



# BRAND GUIDELINES

SFU ATHLETICS & RECREATION  
JANUARY 2020

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# USING THE BRAND GUIDELINES

## WHY A BRAND?

SFU's organizational units are diverse and distinctive, yet they are all part of an institution with shared values and a common purpose. The new SFU Athletics & Recreation brand is rooted in a character that is distinctive to our department but as SFU's Athletics & Recreation brand it is strongly linked to the institutional brand.

Every time SFU Athletics & Recreation communicate with the public, they influence our reputation and shape our brand. The tools we use to communicate—uniforms, social media, advertisements, publications, videos, presentations—all contribute to the character of not just the individual or organizational unit, but also the entire university.

Communicating our brand unity strengthens our individual messages and SFU as a whole.

## BRAND GUIDELINES

Brand guidelines provide a system to visually connect communications and messages to SFU Athletics & Recreation. It provides detailed rules about the use of our brand elements and demonstrates how these elements come together to create various types of communications.

Use of the brand guidelines is the responsibility of all members of the SFU community. Regular updates and implementation are overseen by the Marketing & Communications unit.

Contact [repthleaf@sfu.ca](mailto:repthleaf@sfu.ca) with any questions about this document.

# BRAND STRATEGY

## BRAND STRATEGY

The development of our new brand has been influenced by three key things:

- Canada's NCAA Team
- Our heritage
- The SFU institutional brand

### CANADA'S NCAA TEAM

In 2009, SFU became the only Canadian team to join the NCAA. Since then, it has been recognized as a top performer among over 300 NCAA Division II universities.

Being the only Canadian team in the NCAA is central to our brand and gives us a great sense of pride. This distinction is a beacon of inspiration for our athletes, fans and the SFU institution as a whole.

### OUR HERITAGE

Where we have come from and our history is important. Our new logo is inspired by a visually unique mark from our past. These roots enable us to pay respect to all the great athletes of the past, while looking forward to the future.

### THE SFU INSTITUTIONAL BRAND

While we celebrate the distinctiveness of SFU Athletics & Recreation, we are fundamentally part of SFU, and we seek to inspire the student body and staff to join and support us. Although our brand is what makes us distinct, it still shares the values of the institution and is linked strongly through our visual look and feel.

## THE NEW LOGO

Over the years SFU Athletics & Recreation has used the Canadian maple leaf in a variety of different logo designs.

The new logo takes direct inspiration from the symbol we used in the 1970s – 1980s, it incorporates the maple, and is implemented in a modern version of the unique holding shape from that period.

Our new logo has a strong tie to our heritage and our unique position as Canada's NCAA Team.



1970s – 1980s



2019

## DEPARTMENT BRAND ARCHITECTURE

The SFU Athletics & Recreation brand architecture allows for a range of identification options depending on the specific use case scenario. The system on the right demonstrates the principle of how we identify different SFU Athletics & Recreation bodies.

The primary brand encompasses Athletics & Recreation as a whole, and the brand architecture has been developed to ensure understanding and recognition of the primary brand is built and maintained over time.

Units, varsity sports, club sports and programs are always seen in proximity to the primary brand, but have a series of ways they are graphically treated to identify and build pride in the individual bodies, refer to pages 14-23 for details on how these are used.

The outcome of this new approach will be increased brand impact and value, and a cohesive effort to bring to life our position as Canada's NCAA Team.

### PRIMARY BRAND



### UNITS



### VARSITY SPORTS



### CLUB SPORTS



### PROGRAMS



# BRAND ELEMENTS

## BRAND ELEMENTS OVERVIEW

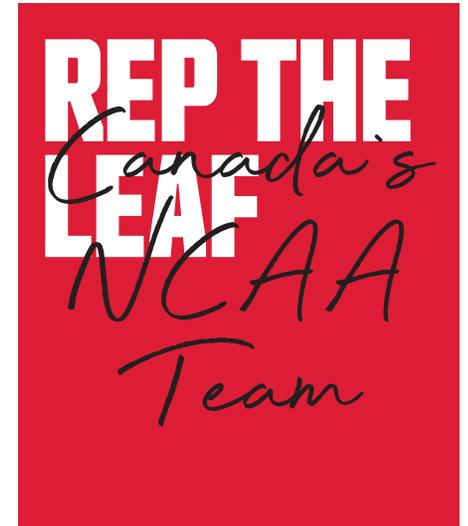
Our brand is made up of six distinct elements. These elements are the building blocks of SFU Athletics & Recreation visual communications.



Primary brand logo



Units, varsity sports and club sports



Rallying cry and NCAA affiliation



Colour



Typography and layout



Photography

## PRIMARY BRAND LOGO VERSIONS

There are two versions of the primary brand logo. The vertical version is used wherever possible, however where space is limited or layout dictates, the horizontal version can be used. To build recognition there are specific colours the logo appears in, these are shown on page 11.

To preserve the visual prominence and design integrity of the logo, it should appear on its own without any additional taglines, call-to-actions, or other copy attached to it. Please refer to pages 24-28 for proper rallying cry treatment and usage.

The primary brand logo is used most frequently on SFU Athletics & Recreation communications to help build brand awareness. Additional lockups and treatments have been created to identify units, varsity sports, club sports and programs. However, these lockups are limited to specific usage scenarios that have been outlined on pages 16-17, 19-20, and 22-23.



Vertical version (preferred)



Horizontal version

## PRIMARY BRAND LOGO COLOUR VARIATIONS AND PLACEMENT

The primary brand logo only appears in the three colourways shown opposite. Files are available in these formats: CMYK, RGB, and spot colour.

To allow for optimum visibility, the preferred application of the logo is on a white background. However, where required it can be placed on a light area of an image, with little or no texture. The reversed version can also be reversed out of a simple dark area of an image.

The colour versions should be used whenever possible. Black and white versions are only for use in greyscale reproduction.

A complete set of logo files is available for print and digital applications in EPS and PNG formats. Only use the logo files as supplied. Do not create or alter these logos.

To further optimize the impact of the logo, do not use it smaller than the minimum size and keep it uncluttered by following the clearspace guide.



Vertical (preferred)  
Positive



Vertical (preferred)  
Reversed on red



Vertical (preferred)  
Reversed on black



Horizontal  
Positive



Horizontal  
Reversed on red



Horizontal  
Reversed on black



Vertical  
Black and white-positive



Vertical  
Black and white-reversed



Horizontal  
Black and white-positive



Horizontal  
Black and white-reversed



Clearspace and minimum size

## PRIMARY BRAND LOGO USAGE

The primary brand logo is used in two key areas of communication.

### PRIMARY BRAND APPLICATIONS.

Elements and pieces that identify and represent SFU Athletics & Recreation as a whole, like corporate stationery, digital avatars, athlete uniforms, water bottles and promotional materials.

### UNITS, VARSITY

#### AND CLUB SPORT APPLICATIONS

Although there are logos for these bodies (shown on page 16, 19, and 22) these are only used for formal corporate and staff apparel. All other instances when a unit, varsity or club sport is promoting itself, or an event, the primary brand logo is used and the unit, varsity or club sport is identified using the type treatments (shown on pages 15, 18, and 21)

The horizontal version can be used when space is limited and legibility would be affected, or where the clearspace rule can't be implemented.

