



# CURLING CANADA BRAND GUIDELINES 2015





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# INTRODUCTION



## INTRODUCTION

Since arriving on our shores in 1759, curling has connected Canadians and united diverse communities on the rink. Although the sport has changed over the centuries, the qualities which capture our imagination persist; the tradition of fraternity, the spirit of sportsmanship, and the drive for excellence.

Today, Canada is the world leader in the sport. From thriving grassroots play to the international athletic stage, 90% of all curlers hail from Canada.

Curling is a definitive national pastime, with traditions and values that mirror our distinctly Canadian outlook. We are fierce but friendly competitors. We are proud but humble.

We are Curling Canada.





**NO OTHER SPORT  
IN CANADIAN HISTORY  
HAS WON A MEDAL AT  
EVERY OLYMPIC GAMES.**



# CURLING CANADA

Curling Canada is the national governing body responsible for the development, promotion, and organization of curling across the country.

In cooperation with its provincial and territorial member associations from across Canada, the organization provides programs and services to curlers of all ages and levels – from aspiring Olympians to Canadians with special needs, as well as coaches, curling facility operators, ice makers, and officials.

The organization also oversees and manages the comprehensive Season of Champions event portfolio; develops and administers the Canadian Team Ranking System for Olympic qualification; and organizes and operates the championship system for Juniors, Seniors, Mixed, Women, Men, University, and Wheelchair curling.

Curling Canada is headquartered in Ottawa, with marketing offices in Toronto and Winnipeg, and offices that operate in various championship cities that play host to major events.

## **Curling Canada (National Office)**

1660 Vimont Court  
Orleans, Ontario K4A 4J4  
T. 613.834.2076  
F. 613.834.0716





# TEAM CANADA

Curling Canada is responsible for all national teams that compete at World Championships, Winter Olympics, and the Paralympic Games.

Since the establishment of world championship curling events, Team Canada has won a record 34 gold medals at the Men's World Championships and a record 15 gold medals at the Women's World Championships.

In 1998, curling was awarded full medal status at the Olympic Games. Since that time, Team Canada has won an Olympic medal at every Olympic Games, including both men's and women's gold medals in Sochi, Russia. No other athletes in Canadian history have won an Olympic medal at every Games they have participated in.

Additionally, the Canadian Wheelchair Team has won every Paralympic gold medal since wheelchair curling was introduced at the 2006 Paralympic Games.

Today, Canada is ranked #1 internationally in men's, women's, and wheelchair curling – the first time in history one nation has topped the World Curling Federation rankings in all three disciplines.







**EMBLEM**



## EMBLEM INSPIRATION

Shield iconography appears on provincial badges, club patches, trophies, banners, and most importantly, as the centrepiece in the national governing body's emblem for over 50 years.



# The Dominion Curling Association



# CURLING CANADA EMBLEM

COLOURS

- Pantone 185 C
- Pantone Cool Grey 11 C



EMBLEM II



# APPLYING THE EMBLEM

## WHITE BACKGROUNDS



The emblem should appear on white whenever possible.

## LIGHT BACKGROUNDS



When applied on merchandise or over imagery, the emblem may appear on greys less than 30% black.

## RED BACKGROUNDS



When applied on merchandise or in print, the emblem may appear on a red background.

## COMPLEX BACKGROUNDS



Never use the non-outlined emblem on backgrounds that compromise its integrity.

## OTHER COLOURED BACKGROUNDS



The outlined emblem should be used for all other coloured backgrounds.

## SPECIAL CASES ONLY



The 2x outlined emblem may be used for small scale applications, such as embroidered patches, to ensure that the integrity of the outline is maintained.

## GREYSCALE



The grey emblem must be used for greyscale applications.



Never use a colour emblem in greyscale applications.





# TYPOGRAPHY



# TYPEFACES

## HEADLINE & DISPLAY COPY

“Knockout” is a modern yet classic typeface that reflects the sensibilities of the CANADA wordmark worn by curling athletes across several decades.

## BODY COPY

In most instances, supporting and body copy should be set in Meta Serif Pro. When Meta Serif Pro is not available, Cambria, or Times New Roman may be used.

