

curlingontario.ca

BRAND GUIDELINE



CONTENT

1	Welcome	14	Brand Fonts
2	Our Logo	17	Brand Photography
10	Brand Colours	21	Application Examples

WELCOME

At Curling Ontario, we are proud of our role in growing and promoting the sport of curling across Ontario. Our organization's impact extends to local clubs, passionate athletes, and communities celebrating the spirit of our sport.

To elevate our reach and engagement, our brand must be as dynamic and inspiring as the sport itself. Strong, consistent branding will help us connect with our members, partners, and supporters, showcasing the values and energy that make curling great.

To support this goal, we've developed these Brand Guidelines—designed to reflect our vision, personality, and commitment to excellence. We require you to use these guidelines as a resource for creating materials that authentically represent Curling Ontario and help us grow the sport we love.



OUR
LOGO

Primary Logo

Use our preferred logo for all print ads, digital content, and online applications. To keep it looking its best, always grab the logo from the [master electronic file](#) — that way, it stays sharp, consistent, and ready to represent Curling Ontario with pride!

Please note that the shield logo is trademarked by Curling Canada, and its use should be limited to approved applications to ensure proper branding and legal compliance.

Previous association logos are not authorized for use and should be replaced with the current Curling Ontario branding to maintain consistency and uphold our standards.

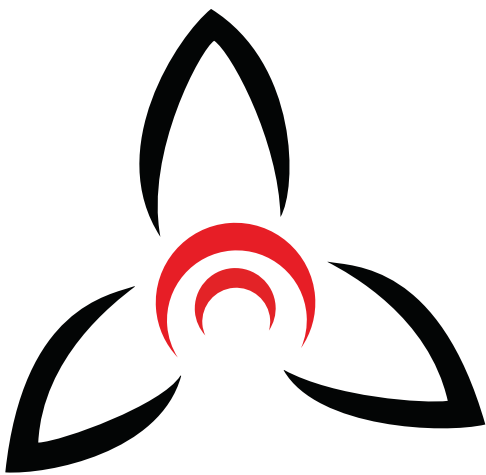
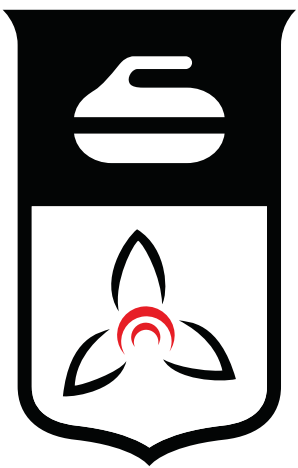
[DOWNLOAD LOGOS HERE](#)



Logo Variations

Different versions of our logo are used to best fit the format and setting—whether it’s on print, digital, or merchandise. These variations help us stay clear and consistent.

Note: If you are printing our logo on merchandise for an event, you are required to get approval by Curling Ontario’s Communications & Brand Coordinator. Please see page 9 for our approval process.



Colour Variations

Our logo’s colour options may change depending on the background to keep us looking sharp and shining bright in every situation.

Note: When using the logo on red or black backgrounds, please ensure there is a white outline around the shield and white lettering to maintain visibility and impact.



Negative Version

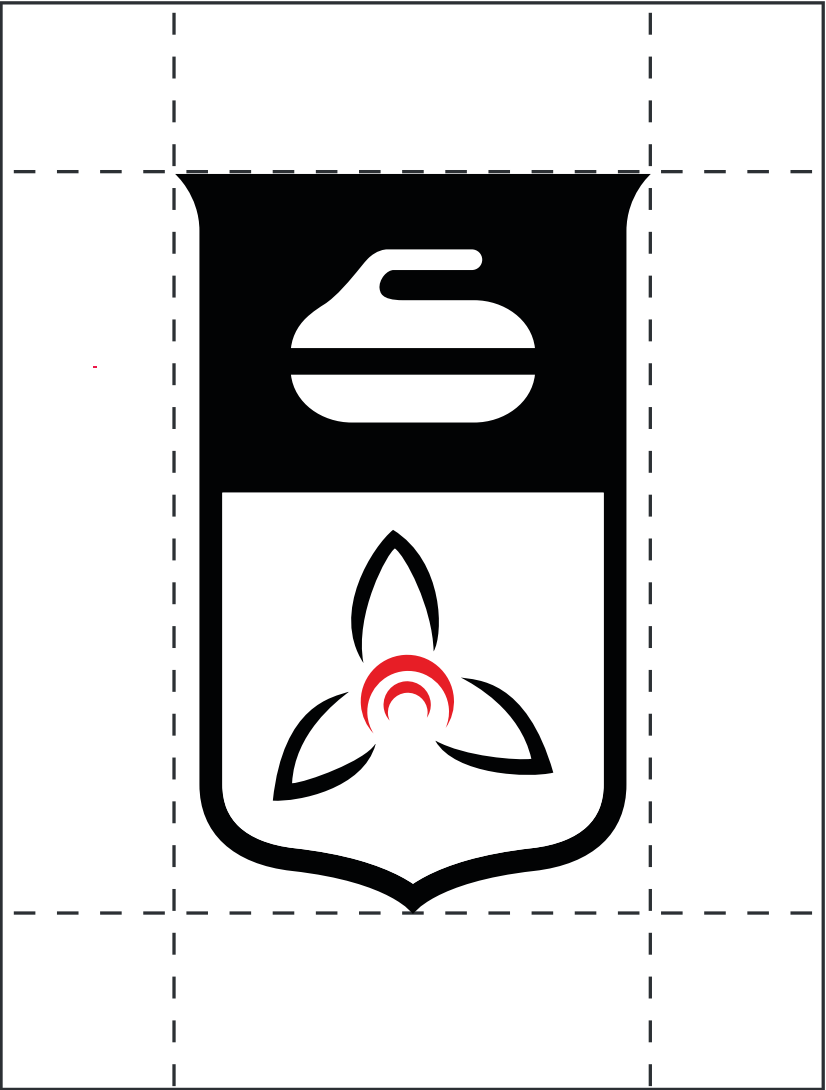
We encourage using the coloured version whenever possible. But if you need a more subtle look, a negative (black and white) version is available.