The primary brand logo is only used in the colours outlined on page 11. Placement works best in any corner, but can also be centered when necessary.

### Primary brand applications



### Unit, varsity and club sport applications



## LOGOS BEST PRACTICE

We want our logos to be consistent and recognizable wherever they appear. Over time, this will build brand recognition and impact for SFU Athletics & Recreation.

Here are a few things to avoid when working with them.



**DO NOT** change the logo colours.



**DO NOT** place the logo on backgrounds that don't use our brand colours.



**DO NOT** place the positive logo on complex dark imagery.



**DO NOT** place the reversed logo on complex light imagery.



**DO NOT** change the logo typefaces.



**DO NOT** create new logo lockups.



**DO NOT** alter the composition.



**DO NOT** add any text to the logos.



**DO NOT** change the text in the logos.



**DO NOT** apply special effects such as drop shadows or embossing.



**DO NOT** rotate, skew, or distort the logos.



**DO NOT** alter the proportions.

## UNIT, VARSITY SPORT AND CLUB SPORT TREATMENTS OVERVIEW

There are two ways in which units, varsity and club sports can be identified.

### TYPOGRAPHIC TREATMENTS

There is a series ways the brand typeface can be used to create dynamic typographic treatments to show the different bodies and individual sports. These treatments are used on athlete apparel and communications. They are never used on athlete uniforms.

### FORMAL LOGO

Although there is a logo for these bodies and individual sports, this logo is only used to formally identify bodies and sports on corporate and staff apparel. They are never used on athlete uniforms or communications.

UNITS	VARSITY SPORTS	CLUB SPORTS
<p data-bbox="594 261 791 285">Typographic treatments</p> 		
Formal logo		
		

## UNITS TYPOGRAPHIC TREATMENTS

A system of typographic treatments has been developed for use when units need to be identified. These treatments are never locked up with the primary brand symbol (the maple leaf in the shape).

These treatments are only used for athlete apparel and unit sport communication pieces; they are never used on athlete uniforms.

When applied to athlete apparel, the primary brand symbol can appear separated on the piece (like on the sleeve). When used on communication materials promoting the unit, the whole primary brand logo must be used, but separated from the typographic treatment, in the brand colours shown on page 29.

Only two units are identified at this level: SFU Athletics and SFU Recreation.

SINGLE LINE	DOUBLE LINE RANGED LEFT	DOUBLE LINE CENTERED	OTHER
<b>Bold</b> <b>SFU ATHLETICS</b>	<b>SFU ATHLETICS</b>	<b>SFU RECREATION</b>	
<b>Bold/Light</b> <b>SFU ATHLETICS</b>	<b>SFU ATHLETICS</b>	<b>SFU RECREATION</b>	<b>SFU RECREATION</b>
<b>Light</b> <b>SFU ATHLETICS</b>	<b>SFU ATHLETICS</b>	<b>SFU RECREATION</b>	

### Usage examples

## UNITS

### FORMAL LOGO VERSIONS

Although there is a logo to identify SFU Athletics and SFU Recreation, it is only used to identify staff in a formal capacity, therefore it is only used on corporate and staff apparel.

These logos are never used on athlete uniforms or unit communications.

Only two units are identified at this level: SFU Athletics and SFU Recreation.

The formal unit logo files are available in colour formats—including CMYK, RGB, and spot colour—and black and white. Colour reverse versions are available for use on red and black backgrounds.

The colour versions should be used whenever possible. Black and white versions are only for use in grayscale reproduction.

A complete set of logo files is available for print and digital applications in EPS and PNG formats. Only use the logo files as supplied. Do not alter or modify the artwork.



SFU Athletics



SFU Recreation



SFU Athletics  
Positive



SFU Athletics  
Reversed on red



SFU Athletics  
Reversed on black



SFU Athletics  
Black and white—positive



SFU Athletics  
Black and white—reversed



Clearspace and minimum size

## UNITS

### FORMAL LOGO USAGE

The SFU Athletics and SFU Recreation logo is only used to identify staff in a formal capacity, therefore it is only used on corporate and staff apparel.

These logos are never used on athlete uniforms or unit communications.

The logo should only be used on white, red or black clothing, using the specifications and logos shown on page 16.

Only two units are identified at this level; SFU Athletics and SFU Recreation.



Corporate apparel



Staff shirt

## VARSITY SPORTS TYPOGRAPHIC TREATMENTS

A system of typographic treatments has been developed for use when varsity sports need to be identified. These treatments are never locked up with the primary brand symbol (the maple leaf in the shape).

These treatments are only used for athlete apparel and varsity sport communication pieces, they are never used on athlete uniforms.

When identifying SFU Track & Field, use an ampersand symbol [&] rather than spelling out the word [and].

When applied to athlete apparel, the primary brand symbol can appear separated on the piece (like on the sleeve). When used on communication materials promoting the varsity sport, the whole primary brand logo must be used, but separated from the typographic treatment, in the brand colours shown on page 29.

Only official varsity sports are identified at this level.

SINGLE LINE	DOUBLE LINE RANGED LEFT	DOUBLE LINE CENTERED	OTHER
Bold <b>SFU FOOTBALL</b>	<b>SFU VOLLEYBALL</b>	<b>SFU TRACK &amp; FIELD</b>	
Bold/Light <b>SFU FOOTBALL</b>	<b>SFU VOLLEYBALL</b>	<b>SFU TRACK &amp; FIELD</b>	<b>SFU SOCCER</b>
Light <b>SFU FOOTBALL</b>	<b>SFU VOLLEYBALL</b>	<b>SFU TRACK &amp; FIELD</b>	

### Usage examples



## VARSITY SPORTS FORMAL LOGO VERSIONS

Although there is a logo to identify varsity sports, it is only used to identify staff in a formal capacity, therefore it is only used on corporate and staff apparel.

These logos are never used on athlete uniforms or varsity sport communications.

Only official varsity sports are identified at this level.

The formal varsity sport logo files are available in colour formats—including CMYK, RGB, and spot colour—and black and white. Colour reverse versions are available for use on red and black backgrounds.

The colour versions should be used whenever possible. Black and white versions are only for use in grayscale reproduction.

A complete set of logo files is available for print and digital applications in EPS and PNG formats. Only use the logo files as supplied. Do not alter or modify the artwork.



SFU Football



SFU Soccer



SFU Golf



SFU Football  
Positive



SFU Football  
Reversed on red



SFU Football  
Reversed on black



SFU Football  
Black and white—positive



SFU Football  
Black and white—reversed



Clearspace and minimum size

## VARSITY SPORTS FORMAL LOGO USAGE

The varsity sports logo, is only used to identify staff in a formal capacity, therefore it is only used on corporate and staff apparel.

These logos are never used on athlete uniforms or varsity sport communications.

The logo should only be used on white, red or black clothing, using the specifications and logos shown on page 19.

Only official varsity sports are identified at this level.



Corporate apparel



Staff shirt

## CLUB SPORTS TYPOGRAPHIC TREATMENTS

A system of typographic treatments has been developed for use when club sports need to be identified. These treatments are never locked up with the primary brand symbol (the maple leaf in the shape).