## KNOCKOUT (HTF49-LITEWEIGHT)

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

## META SERIF PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



3

# GOLD MEDALS AT SOCHI 2014

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In the storied history of Canadian curling, never has there been a time like February of 2014. It was in the picturesque Black Sea resort of Sochi, Russia, where two glorious weeks of Olympic passion and drama, that five men and five women from Canada took curling success to a new level. They came from very

different backgrounds and took their own, sometimes rocky, routes to the pinnacle of a sport they thought they'd never reach. They fought through injuries and heartbreak, changed team personnel and battled personal issues as they spent the better part of their lives in pursuit of Olympic glory. — *Ted Wyman*



**CANADA**





# COLOUR & FEATURE GRAPHIC



COLOUR

# PANTONE 185C

C	0	R	237
M	100	G	25
Y	75	B	64
K	0		

HEX ED1940

# PANTONE COOL GREY 11C

C	0	R	76
M	0	G	76
Y	0	B	78
K	85		

HEX 4C4C4E

# WHITE

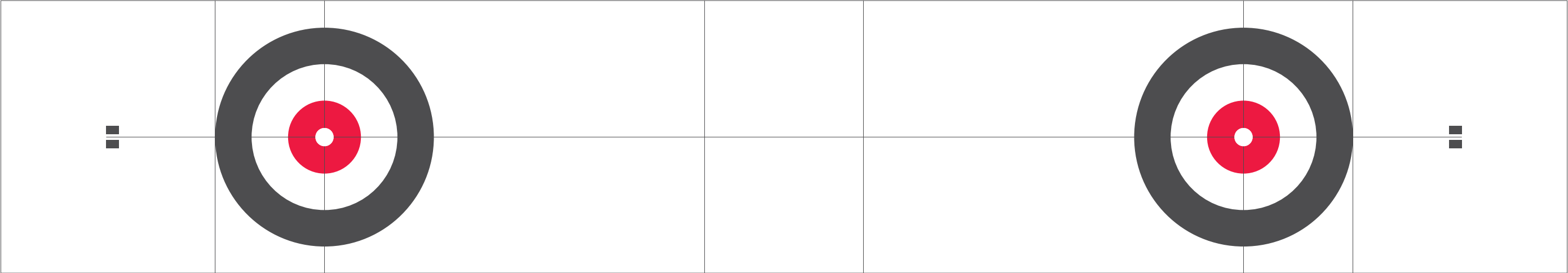
C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

HEX FFFFFFFF



# FEATURE GRAPHIC · THE RINK

Based on a technical drawing of a curling sheet, the rink feature graphic showcases the iconic ‘house’ rings.





# PHOTOGRAPHY & WRITING



# PHOTOGRAPHY STYLE

Curling photography should be thematically consistent across all mediums. Images should exemplify one or more of the following:

