



***CURLING WA***

***THROW FOR GOLD***



# ***BRAND GUIDELINES***



*Consistency is key.*

*Branding and marketing should be consistent. Why? Because consistency supports the cultivation of trust, and inconsistency breeds distrust. Customers are more likely to purchase from brands they know and believe in.*

*Using our branding, logo, and other assets in a consistent fashion will help ensure that our customers always experience our brand in the right way, to establish that trust and familiarity.*

# LOGO

## MAIN LOGO



**CURLING WA**

Full logo

*Our logo is the face of our company.*

*It's much more than just an image; it's the distillation of everything our brand stands for into a single visual.*

*Be sure to use our logo carefully, consistently, and at its full capacity.*



Logotype



Logotype simplify

# LOGO

## SECONDARY LOGO



**CURLING WA**

*Full logo*

*Why have a secondary logo?*

*Our logo always needs to be shown in an easily recognisable way. When applying our logo to a document or an image, the logo should be completely visible.*

*This is why we have a secondary logo.*



*Logotype*



*Logotype simplify*

# LOGO

## MEANING



*Curling stone*



*Western Australia  
Black Swan emblem*



*Logotype*

# LOGO USE

## DOS

*Make sure logo is visible*



*Align with  
stone,  
not wing*



*Use clear space around the logo*

# LOGO USE

## DON'TS



**CURLING WA**

*Distort*



**CURLING WA**

*Reverse or alter colours*



**CURLING WA**

*Outlined*



**CURLING WA**

*Tilt*



**CURLING WA**

*Change font*



**CURLING WA**

*Change proportions*



# TYPHO- GRAPHY

## FONTS

*The written word makes up a huge part of our brand identity, because it appears at almost all of our touch points, whether that's our website, our graphics, or our packaging. this means typography may actually be the biggest element of our visual branding.*

*Make sure our text is displayed consistently, so we can give our customers a consistent experience with us.*

*Kanit Light Italic*

Kanit Light

*Kanit Italic*

Kanit Regular

*Kanit Medium Italic*

Kanit Medium

*Kanit Semi-Bold Italic*

Kanit Semi-Bold

*Kanit Bold Italic*

Kanit Bold

*Kanit Black Italic*

Kanit Black

# TYPHO- GRAPHY

## APPLICATION

### TITLES

*Kanit bold italic- all caps*

### PARAGRAPH TEXT

*Kanit light italic*

### CURLING WA OR HIGHLIGHT

*Kanit bold italic- all caps*

### LINK

*Kanit bold - yellow*

## TITLE 1

### TITLE 2

Faci accusam, con eos et a nusdaecae voluptatur maio. Itam, ist vendae. Onsequidunt del esequ num quia et liquosam unt res repel eum fuga. Rem quide seque ea ipsam, voluptat que recepra tumquuntia nonecest, ipiendi serupta tecuptam quat dolo dolupta **CURLING WA**.

Molliquo bea con nis am ea quis aliquo poribuscia peribus dolestrum arum faccus volorio ium vel magnatem. Nam tet, abo **link**.

# COLOUR PALETTE

*Colour is a subtle first impression for our customer.*

*Each must be used carefully, as all colours convey a feeling, an emotion, or an experience.*

*Consistency in the application of colour helps to strengthen our brand experience, evoking the right feelings and emotions from our audience. Make sure you stick to the colour guidelines set here.*

## **CYBER YELLOW**

HEX #ff4000

RGB 255, 212, 0

CMYK 0, 17, 100, 0

## **ORANGE PEEL**

HEX #fd9f1e

RGB 253, 159, 30

CMYK 0, 37, 88, 1

## **WHITE**

HEX #ffffff

RGB 255, 255, 255

CMYK 0, 0, 0, 0

## **SILVER**

HEX #c0c0c0

RGB 192, 192, 192

CMYK 0, 0, 0, 25

## **SILVER LIVER**

HEX #42424a

RGB 66, 66, 74

CMYK 11, 11, 0, 71

# PHOTO- GRAPHY

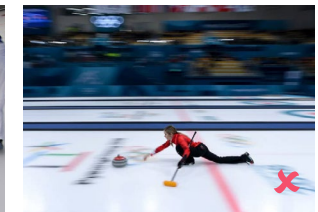
## DO'S

*Good lighting | Natural poses | Well framed | Focus*



## DON'TS

*Bad lighting | Unnatural poses | Badly framed | Blurry*



*Use these guidelines to ensure all of our visuals have a definitive feel that's consistent with our brand experience.*

# ICONS



Facebook



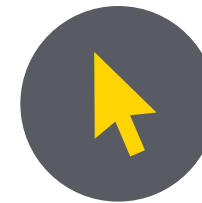
Instagram



Phone



Email



Website



Address



Curling



League



Have a go



Course

*These icons are consistent with our brand's colours, typography, and visual style.*

*Use them to reinforce our brand experience and build trust with our customers.*



**CURLING WA**

*Another incredible brand crafted by **concept on***