These treatments are only used for athlete apparel and club sport communication pieces, they are never used on athlete uniforms.

When applied to athlete apparel, the primary brand symbol can appear separated on the piece (like on the sleeve). When used on communication materials promoting the varsity sport, the whole primary brand logo must be used, but separated from the typographic treatment, in the brand colours shown on page 29.

Only official club sports are identified at this level.

SINGLE LINE	DOUBLE LINE RANGED LEFT	DOUBLE LINE CENTERED
Bold	<b>SFU HOCKEY CLUB</b>	<b>SFU ROWING CLUB</b>
Bold/Light	<b>SFU HOCKEY CLUB</b>	<b>SFU ROWING CLUB</b>
Light	SFU HOCKEY CLUB	SFU ROWING CLUB

### Usage examples



## CLUB SPORTS FORMAL LOGO VERSIONS

Although there is a logo to identify club sports, it is only used to identify staff in a formal capacity, therefore it is only used on corporate and staff apparel.

These logos are never used on athlete uniforms or club sport communications.

Only official club sports are identified at this level.

The formal club sport logo files are available in colour formats—including CMYK, RGB, and spot colour—and black and white. Colour reverse versions are available for use on red and black backgrounds.

The colour versions should be used whenever possible. Black and white versions are only for use in grayscale reproduction.

A complete set of logo files is available for print and digital applications in EPS and PNG formats. Only use the logo files as supplied. Do not alter or modify the artwork.



SFU Hockey Club



SFU Rowing Club



SFU Field Lacrosse Club



SFU Hockey Club  
Positive



SFU Hockey Club  
Reversed on red



SFU Hockey Club  
Reversed on black



SFU Hockey Club  
Black and white-positive



SFU Hockey Club  
Black and white-reversed



Clearspace and minimum size

## CLUB SPORTS FORMAL LOGO USAGE

The club sports logo, is only used to identify staff in a formal capacity, therefore it is only used on corporate and staff apparel.

These logos are never used on athlete uniforms or club sport communications.

The logo should only be used on white, red or black clothing, using the specifications and logos shown on page 22.

Only official club sports are identified at this level.



Corporate apparel



Staff shirt

## REP THE LEAF TYPE TREATMENTS

“Rep The Leaf” is SFU Athletics & Recreation’s rallying cry. It can be incorporated into various pieces of communication to inspire fans and athletes.

The rallying cry should always appear in either the Countach or Beyond Infinity font. Colour variations and examples are shown on the right.

When appearing in Countach, the line should be set in uppercase. When appearing in Beyond Infinity, the line should be set in title case.

The line is intended to be used boldly and can be used in a number of different ways, including on its own or layered over Countach. See page 33 for examples of how our layering system works.

The type treatments should be used in applications where the primary brand logo appears elsewhere in the layout.



Countach – single line  
Red on white



Countach – double line  
Red on white



Beyond Infinity – single line  
Black on white



Beyond Infinity – double line  
Black on white



Countach – single line  
White on red



Countach – double line  
White on red



Beyond Infinity – single line  
Black on red



Beyond Infinity – double line  
Black on red



Countach – single line  
White on black



Countach – double line  
White on black



Beyond Infinity – single line  
Red on black



Beyond Infinity – double line  
Red on black



Countach – triple line  
Red on white



Countach – triple line  
White on red



Countach – triple line  
White on black

## REP THE LEAF TYPE AND SYMBOL

For more visual interest, lockups with the SFU Athletics & Recreation symbol have been created. Only the arrangements shown opposite should be used in these colour combinations. Do not create other type and symbol lockup versions.

The icon and symbol treatments should be used in applications where the primary brand logo does not appear elsewhere in the layout.



Countach and symbol – single line  
Red on white



Countach and symbol – centered  
Red on white



Beyond Infinity and symbol – single line  
Black and red on white



Countach and symbol – single line  
White on red



Countach and symbol – centered  
White on red



Beyond Infinity and symbol – single line  
Black and white on red



Countach and symbol – single line  
White on black



Countach and symbol – centered  
White on black



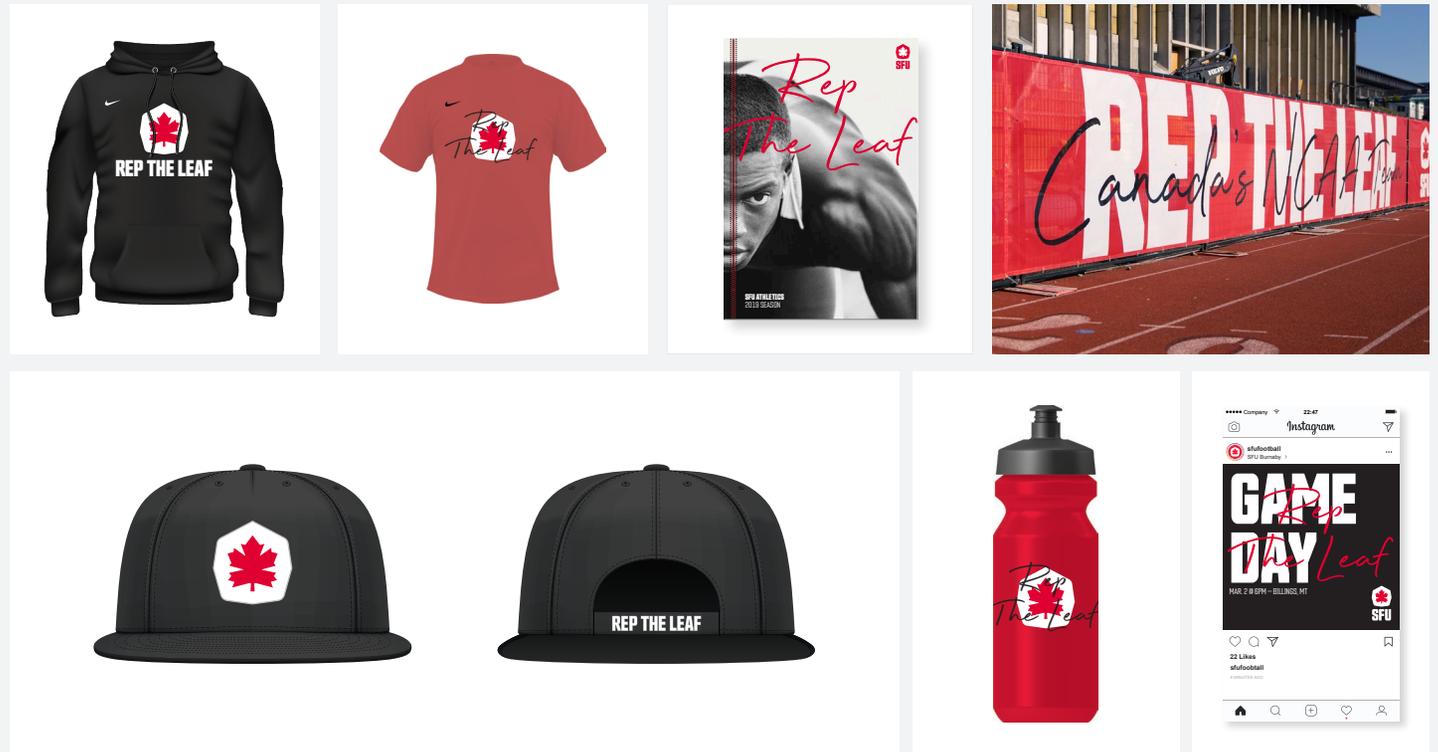
Beyond Infinity and symbol – double line  
Black and red on white



Beyond Infinity and symbol – double line  
Black and white on red

## REP THE LEAF USAGE

The rallying cry can be combined with other relevant typographic statements and used only when we are building excitement, pride and anticipation.