- Iconic
- Athletic
- Emotive
- Proud
- Heritage

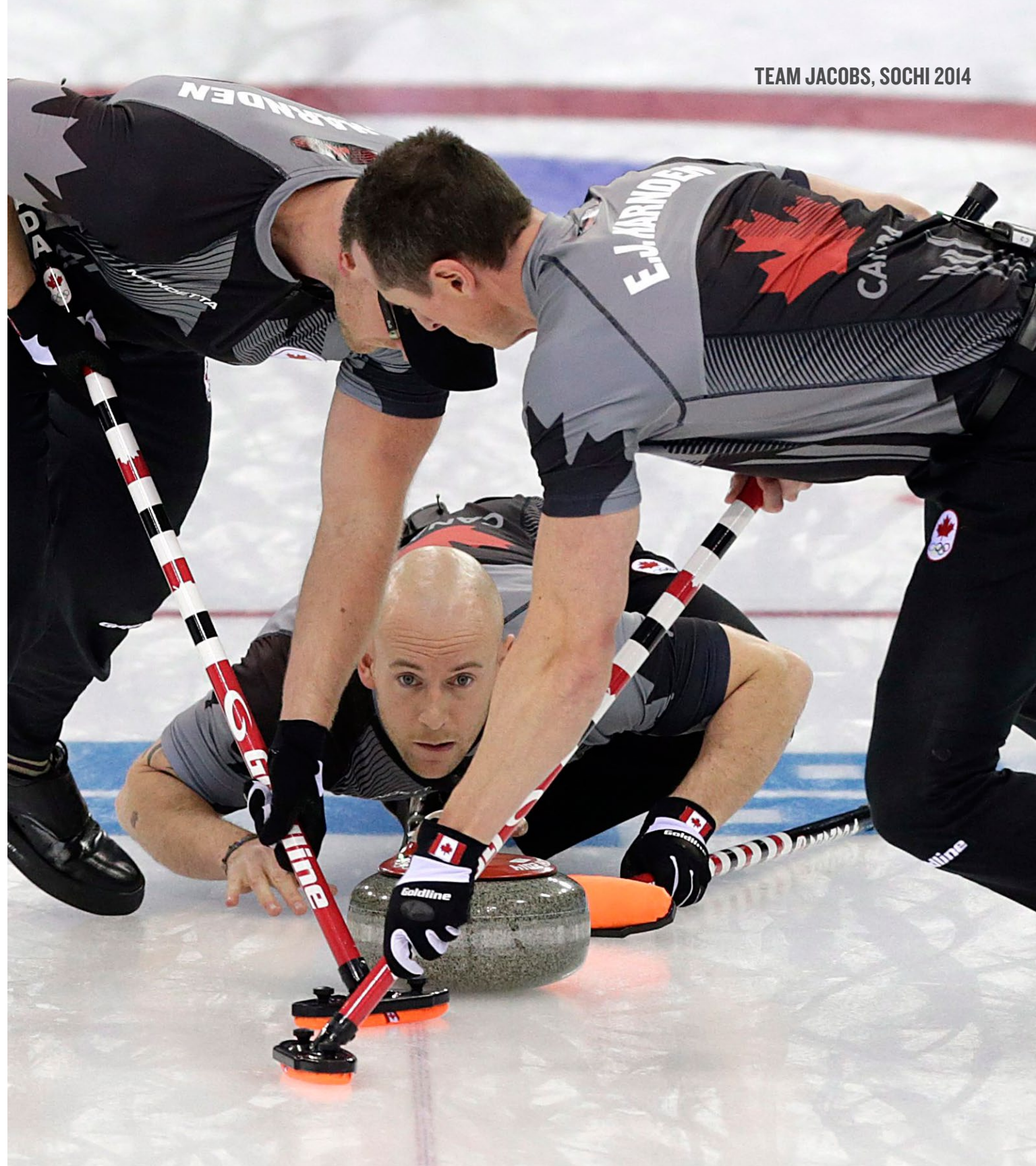
On a single, static communication, use one image whenever possible. This respects the integrity of the image and provides a more focused, powerful communication.

When using multiple images, it is encouraged to balance athletes of different genders and use a variety of close-crop, medium, and wide shots to offer the viewer a range of perspectives. Multiple images should never be blended, composited or collaged together. Sport and editorial imagery must never be flipped or altered.

## ATHLETE PHOTOGRAPHY

Whenever possible, use documentary-style photography to convey a genuine and experiential glimpse into the athletes' lives. Staged photography should be candid, intimate, and authentic.

TEAM JACOBS, SOCHI 2014









**I STILL CAN'T BELIEVE IT  
WHEN I HEAR THE WORDS  
“OLYMPIC CHAMPION.”**

**— JENNIFER JONES, SOCHI 2014**







# WRITING STYLE & TERMINOLOGY

## WRITING STYLE

At the heart of the Curling Canada brand is the belief that writing must work together with the visual identity to create a remarkable brand touchpoint.

Curling Canada is progressive, inclusive, and inspiring. The tone of voice should reflect these qualities in a clear, accurate, and inspiring manner, without veering into hyperbole. Keep it authentic.

Bring the sport and the team to life with a sense of excitement, motivation, and heritage. Our athletes work hard to achieve excellence, not bragging rights. Ensure your writing is equally grounded. We cheer loudly for our team, but always retain a humble, decidedly Canadian sense of pride.

