



LOGO POLICY

1) Introduction

- a) Judo Alberta (also referred to as The Alberta Kodokan Black Belt Association) has a distinct logo that has been most recently updated in July 2012. The most recent version of the logo(s) is the only acceptable versions to be used.
- b) The Judo Alberta logo will serve to strengthen the Judo Alberta name and image through consistent branding, and also through the use of a distinctive mark throughout all of our events, publications, activities, and business of the association.

2) Purpose & Application of this Policy

- a) The Judo Alberta logo(s) are the property of Judo Alberta. The purpose of this policy is to ensure:
 - i. The protection of the logo(s) and brand image;
 - ii. Provide guidance on acceptable logo usage within the specifications and restrictions outlined; and
 - iii. Provide a clear path to seek approval for the use of the association's logo(s).
- b) This policy applies to Judo Alberta staff, Board of Governors, Committee Members, Judo Alberta Members, and those third parties wishing to use the Judo Alberta logo(s).

3) Judo Alberta Logo(s)

- a) The basic Judo Alberta logo consists of two parts: the graphic element and the text element.
- b) The graphic element is composed of nine (9) triangles interacting with, interlocking and/or surrounding two (2) circles. One logo variation has a single graphic character in the center of the logo replacing one (1) triangle, though does not detract or change the primary structure and makeup of the logo(s).
- c) The text element consists of a set typeface with the proportion of the text size to the graphic element remaining the same. The words "judo alberta" shall appear in a lowercase style using the Gara (Bold) font. The words "THE ALBERTA KODOKAN BLACK BELT ASSOCIATION" shall appear in an uppercase style using the Myriad Pro (condensed) font.

4) Use of the Logo

- a) Judo Alberta reserves the right to use and grant permission for the use of the Judo Alberta logo(s) in any way it deems appropriate. Judo Alberta also reserves the right to request other parties cease usage of the logo(s) in instances where Judo Alberta, in their own discretion, deems the usage inappropriate, misleading or in violation of this policy and any law or regulation.
- b) Use of the Judo Alberta logo(s) must be consistent with the philosophy, values, programs, and strategic objectives of the association.
- c) The Judo Alberta logo(s) may not be reproduced or used without expressed written consent from Judo Alberta. Written consent must be given by Judo Alberta for each different use of the logo(s).

- d) The Judo Alberta association logo(s) are valuable legal and intellectual assets, and unauthorized use of these logos is strictly prohibited.

5) Acceptable Uses

- a) Only official reproductions of the Judo Alberta logo(s) may be used. Hand-drawn or altered versions are not permitted. See attached style guidelines for acceptable versions.
- b) All authorized uses of the Judo Alberta logo(s) must meet the following conditions:
 - i. The logo and text should be used together, as defined, whenever possible;
 - ii. The typeface shall not be altered or replaced with another;
 - iii. The proportions of logo and text shall be retained and never be distorted in any way;
 - iv. It is understood that certain design opportunities necessitate the use of the logo without the text.
 - v. The logo may appear in close proximity with other logos provided that the Judo Alberta logo(s) is clearly visible and not distorted in any way.
- c) The Judo Alberta logo(s) will not be used in any way that could be interpreted as:
 - i. Harmful to the reputation or image of Judo Alberta or its events;
 - ii. A false or implied endorsement, sponsorship, approval of Judo Alberta's support of the user's products, services, events or other related activities;
 - iii. A violation of any law, regulation, public policy or the rights of others.

6) Requests for Use of Logo

- a) Requests to use the Judo Alberta logo(s) must be submitted in writing to the Judo Alberta office a minimum of thirty (30) calendar days prior to the anticipated date of use or reproduction of the logo(s). All submissions must provide a detailed explanation of the use of the logo(s) requested, as well as a sample proof (where applicable).
- b) Judo Alberta will provide a written decision of approval or denial within seven (7) business days of receipt of this request. All decisions made are final and are unappealable.
- c) In consideration of the acceptance of the Judo Alberta logo(s), the applicant agrees to:
 - i. To abide by the Judo Alberta Logo Use Policy, and all other Judo Alberta policies and procedures;
 - ii. That all information provided to Judo Alberta on the intended uses of the logo(s) is accurate and correct;
 - iii. That Judo Alberta reserves the right to revoke the acceptance of use of the Judo Alberta logo(s);
 - iv. Acceptance of the applicant's use of the Judo Alberta logo(s) is confirmed upon the signature of either the Judo Alberta President or Executive Director.

Judo Alberta Logo Use Style Guidelines

Correct Usage of the Logos

The Judo Alberta logos have been specifically designed as part of our brand image and may never be recreated. The correct versions of the artwork are supplied through the Judo Alberta office and may only be used with express written consent. Consistent application of these logos will reinforce the brand image of Judo Alberta.



Colours

The following colours are used in the Judo Alberta logos:

Print

BLACK : Pantone Black C
C: 0 M: 13 Y: 49 K: 98

Web

BLACK: # 000000
R: 0 G: 0 B: 0

PINK : Pantone 212 C
C: 0 M: 72 Y: 11 K: 0
RED : Pantone 187 C
C: 0 M: 100 Y: 79 K: 20

PINK: # f06d9b
R: 240 G: 109 B: 155
RED: # c41230
R: 196 G: 32 B: 50

Fonts

The following fonts are used in the Judo Alberta logos:

- **Judo Alberta** (company name): Gara (bold), free font, free for commercial use, font converted to outlines, all lowercase
- **The Alberta Kodokan Black Belt Association** (byline): Myriad Pro (condensed), commercial font, converted to outlines, all uppercase

Logo Usage Don'ts

The following outlines (but is not limited to) unacceptable uses of the logos:

- 1) Don't change the orientation of the logo;
- 2) Don't add special effects to the logo (for example: shadow, emboss, glow, outline, frame, etc.);
- 3) Don't change any of the logo colours;
- 4) Don't place the logo on similarly coloured backgrounds or "busy" backgrounds, photographs, or patterns;
- 5) Don't reconfigure or change the placement of any components of the logo;
- 6) Don't stretch or squeeze the logo to distort any of the proportions;
- 7) Don't crop the logo.

Examples:



Squeezed – distorted



Orientation – text on the bottom



Font – incorrect font, format, size, placement