



ASSINIBOINE COMMUNITY COLLEGE
COUGARS

ASSINIBOINE COMMUNITY COLLEGE
VARSITY BRAND STANDARDS GUIDE

2015

CONTENTS

Introduction	2
ACC Cougars Brandmarks	4
Primary Brandmarks	5
White Release Brandmarks	7
Secondary Brandmarks	8
Support Icons	9
Clarity & Legibility	10
Clearance	11
Legibility	12
Improper Usage	13
Colour	14
Typography	16
Numbers	17
Typefaces	18

1

INTRODUCTION

INTRODUCTION

PURPOSE OF THIS MANUAL

This publication is dedicated to providing a set of guidelines that can be used by the Assiniboine Community College (ACC) athletics department to reinforce a consistent, clear and positive image of the ACC varsity program. A comprehensive brand system is a structure for communicating and presenting information logically, consistently and with distinction.

The following standards have been developed to provide structure for the use of the new ACC varsity brandmark, support graphics, colour and lettering.

While the rules set forth in the following pages must be adhered to, the visual identity system is designed to offer great flexibility of application.



**ACC COUGARS
BRANDMARKS**

PRIMARY BRANDMARKS

Four different versions of the ACC Cougars brandmark fall under the banner of “primary brandmarks”. All versions feature the cougar icon; one version features the full team name; one features an abbreviated ‘ACC’; one features only the ‘Cougars’ team name; and the last features the ‘Assiniboine’ name.

COLOUR

BLACK & WHITE / GREYSCALE

FULL NAME LOCKUP



ASSINIBOINE COMMUNITY COLLEGE
COUGARS



ASSINIBOINE COMMUNITY COLLEGE
COUGARS

ACC ABBREVIATION LOCKUP



ACC
COUGARS



ACC
COUGARS

PRIMARY BRANDMARKS

COLOUR

BLACK & WHITE / GREYSCALE

COUGARS LOCKUP



ASSINIBOINE LOCKUP



WHITE RELEASE BRANDMARKS

The ACC Cougars brandmarks should be applied to a light background wherever possible. In instances where the brandmark needs to be applied to a dark background, the 'white release' version of the brandmark should be used. These versions features a white outline around the icon, as well as white (reversed) lettering, allowing the brandmark to remain legible on dark backgrounds.

COLOUR

BLACK & WHITE / GREYSCALE

WHITE RELEASE FULL NAME LOCKUP



WHITE RELEASE ACC ABBREVIATION LOCKUP



WHITE RELEASE BRANDMARKS

COLOUR

BLACK & WHITE / GREYSCALE

WHITE RELEASE COUGARS LOCKUP



WHITE RELEASE ASSINIBOINE LOCKUP



SECONDARY BRANDMARKS

SINGLE-COLOUR BRANDMARK

A single-colour version of the brandmark has been developed for use when the means of production permit only one solid colour. Examples of such instances could be a lapel pin, embroidery or engraving.



ASSINIBOINE / COUGARS LOGOTYPE

The ACC varsity logotype is a customized typeface that allows us to present the school team(s) name in a consistent fashion. The Assiniboine college name and the Cougars team name should never be displayed in any other manner than the examples presented here.



SUPPORT ICONS

ACC MONOGRAM

The ACC monogram was designed as a support graphic to the primary brandmarks. It should always appear as a secondary graphic to the primary brandmarks. It is not meant to be used on its own as a representation of the ACC varsity programme.



TORN-A ICON

Like the ACC monogram, the torn-A icon was designed as a support graphic to the primary brandmarks. It should always appear as a secondary graphic to the primary brandmarks. It is not meant to be used on its own as a representation of the ACC varsity programme.



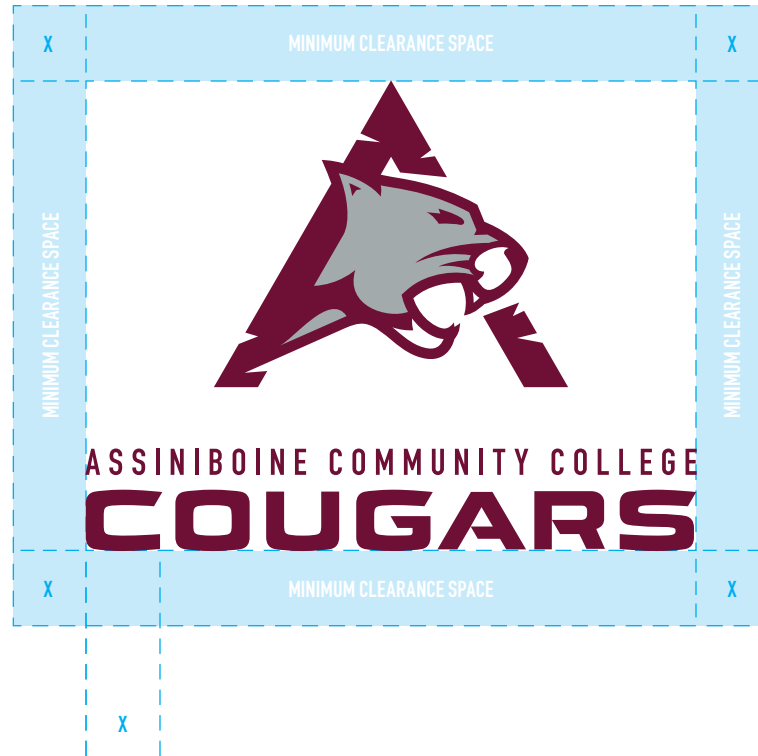
3

CLARITY & LEGIBILITY

CLEARANCE

MINIMUM CLEARANCE

In order to maximize clarity and recognition, the brandmark should maintain a minimum amount of 'clearance' space. This keeps the brandmark free of encroaching graphic elements that could hinder recognition and/or readability. The following example provides a visual depiction of the minimum required clearance space.