Safe Area

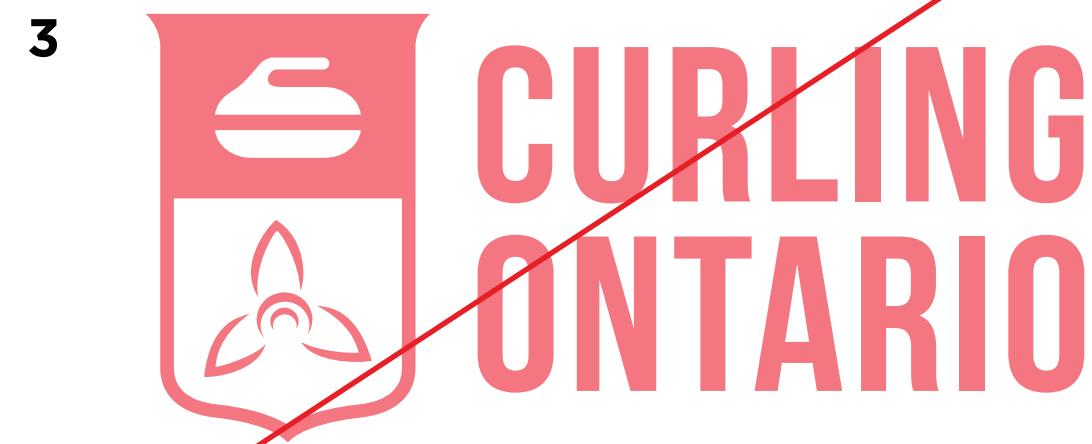
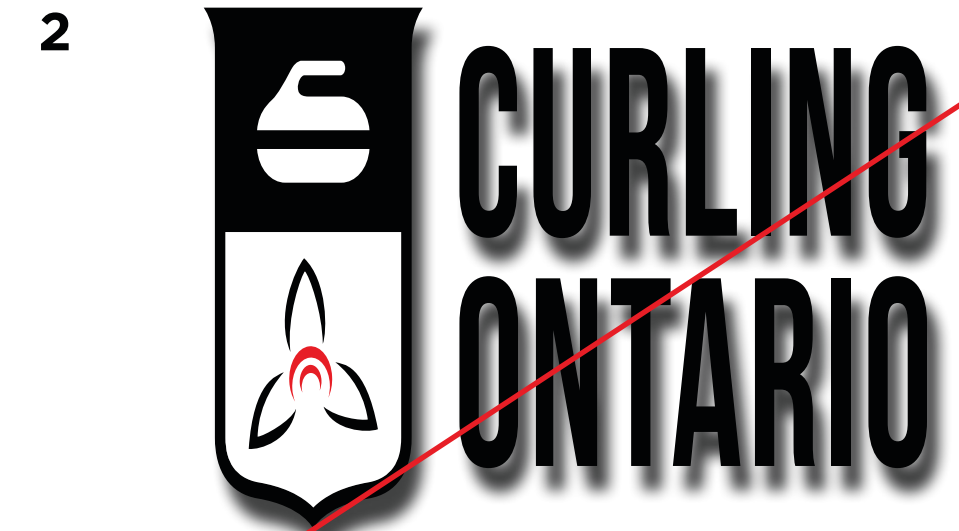
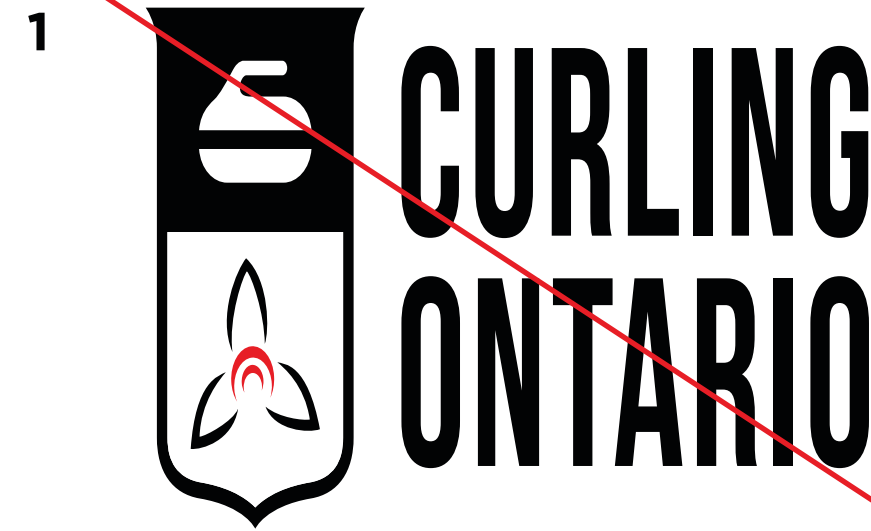
The safe area around the Curling Ontario logo ensures it has plenty of space to stay clear, legible, and looking sharp everywhere.

