

# LEE RIVER WINTER TRAIL



# BRAND GUIDELINES

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Welcome to the Lee River Winter Trail (LRWT) Brand Guide! The LRWT brand is built to capture the attention of outdoor recreation enthusiasts who are looking for fun, new adventures in Manitoba. The brand must reflect a fun, family-friendly atmosphere and be able to incorporate the Guinness World Record Band.

**Lee River Winter Trail**

Lac du Bonnet, Manitoba, Canada  
[www.leeriverskating.ca](http://www.leeriverskating.ca)

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# INTRODUCTION



## ABOUT GUIDELINES

The purpose of the brand guidelines book is to ensure that across the organization and anywhere the LRWT brand is being used, it is being properly represented and isn't altered in any way.

In this guide you will learn how to utilize the brand logo and its alternates as well as the brand colours and typography correctly so that the LRWT brand identity remains impactful, striking, and stands out among other brands as the penultimate creative agency.

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# BRAND LOGO

## 1. LOGO SYMBOL

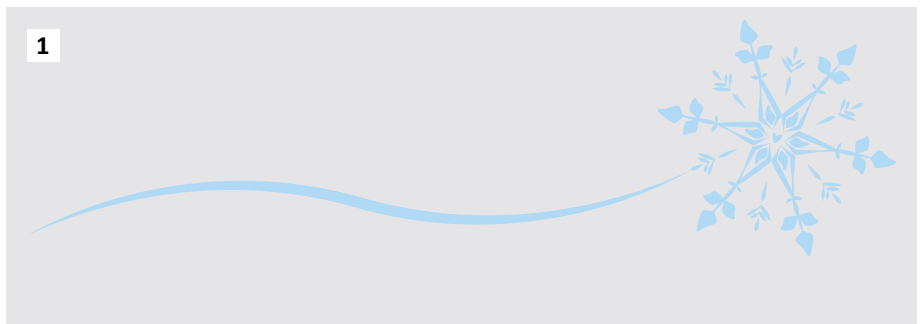
Our symbol is a thin, curved line leading into a snowflake. The line represents a line cut in the ice by a skate, the snow represents winter, and the heart in the centre of the logo is small, but significant, in that it pays tribute to the community volunteer who started the trail, and represents Lac du Bonnet's community pride and passion.

## 2. LOGO TITLE

Our title is Lee River Winter Trail. As part of the logo the font family used for "LRWT" is "Social Gothic Rough". The full name should always be represented in titles and as part of the complete logo utilizing the above named typesets. Note that the title is always represented in all caps.

## 3. FULL LOGO

Wherever possible, the full logo should be used for branding, including letterheads and all media, both print and digital.



## LOGO VARIATIONS

Below you will find accepted variation to the primary logo. Wherever possible, the primary should be used, however the white Logo may be used from time to time, depending on the background colour being used in the design material. The round Logo can be used for Social Media Profiles and select merchandise items. The Guinness "Record Holder" logo will be added to the primary logo after the Title is achieved.



## LOGO CLEAR SPACE

To ensure our brand identity remains intact, it's important to include clear space around the logo. In all cases where the logo appears on standard sized stationary (8.5 X 11, 8.4 X 14, 11 X 17), the clear space must be a minimum of 0.5 inches on all sides as show below. When possible, a clear space of 1 inch would be preferred, however 0.5 inches is the minimum requirement.



## LOGO APPLICATIONS

We very rarely get to control the background colour our logo is placed on when it goes public. While this is a function we can control on our own in-house documentation and media, it's important that our brand pops off the screen, no matter the colour.

### BLACK BACKGROUND

Use the standard logo to help our brand pop off the page.



### YELLOW BACKGROUND

Use the standard logo with bright shades when ever possible. Change to the white logo if the logo is lost.



### GREY BACKGROUND

Avoid the use of a grey background for the logo display, as neither the blue or white version display well on this light shade. This is an example of the logo being lost.



### BRIGHT BLUE BACKGROUND

A bright background like this blue requires the white logo version so that the lettering and symbol do not disappear.



# BRAND COLOURS

## PRIMARY COLOUR

Primary brand colours are the main, consistent colours used in all graphics, publications, signage, etc. Primary brand colours rarely change because they are central to the brand's visual identity.

The primary brand colour is tightly associated with the logo.

