

# KITSILANO YACHT CLUB

## Graphic Style/Basic Brand Identity Guidelines

For Use in Producing Materials/Communications for KYC

Date:

August 6, 2014





### Name:

- Kitsilano Yacht Club
- KYC
- Kits Yacht Club

### Logo

- KYC Burgee: The KYC Burgee must always be blue and white (or black & white if no colour options).

### Tagline or Catchphrase

- Vancouver's Neighbourhood Yacht Club since 1934
- Vancouver's Best Kept Secret
- ...since 1934

### Type, Fonts, Sizes and Styles

- Palatino: 'Friendly', traditional / serif font, easy to read (this document is written in Palatino)

OR

- Times New Roman (similar font, very common, easy to read)
- Type size should be relevant to the context of the graphic

### Graphics

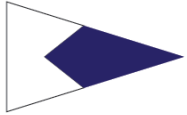
- KYC Burgee
- The KYC life ring / 'sweater crest':
- NB: as per industry standards special anniversary logos / designs should *only* be used 6 months prior to and during the anniversary year (e.g. 75th Anniversary logo)



### Colour Palette

- KYC Colours are **royal/navy blue & white** as on the official Club Burgee. Non-graphic backgrounds *should always be white* where possible. Good use of white space is an important part of the KYC visual identity
- Where possible, the font and text should be royal / navy blue / or black
- This is a good example of the correct colour, although variations are acceptable to accommodate non-professional applications (including this document)
- \*NB: Clothing background colours are not limited to white.
- \*NB: Under certain circumstances, e.g. to differentiate between segments, e.g. years on 5, 10, etc. year pins, background colours may be changed (only for those items) with permission from the Executive.





### **Logo Usage**

- The KYC Burgee should be left justified, 'floating' (i.e not attached to anything), and should only be allowed on official KYC messaging - e.g. signage, official emails, website, letterhead, business cards, promotional materials, t-shirts, prizes, etc.
- The KYC life ring should ideally be centered whenever possible and should only be allowed on official KYC messaging - e.g. signage, official emails, website, letterhead, business cards, promotional materials, t-shirts, prizes, etc.
- The life ring should be placed below when used with the KYC name (centered)
- The Burgee and life ring should be in colour (royal/navy blue & white) or black and white only.
- Preferred backgrounds for both is white. Use of other background colours (except photographs) is not acceptable.

### **Name Usage**

- The Kitsilano Yacht Club name should align center.
- It should only be referred to "Kits Yacht Club" in context, not as a title or stand alone.
- The first letter of each word must be capitalized.
- If using mixed caps and sentence case, put on separate lines, centered.
- No periods after letters if abbreviating 'KYC'.

### **Copywriting and Tone of Voice**

- The Kitsilano Yacht Club tone of voice when writing copy for brochures, websites, etc. is:
  - Friendly
  - Relaxed
  - Approachable
  - Fun
  - Inclusive (not offensive to any age group or gender, etc.).



# KYC Values and Spirit

- Kitsilano Yacht Club (KYC) was founded in the summer of 1934 to foster amateur yachting on English Bay in Vancouver and encourage competition at the highest level. The club is home to many active one-design sailing fleets, including the Star, 505, Martin 242, Melges 24, and Lightning, and outrigger canoe racing teams as well as SUP enthusiasts.
- Non-motorized watersports are lifelong outdoor sports that need not be unaffordable. To that end KYC operates on a maximum of member volunteer contribution and the minimum of dues needed to keep the non-profit society viable.
- KYC supports its ideal of affordable access to the water by running a not for profit program of lessons for novices and sailors wanting to learn the basics of dinghy racing. In co-operation with local schools and boys and girls clubs, KYC also gives young people of all backgrounds an opportunity for exposure to the wonderful world of sailing.
- Opportunities are available, without the need to own a boat, for keen and reliable crew willing to learn and commit to a season's schedule.
- KYC has active sailors and water-lovers literally from ages 8 to 80+ and from all walks of life.



# Kitsilano Yacht Club Graphic Elements

