



ELEVATE
YOUR GAME

EKVC Branding Standards

GUIDE

2020

Brand Purpose & Positioning

East Kootenay Volleyball Club (EKVC) provides a foundation of athletic excellence by promoting indoor and outdoor volleyball for all ages which means that the logo and branding for the Club is easily recognizable whenever the wearer is in public. It's a part of representing and promoting the Club.

The use and treatment of EKVC logo and branding is explained and require when acting as a representative of the Club;

- this includes all team apparel and may include anything that will be taken into to public venues as an EKVC athlete.
- parents may wear apparel with volleyball designs but are required to have designs approved by EKVC Board if they would like to use the EKVC logo as a part of the design.

Example of parent supporting design:



LOGO TREATMENT

There are many logo options to choose from when designing apparel for teams.



Always ensure the logo is presented in the appropriate colours and is not altered in any way. Using bevel effects and shadows is not permitted.

EKVC logo - white



EKVC logo - dark



**ELEVATE
YOUR GAME**

EKVC logo – White Elevate



**ELEVATE
YOUR GAME**

EKVC logo – Dark Elevate

**ELEVATE
YOUR GAME**

EKVC logo – tag line only

The logo may also be used on a dark colour as below:



EKVC logo on dark clothing with white border



EKVC logo on dark clothing without border

COLOUR PALETTE

As far as graphical elements are concerned, stay within the colour palette below.

Any tints of these colours are allowed.



Pantone 2767

C.100 M.86 Y.42 K.41

R.18 G.40 B.76

#12284C

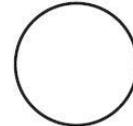


Pantone 312

C.96 M.6 Y.15 K.0

R.0 G.166 B.207

#00A6CE



White

TYPOGRAPHY

Gotham Bold

LEADING @ 120%

KERNING @ 320



ELEVATE YOUR GAME

CLOTHING POSITIONING GUIDE



Front of warm up shirt – 4” logo on the left chest, optional player number on right shoulder

Last names located on the back of the shirt on the bottom



DESIGN OPTIONS

Always ensure the logo has sufficient whitespace around it. Graphical elements should not touch the logo except in cases where the logo overlays solid colour divisions in layouts. Always opt for spacious presentations over cluttered presentations of the logo. This promotes a confident and clean look.

The Club is expected to have a common, uniform look which includes athletes, coaches, and parents. Team uniforms are mandatory and must follow the clothing outline established by the Board for that year, this includes the warm up shirt that is provided with the registration fees; no exceptions, alternatives or other are considered until the next season.

Teams or individuals wanting to order custom apparel must present an order request to the Board for order approval prior to any work or provision of apparel. No other apparel can be created privately with EKVC representation on it.

Approval requests are to be emailed to info@ekvcvolleyball.com with the following request form found here <https://www.ekvcvolleyball.com/manager>.

The logo design and name are copyright belonging to East Kootenay Volleyball Club which can result in the removal of apparel without compensation.