FREESTYLE CANADA

BRAND GUIDELINES

VERSION 1 March 2016

WELCOME TO THE FREESTYLE CANADA BRAND GUIDELINES.

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01

OUR BRAND

Our brand is who we are.
We've defined our reason for being and what we promise to offer as an association. Our brand strategy acts as a springboard for how we talk, think, look and act. It will help guide our decisions and ensure we're always giving our best performance.

OUR PURPOSE:

WE BELIEVE IN INSPIRING THE WORLD TO LIVE FREE

We believe in sharing our contagious passion to inspire the world to live theirs. To push their boundaries, to conquer their fears, to go higher and further, to harness their courage and go for their dreams, to be fully themselves, to become who they aspire to become.

OUR PROMISE:

WE PROMISE INFECTIOUS PASSION TO ELEVATE PERFORMANCE

Our deep passion has the ability to be infectious – inspiring and irresistible. It spreads and garners broad and enduring support from the public, partners, donors, volunteers, athletes, COC and Own the Podium alike. This continuous support builds resources (programs, people and funds) to elevate the performance of athletes to the very top.

OUR ESSENCE:

IN EVERYTHING WE DO WE SHOW COURAGEOUS EXPRESSION

If we are embracing courageous expression in everything we do, and broaden our engagement, then we can inspire the world to live free. Freestyle truly becomes lifestyle.

OUR ATTRIBUTES:

WE ARE UNITED EMPOWERING PROUD BOLD AND PROGRESSIVE

OUR BRAND MODEL:

A SUMMATION OF THE CORE VALUES OF THE FREESTYLE CANADA BRAND.

Our Brand Purpose

INSPIRING THE WORLD TO LIVE FREE

Our purpose is an internal reminder to help us consistently build on what we offer at Freestyle Canada.

With every action ask yourself:

Does it fuel our purpose of inspiring the world to live free?

Our Brand Promise

INFECTIOUS PASSION TO ELEVATE PERFORMANCE

Our promise is our unique, defining end-benefit that the Freestyle Canada Brand delivers.

With every action ask yourself:

Does it deliver on our promise of infectious passion to elevate performance?

Our Brand Essence

COURAGEOUS EXPRESSION

Our essence is the core of our brand that succinctly defines how we deliver our offer.

With every action ask yourself:

Is our approach based on Courageous Expression?

Our Brand Attributes

UNITED, EMPOWERING, PROUD, BOLD, AND PROGRESSIVE

How others will describe us based on what we offer at Freestyle Canada and how we deliver it.

Will this action result in us being described as:

United, Empowering, Proud, Bold, and Progressive?

02

TONE OF VOICE

Our tone of voice is our distinct way of speaking. Just like the visual aspect of our brand, the written word is a powerful tool. And, just like a person, we speak differently depending on the audience and the situation.

THE FUNDAMENTALS OF OUR BRAND

It's true that a picture says a thousand words, and the visual aspect of our brand is critically important to our storytelling and brand development, but sometimes we need the actual words to say a few words too. In fact, more often than not, the two work hand in hand to engage and compel our audience. Or maybe in our case, it's hand in glove. Head in helmet?

Words are powerful. They are also surprising, smart, thoughtful and provocative. And how we go about choosing our words sets the tone for about half of our brand. And sometimes when no visuals are present at all, it's 100%. That's a lot to leave on the table by being casual or careless with our word choices. And the end result of all those choices is what's called our Tone of Voice. And it should be a distinctly Freestyle Canada way of speaking.

WHY HAVE A TONE OF VOICE?

A Tone of Voice document is about laying out the fundamentals of the language aspect of brand development.

At one point or another, we all learned to ski. Maybe it was behind a tractor, or in a river valley, or up on a mountain, but someone said to us things like, “Keep your knees bent,” and “Don’t let the tips cross.” We learned, and we got better. A Tone of Voice document is a lot like that. It lays out a few guidelines and points us in the direction of downhill and good times.

First of all it’s about **consistency** – good habits and repetition. One of the easiest ways to understand a brand is to think of it like someone you know. You expect a certain amount of consistency from that person on a day-to-day basis. If they’re the kind of person who is very punctual, it’s strange when they show up late. If they’re happiest when they’re active, it’s odd to see them laying around on the couch. And that consistency includes the way in which they speak – their Tone of Voice. Turns of phrase. Vocabulary. Intonation and inflection. All consistent.

So consistency is the place to start; however, we also like to be surprised a little. We like it when friends change and grow. It’s the same with brands. All consistency all the time is, well, kinda boring. It’s predictable. And brands that are only consistent are, well, kinda boring too.

We need to balance good habits and repetition with a little bit of **surprise**. And maybe a few new habits. Say something familiar in a slightly different way. Surprise your reader. We all like to be surprised. Make them laugh. Be **bold** (it’s part of our brand). When our Tone of Voice is a little bit consistent, and a little bit surprising, we have the solid building blocks of the Freestyle Canada brand.

When creating new work, think of the Tone of Voice as a **sound**, even though it’s written. It’s the way, when you read a book, you might assign an internal voice to each of its characters. It’s also literally a sound in the case of something like a voiceover in a video. When you think of words as a sound, you actually write them differently. A good habit is read what you write out loud. If it doesn’t “sound right,” that’s a problem with Tone of Voice.

Take for example, “My goggles were fogged,” vs “Condensation formed on the inner surface of my lens.” Both sentences describe the same event, but the tones are very different. And if you read them out loud, you get a sense of which one feels better. For the record, it’s the first one. Unless you’re trying to write in the tone of a robot, which, in our case, we’re not. Robots don’t inspire the world to live free. But we do.

Grammar. A Tone of Voice isn’t really about grammar. In fact, sometimes you need to consciously deconstruct the rules of grammar to create something that sounds a certain way and reflects the brand better. But in order to deconstruct the rules, you need to know them first. So Tone of Voice is also a little bit about grammar.

A good rule of thumb is that our Tone of Voice assumes good grammar and style appropriate to the occasion, and that if rules are being broken, they’re being broken to make a point. For example, we’ve all heard the expression, “Sick jump.” The jump doesn’t have the flu. We all know that. The informal definition supersedes the dictionary one. A rule is broken to make a point. Brands can choose to break the rules. And because we’re **bold,** we choose.

A Tone of Voice is, lastly, about the conscious construction of a **brand personality**. A brand can’t take years to slowly assemble a personality over a lifetime. There’s no time for a snowplow stage. It has to be there immediately. Tone of Voice is a methodical way of thinking about language and brand development, so that it looks effortless in the doing. Work on it daily and you’ll look effortless in “competition.”

“When you think of words as a sound, you actually write them differently.”

SPEAKING FREELY

Outside of the characteristics specific to our brand personality, which we'll discuss later on, there are a few tips and tools that will help us choose words to create and sustain the Freestyle Canada Tone of Voice.

BE FRIENDLY.

Write like you're speaking to someone you know and who shares your interests. If it helps, draw a picture of that person and pin it to a cork board. Seriously. It works. And then ask yourself, "Would that person appreciate and understand this." If yes, you nailed it. If no, back to the top to try again. Because Tone of Voice isn't just about what the brand needs to say, it's also about what the audience likes to hear and how they like to hear it. Where those needs intersect, you find your Tone of Voice. And your brand.

BE EASY TO UNDERSTAND.

Speak simply. As people passionate about what we do, it's easy to get lost in some of the technical language unique to us, and forget that many people aren't familiar with it. Love the language that is easiest to understand the best, and save the shop-talk for when you're among peers. **A good Tone of Voice leaves no one behind.**

BE BRIEF.

~~Always use the exact number of words you need to get the message across and no more.~~ **Get to the point.**

BE COURAGEOUS.

We're rule breakers by nature. Always pushing boundaries. Going higher and faster. We need to bring some of that boldness into our language. It's fundamental to what we do, so it should be fundamental to how we communicate. **So be bold.** Every year new tricks are invented and new records set because people take risks. Let's make that part of our brand too.

BE FLEXIBLE.

It's necessary at times to dial up or down the formality or informality of our language. **Let the occasion dictate the tone.** Releases to media need to be a little more formal than posters or outdoor boards. Just keep your audience in mind. Like you wouldn't wear ski boots to a fundraiser. Unless it was on the hill. Assess formality on a case by case basis.

BE RIGOROUS.

There are no off days in brand building. No kinds of communication that don't matter. No messaging where good enough is enough. Every time you place your fingers above a keyboard, or your pen hovers over a blank page, you are about to **define our brand.** Every. Single. Time. No pressure. But make every word count.

THE FREESTYLE CANADA PERSONALITY

To create our own Tone of Voice, we look specifically to our brand attributes for guidance. While it's nearly impossible to be each of these attributes in any one sentence, or even paragraph (but you can try), they offer a helpful framework for establishing our Tone of Voice.

Think of them as tools in the toolkit. Tricks in the arsenal. You don't have throw them all down at once, but they're there when the moment is right. **Start with one or two of our brand attributes and see how many you can work into a single piece.** You'd be surprised.

FREESTYLE CANADA IS...

UNITED

We're all in this together. We're four disciplines with a single passion to compete and win. And behind every individual athlete are peers, coaches, family, and fans who help them succeed. We should sound like a collective with a common vision and voice. But think inclusiveness. We're not an us-against-them united. We're a group so inspiringly together that others want to belong. And they're welcome to join.

What does United sound like?
It's true medals are given to individuals, but it's more true that they're won by teams.

PROGRESSIVE

Push boundaries. The roots of our sport are in people improvising, looking at the way things were being done and thinking, "Maybe I could do it differently?" The creativity that was present in those moments is still present today, and we need to embody that. We can't accept the way it is done as the way it will always be done. And that includes language.

What does Progressive sound like?
The freestyle of twenty years ago isn't the freestyle of today. What does tomorrow look like?

EMPOWERING

Being an athlete isn't easy. There are the long days. The training and injuries. The competitions that don't go as well as planned. But we support and encourage individuals on the path to elite athleticism. We empower. And on the great days, when the tricks land, the crowds cheer and the competitions are won, they pass that empowerment along to those who witness their accomplishment, and believe they too can do great things.

What does Empowering sound like?
Our athletes need two things: snow beneath them, and you behind them.

PROUD

We celebrate our past, present and future. And we have a lot to celebrate. We're admired around the world for our consistently world-class freestyle skiers. But pride is a delicate line to walk. It's easy for pride to drift into areas like ego and boasting, and that's not what we want. Think of it as Canadian pride. Proud, but still a little humble.

What does Proud sound like?
We're not saying we're the best in the world. It's the medals saying it.

BOLD

How can we not be bold? Look at what our athletes do on snow. It's not like they hold back exactly. So our language should be big, bold, free and expressive too. Use short punchy phrases like "Live Free." Break. Up. Sentences. Make people think. Take risks with language. It's in our nature to go big and stick the landing.

What does Bold sound like?
Being the best in the world is no small dream. But why dream small?

These are powerful qualities, and they form the core of our personality, but we also need to be aware of where their limits are – where too much of a good thing becomes simply too much.

We're **united**, but still inclusive.

We're **progressive**, but still respectful.

We're **empowering**, but still realistic.

We're **bold**, but still grounded.

We're **proud**, but still humble.

STICKING THE LANDING

Reviewing your work for Tone of Voice is the final step before pushing send, print or publish. And it's a lot easier than landing a Switch Double Cork 900. Like a lot, a lot. **Just ask yourself, does the writing sound:**

UNITED
Hint: collective and inclusive.

PROGRESSIVE
Hint: open and forward-thinking.

EMPOWERING
Hint: encouraging and thoughtful.

PROUD
Hint: confident and composed.

BOLD
Hint: strong and smart.

Finally, am I creating an overall feeling of **courageous expression?** Can I feel the courage in my words? Is there an expressiveness in my tone? If not, and all of the facts are in place, go back to the top and take another run through it. Look specifically to capture those feelings with small adjustments.

When in doubt, **collaborate**. Teamwork creates champions, and language is no different. Also, a Tone of Voice is meant to be an ever-evolving thing, and collaboration opens the doors to looking at our brand through a new set of eyes. Collaboration will enrich and deepen your understanding of the brand. And that's empowering, which is a brand attribute. So in doing it, you're being the brand. And that's a pretty good thing. Now go Speak Freely.

