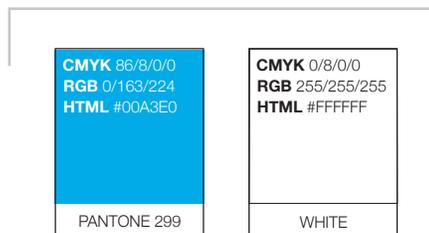
The colours chosen have been selected to both acknowledge the history of the association's image as well as evolve for the new generation. A set of blues have been chosen to be both vibrant and impactful.

In order to ensure the blue of the logo contrasts well on black/dark colours a secondary blue has been chosen specifically for it's use on black backgrounds. There are also reverse options that are available when colour contrast is an issue.

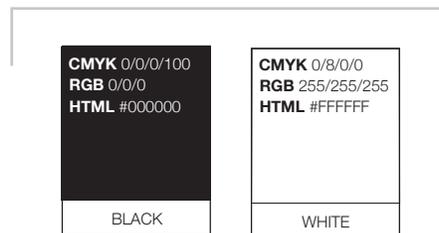
Corporate Colours on WHITE



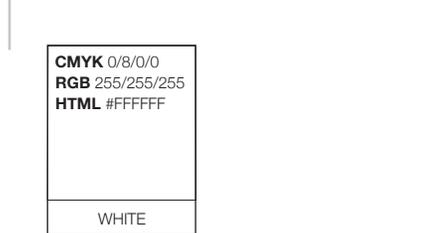
Corporate Colours on BLACK



Corporate Reverse Option on Colour



Corporate Full Reverse Option



Improper Usage

CONSISTENCY IS KEY

Our logo is our most valuable asset, and care must be taken to ensure correct application in every instance. To protect and preserve our brand identity, never alter the logo in any way.

This page demonstrates a few incorrect uses of our logo.

1. Do not distort or put the logo on an angle.
2. Do not reproduce colours that are not specified in this manual.
3. Do not add additional elements.
- 4. Do not put a drop shadow or outline the logo.**
5. Do not add an initiative, program, or project name beside or below the logo.
6. Ensure there is a strong contrast readability - use full reverse logo when needed.

If you have any questions regarding our logo usage, please consult the communication department for its approval.

DO NOT USE Another Font



DO NOT SQUISH the Artwork



DO NOT Adjust Placement



DO NOT USE Black/blue on Dark Colours



DO NOT USE Unspecified Colours



DO NOT USE glow, drop shadow or outlined stroked



Staging

PROTECTED SPACE & MINIMUM SIZE OF LOGO

“Staging” refers to the area directly surrounding the logo. Staging is essential in order to ensure clarity and prominence in all visual communications.

To ensure maximum visibility and integrity of design, the logo should always be surrounded by an area of clear space, free from other graphic elements.



CLEAR SPACE | Clear space frames the logo, separating it from other elements such as headlines, text, imagery, and the outside edge of printed materials. The minimum clear space above, below, and on all sides of the logo is equal to the height and width of the letter "a" in alberta as shown above.

SIZE | The logo can be used in any size appropriate to the application, as long as the reproduced image is crisp and legible.

MINIMUM SIZE | For most print applications, the minimum recommended size is 1.25 inches in width from the end of the a in the logo type and to the end of the circle in the graphic icon. If it is any smaller, legibility will be compromised.

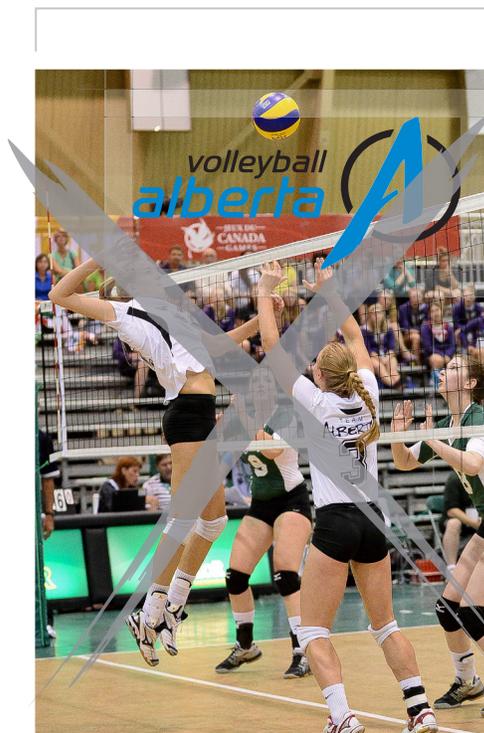
Preferred Placement

IN ACTION

It is integral that the placement of the logo when used in marketing materials to ensure the legibility and consistency. When using the logo on top of photos or background colours, ensure the colours you choose are aligned with the colour guidelines on page #.

When placing a logo on a background - ensure that the area is clear of any action or detail that can detract from the logo.