### LRWT BLUE

Colour Code : 64a5d9  
CMYK : 59 24 0 0  
RGB : 100 165 217  
HSB : 206 83 55



### LRWT BABY BLUE

Colour Code : b0daf4  
CMYK : 29 3 0 0  
RGB : 176 218 244  
HSB : 201 27 95



### LRWT DARK BLUE

Colour Code : 0c2c4c  
CMYK : 100 82 42 41  
RGB : 12 44 76  
HSB : 208 83 29



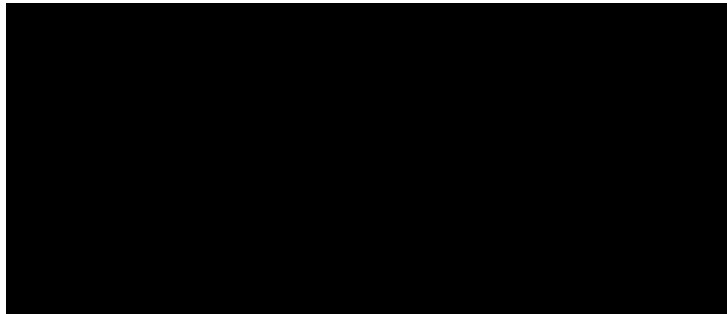


## SECONDARY COLOUR

Secondary brand colours act as complimentary to the primary brand colours. These colours should be the first variations considered for copy or content as highlights or added colour space.

### BASIC BLACK

Colour Code : 000000  
CMYK : 75 68 67 90  
RGB : 0 0 0  
HSB : 38 85 0



### GUINNESS GOLD

Colour Code : cc972b  
CMYK : 20 40 100 2  
RGB : 204 151 43  
HSB : 39 78 80



# TYPOGRAPHY

## PRIMARY FONT

The primary font for LRWT is the same font used in the logo type. The font should be used any time type exceeds a size of 21PT. Wherever possible, the font colour should remain LRWT Blue. Tracking should be no less than 0.

## SOCIAL GOTHIC

## ROUGH DEMI-BOLD

AaBbCcDdEe  
FfGgHhIiJj  
0123456789  
!@#\$%&

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## PARAGRAPH FONT

The secondary font for LRWT should be used for headlines smaller than 21PT. Tracking for headlines should be set to 100 and bolded. For paragraphs, use no smaller than 10PT font to keep communications legible.

Cambria

**Bold/**  
*Italic/Regular*

Example of 100 tracking.

AaBbCcDd  
EeFfGgHh  
012345678  
!@#\$%&

## FONTS HIERARCHY

Typography is an essential part of LRWT's Brand Identity. Type plays a very up-front role, and along with colour, is commonly the only visual element of design within a given contextual setting.

In most common cases, text should be left aligned, though on occasion it may be appropriate that text be centred and/or right aligned. Generous margins and spacing around typography and careful attention to line spacing (leading) and letter spacing (kerning) help to ensure a clean and readable design that resonates with readers.

SIZE 50PT

**THE HEADLINE SIZE**

SIZE 38PT

**SUB-HEADLINE SIZE**

SIZE 30PT

**THE THIRD HEADLINE SIZE**

SIZE 20PT

**THE FOURTH HEADLINE SIZE**

SIZE 16PT

**THE 5TH HEADLINE SIZE**

SIZE 12PT

**Paragraph Font Size**

LETTERHEAD

## LETTERHEAD

Letterhead should adhere to logo clear space guidelines. This will ensure enough room to print from a home printer without clipping. Any documents including solicitation letters, or outgoing communications, should include the brand letterhead.

Size : A4 Size  
Mode : CMYK Colour  
Type : Print

**LEE RIVER**  
**WINTER TRAIL**  
THE WORLD'S LONGEST ICE SKATING TRAIL

yourmail@email.com  
Your Address  
Your Phone Number  
www.leeriverskating.ca

Mr. Skater  
Box 555  
City, Province, Postal Code

Dear Sir,

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*From Sender*

Your Name  
Your Position

**LEE RIVER**  
**WINTER TRAIL**

# PHOTOGRAPHY

## COLOURFUL AND NOSTALGIC IMAGES

Photography must be appropriate and supportive of the content message. It can be used as the main focal point, a featured element, or as a background.

Artistic quality can be subjective, and a wide range of style options are available, but all efforts should be made to choose and use photography that supports the message and adds an element of personality and nostalgic feeling.

For printed uses, image quality should be no less than 300 dpi at full size. For web use, the minimum required image quality should be at least 72 dpi at full size.



**LEE RIVER**

**WINTER TRAIL**