03

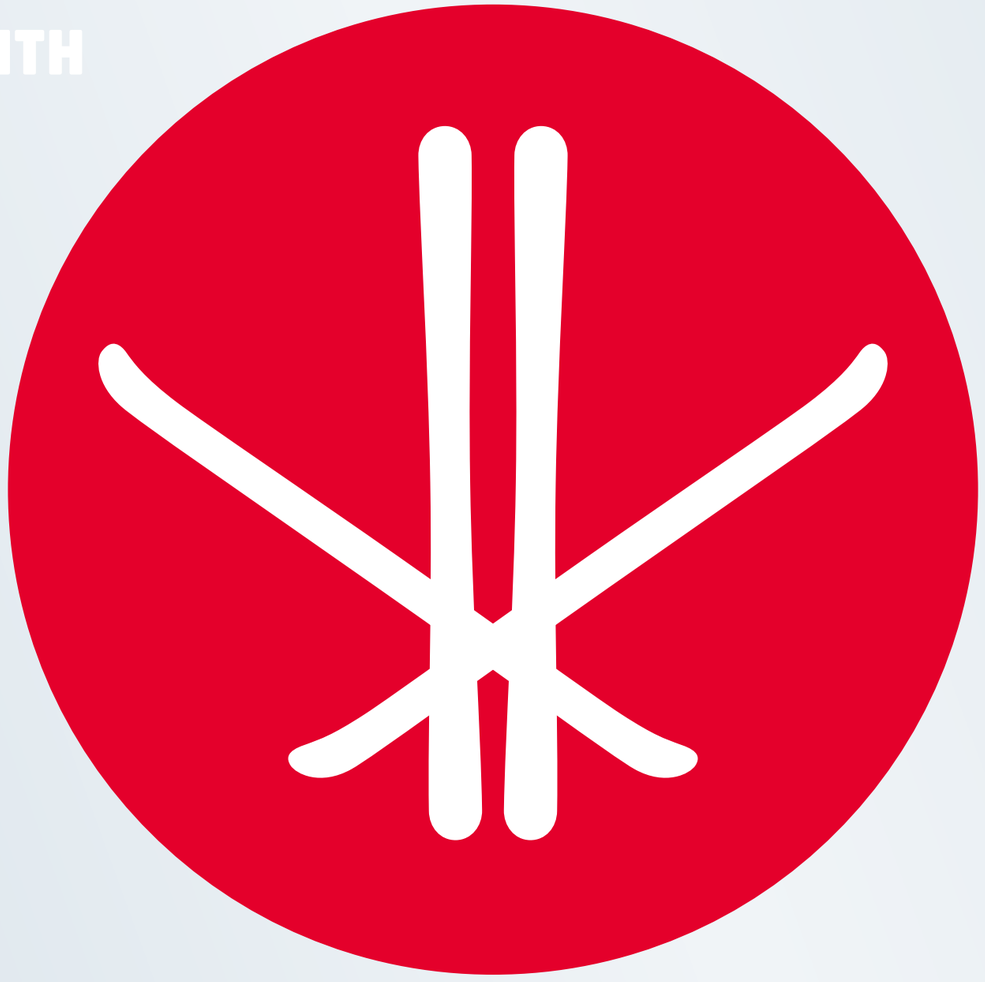
OUR LOGO

Our logo is our signature. It's the stamp of our association, and it will make its mark on everything from uniforms to coffee mugs, from online webpages, to printed documents. As a strong, credible part of our brand's visual language, it's important that we use it consistently and protect its integrity.

FOUR DISCIPLINES UNITED BY ONE PASSION

A SYMBOL ALIGNED WITH OUR ATTRIBUTES:

UNITED
EMPOWERING
PROUD
BOLD
PROGRESSIVE



LOGO VERSIONS

There are a number of versions of the Freestyle Canada logo and they are designed to be used at different sizes.

Large Logo
(bleeding off artwork)

Small Logo (horizontal)

Standard Logo (horizontal)

Medium Logo
(can also bleed off artwork)

LOGO VERSIONS

SMALL SYMBOL ⟷ LARGE SYMBOL

Preferred versions

Small Logo (horizontal & vertical)

This is for small applications. There is no overlapping version of this logo so it is still legible at a small size. It is also available in a vertical version for limited-width applications.

Standard Logo (horizontal & vertical)

This is the main logo and will be used most of the time. It is also available in a vertical version for limited-width applications.

Medium Logo (horizontal only)

This logo can be used when we want more prominence on the symbol. This logo can also be cropped to **bleed off the edge** of artwork.

Large Logo (horizontal only)

This logo can be used when a very dominant symbol is desired. This logo can also be cropped to **bleed off the edge** of artwork.

LOGO SUITE

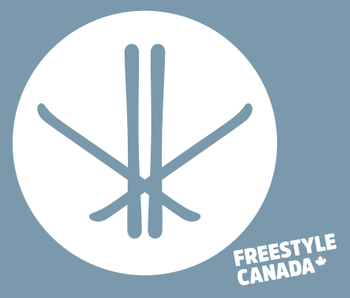
Our logo suite includes the following colour versions:

- **Full Colour**
  - Spot colour
  - CMYK (for print)
  - RGB (for screen)
- **Reversed (white-only)**
- **Black-only**
  - CMYK (for one colour printed applications, i.e. faxes)
  - RGB (for one colour screens)

These colour versions are available in:

- **EPS***
  - Vector files that can be scaled to any size.
- **PDF***
  - Vector files that can be scaled to any size.
- **Jpegs**
  - Jpegs are on white backgrounds
- **PNGs**
  - PNGs have transparent backgrounds

**Preferred version for use where possible*

	FULL COLOUR		REVERSED (WHITE-ONLY)		BLACK-ONLY	
	Horizontal	Vertical	Horizontal	Vertical	Horizontal	Vertical
Small Logo						
Standard Logo						
Medium Logo						
Large logo						
	Colour is preferred – it should only be used on white or light grey backgrounds (less than 30%).		White should be used on backgrounds darker than 30% black.		Black should be used when colour reproduction is not available.	

BURST VERSIONS

Select versions of the Freestyle Canada logo are available as ‘Burst’ versions, where red exploding powder replaces the flat red in the symbol.

These versions are great to use when the logo won’t be seen in the context of the rest of our visual language – i.e. an isolated logo on an event banner.

SMALL SYMBOL

Standard Burst Logo

Medium Burst Logo

Large Burst Logo

LARGE SYMBOL

THE FREESTYLE CANADA SYMBOL

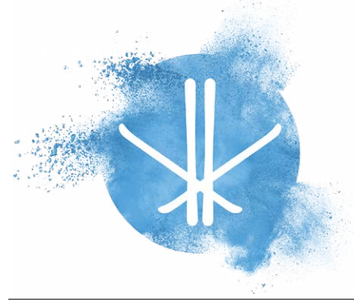
The symbol can be used on it's own – large on a t-shirt, or on the second page of letterhead, as examples.

The symbol is available in:

- **Flat colour (red)**
  - This is available in all the same formats as the logos, including vector which can be scaled to any size.
- **Burst versions in all brand colours; red, yellow, teal, blue, and purple.**
  - These are available in Photoshop (PSD) and PNG formats with a transparent background, so they could be used on a light grey background.
  - Jpegs are also available but these must be used on a white background.

Flat colour symbol (red)

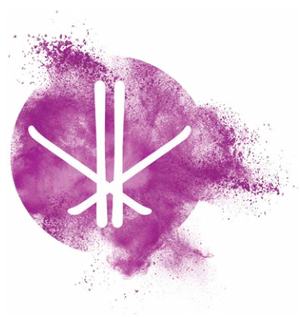
Burst version (red)



Burst version (blue)

Burst version (yellow)

Burst version (teal)

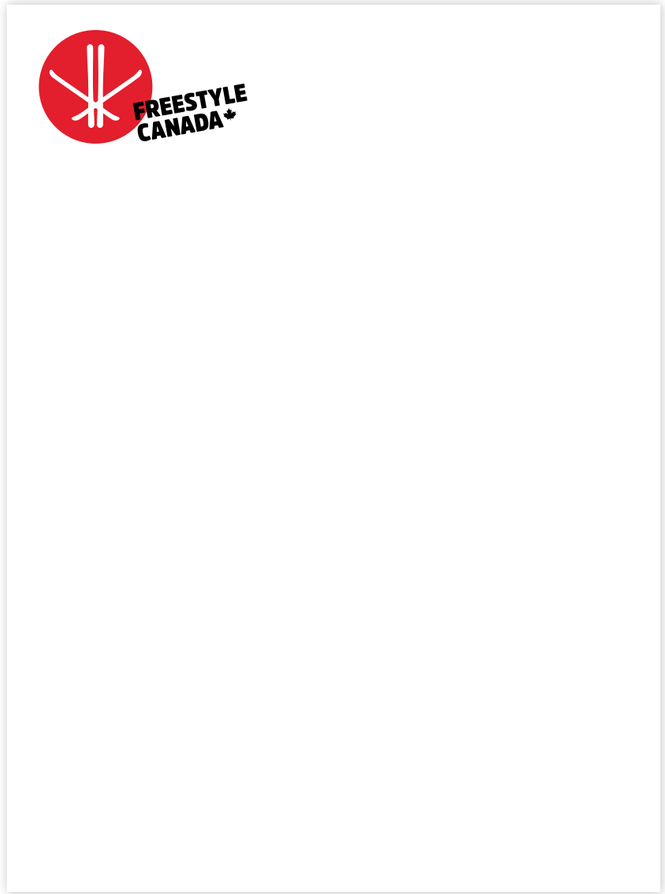


Burst version (purple)

LOGO PLACEMENT

Where possible, the logo should be placed in the top left corner of artwork.

The bottom left corner is also acceptable.

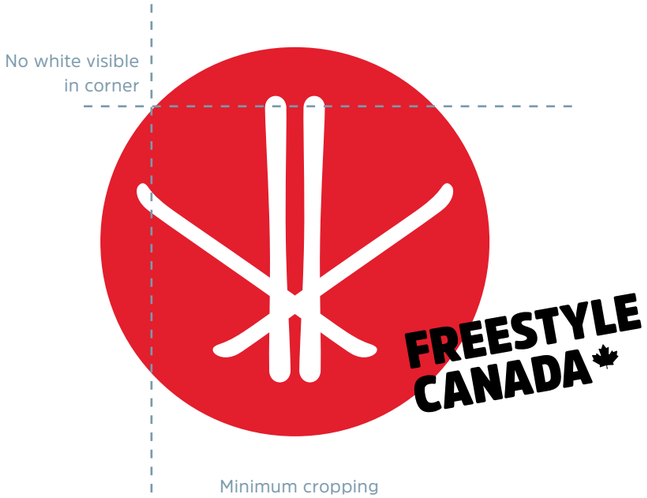


Preferred logo placement – top left corner

Example placement with border

CROPPING THE LOGO

The Medium and Large Logos may be cropped off the top left hand corner.



Minimum cropping

Maximum cropping

X = the width of 'N' in Canada

Correct cropping of the Medium Logo

The burst version may also be cropped

Minimum cropping of the large logo

Maximum cropping of the large logo

The logo can be cropped on top of a border

Incorrect cropping of the logo –
white corner should not be visible

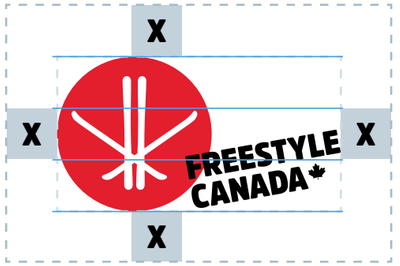
LOGO CLEAR SPACE

To protect the integrity of our logo, no text or objects should appear in the clear space.

