



BRAND IDENTITY & GUIDELINES

2019-20

EDMONTON SCOTTISH SOCCER CLUB



1 | Introduction





1.1 | Introduction

This is a guide to the basic elements that make up the Edmonton Scottish SC brand.

It covers the Edmonton Scottish SC crest, exclusion zones, do's and don'ts, colour palette, typography, co-branding guidelines, and application in various formats.

These guidelines reflect Edmonton Scottish SC's commitment to quality, consistency, and style.

The guidelines have been put in place to ensure that our club's image is accurately, consistently, and enthusiastically promoted.

It should be used as a point of reference when developing club literature and advertising communications for print, digital, merchandising, or activations.





1.2 | Vision, Mission, & Values

Our Vision

To be Edmonton's premier soccer club, driven by our commitment to delivering inclusive, player-centric programming while fostering a love of sport in our players, coaches, and families.

Our Mission

To create and enhance opportunities to participate, develop, and excel in the sport of soccer, while promoting an active lifestyle for all club members.

Our Values

Soccer is a team sport, and through it we want to teach players about collective responsibility, teamwork, and fair play while maintaining these values in our coaching strategies.





2 | Crest





2.1 | Crest

Edmonton Scottish SC's crest is inspired by the crest worn by Scotland's national soccer team.

A roundel encloses a shield, with the words "Edmonton Scottish Soccer Club" written around the outside.

In the shield's background are 11 thistles, representing the national flower of Scotland, in addition to the lion rampant.





2.2 | Crest Variations

In limited applications, such as for embroidery, the Edmonton Scottish SC crest may be reduced to two colours, Big Stone Blue and White, or Big Stone Blue and Polo Blue.

These crest variations should not be used in any digital communications.

