BRAND GUIDELINES

WINNIPEG
SEA BEARS

BRAND NARRATIVE

MISSION & VISION

Mission:

Build a winning culture through basketball in Winnipeg, on and off the court.
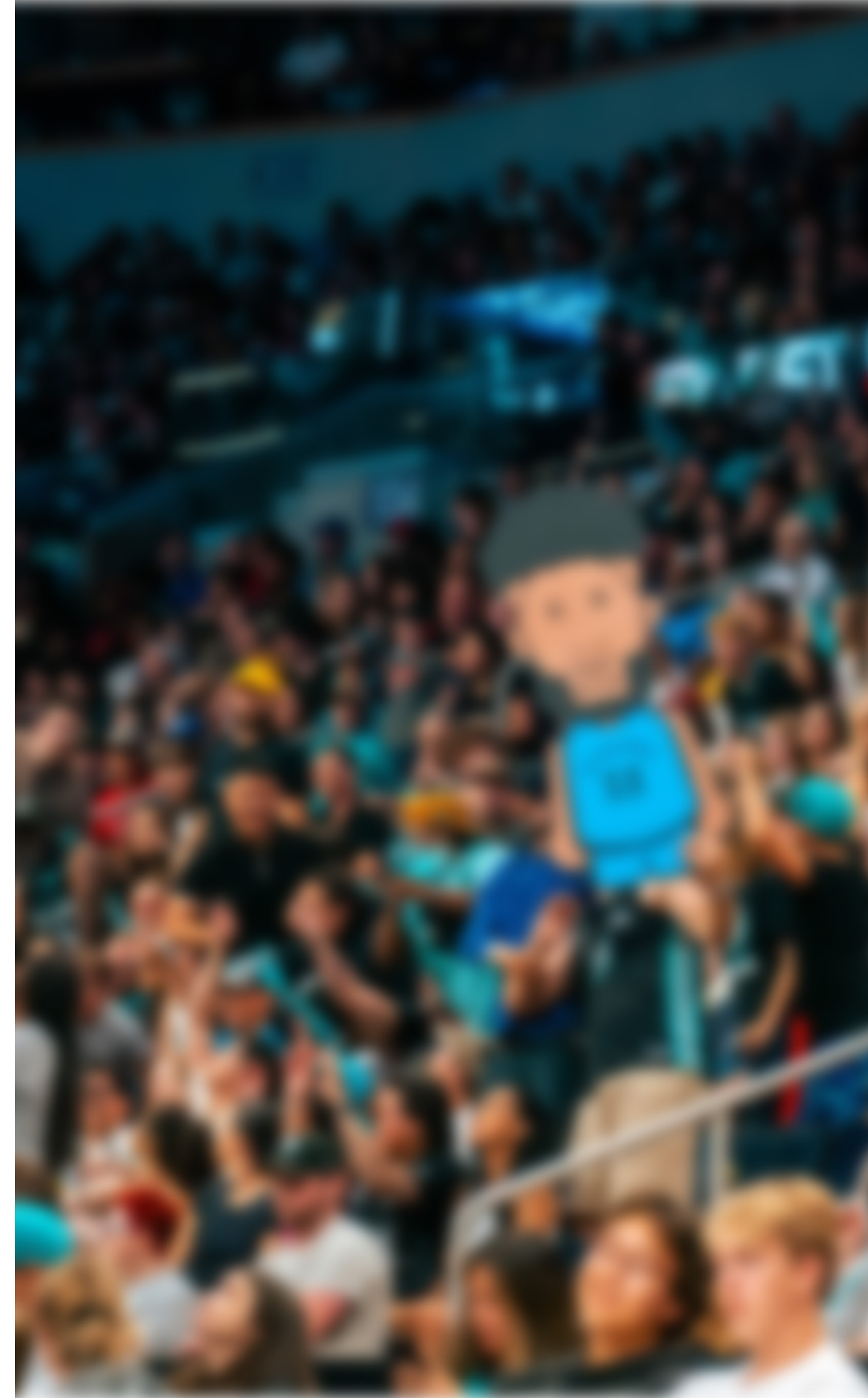
Vision:

Leverage organizational success to uplift and improve our communities.

