



PTSO BRAND GUIDELINES



**SPEED
SKATING
CANADA**

Welcome to Speed Skating Canada's PTSO brand guidelines.

This guide will introduce you to the core brand elements and guiding principles designed to work together to create a consistent look and feel for the PTSO brands across our country.

TABLE OF CONTENTS

1.0 LOGOS 2.0 COLOUR PALETTES 3.0 TYPOGRAPHY
4.0 GRAPHIC DEVICES 5.0 PHOTOGRAPHY 6.0 NOTIONALS

PTSO LOGOS

Our logos are the most visible elements of our identities. With short and long track ovals dynamically radiating outward from iconic symbols of each province and territory, the logo system is both inclusive and unifying.

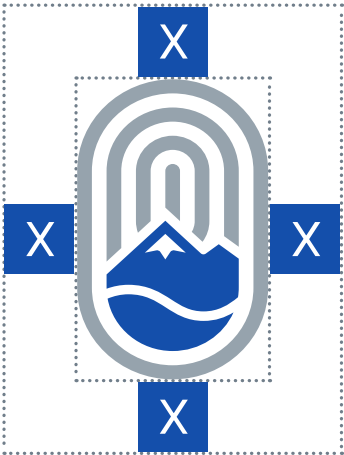


PTSO LOGO & SYMBOL USAGE

For ease of recognition, standards of size and proximity to other graphic elements, text or logos have been created for our logos and symbols.

The Speed Skating BC logo is shown here as an example.

Ideally, our logos should be used with both the symbol and wordmark combined. However, there may be occasions when due to either size restrictions or production techniques (e.g. social media profile picture, embroidery on uniforms, etc.) it may be necessary to use the symbol alone.



PROTECTIVE SPACE
It's important to keep our logo clear of other graphic elements, logos or text. A clear space (X) has been established around the logo, defined by the width of the inner oval of the symbol in our logo.

MINIMUM SIZE
To ensure legibility, our Horizontal Logos must never be reproduced where the symbol is smaller than 12mm in height in printed applications and 65px in height in digital applications.



LOGO COLOUR VARIATIONS

Our PTSO logos are available in various coloured versions for different applications. Certain PTSOs have access to both English and French versions.

The Speed Skating Northwest Territories logo is shown here as an example.



FULL-COLOUR
On light images or backgrounds, our logo should appear in its Full-Colour version whenever possible.



BLACK
For black and white applications on light backgrounds, the Black version should be used.



ONE-COLOUR
For single colour applications on light backgrounds, the One-Colour version should be used.



FULL-COLOUR REVERSED
On dark images or backgrounds, our logo should appear in its Full-Colour Reversed version whenever possible.



REVERSED
For black and white or single colour applications on dark images or backgrounds, and on brand colour backgrounds, the Reversed version should be used.

LOGO FILE GUIDE

The PTSO logo package contains different logo files to allow for use across a wide range of applications. Here is a guide to the logo versions, colours, and file types provided.

LOGO VERSIONS

See page 4 for more info

Horizontal
Logo

Icon

COLOUR VARIATIONS

See page 5 for more info

Black

Colour

Colour
Reversed

One Colour

Reversed

COLOUR TYPES

CMYK

Process colour for print

CYAN MAGENTA YELLOW BLACK
A common method of printing that uses cyan, magenta, yellow, and black inks.

PMS

Spot colour for print

PANTONE MATCHING SYSTEM
Specially mixed colours available to commercial printers that allow for a wider, more vibrant range of colours when printing.

RGB

Digital/on-screen colour

RED GREEN BLUE
Digital colour is created by using different combinations of red, green, and blue light.

FILE TYPES

EPS

For commercial printing and special applications: uniforms, embroidery, booklets, banners etc.

ENCAPSULATED POSTSCRIPT
Vector-based file that is infinitely scaleable and supports transparency.

PNG

For on-screen applications: websites, social media, documents, presentations

PORTABLE NETWORK GRAPHIC
Raster-based file that supports transparency. RGB Only.

LOGO USAGE WITH EXTERNAL PARTNERS

Where possible, our logo and other external partner logos must be distinct from one another and clearly separated. When space does not permit, a minimum clear space must separate the logos.



PROTECTIVE SPACE
A minimum clear space between our logo and external partner logos must be equal to 2X, where (X) is defined by the width of the inner oval of the symbol.

CENTRE LINE
A line separates our logo to external partner logos. It should align to our logo as shown and appear in PMS 7543c.



FINAL THOUGHTS ON USING OUR LOGOS

Here are a few examples of things to avoid when working with PTSO logos. Remember to always use the primary full-colour logo whenever possible.

The Speed Skating Ontario logo is shown here as an example.



