Brand Guidelines

2024

Our brand guidelines are a set of rules that outline how the brand should look, sound, and feel to maintain consistency and create a strong brand identity. They ensure that all marketing and communication materials align with our brand's values, personality, and goals.

01

Expression Scale

Our design approach encompasses a scale of functionality and expressiveness. The functional side focuses on legibility and formalities, ensuring clear communication.

Meanwhile, the expressive side grants more creative freedom, allowing for visually captivating designs. Striking a balance between practicality and creativity, our designs effectively communicate while engaging the audience.

Expressive designs often rely more on imagery and graphic elements, while functional designs prioritize type and brand colors, with less graphic elements, for clear communication and usability. However, there can be variations and overlap based on the project's goals and context.

FUNCTIONAL

EXPRESSIVE

FUNCTIONAL

EXPRESSIVE

FUNCTIONAL
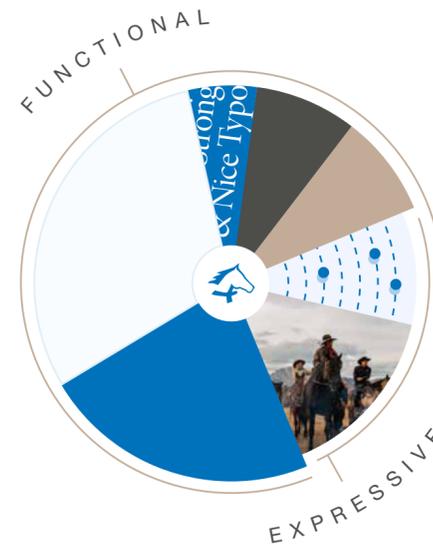
EXPRESSIVE

Functional
Letterheads, Business Cards

Overall Expression
Website, Online Profiles

Expressive
Social Media, High Traffic Ads

02

Logo Variations

Our brand guidelines include two main versions of the logo, along with a brandmark. The standard logo version is designed to fill horizontal layouts effectively, providing visual balance and alignment.
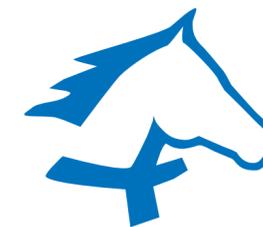
On the other hand, the compact logo version offers a modern feel and is ideal for situations where space is limited or for vertical layouts.

In cases where neither the standard nor the compact logo can fit into a specific layout, the brandmark serves to maintain brand awareness.

It is crucial to follow these logo and brandmark guidelines consistently to ensure accurate representation of our brand.

ALBERTA EQUESTRIAN FEDERATION

Compact Logo

AEF Brandmark

ALBERTA EQUESTRIAN FEDERATION

Standard Logo

03

AEF LOGO

Scale System

The usage of the AEF logo is limited by size restrictions. When incorporating the compact version of the logo, it is imperative not to downsize it below 1.5 inches or 108 pixels.

In instances where the layout necessitates downsizing beyond this threshold, it is recommended to switch to the brandmark. Similarly, the brandmark should not be scaled lower than 0.3 inches or 16 pixels.

Likewise, for the standard AEF logo, it should not be used at a size smaller than 2 inches or 144 pixels to ensure optimal visibility and legibility.

Print	∞ in		1.5 in	0.3 in
Digital	∞ px		108 px	16 px

Print	∞ in		2 in	0.3 in
Digital	∞ px		144 px	16 px

04

Clear Space Computation

Clear space in logo design refers to the area of an image or layout that is kept free from any other design elements.

It is crucial for ensuring that the logo is easily recognizable and legible. It is typically measured in proportion to the logo's size and should be free from any text, imagery, or other design elements that could detract from the logo's impact.

The AEF logo features a defined clear space that is demarcated by the letter "A" of the type, as this area is kept free from any text or imagery.

This practice applies to all variations of the logo and is instrumental in decluttering the space around it, thereby maximizing its visibility and enhancing its brand recognition.