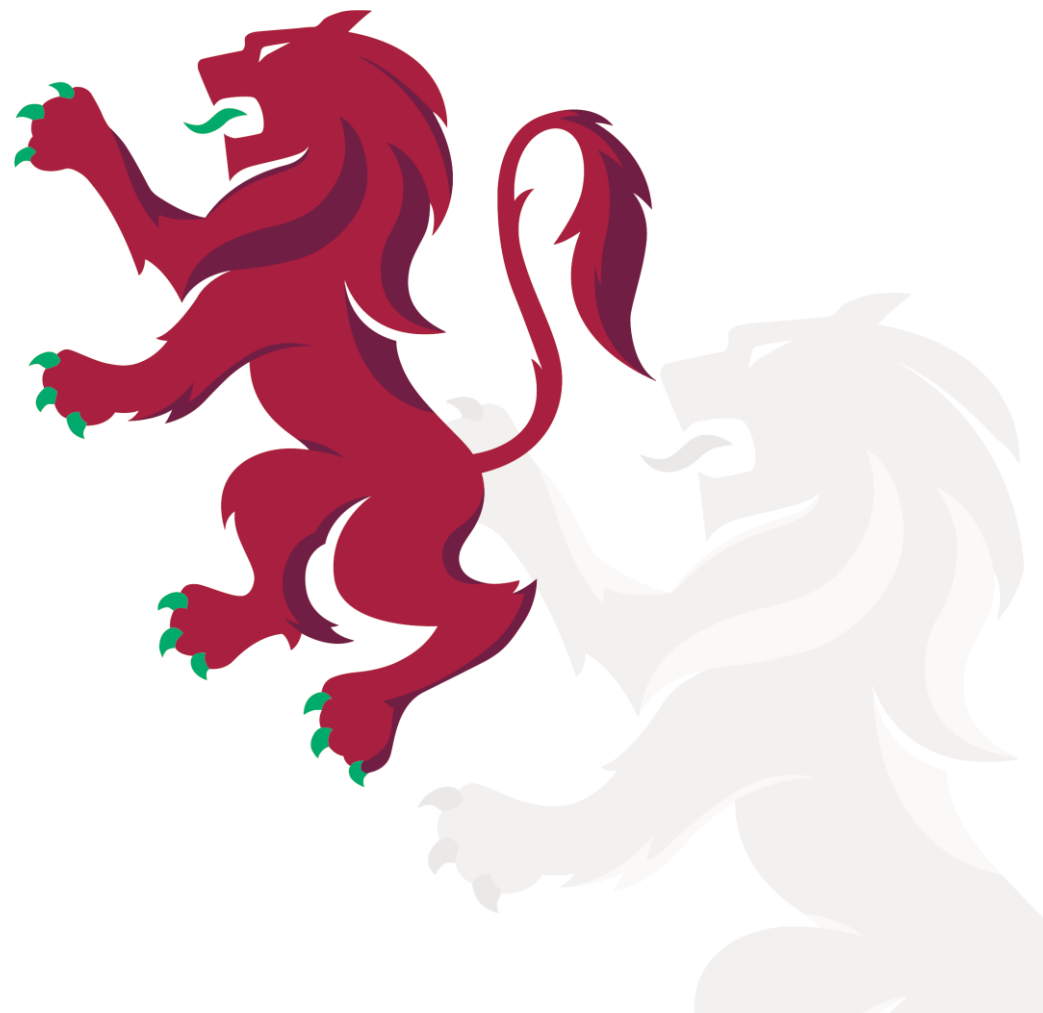




2.3 | Lion Rampant

The lion rampant is used as a background watermark on documents and stationery.

It should not be used in place of the Edmonton Scottish SC crest, with the exception of use as a chest badge on a tertiary change kit, and as a profile picture on team social media accounts.





2.4 | Crest Usage

The Edmonton Scottish SC crest should be used in full colour and against neutral backgrounds from our colour palette.

When placed against Big Stone Blue, ensure a Solid White stroke is applied around the crest.

When used against photographic backgrounds, care should be exercised to ensure the crest is not obstructed.

Tips:

1. Photos with shallow depths-of-field work best.
2. Avoid busy images with too much detail.
3. Applying a darker, transparent overlay or gradient on an image will allow for the crest to stand out.





2.5 | Watermarks & Opacity

When used as a watermark on documents and on photography, the opacity of the Edmonton Scottish SC crest can be reduced.

On photography, the crest should be placed as a watermark in the bottom right hand corner of the image at an opacity of 25%.

The photography watermark should not take up more than 15% of the height or width of the image (whichever is lesser), and respect the guidelines for exclusion zones.

In no application should the opacity fall below 10%.



Full Opacity



75% Opacity



50% Opacity



25% Opacity



2.6 | Exclusion Zones

To ensure legibility, always keep a minimum clear space around the crest.

This space isolates the crest from any competing graphic elements such as other logos or copy that may conflict with, overcrowd, or lessen the impact of the crest.

The minimum clear space is defined by two times the size of the thistle. The minimum space should be maintained as the crest is proportionally resized.





2.7 | Minimum Sizes

Big or small, our crest needs to be both legible and recognizable.

For print applications, the minimum size for our crest is 2.3 cm.

For digital applications, the minimum size for our crest is 65px.

There is no maximum size defined for our crest in digital applications.

For application to a kit, please follow the guidelines provided by the manufacturer or competition (generally 8.9x8.9 cm).





2.8 | Co-Branding Guidelines

Using two brands together symbolizes a partnership. Care must be taken to ensure that we leverage mutual resources productively and accurately.

These guidelines will help streamline the development of co-branded materials while protecting the valuable brand assets for all parties involved.

When co-branding the Edmonton Scottish SC crest with another brand, we must ensure that no organization has clear visual dominance, and that the partner organization has category exclusivity.

Each logo should be optically equal in height and respect our crest exclusion zones and minimum size.

The lockup must include a subheading spanning the length of the co-branding, using our primary typography and colour palette.

Depending on the size of the partner logo, the subheading can span two lines, with “Edmonton Scottish SC” on the second line.

Horizontal Lockup



**PARTNER
LOGO**

OFFICIAL PARTNER OF EDMONTON SCOTTISH SC



2.9 | Prohibited Usage

A few rules are necessary for protecting the integrity of the Edmonton Scottish SC crest.

Below are some examples of how you should never use the crest:

1. Don't rotate the crest
2. Don't squash, stretch, or pixelate
3. Don't add, replace, or remove any elements
4. Don't rearrange parts or create new compositions
5. Don't modify crest colours
6. Don't contain the crest in a box when used on a background





2.10 | Commemorative Stars

Edmonton Scottish SC teams may choose to commemorate a national championship on their kit by use of a star above the crest.

A white star should be used to represent 1-4 national titles.

A silver star should be used to represent 5-9 national titles.

A gold star should be used to represent 10 national titles.

The star should not exceed more than 1cm in height on kit applications, and should not be used in any digital communications.