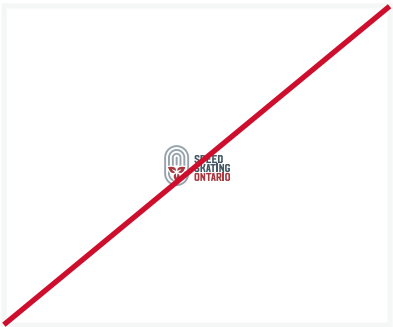
Correct usage.



Don't alter its colour



Don't re-create the logo in any other font



Don't make it too small



Don't squash or stretch it



Don't change the proportions between the symbol and the wordmark



Don't change the arrangement of the symbol and wordmark



Don't adjust the letter spacing



Don't rotate the logo



Don't place the logo over busy backgrounds or colours that lack adequate contrast



Don't put it in shapes



Don't add an outline or drop shadow



Don't use the symbol as a holding shape for imagery or graphics

COLOUR
PALETTES

Diverse but unified.

Each PTSO’s custom colour can be used in combination with the neutral colours to create unified yet distinct designs.

BC

PMS 2945C

100C 56M 0Y 3K

20R 80G 170B

1450AA HTML

DARK GREY

PMS 7545C

58C 32M 18Y 54K

66R 85G 99B

425563 HTML

WHITE

—

0C 0M 0Y 0K

255R 255G 255B

FFFFFF HTML

LIGHT GREY

PMS 7542C

24C 4M 8Y 13K

164R 188G 194B

A4BCC2 HTML

BLACK

BLACK C

0C 0M 40Y 100K

255R 255G 255B

000000 HTML

AB

UNDER
DEVELOPMENT

SK

PMS 349 C

93C 0M 69Y 58K

7R 106G 33B

076A21 HTML

MB

PMS 7406 C

0C 13M 100Y 0K

237R 192G 6B

EDC006 HTML

ON

PMS 1807 C

0C 83M 55Y 35K

169R 56G 65B

A93841 HTML

QB

PMS 2144 C

100C 52M 0Y 13K

0R 99G 166B

0063A6 HTML

PEI

PMS 2420 C

85C 0M 88Y 0K

0R 175G 72B

00AF48 HTML

NS

PMS 2130 C

74C 45M 0Y 0K

82R 119G 202B

5277CA HTML

NL

PMS 7710 C

77C 2M 21Y 1K

49R 173G 189B

31ADBD HTML

NB

PMS 228 C

0C 100M 0Y 49K

136R 55G 85B

883755 HTML

YT

PMS 2095 C

71C 61M 0Y 0K

104R 89G 149B

685995 HTML

NWT

PMS 3268 C

86C 0M 55Y 0K

31R 179G 127B

1FB37F HTML

NU

PMS 7597 C

0C 85M 95Y 2K

201R 74G 50B

C94A32 HTML

TYPOGRAPHY
HEADLINES

Main Headlines: Hudson NY

Hudson NY is the typeface from which our wordmark is built. Its bold, graphic form and unique character set bring a contemporary feel to our headlines.

Alt. Headlines: Fresno Inline

Fresno’s strong geometric lines complement our wordmark while the inline feels connected to the oval within our logo. We use it when we want to be more expressive with our headlines.

HUDSON NY
(MAIN)

A B C D E

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
! @ # \$ % ^ & * () { } | < > ?

FRESNO INLINE
(ALT.)

A B C D E F G

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
! @ # \$ % ^ & * () { } | < > ?

TYPOGRAPHY
BODY COPY

Config is legible and versatile with a variety of weights. Ideal for body copy, facts and figures or when the use of our headline fonts isn’t appropriate.

Note: When our typefaces are unavailable, use Arial as an alternative typeface. Arial is available on most computers so using it within word processing, spreadsheet and presentation programs is simple. Common usage includes: letters, labels, memos, invoices, forms, binders and PowerPoint presentations.

CONFIG

AaBb

CONFIG LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}|<>?

CONFIG REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}|<>?

CONFIG MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}|<>?

CONFIG SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}|<>?

CONFIG BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}|<>?

CONFIG EXTRA-BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}|<>?

CONFIG BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}|<>?

TYPOGRAPHY USAGE

By varying how we use our fonts, we can change the tone of our messaging from more expressive to more controlled.

IN EVERYTHING WE DO, WE EMBODY:

BEAUTIFUL EXHILARATION

We balance the grace and quiet strength of human movement on ice with the thrill of speed that compels us to race. We are inspired by this creative tension within our world of contrasts. Long track or short track, we connect through this beautifully exhilarating feeling that we alone can claim.

FASTER FORWARD

We offer the drive and support to achieve excellence on the international stage, and we inspire a future generation through our stories of success. We create the space for personal bests, from the entry level to the Olympian.



