

# TEAM NB

# Logo Standards Manual

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## Logo Standards

This manual's purpose is to establish the standards for the acceptable use of the Team NB Canada Games logos and to ensure consistency in promoting the image of Team NB.

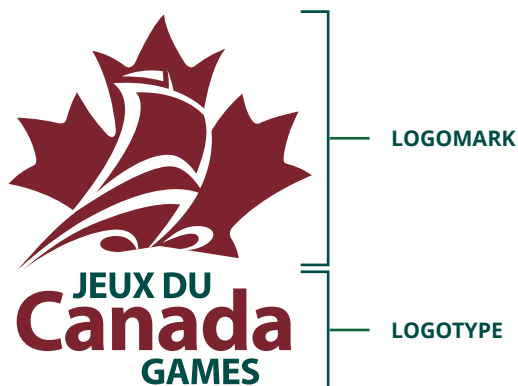
These pages will supply you with guidelines to help guarantee a consistent and strong identity, or "brand", for Team NB.

The Team NB Canada Games logos are intended for the sole use of the Sport and Recreation Branch, on behalf of Team NB, and the provincial organizations governing Team NB member sport teams representing the province at the Canada Games. Please study these guidelines carefully, become familiar with the details and begin implementing them immediately.

Please Note: This manual does not address every possibility for graphics that may arise.

Provincial organizations and/or their respective Canada Games teams must attain written approval from the Sport and Recreation Branch prior to any use of the Team NB Canada Games logo to:

[teamnb@gnb.ca](mailto:teamnb@gnb.ca)



## The Logo

Branding ourselves is more than just having a name and a logo. It's a way of showing others who we are. By managing our brand, we create a presence that helps us stand apart from other organizations and helps instill a type of quality and integrity that is important in all that we do.

### LOGOTYPE

It is essential that the design, proportions and spacing of all characters never be altered - not even slightly. This is because any deviations may diminish the overall "branding" of the image.

### LOGOMARK

Some of the logos provided in the official logo package include a logomark. On these logos, the logomark should always accompany the logotype and should never be removed (see examples on the left).

The Team NB/Équipe NB logo that was provided without the logomark is the only exception.





**PANTONE (PMS)**  
**PANTONE 188 C**

**FULL COLOUR (CMYK)**  
**C:33 M:92 Y:73 K:38**

**FULL COLOUR (RGB)**  
**R:121 G:36 B:47**

**WEB COLOURS (HEX)**  
**#79242F**



**PANTONE (PMS)**  
**PANTONE 3302 C**

**FULL COLOUR (CMYK)**  
**C:95 M:47 Y:67 K:42**

**FULL COLOUR (RGB)**  
**R:0 G:76 B:69**

**WEB COLOURS (HEX)**  
**#004C45**

## Myriad Pro

Light, *Light Italic*,  
Regular, *Italic*,  
Semibold, *Semibold*  
*Italic*, **Bold**, **Bold**  
*Italic*, **Black**

## Montserrat

Light, Regular,  
**Medium**, **Semibold**,  
**Bold**, **Extra Bold**,  
**Black**

## Colours

Colour is also a very important element of a brand's identity. Consistent use of colours plays a major role in building a brand.

The primary colours selected for the Team NB logos are **PANTONE 188 C** (burgundy) & **PANTONE 3302 C** (dark green) in the Pantone Matching System (PMS).

***The Team NB logos may only be reproduced in the colours specified in this Logo Standards Manual.***

## Typography

The fonts used in the creation of the Team NB logos are Myriad Pro, and a customized version of Montserrat.



**TEAM  
ÉQUIPE NB**



**TEAM  
ÉQUIPE NB**

## Full Colour Applications

The Team NB logos may only be reproduced in the colours specified in this Logo Standards Manual. The primary colour application of the Team NB logo is the Burgundy and Dark Green on White.

## One Colour Applications

At times, there may be instances where a one colour logo is needed.

The Team NB logos may only be reproduced in the following “one colour” option.

- All White (on black or dark background)
- All Black (on white backgrounds)

Always use the version that will ensure the best visibility.



GRAPHIC BACKGROUND



SOLID DARK BACKGROUND



PHOTOGRAPHIC BACKGROUND



PHOTOGRAPHIC BACKGROUND



## Background Images

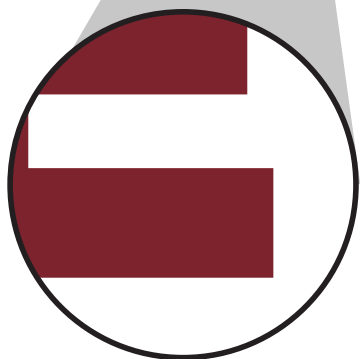
In certain circumstances, the Team NB logos may be used directly over background images.

When using the Team NB logos on a photo or graphic background, always ensure legibility by placing the logo in an area that is relatively clear and uncluttered.

Use a full colour logo on lighter backgrounds and a white logo on darker backgrounds.

Never use a background image or graphic that makes the logo difficult to read. Always use the version that will ensure the best visibility.

**TEAM**  
**ÉQUIPE** **NB**



Vector based logos will scale to any size without losing resolution.

## Scaling The Logo

The following formats of the logo are fully scalable (without losing resolution).

**.AI**

**.EPS**

**.PDF**

Always be sure to use one of the above formats when increasing the logo to a size larger than supplied.

Always scale the logo in proportion, maintaining the same vertical and horizontal proportions.