To measure this space, use the height of the curling rock inside the shield as your guide — keeping our logo bold, beautiful, and easy to see!



Don't

1. Do not reshape or distort the logo — it's designed to look perfect just as it is.
2. Avoid adding treatments like drop shadows or special effects that may change its simple, bold look.
3. Use only the approved brand colours — no new shades or color changes allowed.
4. Keep the logo in its original position — don't rotate or alter its orientation.



Logo Usage Approval Process

To ensure consistent and correct use of the Curling Ontario logo, all applications must be submitted for approval prior to public use.

The process is as follows:

1. Request Submission:

All requests for use of the Curling Ontario logo—whether for print materials, digital content, apparel, merchandise, or other applications—must be submitted via email to the Curling Ontario Communications and Brand Coordinator. Include a detailed description of the intended use, context, and where the logo will appear.

2. Mockups and Examples:

If applicable, provide mockups or visual examples of how the logo will be incorporated into the design. This helps ensure the logo is used correctly and aligns with brand standards.

3. Review and Approval:

The Curling Ontario Communications and Brand team will review your submission to verify proper usage, placement, and clarity. They will confirm whether the logo use complies with brand guidelines and trademark regulations.

4. Approval Notification:

Once approved, you will receive written confirmation allowing you to proceed with production or publication. If adjustments are needed, feedback will be provided for revision and resubmission.

Important:

- Always use the [master electronic file](#) of the logo to maintain quality and consistency.
- The shield logo is trademarked by Curling Canada and should only be used in approved contexts.
- Previous association logos are not authorized for use and should be replaced with the current Curling Ontario branding.

For approval, contact the Communications and Brand Coordinator:

Kerri Lott
kerri@curlingontario.ca

BRAND

COLOURS

Brand Colours

Curling Ontario’s colours are primarily black and vibrant red, giving our brand a strong, energetic, and confident feel. We also use grey as an accent colour for some applications — adding a touch of sophistication and balance when needed.

Note: Colours can look a bit different in print versus on screen. To keep our colours consistent and bright everywhere, we’ve specified exact Pantone, CMYK, RGB and Hex values. Please make sure to use these values whenever you’re working on any materials — that way, our brand stays bold, clear, and true to itself!