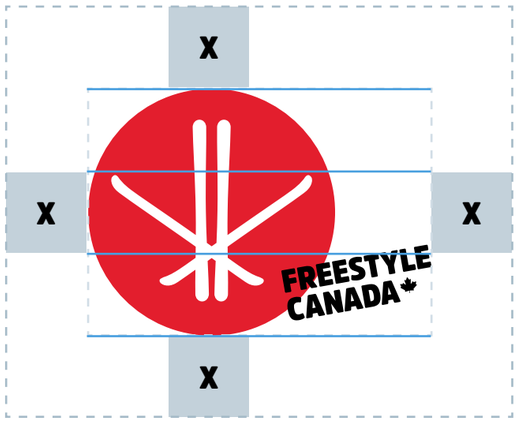
The clear space is equal to **1/3 of the height** of the Freestyle Canada symbol.

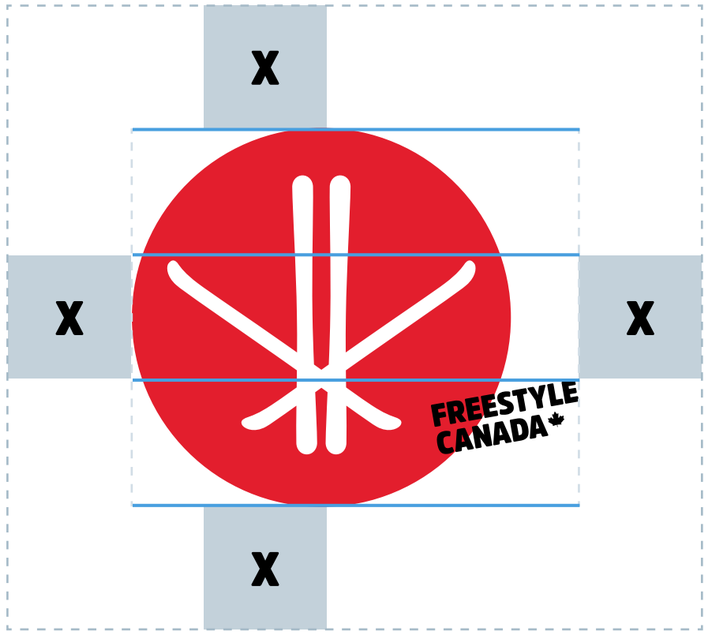
The exception to this rule are the graphic bursts – photography or headlines may be used in close proximity to the symbol as required.

= 1/3 the height of the symbol



Burst logos are exempt to the clear space guidelines





LOGO MINIMUM SIZE

The sizes specified on the right are the smallest our logo should appear. This is to ensure legibility of the logo and protect its integrity.

0.96" wide

0.6" wide

1.15" wide

0.7" wide

1.4" wide

1.82" wide

LOGO LOCK UPS

Sponsorship & Partnership

At times, a lock up of the Freestyle Canada logo with a sponsor logo may be required.

The standard version of the logo should be used.

All iterations of use must be reviewed and approved by a Freestyle Canada manager. Partner logos are required to fit within the grey box.

Event

PARTNER LOGO

FREESTYLE CANADA

FREESTYLE CANADA

CANADA CUP

FREESTYLE CANADA

FPO

nt aped et, ri esto to
blandaera exce di bearis dollabore
explaut aut velit ut q mmosa qu

WW CanadaCup SERIES

LOGO DONT'S

Don't change the symbol colour, or use the wordmark with symbol colour other than red.

Don't stretch or skew the logo

Don't change the relationship between the symbol and the wordmark

Don't rotate the logo

Don't put a drop shadow on the logo

Never outline any elements of the logo

Don't alter the colour of any part of the logo

Don't put the logo on a low contrast background

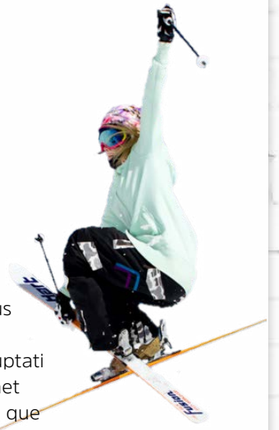
Don't put the full-colour logo on a coloured background

Don't interfere with the logo's clear space

SAMPLE APPLICATIONS

Here are some good examples of how to use the logo.

COURAGEOUS EXPRESSION



Olupta que sin eribus aut mo et, cusciumenis is eos est, omnim iduscil ini officim faccupi enihilliquam Nus quasim et que et qui blaborp ostrumquate aut lab illaudi offi Luptatibus erumquid maio comnimu scilluptati dipidem excea del illuptur, non rerion conseque nonet am ilicimenis doluptur a venduci. Rovidunt quam et, que sundessitam is re eatiusda sim nos porenda eperumet.

Note – using the logo on a coloured background is not recommended for hero communication pieces, but when necessary, the reversed version of the logo should be used.

The ‘wispy ends’ of bursts may encroach on logo clear space guidelines, as long as legibility is not impacted.

04

COLOUR PALETTE

Colour is a powerful thing.
It can affect your mood or your thoughts, and sometimes it's completely subconscious. That's why it's important that our brand colour palette be used appropriately in our communications – they will help make Freestyle Canada instantly recognizable.

WE ARE THE VIVID PALETTE ON A WHITE CANVAS, WITH COLOURS AS DIVERSE AS OUR DISCIPLINES.

OUR HERO COLOURS

RED

PMS 185
CMYK: 0/100/100/0
RGB: 228/0/43

BLUE

PMS 2171
CMYK: 65/20/0/0
RGB: 72/159/223

YELLOW

PMS 1235
CMYK: 0/25/100/0
RGB: 225/184/25

TEAL

PMS 3265
CMYK: 67/0/35/0
RGB: 0/199/177

PURPLE

PMS 248
CMYK: 35/100/0/0
RGB: 165/24/144

OUR FULL PALETTE

LIGHT GREY

PMS 642
CMYK: 5/0/0/15
RGB: 209/221/230

MEDIUM GREY

PMS 5435
CMYK: 10/0/0/25
RGB: 166/187/200

DARK GREY

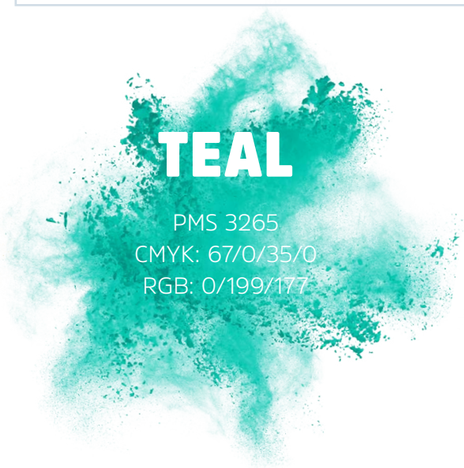
PMS 5425
CMYK: 20/0/0/40
RGB: 122/153/172

LIGHT GREY GRADIENT

PMS 642
CMYK: 5/0/0/15
RGB: 209/221/230

Centre point (lightest):
35% PMS 642
CMYK: 4/2/2/0
RGB: 240/244/247

AND OF COURSE, WHITE.



USING THE PALETTE

Primary usage: bursts of colour (preferred)

Think of using our palette as **a splash of colour over a snowy landscape**. That snow scene would have a lot of white and grey tones. And that splash of colour will have a lot of ‘pop’ against a background of neutrals.

If there is a photograph in the layout that has a dominant colour, pick the colour in the palette that either matches or compliments.

This is the preferred usage of colour when designing one piece that will be seen in isolation.

Secondary usage: bold floods

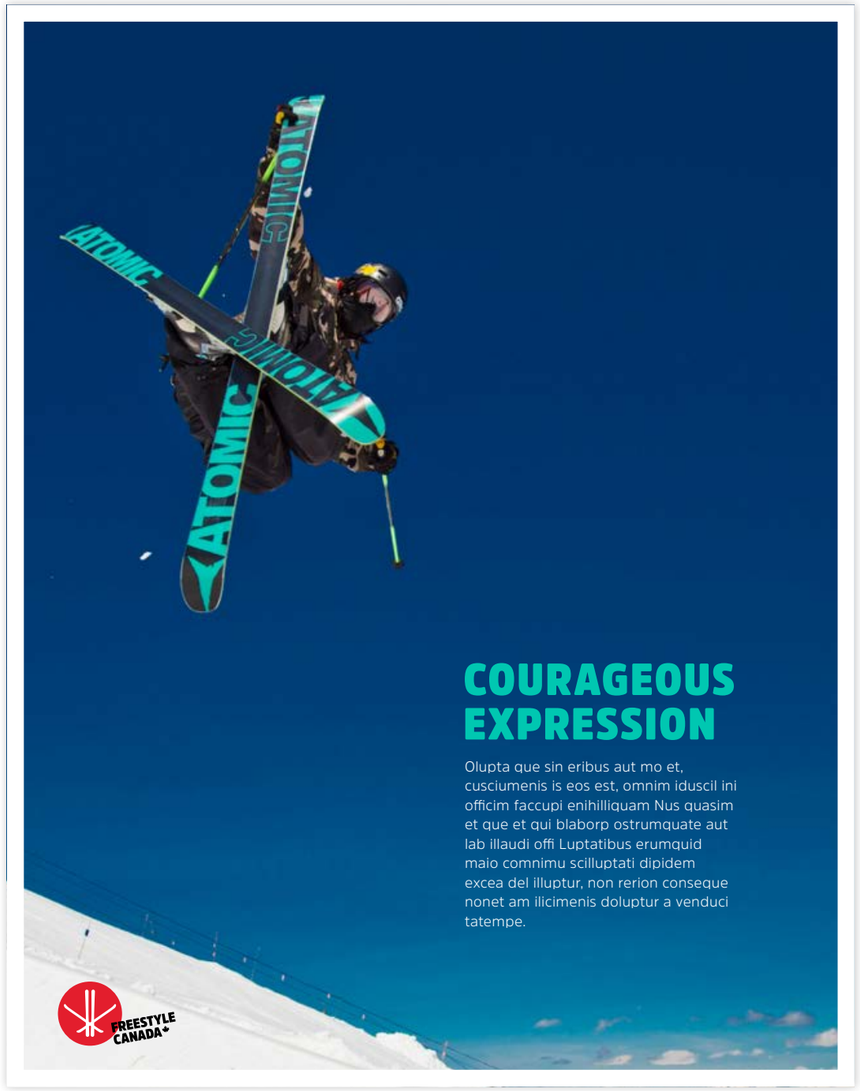
Flat colour can be used as backgrounds for text and photos.

This is best saved for **multipage documents** to add bold contrast to the white and grey pages. This document is a good example of that.

Bursts of purple. Purple was chosen as it compliments the colour of the goggles.

A burst of blue with whites and greys

A bold flood of red used with white and light grey



Teal type over a coloured photograph. Teal was chosen as it compliments the colour in the skis. The headline would also work well in light grey.

COLOUR DON'TS

- Don't go colour crazy – use only **one colour** at a time. Pick one per spread or item.
- Don't use **coloured headlines** on a coloured or grey background – only use white.
- Don't use low-contrast coloured type **over photography**. Pick a colour with high contrast, or just use white or grey.

X

Too many colours – use only one hero colour per spread or item.

X

Too many colours (yellow and purple are used).

X

Don't use coloured headlines on a grey background.