## CORRECT TERMINOLOGY USAGE

- The events should always be written, on first reference, with their full (eg. sponsored) name, preceded by the year. The 2015 Tim Hortons Brier. The 2015 Scotties Tournament of Hearts. The 2015 Ford World Men’s/Women’s Curling Championship. There is no such thing as a Brier Cup. In second reference, the nature of the event (Canadian men’s curling championship, for example) can be used in place of the full name.
- Team Canada is used to describe the team that represents our country at the Ford World Championships (or World Championships when the event is staged outside of Canada), Olympic Winter Games, Paralympic Winter Games, Youth Olympic Games, World Wheelchair Championship, World Junior Championships, World Mixed Doubles Championship, World Mixed Championship, World Senior Men’s and Women’s Championships, and the Winter Universiade.
- At National Championship events, refer to the teams by their respective province/territory, eg. Team Alberta, Team Ontario, Team Nunavut.
- The National Team Program refers to the group of teams that have met qualifying standards set by Curling Canada and receive support throughout the curling season as sanctioned by this program.
- Team positions should be described as follows: skip (the player who directs the strategy, calls the shots, but NOT necessarily the player who throws last rock); vice-skip (the player who holds the broom when the skip is shooting), second, and lead. When necessary, clarify where the player shoots in the order. Not all vice- skips throw third, for instance. So, as an example, skip Randy Ferbey (throws third rocks); or vice-skip Nancy Delahunt (throws lead rocks).
- Never use Canadian National Team. It is redundant.
- The organization’s official title, in both French and English, is Curling Canada. Not Curl Canada, nor the Canadian Curling Association.
- In general, the terms rocks and stones can be used interchangeably.
- The Tim Hortons Brier, Scotties Tournament of Hearts, and Ford World Championships use the Page playoff system. Page must be capitalized, as it refers to the name of the system’s inventor.



# DESIGN APPLICATIONS





## TRAVEL MUG







# POLO







# EVENTS

## SEASON OF CHAMPIONS

The Season of Champions is an event portfolio owned and operated by Curling Canada, which includes the world's pre-eminent curling events, such as the Tim Hortons Brier, Scotties Tournament of Hearts, and several other major championships. The entire event portfolio receives extensive broadcast coverage on the TSN and RDS networks.





# EVENTS

Events owned and operated by Curling Canada outside of the Seasons of Champions portfolio retain a consistent logo arrangement. Shown here is the 2016 Mixed Championship in Toronto.



## PRESENTING PARTNER EVENTS

Events with a presenting partner or title sponsor lock-up with the Curling Canada emblem as shown here for the 2016 University Championships.



