Brand Guidelines

FBR
Friends of Bishop Ryan

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What are brand guidelines?

The visual identity of FBR (Friends of Bishop Ryan) plays an important role in defining and differentiating the organization from others. This brand guidelines document has been created to define this identity and create consistency in image use. It should be used as an internal guide to allow the FBR team to effectively communicate its unique identity to all key constituents.

The following set of unified logos are meant to visually represent and build upon the tradition associated with FBR athletics. The vertically stacked figures and text make up the primary logo, but alternative logos provide flexibility and create a strong family of images.

Establishing a visual identity involves more than just creating logos. Brand guidelines provide a sound, flexible structure for using logos, colour and typography. Consistent brand messaging is essential and brand guidelines help ensure the FBR brand continues to be recognized.

This document contains the usage guidelines, logos, typography, colour and application examples in regards to FBR's visual identity.

Which file do I use?

There are many options of files the logo folder. Depending on the application, the colour profile, size and resolution of the logo may differ. First determine if the logo will be printed or remain digital.

PRINT: CMYK VS PANTONE

CMYK (Cyan, Magenta, Yellow, Black) files will be used for most printing purposes.

If using an external printing service, they may ask for the Pantone or PMS number. In that case use these options.

JPEG VS AI

In the majority of cases, use the JPEG (Joint Photographic Experts Group) logo. Note that these have a white background.

The AI file is for Adobe Illustrator and can be used to scale the logo without resolution loss.

DIGITAL: JPEG VS PNG VS AI

Use these files for things like web, power point, social media and email.

PNG (Portable Network Graphics) files can have a transparent background and are higher quality than JPEG.

The AI files are resolution independent and may be added to artwork using Adobe software.

Mission Statement

Friends of Bishop Ryan (FBR) is a not for profit organization which runs sports specific camps and other activities to raise money to help give low income and at-risk youth in East Hamilton more enriched experiences, while instilling in them the importance of being positive members of the community.

Vision

Provide the youth in our community with enriched experiences to positively impact their lives.

Tagline

Uncover Strength & Develop Confidence

Values

FUN

We strive to make all of our activities as interactive and fun as possible!

MENTORSHIP

We see the potential for children and youth to grow and develop into leaders and positive citizens. Our aim is to help children reach their potential through a positive and encouraging environment. Some of our past athletes are now volunteers and coaches, as they have seen the value in these programs.

EXPERTISE

Our coaches and staff are some of the best! Award winning and dedicated to training and development, our coaches and volunteers are committed to helping children and youth develop their skills and confidence.

COMMUNITY ORIENTED

We want to give back to our community! We aim to provide affordable opportunities for all children to be able to participate in exciting programs.

DEVELOPMENT

Our goal is to meet athletes at whatever level they are at, and help them reach their potential. We have programs designed for beginners who are just learning a sport, all the way up to national team level! We aim to build skills and confidence, helping our athletes be the best that they can be.

PRIMARY (STACKED) LOGO

The primary logo is shown here along with various options: without tagline, green and white.

Use the primary logo on applications such as printed products, t-shirts, social media and signage.

SECONDARY (HORIZONTAL) LOGO

The secondary logo is shown here along with various options: without tagline, green and white.

Use the secondary logo on applications such as the website, letterhead, business cards and in advertising.

BRANDMARKS

Use any of the brandmarks as social media icons or the favicon on the website. White only options are also available.

BADGES

Use either of the logo badges for applications such as t-shirts, mugs or as background elements. White only options are also available.

Primary Colours

The colours have been carefully chosen to engage and represent FBR. The primary colours should be used when applying any aspect of the brand when possible.

For specific colour values and codes, please refer to the information to the right. Please use the correct colour values and codes for the medium in which it is intended. This will ensure the colours reproduce correctly.

Print: PANTONE and CMYK

Digital: RGB and HEX

FBR Green

PANTONE: 7732 C
CMYK: 89, 28, 98, 16
RGB: 0, 120, 63
HEX: #00793F

FBR Blue

PANTONE: 303 C
CMYK: 98, 74, 49, 52
RGB: 0, 44, 64
HEX: #002C40

Secondary Colours

The secondary colours are meant to bridge marketing communications in order to enhance familiarity and visual recognition.

The light green and aqua are closely tied to the primary colours, while the deep yellow, light pink and light grey are brought in to bring contrast and attention to certain designs.

Light Green
CMYK: 59, 13, 58, 0
RGB: 114, 174, 135
HEX: #72AE87

Aqua
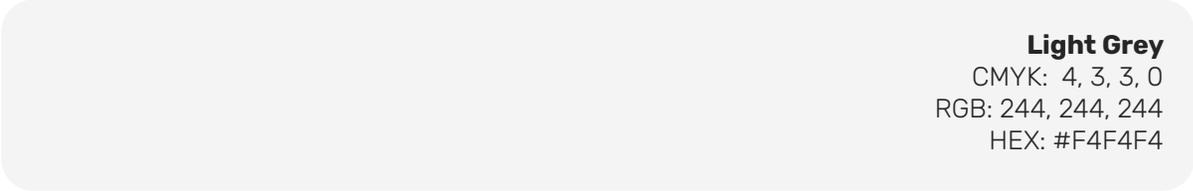CMYK: 91, 51, 29, 6
RGB: 0, 107, 142
HEX: #006B8E

Deep Yellow
CMYK: 0, 33, 73, 0
RGB: 251, 180, 91
HEX: #FBB45B

Light Pink
CMYK: 2, 7, 4, 0
RGB: 246, 236, 236
HEX: #F6ECEC

Light Grey
CMYK: 4, 3, 3, 0
RGB: 244, 244, 244
HEX: #F4F4F4

Typography

The main FBR typeface is Rubik. It is a Google typeface that has simple and modern characteristics with high versatility and can be used across various platforms from print to digital application.