3 | Colours



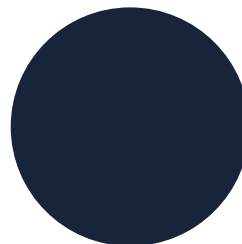


3.1 | Primary Palette

The Edmonton Scottish SC colour palette is made up of three primary colours and a selection of secondary colours.

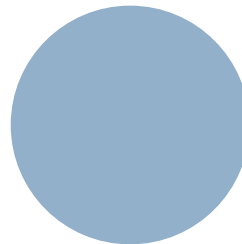
Blue is at the heart of our club. We use it to symbolize loyalty, strength, trust, and our connection to Scotland.

The strongest impression of our brand comes from our primary colour palette. Big Stone Blue, Polo Blue, and Maroon Flush are the hero colours which lead our communications.



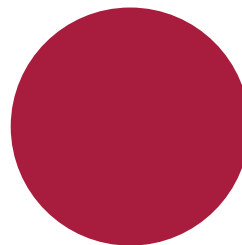
Big Stone Blue

Hex Code #17243A
RGB 23 36 58
CMYK 91 80 48 56



Polo Blue

Hex Code #92B0CA
RGB 146 176 202
CMYK 43 22 11 0



Maroon Flush

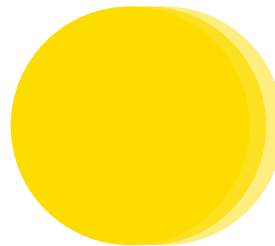
Hex Code #A81D3E
RGB 168 29 62
CMYK 24 100 72 15



3.2 | Secondary Palette

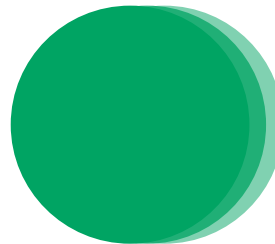
Three colours make up our secondary palette and their role is to support the primary palette, not replace it. We use them for accents or as backgrounds in limited applications.

Tints of the secondary colours may be used as an accent colour as long as the primary colours remain the hero.



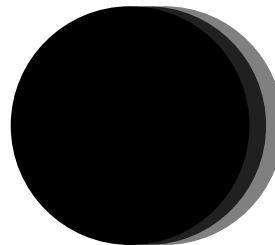
Turbo Yellow

Hex Code #FDDD00
RGB 253 221 0
CMYK 2 9 99 0



Green Haze

Hex Code #00A463
RGB 0 164 99
CMYK 82 9 82 1



Solid Black

Hex Code #000000
RGB 0 0 0
CMYK 75 68 67 90

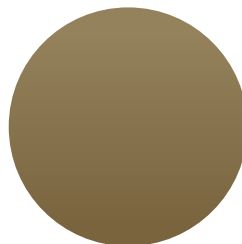


3.3 | Premium Palette

The premium palette contains metallic finishes that should only be used for special events or for commemorative stars above crests.

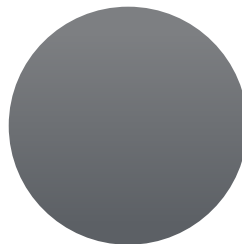
If used in a digital application, we advise using a gradient between the values provided and darker tones.

Please note that the Hex Code, RGB, and CMYK values provided are for guidance purposes only, and that the corresponding Pantone or Vinyl colours should be used to produce the desired metallic effect.



Domino Gold

Pantone	10348C
Vinyl	RAL 8000
Hex Code	#94825D
RGB	148 130 93
CMYK	33 39 63 22



Rolling Stone Silver

Pantone	10389C
Vinyl	RAL 7000
Hex Code	#7D7F82
RGB	125 127 130
CMYK	51 39 37 19



3.4 | Gradient

Used for our marketing communications and as an overlay over photography, our gradient is a mixture of the primary blues in our colour palette.

The gradient should always be applied as linear, using a 90° degree angle and gradient stops at 10% and 90%.





3.5 | Black Watch Tartan

Paying tribute to our Canadian-Scottish ancestry, we have adopted the Black Watch tartan as the tartan of Edmonton Scottish SC.

Founded in 1862, the Black Watch is a Royal Highland Regiment in the 2nd Division of the Canadian Army, serving as part of the Primary Reserves.





4 | Typography





4.1 | Primary Typography

When used consistently, typography is a powerful brand tool, creating a clear visual hierarchy.