POSITIONING STATEMENT

For Winnipeggers who seek engaging sports entertainment, the Winnipeg Sea Bears are the team that provides them incredible value, and values them back.

DRIVEN
UPLIFTING
ENERGETIC
APPRECIATIVE
COSMOPOLITAN

BRAND PERSONALITY

- Driven in that we strive to be the best on and off the court.
- Uplifting in that we bring everyone along with us and lead by example.
- Energetic in that we have fun creating fun, and inspire others.
- Appreciative in that we know we are nothing without our supporters.
- Cosmopolitan in that we are sophisticated, creative, and of the city.

CENTRAL ORGANIZING THEME

The central organizing theme, or brand essence, reflects the fundamental truth and purpose of the organization. It radiates through all aspects of the brand and ties them all together, but is not necessarily market-facing. The central organizing theme is "win together."

WIN TOGETHER

THE PHRASE REPRESENTS:

- Creating a successful, profitable, sustainable business
- Growing basketball in Manitoba and creating more winners
- Doing our best together with fans and our community
- Achieving the most when we collaborate
- Giving it our all to win on the court
- Winning more when we work together

MAIN THEMES

WE'RE ALL SEA BEARS

1. WE'RE ALL SEA BEARS

- Fans feel like part of the team
- Communicative with our stakeholders
- Fans are heard and respected
- We work best when we work together
- Staff are collaborative

DO GOOD

2. DO GOOD

- Invest in community by building strong relationships
- Help youth develop through basketball
- Uplift those around us
- Players are visible in the community
- Give back in numerous ways
- The more the business does well, the more we can do good

CHAMPION BELONGING

3. CHAMPION BELONGING

- Everyone is welcome, included, and comfortable
- Games and events are affordable
- All fans feel important
- Staff and players will speak to anyone

CONNECTED TO CULTURE

4. CONNECTED TO CULTURE

- Basketball is urban in nature
- Support and integrate local art and music
- Celebrate diversity of cultures
- On top of trends
- Winnipeg is home, but we're also Manitobans

COMPETITION ON AND OFF THE COURT

5. COMPETITIVE ON AND OFF THE COURT

- Our team is built on hustle
- Outwork the competition
- A competitive team is a good business
- Find a way to get it done
- Even if we make mistakes, we learn and get back up

HIGH ENTERTAINMENT VALUE

6. HIGH VALUE ENTERTAINMENT

- Best bang for your buck in town
- World class fun
- Truly something for everyone
- Family friendly

BALL COMES FIRST

7. BALL COMES FIRST

- Integrity of the game is paramount
- Help grow basketball in Manitoba
- Working to inspire new basketball fans
- Always a basketball team first and foremost

SEA BEARS LOGOS & LOGOTYPES

On light background

On dark background

On team colour background

VERTICAL STACKED LOGO

This full stacked logo uses Apotek font and should be used anywhere a graphic would be seen without any other context, like OOH advertising and printed materials.

This logo can be used on any one of three background colours: White, black, and sea foam.

If the logo is so small the text is illegible, another logo should be used instead.

Please note the size ratio of icon to workmark may not be altered.

HORIZONTAL STACKED LOGO

The horizontal stacked logo should only be used in cases where the full vertical stacked logo does not fit and would be illegible.

Such cases would be corporate documsents like letterhead, envelopesm and reports

On light background

On dark background

On team colour background

On light background

On dark background

On team colour background

ICON LOGO

The icon logo may be used in contexts where the brand is already present in some way, such as on social media or web, where all graphics will be accompanied by display names or URLs.

ONE-COLOUR LOGO

On light background: **Black** logo

On dark background: **White** logo

On light background: **Black** logo (team colour option)

On team colour background: **White** logo

On light non-team colour background: **Black** logo

On dark non-team colour background: **White** logo

The full colour primary Sea Bears logo which incorporates black, white, and sea foam, should be used whenever possible. However, on artwork where only single colour artwork is possible, or if the logo is to be positioned on a colour not in the Sea Bears palette, ensure the logo is one colour.

On a dark coloured background, use the white logo, in which the bear has a solid white face.

On light backgrounds and on colours not in the Sea Bears palatte, use the black logo, in which the bear has a transparent face.

The bear icon should only ever have a white face when filled in.

