



Brand guidelines

Contents

About	3	Color palette	9
Master logo	4	Brand application	10 - 11
Logo variations	5	Incorrect uses	12
Logo usage	6	Designer contact	13
Typography	7 - 8	Glossary	14 - 15

WEST Express

WEST Express Swim Team is a USA Swimming year round competitive swim team offering high quality professional coaching and technique instruction for all ages and abilities. The goal of our team is to provide every member an opportunity to improve swimming skills and achieve success at his or her level of ability, from novice to international competitor.

www.westexpressswim.com

+612 599 7712

westexpressswim@hotmail.com



Master logo



Logo variations



Black



Original



White

Logo usage



Exclusion zones

Always allow a maximum space around the logo.



Minimum width

The logo minimum width is 150px.



Maximum width

There is no maximum size defined for this logo.

Brush Script

Paragraph font

ABCDEFGHIJKL MNOPQRSTUVWXYZ

abcdefghijklmnpqrstuuv

1234567890!@#\$%^&*()_+=":?><

Regular

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.

Italic

Semiotics aesthetic freegan pour-over jianbing. Artisan

blog retro neutra.

Bold

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.

Typography

COLLEGIATE

Collegiate Border

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!#\$%&':?>

Regular

**SEMIOTICS AESTHETIC FREEGAN POUR-OVER
JIANBING. ARTISAN BLOG RETRO NEUTRA.**

Black

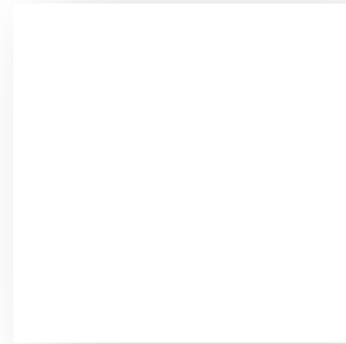
**SEMIOTICS AESTHETIC FREEGAN POUR-OVER
JIANBING. ARTISAN BLOG RETRO NEUTRA.**

Color

Primary



HEX 000000
R0 G0 B0
C30 M30 Y30 K100



HEX FFFFFFFF
R255 G255 B255
C0 M0 Y0 K0



HEX FF5000
R255 G80 B0
C0 M69 Y100 K0

Secondary



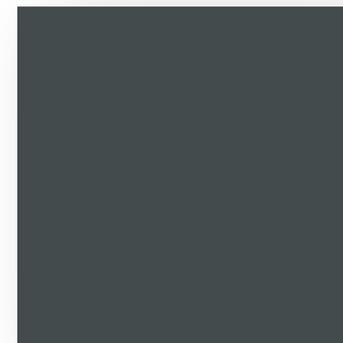
HEX 5E427F
R094 G066 B127
C26 M48 Y100 K50



