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# True Sport Brand Reference Guide

In keeping with True Sport brand strategy, these graphic standards provide the information needed to effectively apply and use the True Sport logos.

The same graphic standards apply to the French logos. This document is also available in French.

Different versions of the logo have been prepared for different layouts and applications.

Each logo is comprised of the red circle, typeset in a specific font (Franklin Gothic) and organized in a specific way. The relationship between the elements must never change.

Please follow these guidelines when deciding which version to deploy and how to use it.

Download the logo files at [www.truesport.ca/display](http://www.truesport.ca/display).

For help with the True Sport logo applications, please call 613 521 3340 x3237 or email [info@truesport.ca](mailto:info@truesport.ca).

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## Logo Variations: The Patch

The patch is the preferred logo for members of the True Sport Movement to demonstrate their support. Use the patch on posters, banners or clothing.



# Logo Variations: The Corporate Bilingual

The bilingual logo is a compact version for use on materials where French and English must be displayed together.

Use this logo for all corporate materials produced by True Sport including business cards, press kits, stationery, clothing and public documents.

For light backgrounds use the positive:



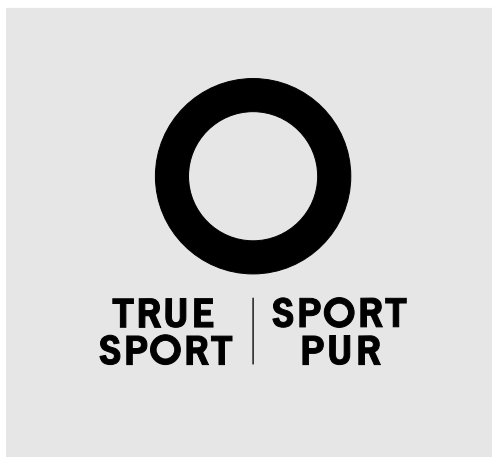
truesportpur.ca

For dark backgrounds use the negative:



truesportpur.ca

For one-colour applications, use either the white or black knockout version:



truesportpur.ca



truesportpur.ca

# Logo Variations: The Unilingual English

Use the unilingual logo for posters, banners, signs, clothing and the web.



**TRUE  
SPORT**



**TRUE  
SPORT**  
LIVES HERE



**TRUE  
SPORT**

truesport.ca

## Colour Variations

The logo is flexible depending on the background and the number of colours that can be used.



**TRUE  
SPORT**



For full-colour applications, use either the positive or negative version depending on the darkness of the background. The O is always red.



On a red background, the O is white.



For one-colour applications, use either the white or black knockout version depending on the darkness of the background.



For greyscale applications, use either the white or black knockout version depending on the darkness of the background, with a grey O.

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# Corporate Colours

The True Sport colours are PMS 485 and black.  
The colour equivalents for full-colour, digital and web applications are shown below.  
A printer check is a good idea. In the event PMS 485 appears orange, please use PMS 032.



Two-Colours : PMS 485  
Full-Colour : 0c 100m 91y 0k  
Digital Colour : 255r 0g 0b  
Web Colour : FF3300



Two-Colours : PMS 032  
Full-Colour : 0c 100m 91y 0k  
Digital Colour : 255r 0g 0b  
Web Colour : FF3300



Two-Colours : PMS Black  
Full-Colour : 0c 0m 0y 100k  
Digital Colour : 0r 0g 0b  
Web Colour : 000000



Two-Colours : PMS Grey  
Full-Colour : 0c 0m 0y 50k  
Digital Colour : 0r 0g 0b  
Web Colour : 000000

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# Fonts

The corporate fonts are Franklin Gothic (ITC) and Helvetica. These fonts have a large enough family to address all the typographic needs for various communication materials. As a general guide, ITC Franklin Gothic is used for headlines and Helvetica for body text.

## Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

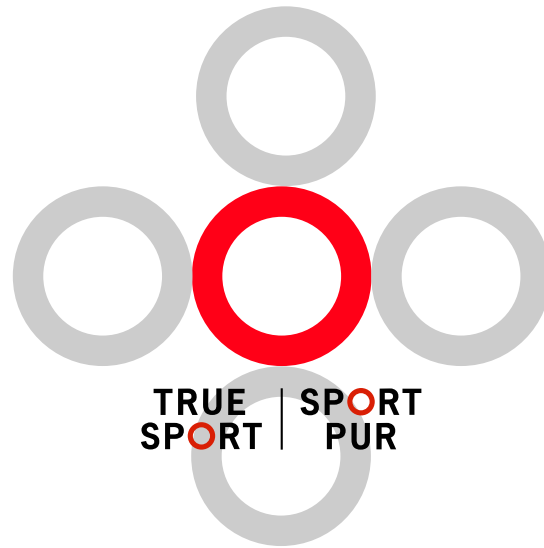
## Franklin Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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# Clearspace

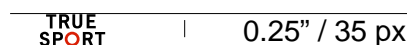
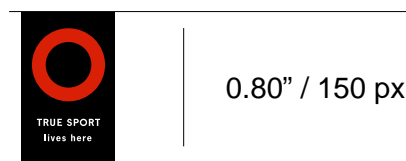
The clearspace is identified by a gray circle and keyline, the minimum space that must be free from any graphics. The zone around the logo is defined by the height of the red circle. Clearspace helps maintain the strength and clarity of the True Sport brand.



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# Minimum Size

These are the minimum sizes that the logos may appear. If they appear any smaller, readability will be impaired. These measurements are given in inches and pixels (digital/web).



# Consistency

The True Sport logos should never be modified, distorted or altered from the original designs provided. The examples below show incorrect applications.

