

NORTH SHORE GIRLS SOCCER CLUB



BRAND GUIDELINES

2024

NORTH SHORE GIRLS SOCCER CLUB

WELCOME TO THE TEAM

Established in 1986 North Shore Girls Soccer Club is the longest running girls soccer club in the lower mainland.



OUR VALUES

WHAT WE STAND FOR

INCLUSION

Everyone is welcome to play.

We strive to ensure that all barriers to participation are removed, and that each member is affirmed in their belief that they belong.

EMPOWERMENT

Through developing competence, we develop confidence. All girls and women can be confident that NSGSC is a safe space to try and fail, take risks, to learn and grow, and be mentored.

FUN

Fun is the root of all that we do. We recognize that lifelong love of sport is born out of fun, so we are here to deliver exactly that!

DEVELOPMENT

We are dedicated to developing our players, coaches, volunteers, and staff. We facilitate the necessary pathways and inspire confidence for all NSGSC members to achieve their goals.

TEAMWORK

We build united, supportive, and respectful relationships, and teams. We embody resiliency, inclusion, friendship and fun.



NORTH SHORE GIRLS SOCCER CLUB



OUR LOGO

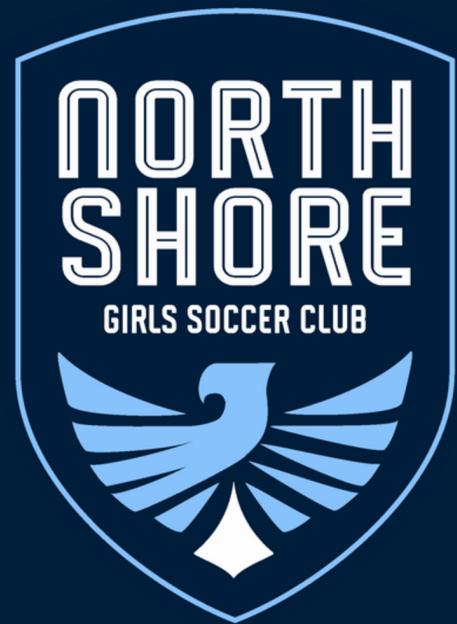
ABOUT LOGO

The 2024 North Shore Girls Soccer Logo was created as a modernized version of our long standing and well loved eagle crest.



NORTH SHORE GIRLS SOCCER CLUB

LOGO VARIATIONS



MAIN LOGO



LETTER MARK



BRAND MARK



NORTH SHORE GIRLS SOCCER CLUB

LOGO PLACEMENT

Vertical logo

Minimum width: 1 inch



Horizontal logo

Minimum width: 2 inch



NORTH SHORE GIRLS SOCCER CLUB

MAIN LOGO USE



Our navy crest is our main logo and should remain the same across all backgrounds, imagery, gear and brand related placements. Do note that when placed on a matching NSGSC Navy Background an additional outline should not be added.

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BRAND MARK



DARK BACKGROUND

The primary NSGSC eagle, sky blue with white accent, is as it appears on crest. This placement should be used whenever possible and on all dark backgrounds and image overlays.



LIGHT BACKGROUND

The secondary brand mark with a navy bird and white accent is to be used on sky or light backgrounds and only when the primary brand mark is not appropriate.



WHITE BACKGROUND

We have created one additional brand mark, sky with navy accent, to be used ONLY on solid white backgrounds.

NORTH SHORE GIRLS SOCCER CLUB

HORIZONTAL PLACEMENT



When a horizontal placement is required the acronym NSGSC is be used in conjunction with the brand mark. Please avoid using the written name when placing adjacent to brandmark.



TYPOGRAPHY

A A

PLAYFAIR INLINE

HEADER

A a

Comfortaa

Body

Playfair Inline should be used in CAPS for headings with an extended letter spacing of 300-500 and in standard format with no added spacing for secondary headings.

Comfortaa to be used for all body copy in standard format and never used in CAPS. Please avoid using bolded body font.

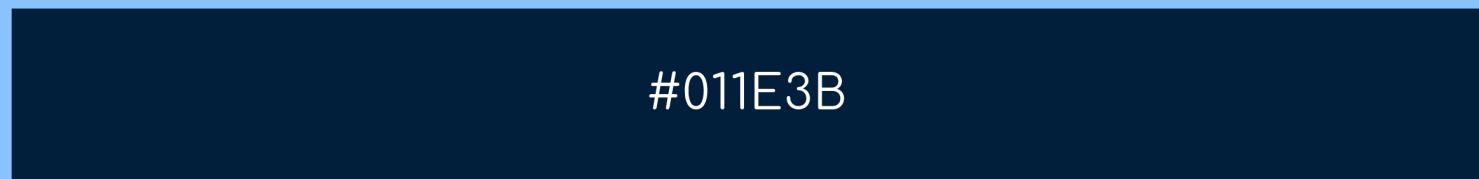


NORTH SHORE GIRLS SOCCER CLUB

COLOR PALETTE

A monochromatic colour palette has been selected with a focus on our traditional “double blue” that has represented the NSGSC for the past 40 years.

Please note that the NSGSC logo, brand mark and name should only ever appear in these colours.



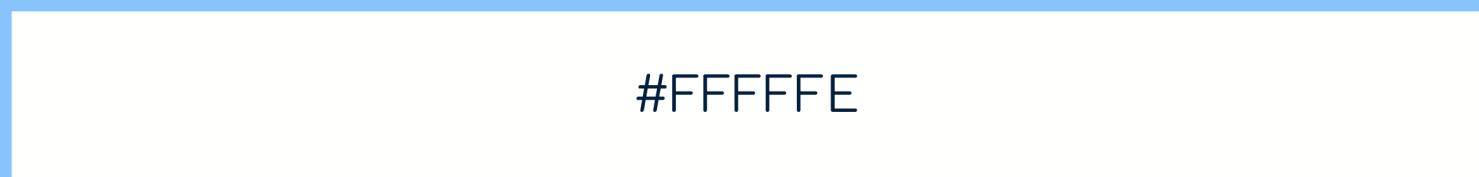
#011E3B



#89C3FD



#D8EBFF



#FFFFFF

