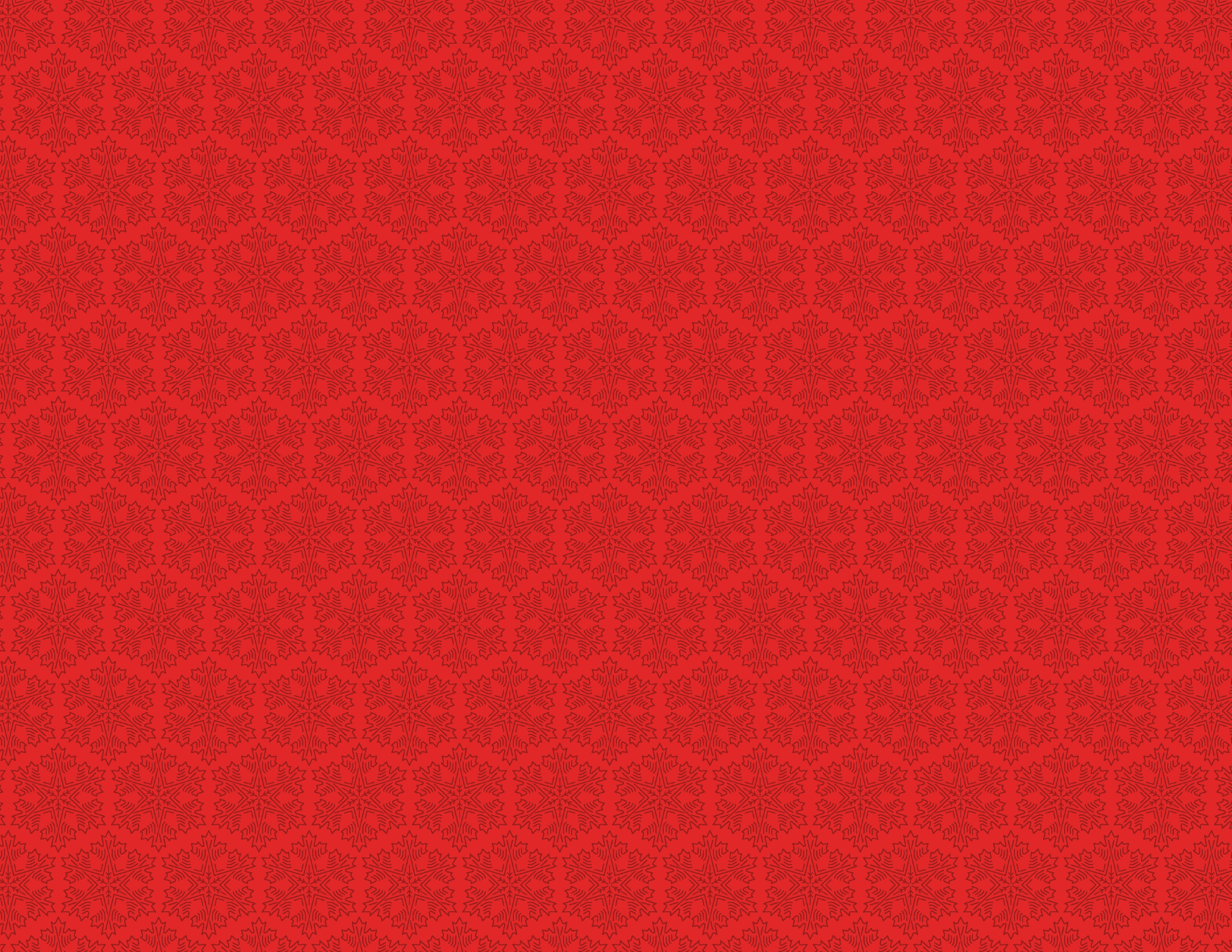




Brand Standards Guide

Welcome to our brand



We are Nordiq Canada.

We're on a bold mission to get all Canadians on skis and more athletes on podiums. We want to welcome everyone to find their own greatness in our sport, whether it's skiing for country or for fun and fitness. And, we've set big goals for the future of our sport in Canada that can only be achieved when we all come together on skinny skis.



New direction. New brand.

Supporting our new strategy is a bold, futuristic brand intended to emphasize the synergy between the grass roots and high performance aspects of our sport. Our Olympic/Paralympic athletes remain an enduring source of leadership and national pride. But, we also want to become Canada's most welcoming sport for people of all backgrounds, abilities, needs and goals, including younger generations and new Canadians. And, we must also be adaptable to a future that could include other Nordic disciplines and year-round applications of our sport.

