

# RUGBY CANADA BRAND GUIDELINES



**RUGBY IS FOR REALISTS. NOTHING GETS ANY FURTHER FROM THE VIRTUAL. WITH LESS GRID, MORE IRON. WHERE THERE'S NO SUCH THING AS A RAIN DELAY, AND YOU WON'T HEAR WORDS LIKE "GRIT" AND "TOUGHNESS" THOSE TRAITS ARE MERELY PRESUMED.**

**RUGBY TURNS A LEVEL PLAYING FIELD INTO A MOUNTAIN, WHERE EVERY STEP BACK DEMANDS TWO FORWARD. IT IS THE HOME OF TRY. AND TRY AGAIN. THE SPORT MAY BE HARD, YET CAREERS ARE LONG. BECAUSE ITS PRIMAL JOY ENDURES, AND ITS SOCIAL BONDS ARE FORGED FOR LIFE.**

**SO HERE, PUT ON THESE RUGBY PADS, ALSO KNOWN AS SHORTS AND A JERSEY. RUCK UP, MATE. ONLY THE GRASS FEELS PAIN.**



# RUGBY CANADA BRAND GUIDELINES

**OUR BRAND  
PROGRAMS  
EVENTS  
PARTNERS**

**04  
16  
24  
30**



# OUR BRAND



# OUR BRAND PILLARS.

**Courage**

Rugby is hard, sometimes brutally so. Bravery is thus a major unifying trait. Whether it's a sloppy pitch, foul weather or burly opponents, the rugby player relishes adversity.

**Tradition**

Yes, the modern world has produced tweaks to our game, like Rugby Sevens. But essentially the sport remains much as it has been for a century and a half. Each player knows that history, and wears it with pride. To pull on a rugby jersey is to take one's place in a long and rich heritage.

**Our Tribe**

When two rugby players meet away from the pitch, their social bond is immediate. In that sense, everyone is on the same team. But beneath that, there are many clans, with rich and specific customs that can be found in every club in the country. It involves family too. Brother follows brother and daughter follows mother.

**Honour**

How does one tackle another human being with respect? In rugby, that is a persistent theme: the seeming dissonance of fostering sportsmanship along with an assassin's mentality. There's a noble etiquette to making hard plays the right way, and rugby celebrates it every day.

**Perseverance**

Fatigue, pain and mental exhaustion are by-products of rugby. But the players whom we cherish most, and go the farthest in the sport, are those who routinely overcome them. The refusal to quit may not be as fashionable as it once was, yet it remains rugby's foundational characteristic and a key source of satisfaction to its players.

**Fun**

Beyond all the challenge and socializing that emblemize the sport, it bears constant reminding that rugby is a straight-up blast, one that ticks all the athletic boxes. Sprinting, leaping, diving, catching. Core strength, foot speed, co-ordination, anticipation, plus the constant refining of the skills of boot and hand. Scoring. Celebrating, win or lose. And, occasionally, heading to the bar.



**THIS IS OUR LOGO.**

**NO BELLS.  
NO WHISTLES.  
JUST BOLD,  
UNMISTAKABLE,  
& GENUINE.**



**IT PRIMARILY APPEARS IN RED.**

**RED ON WHITE.  
OR, WHITE ON RED.  
WITH LOTS OF CLEAR SPACE.**



**OUR CORE COLOURS  
ARE RED AND WHITE.**

**PLUS, SOMETIMES  
A KICK OF BLACK.**

**WHITE**  
**CMYK 0/0/0/0**  
**RBG 255/255/255**  
**HEX FFFFFFFF**

**PANTONE 186 C**  
**CMYK 10/100/90/5**  
**RBG 200/15/45**  
**HEX C80F2D**

**BLACK**  
**CMYK 0/0/0/100**  
**RBG 0/0/0**  
**HEX 000000**

# APPLYING THE LOGO.



Full-Colour on White



Full-Colour on Red



Full-Colour on Black



Full-Colour on Heather Grey Fabric



Black on Heather Grey Fabric



One-Colour Black on White  
Must be used for all greyscale applications.



Reverse on Red



Reverse on Black



One-Colour Red on Heather Grey Fabric

## PRO TIP - OTHER BGS

When applying on background colours outside the core colour palette, the designer should use discretion whether to use the full-colour or reverse emblem. Either emblem should always stand out from the background. When in doubt, use the reverse emblem.

## APPLYING ON MERCHANDISE.

**TIMELESS,  
UNAPOLOGETIC  
SIMPLICITY.**



# APPLYING ON PHOTOGRAPHY.

**LOOK FOR BACKGROUNDS  
WITH LESS VISUAL NOISE.  
FIND THE BOKEH.**

**PRO TIP – BOKEH**

In photography, "bokeh" is the aesthetic quality of the blur produced in the out-of-focus parts of an image produced by a lens. Bokeh occurs for parts of the scene that lie outside the depth of field.