NO



YES



If the photo you are choosing does not have an appropriate area for logo placement, suggestion is to create a solid contrast/background in the area that you would like to use the logo in.

Typography

PROTECTED SPACE & MINIMUM SIZE OF LOGO

We have adopted the Helvetica Neue Light and Bold fonts as our corporate typeface. Its combination of simplicity and legibility helps to communicate our messages cleanly and distinctly and compliments the unique styling of the custom type in the logo.

helvetica neue light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % & * () [] / ?

The LIGHT font is to be used as the basic body of all communication materials such as letters, posters and various other means of print materials. Keep the point size to a 10 point size.

helvetica neue bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % & * () [] / ?

The BOLD font is to be used as a header and highlight font where needed.

SECTION 2

Division Brandmarks

Team Alberta Volleyball

COMBINED | The strategy in the creation of this logo allows for each division to be combined with the corporate logo.

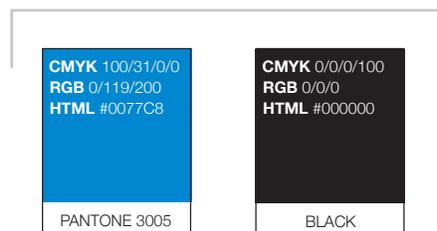


STAND ALONE | The design also allows for the graphic icon and division type to be used separately as a stand alone brand/logo.



COLOURS | Because the team alberta division is the face of the association, they will be using the same corporate colours as the Volleyball Alberta logo.

Corporate Colours on WHITE

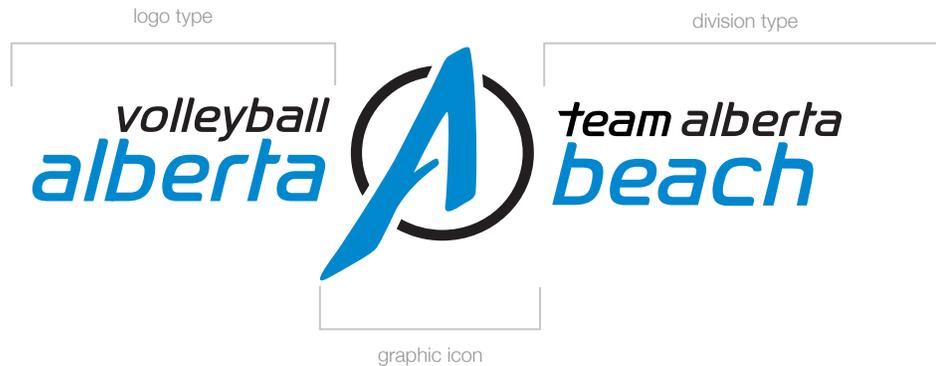


Corporate Colours on BLACK



Team Alberta Beach

COMBINED | The strategy in the creation of this logo allows for each division to be combined with the corporate logo.

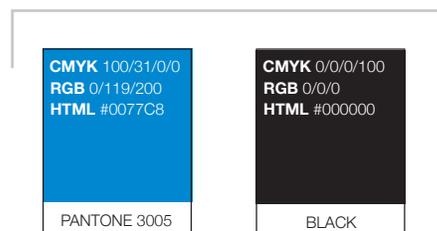


STAND ALONE | The design also allows for the graphic icon and division type to be used separately as a stand alone brand/logo.

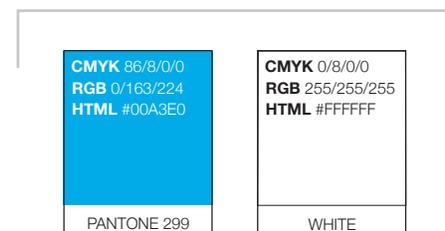


COLOURS | Because the team alberta beach division is also a face of the association, they will be using the same corporate colours as the Volleyball Alberta logo.

Corporate Colours on WHITE



Corporate Colours on BLACK



Volleyball Officials

COMBINED | The strategy is created specifically for the Officials Association. This version will be used only for public communications such as letterhead, electronic media etc.

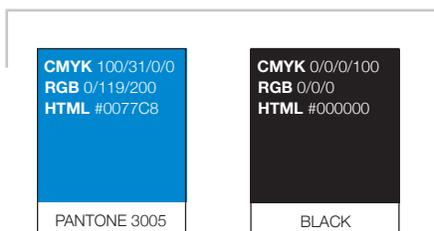


STAND ALONE | This version will be used for stand alone use such as clothing and uniforms for the associaton.

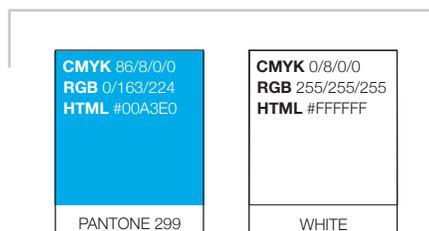


COLOURS | Because the volleyball officials group represents is also a face of the association, they will be using the same corporate colours as the Volleyball Alberta logo.