Our primary typeface is **Proxima Nova**, and examples of various weights used are shown to the right. It best represents the blend of tradition and the modern direction that Edmonton Scottish SC is currently headed towards.

The general rule is to use our primary typeface wherever and whenever possible.

Italic or condensed versions of the typeface can be used to support specific messaging emphasis or in instances where space is limited, but should not be used in large quantities of text.

Proxima Nova Regular

Et ad illud quod est ad finem user adiuvent a cuiusmodi exemplo varietas font.

Proxima Nova Semibold

Et ad illud quod est ad finem user adiuvent a cuiusmodi exemplo varietas font.

Proxima Nova Extrabold

Et ad illud quod est ad finem user adiuvent a cuiusmodi exemplo varietas font.



4.2 | Secondary Typography

Depending on the circumstances, we offer an alternate font for use.

Futura PT should be used to compliment our primary typography, or in applications when use of a more standard OS typeface is required, such as HTML.

The secondary typography should always be used in uppercase, with kerning expanded by at least 3pt.

FUTURA PT BOOK

ET AD ILLUD QUOD EST AD
FINEM USER ADIUVENT A
CUIUSMODI EXEMPLO
VARIETAS FONT.

FUTURA PT HEAVY

ET AD ILLUD QUOD EST AD
FINEM USER ADIUVENT A
CUIUSMODI EXEMPLO
VARIETAS FONT.



5 | Social Identity





5.1 | Official Accounts

As of the 2019-20 competition year, Edmonton Scottish SC operates three official social media accounts:

Facebook

@EdmontonScottish

Instagram

@EdmontonScottish

Twitter

@EdmontonScottish

These accounts act as the official social media communication for the club.

The official hashtags of Edmonton Scottish SC should be used on all social media communication.

#HearUsRoar

#TartanArmy





5.2 | Official Account Identification

Official Edmonton Scottish SC accounts are identified with the following username:

Edmonton Scottish Soccer Club
@EdmontonScottish

Page Category
Sports Team

Page Description

“A progressive partnership of elite youth and adult soccer teams, offering technical development, principled competition, and athletic fellowship.”

Website

edmontonscottish.ca

Profile Picture





5.3 | Team Accounts

In addition to our official social accounts, Coaches and Managers of Edmonton Scottish SC teams will have the ability to operate their own social media accounts if they wish.

The primary use of these accounts should be for team communication and to share match updates, training reminders, photography, and club content.

Profiles may only be created on Facebook, Instagram, and Twitter channels.

A member of Edmonton Scottish SC's Marketing & Communications department must be an administrator on all accounts.

These accounts will be monitored, and in the event of misuse or inappropriate association with the Edmonton Scottish SC brand, the accounts will be closed.

No images of any Edmonton Scottish SC players can be posted by team officials to their personal social media accounts.

It is important to note that team accounts do not represent Edmonton Scottish SC in any official capacity, which is why they are identified differently.

Approved Social Channels





5.4 | Team Account Identification

Team Edmonton Scottish SC accounts should be identified using @Scottish, followed by their age group and tier.

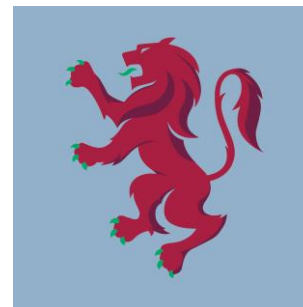
Edmonton Scottish U15T1G
@ScottishU15T1G

Page Category
Sports Team

Page Description
“Edmonton Scottish SC team, participating in GESL for the 2019-20 Winter Season.”

Website
edmontonscottish.ca

Profile Picture





5.5 | Social Media Participation

As a club, we recognize the vital importance of participating in online social media conversations.

However, participating in social media can carry a certain amount of risk, and so we are committed to ensuring we participate effectively.

We empower you to participate in a connected world and represent our club by sharing the vision, mission, and story of our historic organization.

Using Edmonton Scottish SC accounts effectively includes the following:

- Adding value to our players & parents, the sports industry, and our organization
- Communicating with respect, professionalism, and courtesy
- Providing insight, expertise, and relevant conversation
- Acting ethically and morally in support of the club's professional goals



5.6 | Tone and Voice

Tone

Whether speaking to internal or external audiences, it's important to maintain the integrity of our brand.