## CANADA'S NCAA TEAM TYPE TREATMENTS

Being Canada's NCAA Team is unique, central to our brand and something we are really proud of. It is appropriate to draw attention to this and there is a series of fixed type treatments and colours to help do this, they shown opposite.

When appearing in Countach, the line should be set in uppercase. When appearing in Beyond Infinity, the line should be set in title case.

"Canada's NCAA Team" should only be set in our brand fonts. Do not set the line in the NCAA font.

This line can be paired with "Rep The Leaf" (see layering on page 33) or used on its own.



**CANADA'S NCAA TEAM**

Countach – single line  
Red on white



**CANADA'S  
NCAA TEAM**

Countach – double line  
Red on white



**CANADA'S NCAA TEAM**

Countach – single line  
White on red



**CANADA'S  
NCAA TEAM**

Countach – double line  
White on red



**CANADA'S NCAA TEAM**

Countach – single line  
White on black



**CANADA'S  
NCAA TEAM**

Countach – double line  
White on black

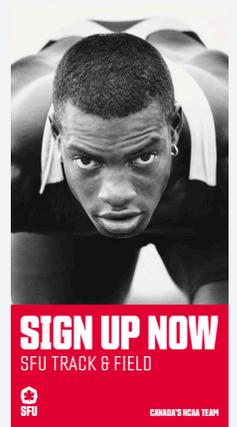


**REP THE LEAF**  
*Canada's NCAA Team*

The only time Canada's NCAA Team appears in the Beyond Infinity font is when it is layered over top of the Rep The Leaf rallying cry. See page 33 for layering.

## CANADA'S NCAA TEAM USAGE

Canada's NCAA Team type treatment can be used as a central element in bold designs, or as a subtle sign-off on more functional applications.



## COLOUR PALETTE VALUES

The SFU Athletics & Recreation colour palette is inspired by our Canadian roots and is designed to create a bold, unified, and memorable look. Our colours are directly pulled from the SFU institutional brand. Red and white are our primary colours and can be used interchangeably. Black can also be used as a substitute to create flexibility within the system when necessary.

In limited scenarios, we can also use any percentage of black (grey tones) as demonstrated with the gradient of greyscale colour swatches on the far right. These are useful when designing complex charts or to highlight and define areas of copy, like sidebars.

### SFU LIGHT RED – PRIMARY

Used for dominant background fields, headers, call-outs and graphic elements

Pantone 199C  
C0 M100 Y82 K0\*  
R204 G6 B51\*\*  
# CC0633\*\*

\*CMYK have been customized to achieve best representation of PMS 199 in print.  
\*\*RGB and HEX values are adjusted for digital applications.

### WHITE

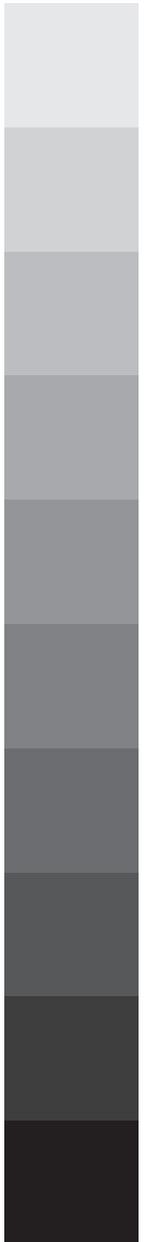
Used for dominant background fields, headers, call-outs and graphic elements

C0 M0 Y0 K0  
R255 G255 B255  
# FFFFFFFF

### BLACK

Used in body copy

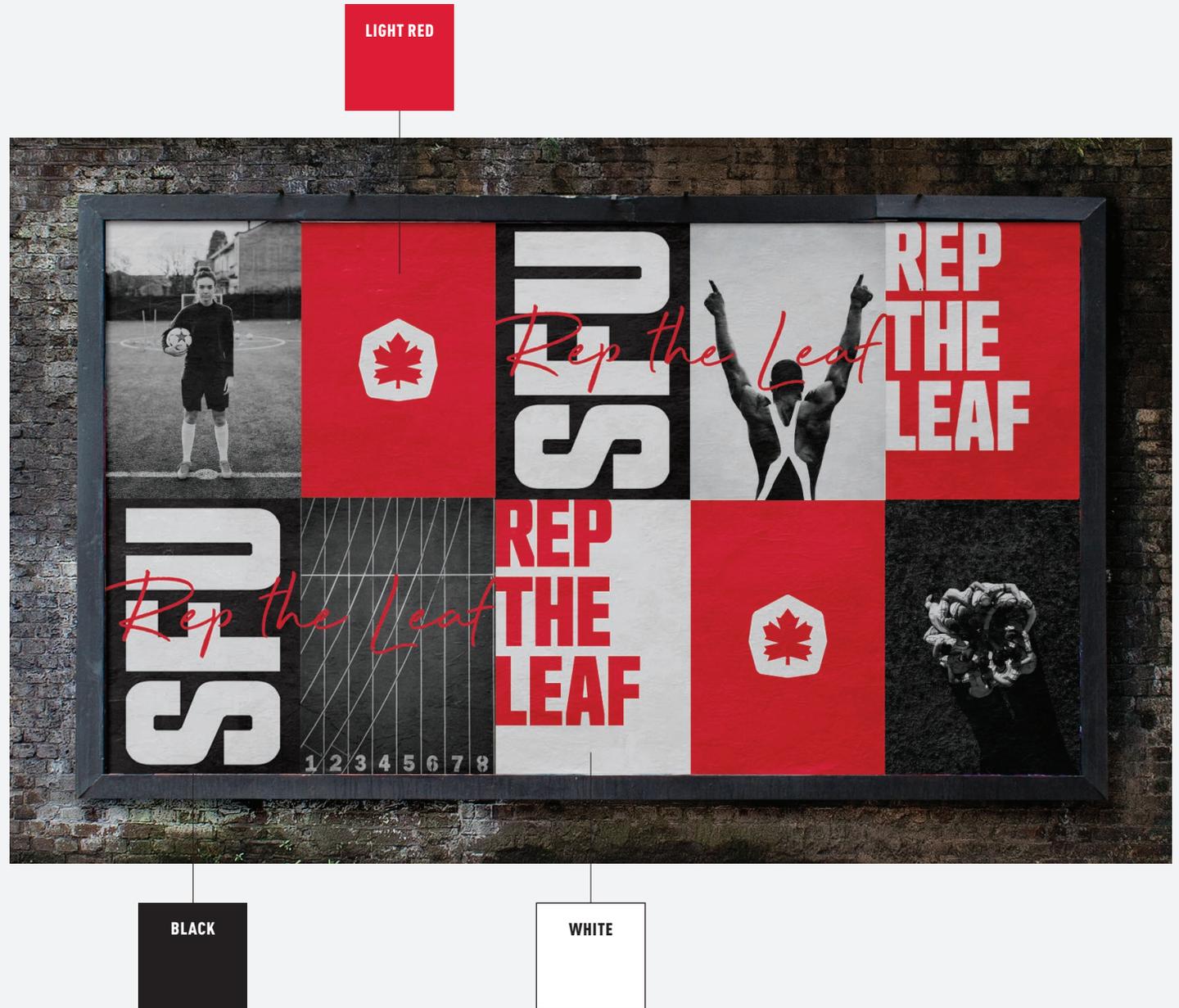
Pantone Process Black  
C0 M0 Y0 K100  
R0 G0 B0  
# 000000



## COLOUR PALETTE USAGE

To demonstrate the use, proportion and flexibility of our colour palette, this page shows how colour is used in a poster application.

