

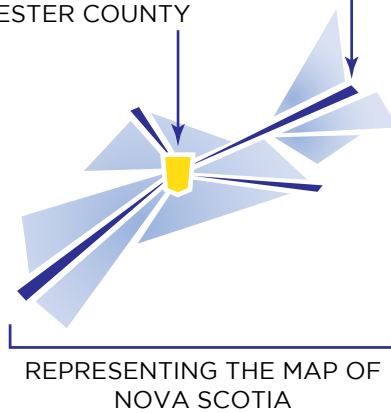
BRAND GUIDELINES

OUR LOGO

"GOTHAM BOLD" FONT
**CENTRAL
NOVA SCOTIA**
SPORTS & ENTERTAINMENT
"GOTHAM BOOK" FONT

NOVA SCOTIAN SHIELD
MARKS LOCATION OF
COLCHESTER COUNTY

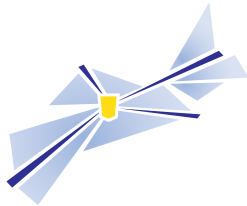
RAYS SYMBOLIC OF THE
FLAG OF NOVA SCOTIA



LOGO VERSIONS

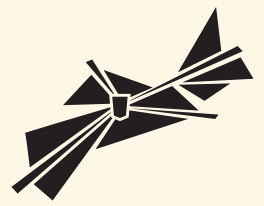
PRIMARY LOGO

**CENTRAL
NOVA SCOTIA**
SPORTS & ENTERTAINMENT



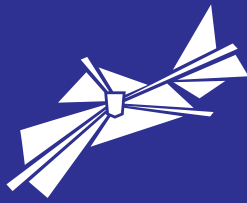
BLACK

**CENTRAL
NOVA SCOTIA**
SPORTS & ENTERTAINMENT



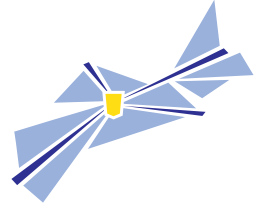
WHITE

**CENTRAL
NOVA SCOTIA**
SPORTS & ENTERTAINMENT



NO GRADIENT

**CENTRAL
NOVA SCOTIA**
SPORTS & ENTERTAINMENT



PRIMARY COLOURS

MARITIME ROYAL

#9AB1DC
R154 B177 G220
C38 M23 Y0 K0

MARITIME NAVY

#2E3191
R46 B49 G145
C99 M97 Y4 K1

MARITIME YELLOW

#FFDD15
R154 B177 G220
C38 M23 Y0 K0

BRAND GUIDELINES

CLEAR SPACE

We love seeing our logo in use with other graphics. When doing so, we want to make sure the logo has ample clear space to avoid crowding. The minimum recommended distance between the logo and any other element is equal to the height of the NOVA SCOTIA SPORT & ENTERTAINMENT lettering in the logo.



INCORRECT USAGE

There are alternative versions of our logo to make the brand look just right in every circumstance. There shouldn't be a need to create new and different logo versions or to modify it in any way. Here are a few examples of incorrect logo use or modifications.



Logo must not be stretched or distorted.



The distance between text and symbol must not be altered



Logo must always appear in approved brand colours.



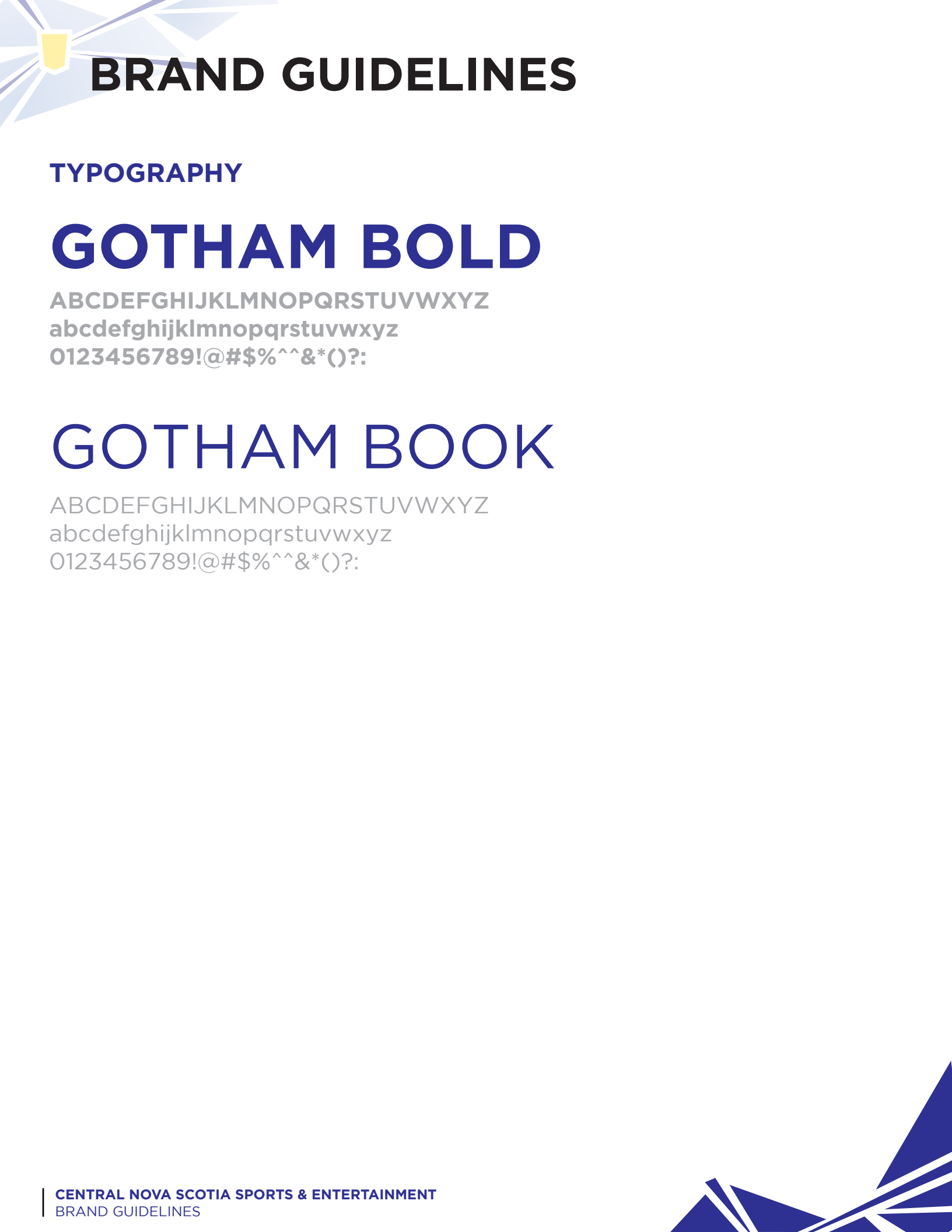
Logo typeface must not be changed.



The scale of logo elements must not be altered.



Ensure there is enough contrast between the logo and the background. Do not place on busy backgrounds



BRAND GUIDELINES

TYPOGRAPHY

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()?:

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()?: