



BRAND GUIDE



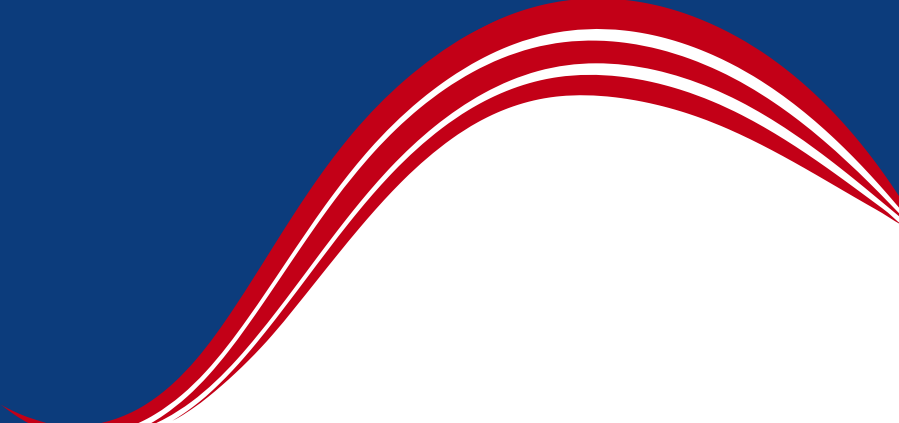


INTRODUCTION

The ATB Financial Lethbridge Rotary Dragon Boat Festival Brand Guide outlines consistent rules for all elements of the brand. These rules apply to all advertising and promotional materials, regardless of medium or funding source.

Please use this guide as a manual for all activities and references of the Lethbridge Dragon Boat festival to ensure proper representation, acknowledgement, and consistency.

Before the publication of any materials, please forward all final pieces to hannah.dupuis@gdcs.ca.



REFERENCING

N A M E

Full title

ATB Financial Lethbridge Rotary Dragon Boat Festival

Shortened title

Lethbridge Dragon Boat Festival

Do not use



- ATB Financial Dragon Boat Festival
- Lethbridge Rotary Dragon Boat Festival
- The Dragon Boat Festival
- ATB Rotary Dragon Boat Festival

C R E D I T I N G

Lethbridge Rotary Clubs are the primary organizer

ATB Financial is the primary sponsor

Reference to both entities is required in all communications



Only use these logos in this format and spacing

O N S O C I A L M E D I A



@lethdragonfest

#lethdragonfest

#lethdragonfest22

LOGOS

D A R K

Primary Logo



Logo Without Icon



Logo With Icon Only



L I G H T

Primary Logo



Logo Without Icon



Logo With Icon Only



For high-quality or alternate formats of any of these logos, please contact hannah.dupuis@gdcs.ca

COLORS

For a consistent, professional brand, only these colors should be used in communications.

C0 M0 Y0 K0	HEX #FFFFFF	R255 G255 B255
C0 M41 Y100 K0	HEX #F7A81B	R247 G168 B27
C15 M100 Y90 K10	HEX #C30017	R195 G0 B23
C85 M21 Y0 K0	HEX #009CDE	R0 G156 B222
C100 M84 Y12 K3	HEX #0C3C7C	R23 G69 B143
C0 M0 Y0 K95	HEX #0D0D0D	R13 G13 B13

FONTS

HEADINGS

FRUITGER LT BLACK

**Written in all Caps, Size 2x

SUBHEADINGS

F R U T I G E R L T B O L D

FRUTIGER LT BOLD

**Written in all Caps, Size 1.5x, Regular or 600 pt. spacing

BODY COPY

Frutiger LT Light

Frutiger LT Roman

ALTERNATE FONTS

if Frutiger is not available, use the corresponding Arial typeface.

EXAMPLE

TITLE

S U B T I T L E

Body Copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.