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HOW TO USE THIS BRAND GUIDELINE

Thank you for your interest in our developing visual identity. This guide will provide you with the principles, tools and framework needed to strengthen our brand. Thjrough this site, it will outline usage guidelines that pertain to our logo, the colour palette and proper font usage.

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LOGO VARIATIONS

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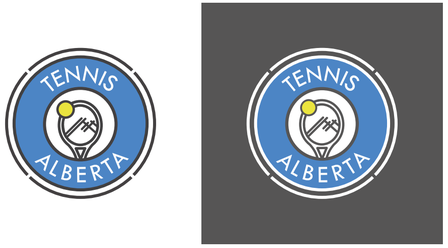
There are 3 variations of the Tennis Alberta logo to be used in particular circumstances.
Each variation has atleast 2 different colour schemes that is dependent on the background of the piece.
There are also some greyscale versions of the logo to be used when a project prohibits colour.

DAILY



HORIZONTAL

These logos should be used in most cases for any horizontal orientedrectangle piece.

ICON

These logos should be used in cases where “Tennis Alberta” appears small and illegible.
This logo is also mainly used as an icon (eg. Facebook profile photo, social media squares, online avatars, apps etc.)

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LOGO LIMITATIONS

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When using the Tennis Alberta logo, it is important to keep the integrity of the logo in mind.

Thou shall not shear, skew or rotate logo

Thou shall not alter logo fonts, change logo colours, use incorrect colour scheme with corresponding background

Thou shall not place logo within a shape, crop the logo, give logo an opacity or tint

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MINIMUM CLEAR SPACE

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When using any of the Tennis Alberta logo variations, it is imperative to understand the minimum amount of clear space surrounding it. This is required to maintain the integrity of the logo and prevent a piece from looking too convoluted.

At any size, it is best to ensure that there is a clear space equivalent to the width of 'T' in "Tennis"

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COLOUR PALETTE

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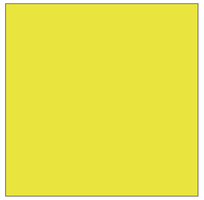
CYMK 71.41.0.0
RGB 77.134.197
HEX #4D85C5



CYMK 71.41.0.0
RGB 77.134.197
HEX #4D85C5

CYMK 63.56.55.31
RGB 87.86.85
HEX #565555

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Aa

The **Tennis Alberta** brand uses the *Tw Cen* font family.
Tw Cen is a clean, circular sans serif typeface that lends itself well to headers and body copy.
This font family has 4 different styles.

Headlines use *Tw Cen Bold* displayed in upper case.
Subheads typically use *Tw Cen Regular* displayed in upper case and tracked out.
Body copy and main text uses *Tw Cen Regular* for maximum legibility.

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