CMYK 75/68/67/90
RGB 0/0/0
HEX #000000

Pantone 2347 C
CMYK 3/100/100/0
RGB 230/30/3837
HEX #e61e26

CMYK 0/0/0/15
RGB 220/221/222
HEX #dcdde

Brand Colour Do's

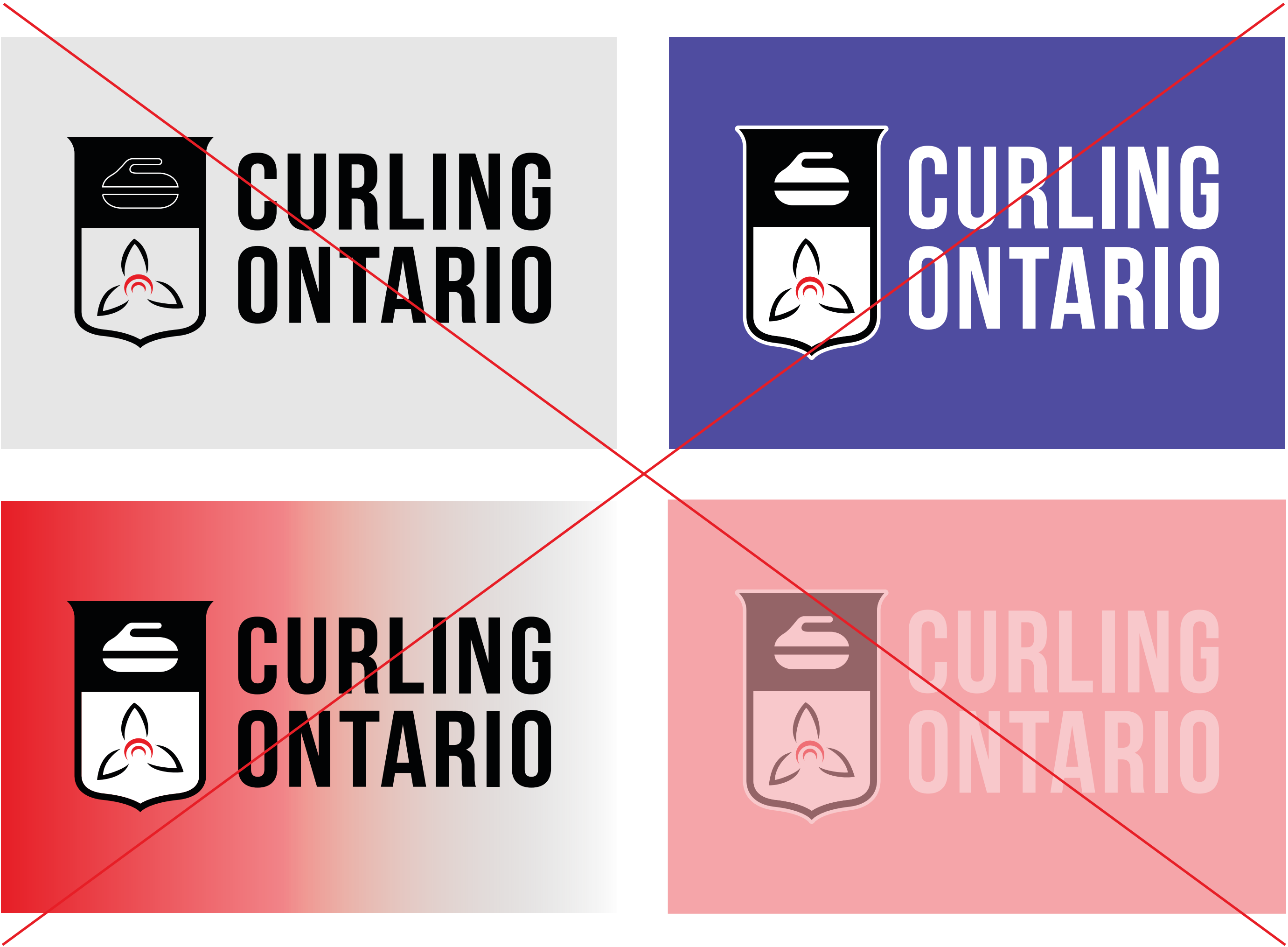
We require using our primary colours—black and vibrant red—along with grey as an accent, to keep our brand strong and consistent. These colours work together beautifully and give us flexibility in designing everything from headlines to backgrounds.

When choosing colours, always ensure they meet accessibility standards so everyone can enjoy and engage with our brand easily. Stick with our approved colour values to keep our look consistent and vibrant across all materials!



Brand Colour Don'ts

To make sure our brand looks its best everywhere, avoid using these colour combos. Also, please steer clear of transparencies, outlines, or gradients — we want our brand to stay bold, clean, and easy to recognize!



BRAND **FONTS**

Brand Fonts

Our fonts help tell the world who we are—friendly, professional, and easy to read. We’ve chosen simple, modern fonts that work well across all platforms, from digital to print.

Use these fonts consistently in all communications to keep our brand looking sharp and unified. Remember, always select the approved fonts from this guide to ensure our message is clear, approachable, and true to the Curling Ontario spirit!

Bebas Neue Font Download:
<https://fonts.google.com/specimen/Bebas+Neue>

Gotham is a paid font. If you do not have access to it in your system, please use the designated alternative font provided on the next page.

Heading

BEBAS NEUE — BOLD
ABCDEFGHIJKLMN
1234567890!?

Subheading — Option 1

Gotham – Bold
ABCDEFGHIJKLMN
1234567890!?

Subheading — Option 1

Gotham – Medium
ABCDEFGHIJKLMN
1234567890!?

Body Copy

Gotham – Book
ABCDEFGHIJKLMN
1234567890!?

Administrative Fonts

If the preferred fonts from our style guide aren’t available, feel free to use our designated administrative font. It’s a reliable choice that ensures our communications stay consistent and professional, even when working outside the Adobe Suite. Keep it simple, clear, and cohesive.

This font is available to download through Google Fonts:
<https://fonts.google.com/specimen/Open+Sans>

Heading

Open Sans – Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?