Our external tone:

- Engaging, professional, inclusive, trustworthy, and knowledgeable

Our internal tone:

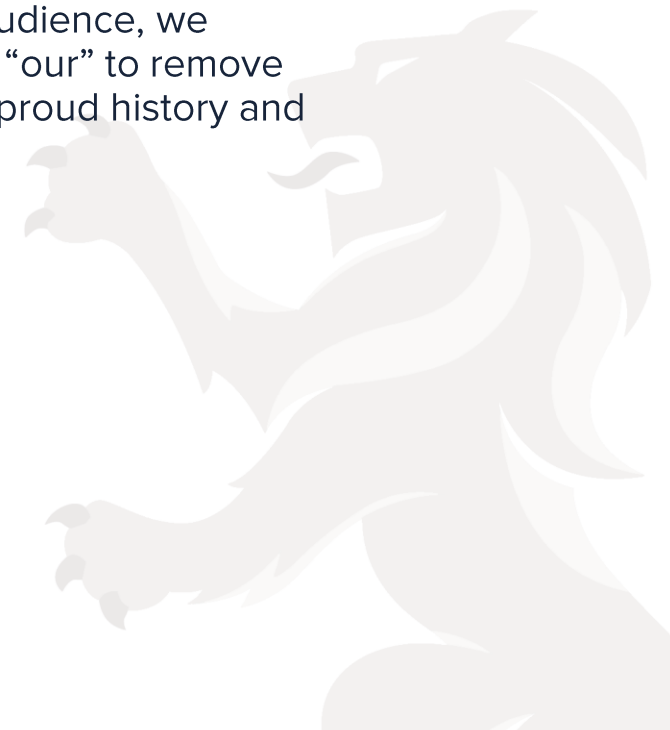
- Authentic, friendly, helpful, inspiring, interesting, and proud

While tone can change depending on context, our voice should remain the same.

Voice

“Edmonton Scottish SC strives to provide a better future for our players by offering dynamic technical development, principled competition, and athletic fellowship.”

When speaking to our audience, we should use the pronoun “our” to remove barriers. Our club has a proud history and is a collective.





5.7 | Content Management

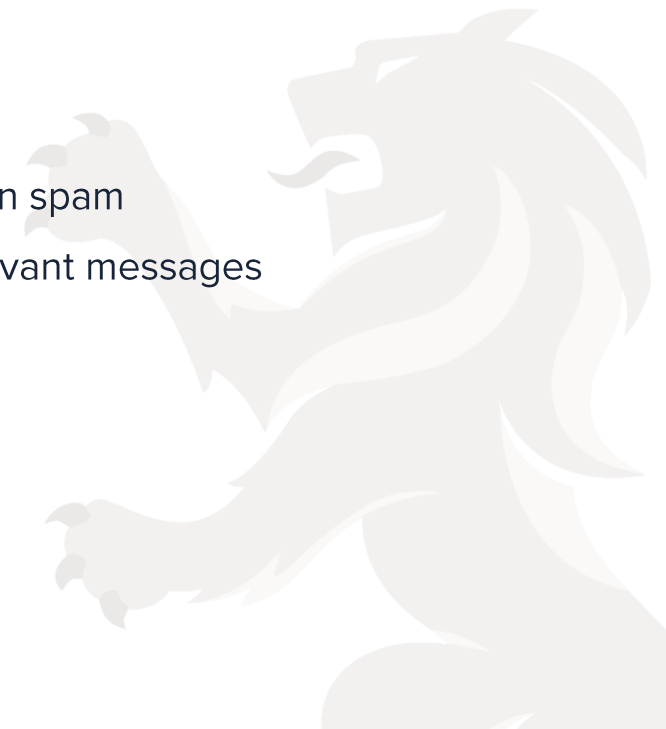
As our club grows, so will our engagement.

While Edmonton Scottish SC strives to answer all comments and messages in a timely manner, we cannot engage in all conversations.

Generally, administrators have the ability to hide or delete comments by users. It is preferred that comments are either hidden or deleted before blocking a user is considered.

Both official and team accounts should not engage in conversations of the following nature:

- Offensive comments
- Content that promotes discrimination
- Sexual content
- Custody disputes
- Messages that contain spam
- Unintelligible or irrelevant messages
- Illegal activity





5.8 | Best Practices

Best Practices

- Post between 1 to 3 times per day across all channels
- Limit posts to a maximum of 4 sentences
- Include a high quality photo and/or link to our webpage
- When mentioning a person or organization, tag them in the post using their username
- Use appropriate hashtags and limit them to no more than 3 per post
- Videos should be shot in horizontal format and under 1 minute
- Encourage followers to share their photos and videos
- Avoid publishing content that is owned by third parties or conflicts with Edmonton Scottish SC partners
- Images with heavy text content are strongly discouraged

Engaging Content

Content needs to be interesting and lead to conversations. Keep the words unique and proactive in your mind when creating content.

