

BRAND GUIDELINES



VERSION 1.1 | 07.21.2018

BRAND STORY

We are UNITED. We speak with one voice across the nation. We are one with ourselves, one with our community. We unite karate in Canada by respecting our teammates and opponents and their diversity.

We stand PROUD to represent the leaf at home and abroad. We see karate as more than just a sport or art; it is a practice that builds better athletes, better officials, better coaches and better citizens. We take pride in our development and achievements.

We are PROGRESSIVE. We seek constant improvement of ourselves, our organization and our nation. We are dynamic and agile, allowing us to push the boundaries to build up our athletes, practitioners and nation.

We strive for EXCELLENCE. Just as the circle has no beginning and no end, we are determined to continue to learn, study and practice to excel in our sport, our art, our karate. "



BRAND PILLARS

Brand pillars are the most important values and characteristics that you want to communicate in your branding. The four characteristics below have been distilled down from our survey results as the most desired characteristics of the new Karate Canada brand. These are pillars to guide your action for all Karate Canada work in the future, particularly creative work.

UNITY • PRIDE • PROGRESS • EXCELLENCE

01

BRAND MARK

The maple leaf is the dominant feature, representing Canada. It is shaped into a figure in a mid-kick/punch motion. The straight, sharp angles combined with the swoosh represent the contrast between calm and the force of this sport.

The icon and text is flexible enough to successfully work in many variations, dependant on needs.

KC with the leaf (1) can be used in small spaces and merchandise; the KC (2) is the very smallest possible need for your brand - the 16x16 pixel web favicon; and the horizontal version of the logo (3) which will be required for applications restricted in available vertical space.