LOGO CLEARSPACE

To ensure the integrity of the Sea Bears visual identity, ensure there is always sufficient clearspace around the logo.

The clearspace is defined by the height of the "S" in the word "Sea Bears" in the full size logo you are using.

For the icon logo, the "S" should be equal to the what the full size logo would be at the same size.

IMPROPER LOGO USE

Avoid altering logos in any way. They should only be used in the previously displayed formats. No changes should be made to the logo in colour, ratio, orientation, font, or embellishments.

Always be aware of the background behind the logo. Choose the option with the most contrast and avoid clashing colours. If necessary, add a box behind the logo for clarity, keeping in mind the clearspace requirements.

Do not stretch or skew

Do not change colours

Do not change orientation

Do not apply effects

Use high contrast logos

Do not colour bear face

Do not change fonts

Do not encroach on space
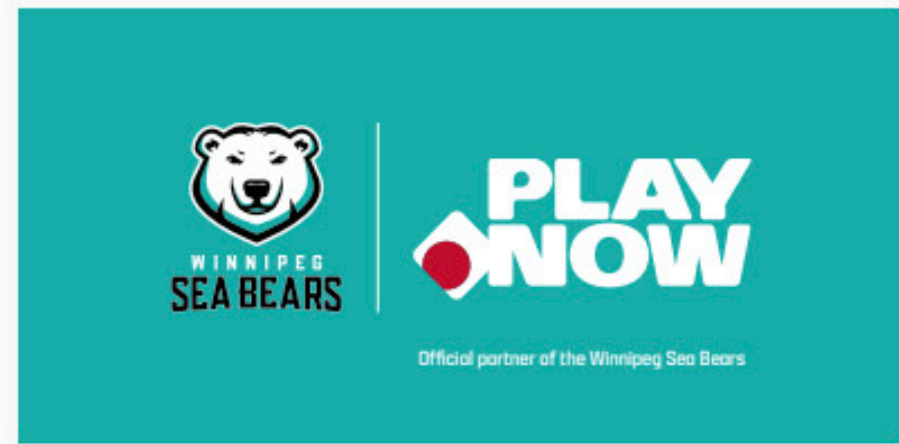
PARTNER LOGOS & LOGOTYPES

The Sea Bears are proud to have such strong partners in our corner, so it's important we acknowledge them clearly and consistently.

Sea Bears context

Partner context

Official partner of the Winnipeg Sea Bears

Official partner of the Winnipeg Sea Bears

Official partner of the Winnipeg Sea Bears

Official partner of the Winnipeg Sea

Official partner of the Winnipeg Sea Bears

Official partner of the Winnipeg Sea

FULL HORIZONTAL LOGO

Follow the same colour, spacing, and variation rules as before. For the Sea Bears' use, our logo goes first. For partner use, they have an option to put their logo first.
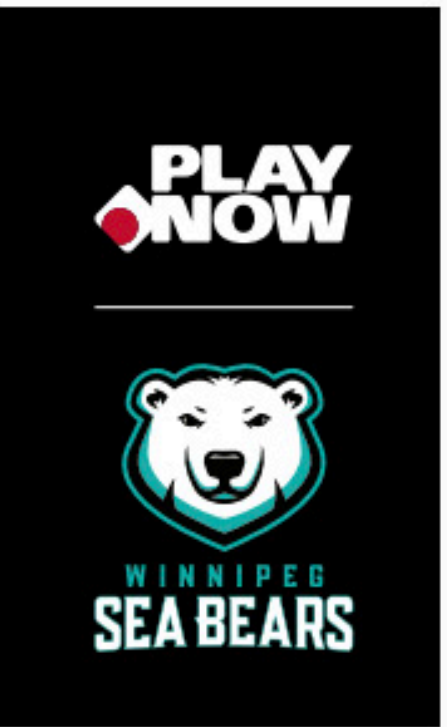
Place a vertical bar between the logos, and proportion the logos equally. The partner acknowledgement line placed centred below the oartner logo is optional.

Sea Bears context

Partner context

VERTICAL STACK LOGO

In place of the horizontal lockup when it does not fit, the vertical lockup should be used.

