



# THAMES RIVER ANGLER'S ASSOCIA- TION

## BRAND GUIDELINES

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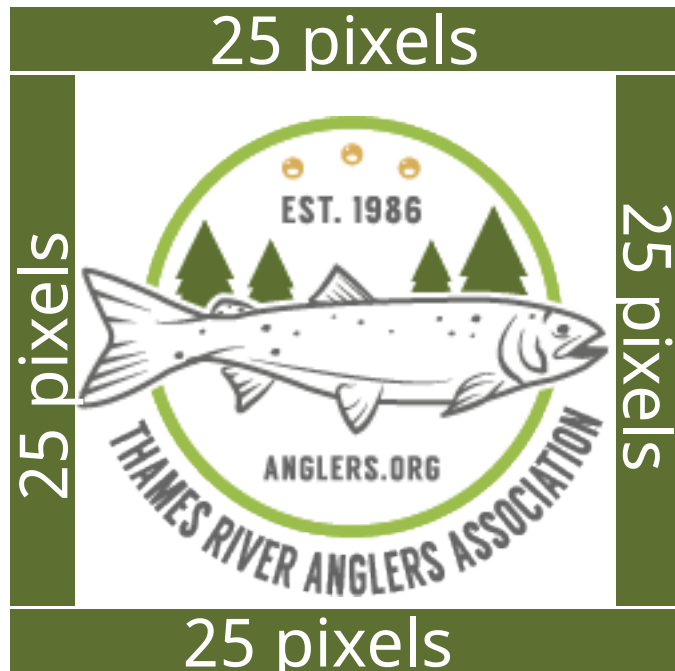
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## BRAND CHARACTERISTICS



The Thames River Angler's Association holds ecological integrity within its branding, adorning the Thames River watershed and its inhabitants. We believe that we are dedicating ourselves today for a better tomorrow, promising to enhance the eco system in whatever way we can. Many believe we are fishermen, but we are a hands on environmental group. The brand deeply holds value to environmental growth and preservation, especially within fish. The fish in our logo shows our dedication to the water dwellers, and the trees represent the surrounding naturalization in the Thames River. We pride ourselves in supporting the environment as much as possible.

## LOGO CLEAR SPACE



The Thames River Anglers Association logo should always have at least 25 pixels of clear space to separate it from other items in the same area it is being used. This allows for the logo to breathe enough on a page and not become constrained.

If the logo does not have enough clear space, it will look cramped.

Do NOT use any less than 25 pixels of clear space. It is specified for a reason.

## LOGO MINIMUM SIZE



The Thames River Anglers Association logo should never be smaller than 100 pixels on a webpage, paper, or any kind of item. There are smaller important details within the logo that must be visible. The text is also smaller and it is important that it is shown when the logo is displayed.

If utilizing the logo for merchandise items, it should be large enough so that the text is prominent and stands out.

## COLOR STUDY



#5d7032

#cedcad

#9ebf4d

The Thames River Anglers Association utilizes multiple hues of green in its branding. Green is the colour that is most consistently connected with the environment, ecological studies, and nature. The way we use it to enhance our branding is simply because we hold true to our roots in nature.

We also have white in our branding due to its neutrality and contrast with the greens. It is much nicer than greys or blacks.

## TYPOGRAPHIC STUDY



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The Thames River Anglers Association is mainly made up of users who are middle aged or younger children. Using this knowledge to our advantage, the brand keeps things simple and uses fonts in the Noto Sans family, or ones similar to it. This allows easy user readability, accessibility, and more over, looks good with the branding.

Alternative font family would be Arial, as it is easy on the eyes as well and on most computers.

Aa

Regular

**Aa**

Bold

*Aa*

Italic

***Aa***

Bold Italic

## LOGO PLACEMENT



As said before, when utilizing the logo for merchandise items, it should be large enough so that the text is prominent and stands out.

The placement of the logo should also be in a spot that is visible to viewers, typically the middle of an item works best as there is plenty of space to use.

It should not be placed on any provocative areas on clothing. This would be degrading to the brand.





If you have any questions or inquiries about The Thames River Anglers Association and our branding guidelines, please give us a call or send us an email.

519-555-5555

example\_email@gmail.com