Subheading

Open Sans – Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?

Body Copy

Open Sans – Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?

BRAND

PHOTOGRAPHY

Photography: People

Curling Ontario is all about community, connection, and the joy of the game. When we highlight our people—whether players, volunteers, ice teams, umpires, coaches, or fans—our photos should capture that energy and spirit. Finding the right authentic moments will help each photo truly reflect the vibrant atmosphere of our sport.

Aim for action shots that show people actively engaged in curling — sweeping, delivering a rock, cheering, or celebrating together.

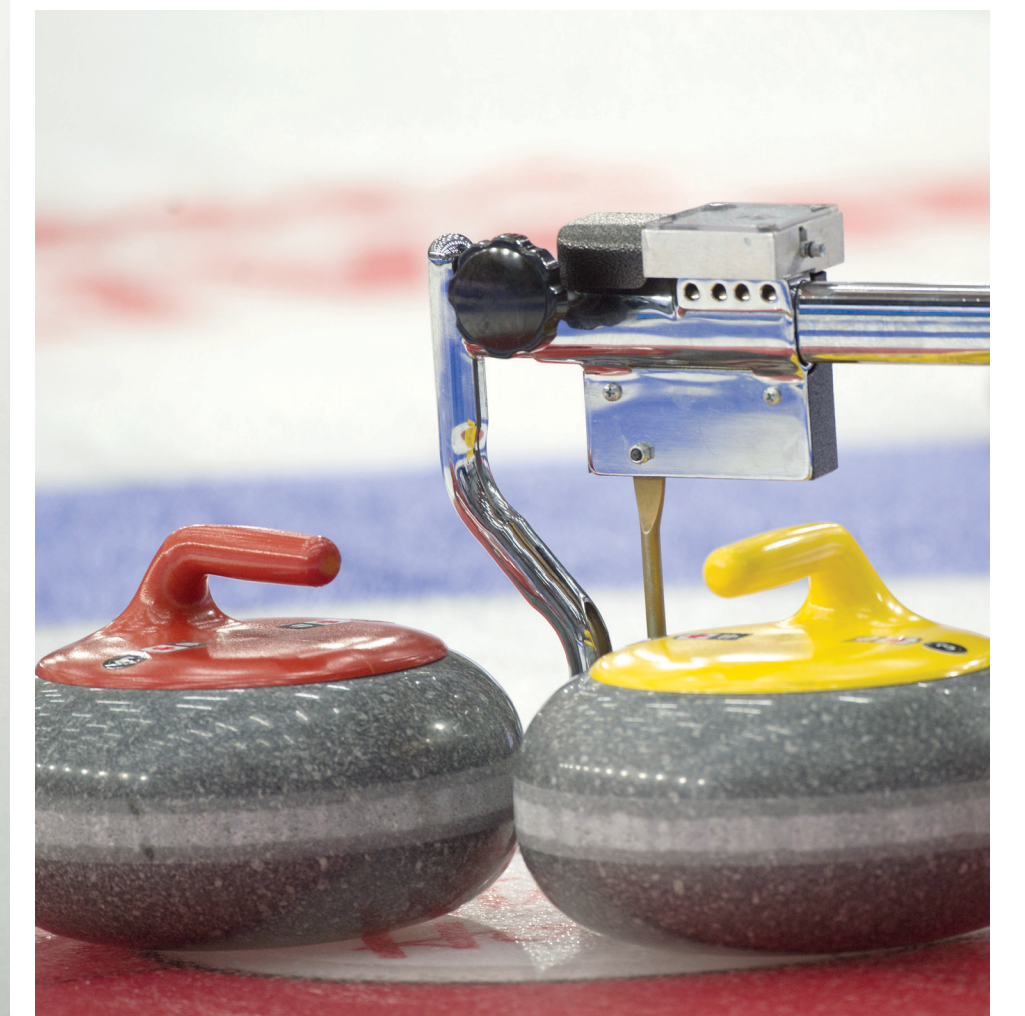
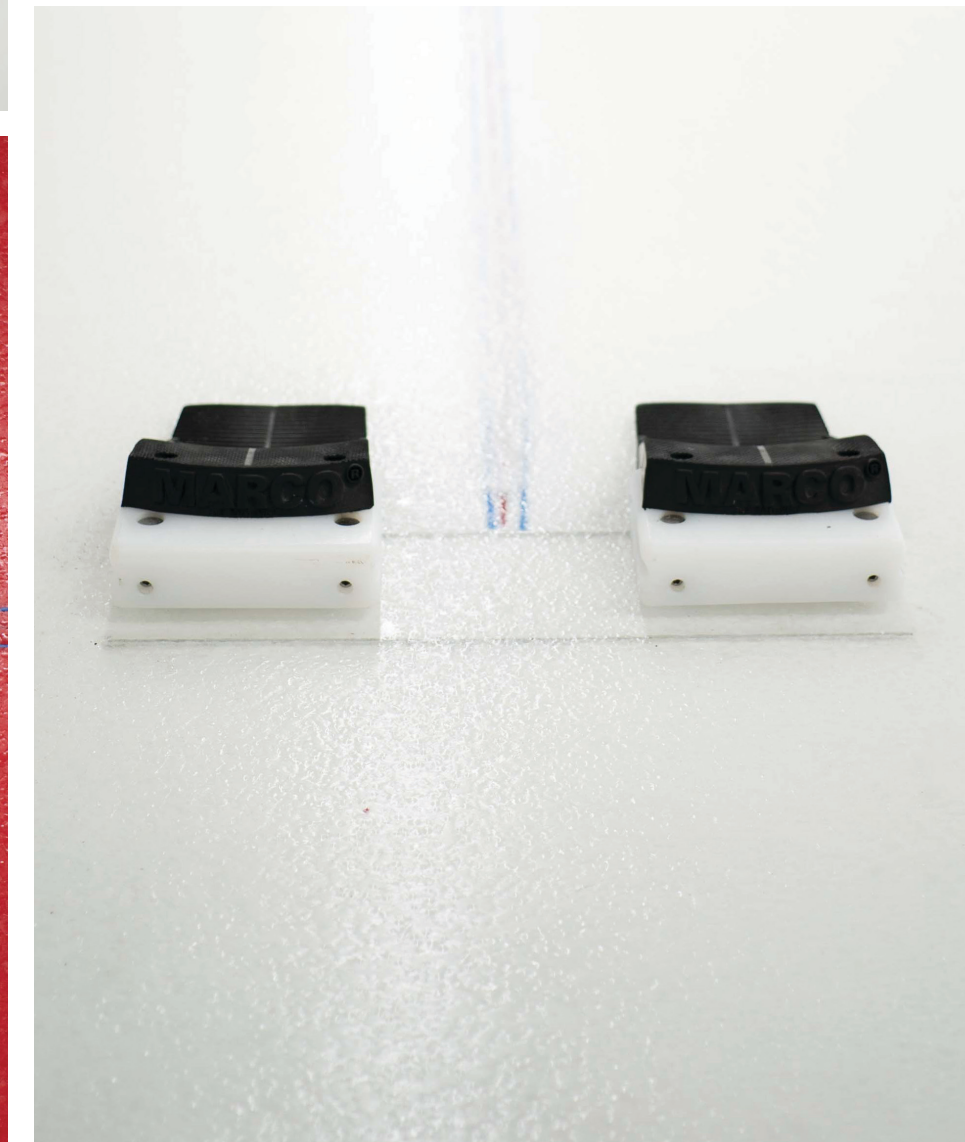
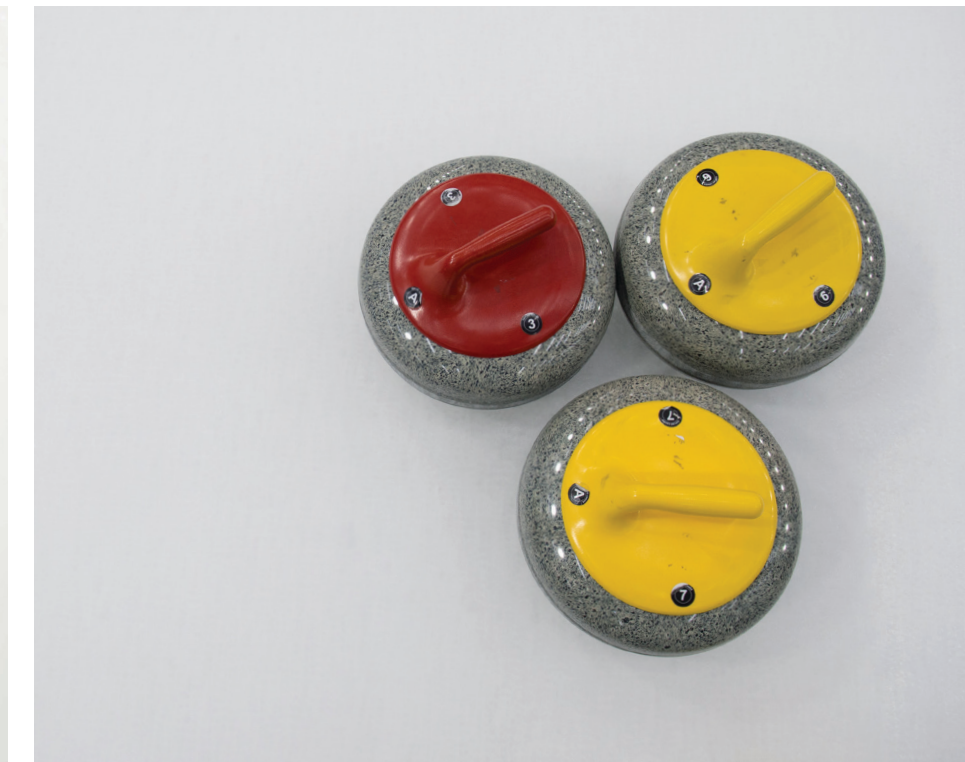
As we showcase our community, it's important to reflect the diversity of people involved in curling. Aim to include photos that represent a wide range of ages, genders, ethnicities, and backgrounds. Capturing a diverse array of participants helps highlight that curling is a welcoming and inclusive sport for everyone.



