



# BRAND GUIDELINES

October 2013





# Spencer Park Surf Life Saving Club

The Spencer Park Surf Life Saving Club prides itself as a friendly, family orientated community volunteer organisation.

The club colours not only uphold the history/traditional of Spencer Park, but represent the fun in the sun, family orientated aspect of the club.



The swimmer and the waves, derived from SP's previous logo. This represents the lifeguards and the strength of their skills in the water.



Est. in 1969, proud of it's history, tradition and achievements the club continues to serve the community.



# Logos Usage

The logo should be used according to these basic guidelines. This is to ensure brand consistency. Please ensure the logo is scaled proportionately at all times.

## PRIMARY LOGOS



COLOUR LOGO



BLACK & WHITE LOGO



BLACK & WHITE REVERSED



OTHER REVERSE COLOUR OPTIONS - ON RECOMMENDED COLOUR BACKGROUND





# Logos Usage

The logo should be used according to these basic guidelines. This is to ensure brand consistency. Please ensure the logo is scaled proportionately at all times.

## SECONDARY LOGO

A simplified secondary logo has been created for limited use. When clarity and stitching costs are to be considered. This is intended for clothing/uniform purposes only. Where possible the 'primary logo' is the preferred option.



RED ON YELLOW

YELLOW ON RED

WHITE ON RED



# Minimum Size & Clearspace Rule

## MINIMUM SIZE REQUIREMENTS



It is recommended for readability that the logo is no smaller than 35mm at any time.

## CLEARSPACE RULE



The minimum clear space around the logo is determined by the 'R' of PARK as shown above. Don't let any other text or design element encroach into this space.



# Colours & File Formats

## SPENCER PARK RED

PANTONE - PMS 485  
CMYK - C0 M100 Y100 K0  
RGB - R237 G28 B36

## SPENCER PARK YELLOW

PANTONE - PMS 109  
CMYK - C0 M15 Y94 K0  
RGB - R255 G213 B32

Please note that the colours can appear quite different on different paper stocks - it is recommended that you get proofs done.

## SPOT COLOURS/PMS

Any file containing PMS refers to the PANTONE Matching System and is best for controlling the amount of ink, such as screen printing. (eg. on uniforms)

## CMYK

Any file that uses the CMYK colour space is intended for standard four colour print jobs only.

## RGB

Any file that uses the colour space RGB is intended for screen use only.

## HIGH QUALITY PRINTING

**VECTOR EPS** can be resized to any size without compromising on quality, they have a transparent background so can be applied to coloured backgrounds. This is the preferred option in most cases, ideal for signage, all publications and branded print collateral. **Priority should always be to supply and use EPS.**

**TIFS** can only be resized smaller, and they carry a white background so they must only be used on white backgrounds. CMYK colour space and can be used for digital printing purposes.

## WEB/SCREEN

**JPGS** can only be resized smaller, and they carry a white background so they must only be used on white backgrounds. They are intended for screen use only.

**PNGS** can only be resized smaller, they have a transparent background so can be applied to coloured backgrounds. They are predominantly used as a file for web application and screen presentations.

## HOME OR OFFICE USE

You should be able to use the **EPS** or **TIF** in your Microsoft Office software, or most other applications. Although the colours will print differently if your printer is not set up for CMYK printing (most are not). If colour is a issue then use any of the web application files **jpg** or **png**.