LRG
LONDON REFEREES GROUP

London Referees Group
Brand Guidelines

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Table of Content

TABLE OF CONTENT

2

LRG
LONDON REFEREES GROUP

Introduction

Introduction

INTRODUCTION

Who are we ... London Referees Group

In 2007, the London Referee Group, also known as the LRG, was established. This was the merger of the Forest City Referees Association (FCRA) and the London Hockey Referees Association (LHRA).

London Referees Group is an organization of 225 hockey referees serving the London area. If you are currently looking for an organization to referee your hockey league(s), our team would like the opportunity to assist.

London Referees Group is a non-profit membership-based organization that acts as a resource for hockey officials in the City of London and the surrounding area.

Partners:

LRG is an official partner of:

- Hockey Canada
- Ontario Hockey Federation
- Alliance Hockey
- Ontario Minor Hockey Association
- Ontario Hockey Association
- Ontario Women's Hockey Association
- Sledge Hockey

INTRODUCTION

Brand Characteristics

Passion: We are passionate about what we do, we challenge ourselves to achieve excellence.

Fairness: We make sure everyone in our team act reasonable and folloe the rules.

Communication: We communicate our message with clarity, concision and confidence whilst actively listening. We are open minded and provide feedback.

Leadship: We develop and train our referees to motivite and inspire themselves and those around them to be their best versions.

Respect: We believe Respect to each other will guide us in all games. We treat people with courtesy, politeness and kindness. We encourage referees to express opinions and ideas, We treat others as they wish to be treated.

Safe play: Safety is our priority both to our hockey players and referees.

INTRODUCTION

Our Positioning

The executive leadership of the LRG supports ongoing development of its members by the promotion of education and training programs that advance the skills of hockey officials. As well, as providing information programs to coaches, parents, and community members that advocate for a stronger understanding for the role of the on-ice officials and the competence of these individuals.

01 Brand position

As an organization, we are focused on developing and maintaining a membership consisting of experienced and capable on ice officials.

02 Our Priorities

Responsibility, Education & Training, Partnership.

03 charecter Attributes

Fairness, Communication, Safe play, Leadership, Respect, Passion.

04 Our Mission

The London Referees Group is committed to providing a high standard and quality hockey officiating in the City of London and surrounding area.

05 Our Vision

To promote the game of hockey through fair and safe play, as well as respect for all individuals involved in the game.

3

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LONDON REFEREES GROUP

LOGO
Design

Logo Design

Completed Logo Elenments
Logo Clear Space
Size
Minimum Size
Logo Misuse

LRG LOGO DESIGN

Completed Logo Elements

LRG is identified by its corporate logo which is composed of two basic elements;
the LRG Initials (symbol) and the LRG wordmark. The entire Logo is focused on the design of the initials.

The whistle can be seen as a symbol of the referee. By incorporating the whistle the goal was to make it clear (to the people) what sort of organization it represents.

The preferred LRG corporate logo is shown on the right. Use it wherever possible and never redraw or modify it in any manner.

Initials (Symbol)

Wordmark

LRG LOGO DESIGN

Logo Clear Space

When using the LRG symbol and logotype, don't forget about the exclusion zone. Simply put, it's the clear space around the logo that prevents interference from other graphic elements.

The illustration describes the clear space that must always surround the LRG logo. The minimum space must be at least equal to the cap height of the letter "G".

LRG LOGO DESIGN

Size

The size of the logo is determined by the minimum clear space allowance. While it is vital that the logo be highly visible and legible, making the logo as large as possible to fill a given space is not desirable. The logo looks best with ample white space surrounding it and when working in harmony with other elements in the design.

Different Logo Sizes (.25", .5", 1" and 2")

Minimum size

It is very important to ensure clear recognition of our logo in all situations. To ensure legibility, do not reproduce the logo at sizes where the logo is smaller than 0.5in wide. For web applications, do not reproduce the logo at sizes where the logo is smaller than 36 pixels wide.

Minimum sizes for print:

Minimum sizes for web:

* Do not reproduce the logo at sizes where the logo is smaller than 0.5in wide.

* Do not reproduce the logo at sizes where the logo is smaller than 36 pixels wide.

LRG LOGO DESIGN

Logo Misuse

DON'T:

1. Do not change the transparency of the logo

2. Do not change the colour of the words under the logo

3. Do not rotate the logo.

4. Do not use different colors.

5. Do not distort the logo.

6. Do not outline logotype.

7. Never enclose the logo in a shape.

8. Do not remove the word under the logo.

9. Do not use drop shadows or any other effects

10. Do not crop the logo

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Colour

Colour Study
Usage On Background
Web Applications

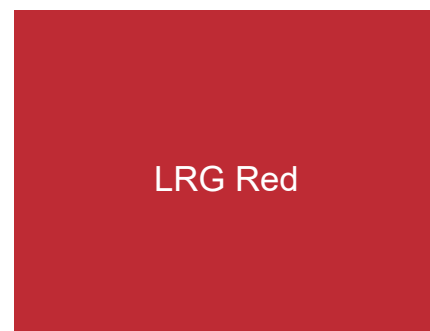Colour

LRG COLOUR

Colour Study

The visual identity of the London Referees Group uses two Pantone® colours along with pure white.