As Canadians, we're proud of our diversity. The people who have chosen to call Canada their home have also continued to honour their own traditions throughout their lives. Nowhere is that more apparent than in the 196 languages Canadians speak. The Nordiq Canada name goes beyond our two Official languages to welcome all Canadians. The Nordiq Canada symbol deepens that connection by depicting Canadians coming together and moving forward on skinny skis.

The mark



Nordiq Canada Primary logo

The signature is created by combining the wordmark and the symbol. These elements cannot be used separately or in any other size relationship than shown to the right.

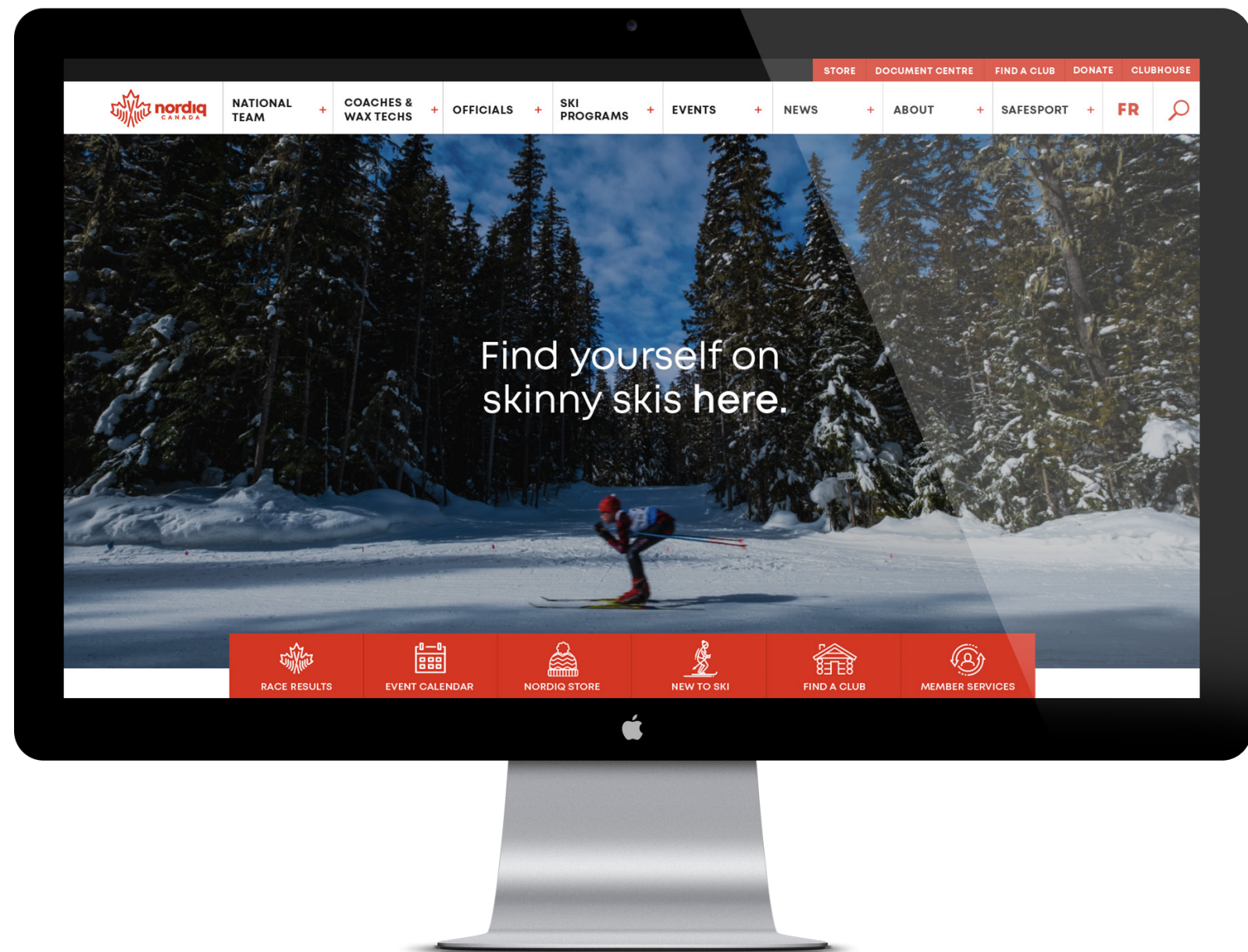
The primary logo is used on most marketing materials. There are several variations of the logo that will give you the flexibility to work within most applications. Each of these variations is available as AI (Adobe Illustrator), EPS, PDF, PNG and JPEG files.