To maintain consistency with the FBR brand, it is recommended to use this typeface across all communication materials.

Download Rubik here: https://fonts.google.com/specimen/Rubik

NOTE: When Rubik is unavailable, use the system font Arial. This clean, contemporary typeface complements Rubik and our wider brand.

Rubik Black

Rubik Black Italic

Rubik Bold

Rubik Bold Italic

Rubik Medium

Rubik Medium Italic

Rubik Regular

Rubik Regular Italic

Rubik Light

Rubik Light Italic

Arial Bold
Arial Regular

Clear Space

Sufficient clear space around the logo ensures clarity and breath-ability. Use two of the figure's heads as a guide. This should be consistent regardless of which logo variation is being used.

Don't place other graphic elements, type or logos within this clear space.

An example is shown with a partnering logo.

Logo Violations

Do not alter the logo in any way. Always apply the logo thoughtfully, carefully and closely abide to the brand guidelines.

When using the logo please:

- Do not stretch

- Do not use full colour logo on busy or dark background

- Do not use drop shadows

- Do not use outer or inner glow

- Do not put on a slant

- Do not change colours

- Do not move around elements

- Do not change fonts
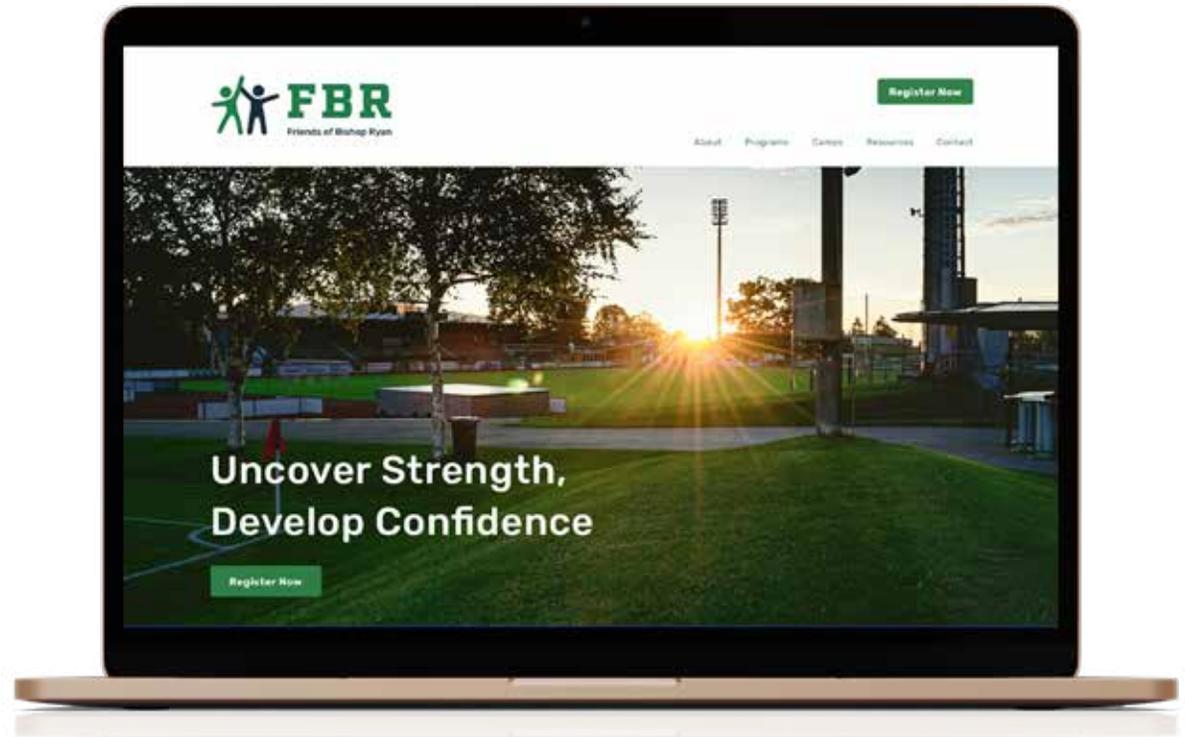
- Do not create outlines

Patterns

These custom patterns have been
created to use as background elements
and compliments to the main brand.

Website

Example of what the FBR website could look like with applied branding guidelines.

Merch

Examples of what FBR merchandise could look like with the applied brand guidelines.

Banner

Example of what an FBR banner could look like with the applied brand guidelines.

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