



# SET — THE — BAR

Visual Identity  
Guideline

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# BRAND POSITIONING

## THE SET THE BAR BRAND SAYS, “WE SET THE BENCHMARK FOR SPORTSMANSHIP.”

SET THE BAR is an Alberta Schools' Athletic Association initiative focused on promoting positive sportsmanship in school sport.

We believe that high school athletics are an excellent way to foster character development. Positive sporting behaviour is an expectation of parents, coaches, officials, spectators, and athletes. We have a collective responsibility to promote an atmosphere that celebrates sportsmanship and respect, including the support for officials who enforce the rules and ensure the spirit of competition is being upheld.

As we individually work to SET THE BAR for a positive sporting event, we ultimately highlight those values that are the core of educational athletics.

Sportsmanship. Ethics. Integrity.

## OUR LOGO



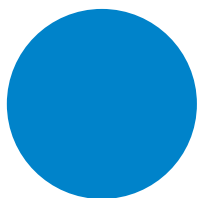
The SET THE BAR consists of a wordmark, coloured bars, and the Alberta Schools' Athletic Association "A" stylistic ribbon. The logo reflects the organizations desire to set high expectations for sporting behaviour. The black type brings a sense of gravity, countered by the levity of the cerulean blue and warm yellow.

Together the primary palette colours create a foundation of credibility, accountability, and commitment to encouraging positive behaviors.

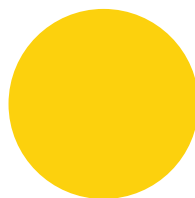
## OUR COLOURS

SET THE BAR'S primary colours are PMS Process Blue and PMS 109 (yellow) + Black.

Colours are shown in their Pantone Matching System colour, along with the corresponding equivalent 4-colour (CMYK) mix formula (Cyan, Magenta, Yellow and Black).



PMS PROCESS BLUE  
C 100 M 15 Y 0 K 6  
R 0 G 133 B 202



PMS 109  
C 0 M 18 Y 100 K 0  
R 255 G 210 B 0

# COLOUR / B&W / REVERSE

All SET THE BAR logos are available in colour, black & white (1 colour) and reverse (knock-out) formats.

Colour logo digital files are available in full colour (CMYK) and as 2-colour PANTONE (PMS) + Black. CMYK is appropriate for all digital print and 4 colour offset traditional printing.

The PANTONE logo is only for 2-colour + Black solutions. Please refer to the LOGO USE QUICK GUIDE for selecting the right logo for your intended application.

Black & white logos are for black or single colour applications. In addition this version is often used by print vendors providing marketing ephemera or swag. Vendors require black and white vector art (.eps) to produce a single colour of choice.

If using the full knock-out version of the logo on a photographic background, please be sure that the area behind the logo is visually even and that its value is equal to 50% black or greater for best legibility.

The full knock-out version should be used in place of the original black and white logo when background colour or photographic backgrounds make the original colour or black & white logo illegible.

## COLOUR

Full colour (CMYK) and 2-colour Pantone (PMS) + Black, logos are available in all digital formats.



## BLACK & WHITE

For black & white publications, or when colour is not an option, there is a one-colour version of the logo available for use in black.



## KNOCK-OUT / REVERSE



# CLEAR SPACE

The SET THE BAR logo needs space to make sure it is prominent and recognizable. As a rule of thumb, make sure the space around the visual identity is the same size as the cap-height of “THE”. Nothing should invade this clear space.



# MINIMUM SIZE

If the logo is too small, it may be difficult to read and understand. Make sure it is clear and legible where ever it is used.

If the visual identity is too small, it may be difficult to read and understand. Make sure it is clear and legible where ever it is used.

Proportion: When resizing the logo do not stretch, squish or tilt.

Minimal print / digital use height: .375" tall 30 px



# LOGO PROTECTION

Presentation of the SET THE BAR logo consistently is important and helps to promote recognition of the SET THE BAR brand. These examples help to avoid logo misuse.

## DO NOT

Reset type



Proportion: Always use the stacked version of the logo and never place words on one line. When resizing the logo do not stretch, squish or tilt.

Realign or resize logo elements



Distort the logo



When reproducing a logo onto a background image or reversing the logo out of a background colour or image, ensure there is even contrast behind the logo for it to show up with clear legibility.

