



**Curl BC**  
OUR HOUSE IS **YOUR HOUSE**

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**BRAND STANDARDS**

FEBRUARY 2018

## OUR STORY

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Active, fun and social, the Curl BC community promotes, develops and supports curling throughout British Columbia, so that curling is an integral part of the lifestyle, culture and heritage of British Columbia.

Curl BC has evolved its brand in preparation for a major milestone in the history of the sport in British Columbia: The 125th anniversary of curling in BC in the year 2020.

Our identity reflects the spirit of intent of “Our House is Your House”, our community mantra. Like the sport of curling—active, fun and social—we are welcoming and warm, friendly and upbeat.

The word and logo marks are modern but respectful of the history, heritage and colours of curling in British Columbia and Canada.

### The Colours of Curling

Red and blue are typically used against a white backdrop. The new Curl BC emblem reflects the colours of curling and are inspired by the provincial flag of British Columbia.

### The Shared Passion of “Our House is Your House”

Our House is Your House is not only our mantra, it is central to our look. The house that is so synonymous with our sport is clearly integrated into the stylized “BC” in our new word mark.

### The Stylized Rock

The final element of our brand is the stylized rock above the word mark. The three prongs of the rock represent the leading attributes of our sport as active, fun and social; and the synergies of camaraderie, teamwork and strategic play that make curling the sport of a lifetime.



OUR  
HOUSE  
— IS —  
YOUR  
HOUSE



# OUR BRAND

## Curl BC Logos

Curl BC's primary logo consists of the words "Curl" and "BC", the stylized rock, as well as a graphical representation of a curling house within the "C" in "BC". The logo also includes Curl BC's new mantra "Our House Is Your House".

There are variations of the Curl BC logo that are approved for use in situations where simplification will benefit Curl BC's brand representation. These variations will be covered in the following pages.

### Important:

The Curl BC logo should never be separated or built from scratch using computer software. Please use the approved logo variation files provided to you by Curl BC.

## Spacing

All Curl BC logos must maintain clear space on all sides of the logo equal to the height of the letter "R" in "Curl". Other logos or graphic elements must be placed outside this area to maintain the integrity of the Curl BC logo.

## Non-Graphical Use of Our Brand Name

When using our brand name in text applications, such as in email or a letter, it should always be represented with a capital C and capital BC, with a space between Curl and BC and no periods.

✓ Curl BC

- ✗ CurlBC
- ✗ Curling BC
- ✗ CURL B.C.
- ✗ CURL BC
- ✗ Curl BC.
- ✗ CURLBC



**100% BLACK**  
For use on light backgrounds.



**GREYSCALE**  
Preferred use for Black & White printing.



**REVERSE WHITE**  
For use on dark backgrounds.



# BRAND COLOURS

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## Curl BC Colour Values

When applying Curl BC logos to websites and digital screens, RGB colour logos are required to produce the correct Curl BC brand colours.

In print, the CMYK colour logos must be used.

When the Curl BC brand colours are used separately from the logo, the following colour values are to be used:

### PRIMARY

#### BC BLUE

RGB: 0-73-144

CMYK: 100-72-0-18

HEX: #004990

PANTONE: 280 C

#### ROCK RED

RGB: 240-42-55

CMYK: 0-96-83-0

HEX: #F02A37

PANTONE: 1797 C

### SECONDARY

#### GREY

RGB: 64-64-64

CMYK: 0-0-0-90

HEX: #404040

90% BLACK

#### BLACK

RGB: 0-0-0

CMYK: 0-0-0-100

HEX: #000000

PROCESS BLACK

# LOGO VARIANTS

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## Curl BC w/ Stylized Rock Only

This version of the logo may be used on materials where the mantra is already present in another graphic.



## Curl BC w/ Mantra Only

This version of the logo may be used where space is limited.



## Curl BC Stacked Logo w/ Stylized Rock

This version of the logo may be used where the dimensions of the area covered by the logo are square or vertically-oriented.



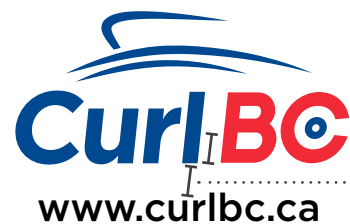
## Curl BC Stacked Logo

This version of the logo may be used where space is limited or the logo must be is represented smaller than 1" wide.



## Curl BC Website URL

Curl BC's website may be added underneath the variant logo with the stylized rock only. The preferred typeface is Gotham Medium, however, a similar substitute is acceptable. The URL must be placed below the Curl BC logo at a distance equal to 1/2 the height of the letter "L" in "Curl"



Free space equal to 1/2 the height of the letter "L"



# SIZE & POSITIONING

The Curl BC logo must be reproduced at a minimum size of 0.5" and sized at equal proportions as to not be skewed or warped. The full colour logo must also be placed on a solid background. When the logo must be placed on a colour background, either the full black or reverse white logo must be used - whichever produces the highest contrast between the background and the both the red and blue colours in the logo. The logo may never be placed on a pattern of any kind without a white safety area.



# BRAND TYPOGRAPHY

When creating Curl BC documents, the preferred text font family is Calibri or Gotham Book.

For headlines, Corbel, Gotham Medium or Gotham Black can be used.

If possible, headlines can be sheared by 6 degrees and a mixture of Gotham Medium (in blue) and Gotham Black (in red) can be applied, in the order shown below.



Calibri

abcdefghijklmnopqrstuvwxyz!@#%^&\*(),.?

**abcdefghijklmnopqrstuvwxyz!@#%^&\*(),.?**

Gotham Book

abcdefghijklmnopqrstuvwxyz!@#%^&\*(),.?

**Gotham Medium**

**abcdefghijklmnopqrstuvwxyz!@#%^&\*(),.?**

**Gotham Black**

**abcdefghijklmnopqrstuvwxyz!@#%^&\*(),.?**

Corbel

abcdefghijklmnopqrstuvwxyz!@#%^&\*(),.?

# OTHER LOGOS

## Curling For Life Endowment Fund Logo

The fund aims to promote the continuous cycle of curling over generations in BC - juniors to seniors - by promoting the act of giving back to the sport to ensure its presence throughout British Columbia now and in the future.

The fund's logo represents the life cycle of a curler over three generations and its circular layout represents the recycling of funds to ensure support for curling centres and other curling initiatives across BC. The logo shall be used to represent the program throughout print and digital applications.

The black and white version of the logo, as shown, must be used when colour printing is not an option.



## “Our House Is Your House” Mantra Logos

In cases where it is required to emphasize Curl BC's mantra, the Curl BC Stacked logo & Large Mantra should be used. In cases where the Curl BC logo is already being used elsewhere on the artwork, the mantra only version should be used.

**Curl BC Stacked Logo & Large Mantra**  
For use when the logo is the only Curl BC logo being used.

**Mantra Only**  
For use when a Curl BC logo is already being used elsewhere on the same artwork.