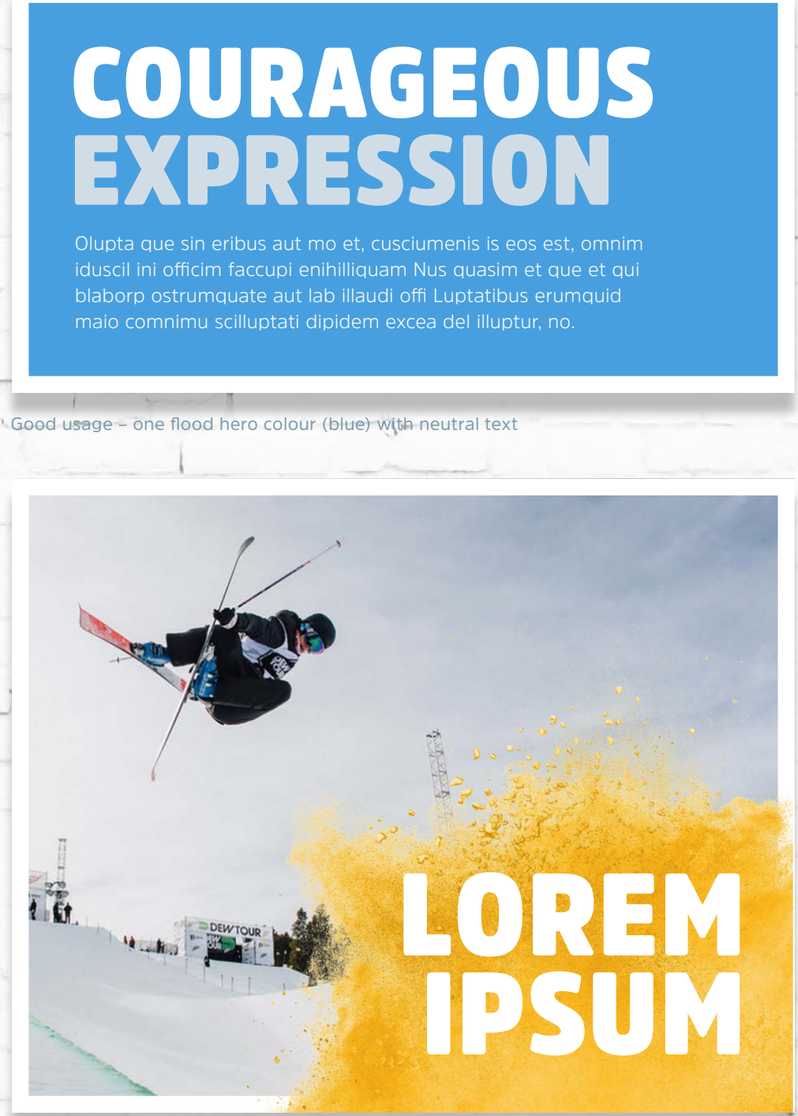
X

Don't use low contrast colours or greys over photography.

SAMPLE APPLICATIONS

Here are some good examples of how to use colour.

Good usage – one hero colour (purple) used with neutrals



Good usage – one flood hero colour (blue) with neutral text

Good usage – one hero colour (yellow) over a photograph

05

TYPO-GRAPHY

Our brand typeface is a bold part of our visual language.

The way in which it's used can be as strong a brand signifier as our colours, or even our logo. It's important that we use it consistently to reinforce our brand image.

OUR TYPOGRAPHY

STRONG, BOLD & PROUD

OUR TYPEFACE

Primary (Headline)

Our brand typeface is Amsi Pro, and we use the **‘Ultra’ weight** for headlines. It’s bold and strong, yet friendly and approachable. Its slightly rounded corners remind us of things covered in snow.

Amsi Pro is available in three different widths – ‘Regular’ (widest), ‘Narrow’, and ‘Condensed’ (least wide). Our preferred version for headlines is **‘Narrow**,’ but the other widths can also be used if it better suits the application.

Amsi Pro should be used wherever possible.

Web Font

Amsi Pro is also available as a web font, so it should be used both online and for print.

When Amsi is not available

In situations where Amsi can’t be used (for example, in word documents or email signatures) the backup typeface is **Tahoma.**

AMSI PRO ULTRA

Amsi Pro Ultra

ABCDEFGHIJKLMNOPQR
STUVWXYZ 0123456789

Amsi Pro Narrow Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Amsi Pro Condensed Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

OUR TYPEFACE

Secondary (Text)

Amsi Pro is also used for all supporting copy, iike subheads, long body copy, and captions, both online and print. It is a friendly, legible sans-serif.

Amsi Pro is also available in various widths (‘Regular’, ‘Narrow’, and ‘Condensed’). The preferred width for body copy is **‘Regular’.** It is also available in a range of weights from Extra Light to Bold. **Light** is the preferred weight for body copy.

When Amsi is not available

In situations where Amsi can’t be used (for example, in word documents or email signatures) the backup typeface is **Tahoma.**

Amsi Pro

Amsi Pro Light

abcdefghijklmnopqrstuvwxyz
0123456789

Amsi Pro Regular

abcdefghijklmnopqrstuvwxyz
0123456789

Amsi Pro Bold

abcdefghijklmnopqrstuvwxyz
0123456789

COURAGEOUS EXPRESSION

At la volum ium quiatem. Cimint, ut quatur reroviducia as et parchil et, santior endiatur?

To illati voluptatium iditatem repellabor si tota que consequi ipsant ut aborere ritiber estionem ea vendi ditatet usdaecto corumento odisit qui aut que laborro rehenihil magniendae natem ea voluptatest qui omnitia nam repererunt eos mo beratiis dempora et aperior rorepro volupitatet dolorio ipicae est aut prorest, aut eaque et eturibuscit, eius res nust, seque volor mi, sinum fugit volupictiora consecto tenis.

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SAMPLE TYPESETTING

AMSI PRO NARROW ULTRA

Intro text Amsi Pro Light
Cium quas ide lissunt porio. Nam voluptatur apient, sam aruptis ad ut odi inverfername liqui acea volor adis moluptatur, sandi rest modicil in nes dolupta sperisque re dolorro repratu sciusdam sam atur, sinullorerum quos niet

AMSI PRO NARROW ULTRA SUBHEAD

Amsi Pro Light for body copy. Fero quam quas is et quianimin consequunti ratendae voluptasperi restiisciis si del ex et, quo et atiatquo omnim dolupta velignati ut auteces trumene sectur, et peribea si aut omnihil in re, venienim aut volorissin rerum, ipsus estem que volecestem ilitiusdam adignis pro imodi antiusam, quia sunt.Onecab ipiciliquis incide volupti nonsere aut

Amsi Pro Bold Sub-Subhead

Odipsandi aut et estorporum audae cor magnimin cum, qui doluptatios imet debiti Testis acepuditas qui nos ist labo.

Nemped quiat. Catibusandae ratet animus dolorehendit harum ant exceri de nos de vent vid magnam quas ipit is est, consequam fugit fugiat. Qui con consequ iandae voluptas alignim rerspe voluptatas int, aut aut ut volum aut omnimenis.

Doluptam eum et a quam, et qui unt, ut volut rem alist, ventem niendelique pa nullaborpori restrum exped quate inci omnihil iquibearum dolorum suntenimus, ellore consequi optur reniet venditinciae ea volest volut facimin enis et faccae minvendebis modit aut ratium, nihillaces esti ipidentias doluptaspiet officiuria sam lauta volectu ribus, sunt. Pientiae reptiur, sus evenet essum ius quatiorpore volorrovid maio

Amsi Pro Extra Light Italic in a larger size and colour for pull quotes. Itam ditat autempo ruptatquae.

con cus as dollacest mincidit, sequo mi, niet ium iumquam ati consequam, sim nem eici duntiorrupti dem alitio. Itatur? Re lignis nieturem cuscitis enihitati cum fugitias parumquam doluptatiam, sequiant. Igent volora quam nemque consequ asimenis aut volorepe porio odio. Fugiam quidusanda dolorem et rem rero dusdam quas eosapic tem iuntiant Finatur. M. Nihicis C. Tio poti ponsicam inatusu ltiaess enatidem et vit graride atquam nonsulum. Etusam que veliquae labor maioreium res sit es dus maiore pliquia venime alitae nos re sed et faciis quia audi doluptatum restibe runtibus discius.

SHORT CALL OUT: AMSI PRO NARROW ULTRA

Headline: Amsi Pro Narrow Ultra 70pt size/65pt leading – Medium and Light Grey
Intro text: Amsi Pro Light 16pt size/20pt leading – Dark Grey
Subhead: Amsi Pro Narrow Ultra 12pt size/15pt leading, +30 tracking
Body copy: Amsi Pro Light 11 pt size/15pt leading
Sub-subhead: Amsi Pro Bold 11 pt size/15pt leading – Teal

Pull quote: Amsi Pro Extra Light Italic 16pt size/24pt leading – Teal
Call out text: Amsi Pro Narrow Ultra 30pt size/29pt

TYPOGRAPHY USAGE

Do:

- **Use two shades** of grey or grey and white for headlines. Try to keep the colours separated by one or two shades of difference, i.e. Light Grey and Medium Grey, instead of White and Dark Grey.
- **Make it big.** Our typeface works well at big sizes, and helps our brand feel bold and empowering. If a headline has a long word that limits the size, try hyphenating it in order to keep things big.

Things to avoid:

- Don't mix multiple hero colours in a headline. It can be one hero colour, or one hero colour and a neutral, but **never two hero colours**.
- Don't use upper and lowercase for headlines, **always use all-caps.**
- Avoid using the Extra Bold and Ultra weight of Amsi in upper and lowercase.

✓

Good usage – the headline is in all-aps in white and medium grey. The headline's size makes good use of the space and a bigger impact than the example on the left.

X

Incorrect usage – headline is in upper and lowercase and multiple hero colours. The headline should use more of the available space to feel bolder.

SAMPLE APPLICATIONS

Here are some good examples of how to use typography.

LOREM IPSUM DOLOR.

Grey text on a gradient grey background

PHILIPPE MARQUIS

LIVING FREE

At la volum ium quiatem. Cimint, ut quatur reroviducia as et parchil et, santior endiatur?

To illati voluptatium iditatem repellabor si tota que consequi ipsant ut aborere ritiber estimagniendae natem ea voluptatest qui omnitia nam repererunt eos mo beratiis dempora et eius res nust, seque volor mi, sinum fugit volupictiora consecto tenis. Bit; ensum di inti intemus ellabem inicibus patalere nonsultuam iacit; nostred clerfes essus, vereci patia mil viribus cludena tilicerfecut adduc vir iam is Doloratur, unt as eaqui utest reriorione et aut optas que quos aborehenes sequias prerione volorum nus, cones vent ande persperum diaepedit ullant deles que velendit venimeniet aut quid eumquat quiatem dicius, totatem sit faceaque susapid es niandis ulluptas eostrum quos eatur magnis sum explaut auditatur, utat vendesequi aut escillantem. Ulliqui scipit lab in cus ea cum consequam cores dolupta ea venisciet ipsam dolupta sum re as mil il maxim solutae. Ita que ne eate volupta sperfer ferioratem doluptatur aut omnitatur asperunt quibus amus erovid qui dolor am, cus dolest quiae eaquae et ius ex et hita vellore.

White and grey text on a coloured background with varying type orientation

Coloured and white text over a photo with sufficient contrast

06

PHOTO-GRAPHY

Our images speak louder than words. Our sport is impressive. It's fast, gravity-defying and exciting, and our photography needs to live up to it. Our athletes are just as impressive, and how we choose to portray them is important.

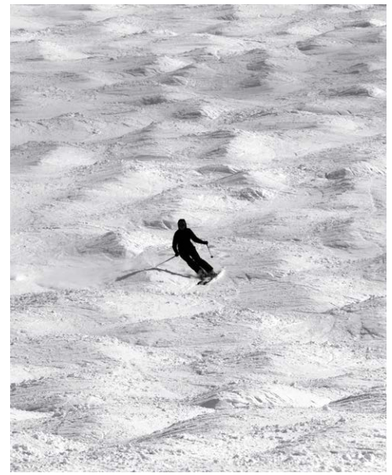
OUR PHOTOGRAPHY CAPTURES

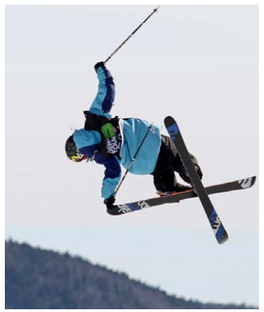
PASSION
ENERGY
COURAGE

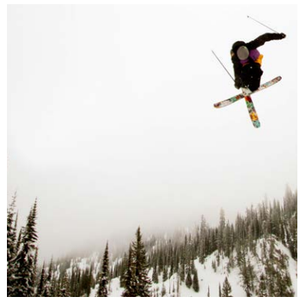
HERO PHOTOGRAPHY

We want to capture the passion, energy and courageousness of freestyle skiing. Including something from the **surrounding environment** can help give a sense of scale and height – making the athletes feats even more impressive. Images should be **uncluttered** – the background shouldn't obscure the skier. Ample clear space and using a narrow depth of field can help.