Corporate Colours on WHITE



Corporate Colours on BLACK



Summer Camps

COMBINED | The strategy in the creation of this logo allows for each division to be combined with the corporate logo.

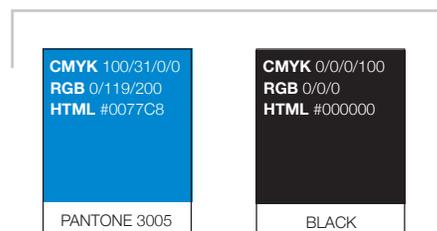


STAND ALONE | The design also allows for the graphic icon and division type to be used separately as a stand alone brand/logo.

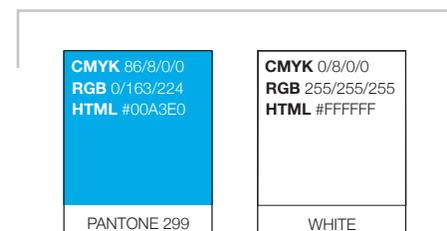


COLOURS | Because the team alberta beach division is also a face of the association, they will be using the same corporate colours as the Volleyball Alberta logo.

Corporate Colours on WHITE



Corporate Colours on BLACK



Sylvan Lake Camp

COMBINED | The strategy in the creation of this logo allows for each division to be combined with the corporate logo.

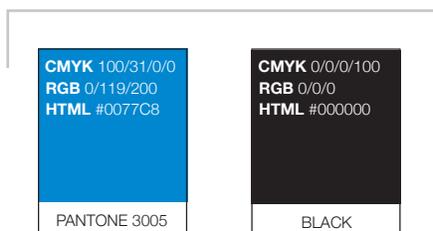


STAND ALONE | The design also allows for the graphic icon and division type to be used separately as a stand alone brand/logo.

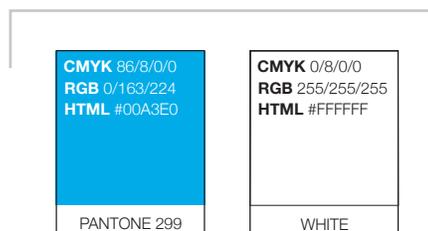


COLOURS | Because the team alberta beach division is also a face of the association, they will be using the same corporate colours as the Volleyball Alberta logo.

Corporate Colours on WHITE



Corporate Colours on BLACK



Summer Camps

COMBINED | The strategy in the creation of this logo allows for each division to be combined with the corporate logo.

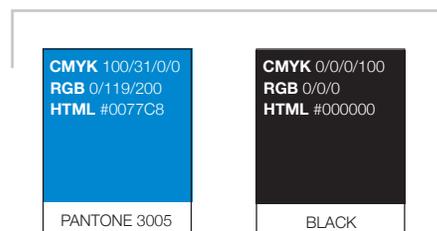


STAND ALONE | The design also allows for the graphic icon and division type to be used separately as a stand alone brand/logo.

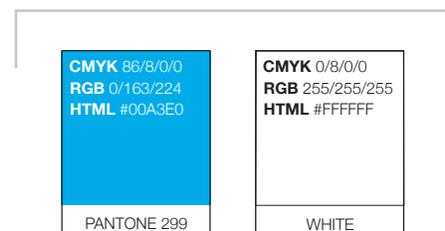


COLOURS | Because the team alberta beach division is also a face of the association, they will be using the same corporate colours as the Volleyball Alberta logo.

Corporate Colours on WHITE



Corporate Colours on BLACK



Jasper Volleyball Camp

COMBINED | The strategy in the creation of this logo allows for each division to be combined with the corporate logo.

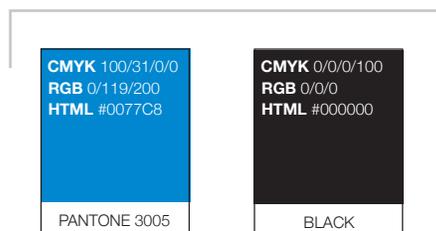


STAND ALONE | The design also allows for the graphic icon and division type to be used separately as a stand alone brand/logo.

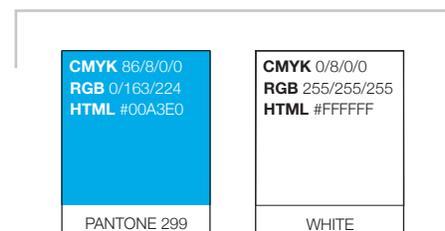


COLOURS | Because the team alberta beach division is also a face of the association, they will be using the same corporate colours as the Volleyball Alberta logo.