LEGIBILITY

BACKGROUND COLOUR

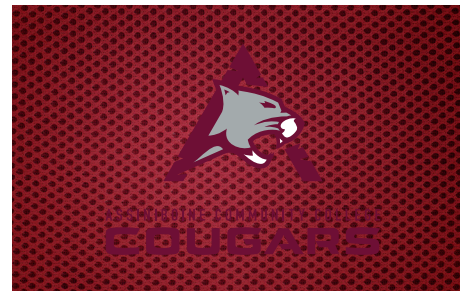
Care should be taken to ensure the brandmark is legible against its background at all times. The following examples illustrate improper and proper applications of the brandmark.

DO NOT apply the brandmark to a dark background. Wherever possible the brandmark should be applied to a light background. If the brandmark must be applied to a dark background, the “white release” version of the brandmark should be used to ensure legibility.

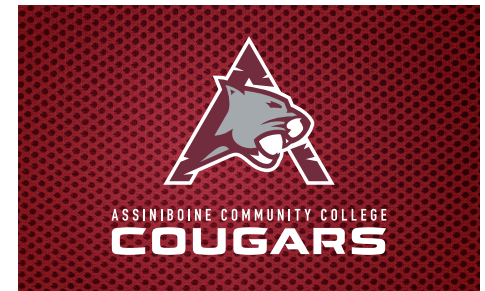
DO NOT apply the brandmark to a distracting background or texture. If the brandmark must be applied to a texture, the “white release” version of the brandmark should be used to ensure legibility.

DO NOT apply the brandmark to a busy image or background. If the brandmark must be applied to an image, ensure the image area behind the brandmark is free of visual clutter.

IMPROPER USE



PROPER USE



IMPROPER USE

No alteration should ever be made to any ACC varsity brandmark. These examples provide a visual reference of some common misuses to avoid.



NEVER skew any part of the brandmark either vertically or horizontally.



NEVER change the typeface any part of the brandmark



NEVER stretch the brandmark either horizontally or vertically.



NEVER screen the colours of the brandmark or apply a transparency effect.



NEVER tilt the brandmark on an angle.



Never apply a drop shadow to the brandmark

4

COLOUR

COLOUR

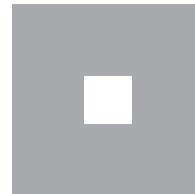
PRIMARY COLOUR PALETTE

Pantone® 202, Pantone® 429 and Pantone® Process Black form the primary palette for the ACC Cougars brand.



Pantone® 505 C

CMYK:	RGB	HEX
C : 40	R : 110	6E1136
M : 100	G : 17	
Y : 60	B : 54	
K : 40		



Pantone® 429 C

CMYK:	RGB	HEX
C : 0	R : 167	A7A9AC
M : 0	G : 169	
Y : 0	B : 172	
K : 40		



Pantone® Process Black

CMYK:	RGB	HEX
C : 0	R : 0	000000
M : 0	G : 0	
Y : 0	B : 0	
K : 100		

SUPPORT COLOUR

Pantone® 7421 can be used as an accent colour to the primary colour palette, ideally in conjunction with Pantone® 202 to create a red-on-red contrast (see sample below).



Pantone® 492 C

CMYK:	RGB	HEX
C : 25	R : 160	a0353a
M : 90	G : 53	
Y : 75	B : 58	
K : 20		

5

TYPOGRAPHY

NUMBERS

ACC NUMBER SYSTEM

Custom numbers have been designed for use on all ACC varsity uniforms. They are designed for maximum readability while complimenting the ACC logotype(s) and the ACC support typography. No other style of number should be applied to ACC varsity uniforms.

0123456789

0123456789

0123456789

0123456789

TYPEFACES

PRIMARY TYPEFACES

The DIN font family was chosen as the primary typefaces for the ACC Cougars brand. These were selected for their solid horizontal and vertical structure, strong industrial aesthetic, and above all their clarity and readability.

DIN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./@#\$

DIN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./@#\$

DIN SCHRIFT 1451 ENGSCHRIFT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./@#\$

TYPEFACES

SECONDARY TYPEFACES

In the event that the DIN font family is not available, Helvetica can be used as a suitable substitute. Wherever possible, the use of secondary typefaces should be limited to internal communications. All public-facing brand components should be designed by a professional using the DIN font family.

HELVETICA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./@#\$

HELVETICA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./@#\$

CONTACT

If you have any questions about this manual, please contact:

Beth Clark
Athletics Manager
Assiniboine Community College

1430 Victoria Ave. East
Brandon, Manitoba
R7A 2A9

P 204-725-8700 ext. 6340

E clarkp7379@Assiniboine.net