All colours can be used equally within a single application. However, the strategic use of red is an important part of what makes our brand distinctive and reflects of our brand attributes.



## TYPOGRAPHY OUR TYPEFACES

Our brand typefaces are both bold and dynamic, allowing for simple but inspiring layouts and designs.

Our standard typefaces are Countach, Beyond Infinity and DIN Pro. We have established a specified style and use for each typeface, as described on the right.



### CANADA'S NCAA TEAM

Feritem aut magnimulpa consedist, si totatur?  
Et veritiisime presto bea volorpos intiatu  
ribusdam quati aut laut ania seque dellabo  
rumende molorecates evelesecea volutatur?  
Iliquis dolorit eaquatiis mo qui blam int faccaep  
rorumenis estiatiscia nos nis in et magnihit  
volorunt eius eium facerfe rerrore ped molento  
dis aut utet delit que parchil ipsam quate  
corporepedi quibus dellabo. Soluptatem la verro  
te non nos doluptati velest quamus eatem re  
conestia acescidelest moluptam, corem iliciunt.

### HEADLINES

Font	Countach Bold (Caps)
Leading	86% of the font size
Tracking	0
Kerning	Set to "Metrics"
Align	Left or center

### SUB-HEADS, CALL-OUTS, CALL-TO-ACTIONS

Font	Beyond Infinity (Title case)
Leading	91% of the font size
Tracking	0
Align	Center with headline

### SUB-HEADS, CALL-OUTS, CALL-TO-ACTIONS

Font	Countach Light (Caps)
Leading	120% of the font size
Tracking	20
Align	Left or Center

### BODY COPY AND CALL-OUTS

Font	DIN Pro Regular
Leading	150% of the font size
Tracking	0
Align	Left or center

## TYPOGRAPHY SYSTEM FONTS

When editing documents in standard applications such as PowerPoint and Word, we use Impact and Trebuchet MS. These typefaces are common system fonts or open-source, so they do not require users to purchase licenses.

There is no alternative standard font for the Beyond Infinity script.



### CANADA'S NCAA TEAM

Parciis ent dic to officab into to qui dolesti officiam as sunt as endipsu ntoriat uribus aditia est eum vene pos simusam elesed quiae am etusam dit, tem quo occus ni sim ipit fuga. Cati tem et molut adit la dolupta turepedi aut adicium quissus simaximolor as dunte acepeli cilit, aut et volest repella ceature rspedis aut explam ut quo ilit venim ideria sam excest, audamus ventiaspid et as seque sum vitonseris con pa nienihicium duciusam venimus quiam as suntia dolorrovid quaspit iossim versperumqui blabore pellaniam res nitibus, volupta tissum dit, qui cuptatu scipiciis audis dolorro dit endis dipsunt enis et.

### HEADLINES

Font	Impact Regular (Caps)
Size	Larger than 30 pt*
Leading	Equal of the font size
Tracking	0
Align	Left or right. Bleed off the same side whenever possible.

### SUB-HEADS, CALL-OUTS, CALL-TO-ACTIONS

Font	Trebuchet MS Bold (Caps)
Size	Smaller than 30 pt*
Leading	120% of the font size
Tracking	0
Align	Left

### BODY COPY, CALL-OUTS

Font	Trebuchet MS Regular
Leading	140% of the font size
Tracking	0
Align	Left

### SIDE BARS, CAPTIONS, CHARTS

Font	Trebuchet MS Regular, Bold
Leading	150% of the font size
Tracking	0
Align	Left

\* Large scale applications, like banners and signage require unique sizing consideration based on the distance to the viewer.

## TYPOGRAPHY LAYERING

Countach Bold and Beyond Infinity can be layered to create more dynamic and interesting layouts. Specific colour variation and size specs have been outlined on the right.

Layering works best on clean solid colour backgrounds, and should only be applied to relatively short lines of text.



On red backgrounds set Countach Bold in white and Beyond Infinity in black. When setting one line of text, Beyond Infinity should be roughly 69% the size of Countach Bold.



On black backgrounds set Countach Bold in white and Beyond Infinity in red. When setting one line of text, Beyond Infinity should be roughly 69% the size of Countach Bold.



On white backgrounds set Countach Bold in red and Beyond Infinity in black. When setting more than one line of text, Beyond Infinity should be roughly 93% the size of Countach Bold.

# TYPOGRAPHY LAYOUT

Typography is an important part of our brand toolkit and helps establish the brand voice. The typography is very flexible to accommodate different messages and to remain fresh and dynamic across all brand touchpoints.

Here is a range of typographic layout examples that demonstrate this flexibility and provide inspiration for different layouts.

Typography should feel energetic and bold. A strong grid provides structure and balance, but use the grid in a sophisticated manner to create expressive pieces.

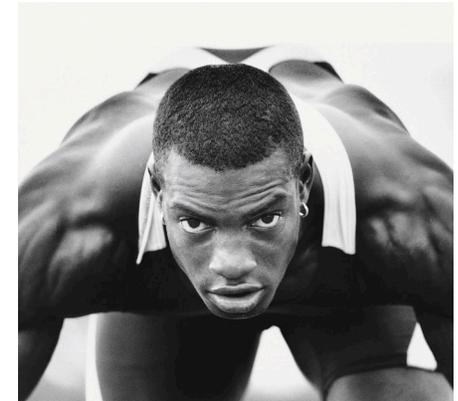
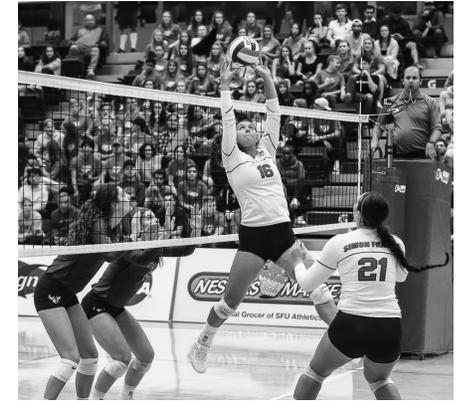


## PHOTOGRAPHY BLACK AND WHITE

Our primary photography is black and white with a photojournalistic style. This photo style is to be used as the dominant image within most primary brand applications.

