



**ASSINIBOINE  
COUGARS**

ASSINIBOINE COLLEGE

**VARSITY BRAND STANDARDS GUIDE**

2024

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# 1

## INTRODUCTION

# INTRODUCTION

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## **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

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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.

## COLOUR

## BLACK & WHITE/GREYSCALE

### WHITE RELEASE FULL NAME LOCKUP



### WHITE RELEASE COUGARS LOCKUP



### WHITE RELEASE ASSINIBOINE LOCKUP

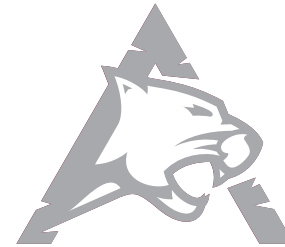
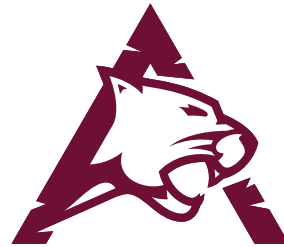


# SECONDARY BRANDMARKS

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## 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**

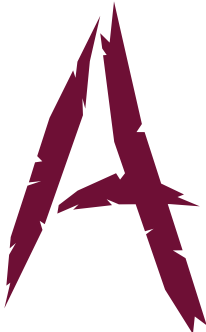


# SUPPORT ICON

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**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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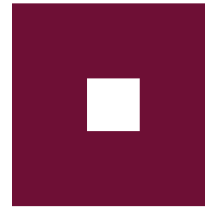
COLOUR

# COLOUR

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## PRIMARY COLOUR PALETTE

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



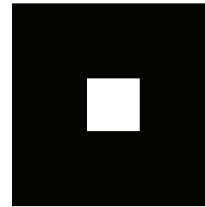
### Pantone® 505 C

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		

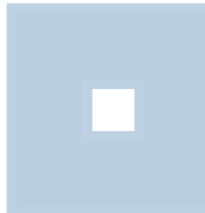


### Pantone® Process Black

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		

SS

▶ TYPOGRAPHY



# NUMBERS

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## **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

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## 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

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## 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

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

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