***For large signs, banners or any other item that requires an extremely large logo, BE SURE to use one of the above formats.***



MINIMUM CLEAR SPACE  
"E" FROM "TEAM"/"ÉQUIPE"



MINIMUM CLEAR SPACE  
"E" FROM "TEAM"/"ÉQUIPE"



MINIMUM CLEAR SPACE  
"C" FROM "CANADA"



MINIMUM CLEAR SPACE  
"N" FROM "NB"



MINIMUM CLEAR SPACE  
"E" FROM "TEAM"/"ÉQUIPE"



MINIMUM CLEAR SPACE  
"B" FROM "BRUNSWICK"

## Clear Space

Clear space area around the Team NB logos is required to prevent any text, illustrations, photography, complex images or graphics from diminishing or minimizing the impact of the logo.

Please consult the minimum clear space specifications for each of the logos on the left. Using the indicated letters from the logo as a guide, please keep this margin clear.

This is the standard clear space for applying the logo to any material.

Exercising these specifications will increase recognition of the logo and ensure the logo is not compromised.



**TEAM  
ÉQUIPE NB**

1"

MINIMUM SIZE - PRINT

**TEAM  
ÉQUIPE NB**

75 px

MINIMUM SIZE - WEB

**TEAM  
ÉQUIPE NB** 

1"

MINIMUM SIZE - PRINT

**TEAM  
ÉQUIPE NB** 

75 px

MINIMUM SIZE - WEB

  
JEUX DU **Canada** | **TEAM  
ÉQUIPE NB**  
GAMES

1"

MINIMUM SIZE - PRINT

  
JEUX DU **Canada** | **TEAM  
ÉQUIPE NB**  
GAMES

75 px

MINIMUM SIZE - WEB

0.75"  
  
JEUX DU **Canada**  
GAMES

MINIMUM SIZE - PRINT

54 px  
  
JEUX DU **Canada**  
GAMES

MINIMUM SIZE - WEB

0.75"  
  
**TEAM  
ÉQUIPE NB**

MINIMUM SIZE - PRINT

54 px  
  
**TEAM  
ÉQUIPE NB**

MINIMUM SIZE - WEB

0.75"  
  
New **Brunswick**  
Nouveau

MINIMUM SIZE - PRINT

54 px  
  
New **Brunswick**  
Nouveau

MINIMUM SIZE - WEB

## Minimum Width For Reproduction

### MINIMUM LOGO SIZE ALLOWED - PRINT

The minimum sizes the Team NB logos can be printed measure 1" in width for horizontal logos, and 0.75" in height for vertical logos, as shown to the left. This is to ensure legibility of the icon and logotype in all print material.

### MINIMUM LOGO SIZE ALLOWED - WEB

The minimum sizes the Team NB logos can be used online is 75 pixels in width for horizontal logos and 54 pixels in height for vertical logos. This is to ensure legibility of the icon and logotype on all web items (web ads, social posts, website use, etc.)



## Usage Examples

Proper use of the Team NB logos must be maintained to protect the brand.

The use of the Team NB logos may not deviate from the standards set in this manual.

***It is unacceptable to scan the logos from reproduction materials or recreate the logos in any way.***

The following are examples of what NOT to do in print or electronic formats.

A. **DO NOT** redraw the logo.

B. **DO NOT** use any colour other than what is specified in this manual (see page 4).

C. **DO NOT** distort the logo.

D. **DO NOT** typeset the logo or alter the font in any way.



E.  


## Unacceptable Usage Examples

E. **DO NOT** crowd the logo with images or text. Allow for a clear area at all times.

F.  


F. **DO NOT** box or put a key line around any font of the logo or around the logo itself.

G.  


G. **DO NOT** reduce the print logo past the minimum acceptable size (see page 9).

H.  


H. **DO NOT** rotate the logo.



## Unacceptable Usage Examples

I. **DO NOT** alter the arrangement of the logo elements.

J. **DO NOT** combine or add other graphics.

K. **DO NOT** change the approved size relationships.



## Tech Specs

There are three different colour versions of the Team NB logos available, and it is important that each one is used in its proper context.

### PANTONE/SPOT COLOUR

The two colour versions use the Team NB corporate colours in the spot colour process called the Pantone Matching System (PMS). These files are to be used when producing certain print materials with the Team NB corporate colours. An example would be 3 colour stationery.



### PROCESS COLOUR (CMYK)

The full or four colour process version uses a process where the corporate colours are achieved using four process colours (instead of two spot colours). This file is to be used when producing print material in full colour (such as brochures, magazines, documents with colour photos in them, etc.).



### ONE COLOUR

The one colour logos are used anytime the logo is only needed in one spot colour or in black and white (such as corporate sponsorship, internal memos, faxing, etc.)



The instructions below will assist you with the use of these digital formats.

FILE FORMAT	WHEN TO USE
<b>VECTOR-BASED EPS, PDF OR AI FILES</b>	Use when sending files to a printer, professional graphic designer, or publications such as newspapers or magazines, sign shops, often for printing banners, decals, window graphics, stationery, etc. Vector formats are fully scalable to any size without jeopardizing image resolution.
<b>JPEG / PNG FILES</b>	Use for internal applications such as faxes, memos, powerpoint presentations, websites and internally produced promotional materials. JPEG / PNG files can be used at actual size or smaller. Do NOT increase the size of a JPEG / PNG file or image resolution will diminish. PNG files will have a transparent background.