Logo Placement

05

The compact version of the logo can be utilized both with and without the AEF logo banner holder area. On the other hand, the standard version of the logo is primarily intended for use inside the logo holder banner.

In both cases, it is recommended to center-align the logo within the layout to maintain visual balance and consistency.

As for the brandmark, it is typically placed in the corners of the layout to ensure brand recognition. Alternatively, the brandmark can be used as an oversized watermark positioned in the background to provide a subtle branding element.

06
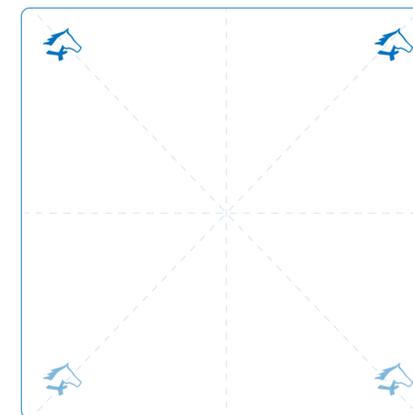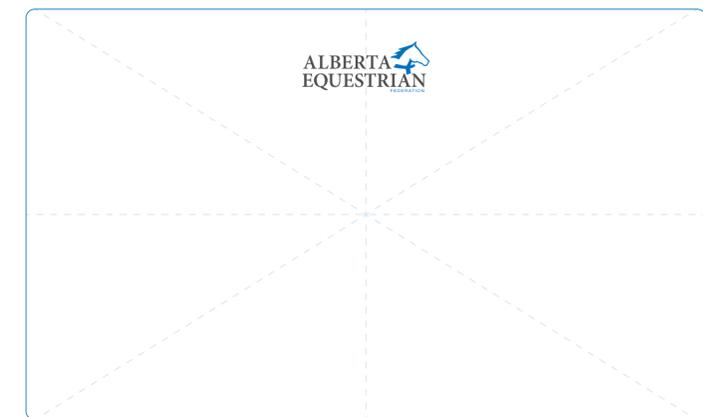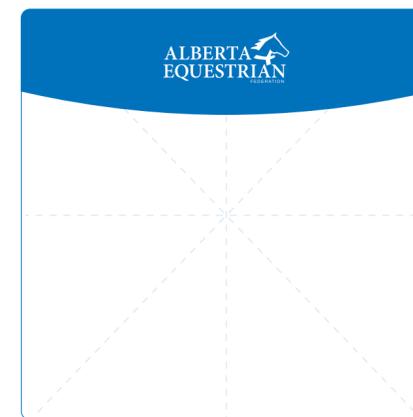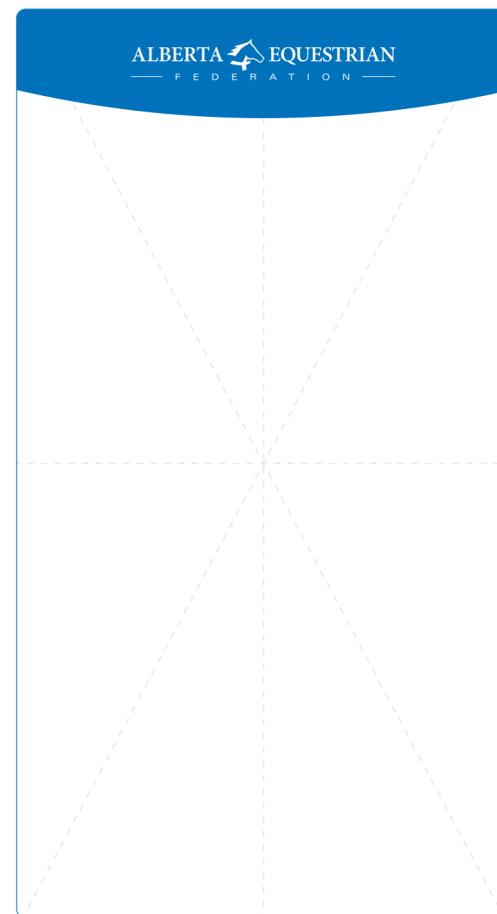
A E F   L O G O

Logo Use
& Application

To maximize logo visibility and maintain brand consistency, it is essential to follow these guidelines when incorporating the logo into a layout.

