



**ASSINIBOINE
COUGARS**

ASSINIBOINE COLLEGE

VARSITY BRAND STANDARDS GUIDE

2024

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INTRODUCTION

INTRODUCTION

PURPOSE OF THIS MANUAL

This publication is dedicated to providing a set of guidelines that can be used by the Assiniboine College athletics department to reinforce a consistent, clear and positive image of the Assiniboine 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 Assiniboine 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 or application.



**ASSINIBOINE COUGARS
BRANDMARKS**

PRIMARY BRANDMARKS

Three different versions of the Assiniboine Cougars brandmark fall under the banner of 'primary brandmarks'. All versions feature the cougar icon, one version features the 'Assiniboine' name, one features only the 'Cougars' name and one features 'Assiniboine Cougars' name.

**ASSINIBOINE
COUGARS
LOCKUP**

COLOUR



**ASSINIBOINE
COUGARS**

BLACK & WHITE/GREYSCALE



**ASSINIBOINE
COUGARS**

**COUGARS
LOCKUP**



COUGARS



COUGARS

**ASSINIBOINE
LOCKUP**



ASSINIBOINE



ASSINIBOINE

WHITE RELEASE BRANDMARKS

The Assiniboine 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.

**WHITE RELEASE
FULL NAME
LOCKUP**

COLOUR



BLACK & WHITE/GREYSCALE



**WHITE RELEASE
COUGARS
LOCKUP**



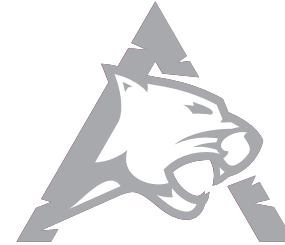
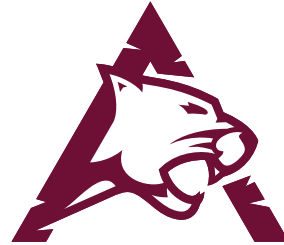
**WHITE RELEASE
ASSINIBOINE
LOCKUP**



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 Assiniboine 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 Cougars team name should never be displayed in any other manner than the examples presented here.

ASSINIBOINE

COUGARS

ASSINIBOINE

COUGARS

ASSINIBOINE

COUGARS

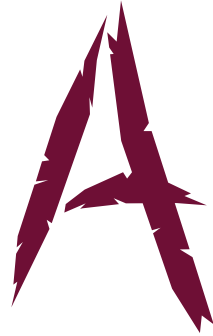
ASSINIBOINE

COUGARS

SUPPORT ICON

TORN-A ICON

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 Assiniboine varsity programme.



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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.

IMPROPER USE



PROPER USE



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

No alteration should ever be made to any Assiniboine 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 of any part of the brandmark.



NEVER stretch the brandmark either vertically or horizontally.



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.

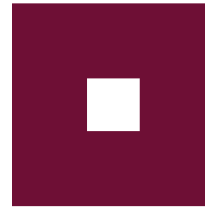
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COLOUR

COLOUR

PRIMARY COLOUR PALETTE

Pantone® 505, Pantone® 429 and Pantone® Process Black form the primary palette for the Assiniboine Cougars brand.



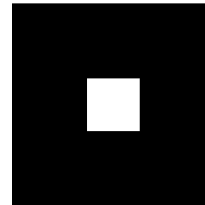
Pantone® 505 C

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		

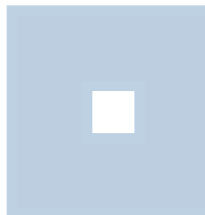


Pantone® Process Black

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

PRIMARY COLOUR PALETTE

Pantone® 290 can be used as an accent colour to the primary colour palette, ideally in conjunction with Pantone® 505 to create blue-on-red contrast (see sample below)



Pantone® 290 C

CMYK	RGB	HEX
C: 18	R: 192	CODDEA
M: 6	G: 221	
Y: 0	B: 234	
K: 8		

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ACCESSIBILITY

LOGO ALT TAG DESCRIPTION

**WHEN USING THE ASSINIBOINE COUGARS LOGO
ONLINE, USE THE FOLLOWING ALT TAG DESCRIPTION:**

Assinboine Cougars

Assinboine Cougars logo featuring a stylized cougar head and the words 'Assinboine Cougars' in bold lettering

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▶ **TYPOGRAPHY**

NUMBERS

ASSINIBOINE NUMBER SYSTEM

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

0123456789

0123456789

0123456789

0123456789

TYPEFACES

PRIMARY TYPEFACES

The DIN font family was chosen as the primary typefaces for the Assiniboine 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
123456789,./@#\$

DIN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,./@#\$

DIN CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,./@#\$

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
123456789,./@#\$

HELVETICA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,./@#\$

CONTACT

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