Educate & Inform

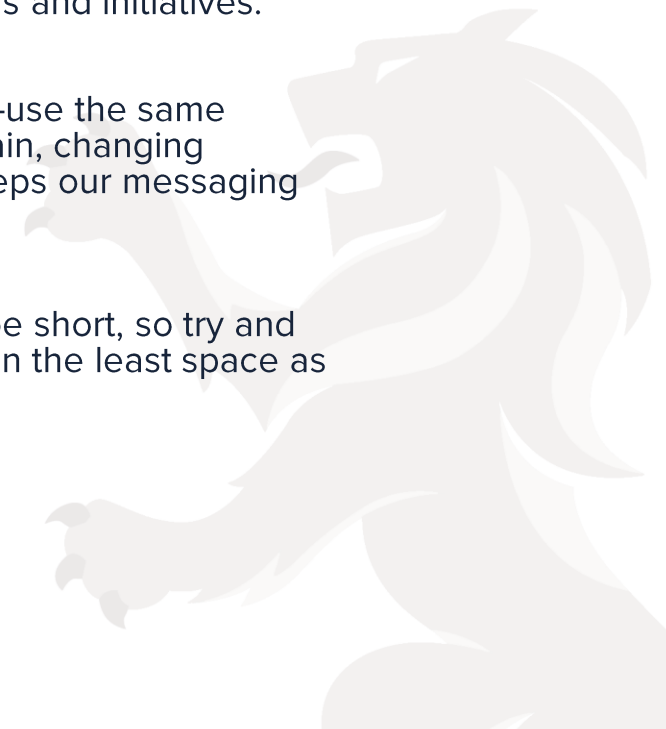
Our content should be used to educate our audience on new programs and initiatives.

Varied

While it may be easy to re-use the same content over and over again, changing wording or multimedia keeps our messaging fresh.

Focused

Social media is meant to be short, so try and get your message across in the least space as possible.





6 | Application





6.1 | Business Cards

Our business cards follow the universal standard size of 3.5" x 2".

Proxima Nova Regular and Bold are used for typography.

They should be printed on 20pt, luxury or cotton paper to achieve a textured feel.



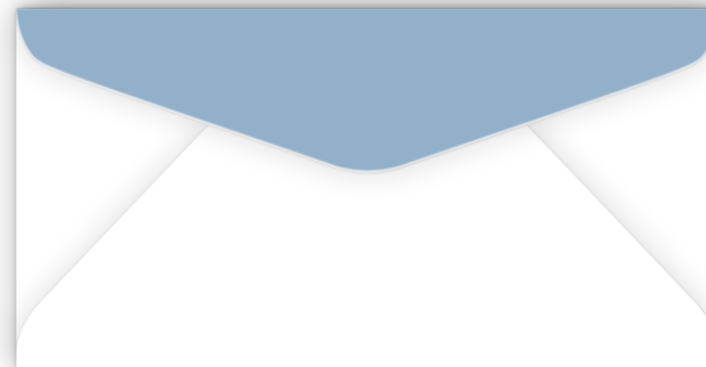


6.2 | Envelopes

When sending mail, a standard #10 envelope on 60 or 70lb. stock should be used.

This type of envelope will allow for a standard 8.5" x 11" piece of paper to be folded into three sections.

Addressing should be used in Proxima Nova Regular, using 14pt font.





