



BRAND STANDARDS GUIDE

IDENTITY & COLOUR BREAKDOWN

The Wheelchair Rugby Canada identity consists of a corporate mark that comes in 4 variations. Care must be taken to ensure that these marks are used in their entirety as displayed and that accurate colour reproduction is maintained when reproduced in print, web and broadcast applications.



WHEELCHAIR RUGBY CANADA



PANTONE 187 C
C 22 / M 100 / Y 89 / K 15
R 172 / G 30 / B 45



PANTONE COOL GRAY 2 C
C 17 / M 14 / Y 15 / K 0
R 210 / G 208 / B 209



LOGO VARIATIONS

The Wheelchair Rugby Canada corporate mark is available in four configurations: Crest, Bilingual Crest, Horizontal English, and Horizontal French. There are colour, contained, black, reverse and grayscale versions of each configuration, suitable for different applications.

CREST IDENTITY



HORIZONTAL ENGLISH
IDENTITY



**WHEELCHAIR
RUGBY CANADA**

BILINGUAL CREST
IDENTITY



HORIZONTAL FRENCH
IDENTITY



**RUGBY EN FAUTEUIL
ROULANT CANADA**

CREST VARIATIONS & FILE TYPES

The Wheelchair Rugby Canada mark is available in a crest configuration. There are colour, contained colour, reverse, black and grayscale versions of each configuration. See below for best use practices.



Colour Crest

The Colour Crest should appear on a white/ lightly coloured background. Overly patterned backgrounds should be avoided.

PRINT

WRC_IdentityCrest-PMS.eps
WRC_IdentityCrest-Colour.eps
WRC_IdentityCrest-Colour.tiff
WRC_IdentityCrest-Colour.pdf

DISPLAY

WRC_IdentityCrest-Colour.png
WRC_IdentityCrest-Colour.jpg



Contained Crest

The Contained Colour Crest should be used when a colour logo is meant to appear on a detailed background.

PRINT

WRC_IdentityCrest-Contained.eps
WRC_IdentityCrest-Contained.pdf

DISPLAY

WRC_IdentityCrest-Contained.png



Reversed Crest

The White Crest should be used when the logo is being set on a solid or less detailed background as an alternative to the Contained Crest.

PRINT

WRC_IdentityCrest-Rev.eps
WRC_IdentityCrest-Rev.pdf

DISPLAY

WRC_IdentityCrest-Rev.png



Black Crest

The Black Crest should be used on internal documents that are likely to be photocopied/scanned and are therefore more susceptible to generation loss.

PRINT

WRC_IdentityCrest-Black.eps
WRC_IdentityCrest-Black.tiff
WRC_IdentityCrest-Black.pdf

DISPLAY

WRC_IdentityCrest-Black.png
WRC_IdentityCrest-Black.jpg



Grayscale Crest

A Grayscale version of the Crest is available for applications that do not support the colour, contained, white, or black variations of the WRC Crest.

PRINT

WRC_IdentityCrest-Grayscale.eps
WRC_IdentityCrest-Grayscale.tiff
WRC_IdentityCrest-Grayscale.pdf

DISPLAY

WRC_IdentityCrest-Grayscale.png
WRC_IdentityCrest-Grayscale.jpg

BILINGUAL CREST VARIATIONS & FILE TYPES

The Wheelchair Rugby Canada mark is available in a Bilingual crest configuration. There are colour, contained colour, reverse, black and grayscale versions of each configuration. See below for best use practices.



Bilingual Colour Crest

The Bilingual Colour Crest should appear on a white/lightly coloured background. Overly patterned backgrounds should be avoided.

PRINT

WRC_Identity-PMS.eps
WRC_Identity-Colour.eps
WRC_Identity-Colour.tiff
WRC_Identity-Colour.pdf

DISPLAY

WRC_Identity-Colour.png
WRC_Identity-Colour.jpg



Contained Bilingual Crest

The Contained Bilingual Crest should be used when a colour logo is meant to appear on a detailed background.

PRINT

WRC_Identity-Contained.eps
WRC_Identity-Contained.pdf

DISPLAY

WRC_Identity-Contained.png



Reversed Bilingual Crest

The Reversed Bilingual Crest should be used when the logo is being set on a solid or less detailed background as an alternative to the Contained Crest.

PRINT

WRC_Identity-Rev.eps
WRC_Identity-Rev.pdf

DISPLAY

WRC_Identity-Rev.png



Black Bilingual Crest

The Black Bilingual Crest should be used on internal documents that are likely to be photocopied/scanned and are therefore more susceptible to generation loss.

PRINT

WRC_Identity-Black.eps
WRC_Identity-Black.tiff
WRC_Identity-Black.pdf

DISPLAY

WRC_Identity-Black.png
WRC_Identity-Black.jpg



Grayscale Bilingual Crest

The Grayscale Bilingual logo is available for applications that do not support the colour, contained coloured, white, or black variations of the WRC Crest.

