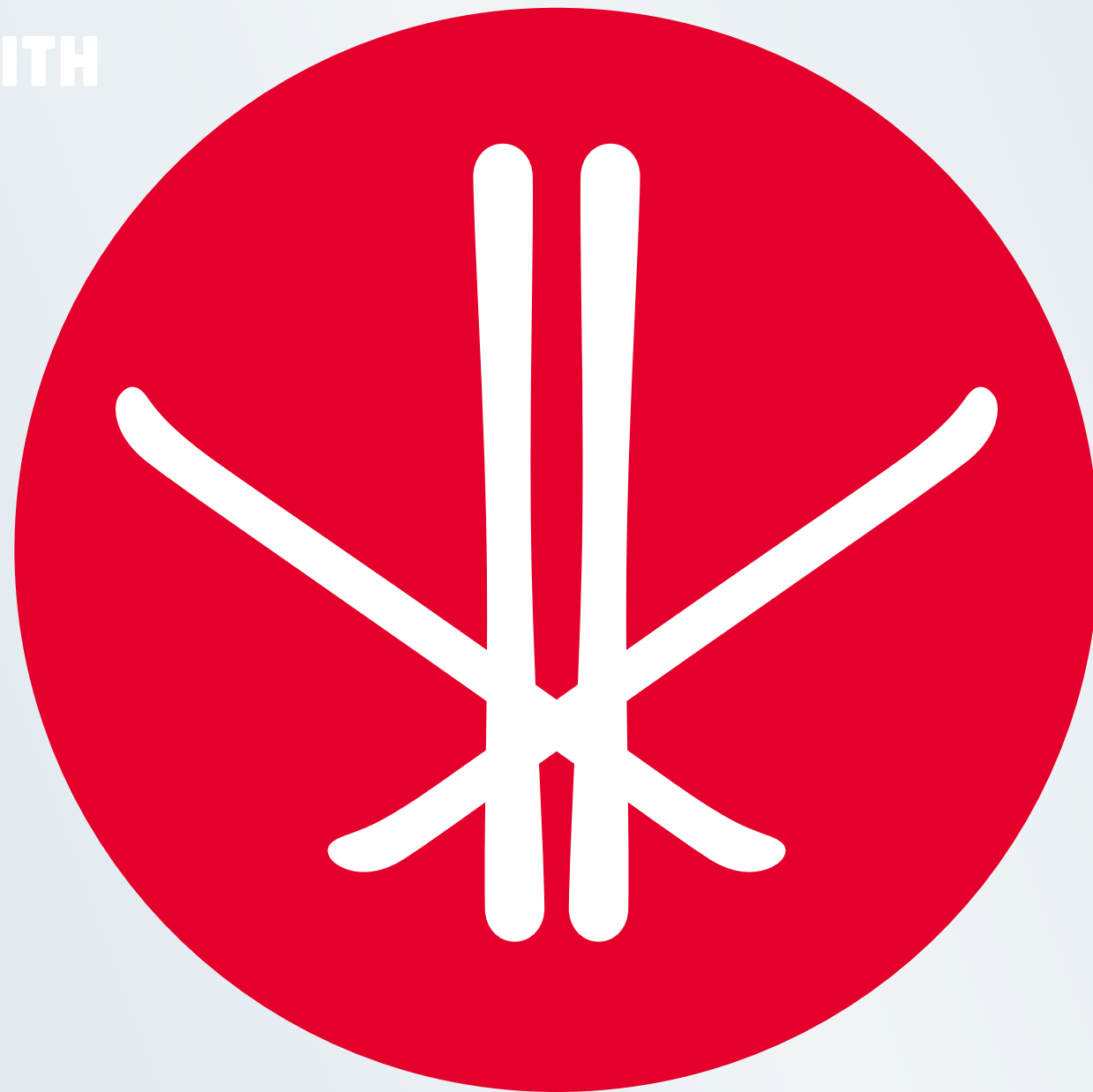# OUR LOGO

Our logo is our signature. It's the stamp of our association, and it will make its mark on everything from uniforms to coffee mugs, from online webpages, to printed documents. As a strong, credible part of our brand's visual language, it's important that we use it consistently and protect its integrity.

FOUR DISCIPLINES UNITED BY ONE PASSION

A SYMBOL ALIGNED WITH OUR ATTRIBUTES:

UNITED
EMPOWERING
PROUD
BOLD
PROGRESSIVE

LOGO SUITE

Our logo suite includes the following colour versions:

- **Full Colour**
  - CMYK (for print)
  - RGB (for screen)

- **Reversed (white-only)**

- **Black-only**
  - CMYK (for one colour printed applications, i.e. faxes)
  - RGB (for one colour screens)

These colour versions are available in:

- **EPS***
  - Vector files that can be scaled to any size.

