

Branding Guide

Logo use specifications,
colors and typography

Updated September 2016



GRANITE
CURLING CLUB
of Seattle

Logo

FULL-COLOR

The primary logo should be used on all printed communications materials when size permits. This version of the logo should be used only on a white field or very light color. Any other background color requires the use of the reversed [white] version of the same logo, ensuring proper contrast.



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GREYSCALE

The greyscale logo should be used only when the logo cannot be printed in color, but shades of black & grey are a preferred to one color production. The greyscale logo should be used only on a white field or very light color. Any other background color requires the use of the reversed [white] version of the logo.



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BLACK

The black logo should be used only when the logo cannot be printed in color. As with its full-color or greyscale alternative, the black logo should be used only on a white field or very light color. Any other background color requires the use of the reversed [white] version of the logo.



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REVERSED [WHITE]

When placing on any field other than white, use the reversed [white] version of the logo. When the logo is reversed on a color or photograph, care should be taken to create sufficient contrast so the logo is clearly visible.



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Logo, continued.

FULL-COLOR ON WHITE OUTLINE

When use of the full color logo is desired, but must be produced atop an off-brand color, solid brand or photograph that does not provide enough contrast, this version with white outline may be used. This shape may not be altered or minimized to ensure proper separation between logo and background.



LOGO WITH ADDRESS

At times, it is necessary to include the address with the logo when there isn't space or it seems awkward to place it elsewhere. When that is the case, it's permitted to use this version. Only horizontal in full-color or one color.



Logo Spacing & Sizing

An area of “whitespace” should always surround the GCC logo. This area of isolation ensures that headlines, text or other visual elements do not encroach on the logo. The area is defined by using height of the capital letter E in the word GRANITE in the logo, which is referred to as the E-height. A margin of clear space equivalent to the E-height of the logo at the size it is being used is drawn around the logo to create the invisible boundary of the area of isolation. This area of separation is a minimum and should be increased wherever possible.



There are no predetermined sizes for the GCC logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the GCC logo. Minimum sizes are as shown here.



Logo Usage Limitations

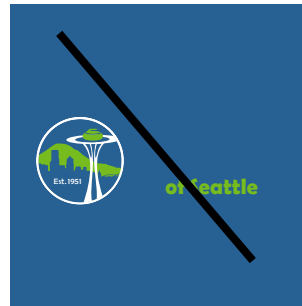
When using the Granite Curling Club logo, the following rules should be adhered to at all times.



Distorted: The logo should never be stretched, distorted or cropped.



Amended: The relationship between the circle and the text.



Color background: The full color logo should never be placed on a brand color.



Imagery: Take care when placing the logo over an image. It should never obscure the focus of the picture.



Logo color: The color areas in the logo should not be swapped or changed.



Visual effects: The logo should never have drop shadows or other graphic effects added.



Typography: The logo typography should never be altered or replaced.



Altered: The logo should not be altered in any way. This includes spacing, angles or circle to text ratio.

Brand Colors

Color is a powerful brand identifier and should be used consistently. The colors were chosen to compliment those of other Seattle sports organizations in a desire to visually align with the community.

PRIMARY BRANDING COLORS

The GCC logo consists of these shades of blue and green. Both of these colors may be used in large blocks or accents. Tints of the primary colors should not be used.



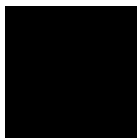
PMS: 647C
CMYK: 90/63/20/3
RGB: 35/100/145
HEX: 216093



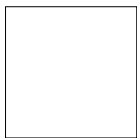
PMS: 368C
CMYK: 58/2/100/0
RGB: 120/188/30
HEX: 76bd1d

SECONDARY BRANDING COLORS

These colors can be used alongside the logo and in branding elements for GCC, specifically the 50% black shade used in greyscale representations of the logo.



PMS: Black
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: 000000



PMS: White
CMYK: 0/0/0/0
RGB: 225/225/225
HEX: FFFFFFFF



PMS: Cool Gray 9
CMYK: 0/0/0/50
RGB: 150/150/150
HEX: 959595

Typography & Fonts

Typography is essential to maintaining the brand identity. The fonts used in the logo itself is meant to be unique and not used in any internal and external corporate communications materials. The complimentary fonts below should be used instead.

CALIBRI

Calibri offers wide compatibility as it is preinstalled as part of many Microsoft products. Use the regular weight for all body copy. The bold version can be used for sub-headings [usually in all-caps]. Use italic sparingly.

Calibri Regular

Calibri Italic

Calibri Bold

VERB & VERB CONDENSED

Verb & Verb Condensed is the primary font for use in GCC's marketing, advertising, website, signage and print pieces. They do not come preinstalled with Microsoft products, though they can be licensed for use individually.

Verb Regular

Verb Bold

Verb Italic

Verb Semi Bold

Verb Condensed

Verb Condensed Bold

Verb Condensed Italic

Verb Condensed Medium

Typographic design should be applied using the following parameters:

STYLE, SPACING & ALIGNMENT

Manipulating the typeface is prohibited. Stretching, condensing, outlining and drop shadow must never be done. Type should be set at 100% word spacing and 0% letter spacing. In some circumstances, it may be necessary to adjust the spacing between individual characters manually. Use of auto-kerning if available is recommended. Copy should generally be left-aligned.

FONT COLOR

Type can be set in any color from the GCC color palette, though black, grey or blue should be first choice.

Contact Us

If you require source files or have specific questions about usage, or seek an opinion on a project, don't hesitate to contact the branding committee at branding@curlingseattle.org.