Primary Mark



REAL WORLD EXAMPLE



COLLATERAL: CORPORATE LOOK - CLEAN AND SIMPLE, ALLOWING THE LOGO TO STAND OUT



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TWITTER: @KARATECANADA
FACEBOOK: KARATE-CANADA



02

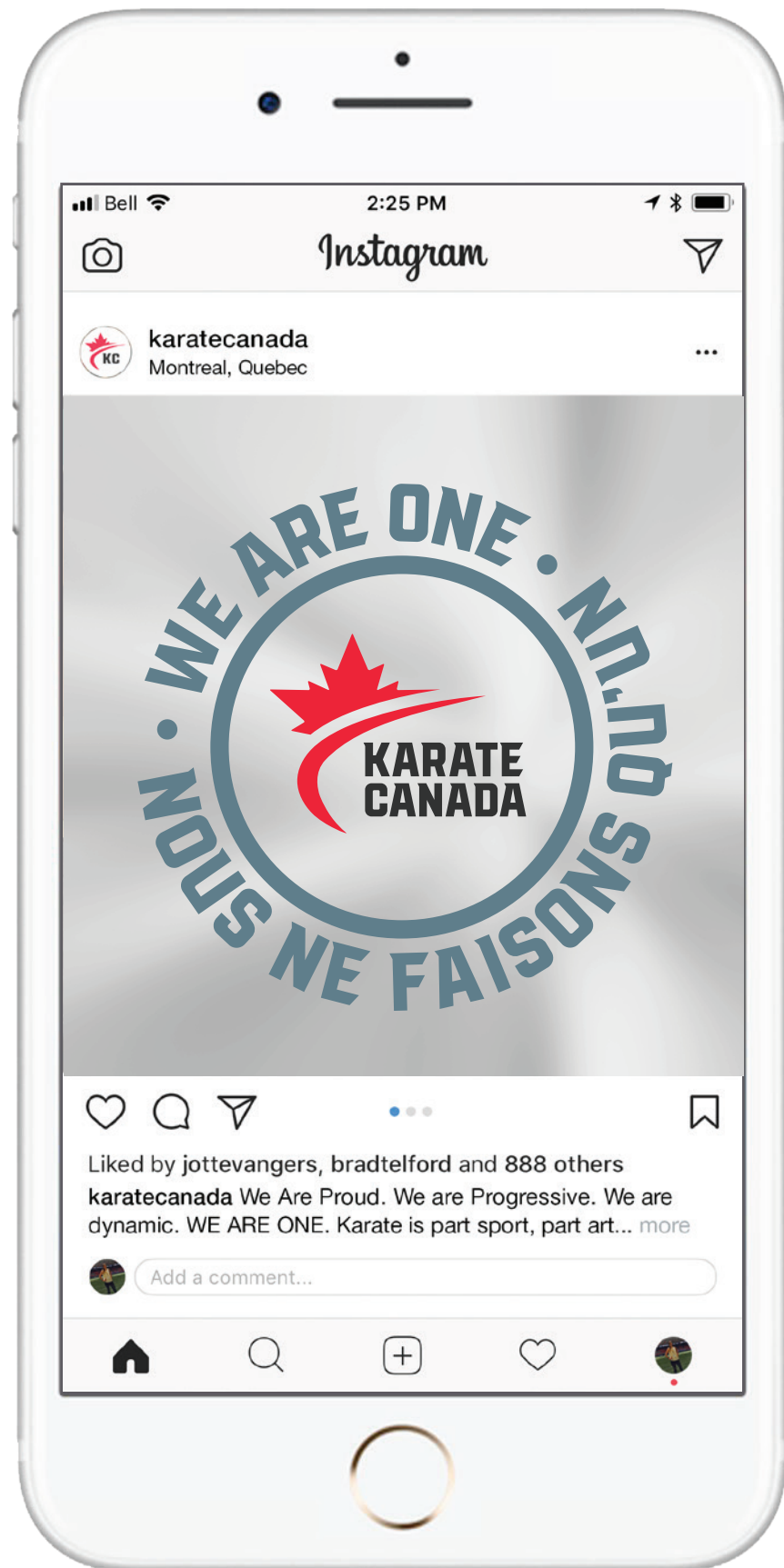
**TAGLINE &
SUB BRANDS**

TAGLINE

It's bold. It's strong. It's unified. This speaks to so much that our discovery groups mentioned in survey results. This is a rallying cry leading up to the olympics, but can be used beyond 2020.

The bottom logos are meant to supply to the PSO's so we can further unify the nation. It is offered to them as value-added for use in their marketing (if they wish to use it) to present a unified front.





TAGLINE APPLICATION



INSTAGRAM DOES A SWIPE/SLIDESHOW

TAGLINE APPLICATION
T-SHIRT



SUB-BRAND LOGOS

PROVINCIAL SPORT ORGANIZATIONS



SUB-BRAND LOGOS

NATIONAL TEAM



BADGE



OTHER CLOTHING APPLICATION



SUB-BRAND LOGOS

The thought here is in order for these sub brands to stand out a little from the parent brand, the logo can be set in this treatment with the accompanying colour scheme. The standard logo can still be used, but when used on graphic collateral or social posts, it can be used in this style to help differentiate it from the parent brand.



03

TYPOGRAPHY

TYPE PAIRINGS

Heading

REDZONE STANDARD

Sub Heading

PT SANS BOLD

Sub Headings

PT SANS REGULAR

PT Sans Regular

Body copy

Here is an example to showcase the brand's type system. This will help you get a clear vision of how typography will feel in the brand experience. There will obviously be more use cases than covered here but this will help get the vibe across. For the purposes of this template we used all Source Sans Pro but you will likely have a variety of type.

PT Sans Regular

Action items

JOIN NOW

WWW.KARATECANADA.ORG

WWW.KARATECANADA.ORG

PT Sans Bold Italic

PT Sans Bold (regular & reverse options shown)

MAIN TYPEFACE (HEADINGS)

REDZONE STANDARD

This typeface was selected for the logo and for main headlines because it has a modern, bold style with angled serifs on the top which gives it a unique, dynamic look. This typeface will help your brand to be recognized without the logo in sight.

PT Sans was selected as the supporting typeface because it's very legible and clean. It's also a Google font, so it's open source (free to use) in both web and print.

SUPPORTING TYPEFACE

PT SANS

AaBbCcDdEeFfGgHhIiJjKk

MAIN WEB TYPEFACE (HEADINGS)

We've selected a similar font to be used on web which is a google font. We can still use RedZone within graphics to carry over the design, but for live text, this will be used.

SAIRA CONDENSED

We are the governing body for the sport of Karate.

We are the governing body for the sport of Karate.

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We are the governing body for the sport of Karate.

MAIN TYPEFACE

This typeface is only used in the logo, and for main headlines. Large text, running off the side of the page creates impact for design pieces.

The red headline on white could also have a gradient masked out of the letters for some depth.