We are Nordiq Canada, the national sport organization for para-nordic and cross-country skiing. We're on a bold mission to get all Canadians on skis and more athletes on podiums. We want to welcome everyone to find their own greatness in our sport, whether it's skiing for our country or for fun and fitness. We've set big goals for the future of our sport in Canada that can only be achieved when we all come together on skinny skis.

Nous sommes Nordiq Canada, l'organisme national de sport pour le ski para nordique et le ski de fond. Nous avons l'audacieuse mission d'inciter tous les Canadiens à skier et d'augmenter le nombre d'athlètes sur les podiums. Nous encourageons tout le monde à réaliser de grandes choses dans notre sport, que ce soit pour représenter notre pays ou pour le plaisir et la forme physique. Nous nous sommes fixé de grands objectifs pour l'avenir de notre sport au Canada qui ne peuvent être atteints que si nous nous unissons tous.

NordiqCanada.ca



Nordiq Canada Secondary logo

The secondary logo is used when the primary logo is not an option due to space. An example would be the website banner, shown to the left. There are colour variations that will give you the flexibility to work within most applications. Each of these variations is available as AI (Adobe Illustrator), EPS, PDF, PNG and JPEG files.

REVERSE

For use on dark backgrounds, such as a garment or presentation slide.

100% BLACK

For use against a white background in limited color applications, for example a fax cover sheet.



Primary colour



Pantone 485 C

CMYK 0, 81, 87, 15
RGB 218, 41, 28
HEX #DA291C

Secondary colours



Pantone Black C
CMYK 63, 62, 59, 94
RGB 45, 41, 38
HEX #2D2926



Pantone Cool Gray 9 C
CMYK 30, 22, 17, 57
RGB 117, 120, 123
HEX #75787B



Pantone Cool Gray 1 C
CMYK 4, 2, 4, 8
RGB 217, 217, 214
HEX #D9D9D6

Brand colours

Colour increases brand recognition by up to 80% by attracting attention, increasing emotional engagement and extending retention.

Our iconic 'pop of red' defines the brand but should be primarily reserved for logo. As colour photographs are strongly featured in the brand, the secondary colours are muted tones of black and grey. These will ensure both logo and photos stand out. Darker tones are best for type while lighter tones should be used as background tints. Other colours should not be introduced.

COLOUR SPACE DEFINITIONS

>> **Spot or PMS** are for use in the offset printing environment

>> **CMYK** is for use in the digital and offset printing environments

>> **RGB and HEX** are for use in the screen view environment

See page 16 for more information on printing

Incorrect logo usage

The signature should not be altered or changed in any way. Take care when importing the signature into your document that it has not been distorted (stretched, compressed or cropped). It should always be consistent and recognizable, in every application.

- 1 Do not rotate the logo
- 2 Do not stretch or distort logo
- 3 Do not change typeface
- 4 Do not frame logo
- 5 Do not change the colours or colour combinations
- 6 Do not scale or move elements individually
- 7 Make sure the logo is displayed in its entirety—particularly the maple leaf graphic above the type



Clearspace

Let the signature breathe – make sure the signature is not crowded. Careful consideration must be used when placing the signature close to other graphic elements or margins. Refer to the scale shown here for the minimum amount of clearspace.



Minimum size

The absolute minimum size for the logo is 1.75 inches (4.5cm) in width. Do not reduce the logo beyond this scale.

For most printed applications such as letterhead and brochures, the general minimum size guideline is 2 inch (5cm) wide.





File formats

Logos and imagery look best when the right formats are used. Documents with blurry or fuzzy logos, for example, don't reflect well on our organization, and don't respect the investment we've made in our brand. Some file formats should only be used for charts and diagrams, while others are best for eye-catching photos. Please take the time to get familiar with the different kinds of file formats and use them consistently and correctly.

The most common file formats are described to the left. Graphic designers using programs such as Adobe Illustrator also use formats such as eps, ai and pdf. If you are not sure which type is best for your document, ask for professional assistance.



TIFF is best for any images that you intend to edit that need to maintain their high quality. TIFFs are not good for small file/web-friendly images because they don't compress. TIFF files are compatible with programs like Photoshop.



PNG works best when you need a small file that maintains its original quality. PNG files are perfect for graphic image files like logos and infographics that contain many colours, but are not compatible with all software applications.