Photography: Textures

Sometimes, beauty is found in the small details — like the intricate patterns on the ice or the smooth surface of the rocks. Macro close-ups add visual interest and highlight the unique textures that make curling so fascinating.

These textured images can create a sense of depth and discovery, helping tell the story of the sport's detail and craftsmanship.

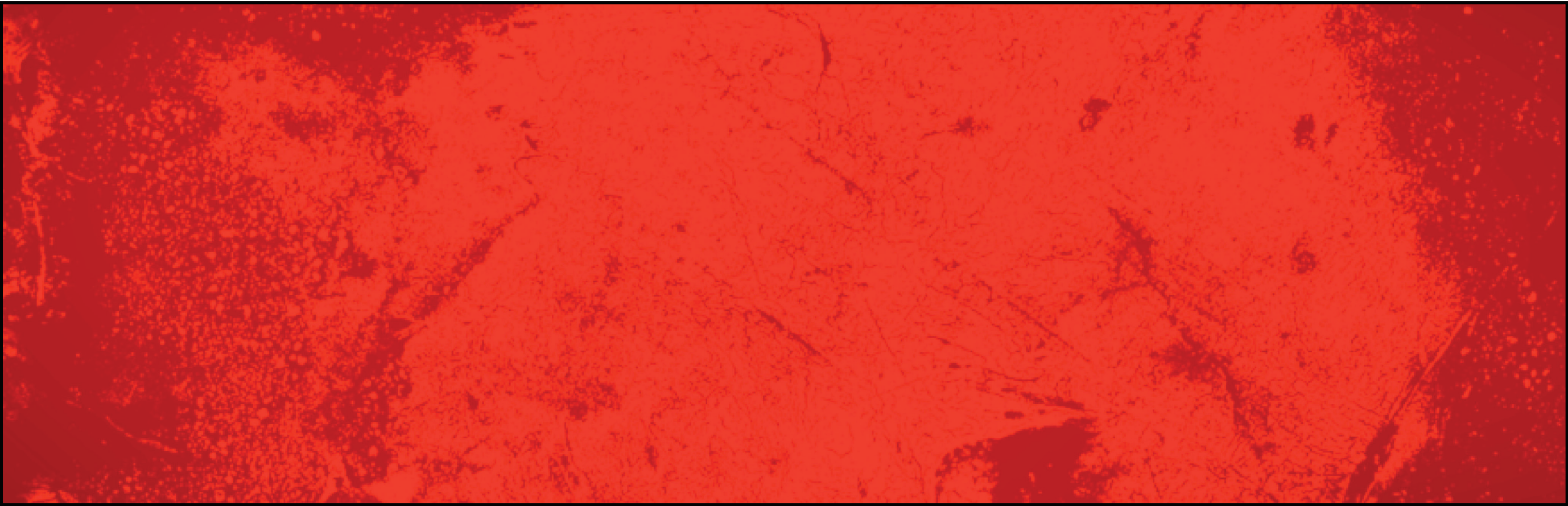


Signature Graphics

We have two standout graphics that help bring our brand to life. The first is a sleek grey circle design set against a clean white background—simple, modern, and versatile—perfect for creating a calm and unified look.

The second is a bold red grunge graphic that adds energy and attitude, capturing the excitement and dynamism of curling.

[DOWNLOAD FILES HERE](#)



APPLICATION EXAMPLES

Apparel

When it comes to apparel, we love seeing our brand come to life! However, Curling Ontario apparel is exclusive and designed specifically for our community.