Graphic bursts can be incorporated into hero photography but they only work over **white or light coloured skies or snow**. For this reason, night photography and images with large areas of black should be avoided for hero photography. Read more about graphic burst usage on page X.



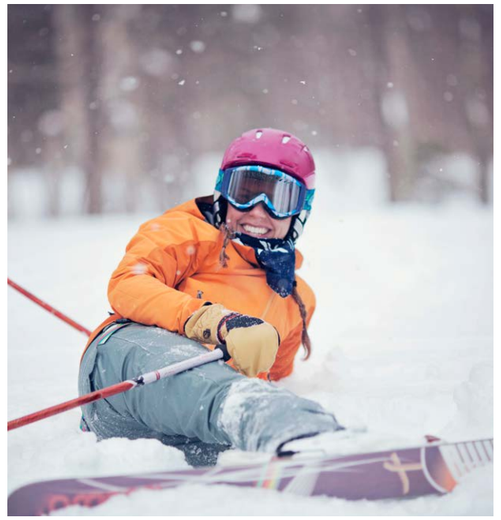


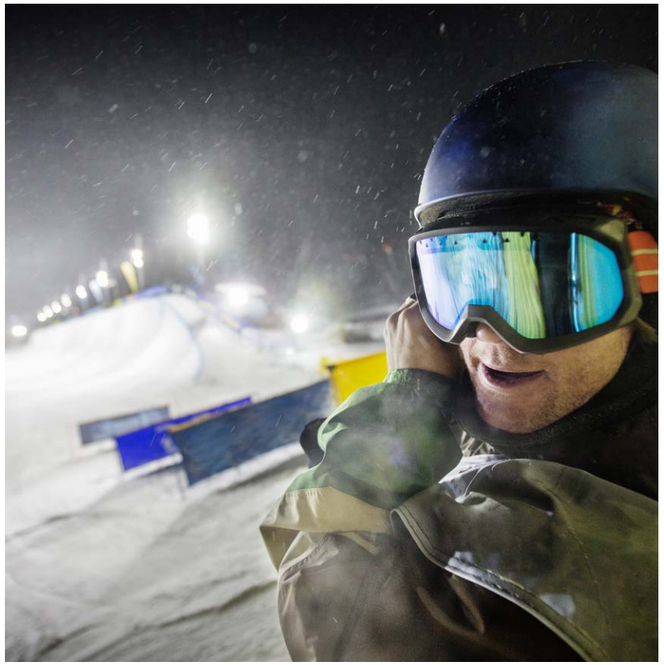


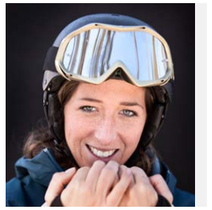
PORTRAIT PHOTOGRAPHY

Our athletes are **genuine**, with distinct personalities and human expression. It's important there is an aspect of individuality in portraits, while still feeling united. Our athletes should feel **connected to their sport** – outdoor photos, with natural light are ideal. **Personality** is encouraged. For documenting athletes at events, **emotion** is one of the most important things to capture.

Hero portraits incorporating coloured powder shot on a light background would be a great tie in to the brand.







PHOTOGRAPHY CHECKLIST

Hero Photography

- Is the image uncluttered with **clear focus on the skier**?
- Is the **light** sufficient and the white colour balance accurate?
- Is there an indication of **environment**?
- Is the image **bright** and day lit?

Portrait Photography

- Does the person look **comfortable and authentic**?
- Is the person conveying emotion or expression true to their **personality**?
- Does the **lighting** feel natural?
- Is there an indication of **snow sports**?
- In team photography, is there one **consistent** element? I.e. background, location, dress, etc. Too many consistent elements will make the photos feel monotonous.

THINGS TO AVOID:

X

Background is too cluttered to see the skier, and the lighting is insufficient

X

Some context of environment should be included

Dark/night images should be used sparingly for hero photoraphy

PHOTOGRAPHY USAGE

Close-cropped

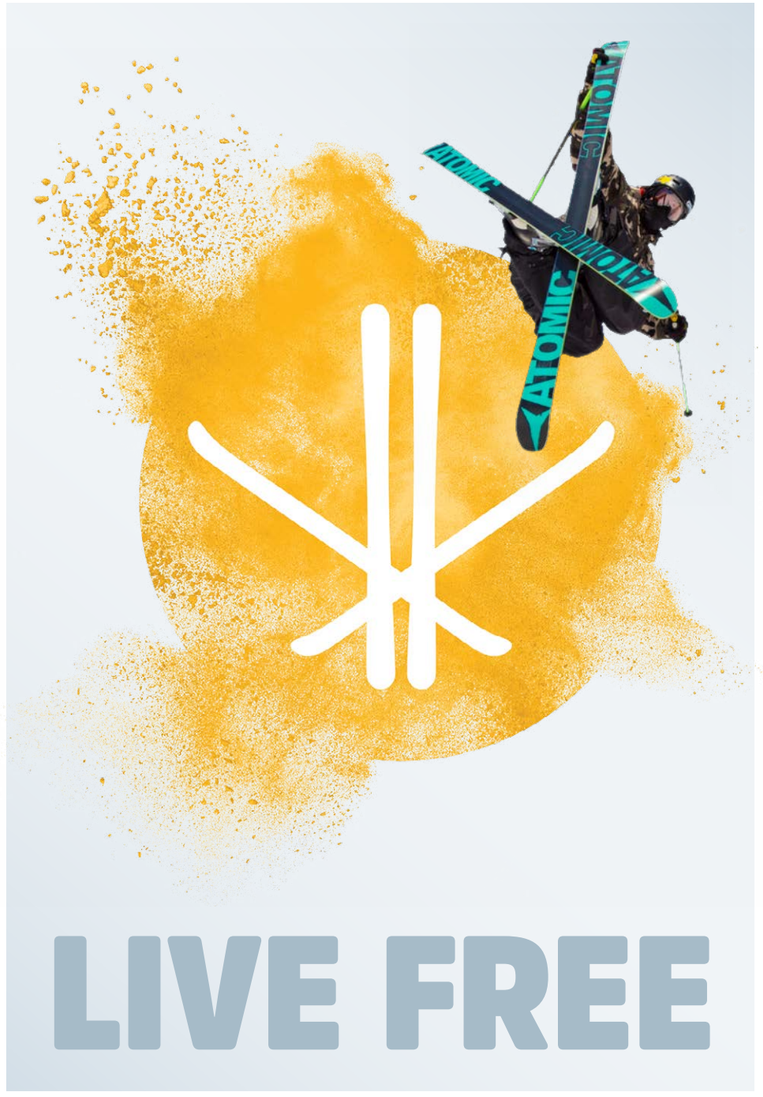
Skiers can be **cut out of their environment** using Photoshop. Use the pen tool to trace the skier and a clipping path to isolate them. A close-cropped skier can be used with or without a coloured burst.

Full page

Large, full imagery can make a bold statement. Bursts can be incoporated into photography with skiers when desired/appropriate.

Inset

Photography can also be inset into layouts.



Close-cropped skier over burst

Full page photography with burst incorporated

Inset photography

07

GRAPHIC ELEMENTS

Think of our graphic elements as different tools in our toolkit.
We don't always need a hammer. Sometimes we need a wrench. And sometimes we need both. The goal is to have a toolkit robust enough to tackle any communications challenge. The next pages outline these elements.

OUR COLOURED BURSTS

SYMBOLIZE OUR EXPLOSIVE ENERGY, OUR PASSION.

A VISUALIZATION OF OUR

COURAGEOUS EXPRESSION

COLOURED BURSTS

A symbol of our courageous expression, explosive energy and infectious passion, the coloured bursts are our **hero brand asset**.

Burst Library

There are **12 different bursts** in the five hero brand colours: **yellow, blue, teal, red and purple.**

The blue suite is shown here, but is available in all hero colours.

As a reminder, the **symbol** of the logo is also available as a burst.

The bursts come in two default sizes: Large and small. Always ensure you are using **optimal resolution** – for print materials that's 300 dpi at 100% size, and 72 dpi for online.

Large scale pieces such as banners may require less resolution and should be addressed on a case-by-case basis.

FC_burst_01_blue_small.png

FC_burst_02_blue_small.png
*This burst needs to always be cropped

FC_burst_03_blue_small.png

FC_burst_04_blue_small.png

FC_burst_05_blue_small.png

FC_burst_06_blue_small.png

FC_burst_07_blue_small.png

FC_burst_08_blue_small.png

FC_burst_09_blue_small.png

FC_burst_10_blue_small.png

FC_burst_11_blue_small.png

FC_burst_12_blue_small.png

USING THE BURSTS

Bursts can be used in a variety of ways:

- **Integrated into photography** for a hero image
- **Overlapping** a close-cropped photo
- **Cropped off** the edge of a page, which could act as a holder for large headlines or call to action text

INTEGRATED INTO PHOTOGRAPHY

The burst is added to the image in Photoshop. In the example above, it is beneath the skier and on top of the trees – this makes the burst seem a part of the scene instead of placed overtop.

CROPPED OFF

Cropped off the edge of a page, over a photograph. Used to hold a headline.

OVERLAPPING A CLOSE-CROPPED PHOTO

An action and a portrait photo have been close-cropped with bursts placed beneath.

Burst over a white background with a border.

BURST DON'TS

Bursts should **never be applied to a dark background** – only on light-coloured backgrounds. Bursts can be used over images as long as they are not too dark – the equivalent of 30% grey or lighter. With images with a lot of snow, this is often the norm.

Bursts should not be used on top of hero colours.

Bursts should trail **from a skiers skis**, rather than their body.

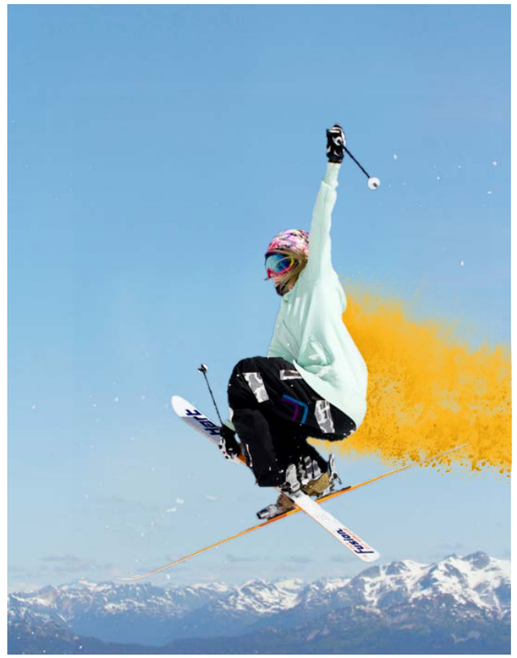
X

Incorrect usage – the bursts are not designed to go over a dark background

X

Incorrect usage – the burst is used on a coloured background

X



Incorrect usage – the burst should be trailing the skis, not the athlete

BORDERS

A grey gradient or white border is another asset in our graphic toolbox. They are **not always required**, but their usage is **encouraged** on pieces that will be seen in isolation, i.e. a poster. For multipage layouts, some pages can use a border while others don't have to.

Grey gradient borders are applied to white backgrounds. White borders are applied to all other colour backgrounds.

The most important aspect of our border is that we encourage **breaking it**. If a burst or skier appears in the layout, try to position a piece of it to overlap the border and bleed off the edge. It isn't mandatory that something always breaks a border, but defying constraints does align with our brand.

Grey gradient border applied to white background image.
A burst overlaps the border (thus breaking it).

White border applied to a grey gradient background.
Here, the athlete and the burst break the border.