JPEG is the go-to format for online photos. Almost all devices and programs can open this type of file and it does a great job with the full spectrum of colours. JPEG files are ideal for smaller file sizes (e.g. online use) however quality is compromised at smaller sizes, and quality drops when images are continually edited and saved.



Adobe's **EPS** format (Encapsulated Postscript) is the most common vector image format. It is the standard interchange format in the print industry.



PDF (Portable Document Format) is a file format that has captured all the elements of a printed document as an electronic image that you can view, navigate, print or forward to someone else. PDFs are also very good vector image formats.

Printing

Offset printing is the best choice when larger quantities (500+) are required due to the set up time and costs. Offset also provides accurate color reproduction because pantone inks can be used. The result is high quality, crisp, clean professional looking printing.

Digital printing is the best choice for short run printing (less than 500 copies) when quality or colour matching are not as important. Digital printing also allows for variable data insertion (when a unique name, address or code) are required on each piece.

Screen view environment refers to documents that are only viewed on a digital device (desktop, laptop, tablet, phone or presentation monitor). In this environment, managing colour across devices is nearly impossible. But, file sizes can be smaller than printed documents.



Brand Typography

Mont

Typography is a fundamental part of communicating our brand. It can add great clarity and precision to the message. It can also convey the right tone of voice and personality. Our brand balances credibility with passion and speaks in a direct and approachable manner. This is why we have kept our fonts clean, friendly and easy to read. Mont is our design font and should be used in all professionally designed work including ads, signage, formal external reports, etc.

Mont was designed by Svet Simov and Mirela Belova and published by Fontfabric. Mont is a contemporary but friendly geometric sans serif consisting of 10 weights ranging from Hairline to Black with matching italics.

Mont light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&@#!?.,:;)

Mont light italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&@#!?.,:;)*

Mont regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&@#!?.,:;)

Mont regular italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&@#!?.,:;)*

Mont bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&@#!?.,:;)**

Mont bold italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&@#!?.,:;)***

Mont heavy

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&@#!?.,:;)**

Mont heavy italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&@#!?.,:;)***

Calibri regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&@#!?.,:;)

Calibri regular italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&@#!?.,:;)*

Calibri bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&@#!?.,:;)**

Calibri bold italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&@#!?.,:;)***

Everyday Typography

Calibri

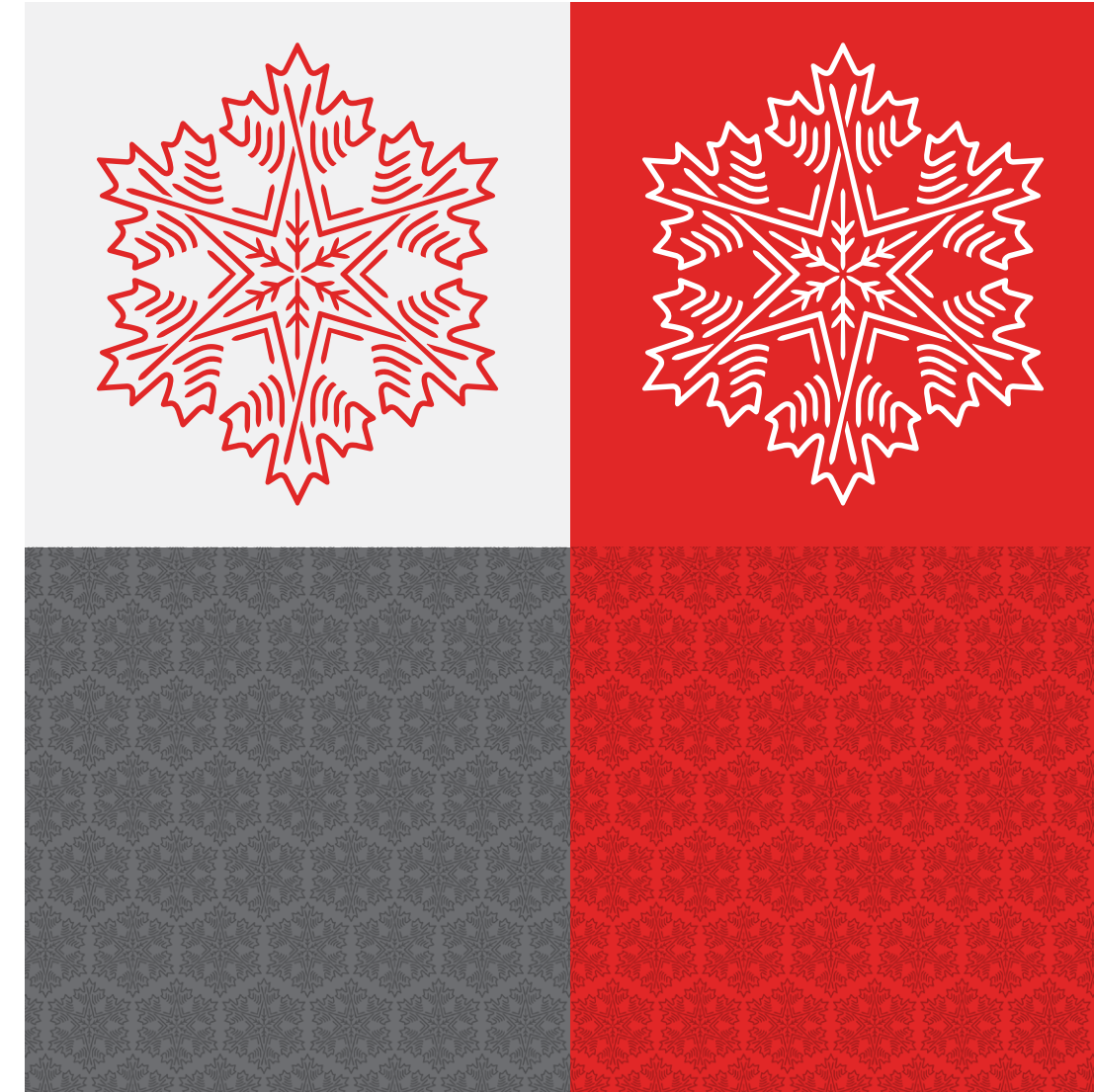
The everyday font is meant for everyone. We have selected Calibri because it is a native font on Mac and PC platforms. It is easy to read and works well in all of the programs we use on a daily basis.

