



# Calgary Ladies Golf Association

est. 1929

## Brand Guidelines

February 2021

Version 1

## Corporate Logo



### Full Colour

Preferred version, can be used on white backgrounds only.



### Greyscale

Can be used on light coloured backgrounds or as an alternative for the full colour logo.

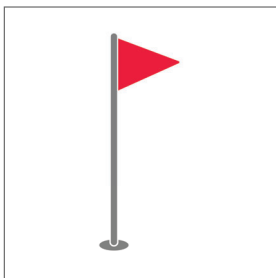


### White

Can be used on coloured or black backgrounds or overtop of an image.

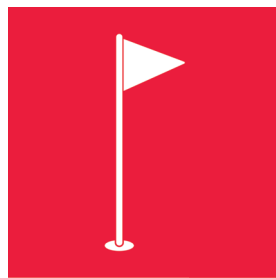
## Icon

The CLGA Icon can be used for instances where the full name is written near the desired logo space (example: Signage, Memos, Letters, etc.). It can also be used for social media, web, and as a design accent to promote brand consistency.



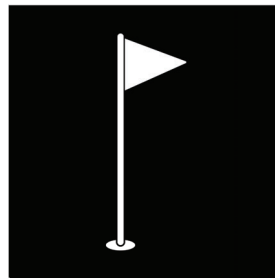
Full Colour

Can be used in all instances or be converted to a watermark.



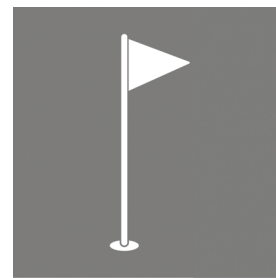
Red Square

Option for an eye-catching icon.



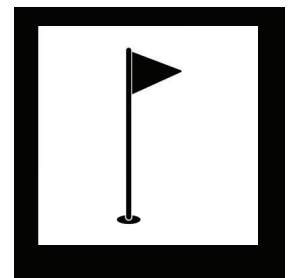
White

Use on dark backgrounds.



Grey Square

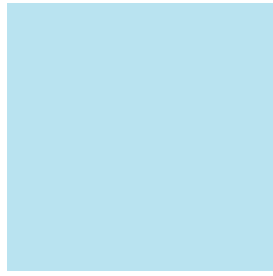
Option for plain text documents.



White Square

Use as an iconic square on dark backgrounds.

# Branding Colours



Red	Light Blue	Dark Gray	Light Gray	Emerald
C 1 M 99 Y 75 K 0	C 26 M 0 Y 5 K 0	C 65 M 58 Y 57 K 36	C 51 M 42 Y 43 K 7	C 100 M 0 Y 59 K 13
R 234 G 30 B 66	R 185 G 228 B 239	R 78 G 78 B 78	R 129 G 130 B 130	R 0 G 134 B 117
Hex # EA1E42	Hex # B9E4EF	Hex # 4E4E4E	Hex # 818282	Hex # 008675
Pantone 192 C	Pantone 290 C	Pantone 2336 C	Pantone 4278 C	Pantone 327 C

Black & white can be used as accent colours to the brand in all instances as well.

## Fonts

Primary Font - Poppins (Light, Regular, Medium, Bold, Black)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#\$\$%^&\*()  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#\$\$%^&\*()  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#\$\$%^&\*()  
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#\$\$%^&\*()**  
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#\$\$%^&\*()**

Primary Font Alternative - Century Gothic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#\$\$%^&\*()  
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#\$\$%^&\*()**

Secondary Font - Roboto Condensed (Light, Regular, Italic, Bold)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#\$\$%^&\*()  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#\$\$%^&\*()  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#\$\$%^&\*()  
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#\$\$%^&\*()**

Logo & design by:

**RILEYS**

design, manage, print, distribute.