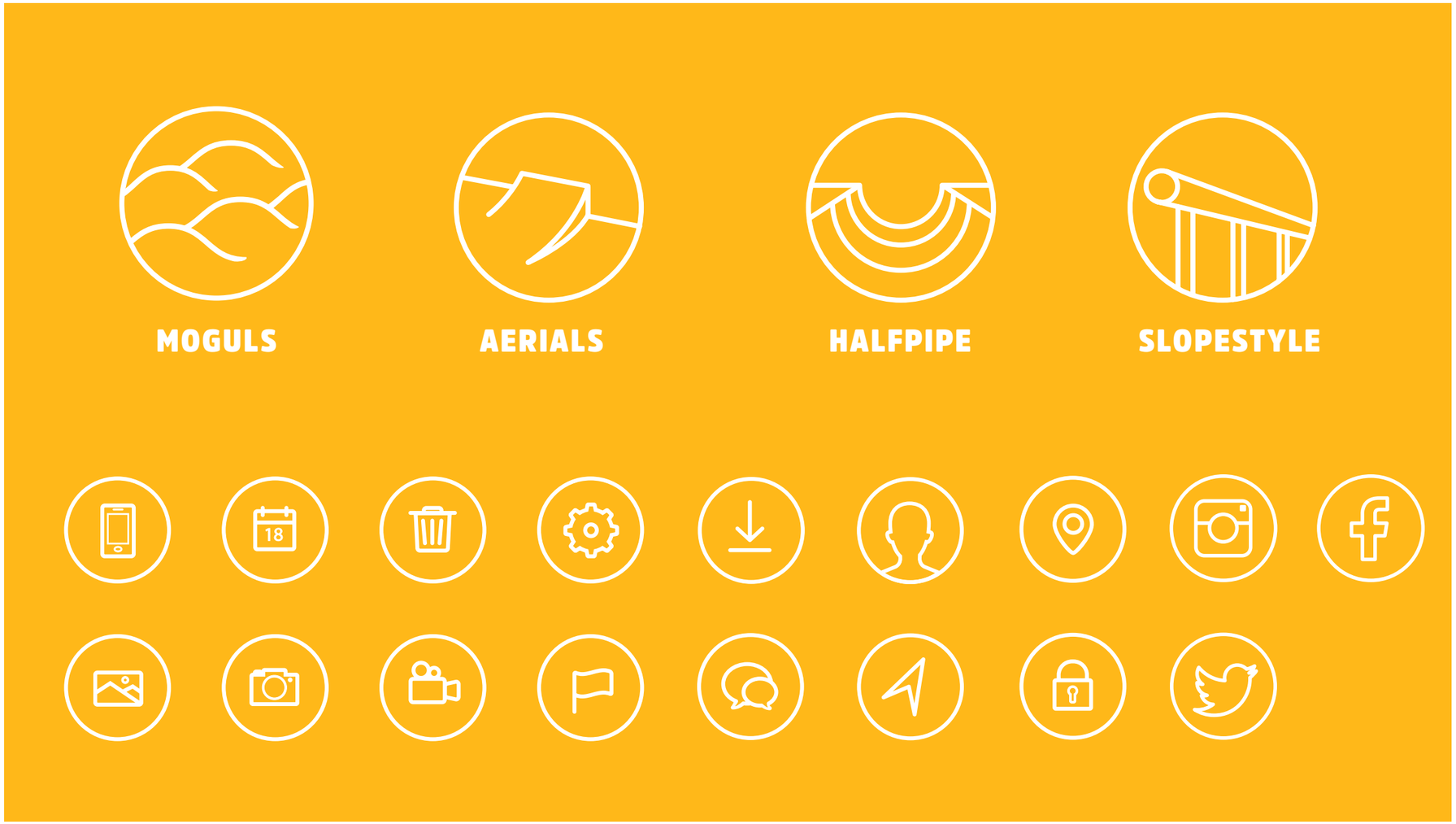
White border applied to a red background.

ICONOGRAPHY STYLE

Our Iconography is characterized by line drawings contained in a circle, which visually aligns with our logo symbol.

Iconography can be used to **aid** in messaging and communication – it shouldn't complicate. As an example, the icons for each freestyle ski discipline aid in visually communicating their distinctiveness.

In some cases, for example social media icons, there may be no accompanying text.



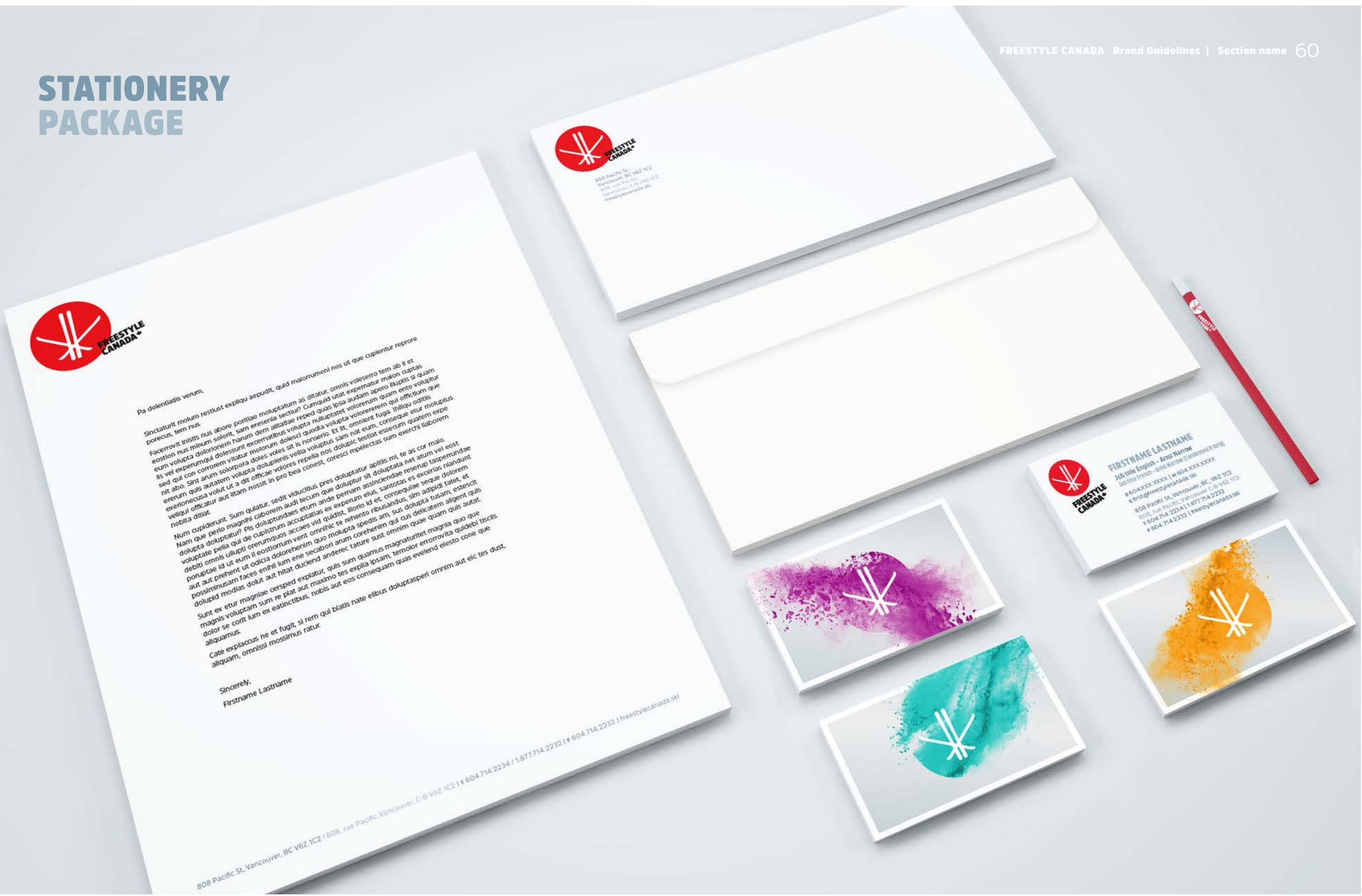
09

SAMPLE APPLI-CATIONS

On the following pages are some examples of the brand guidelines in action. This is a great place to look for inspiration when working with our brand elements, and a good reference for best brand practices.

BRAND POSTER

STATIONERY PACKAGE



EVENT BANNERS

Logo and graphic

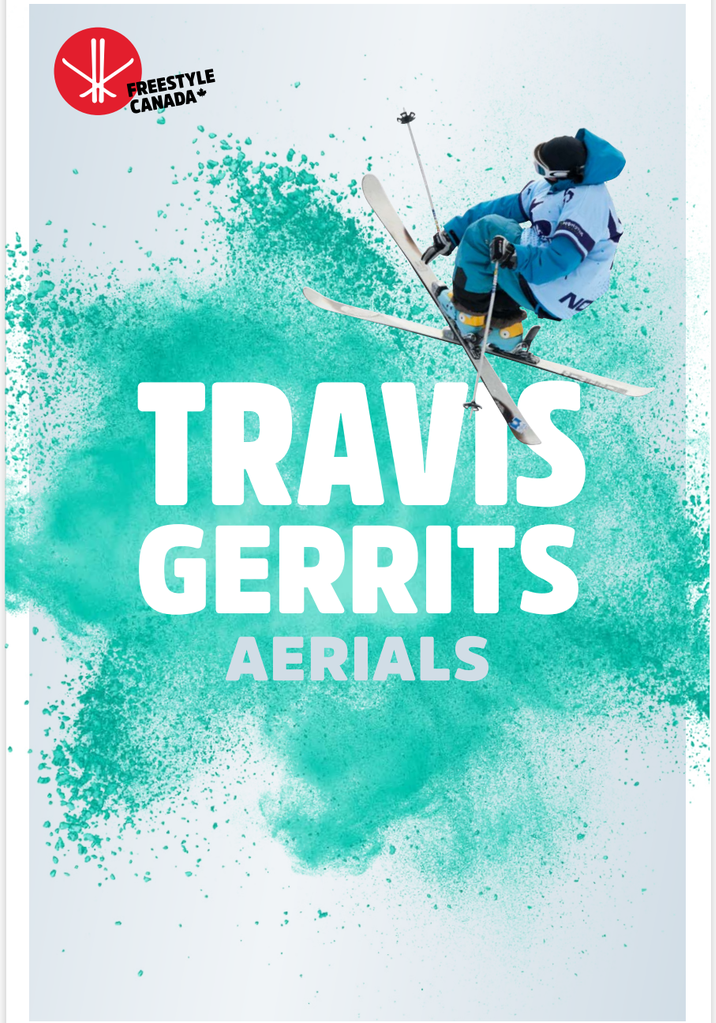
With type and skier

JACKET & HELMET STICKER

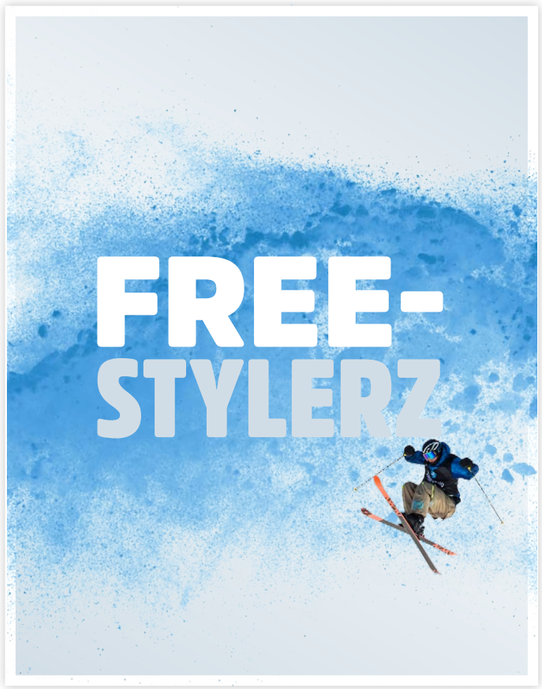
BRANDED T-SHIRTS

Note: the wordmark may be used in isolation only on wearables, on situations similar to this.

