



Condensed corporate identity guidelines 2019

The Pickleball Canada identity provides a visual expression of the company's brand to its audience. The identity includes the name, logo, colour and various other elements used on all internal and external material whether it be printed, electronic, signage or merchandise. It is important for the audience to experience consistency within the brand. These condensed identity guidelines are to be used as a reference tool to maintain a continuity in creating material for Pickleball Canada

Corporate logo

The Pickleball Canada logo exists only in the format and the colours as shown. Always use approved digital artwork

Clear space

For the greatest visual impact, always position the corporate logo within a clear area, free from other text or graphics

Minimum size

To ensure optimal reproduction of the logo, minimum size is 1.3 inches for the logo with no text.

Primary colour palette

Red

PMS 1797
 CMYK 2,97,85,7
 RGB 203,51,59
 HTML CB333B

THREAD
 RA #122: 5807

Black

PMS black,100%
 CMYK 0,0,0,100
 RGB 203,51,59
 HTML #0B0B0B

THREAD
 RA #122: 5596

Reverse colour palette

White

Corporate logo | colour variations



Clear space



Minimum size