Change logo colours

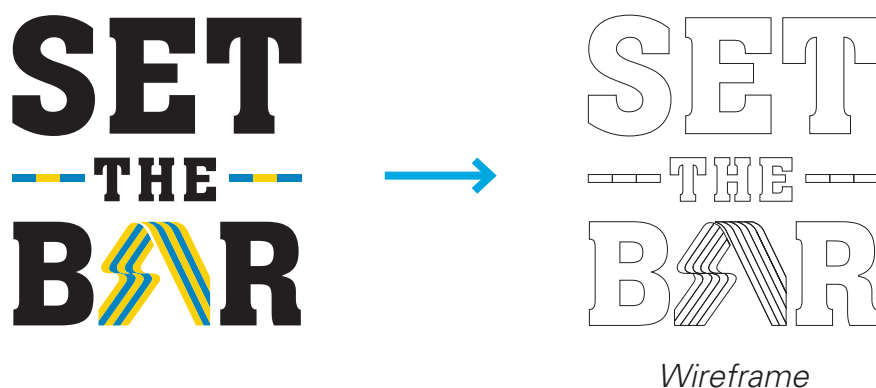


Place a logo on a background without enough contrast



# SET THE BAR

## LOGO USE QUICK GUIDE



## VECTOR FILES

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Vector-based files are the preferred digital files for print, advertising and sign application. Unlike raster-based graphics, vector-based digital files (.eps) are wireframes that can be resized up or down without losing resolution integrity or image quality. Do not accept, use, or distribute logos saved as a PDF, WORD or PPT document.

### 1-Colour Vector File *(print/design)*

FILE NAME: STB\_BLACK.eps

This vector (outline wireframe drawing) file is for 1-colour application. (1-colour print and swag, ephemera or giveaway items).

### 3-Colour Vector File *(print/design)*

FILE NAME: STB\_PANTONE.eps

This vector (outline wireframe drawing) file is for 2-colour PMS (Pantone Matching System) + Black application. (3-colour print and swag, ephemera or giveaway items).

### 4-Colour Vector File *(print/design)*

FILE NAME: STB\_CMYK.eps

This vector (outline wireframe drawing) file is for 4-colour (CMYK) application. (4-colour print and swag, ephemera or giveaway items, signage, print collateral).

### Knockout/Reverse *(white)* Vector Files *(print/design)*

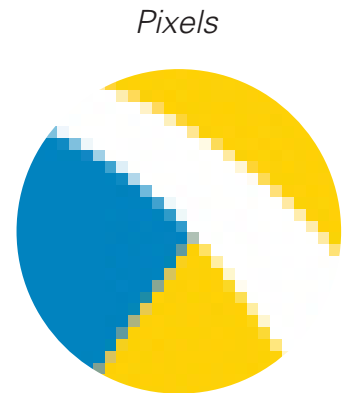
FILE NAME: STB\_WHITE.eps / STB\_COLOUR REVERSE.eps

Recommended for all knockout/reverse applications.



# SET THE BAR

## LOGO USE QUICK GUIDE



## RASTER FILES

Raster graphics are resolution-dependent. Unlike vector-based files, they cannot scale up to an arbitrary resolution without loss of visual and print quality. JPG and PNG files are compressed files and have less image quality than TIF files. Digital versions include colour, black and reverse.

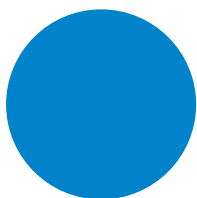
### Raster Files *(screen/pixel based for web/Word/PPT)*

FILE NAME: STB.JPG	STB_BLACK.jpg	STB_COLOUR REVERSE.PNG
STB.PNG	STB_BLACK.PNG	STB_WHITE.PNG

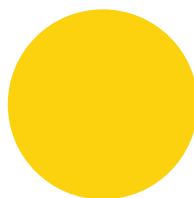
PNG and JPG files are recommended for screen, PPT, WORD and web use only. STB.png and STB WHITE.png have a transparent background, while the .JPGs have a white background. Please refrain from sending designers or printers these logos for printing, as they are resolution-based. Do not accept, use, or send logos saved in a PDF, WORD or PPT document.

## SET THE BAR COLOUR PALETTE

SET THE BAR's official colours are PMS PROCESS BLUE and PMS 109 + BLACK. The colours are sourced from the international Pantone Matching system. Colours are shown in their Pantone Matching System colour, along with the corresponding equivalent 4-colour (CMYK) mix formula (Cyan, Magenta, Yellow and Black).



PMS PROCESS BLUE  
C 100 M 15 Y 0 K 6  
R 0 G 133 B 202



PMS 109  
C 0 M 18 Y 100 K 0  
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## LOGO USE QUICK GUIDE

### LOGO FILES

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Digital logo files names and matching visuals.

STB / CMYK / PANTONE  
(eps, jpg, png)



STB\_BLACK  
(eps, jpg, png)



STB\_WHITE  
(eps, png)



STB\_REVERSE COLOUR  
(eps, png)





# SET — THE — BAR

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