



CURLING FOR A CURE

Brand Guidelines



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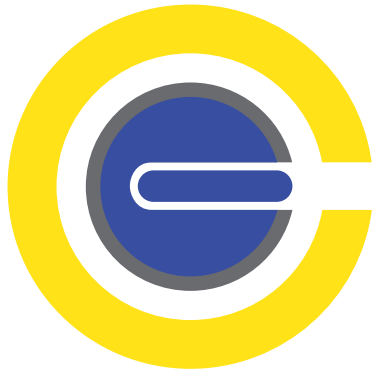
QUESTIONS?

Please Contact David Bachewich
(204)573-4166 | dabagraphics@gmail.com

LOGOS



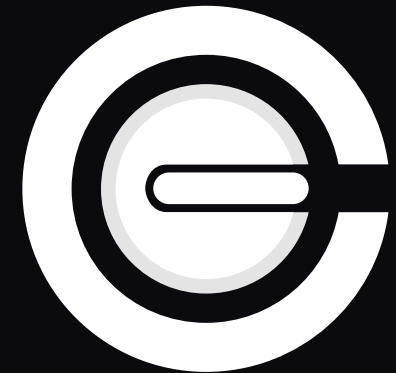
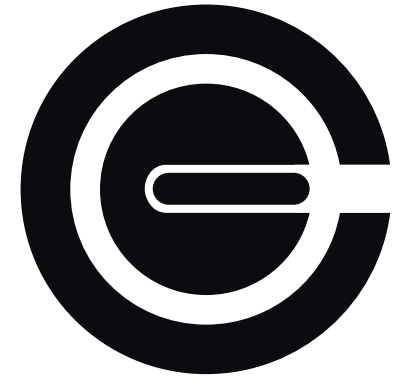
Primary Colour



Secondary Colour



Primary Black & White



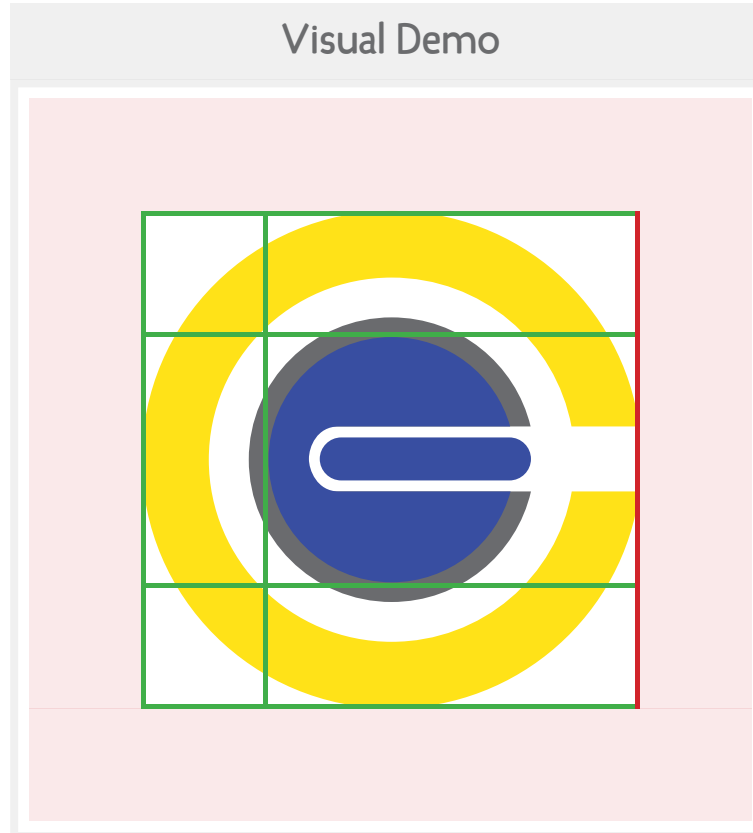
GRID LAYOUT



Logo Guidelines

These guidelines apply whenever using ANY of the Curling For A Cure logos. Displayed off to the right is a visual example of the boundaries. The pink border represents the whitespace padding needed around the logo. No other graphics or objects are allowed to enter that space. For exact measurements, one side of the padding is equivalent to the distance between the outer edge of the outside circle to the outer edge of the inner circle. The green bars represent the area of the log that can be cut off by a visual or physical barrier such as the page it is on. The red bar is in place because the right side of the logo can not be cut off. It defines the C and it would lose its value.

Visual Demo



Apparel Guidelines

Apparel Guidelines on how the logo can be used is listed below>

Tops:

- If the logo is being printed it must be placed front and center. No obstructions ovetop or around the logo is allowed. Font or other graphics can be placed on the sleeves or back.
- If the logo is being embroidered it must be placed on the right pec. Text and other graphics apply the same rules as above. The only difference is text can be displayed on the left pec.

Headwear:

- No matter the headwear being worn the logo must be placed front and center. No other graphics or text allowed.

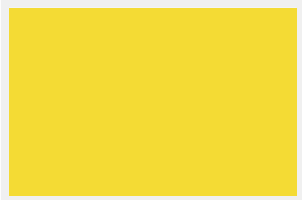
Bottoms:

- If the logo is used on shorts it must be displayed at the bottom on the right leg. No other graphics or text allowed.
- If the logo is used on pants it must be displayed at the top on the right leg. No other graphics or text allowed.

COLOURS



Primary



#F6DB38

R: 246
G: 219
B: 56

C: 5
M: 9
Y: 89
K: 0



#394EA1

R: 57
G: 78
B: 161

C: 89
M: 80
Y: 0
K: 0

Secondary

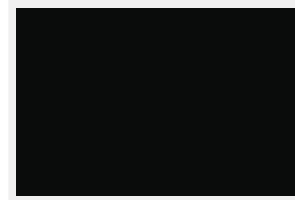


#6B6C6E

R: 107
G: 108
B: 110

C: 59
M: 50
Y: 48
K: 16

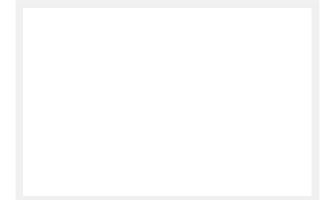
Shades



#0E0E0E

R: 13
G: 13
B: 13

C: 74
M: 67
Y: 66
K: 85



#FFFFFF

R: 255
G: 255
B: 255

C: 0
M: 0
Y: 0
K: 0

TYPOGRAPHY



Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LEMON MILK LIGHT

LEMON MILK REGULAR

LEMON MILK BOLD

All Lemon Milk font will only be used in headline text for Curling For A Cure projects. Lemon Milk Regular is the default headline font. Lemon Milk Bold and Light should not be used unless information needs to be emphasized.

Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Candela Book

Candela Book Italic

Candela Bold

Candela Bold Italic

All Candela font will only be used in body copy text for Curling For A Cure projects. Candela Book is the default body copy font. Candela Bold will be used as sub-headlines or to emphasize specific text. Both italic fonts can be used to further emphasize specific text.