Nothing will diminish the credibility of our brand quicker than the inappropriate use of Comic Sans or a fancy script font in an email or a PowerPoint. It's not who we are, so please resist the temptation. Consistent use of standardized type by everyone demonstrates that we are a group of professionals who manage the details well.

Calibri

© 1990 Lucas de Groot

Calibri is a humanist sans-serif typeface and continues to be the default typeface in Microsoft Office applications such as Word and PowerPoint.



Snowflake & pattern

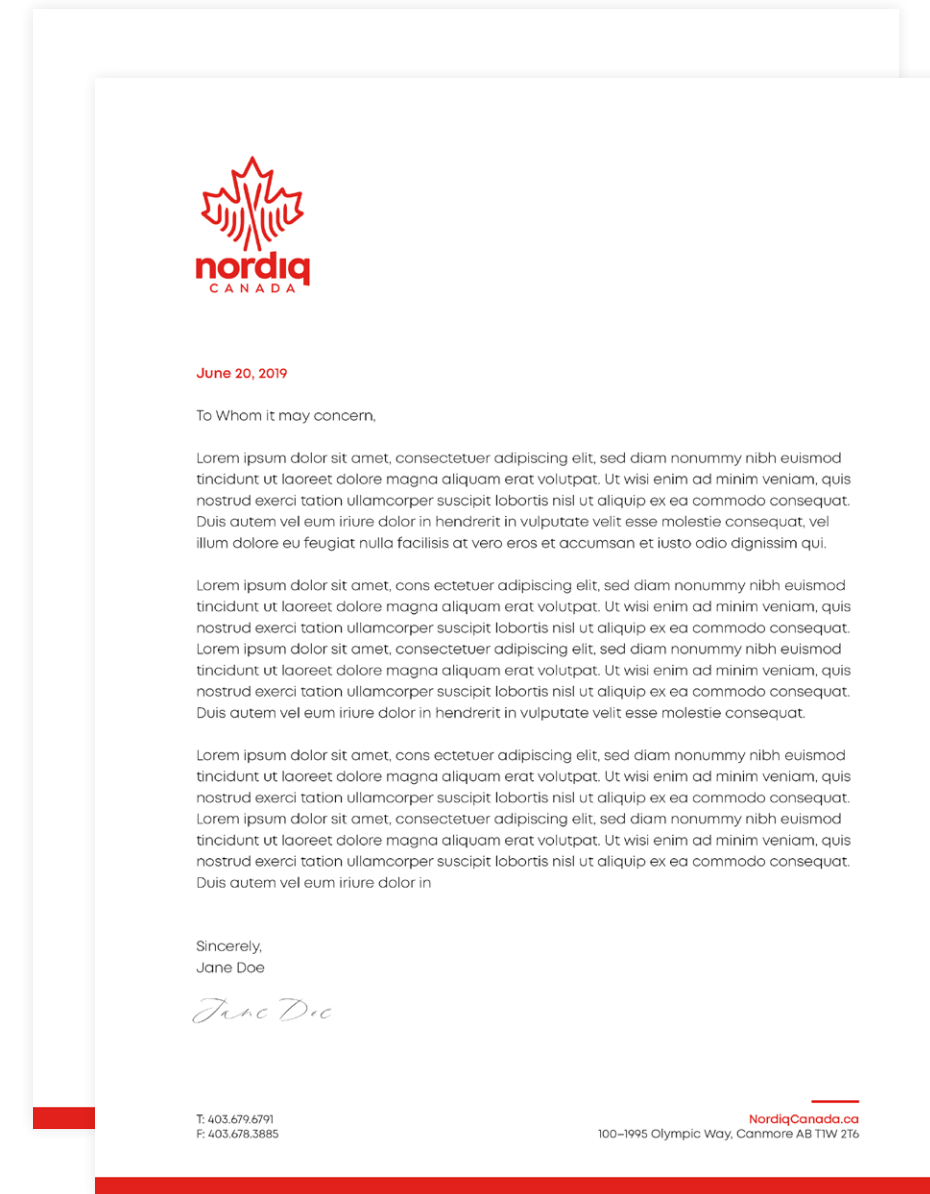
A delicate snowflake shape has been created using our official logo. This is primarily for use as a brand accent in pattern form on printed material and merchandise. The pattern cannot be colourized or altered in any way.