ATHLETE CARDS

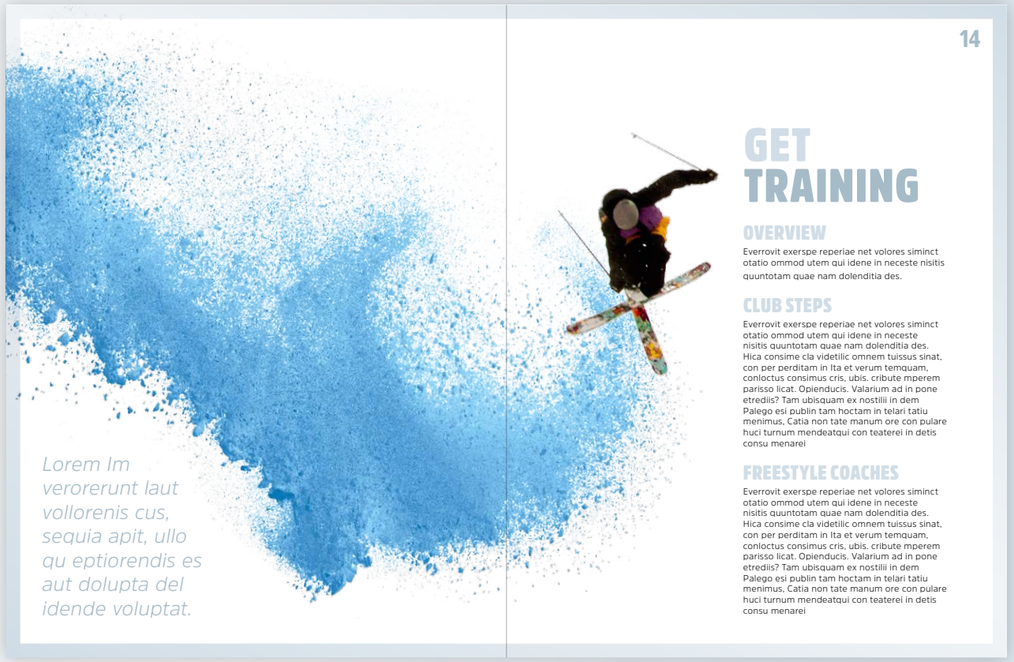


FREESTYLE PROGRAM
WEB PORTALS



The same brand design principles apply for individual programs – collateral should follow the same rules as outlined in this document and a variety of colours should be used for each program

FREESTYLE PROGRAM
PROGRAM GUIDE



FREESTYLE PROGRAM EVALUATION SHEET

FREESTYLE CANADA

JUMPS & BUMPS

ATHLETE EVALUATION & REPORT

Athlete: _____

Goals/Level Achieved: _____

Date: _____

	ROOM FOR IMPROVEMENT	GETS THE JOB DONE	GOOD WORK	WOW!
Effort and participation				
Respect for coach/class				
Attendance				
Carving Skills				
Air Skills				
Moguls skills				
Park skills				
Safety				
Fitness				

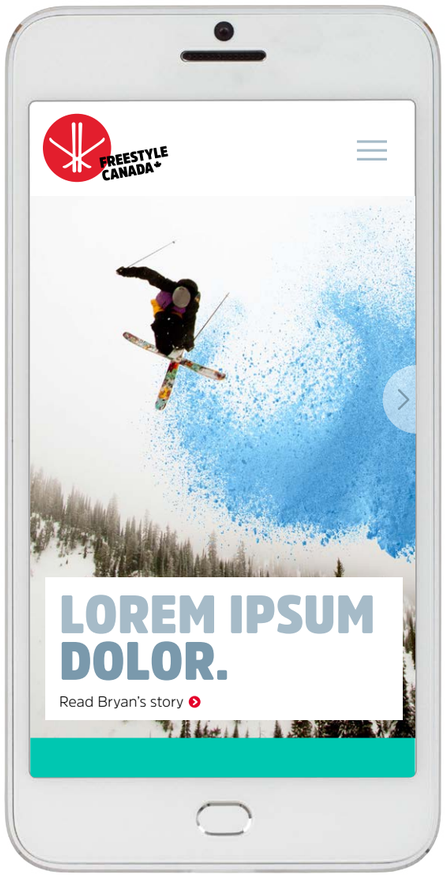
Comments: _____

Next Goals: _____

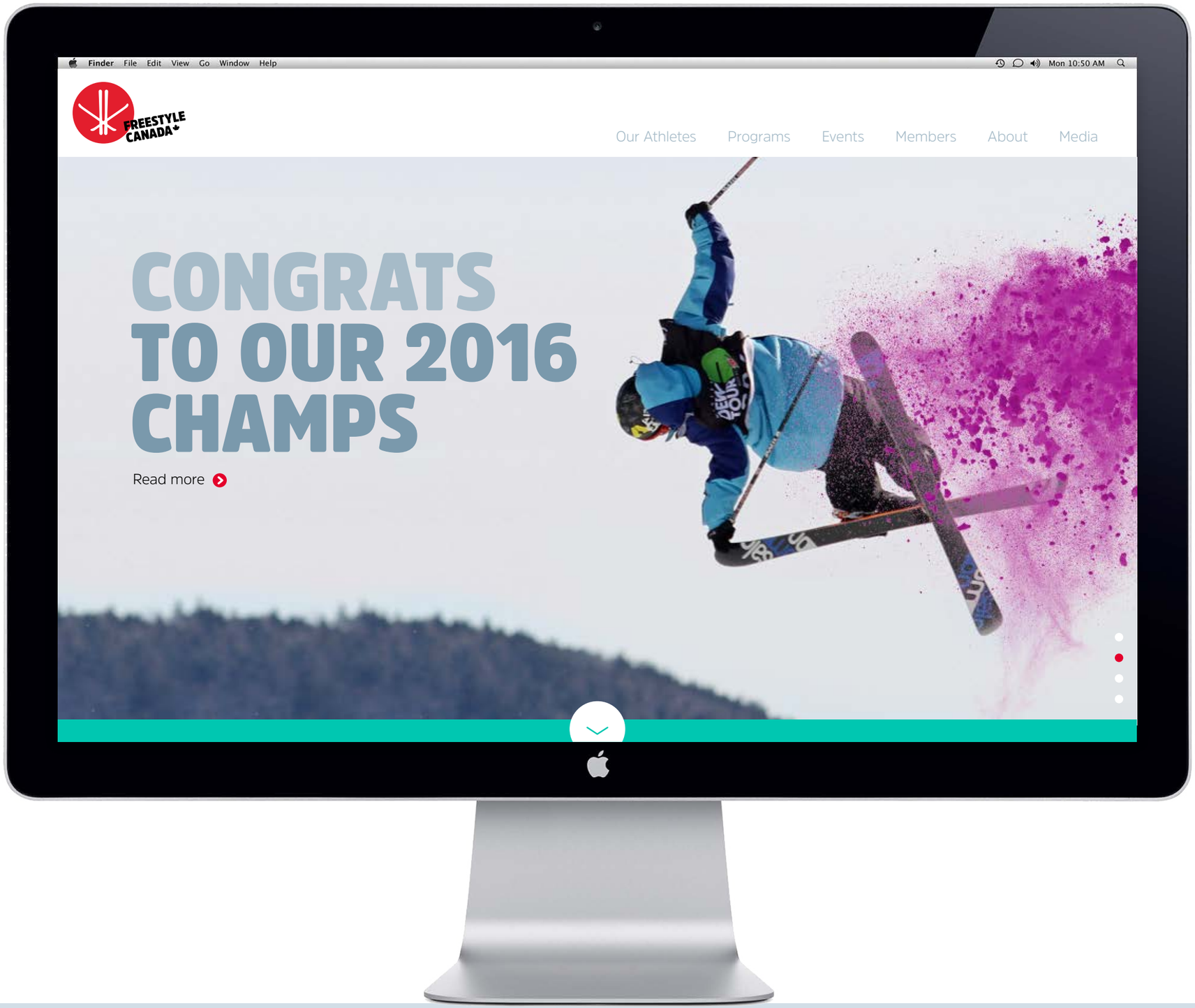
Evaluated by: _____

808 Pacific St, Vancouver, BC V6Z 1C2 / 808, rue Pacific, Vancouver, C-B V6Z 1C2 | T 604.714.2234 / 1.877.714.2232 | F 604.714.2232 | freestylecanada.ski