Two primary colors are used in the LRG brand identity —— LRG red and LRG dark black. This is the color combination that we wish to be associated with.

LRG Red represents power and passion, LRG Black represents Authority.

Putting them together will increase the contrast and make the two more eye-catching.

Primary Color:

LRG Red	Black

Secondary:

White
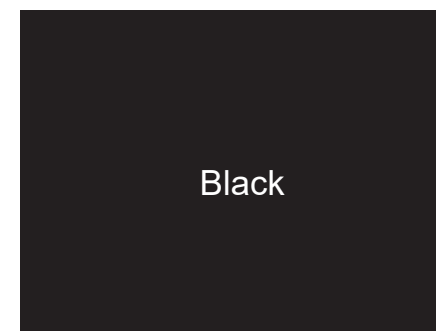
PANTONE 711C
CMYK: 26/98/93/0
RGB: 202/31/38
HEX: #ca1f26

CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #ffffff

® PANTONE is a registered trademark of Pantone, Inc.

LRG COLOUR

Usage On Background

#ffffff

#000000

#ca1f26

* The full-color logos should be used only on white and black. The pure white version should be used on any solid background.

* Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.
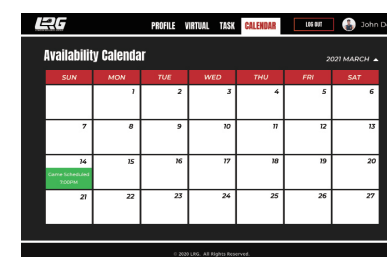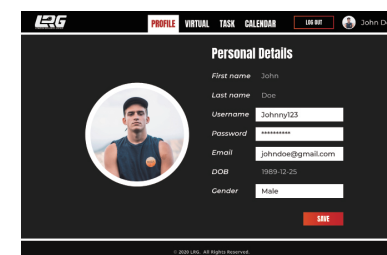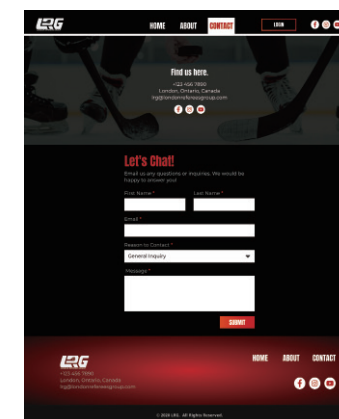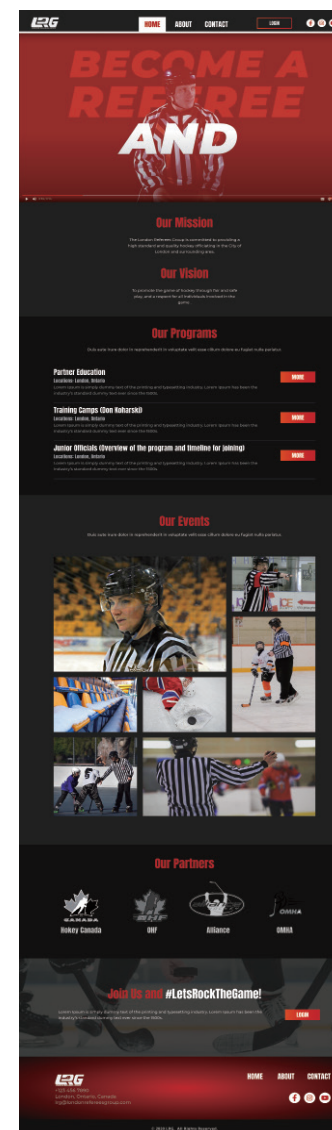
LRG COLOUR

Web Applications

For LRG web applications, our corporate colours should be as:

LRG RED   #ca1f26

BLACK   #000000

(These are a few examples)

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Typography

Type Family

Typography

Typography

Type Family

Typography is a key element to communicate a unified personality for LRG. We have selected Montserrat and Anton as our font.

Montserrat is available in a number of weights and styles.

Alternate font: when Montserrat and Anton is not available, use Arial.

Anton:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 ~!@#$%^&*()_+

Example: Anton Regular (shown at 26 pt.)

Family

Aa *Aa*

Regular

Typography

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 ~!@#$%^&*()_+

Example: Montserrat semibold (shown at 26 pt.)

Family

Aa *Aa*
Thin

Aa *Aa*
Extralight

Aa *Aa*
Light

Aa *Aa*
Regular

Aa *Aa*
Medium

Aa *Aa*
Semibold

Aa *Aa*
Bold

Aa *Aa*
Extrabold

Aa *Aa*
Black

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