- **Jpegs**
  - Jpegs are on white backgrounds

- **PNGs (for reversed version only)**
  - PNGs have transparent backgrounds

Preferred version for use where possible

Standard Logo

FULL COLOUR

Colour is preferred – it should only be used on white or light grey backgrounds (less than 30%).

REVERSED (WHITE-ONLY)

White should be used on backgrounds darker than 30% black.
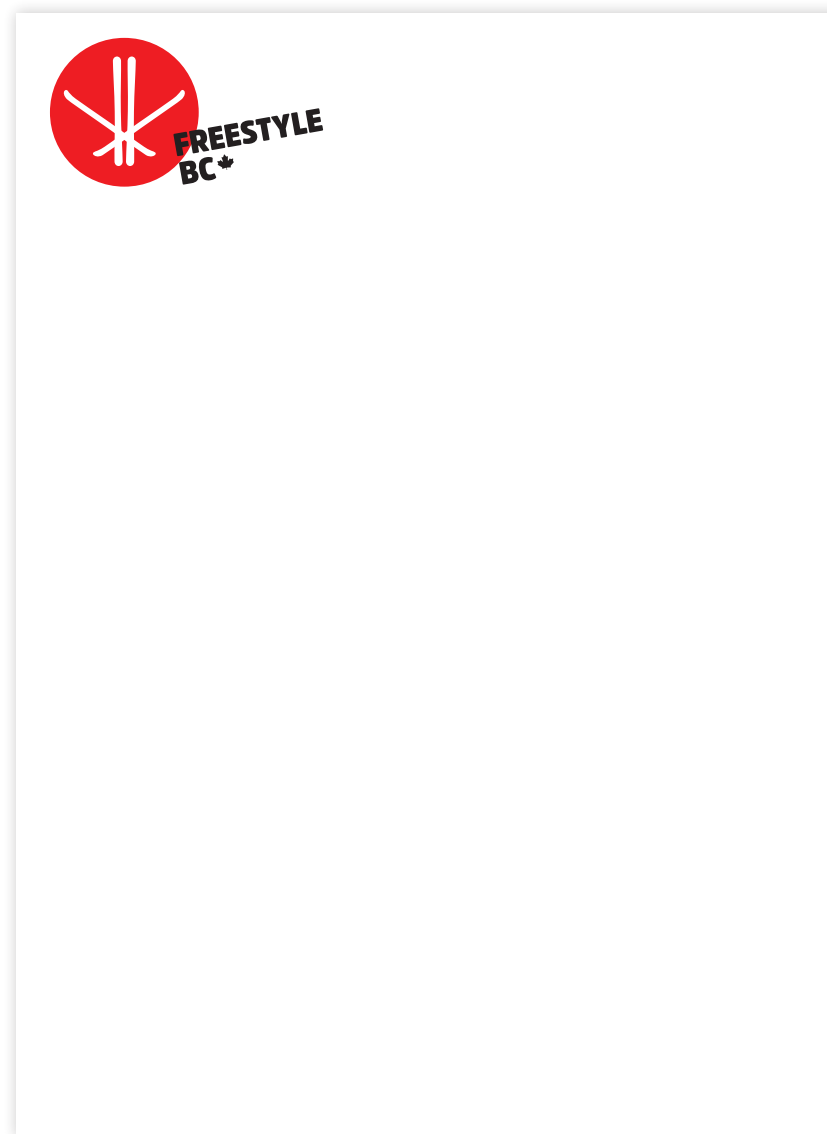
BLACK-ONLY

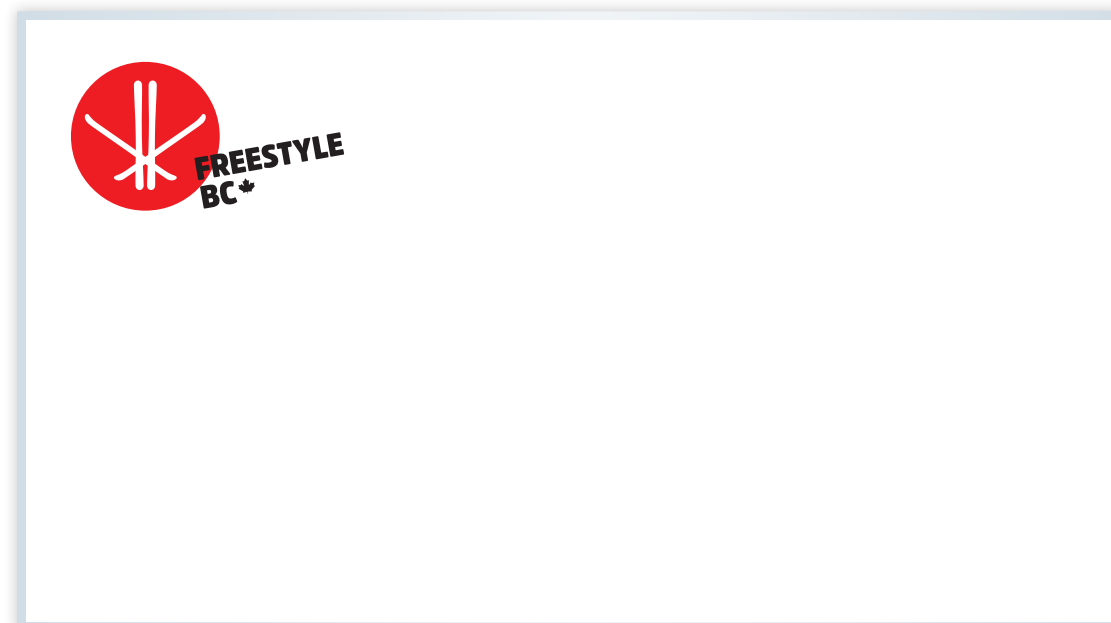Black should be used when colour reproduction is not available.