These brand images should portray students exhibiting their full athletic abilities with energy and passion. They should feel candid, authentic, and inspiring, with people as a prominent subject. To achieve this, it is important to photograph people that are engaging in real athletic activities.

These primary images should have dynamic compositions taken from interesting angles. They should also feel somewhat simple, without too much visual noise. Quiet space in the composition allows headlines and titles to be easily placed over them. The blacks within these images should feel deep and rich, without losing too much tonal variation.



## PHOTOGRAPHY BLACK AND WHITE IN LAYOUT

Our black & white photography style is used in primary brand applications. Photographs work best in layouts when they are balanced by large areas of our brand colours. Photography should bleed off three or more edges of a composition.



## PHOTOGRAPHY COLOUR

We use colour photography in a secondary role to support specific content like in athlete profiles, event announcements and news stories. Primarily this is day-to-day digital social content.

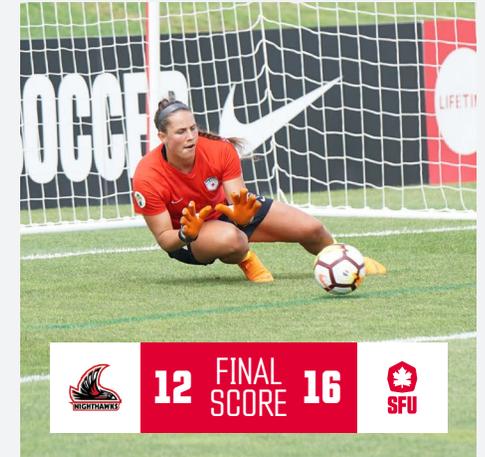
Because these images are often used with our strong brand red, the colours within them must not clash.

Secondary imagery should be simple and clean, without too much visual noise or contrasting colours. Images with neutral lighting and cooler temperature will complement well with our brand colours. The coloration can be altered by increasing the cyan or blue [imperceptibly] in Photoshop if necessary. This treatment does not apply to all imagery and should be used with discretion.



## PHOTOGRAPHY COLOUR IN LAYOUT

Photographs work best in layouts when they are balanced by large areas of our brand red. Photography should bleed off three or more edges of a composition.



## SFU TYPEMARKS AND SYMBOL VERSIONS

On applications such as uniforms and apparel, the elements of the logo can occasionally be split apart. This system consists of the SFU typemark and the SFU Athletics & Recreation symbol.

Splitting the elements allows for more dynamic and flexible designs. However, this type of treatment should be used with caution. The type and symbol elements should never be split on anything other than uniforms or apparel.

The SFU typemark consists of the letters 'SFU' in a bold, red, sans-serif font. The letters are closely spaced and have a slightly condensed appearance.

SFU typemark

The Simon Fraser typemark consists of the words 'SIMON FRASER' in a bold, red, sans-serif font. The letters are closely spaced and have a slightly condensed appearance.

Simon Fraser typemark



SFU Athletics & Recreation symbol

## SFU TPEMARKS AND SYMBOL COLOUR VARIATIONS AND PLACEMENT

The SFU typemark and symbol files are available in colour formats— including CMYK, RGB, and spot colour—and black and white. Colour reverse versions are available for use on red and black backgrounds.

A complete set of files is available for print and digital applications in EPS and PNG formats. Only use the files as supplied. Do not alter or modify the artwork.



SFU  
Positive



Simon Fraser  
Positive



Symbol  
Positive



SFU  
Reversed on red



Simon Fraser  
Reversed on red



Symbol  
Reversed on red



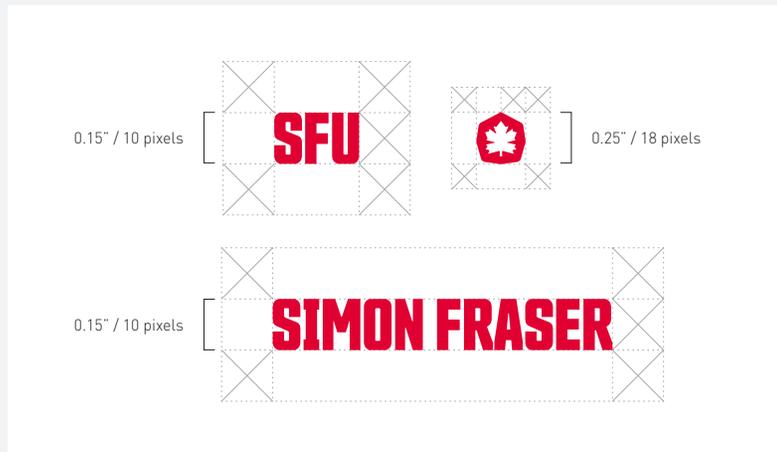
SFU  
Reversed on black



Simon Fraser  
Reversed on black



Symbol  
Reversed on black



Clearspace and minimum size

## SFU TYPEMARKS AND SYMBOL USAGE

The split elements should be placed in contrast to each other in applications. Avoid scaling either one of the elements too large or placing them too close together. Do not apply the symbol without also applying one of the typemarks elsewhere on the application.



Icon and type on hat



Icon and type on shirt and sweater



Type on uniform

# UNIFORMS & APPAREL

## UNIFORMS VERSIONS

Uniform designs should follow one of the two colourways shown to the right.

For use cases where application of the national flag is required, the graphic must be placed somewhere separate from the rest of the SFU Athletics & Recreation brand elements in its entirety (ie. nape of collar, sleeve.)

All numbers appear in Countach as shown on page 31. All other symbols, type marks and colours should follow the instructions throughout these guidelines.



# APPAREL

## SFU ATHLETICS & RECREATION

Shown opposite are examples of apparel illustrating how the three brand colours are used as solids and how the primary brand logo and the various typemarks are used.



# APPAREL

## SFU ATHLETICS

Shown opposite are examples of apparel illustrating how the three brand colours are used as solids and how the primary brand logo and the various typemarks are used.



# APPAREL

## SFU VARSITY SPORTS

Shown opposite are examples of apparel illustrating how the three brand colours are used as solids and how the primary brand logo and the various typemarks are used.



## APPAREL REP THE LEAF

Shown opposite are examples of apparel illustrating how the three brand colours are used as solids and how the different versions of the Rep The Leaf rallying cry are applied.



## APPAREL CANADA'S NCAA TEAM

Shown opposite are examples of apparel illustrating how the brand colours are used as solids and how the Canada's NCAA Team type treatment is applied.



# PROGRAMS

## SFU CAMPS MARKS AND TREATMENT

Special marks have been created for all SFU Camps communications and apparel. To avoid complicated designs and high production costs, the marks supplied are all single colour. Do not add to or change the colours provided within the marks. The white version can be used to knock out of any colour shirt. The black version should be used on brighter colours when readability becomes an issue. The red version should only be used on white.



SFU Camps wordmark  
Colour



SFU Camps wordmark  
Black



SFU Camps wordmark  
White



# BRAND APPLICATIONS

# DIGITAL AVATARS

A digital avatar system has been created for consistent use across all social platforms. Do not change the scale, colour or design of the avatars.