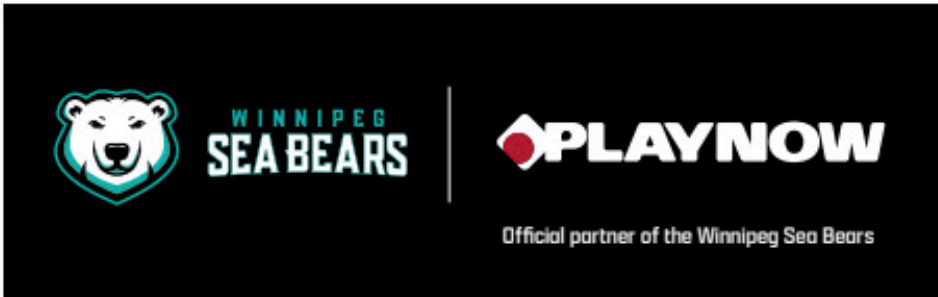This should follow all the same rules as with the horizontal lockup.

The partnership acknowledgement line should not be used in the partner context of the vertical lockup due to awkward placement.
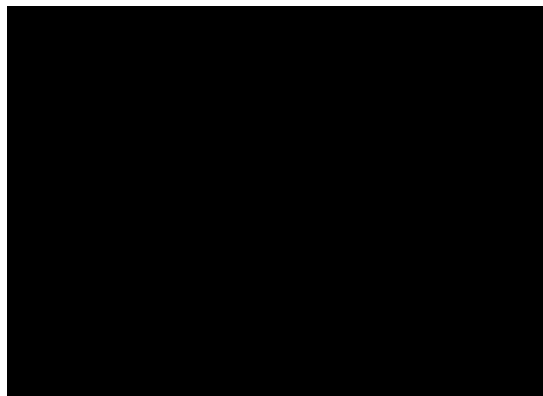
HORIZONAL STACK LOGO

The horizontal stacked logo can be used when needed to provide better spacing and balance. However, the other primary should be used wherever possible.

There is one colour version of the horizontal stack logo, and this it should not be used on backgrounds outside of the Sea Bears colour palette.
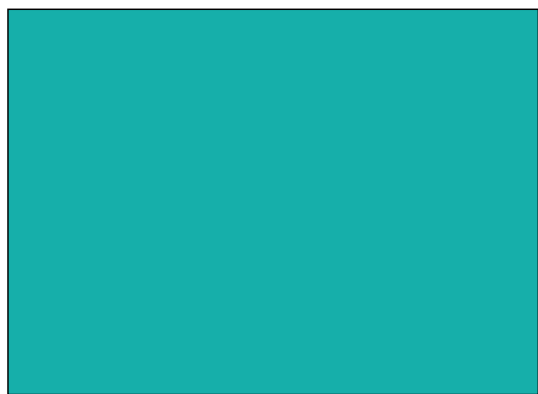
Sea Bears context

WINNIPEG SEA BEARS | PLAYNOW
Official partner of the Winnipeg Sea Bears

WINNIPEG SEA BEARS | PLAYNOW
Official partner of the Winnipeg Sea Bears

WINNIPEG SEA BEARS | PLAYNOW
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Partner context

PLAYNOW | WINNIPEG SEA BEARS
Official partner of the Winnipeg Sea Bears

PLAYNOW | WINNIPEG SEA BEARS
Official partner of the Winnipeg Sea Bears

BRAND COLOURS

BRAND COLOURS

The Sea Bears colour palette consists of four colours. Here is the hierarchy in which they should be used:

1. White is the first primary colour and should be used predominently on most graphics.
2. Black is the second primary colour and should be used predominently on most graphics.
3. Sea foam is our proprietary teal and should be used as an accent to make text or graphics stand out.
4. Outdoor ball is our selected orange and should be used sparingly, only to highlight ciritcal information and calls to action.