Bokeh

Low Visual Noise

Low Contrast

High Visual Noise

## APPLYING ON PHOTOGRAPHY.

### POSITION THE LOGO IN A QUIET CORNER OF THE PHOTO.

#### PRO TIP - POSITIONING

Grass is typically a good place to position the Rugby Canada logo. Blue skies or out of focus crowds in the backgrounds can also be good candidates. Avoid putting the logo in the heart of the action.



Full-Colour Logo



Reverse Logo

# PHOTOGRAPHY STYLE.

## EDITORIAL. ACTION-ORIENTED. LIFESTYLE.

The Rugby Canada photography style is editorial and action-oriented. Photos should capture the essence of the sport through action, emotion, and lifestyle. For each, a range of perspectives may be considered, from wide contextual shots to close ups. Straight, head-on shots can also create a clean and graphic sensibility. Texture and unique details should also be considered. The images presented here are examples only, provided for reference when selecting photography or briefing photographers.



**Action**  
Capture the unique athletic qualities of rugby: power, speed, strength, and agility. It's all there, and much more.



**Emotion**  
Rugby is a roller coaster. Get athletes, coaches, and fans reacting to a nail-biting moment or glorious victory.



**Behind the Scenes**  
Give an unexpected look beyond the field of play: warming up for a match, tending to a battle wound, or training hard at the gym.



**Heritage**  
Legacy is a big part of our sport. Historic moments and entertaining throwbacks should be referenced as part of our brand. We take pride in celebrating our past.



**Culture**  
Show rugby culture and lifestyle on and off the pitch: traveling to a match, celebrating a win, reflecting on a loss, camaraderie from the pitch to the pub.

**OUR MAIN FONT IS  
NEW GROTESK SQUARE SIX.**

**ITS OUR VISUAL TONE-  
OF-VOICE. BOLD, BRAVE  
AND SINCERE. WE USE  
IT FOR TITLES AND BIG  
STATEMENTS. ALWAYS  
SET IN CAPS.**

**SOMETIMES WE USE NEW GROTESK SQUARE THREE  
OR FOUR IN SUB-HEADLINES AND SMALL DETAILS.**

Our supporting font is Helvetica Neue. It should be used for lengthy text and small captions, as shown in this paragraph. If Helvetica Neue is not available, Helvetica or Arial may be used as a substitute.

**PRO TIP - TYPESETTING**

At large sizes, New Grotesk Square Six is most often set in Optical kerning with tracking at minus ten (-10pt). Leading should be snug, as shown in the example to the right. New Grotesk Square Three is most often set in Metrics with tracking between zero and minus fifty (-50pt).

**EVERY  
STEP  
FORWARD  
DEMANDS  
TWO  
BACK.**

# WRITING STYLE.

## BOLD AND STRAIGHT FORWARD. CLEAR AND AUTHENTIC.

Our writing should always reflect the look and feel of the Rugby Canada brand. Bold and straight forward without ornament. Write like you speak. Keep it clear and authentic.

### Inspired by the rhythm of rugby

Rugby has a powerful and unique rhythm. The gridlock of a scrum. The sudden unraveling and exuberant break down a pitch. Tell your story with rhythm. And punctuation.

### Be concise

Pack the most amount of information into the smallest space. Use active verbs and precise timing, dramatic moments and speedy resolutions. One punchy, memorable paragraph will always be more valuable than a full page of text.

### Write for your audience

Our audience is interested in the sport, athletes, and action. Ensure that the tone or overarching communications do not focus on you or the organization. This is about the reader.

### Tell human stories

The foundation of all good sports reporting is a human story. Every athlete has one, with elements that include factors like place of birth, family sports pedigree, type of upbringing, and the challenges faced before (and during) their rugby career. Likewise, teams themselves have stories much like individuals. What about their traditions of camaraderie? Sideline rituals and even physical and verbal talismans are always potentially of interest. So too are the antics of fans.

### Finish hard

Leave readers with something memorable by the end. A call to arms, an action, a task, or just a whole whack of knowledge.



# PARTNERS



# PARTNER LOCKUPS.

## ALWAYS ENSURE EQUAL VISUAL BALANCE.

When specified in your agreement, Rugby Canada partners may lock-up with the emblem. The partner logo should be scaled to ensure equal weight and visual balance with the Rugby Canada emblem. All partner lock-ups must be approved by Rugby Canada before use.