Ensure a non-obstructing area around the logo on images or busy layouts to preserve its legibility. Position the logo prominently to capture attention and reinforce brand recognition.

To maintain the integrity and consistency of the logo, avoid adding effects, using colours other than those provided, skewing, or using low-resolution versions. Never stretch the logo disproportionately.

Consistently adhering to these guidelines will help establish a cohesive visual identity.

Do not add a drop shadow to the logo

Do not recolour the logo elements

Do not skew or rotate the logo

Do not use a low quality version of the logo

Do not stretch the logo or distort its proportions

07

TYPOGRAPHY

Font Families

This typography guide features the typefaces adopted by our company: Minion Pro as the display type, complemented by the different weights of Helvetica for the body text, subheadings, etc...

Display Font
Minion Pro

Font Style
Display
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt uu Vv Ww Xx Yy Zz 0123456789

Body Text Font
Helvetica Neue LT Std

Font Style
55 Roman
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt uu Vv Ww Xx Yy Zz 0123456789

Font Style
75 Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt uu Vv Ww Xx Yy Zz 0123456789

H1
Font size (3 REM)
Leading (3 REM)
Use Minion Pro for the Headings

Body text
Font size (1 REM)
Leading (1.5 REM)
We use expanded weights for body text, condensed for Subheading. Subheadings are used above the title, all caps, with a little bit of tracking (20).
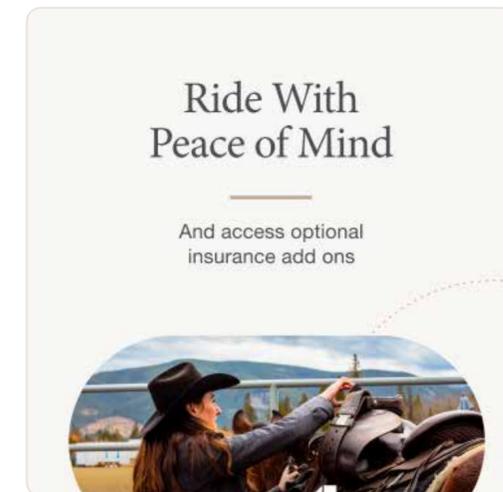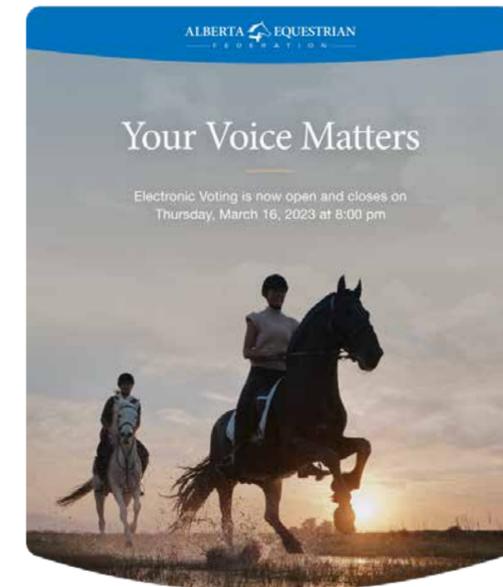
H1
Font size (3 REM)
Leading (3 REM)
Placeholder Title

Subheading
Font size (1 REM)
Leading (1 REM)
Placeholder Subheading to showcase its combination with a dividing line

H1
Font size (3 REM)
Leading (3 REM)
STRIDE WITH US

Your Voice Matters

Electronic Voting is now open and closes on
Thursday, March 16, 2023 at 8:00 pm

Ride With Peace of Mind

And access optional insurance add ons

08

Typography Use

When utilizing Helvetica as the chosen font for body texts, captions, and overlines, ensure that you adjust the font size, tracking, leading, and utilize all-caps where appropriate.