**UNIVERSITY  
CHAMPIONSHIPS**  
*2016 • Antigonish, NS*

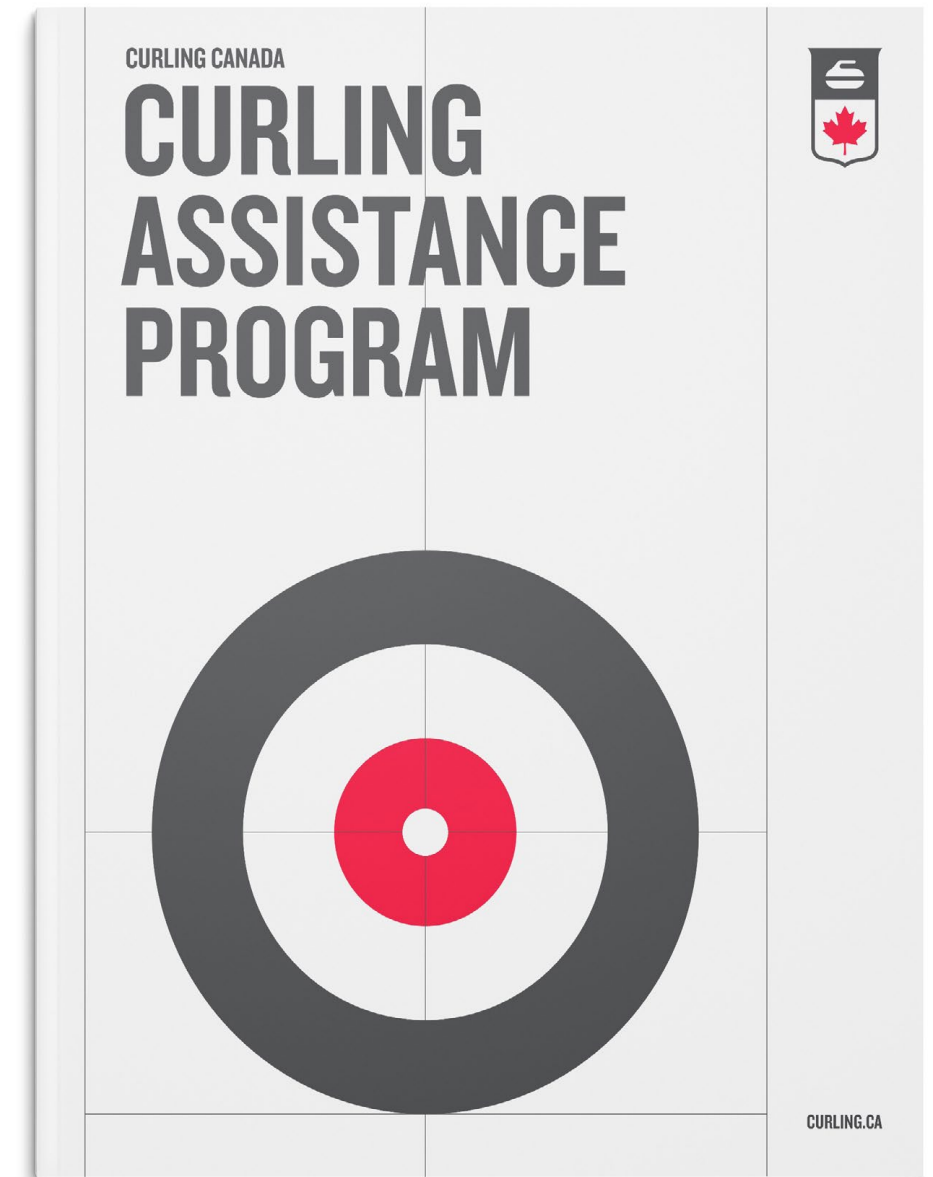
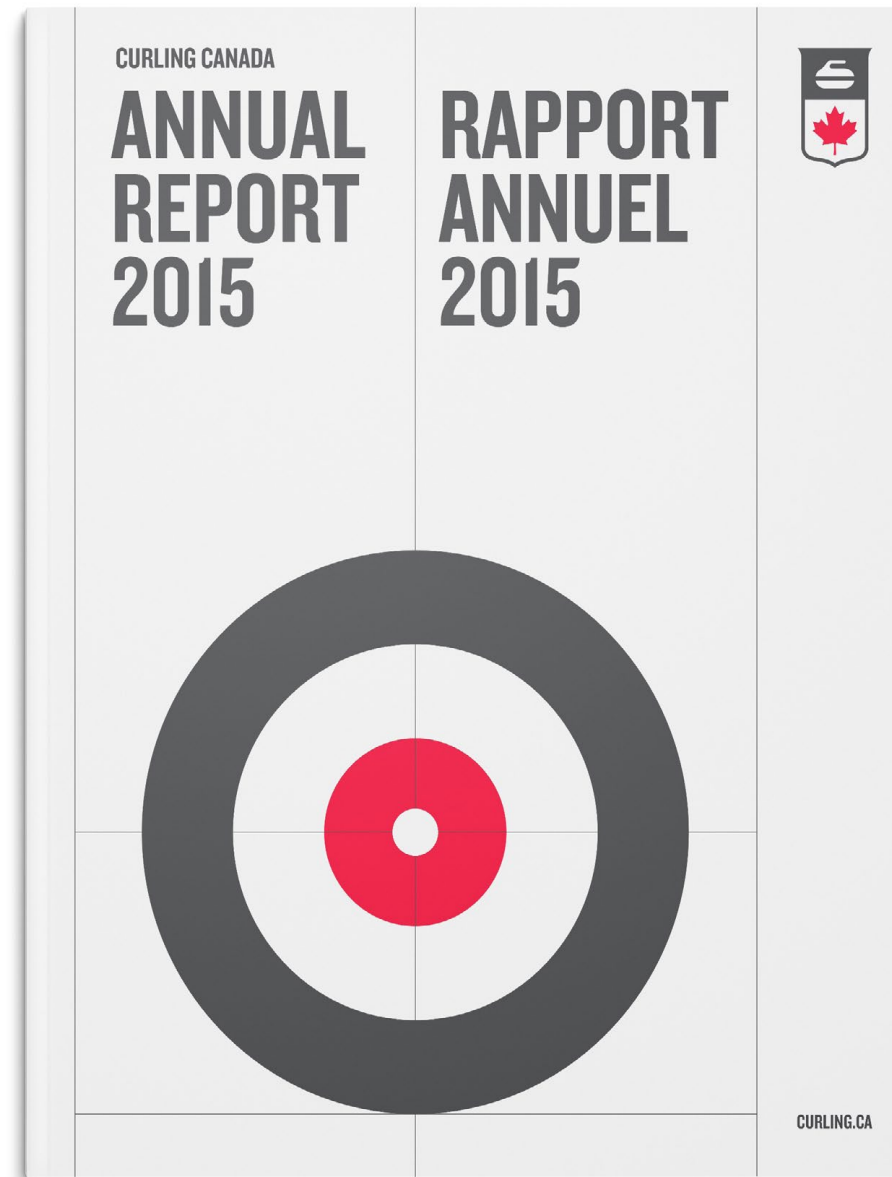