**STRONG, BOLD
HEADLINES**

**STRONG, BOLD
HEADLINES**

**STRONG, BOLD
HEADLINES**

04

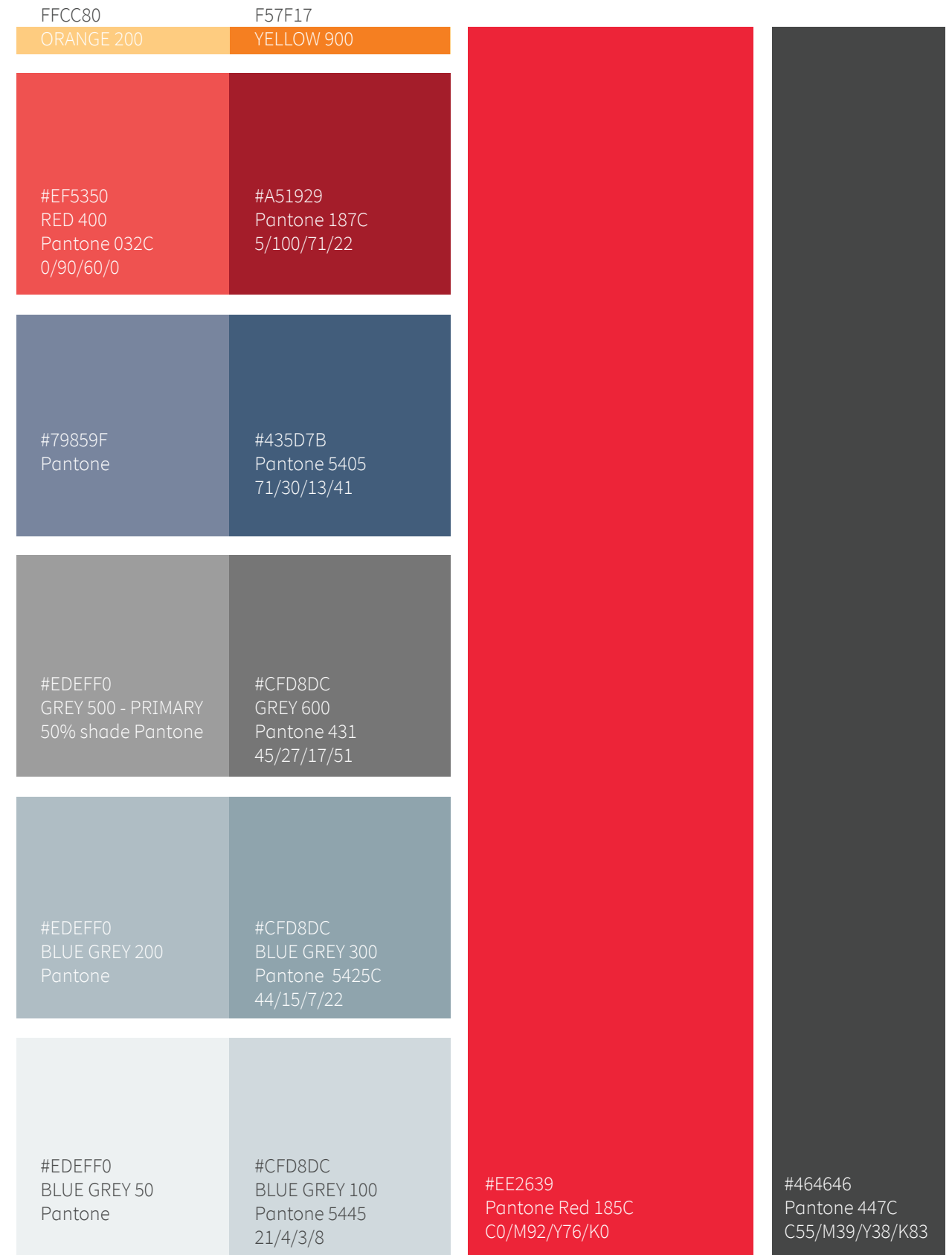
COLOR & PHOTOGRAPHY

COLOR PALETTE

The dominant colour of the brand is clearly red, but in order to introduce some variation, we have selected some shades of blue and grey to include in documents, typography and the yellow/orange to be used sparingly for call-to-action highlights such as website buttons or the Karate Canada website url.

The colours shown to the right are paired up to demonstrate how they will be used together: darker shades paired with lighter shades to create subtle design.

*Pantone and CMYK mixes to come.





PHOTOGRAPHY

Using Karate Canada imagery, we can highlight the subject by close cropping it and surrounding it with the O, and treating the background in red, showing the context of the image, but no more than needed.

The rest of the background is a radial blur of the image sitting over it. This helps reduce visual clutter in the image, bring the imagery closer to your brand colours, and gives us much more flexibility in selected imagery, since the orientation is not a factor. It also creates a more dynamic, interesting background than a flat colour of red would have given us.



PHOTOGRAPHY

An alternative option for photo treatment is the red flood of colour. This is a useful option when there isn't a good opportunity to pull the subject forward, and is ideal if you need to overlay text on the image.



05

SAMPLE APPLICATIONS

DOCUMENT COVER

This is an example of we can introduce some variety – using different imagery and the ‘O’ cutout.

STRATEGIC PLAN 2018



WWW.KARATECANADA.ORG

CORPORATE POWERPOINT



RESEARCH

The work done leading up to this round included three sets of surveys to a cross section of karate members, coaches, executive and board members; a round of visual research which included local, provincial, national and international organizations in the karate world, research into other NSO brand families (successful and unsuccessful), as well as a few good examples of brand families outside of the NSO world. We feel this research, along with meetings with the KC Executive, gives us an excellent look into the karate universe.

EPIC DESIGN

High Performance Creative. We are a boutique creative firm with big project experience on the sports field, delivered by a highly skilled and flexible team. What you will get with Epic, that larger firms can't provide, is a nimble and accessible creative team. Our roster includes clients such as Wrestling Canada, the World Taekwondo Championships, the 2015 Canada Winter Games, 2019 World Para Nordic Championships, Rowing Canada, Edmonton Oilers, and the 2010 Vancouver Olympic Committee (VANOC). We've been building our business since 2003, offering branding, web design/development and creative services for various corporate communications.

LOGO USE GUIDELINES

CLEAR SPACE

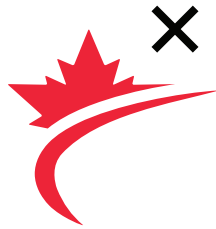
Please keep demonstrated space around logo clear of other elements, type etc.



MINIMUM SIZE



CONFORMING LOGO USE



Don't use icon on its own



Don't change icon colour



Don't change text colour



Don't change size or move icon or text in relation to each other.



Don't remove a portion of the text.



Donot place on a busy background.