HEX C0C0C0
R192 G192 B192
C0 M0 Y100 K25



HEX 2C313F
R044 G049 B063
C30 M22 Y100 K75



HEX 333333
R051 G051 B051
C0 M0 Y100 K80



HEX 3366CC
R051 G102 B204
C75 M50 Y100 K20



HEX FF6666
R255 G102 B102
C0 M60 Y100 K0

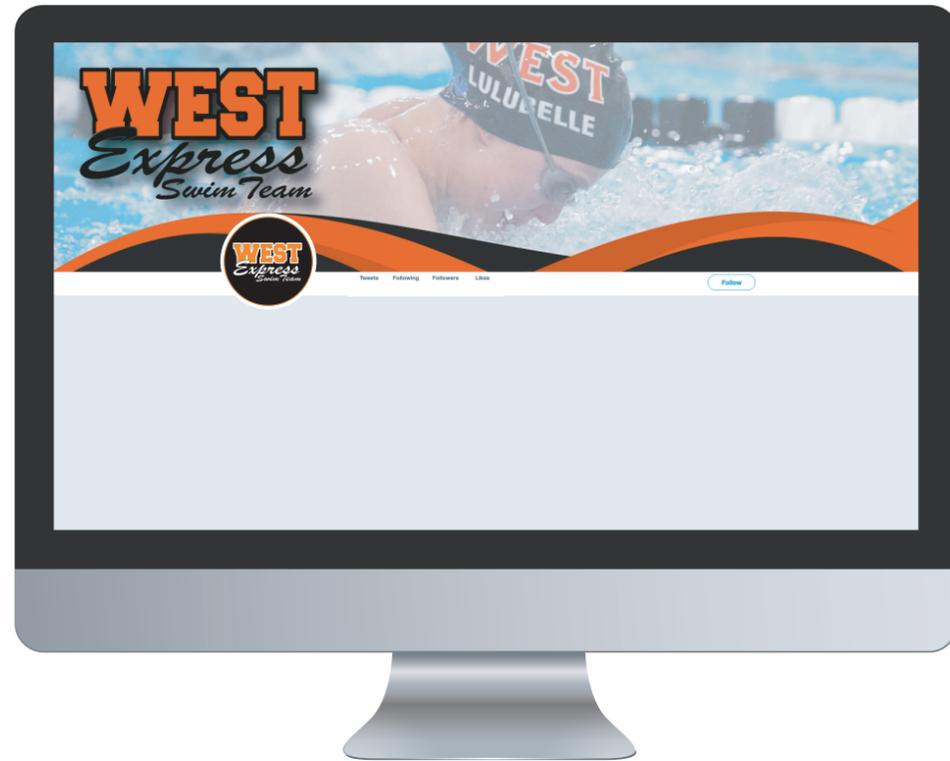
Brand application



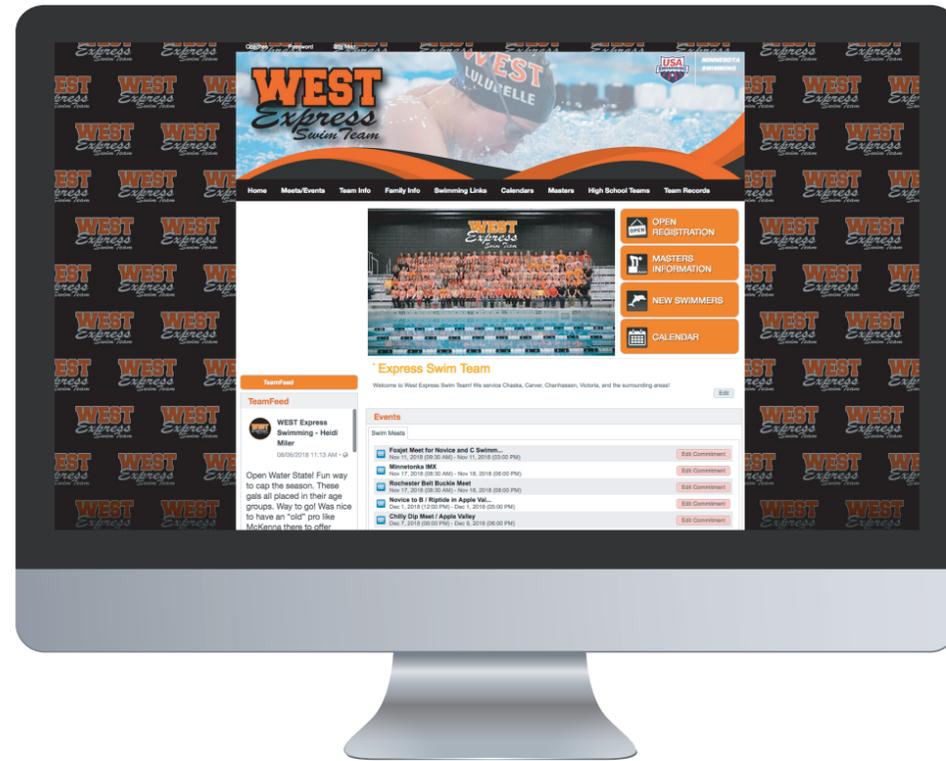
Swim Caps

Brand guidelines

Brand application



Twitter Cover



Website



Facebook Cover

Brand guidelines
Incorrect Uses



Do not stretch or distort.



Do not place on a background that does not provide sufficient contrast. Use outline version.



Do not reverse logo.



Logo must be used in its entirety.

Contact your designer



Design for WEST Express Swim team



Josh Wuflestad

Contact me

j.wuflestad@icloud.com

Experience skill set

Logo design, Brand identity, Creative Design

Logo Request

Please contact me to obtain a certain logostyle in the required format requested, or if you have any questions on proper logo use.

Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.



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