



# BRAND GUIDELINES 2014

# BRAND GUIDELINES

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# BRAND OVERVIEW

## Soccer Nova Scotia



Soccer Nova Scotia was established in 1913 as the governing body for soccer in the province . Over 100 years later soccer is the number one participatory sport in Nova Scotia with over 26,000 players, 1,100 coaches and 700 referees.

### **Vision:**

To make organized soccer available to all Nova Scotians who want to play the game.

### **Mission:**

To provide leadership and support to our members by helping them build vibrant soccer communities through volunteers and soccer professionals sharing the values of fair play, respect and a passion for the game of soccer.



# BRAND IDENTITY

## Official Name



### **Soccer Nova Scotia**

This is the official name of the Association. It is to be used in all official documentation, including (but not limited to) legal, technical, and organizational materials.

Every effort should be made to use the official name.

### **SNS**

The acronym SNS may be used in legal, official or technical documentation where the Soccer Nova Scotia is a beforehand defined term, when dealing with other soccer agencies and stakeholders and in internal correspondence. In no instances should the acronym SNS be used in any material, created for public consumption (promotional, media, web, etc.).

### **Soccer NS**

The shortened handle Soccer NS can be used in social media, technical and official documents.

# BRAND IDENTITY

## Logo

### Primary Logo

Navy



Mono



The preferred usage of the logo is to be displayed in its optimal form, using either dark navy blue or black on a white (or light) background or a white logo on a color background.

With approval from the Executive Director, the logo can be altered for special circumstances and occasions. (example below):

*Special occasion logo alteration—100 years*



### Secondary Logo

Color—dark background



Color—white background



Mono





# BRAND IDENTITY

## Use of Logo by Third Party



The Soccer Nova Scotia brand is an integral part of our identity and is the foundation of our public perception. Therefore, the brand must be used in accordance to the guidelines outlined in this document.

You are generally not able to use the Soccer Nova Scotia logos unless specifically authorized. If you wish to obtain such authorization, (i.e. provincial championship apparel) please contact us at [executivedirector@soccerns.ns.ca](mailto:executivedirector@soccerns.ns.ca).

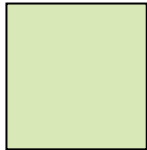
Third party expressly authorized to use our logos must not alter or modify it in any way.

Third party may not use logos in a manner that would imply Soccer Nova Scotia's affiliation with or endorsement, sponsorship or support of a product or service unless expressly authorized.

# BRAND IDENTITY

## Official Colors

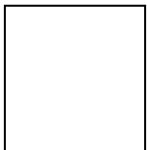
### Primary



PANTONE 372 C



PANTONE 289 C



PANTONE 7543 C

### Secondary



PANTONE 372 C



PANTONE 273 C



PANTONE 443 C

### Official Colors

Color is a very important aspect of the brand identity. As a powerful visual cue, color instantly conveys mood and emotion.

#### Primary Colors

Green is the foundation of our beautiful game, representing growth, balance, our social conscious and the pitch we play on.

Blue is a traditional color of Nova Scotia, expressing our rich history on the sea.

White portrays the professionalism Soccer Nova Scotia holds on and off of the field.

#### Secondary Colors

The secondary colors add variety to Soccer Nova Scotia's brand pallet and can be used for special applications.

# BRAND IDENTITY

## Fonts and Typefaces

### Myriad Pro

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 @

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 @**

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890 @*

### Myriad Pro Cond

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 @

### Myriad Pro Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 @

Consistent typology creates unity in all communications and solidifies the Soccer Nova Scotia brand.

Myriad Pro provides a clean, modern, athletic and professional appearance.