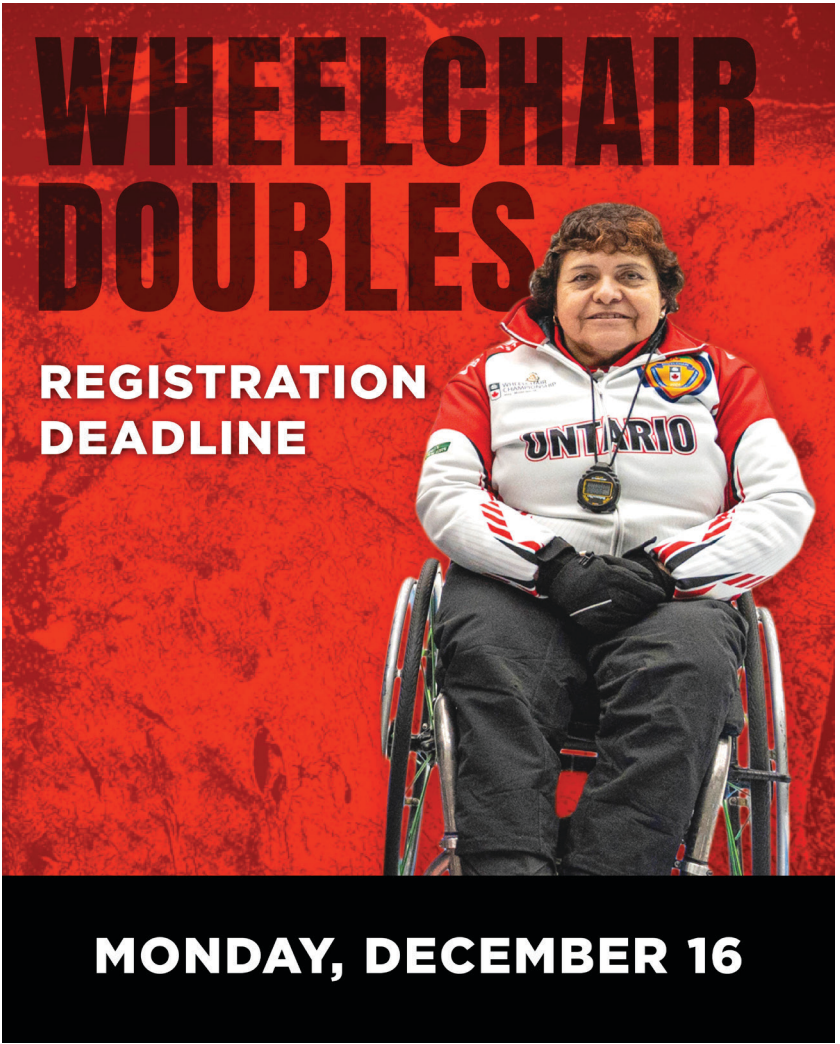
Unless you’ve received official approval from our Communications and Branding Coordinator, please don’t replicate or create clothing with the Curling Ontario logo.

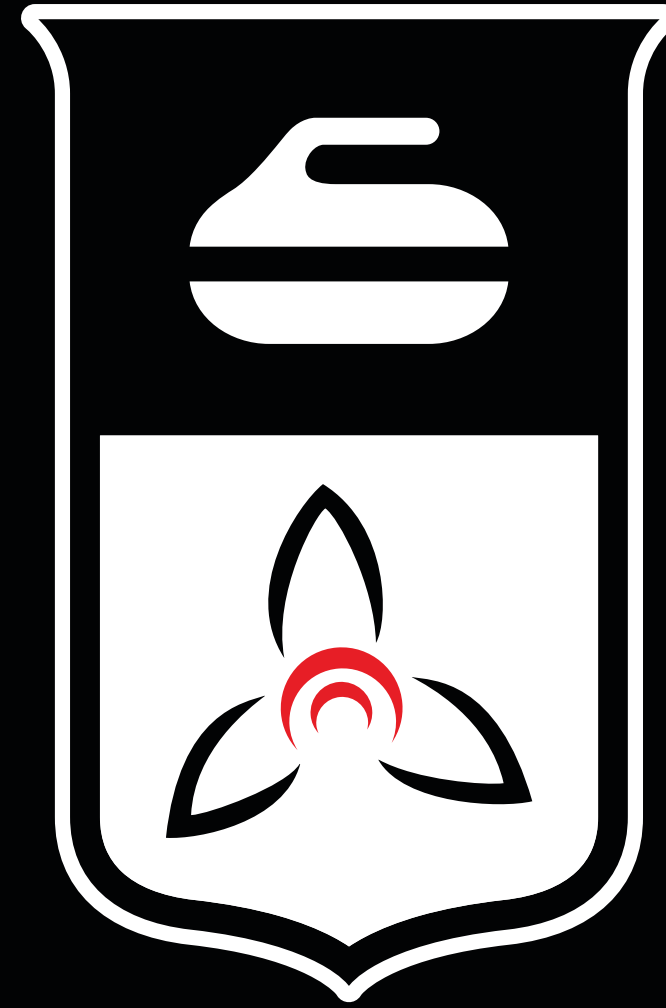
For teams that want to add the Curling Ontario logo to their apparel at events, they are required to touch base with the Communications and Brand Coordinator beforehand. Likewise, clubs wishing to incorporate the Curling Ontario logo into their own apparel should also reach out with mockups to ensure proper use and approval.



Graphics

When creating posters and social media content, it’s important to stay true to our Curling Ontario brand. Stick to our approved colours, fonts, and imagery to keep our visuals consistent, vibrant, and recognizable.





curlingontario.ca