

CAPE BRETON WEST MINOR HOCKEY VISUAL IDENTITY GUIDELINES

VERSION 1.0 – OCT. 11, 2016



PRIMARY MARK

The Primary Mark is a representation of the Henry Island Lighthouse, marking the Western-most point of Cape Breton.



On Dark



Grayscale



1 Colour



On Red



Grayscale Reverse



1 Colour Reverse



COMBINED MARK

The Combination Mark serves as an introductory mark for the new CBWMH identity, linking the Lighthouse image with Cape Breton West Minor Hockey. As awareness of the new identity grows over time, the combined mark may be replaced by the primary mark.



CAPE BRETON WEST
ISLANDERS

HORIZONTAL MARK

The Horizontal Mark is to be used when vertical space is limited.

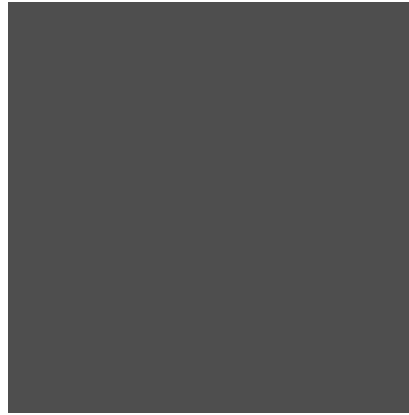


CAPE BRETON WEST
ISLANDERS

COLOURS



Primary Colour
ISLANDER RED
CMYK 22/91/85/12
RGB 177/56/52
HEX #B23634



Secondary Colours
ISLANDER DARK GRAY
CMYK 65/58/57/36
RGB 78/78/78
HEX #4E4E4E



ISLANDER LIGHT GRAY
CMYK 43/35/35/1
RGB 152/152/152
HEX #999999

TYPOGRAPHY

The typeface DIN has been selected for the Logotypes and as the display type for the Cape Breton West Minor Hockey Identity. It's clean, modern and aggressive. The consistent use of our selected typeface adds to a cohesive look and feel in all of our materials.

DIN Alternate Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Alternate Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890