PRINT

WRC_Identity-Grayscale.eps
WRC_Identity-Grayscale.tiff
WRC_Identity-Grayscale.pdf

DISPLAY

WRC_Identity-Grayscale.png
WRC_Identity-Grayscale.jpg

HORIZONTAL ENGLISH VARIATION

The Wheelchair Rugby Canada mark is available in a Horizontal English configuration. There are colour, contained colour, reverse, black and grayscale versions of each configuration. See below for best use practices.



Colour Horizontal

The Horizontal Coloured logo should appear on a white/lightly coloured background. Overly patterned backgrounds should be avoided.

PRINT

WRC_IdentityHor-PMS.eps
WRC_IdentityHor-Colour.eps
WRC_IdentityHor-Colour.tiff
WRC_IdentityHor-Colour.pdf

DISPLAY

WRC_IdentityHor-Colour.png
WRC_IdentityHor-Colour.jpg



Contained Horizontal

The Contained Horizontal logo should be used when a colour logo is meant to appear on a detailed background.

PRINT

WRC_IdentityHor-Contained.eps
WRC_IdentityHor-Contained.pdf

DISPLAY

WRC_IdentityHor-Contained.png



Reversed Horizontal

The Reversed Horizontal logo should be used when the logo is being set on a solid or less detailed background as an alternative to the Contained Crest.

PRINT

WRC_IdentityHor-Rev.eps
WRC_IdentityHor-Rev.pdf

DISPLAY

WRC_IdentityHor-Rev.png



Black Horizontal

The Black Horizontal logo should be used on internal documents that are likely to be photocopied/scanned and are therefore more susceptible to generation loss.

PRINT

WRC_IdentityHor-Black.eps
WRC_IdentityHor-Black.tiff
WRC_IdentityHor-Black.pdf

DISPLAY

WRC_IdentityHor-Black.png
WRC_IdentityHor-Black.jpg



Grayscale Horizontal

The Grayscale Horizontal logo is available for applications that do not support the colour, contained coloured, white, or black variations of the WRC logo.

PRINT

WRC_IdentityHor-Grayscale.eps
WRC_IdentityHor-Grayscale.tiff
WRC_IdentityHor-Grayscale.pdf

DISPLAY

WRC_IdentityHor-Grayscale.png
WRC_IdentityHor-Grayscale.jpg

HORIZONTAL FRENCH VARIATION

The Wheelchair Rugby Canada mark is available in a Horizontal French configuration. There are colour, contained colour, reverse, black and grayscale versions of each configuration. See below for best use practices.



Colour French Horizontal

The Horizontal French Coloured logo should appear on a white/lightly coloured background. Overly patterned backgrounds should be avoided.

PRINT

WRC_IdentityHorFR-PMS.eps
WRC_IdentityHorFR-Colour.eps
WRC_IdentityHorFR-Colour.tiff
WRC_IdentityHorFR-Colour.pdf

DISPLAY

WRC_IdentityHorFR-Colour.png
WRC_IdentityHorFR-Colour.jpg



Contained French Horizontal

The Contained French Horizontal logo should be used when a colour logo is meant to appear on a detailed background.

PRINT

WRC_IdentityHorFR-Contained.eps
WRC_IdentityHorFR-Contained.pdf

DISPLAY

WRC_IdentityHorFR-Contained.png



Reversed French Horizontal

The Reversed French Horizontal logo should be used when the logo is being set on a solid or less detailed background as an alternative to the Contained Crest.

PRINT

WRC_IdentityHorFR-Rev.eps
WRC_IdentityHorFR-Rev.pdf

DISPLAY

WRC_IdentityHorFR-Rev.png



Black French Horizontal

The Black French Horizontal logo should be used on internal documents that are likely to be photocopied/scanned and are more susceptible to generation loss.

PRINT

WRC_IdentityHorFR-Black.eps
WRC_IdentityHorFR-Black.tiff
WRC_IdentityHorFR-Black.pdf

DISPLAY

WRC_IdentityHorFR-Black.png
WRC_IdentityHorFR-Black.jpg



Grayscale French Horizontal

The Grayscale French Horizontal logo is available for applications that do not support the colour, contained coloured, white, or black variations of the WRC logo.