When using Minion Pro as the display font for headings and titles, adjust the tracking to ensure optimal letter spacing. Create a clear visual hierarchy by using different font sizes for subsequent headings. In creative designs, the size cap for headings may vary based on the layout.

These guidelines will help you effectively leverage Minion Pro to create engaging and visually appealing headings and titles.

Element	Font Family	Font Size	Style	Tracking	Line Height
Heading 01	Minion Pro	4.5 rem - 72 px	Display	-15 / -60	1 x Font Size
Heading 02	Minion Pro	3 rem - 48 px	Display	-15 / -60	1 x Font Size
Heading 03	Minion Pro	2.25 rem - 36 px	Display	-15 to -60	1 x Font Size
Heading 04	Minion Pro	1.5 rem - 24 px	Display	-15 / -60	1 x Font Size
Subheading 01	Helvetica Neue Std.	1.5 rem - 24 px	55 Roman	40	1 x Font Size
Subheading 02	Helvetica Neue Std.	1.25 rem - 20 px	55 Roman	40	1 x Font Size
Body Text	Helvetica Neue Std.	1 rem - 16 px	55 Roman	20	1.5 x Font Size
Overline	Helvetica Neue Std.	0.875 rem - 14 px	55 Roman	420	1 x Font Size
Caption Text	Helvetica Neue Std.	0.625 rem - 12 px	55 Roman	20	1.5 x Font Size

09

COLOURS

Colour Palette

Our colour palette consists of five main colours that play distinct roles in enhancing our layouts:

AEF Blue: The dominant hue, representing our brand identity and establishing colour hierarchy within the design.

Ice Blue: Complementary to AEF Blue, providing a smooth and harmonious contrast between colours and the background.

Wheat Brown: A warm accent colour, subtly adding richness and depth to the design.

Charcoal: Reserved for typography, offering a strong contrast and ensuring legible text.

By utilizing these five main colours purposefully, we can create visually appealing designs with clear hierarchy and a touch of warmth while maintaining legible typography.

AEF Blue
#0072BC

Ice Blue
#F9FCFF

White
#FFFFFF

Wheat
#C2AC97

Charcoal
#4d4d4d

COLOURS

10
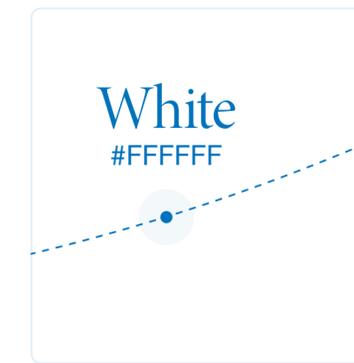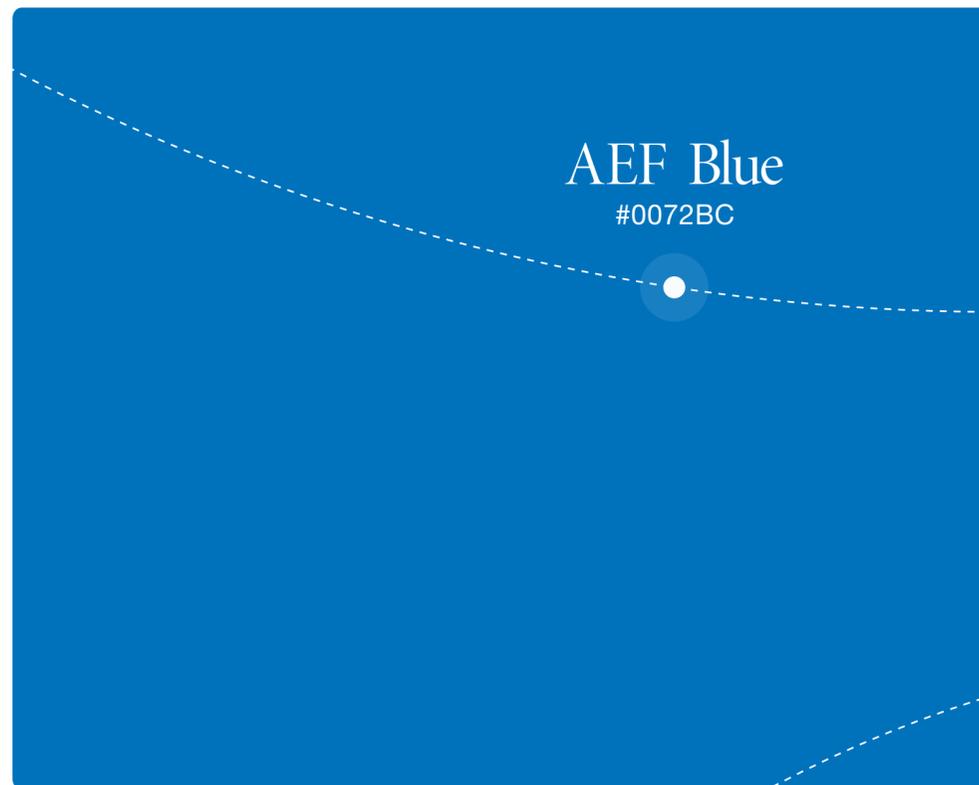
Colour Combinations