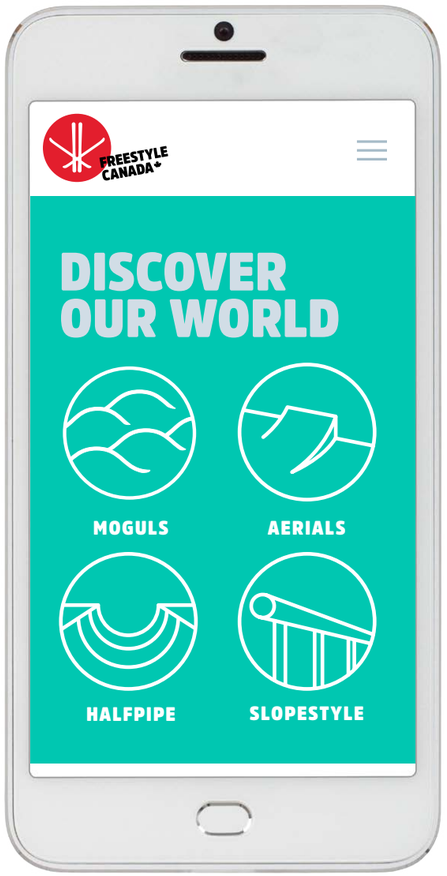
MOBILE & DESKTOP WEBSITE

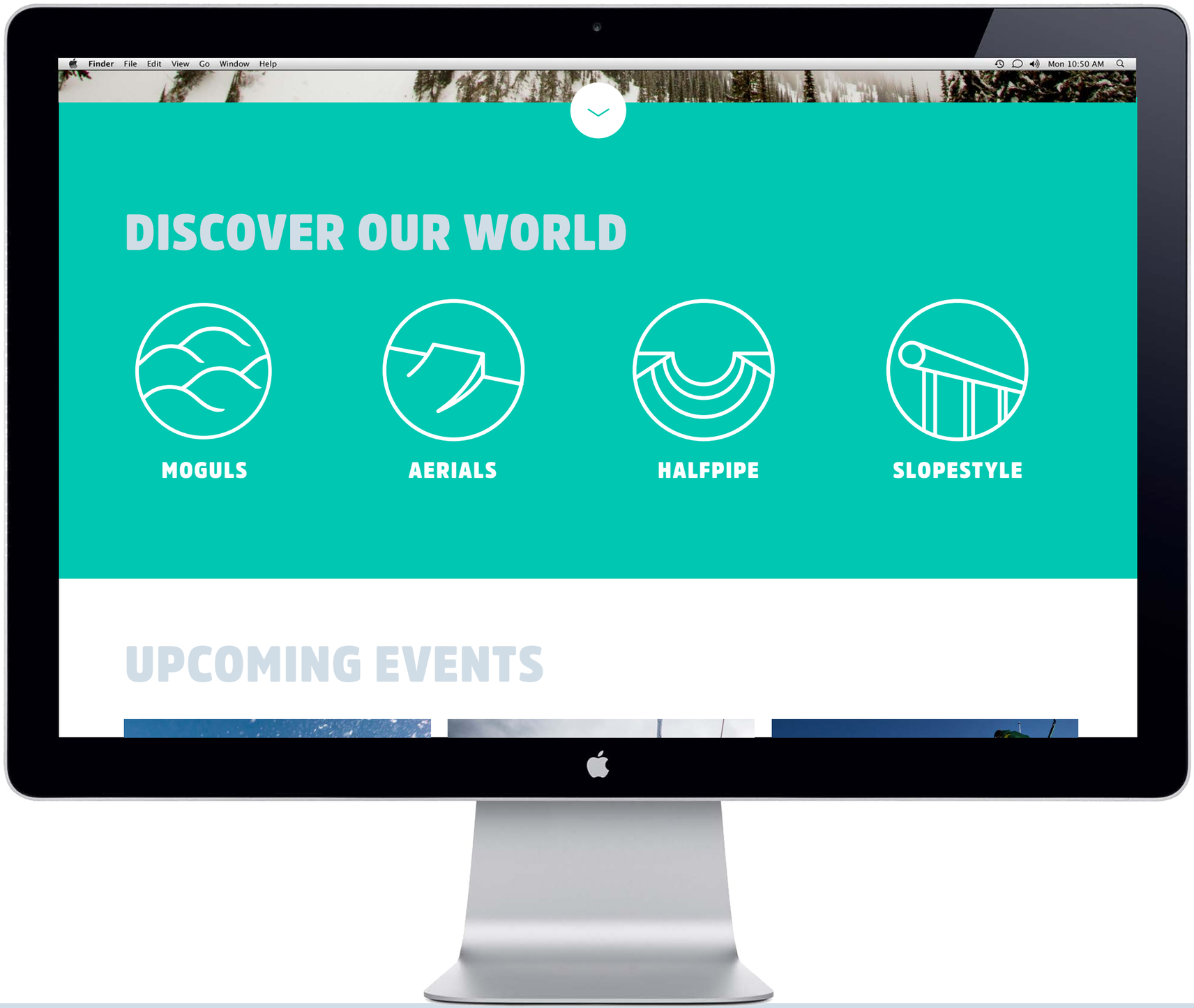


MOBILE & DESKTOP WEBSITE

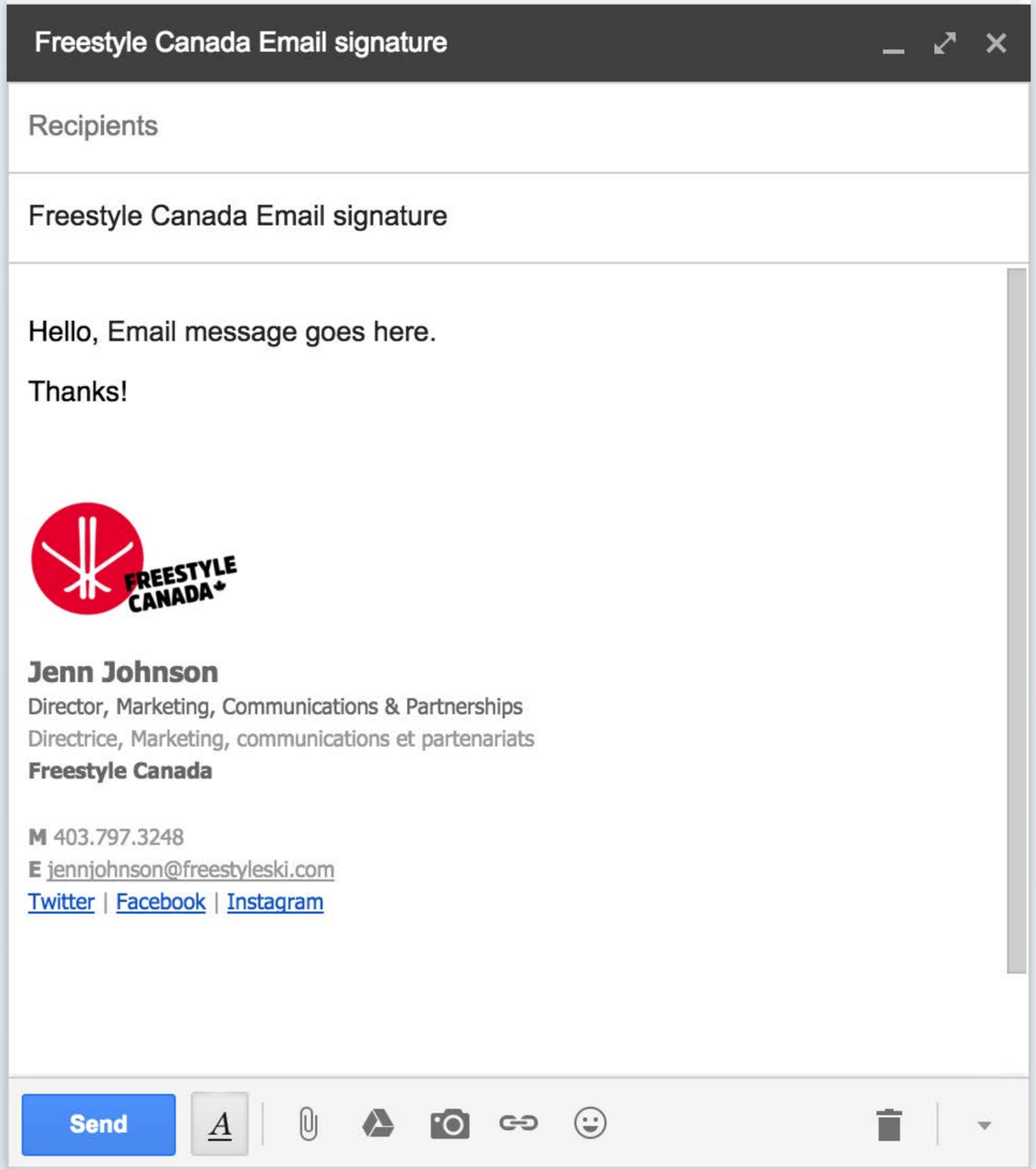


MOBILE & DESKTOP WEBSITE



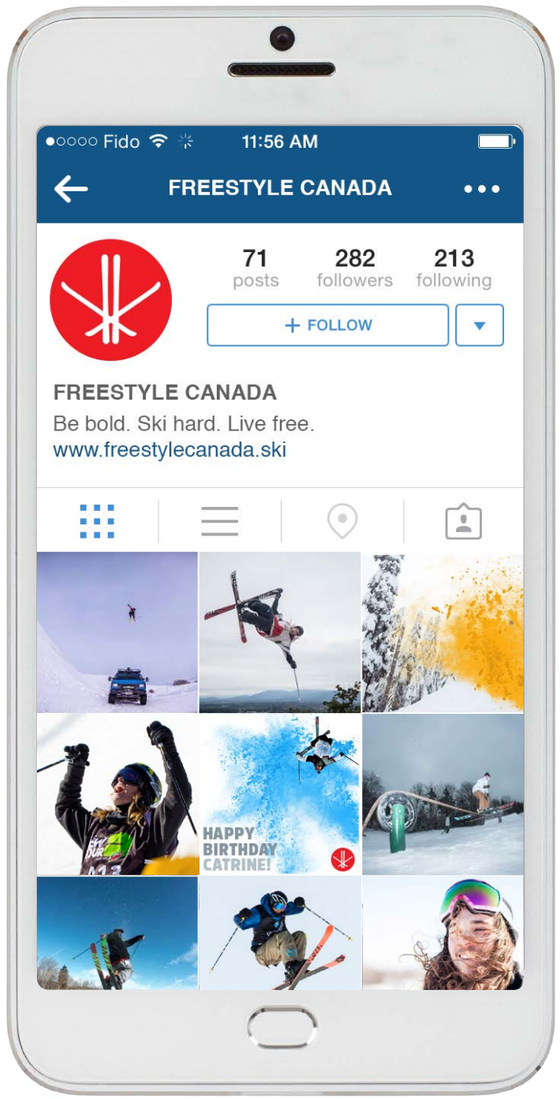


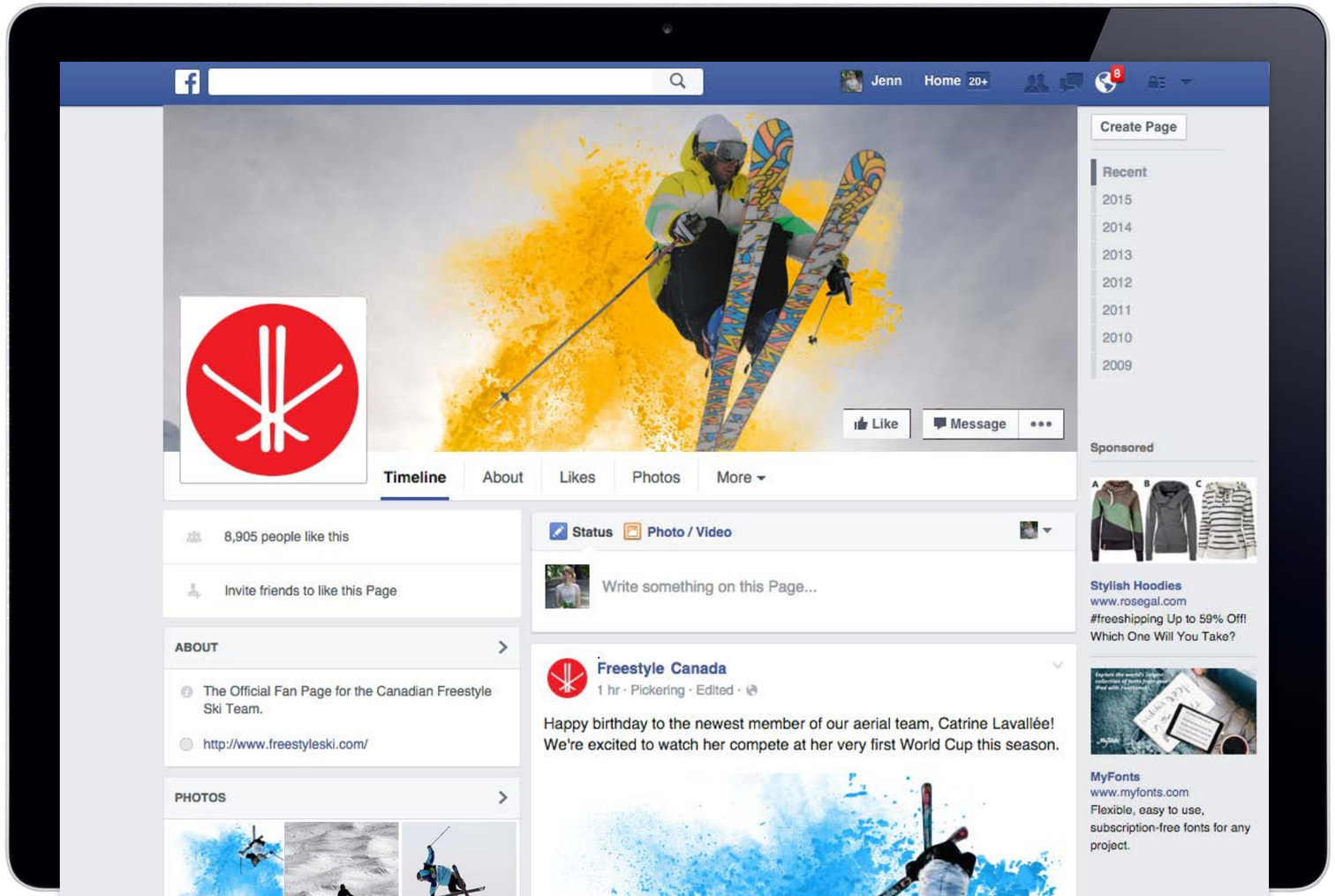
EMAIL SIGNATURE



This email signature uses Tahoma, the brand typeface when Amsi not available. Please note – using an image in a logo is only recommended when it can be embedded as an HTML image, not an attached image.

SOCIAL MEDIA PROFILES





SPONSORSHIP DECK TEMPLATE

SPONSORSHIP DECK TEMPLATE

HEADLINE

TEXT PAGE

Everrovit exerspe reperiae net volores siminct otatio ommod utem qui idene in neceste nisitis quuntotam quae nam dolenditia des.

CLUB STEPS

Hica consime cla videtilic omnem tuissus:

- sinat, con per perditam in Ita et verum
- temquam, conloctus consimus cris, ubis
- cribute mperem parisso licat. Opienducis.

PAGE WITH LARGE TEXT ENT VIUM IAELA NOVENTISQUE IAM MAIOSUL HALA AUS CONCULINATUM IS HORTAM PRIS. UM PRIVIS LINI

PHOTO PAGE

With paragraph: Everrovit exerspe reperiae net volores siminct otatio ommod utem qui idene in neceste nisitis quuntotam quae nam dolenditia des. Dem ratet ut laut perferit.

TEXT PAGE WITH INSET PHOTO

Everrovit exerspe reperiae net volores siminct otatio ommod utem qui idene in neceste nisitis quuntotam quae nam dolenditia des.

CLUB STEPS

Hica consime cla videtilic omnem tuissus sinat, con per perditam in Ita et verum temquam, conloctus consimus cris, ubis cribute mperem parisso licat. Opienducis. Furni preo, por ausus, que quon ses, cribunu quonsul eripsessulos ses ademultus portiquam poruniu con veressi.

Photo caption

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CONTACT

Have a question?
Don’t hesitate to ask – call XXX-XXX-XXXX or email XXX@XXXXXXX.