Stationery

Let the signature breathe – make sure the signature is not crowded. Careful consideration must be used when placing the signature close to other graphic elements or margins. Refer to the scale shown here for the minimum amount of clearspace.



Stationery





Apparel

It is important that the guidelines outlined in the previous pages are followed when applying the logo to clothing.

Brand merchandise creates and extends brand impact by expressing the personality of the brand and building a connection with audiences. But, only if it's done well. Here are some important tips to observe in managing your brand on apparel and gift items.



- To ensure logo visibility use reverse versions of the logo when required
- When printing on clothing, make sure colours are consistent with brand
- Logo must be printed entirely as a graphic, the name is an image not a typeface
- Choose items with high usability and perceived value
- Stay focused on your theme and true to your brand
- Maintain a high level of quality even on giveaways

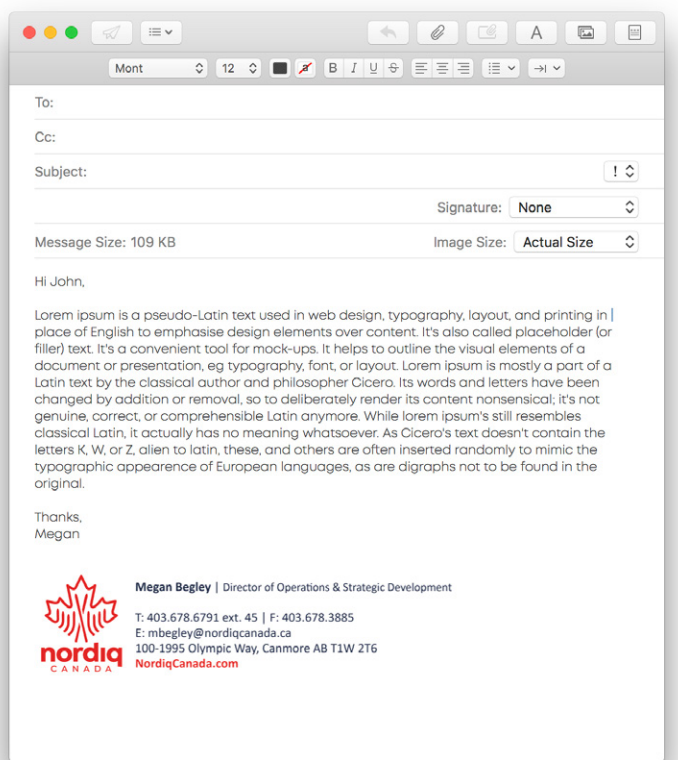
Email signature

Email signatures are often overlooked when in fact, they are becoming more important than a business card. A poorly designed email signature reflects poorly on the sender and the brand. Conversely, when everyone in the organization has taken the time to implement the same email signature design, it shows attention to detail and professionalism.



