LOGO & BRAND GUIDELINES

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01

CLUB CREST

The Markham SC Crest reflects the clubs standards for success and our overall brand. Use only approved versions created from digital artwork.

Markham SC Crest Logo

Primary Logo

Use this Crest Logo for most white
or light background applications

1-Colour Crest Logo

1-Colour Black

1-Colour Grey

1-Colour Gold

1-Colour Crest Logo
on coloured background

1-Colour Black

1-Colour Grey

1-Colour Gold

02

SPIRIT MARK

The Spirit Mark is a distinctive component of the MCSC brand and can be used independent of the Club Crest in some circumstances.

Spirit Marks

Gold

For most applications with a white or grey background, use the gold Spirit Mark

Black

For applications where the gold logo is not appropriate, use the black Spirit Mark.

White (reversed)

For dark or black backgrounds, use the white (reversed) Spirit Mark.

03

COLOUR SYSTEM

Colour is a significant to a graphic identity system as images, symbols and marks.

Primary and Secondary Colours

The official MSC colours are GOLD and BLACK. Precise colour matching can be difficult depending on the medium, art or effects being used. We recommend the following colours for consistency across multiple mediums.

GOLD
PMS 465 C
CMYK: 0, 17, 57, 26
RGB: 189, 156, 82
Web: #BD9C52

BLACK
PROCESS BLACK
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
Web: #000000

GREY
40% PROCESS BLACK
CMYK: 0, 0, 0, 40
RGB: 167, 167, 167
Web: #A7A7A7

WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Web: #FFFFFF

04

LOGO USAGE

Using the logo properly is a crucial step in upholding the MSC brand. Maintaining a strong brand is aided by careful, consistent design practices.

Logo Clear Space

The clear space (or whitespace) keeps typography, images or graphic elements from crowding the logo.
For the CREST Logo, use the width of the uppercase "M" in "Markham" as a base for adding clear space.

Improper Usage

Maintaining a strong identity means careful and consistent use of the CREST. Please do not reproduce the logos in any other way than those specified in this manual. The examples shown here, and all other deviations from the guidelines, are prohibited.

Do not change logo colours.

Do not stretch the logo.

Do not crop logo

Do not add extra strokes or outlines to the logo.

Logo Formats & Colour Modes

The MSC CREST suite includes 4 file formats & 3 colour modes for all logos, to be used for the appropriate application.

AI FORMAT
AI files are the native vector file type for Adobe Illustrator. With an AI file, designers can scale their graphics, drawings, and images infinitely with no impact on resolution.

SVG FORMAT
Scalable Vector Graphics (SVG) is a web-friendly vector file format. As opposed to pixel-based raster files like JPEGs, vector files store images via mathematical formulas based on points and lines on a grid.

JPEG FORMAT
JPEG is a raster image type. JPEGs are primarily used for web and digital photography because of their small file size, but should not be used for printing unless they are used at a small size.

PNG FORMAT
PNG is another raster image type. The main difference between a PNG and JPG is that a PNG can have a transparent background and is generally larger and higher quality. PNG is ideal for websites because they can be placed over a coloured background.

CMYK COLOUR MODE
The CMYK colour model is often referred to as four-colour process due to the fact that it utilizes four different coloured inks to create an array of different hues: cyan, magenta, yellow and black.

CMYK colours are mixed during the printing process itself, which can sometimes cause very slight inconsistencies in colour throughout a printing run.

It's usually not a particularly perceptible change, but it's something to keep in mind when using logos with specific colour branding.

RGB COLOUR MODE
The RGB colour profile is used exclusively in digital design, as it represents the same colours used in computer screens, televisions and mobile devices. Rather than ink, colours in the RGB (red, blue, green) colour wheel are created by blending light itself.

SPOT (PMS) COLOUR MODE
Spot or PMS stands for Pantone Matching System, which is a universal colour matching system used primarily in printing.

Unlike RGB and CMYK, spot colours or PMS colors are created with pre-mixed ink long before the image is actually produced, resulting in the most consistent colour possible.

05

TYPOGRAPHY

Fonts and typography play an important role in communicating the right tone, personality or idea from our brand to our audience.

Primary Font:
APOTEK ExtraWide

Its clean and contemporary design make this font incredibly functional versatile which allows it to be used in various design projects, from logos to branding materials to social media posts. And with its clean and crisp lines, it's sure to make a statement in any design.

This fresh and modern font is the perfect choice for the new MSC CREST.

Secondary Font:
BLACK CAVIAR

Its a brush font with realistic texture to give a handwritten look to our branding and social media posts. It will work in contrast with the primary font to add a wow factor to our club promotions.

APOTEK ExtraWide BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

APOTEK ExtraWide SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

APOTEK ExtraWide LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

Black Caviar REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()