1. BLACK

CMYK: 20 35 40 100
RGB: 0 0 0
Hex: #000000

2. WHITE

CMYK: 0 0 0 0
RGB: 255 255 255
Hex: #FFFFFF

3. SEA FOAM

CMYK: 86 2 41 0
RGB: 0 175 70
Hex: #1AAFA8
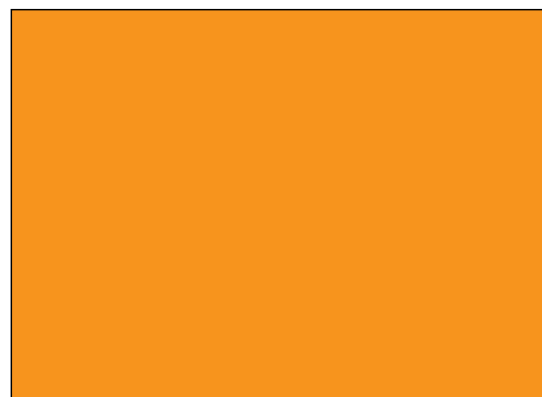
4. OUTDOOR BALL

CMYK: 0 50 100 0
RGB: 247 148 29
Hex: #F7941D

FONTS & TYPOGRAPHY

Aa

APOTEK

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
0 1 2 3 4 5 6 7 8 9 (, . ; : ? ! $ & *)

This should be the predominent font on all elements and graphics.

Bold and black typefaces should be used in headlines and titles. Light typefaces should be used in copy.

It is available through Adobe software and comes in many different formats and weights.

Light

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
0 1 2 3 4 5 6 7 8 9 (, . ; : ? ! $ & *)

ATOMIC MARKER

Atomic Marker is fun and energetic with sharp lines that convey strength and purpose.

Usage:
This is a decorative font and should only be used to accent Apotek and other design elements.

This is a flexible font displayed in a combination of upper and lowercase. It also uniquely comes with many extras

REGULAR

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
0 1 2 3 4 5 6 7 8 9 (, . : ; ? ! $ ¢ *)

WINNER CONDENSED MEDIUM

This font should only be used in condensed medium and for numbers like scores, stats, player numbers, etc.

CONDENSED MEDIUM

0 1 2 3 4 5 6 7 8 9

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 0 1 2 3 4 5 6 7 8 9 (, . ; : ? ! $ & *)

Light

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

0 1 2 3 4 5 6 7 8 9 (, . ; : ? ! $ & *)

BACKUP: TEKO

Teko is a backup font for Apotek. When in Google Workspace, always use Teko as the primary backup font as it is the closest replacement within the Google ecosystem.

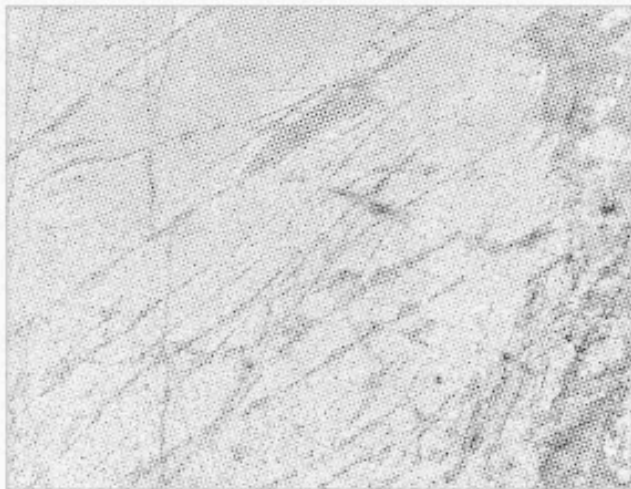This font comes in many different weights and formats.

GRAPHIC ELEMENTS

TEXTURES

In order to add depth and visual interst to graphics, we have developed custom textures that can be used to add layers, screens, and other affects, to assets.

The textures can be combined and edited as need to achieve the desired look.

Concrete

Halftone

Concrete Halftone

Jersey

ICON SET

We have a vast array of icons that can be used in all sorts of applications like web, email, and apps. Having a pre-selected icons ensures consistency across all channels.

Icons may be recoloured within the Sea Bears colour palette for different applications.
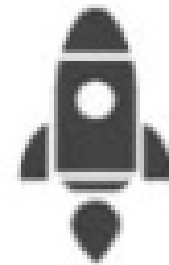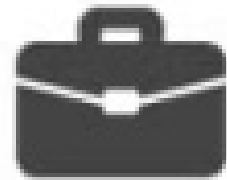
If you have any questions, please reach out to your Sea Bears account executive or marketing contact.

seabears.ca