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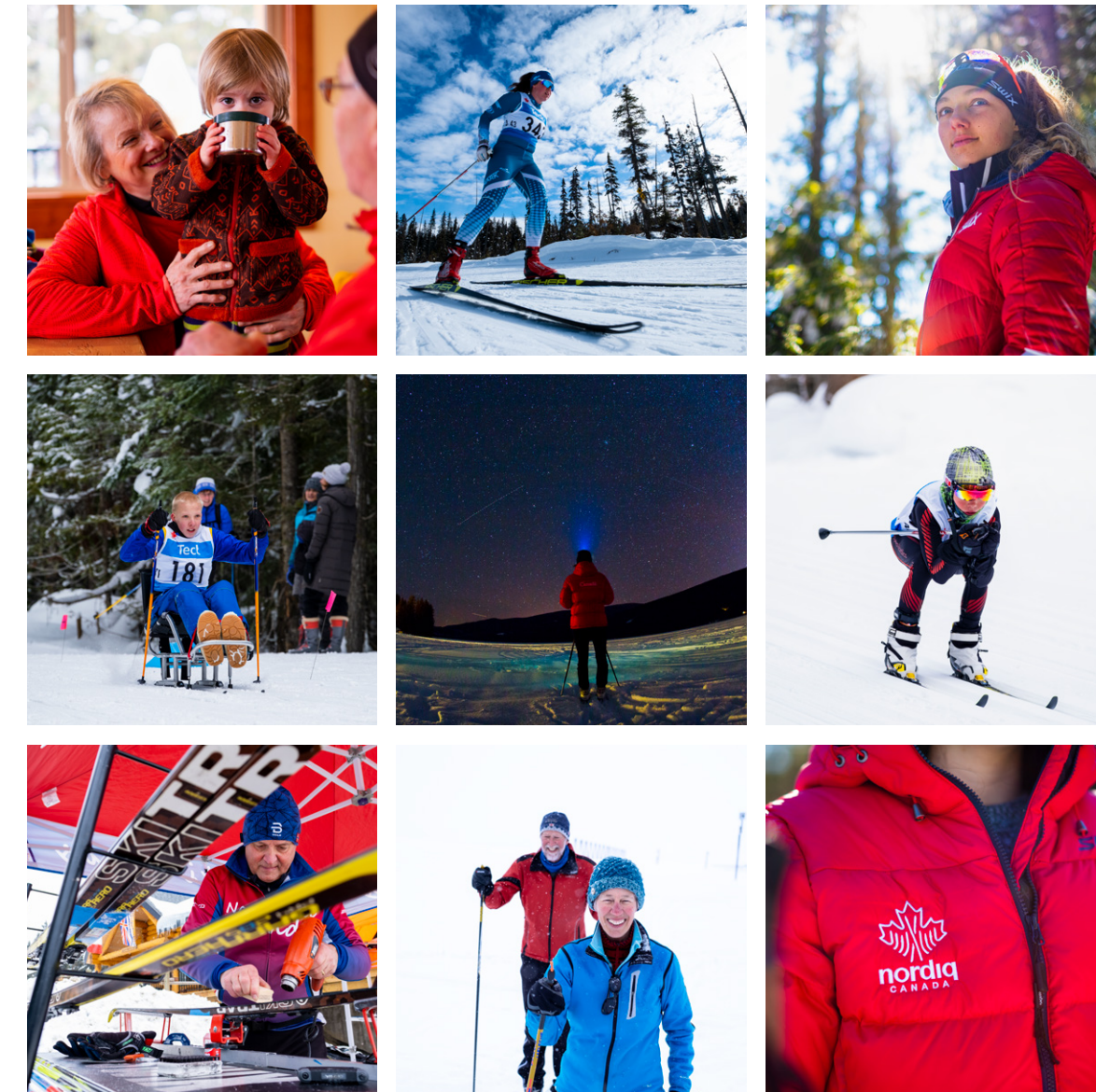
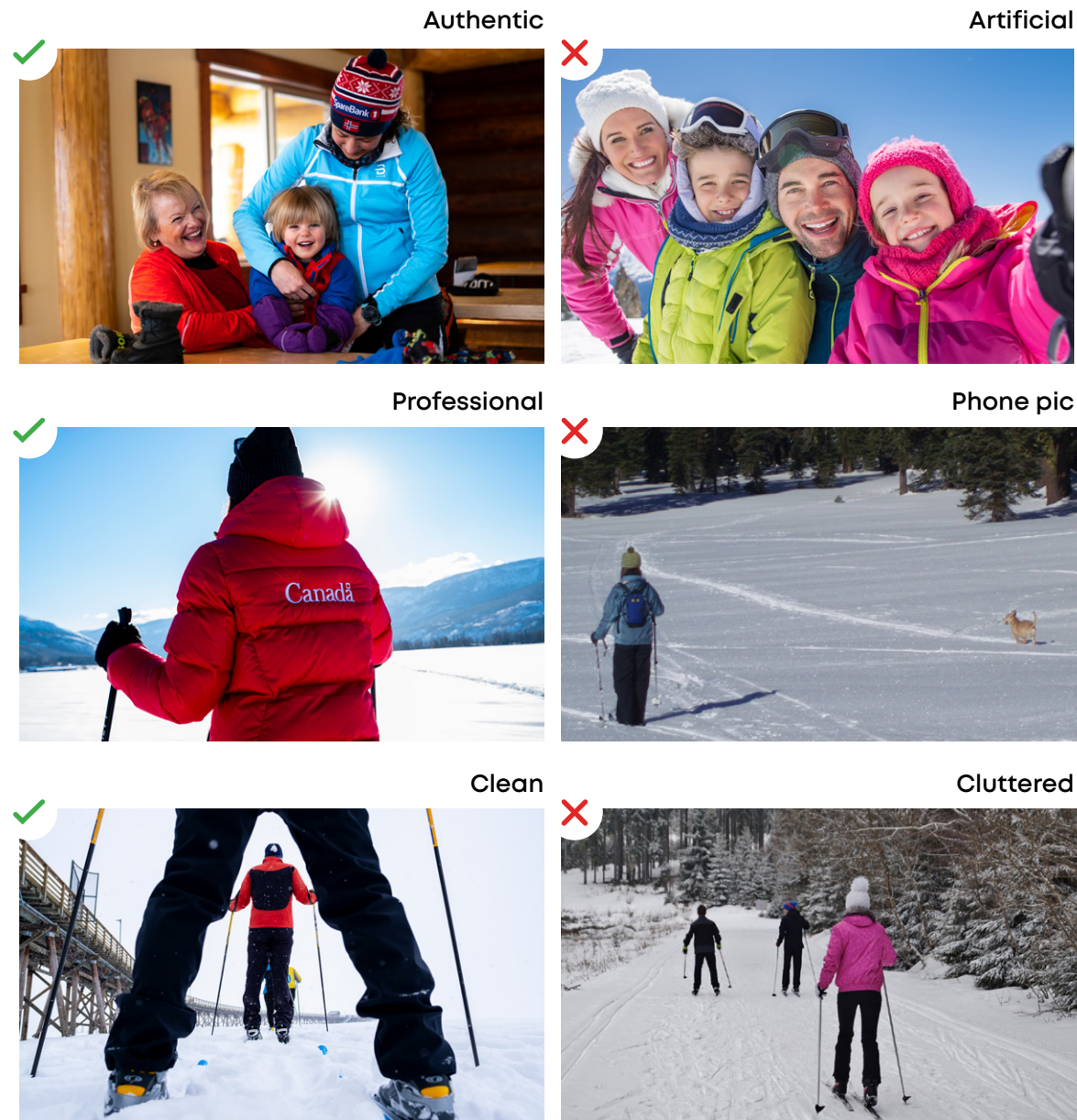


Branded image principles

Photography helps project the spirit of Nordiq Canada's brand. It also builds credibility by bringing consistency and a premium feel to our brand material.

Our image collection must cover a range of different people, events and locations, everything should adhere to the following key creative principles:

- Capture real life – imagery should look and feel natural and spontaneous
- Tell a story - action is great but the emotion behind the scene makes it memorable
- Avoid clutter – photo should feature thoughtful composition and a clear focal point
- High quality – images for any marketing materials should be taken by professionals
- Pop of red – When possible try and capture Nordiq Canada's iconic bold red



Guidelines to follow

1. Capture authentic stories using real people doing real things
2. Use natural light versus staged and artificially lit scenarios
3. Get signed consent when there are less than 6 people in photo
4. Avoid filters, light leaks and other effects as they look artificial
5. Ensure all clothing and equipment logos are current and correct
6. Depict healthy, safe situations that align with our values

Technical Requirements

Web images: RGB at 72dpi
Print images: CMYK at 300 dpi