# PUBLICATION TEMPLATES

## FEATURE GRAPHIC COVERS

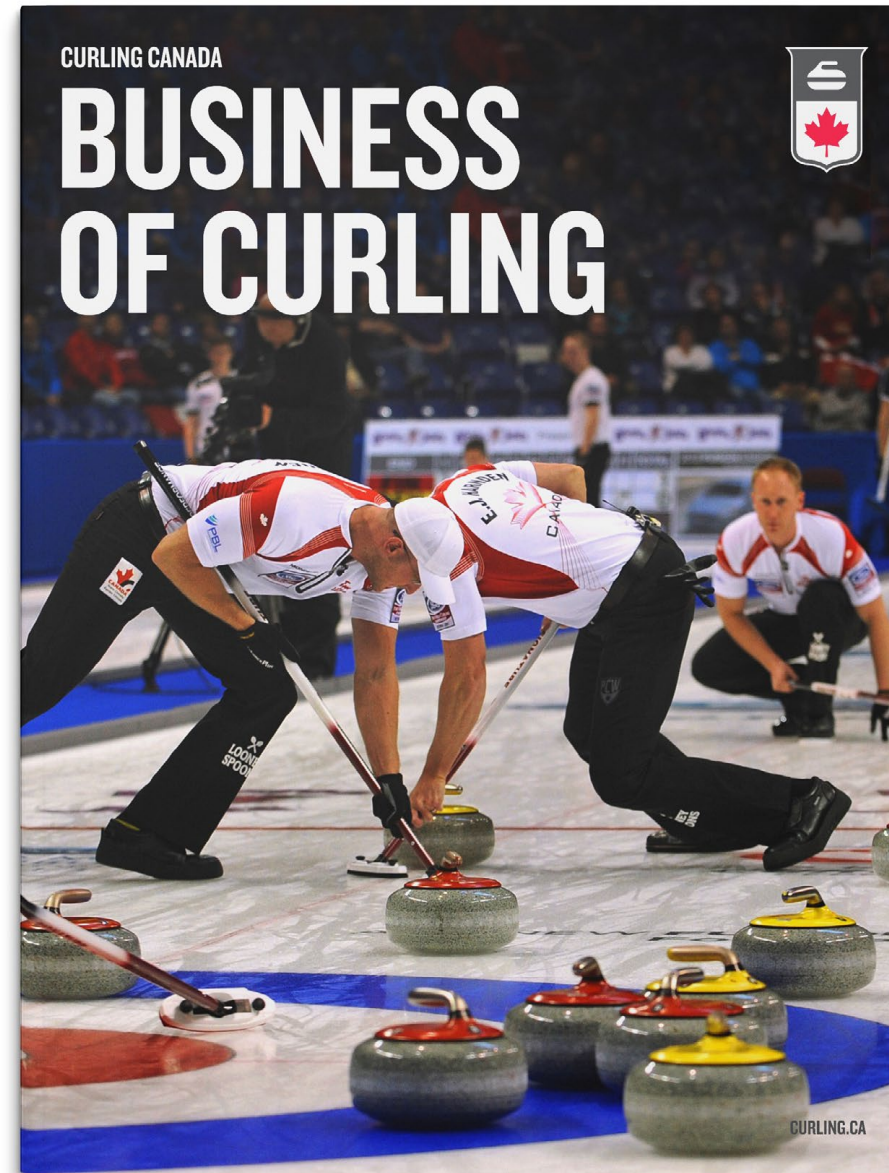
- When cropping the feature graphic, only use part of the graphic and align it with the bottom
- Text should never run over the curling 'house'
- Size of the title text may be scaled up or down to account for varying lengths
- 'Curling Canada' text should never be resized
- This general arrangement may be used for a variety of applications including posters, signage, accreditation, and much more