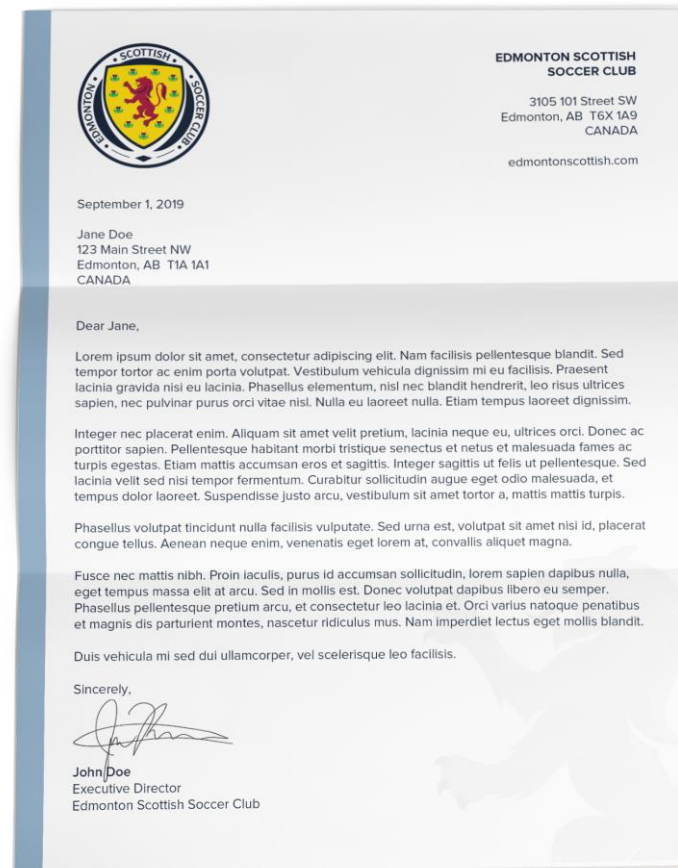
6.3 | Letterhead

Our letterhead is clean and minimalist, combining elements such as our crest, lion rampant, typography, and primary colour palette.

It should be printed on standard US Letter size, 8.5” x 11” on 60 lb. stock.

All text should appear left-justified in Big Stone Blue and using 12pt. Proxima Nova Regular or Proxima Nova Bold.

A template is available for editing in Microsoft Word.





7 | Glossary





7.1 | Image Formats

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, e-mail graphics, and large web images such as banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is primarily used as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a smaller design element that can be used in a larger design.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher colour depths, which translates into millions of colours. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF, and PSD (for web use and further editing).



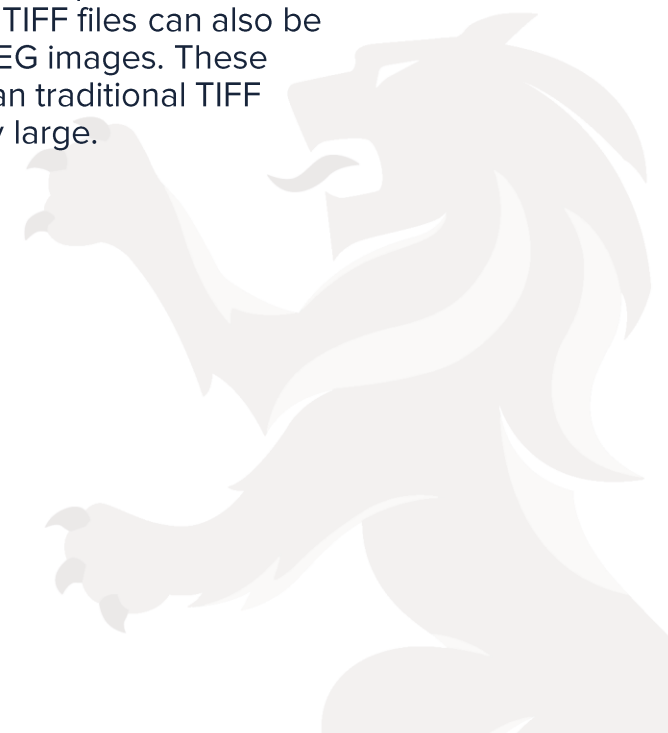
7.2 | Additional Image Formats

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system, or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields and spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a file design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.





7.3 | Colour and Image Modes

RGB

(Red, Green, Blue) colour mode is for anything that is computer-based design. This includes websites, apps, banner ads, and any other design created for electronic use.

CMYK

(Cyan, Magenta, Yellow, Black) colour mode is used for print design. This includes logos, business cards, stationery, illustrations, packaging, and any other designs used for print.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a colour value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink and stretch the pixels themselves, which can result in a significant loss of clarity.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from your original file, photo, or piece of art is lost – hence the term “lossless”. The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colours in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce your file size, though they may reduce the quality of your image.



8 | Contact





8.1 | Contact Information

Have any questions about how to present our brand identity or use these guidelines?

Andrew Zadora

Marketing & Communications Director

andrew@edmontonscottish.ca



