



Style Guide

The TRAA

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BRAND CHARACTERISTICS

The TRAA (Thames River Anglers Association) is a volunteer organization, governed by a formal constitution and by-laws. An elected Executive, with the guidance of the General Membership, sets the policies and direction for the TRAA.

The TRAA is not a fishing club, although most members are anglers and share fishing as a common interest. TRAA is a “hands on” environmental group who likes to work at a grass roots level.

The TRAA has a history of always having a core group of active members supported by those who just want to be part of the solution. Either way, every member of the TRAA is active in their advocacy for the health of the Thames River watershed and its inhabitants.

1 - Protective. The TRAA is committed to protect enhance and regenerate a viable, multi-species, year-round fishery.

2 - Awareness. The TRAA promote and participate in environmental clean-up, pollution control and rehabilitation. Also promotes environmentally sound sport fishing practices. Additionally they increase public awareness of the unique diversity of the Thames River Watershed, its challenges, its recreational opportunities and its vital importance to our community

3 - Environmental. The TRAA breed, relocate and stock to re-establish or augment appropriate species of fish.

4 - Engaging. Form partnerships with community businesses, government agencies, special interest groups, landowners, and other stakeholders in the Thames River watershed.

LOGO

LOGO CLEAR SPACE

The logo is the most visible element of the TRAA identity. Because the logo is such a recognizable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.

To protect the clarity and visual integrity of the logo, it has an exclusion zone. It must always appear legibly on a clear background.

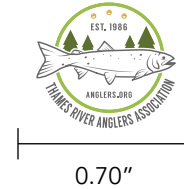


LOGO

The TRAA logo must perform well at all sizes. Use the guidelines for proper implementation of the small logos, which are legible at small sizes.

LOGO MINIMUM SIZE

MINIMUM REPRODUCTION SIZES: PRINT

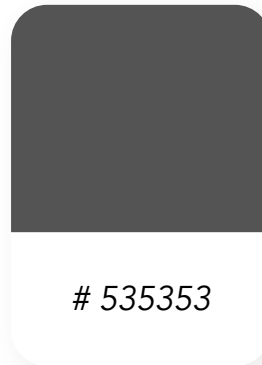
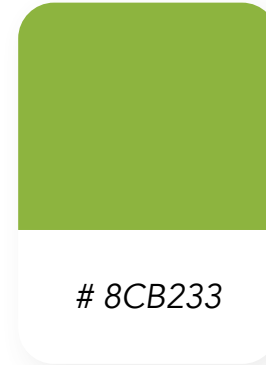


MINIMUM REPRODUCTION SIZES: INTERACTIVE



OUR COLOURS

Consistent use of the TRAA logo colours supports a unified brand identity. Avoid deviating from this core set of colors or creating tints of these values.



TYPOGRAPHY

It's easy to read, anywhere.
Use it everywhere.

Clean.
Modern.
Simple.

LOGO FAMILY FONT

Font Family : **LANGDON_2**

Style: *Regular / Caps*

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

WEB SITE FAMILY FONT

Font Family : **OSWALD**

Style: **Regular**

Light

Extra-Light

DemiBold

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

Font Family : **QUATTROCENTO**

Style: *Regular*

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

MERCHANDISING

Do not create new logos or type treatments, or attempt to recreate, distort, alter, or pull apart the university brand graphics. Always use high-resolution, fully scalable graphic files to create artwork.