WE FOSTER DEVELOPMENT OF TECHNICALITY AND STRENGTH, OF MENTAL AND PHYSICAL EXPERTISE - THE WORLD OF CONTRASTS THAT MAKES OUR SKATING ABOUT SO MUCH MORE THAN SPEED. AND WE GROW INDIVIDUALLY, BY WORKING AS A TEAM.

GRAPHIC DEVICES

We take inspiration from the oval of our logo to inform our graphic devices—from holding shapes for our photography to line graphics and characterful patterns.

GRAPHIC DEVICES

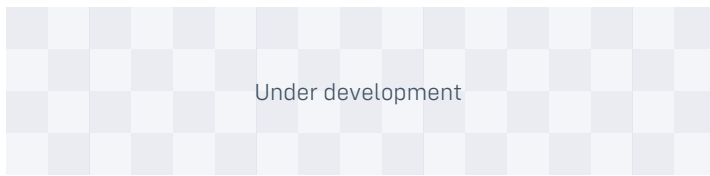
Our Pattern.

PTSO PATTERN
COLOURS

Each PTSO can create patterns using their logo colour. Certain colours allow for 2 colour combinations, and certain allow for 3. Each pattern can be used with the colours reversed. See page 9 for colour codes.



BC



AB



SK



MB



ON



QB



PEI



NS



NL



NB



YT



NVT



NU



Neutral Patterns (for use by all PTSOs)



Neutral Patterns (for use by all PTSOs)



OUR PHOTOGRAPHY



Authentic
Moments

Unusual
perspectives



Genuine
emotions



Depth of field



Interesting details



Emotive



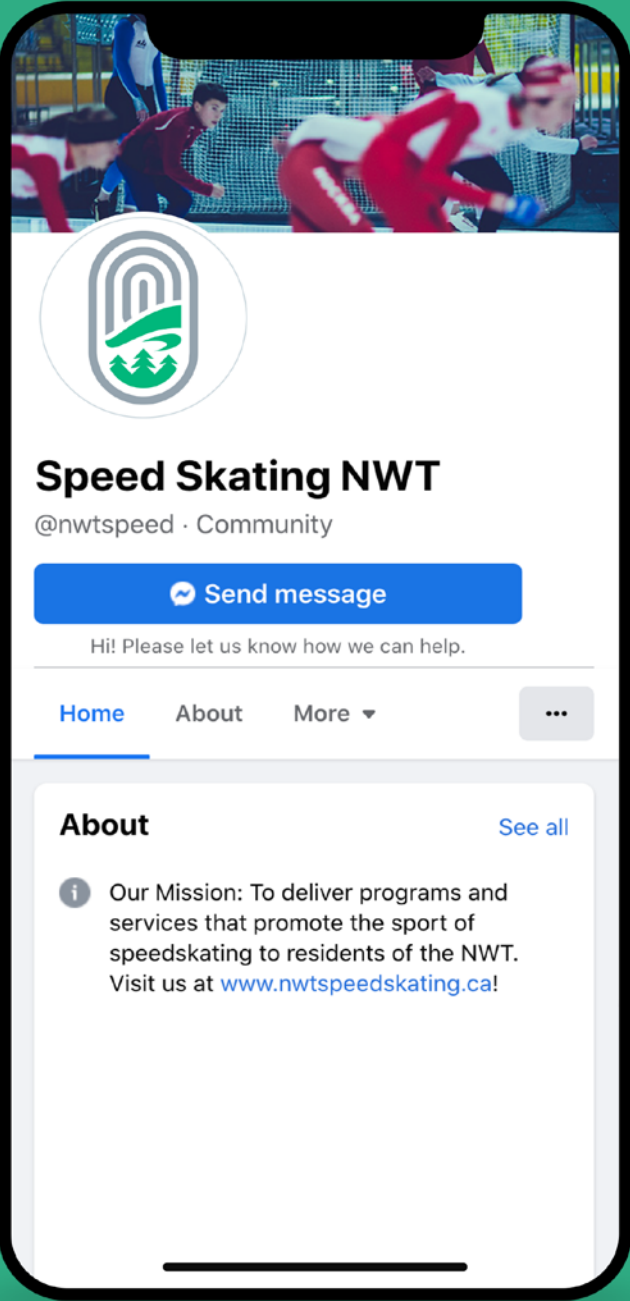
Finding your
zone



NOTIONAL APPLICATIONS

The following are examples of how the PTSO brands could come to life.









WE'RE HERE
TO HELP

For any questions, help or guidance regarding the usage of our brand, or more information about Speed Skating Canada, please connect with our Marketing & Communications team at:

communications@speedskating.ca