LOGO PLACEMENT

Where possible, the logo should be placed in the top left corner of artwork.
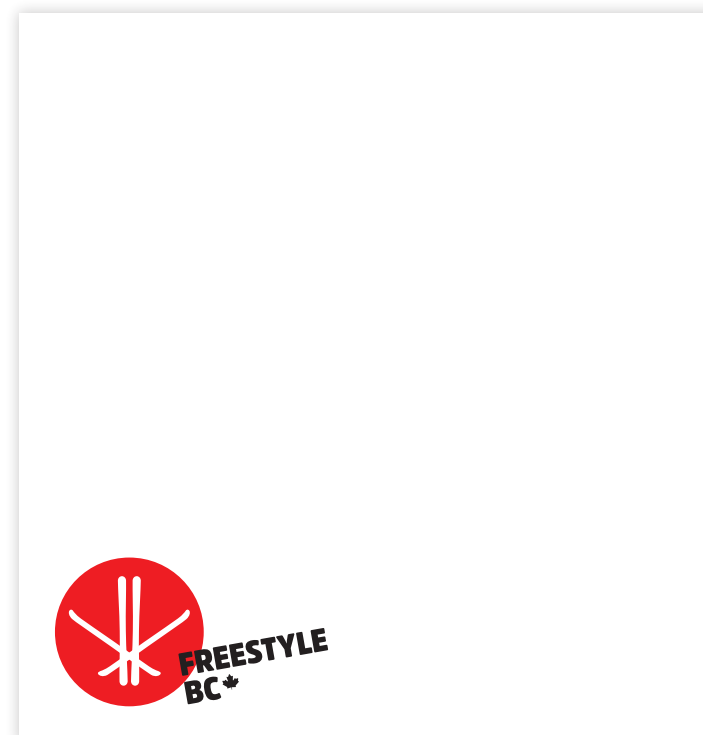
The bottom left corner is also acceptable.

Preferred logo placement – top left corner
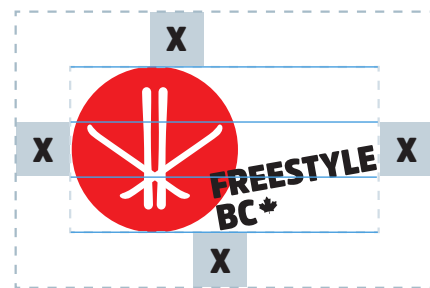

Example placement with border

LOGO
CLEAR SPACE

To protect the integrity of our logo, no text or objects should appear in the clear space.

The clear space is equal to **1/3 of the height** of the Freestyle Canada symbol.

The exception to this rule are the graphic bursts – photography or headlines may be used in close proximity to the symbol as required.

X = 1/3 the height of the symbol

LOGO
MINIMUM SIZE

The sizes specified on the right are the smallest our logo should appear. This is to ensure legibility of the logo and protect its integrity.

1.15" wide

LOGO DONT'S

Don't change the symbol colour, or use the wordmark with symbol colour other than red.

Don't stretch or skew the logo

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

Don't rotate the logo

Don't put a drop shadow on the logo

Never outline any elements of the logo

Don't alter the colour of any part of the logo

Don't put the logo on a low contrast background

Don't put the full-colour logo on a coloured background

Don't interfere with the logo's clear space

SAMPLE APPLICATIONS

Here are some good examples of how to use the logo.

Note – using the logo on a coloured background is not recommended for hero communication pieces, but when necessary, the reversed version of the logo should be used.

FREESTYLE BC

COURAGEOUS EXPRESSION

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LIVE FREE

FREESTYLE BC

FREESTYLE BC

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FREESTYLE BC

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The 'wispy ends' of bursts may encroach on logo clear space guidelines, as long as legibility is not impacted.

CONTACT

Have a question?
Please reach out:
info@freestylebc.ski