TRAA

THAMES RIVER ANGLERS ASSOCIATION

TRAA

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OUR VISION

Dedication Today for Tomorrow

"For the enhancement, protection and promotion of a viable,

multi-species fishery within the Thames River watershed."

TRAA Brand Styleguide. August 2019. Version 01.1

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TRAA

BRAND

IDENTITY

BRAND STORY

In the spring of 1986 the TRAA was formed by anglers concerned with the state of the fishery in the Thames River watershed, particularly the dwindling smallmouth bass population in the North Thames River.

This unique and authentic history has been the catalyst to the creation of the TRAA brand identity: "Hands-on Environmentalism".

The key elements and value that the brand represents are community, eco-friendly and heritage.

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BRAND COLOURS

The general colours feel of the brand is earthy shade of green and yellow. These colour represent TRAA as a leading organization in protect and maintain the Thames river's natural environment.

The logo colours only act as part of the logo only and should not be used in design elements such as text or fields of colour.

The highlight colour are background colour s and pop colours used in our website and other printing products.

LOGO COLOUR

Lime
RGB: 154-188-75
CMYK: 45-9-92-0
HEX: #9abc4b

Latte
RGB: 216-174-87
CMYK: 16-30-78-0
HEX: #d8ae57

Pickle
RGB: 93-112-48
CMYK: 63-38-100-23
HEX: #5D7030

Fossil
RGB: 102-101-101
CMYK: 50-52-51-21
HEX: #666565

HIGHLIGHT COLOUR

Sepia
RGB: 255-213-144
CMYK: 0-17-49-0
HEX: #ffd590

Dark teal
RGB: 77-96-100
CMYK: 71-51-50-23
HEX: 4d6064

TRAA BRAND

PRIMARY VERSION

The TRAA Logo represents our vision and mission. Taking the Thames river's ecosystem and trouts hatchery as our main focus, we include these nature elements in the logo.

TRAA's name and established year are also included to emphasize the heritage of our effort to improve Thames river inhabitants.

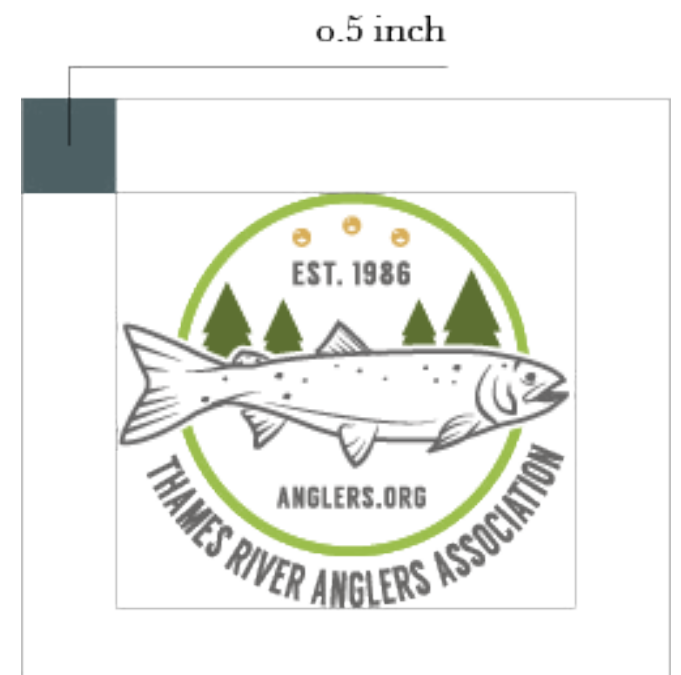Always use the logo provided originally. Do not re-create.

TRAA

LOGO

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CLEAR SPACE

Make sure this adequate space between the logo and surrounding elements.

The clear space around it should always be greater than 0.5 inch.

0.5 inch

TRAA

LOGO

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MINIMUM SIZES

Ensure the size of the logo is not smaller than the following mwsurements in all circumstances.

Minimum logo size is listed for print and web as follow.

Minimum sizes for print

0.5 inch

Minimum sizes for web

100 px

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TRAA

LOGO

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LOGO COLOUR VARIATIONS

DARK

TIER

OTHER

WHITE

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TYPOGRAPHY

The font is Didot. The serif font empha-
size the heritage of the brand and the
rounder shape brings a modern feel to it.

This font can be used on all print commu-
nications and digital applications.

Font family: **Didot**
To be used on most communications.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm nopqrstu-
vwxyz 123456789

Regular
Italic
Bold

Examples are shown at 24 pt.

TRAA

TYPO

IDEAL STACK

H1 Bold, Capitalised 24 pt.	**PAGE TITLE**
H2 Bold, Capitalised, 20 pt.	**SECTION TITLE**
H3 Bold, 17 pt.	**This is heading 3**
P Regular, 13.5 pt.	If you're with a like-minded organization or group looking for more information on the TRAA and its activities, the TRAA would like to hear from you.
Quote Bold, 15 pt.	*"For the enhancement, protection and promotion of a viable, multi-species fishery within the Thames River watershed."*

TRAA

TYPO

MERCHANDISING EXAMPLE

TRAA

MERCH

EST. 1986

anglers.org

THAMES RIVER ANGLERS ASSOCIATION