Primary account/varsity sports



Club sports



SFU Camps



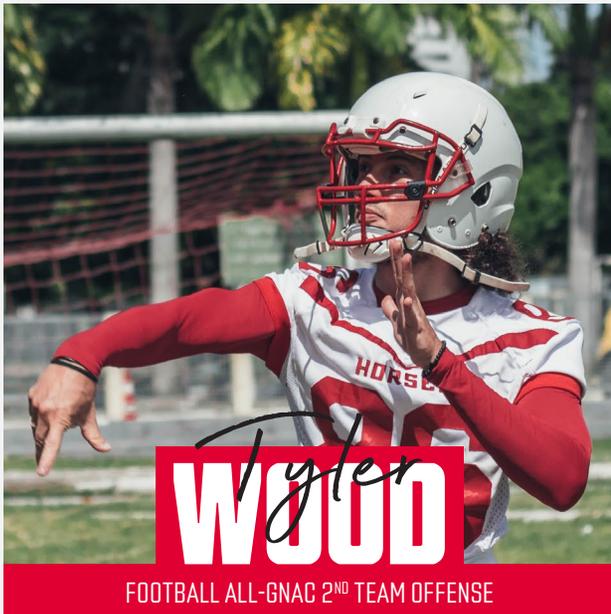
## DIGITAL FACEBOOK

Digital header images should be simple and bold. Any messaging should be high-level and inspiring. Avoid adding too many elements or any detailed information.



## DIGITAL INSTAGRAM

A variety of templates have been created for different types of announcements on social. Do not change template colours, or add complex graphics such as textures or gradients.



**GNAC**  
Athlete of the Week/All-Conference



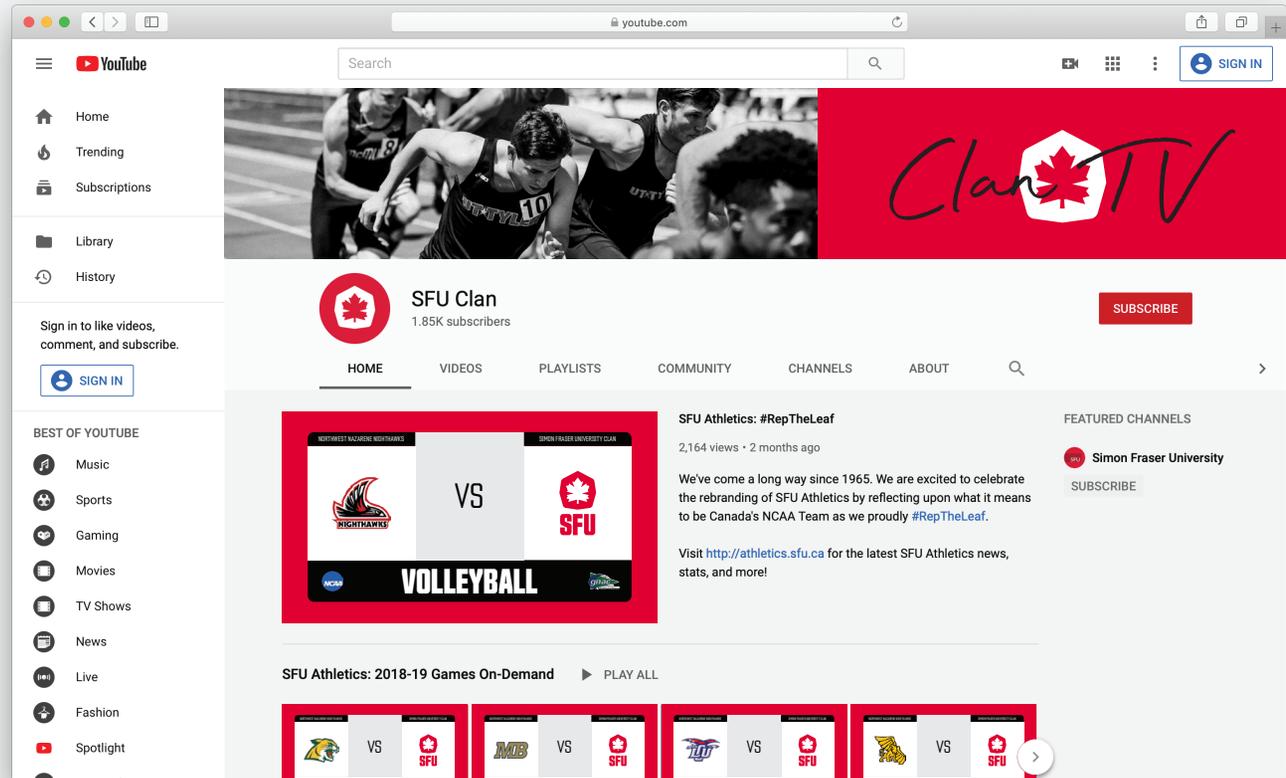
**GNAC**  
Raceday/gameday



Final score

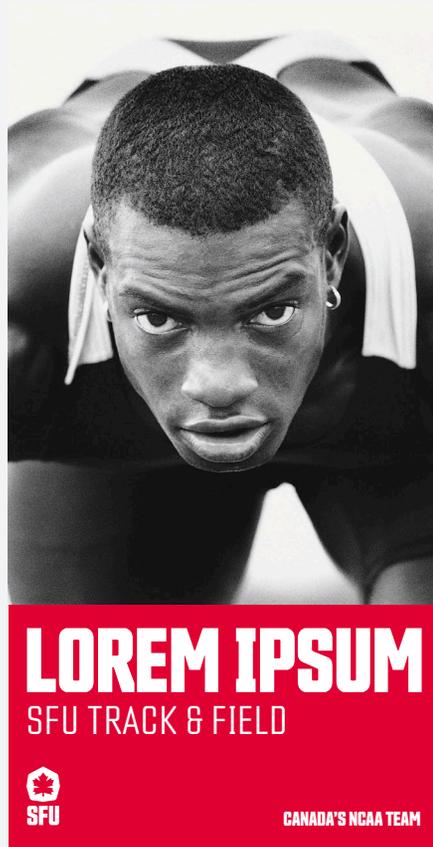
# DIGITAL YOUTUBE

A thumbnail template has been created for live streams on our YouTube channel. These thumbnails only appear at a relatively small size. Do not add extra information or graphics to the thumbnail templates.



# PRINT BROCHURE

Print covers should be simple and captivating. Avoid adding too much imagery within smaller applications such as brochures.



Tri-fold brochure



## PRINT POSTERS

Where this communication is from a unit, club or varsity sport it is identified using one of the typographic treatments (shown on page 15, 18, and 21) and the primary brand logo is always used.



