



Easts Juniors Rugby Union Club BRAND STYLE GUIDE

Brandmark

How to use the brandmark

A suite of Easts Juniors Rugby Union Club brandmark mono colour versions has been developed to suit various purposes, reproduction requirements and limitations. This page provides a guide on which version of the brandmark to use in which situation.

The Easts Juniors Rugby Union Club logo is not to be coloured in any manner other than these specific examples.

How to place the brandmark

The external dimensions of the logo files have been automatically set to meet the minimum clearspace requirements.

Logo Type	.jpg	.png
Positive_Full Colour	✓	✓
Reverse_Full Colour		✓
Positive_Solid Blue	✓	✓
Reverse_Solid White		✓

Note:

All reversed version files do not have background colour embedded. Backgrounds depicted in this guide are for indicative purposes only.



Positive_Full Colour



Reverse_Full Colour



Positive_Solid Blue



Reverse_Solid White

Use of the brandmark

Ensuring correct use of the Easts Juniors Rugby Union Club brandmark

Care must be taken to avoid incorrect use of the brandmark.

The Easts Juniors Rugby Union Club brandmark may not be redrawn or altered in any way, under any circumstances.

The preferred background colour for the brandmark is white, however the brandmark may be placed on selected colours from the brand colour palette. Please ensure the correct positive and reverse versions of the brandmark artwork are selected.

The reversed brandmark may be placed on most colours from the brand colour palette. It is important to ensure the brandmark is legible and attention to contrast is considered when choosing which version (positive or reversed) is used.



Do not crop the
brandmark



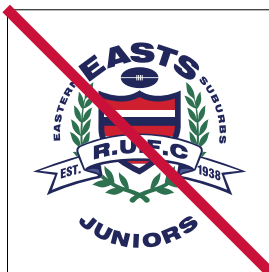
Do not place the
brandmark on
an angle



Do not compress
or distort the
dimensions of the
brandmark



Do not place the
brandmark over an
image, texture or
pattern



Do not reposition or
distort the elements
that make up the
brandmark



Do not change or
reset the typeface on
the brandmark



Do not alter the
colours of the
brandmark



Do not add operational
or functional titles to
the brandmark



Do not apply effects
to the brandmark



Do not apply graphic
elements to the
brandmark



Do not place the
brandmark over a
gradient



Do not create
a watermark or
overlay text on
the brandmark

Colours

Primary colours

Tone of communication is achieved through the use of the primary colours. These colours should be dominant in each look, and can be used with the suite of textures.

Secondary colours

These accent colours support the primary colours.

Primary colours

Blue

Cyan - 83%
Magenta - 52%
Yellow - 0%
Black - 51%
HEX - #153B7C
RGB - 21 / 59 / 124

Red

Cyan - 0%
Magenta - 75%
Yellow - 71%
Black - 17%
HEX - #D3353E
RGB - 211 / 53 / 62

Light Blue

Cyan - 9%
Magenta - 6%
Yellow - 0%
Black - 1%
HEX - #E6EEFD
RGB - 230 / 238 / 253

Yellow

Cyan - 0%
Magenta - 0%
Yellow - 100%
Black - 0%
HEX - #ffff11
RGB - 255 / 255 / 17

Secondary colours

Green

Cyan - 57%
Magenta - 0%
Yellow - 22%
Black - 60%
HEX - #2B654F
RGB - 43 / 101 / 79

Black

Cyan - 0%
Magenta - 0%
Yellow - 0%
Black - 100%
HEX - #000000
RGB - 0 / 0 / 0

Grey

Cyan - 0%
Magenta - 0%
Yellow - 0%
Black - 87%
HEX - #212121
RGB - 33 / 33 / 33

White

Cyan - 0%
Magenta - 0%
Yellow - 0%
Black - 0%
HEX - #ffffff
RGB - 255 / 255 / 255

Typography

Typography

Typography is a key element within the Easts Juniors Rugby Union Club Visual Identity which sets a consistent tone throughout all written communications, both in print and online formats.

The Montserrat typeface should be used on all publications.

The Montserrat font has a highly flexible range of weights and styles, which allows users to set typographic hierarchies, and apply scale, text weight and colour to highlight information and accentuate tone.

Use of italic fonts should be limited to circumstances where emphasis within written expression is required, or for specific typographic conventions. Italics are not to be used for headlines.

Title font

Alfa Slab One has been selected for use as the title font, and should be used only for main headlines and cover titles. It should not be used for body copy.

Headlines, subheads, document covers

Alfa Slab One

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (. , ; \$ & -)

Body text

Montserrat Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (. , ; \$ & -)

Montserrat Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (. , ; \$ & -)

Montserrat Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (. , ; \$ & -)