



LOGO USE SPECIFICATIONS



www.logomeister.ca



The Official Ringette Alberta logo has three or four main components. Depending on the format used.

Component 1: The Stylized Letter “A”

The obvious purpose is the literal representation of the letter “A” in Alberta. It also represents the mountains found in the province of Alberta. Symbolic of strength and stability.

The right side diagonal column of the “A” also acts as a ringette stick, entering the second component.

Component 2: Ringette Ring

The most identifiable image that differentiates ringette from other ice sports would be the ring itself. Portraying the ring on an axis angle of 290 Degrees projects motion and speed - both prominent in the sport of ringette.

The upper arc of the ring also serves as the horizontal bar of the letter “A” thus completing the letter “A”.

Component 3: The Trail

The Trail is a support element not intended to be a main focus. It serves the purpose of accentuating the speed of the ring and the sport of ringette itself.

Component 4: Word Mark

When the logo is used in this format the word mark is used to bring identification to this logo. It is accepted in two locations. A horizontal format and a vertical format.

Colour Theory:

Cool Blue colours were chosen to represent the cold conditions of the sport of ringette.



Guidelines

These guidelines will determine the usage regulations for this logo. It is important when building an identity that there is consistency through repetition. Therefore it is crucial that the guidelines are followed meticulously.

These guidelines are for all parties involved in the reproduction or use, mechanically or digitally, of the Ringette Alberta logo.

Digital Files:

For the greatest quality of reproduction digital files should be used. reproduce the Ringette Alberta logo from a photocopy, colour scan or color copy. Re-vectorizing is prohibited.

Authorized Usage:

These files will be granted to authorized users by the Ringette Alberta office. Files for both Macintosh and PC are available.

Official Colors:

- Pantone Blue # 2747C (Darkest Blue)
- Pantone Blue # 2945C (Medium Blue)
- 80% Screen Pantone Blue # 2935C (Medium Blue)
- Pantone Grey # 429C (Grey)

The Pantone Matching System is accepted as the universal colour matching system for print applications. It is crucial that pantone colours are matched for reproduction. Occasionally, due to variety of printing substrates, pantone colours may appear differently on finished products. ie: Glossy finish or matt finish paper stock. However, the colours must be mixed to match prior to beginning the logo reproduction process.





This is the **four colour official version** with and without wordmark.
 Colour usage must be accurate by Pantone Color Matching
 Universal System. Do not reposition wordmark.
 Do not rotate logo.



This is the **one colour version** with and without wordmark.
 Colour usage is restricted to Pantone Blue # 2747C or Black.



In the reverse format application use white only. When used in reverse
 with wordmark the text becomes solid.





This is the **Grayscale version** with and without wordmark.
 colour usage is replaced by screens of black as follows.

Pantone Blue # 2747C (Darkest Blue)	=	Black
Pantone Blue # 2935C (Medium Blue)	=	80% Black
80% Screen Pantone Blue # 2935C (Medium Blue)	=	50% Black
Pantone Grey # 429C (Grey)	=	20% Black

Size and Protection Zone:

Size is limited only to clarity. If lines and legibility are lost due to reduction of logo size the logo must then be reproduced at a larger size.

Protection zone/negative space zone. An area of 1/2 inch minimum must remain empty from the furthest points on either side of the logo, both vertically and horizontally.