PRINT

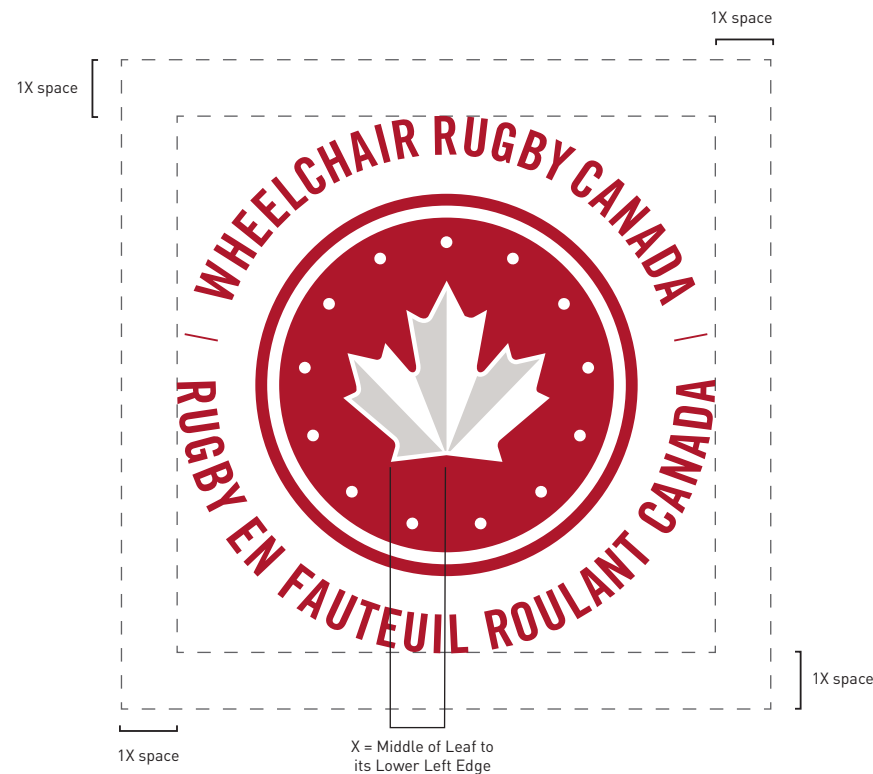
WRC_IdentityHorFR-Grayscale.eps
WRC_IdentityHorFR-Grayscale.tiff
WRC_IdentityHorFR-Grayscale.pdf

DISPLAY

WRC_IdentityHorFR-Grayscale.png
WRC_IdentityHorFR-Grayscale.jpg

PROTECTIVE SPACE

The Wheelchair Rugby Canada identity, and all its variations, must clearly stand out wherever it appears. One way to ensure this is by maintaining clear space around the identity. Protective space is an area that is kept free of any other text, graphic elements or other visual distractions.



PROTECTIVE SPACE

Measurement X is equal to the width measured from the middle of leaf to its lower left edge.

Minimum space that should be left around each edge of the identity is equal to 1X.

MINIMUM SIZE

The Wheelchair Rugby Canada identity, and all its variations, should never be smaller than the outlined minimum size to remain legible.



1.15 " Minimum Width



0.82 " Minimum Width



WHEELCHAIR
RUGBY CANADA

1.5 " Minimum Width



RUGBY EN FAUTEUIL
ROULANT CANADA

1.75 " Minimum Width

MINIMUM SIZE

Identity should not appear smaller than 1.5" wide or it could become illegible. Identity width is measured from the left edge to the right edge of the Wheelchair Rugby Canada logo.

INCORRECT IDENTITY USAGE

The Wheelchair Rugby Canada identity, and all its variations, have been created to work across a broad range of applications. The identity (in both its crest and horizontal forms) should not be modified or be recreated in any way. This page illustrates some, but not all, of the possible misuses.

✓ CORRECT LOGO USAGE



**WHEELCHAIR
RUGBY CANADA**



**RUGBY EN FAUTEUIL
ROULANT CANADA**

✗ PATTERNED BACKGROUNDS

Never place on a overly patterned background.

✗ MODIFICATION

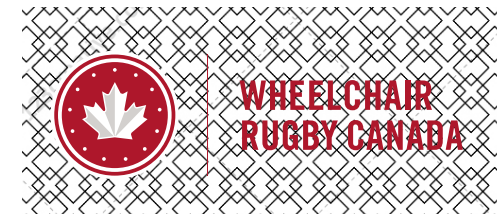
Never modify the identity by stretching,flipping or rotating any part of the identity or as a whole.

✗ PROTECTIVE SPACE

Be sure to leave appropriate protective space around the identity.



**WHEELCHAIR
RUGBY CANADA**



APPROVED TYPEFACES & USAGE

The typeface of the Wheelchair Rugby Canada identity is DIN. This font family is both bold and unique yet easy to read. This font family offers a variety of weights for various applications.

HEADLINES & SUBHEADS

Use Trade Gothic Lt Std Bold Condensed No. 20 for all headlines.

Subheads should appear smaller using Trade Gothic Lt Std Bold Condensed No. 20.

**TRADE GOTHIC LT STD -
BOLD CONDENSED NO. 20**

BODY & LEGAL COPY

Use Trade Gothic Lt Std Regular for all body copy. Sentence case with regular tracking is recommended.

Trade Gothic Lt Std Bold No. 2 may be used in body copy to highlight a word or short phrase OR be used as body copy on dark backgrounds.

Trade Gothic Lt Std Regular may also be used for legal copy where legibility at a small font size is required.

Trade Gothic Lt Std - Regular

Trade Gothic Lt Std - Bold No. 2

CAPTIONS & CALL-OUTS

Use Trade Gothic Lt Std - Bold No. 2 for all captions and call-outs. Sentence case with regular tracking is recommended.

Trade Gothic Lt Std - Bold No. 2