When designing, consider various colour combinations to achieve visually appealing results. Opt for white text on a charcoal background to ensure legible contrast.

Alternatively, choose charcoal text on a white background for a modern aesthetic. Pair charcoal elements with accents in wheat brown to create a sophisticated contrast. When overlaying text on images, use white text to maintain clarity.

For consistency, utilize blue elements on an ice blue background. Lastly, employ white text on a blue background for clear contrast. These colour combinations will help you create cohesive and visually pleasing designs.

White on Charcoal

Charcoal on White

Charcoal on Winter Wheat

Colour

White on Imagery

AEF Blue on Ice Blue

White on AEF Blue
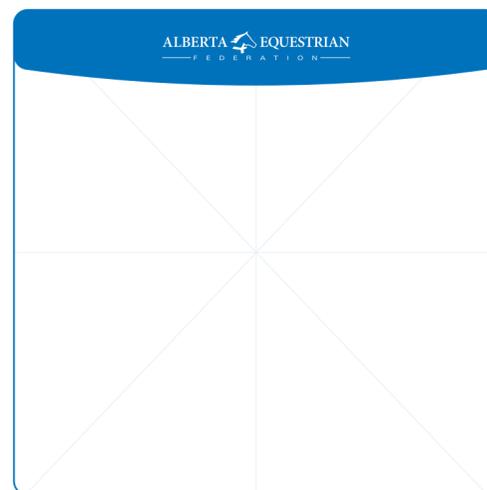
GRAPHIC ELEMENTS

Arched Logo Banner

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Our brand features a distinctive blue curvy banner that emphasizes the logo and declutters the surrounding area. The primary purpose of this banner is to draw attention to the logo and keep the AEF Blue color prominent in the design without overwhelming its usage.

The blue curvy banner acts as a visual frame, allowing the logo to stand out and maintaining a clean layout.

In some cases, the blue banner is connected to a frame that encloses the entire layout, creating visual cohesion and a unified brand presence.

By leveraging the blue curvy banner and, when applicable, the connected frame, we enhance logo visibility and maintain the prominence of the AEF Blue color in our designs while ensuring a clean and engaging visual experience.
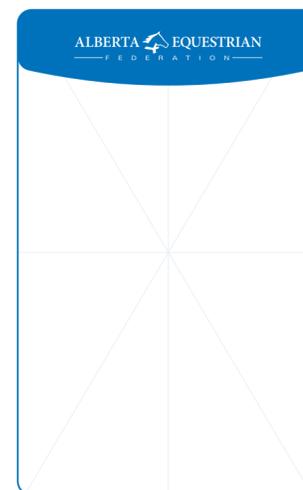
Top Banner Connected to frame
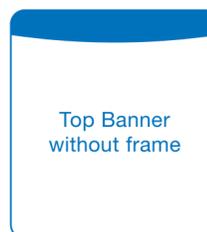
Top Banner without frame

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GRAPHIC ELEMENTS

Dots & Dashes

An integral part of our branding involves the use of dashed strokes and circles to infuse movement and individuality into our designs.