**SFU  
ROWING CLUB**

NO EXPERIENCE NEEDED

**JOIN NOW**  
*Rep The Leaf*

CLUBS DAY	INFO NIGHT	TRYOUTS	MORE INFO
Sept. 11 Sept. 12 11-3	WMC 2503 Sept. 12 7:00 PM	West Gym Sept. 14 & 15 8:30 AM	@sfurowing rowing@sfu.ca

 **SFU**



**SFU SOCCER**  
*Game Day*

SATURDAY  
SFU STADIUM  
Game info at [athletics.sfu.ca/schedule](http://athletics.sfu.ca/schedule)

 **SFU**

**CANADA'S NCAA TEAM**



SFU FOOTBALL

**SATURDAY**  
*Game Day*

SFU STADIUM  
Game info at [athletics.sfu.ca/schedule](http://athletics.sfu.ca/schedule)

 **SFU**

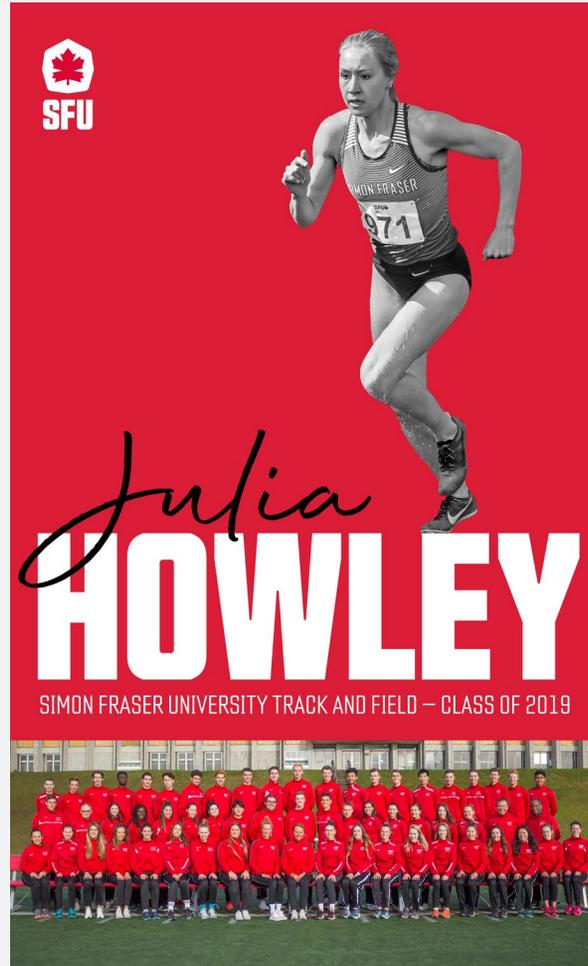
**CANADA'S NCAA TEAM**

## PRINT SENIOR POSTER

Senior posters should utilize our brand red, and focus heavily on the featured athlete. An alternative design has been suggested in scenarios when images are not ideal for close crops or the pose does not suit the layout.

Where possible black and white imagery should be used in the alternative version.

The primary brand logo is always used in this application.



Alternate

# PRINT SCHEDULE

Event schedules can incorporate additional colours to differentiate different types of activities. Use muted pastel colours to avoid clashing with our primary brand colours.

SFU RECREATION					
FALL 2019 TRIAL WEEK   SEPTEMBER 16 – 20					
A great chance to try something new! <i>Dei magnis sunt utam eiusam, nosant ea poribus suntiPudandani que eiume sim et quat ape nis re nihil excerum nonsequi officae labor aut modi dolupta quamTe sam con nat. Am untis repellabo, Nequidis nem eic temque offic tem quis aliqui omnist,</i>					
<span style="color: #003366;">■</span> Aquatics <span style="color: #0099CC;">■</span> Cycle & Dance <span style="color: #663399;">■</span> Climbing <span style="color: #99CC99;">■</span> Youth <span style="color: #CC6633;">■</span> Martial Arts <span style="color: #CC0000;">■</span> Group Fitness <span style="color: #993333;">■</span> Mind, Body, Spirit					
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MORNING	Masters Swim 7:00 – 8:00 Aquatic Centre		Masters Swim 7:00 – 8:00 Aquatic Centre		Masters Swim 7:00 – 8:00 Aquatic Centre
	Masters Swim 7:00 – 8:00 Aquatic Centre		Masters Swim 7:00 – 8:00 Aquatic Centre		Masters Swim 7:00 – 8:00 Aquatic Centre
	Masters Swim 7:00 – 8:00 Aquatic Centre			Masters Swim 7:00 – 8:00 Aquatic Centre	
	Masters Swim 7:00 – 8:00 Aquatic Centre				
AFTERNOON	Masters Swim 7:00 – 8:00 Aquatic Centre	Masters Swim 7:00 – 8:00 Aquatic Centre	Masters Swim 7:00 – 8:00 Aquatic Centre		
			Masters Swim 7:00 – 8:00 Aquatic Centre	Masters Swim 7:00 – 8:00 Aquatic Centre	
EVENING	Masters Swim 7:00 – 8:00 Aquatic Centre		Masters Swim 7:00 – 8:00 Aquatic Centre		
	Masters Swim 7:00 – 8:00 Aquatic Centre				
	Masters Swim 7:00 – 8:00 Aquatic Centre				
	Masters Swim 7:00 – 8:00 Aquatic Centre				
	Masters Swim 7:00 – 8:00 Aquatic Centre		Masters Swim 7:00 – 8:00 Aquatic Centre		
	Masters Swim 7:00 – 8:00 Aquatic Centre				
	Masters Swim 7:00 – 8:00 Aquatic Centre				
	Masters Swim 7:00 – 8:00 Aquatic Centre	Masters Swim 7:00 – 8:00 Aquatic Centre		Masters Swim 7:00 – 8:00 Aquatic Centre	
	Masters Swim 7:00 – 8:00 Aquatic Centre				
	Masters Swim 7:00 – 8:00 Aquatic Centre	Masters Swim 7:00 – 8:00 Aquatic Centre	Masters Swim 7:00 – 8:00 Aquatic Centre		
		Masters Swim 7:00 – 8:00 Aquatic Centre		Masters Swim 7:00 – 8:00 Aquatic Centre	

Schedule subject to change without notice. For up-to-date program information and to register for classes please visit: [athleticsandrecreation.its.sfu.ca](http://athleticsandrecreation.its.sfu.ca) @SFURecreation

## PRINT LARGE-SCALE APPLICATIONS

Poster designs should use inspiring imagery and large floods of our brand red. Utilize the typography layering treatment for more dynamic layouts. Avoid adding too much information or complicated graphics such as textures and gradients.

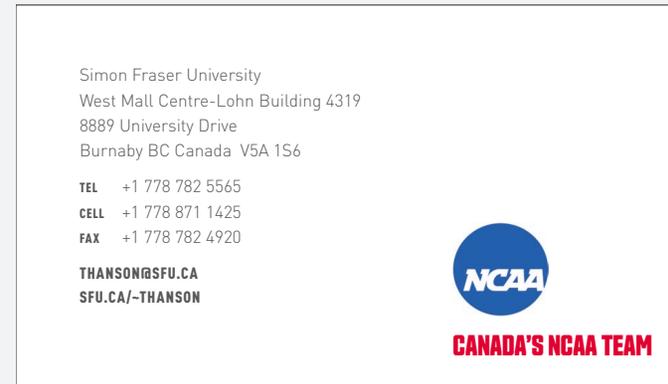


Pop-up banners

**PRINT  
BUSINESS CARD**



Business card front



Business card back

**SFU CAMPS GRAPHIC**



**SUMMER  
REGISTRATION**



INDOOR CLIMBING, ARTS & CRAFTS, SPORTS, FIELD TRIPS AND MORE  
FIND OUT MORE AT [SFU.CA/CAMPS](http://SFU.CA/CAMPS)