Corporate Colours on WHITE



Corporate Colours on BLACK



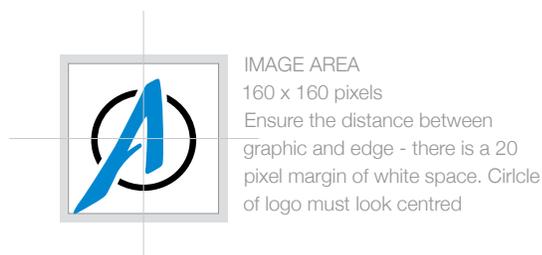
SECTION 3

Social Media

Facebook



PROFILE PICTURE | The logo mark is the only image to be used as the profile picture.



COVER IMAGE | Because the logo graphic is used as the profile picture - any and all cover images if the name Volleyball Alberta is used - must just use the type portion of the logo on the right side bottom corner. Please see above. Standard Colour guidelines apply in these situations.

Please note that it is NOT necessary to always use the logo type - because the name of the organization is listed beside the profile picture. So if you are looking to promote a winning team photo - you don't need to add the logo and make it any more busy.

SUGGESTED LAYOUTS | when using the logo wordmark ensure readability and always use in the bottom right hand corner. When adding in copy for a promotion, always use the brand font, Helvetica light and/or bold.

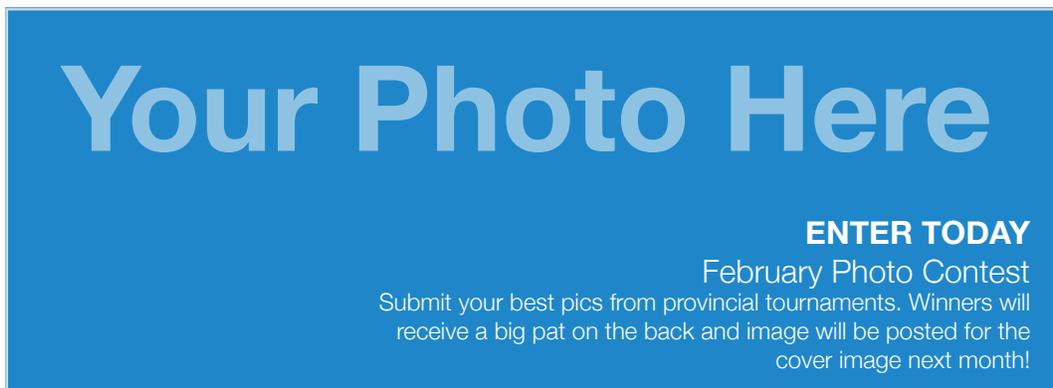
Stand Alone Photo with Logo Wordmark



Clothing Sale Promotion with Logo Wordmark



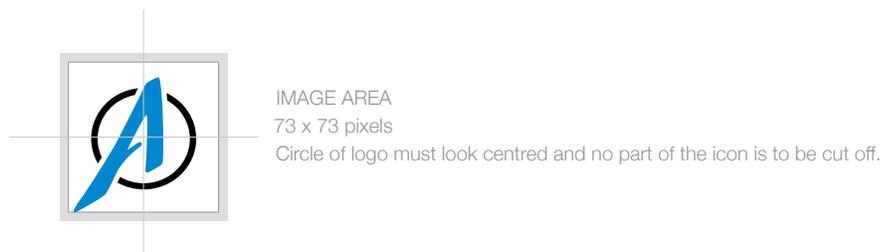
Text Only Graphic with no logo wordmark.



Twitter



PROFILE PICTURE | The logo mark is the only image to be used as the profile picture.



COVER IMAGE | Do NOT use any elements of the logo individually unless a repeated wallpaper graphic has been provided. Because the cover image is under copy type, readability is an issue. Only use generic background photos or subtle and/or graphic photos.

BACKGROUND IMAGE | Using the brand solid colours is suggested to keep things simple. A custom background image using a repeated wallpaper graphic could be used to mix things up - or simple white to reinforce the clean image.

Volleywire | E-Newsletter

PROFILE PICTURE | The logo mark is the only image to be used as the profile picture.

COVER IMAGE | Do NOT use any elements of the logo individually unless a repeated wallpaper graphic has been provided. Because the cover image is under copy type, readability is an issue. Only use generic background photos or subtle and/or graphic photos.

BACKGROUND IMAGE | Using the brand solid colours is suggested to keep things simple. A custom background image using a repeated wallpaper graphic could be used to mix things up - or simple white to reinforce the clean image.

QUESTIONS? Contact Us

If you require logo artwork, please contact the Volleyball Alberta administration office. Should you have any questions as to the proper use of the artwork, please don't hesitate to give us a call.

PHONE | 780-123-4567

EMAIL | info@volleyballalberta.com

ONLINE | www.volleyballalberta.com