These design elements can be observed throughout our iconography, where dashed strokes and circles are strategically employed to convey a sense of dynamic energy and fluidity.

The movement created by these dashes and circles mimics the concept of presence and riding, aligning with our brand's focus. By consistently incorporating multiple circles in this manner, we achieve a visual representation of combined individualism and community.

Through the intentional use of dashed strokes and circles, we bring a lively and engaging quality to our designs, reflecting our brand's identity and capturing the essence of movement and interconnectedness.

Member
Insurance Coverage

Training
& Education

Exclusive
Membership Perks

Access to
Competitions

Scholarships,
Awards & Funding

Rewards
& Discounts

Call us

Email us

Live Tracking

This Feature that helps you find out the exact location of your parcel at any time.

GRAPHIC ELEMENTS

Brand Application

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When implementing guidelines into your designs, strive for an immersive approach that emphasizes the imagery. Place the visuals in the spotlight to create a captivating and engaging experience for the audience.

To enhance the overall composition and maintain a consistent brand image, consider incorporating dashed lines and dots strategically. These lines can be utilized to break up the design elements, adding visual interest and creating a sense of rhythm and flow.

By embracing an immersive approach and integrating dashed lines thoughtfully, you can elevate the impact of your designs and ensure a consistent and captivating brand experience.

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GRAPHIC ELEMENTS

Social Accounts

To ensure a cohesive brand identity across our social media presence, we consistently apply the rules outlined in this document. By adhering to these guidelines, we maintain a unified aesthetic that aligns with our brand.

To assist you in maintaining consistency on your social media feed, we provide downloadable social media templates. These templates can be accessed by clicking on the button below.