## PHOTOGRAPHY COVERS

- Photography may be used in place of the feature graphic
- Ensure text is still legible when selecting a photograph
- Never blend multiple images or alter the integrity of sports photography – see page 21 for more info
- This general arrangement may be used for a variety of applications including posters, signage, accreditation, and more



## SOLID COLOUR COVERS

- Simple, text-only cover pages may appear in white, grey, or red. This format may also be used for chapter title pages within a document.







# PROGRAMS

# TEAM CANADA

Team Canada is sanctioned by Curling Canada and competes at World Championships in every discipline, as well as the Winter Olympics and the Paralympic Games.





# HALL OF FAME

Curling’s Hall of Fame is an honour roll of the sport’s most accomplished curlers, builders, administrators, officials, and volunteers.

## COLOURS

 Pantone 871 C

 Pantone 185 C



# SCHOOL PROGRAM

Curling Canada's School Program introduces the Olympic sport of curling to elementary school children. By bringing the curling rink to school gymnasiums, this program reaches children who would otherwise not have access to the roaring game.



## FOR THE LOVE OF CURLING

For the Love of Curling is the country's only registered charity that exists solely to raise funds to support the sport of curling. This philanthropic program was established to benefit grassroots development of the sport, provide support for affiliated curling centres across Canada, and to help fund a Centre of Excellence that will act as the epicentre and administrative hub for curling across the country.





*For the **Love** of Curling*





# FUNDRAISING EVENTS

For the Love of Curling holds annual fundraisers to support the sport of curling.

## GOLF COLOURS

-  Pantone 340 C
-  Pantone 185 C
-  Pantone Cool Grey 11 C
-  Pantone 427 C

## AUCTION COLOURS

-  Pantone 193 C
-  Pantone 185 C
-  Pantone Cool Grey 11 C
-  Pantone 427 C





# PARTNERS

# NATIONAL PARTNERS

When specified in your agreement, Curling Canada partners may lock-up with the emblem. The partner logo should be scaled so that the visual balance is equally weighted with the Curling Canada emblem.

All partner lock-ups must be approved by Curling Canada before use.





# OFFICIAL DESIGNATION

This mark can be used by national partners with official designations indicated in their sponsorship agreement. For example, Official Supplier, Official Broadcaster, or Official Outfitter. All official designation marks must be approved by Curling Canada before use.



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**OFFICIAL  
DESIGNATION**



# WEBMARKS

## WEBMARKS

The following webmarks must be used to reference the Curling Canada website whenever it appears as a graphic element, such as a call to action on an advertisement.

When a URL appears within the body of a paragraph, it should be set in a 'bold' weight of the same font, such as **curling.ca/tickets**. Note that 'http://' and 'www' are omitted.

**CURLING.CA**

**CURLING.CA/TICKETS**

**CURLING.CA/ILOVECURLING**

**CURLING.CA/CHAMPIONSHIPS**



DARTMOUTH, NOVA SCOTIA, 1890







CURLING.CA