

# THAMES RIVER ANGLERS ASSOCIATION

## HIEN NGUYEN







**3**  
CHARACTERISTICS

**4**  
LOGO STUDY

**5**  
COLOR STUDY

**6**  
TYPOGRAPHY STUDY

**7**  
MERCHANDISING



"For the enhancement, protection and promotion of a viable, multi-species fishery within the Thames River watershed."

In the spring of 1986 the TRAA was formed by anglers concerned with the state of the fishery in the Thames River watershed,

Follow this styleguide to help you have better understanding the basic elements that make the Thames River Anglers Association.



**WELCOME TO  
THE TRAA**

## Clear Space

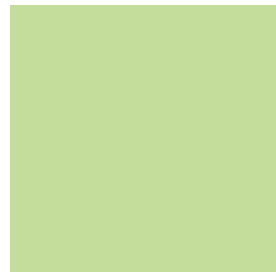


## Minimum Space



Width: 100px

## COLOR STUDY



HEX: #c5dd9b  
RGB: 197, 221, 155  
CMYK: 24, 1, 49, 0  
365 UP



HEX: #a1cbc9  
RGB: 161, 203, 201  
CMYK: 37, 7, 21, 0  
Eggshell Blue



HEX: #ff7bac  
RGB: 255, 123, 172  
CMYK: 0, 66, 3, 0  
211 U



HEX: #024d5d  
RGB: 2, 77, 93  
CMYK: 94, 59, 48, 30  
3165 C



HEX: #5d7032  
RGB: 93, 112, 50  
CMYK: 63, 38, 100, 23  
Cedar Green



HEX: #666564  
RGB: 102, 101, 100  
CMYK: 59, 51, 52, 21  
Smoked Pearl



HEX: #9bbe4b  
RGB: 155, 190, 75  
CMYK: 44, 8, 92, 0  
Macaw Green

The use of green - blue palette demonstrates the overall vibe of the TRAA: environmental friendly, energetic, active and adventurous as well. In the left column is the website colors. While 365 UP and Eggshell Blue are used in backgrounds, the 211 U and 3165 C are used as link colors. On the right side are the colors used in the TRAA primary logo.



These sets of type best represent the modern, innovatic and energetic feels of the TRAA. They are used consistently in the brand.

## MOHAVE BOLD

Use for headlines

## MOHAVE

**BOLD**

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

## RALEWAY BOLD

Use for highlighting regular text

## RALEWAY

**BOLD**

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

## RALEWAY LIGHT

Use for regular text

## RALEWAY

LIGHT

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

## LEAGUE SPARTAN BOLD

Use for headlines

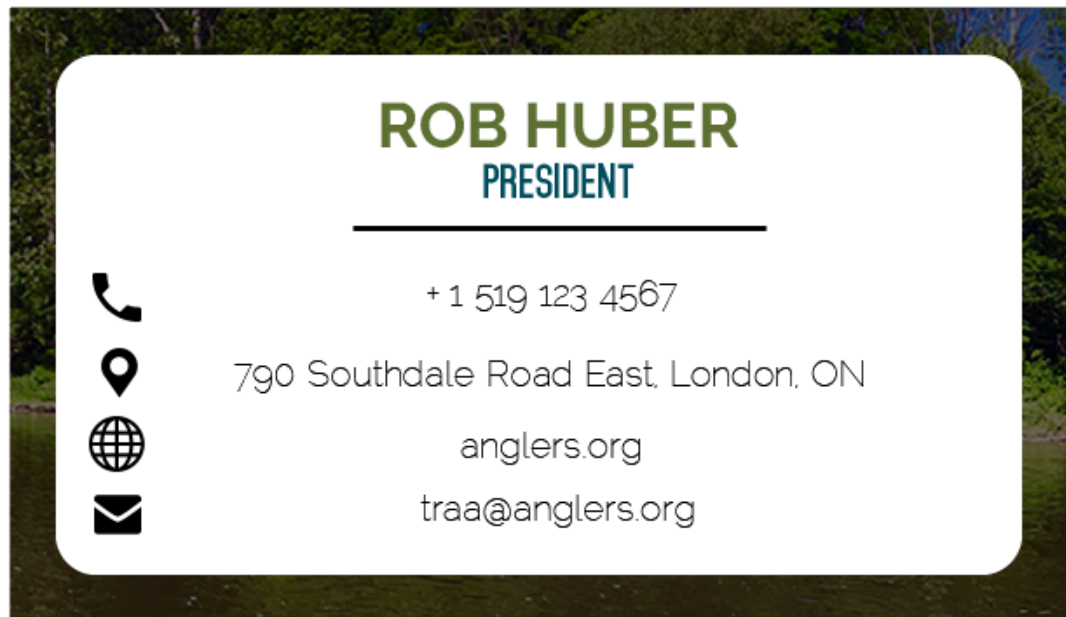
## LEAGUE SPARTAN

**BOLD**

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z



## Business Cards



## Shirt



## Cap



**THANK YOU**