In addition to utilizing graphic additions, we also encourage the posting of images without any additional graphics on social media. However, it is essential to incorporate our brand mark somewhere within these images. Use these templates to create visually harmonious and engaging content that reflects our brand's identity.
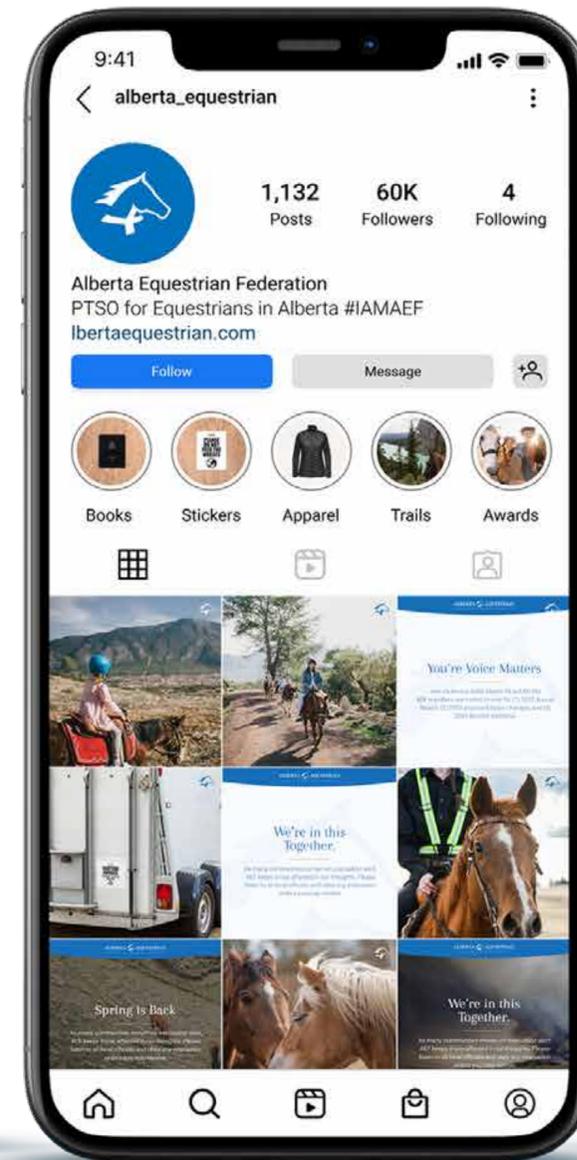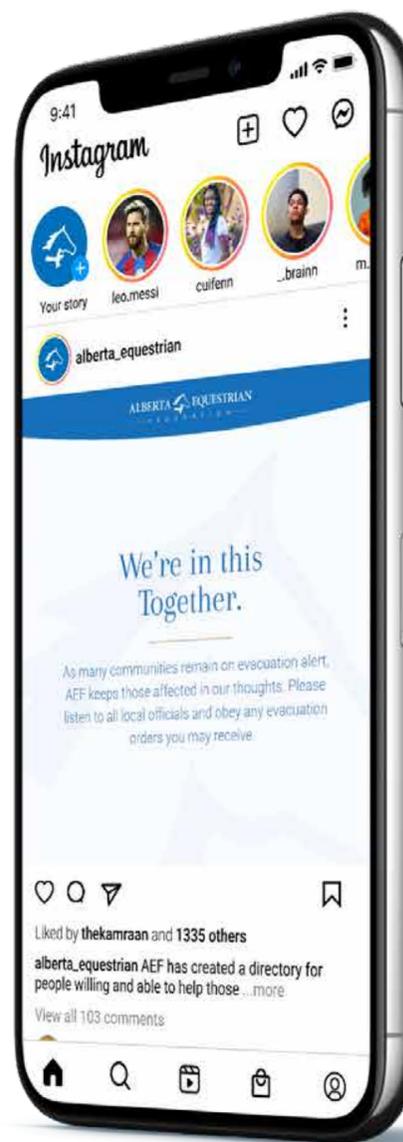
GRAPHIC ELEMENTS

Photography Style

In our photography, we aim to highlight the outdoor trails and create a sense of togetherness. It is important to capture the joy of trail riding and evoke a feeling of freedom. Outdoor shots should take precedence, showcasing the appeal of trail riding and emphasizing the sense of adventure and liberation.

To reinforce our brand identity, hints of blue can be incorporated into the shots, helping to push forward our brand identity and making it stand out. Cool colors can also be used to enhance the visibility and impact of our brand.

By following these guidelines, we can create compelling photography that resonates with our audience, showcasing the exhilaration and the strong sense of community that comes with trail riding.

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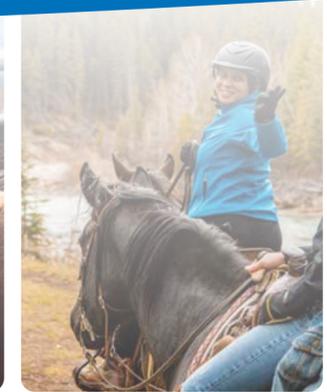
Brand Voice

The main focus of our marketing initiatives will be to educate and inform current and potential members about AEF. Our messaging will revolve around the following points:

- A responsibility to ensure the health and welfare of horses and all equines.

- The many forms of activity with horses that can be healthy and enjoyable for all people, regardless of age, race, gender, status, and capabilities.

- Providing detailed information to current and potential members about the wide array of programs and services offered by AEF and highlighting how these offerings are strengthened by being a member.

	Funny	**Neutral**	Serious	
	Casual	Neutral	Formal	
	Irreverent	Neutral	**Respectful**	
	Enthusiastic	Neutral	Matter-off-fact	
	Community-Driven	Neutral	Product-Driven	