



The Skating Club of Boston

The Skating Club of Boston Style Guide & Logo Usage

The U.S. Figure Skating Association Style Guide is the Club's primary style guide. For issues not directly addressed in this document, consult the latest edition of the U.S. Figure Skating Style Guide found at usfsa.org.

Adherence to The Skating Club of Boston Style Guide is expected for all official Club business.

The latest version of The Skating Club of Boston Style Guide & Logo Usage will be saved to scboston.org/style-guide.

Submit questions and requests for exceptions to Tammy Perlman at tammy.perlman@scboston.org.

Additional Organization Style Guides

Additional Style Guides have been established for separate groups within The Skating Club of Boston. These guides are an addendum to this Style Guide.

The Skating Club of Boston Skating Academy Style Guide (page 13)

The Boston Common Frog Pond Style Guide (page 16)

The Next 100 Years Style Guide (page 19)

Ice Chips: Show of Champions Style Guide (page 21)



The Skating Club of Boston

Style Guide & Logo Usage

Name Usage - The Skating Club of Boston

- Always “The Skating Club of Boston”
- Additionally, “the Club” is acceptable after the full name has been used
- Never “Skating Club of Boston”, “the Skating Club of Boston”, “SCOB”
- Facebook, Twitter, Instagram, etc. are a more relaxed media and can utilize “the Club”

Club Writing Style

- Writing Style: informative, respectful.
- Unless a style is specifically stated in this document, or approved by the Club Executive Director, refer to the latest version of the U.S. Figure Skating Style Guide found at USFSA.org.
- Avoid using first or second person point of view in official Club documents, including web, with the exception of social media communications.
- Refrain from capitalizing, underlining, bolding, and italicizing together. In most cases, bolding or underlining alone is best.
- Underline web content only when it is an active link.
- Refrain from capitalizing, underlining, bolding, and italicizing large amounts of text.
- Words/sentences entirely capitalized should be used sparingly – ideally only as a header/title, etc. Bolding will accomplish emphasis on the point instead.
- Use one exclamation mark (!) in instances of excitement.
- Use the Tab button (or 5 spaces) on the keyboard to indent.



The Skating Club of Boston

- Check spelling before submission.
- Check formatting for printing before distributing. Pre-format documents for efficient and elegant printing. All internal documents should have the author and date somewhere included in the footer. Flush right preferred.
- Theatre On Ice
First letter of each word capitalized. Theatre is spelled this way, not theater. “TOI” as an abbreviation is an acceptable second reference.
- Team Excel Synchronized Skating
- First of each word letter capitalized.
“TXL” as an abbreviation is an acceptable second reference.

Club Document Style

- Fonts for use in body of official documents:

Cambria
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Sans serif alternative, if needed
Arial Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz
- Colors: Text should always be black, with the exception of the official club title, as shown in the section Document Headers.
- Documents should have 1” margins for top/bottom and left/right. If necessary, less can be used, up to a minimum of .5” margins.
- When dealing with large paragraph-filled documents, text should be justified. For shorter amounts of text, text can be left aligned.
- Document title (Cambria, font size 16)
Document subtitle (Cambria, 14, black)
Document content (Cambria, 12, black)



The Skating Club of Boston

Email Signature Style & Formatting

All Club provided email accounts are expected to have a complete email signature as follows:

The Skating Club of Boston

Firstname Lastname
Full Title

The Skating Club of Boston
1240 Soldiers Field Road
Boston, MA 02135
Tel: 617-782-5900 | Fax: 617-782-7846 (change as appropriate)
www.scboston.org
www.skatingacademy.org
www.bostonfrogpond.com

Skating Academy:

Firstname Lastname
Full Title

The Skating Club of Boston Skating Academy
1240 Soldiers Field Road
Boston, MA 02135
Tel: 617-782-5900 | Fax: 617-782-7846 (change as appropriate)
www.scboston.org
www.skatingacademy.org
www.bostonfrogpond.com

Frog Pond:

Firstname Lastname
Full Title

The Boston Common Frog Pond
c/o The Skating Club of Boston
1240 Soldiers Field Road
Boston, MA 02135
Tel: 617-782-5900 | Fax: 617-782-7846 (change as appropriate)



The Skating Club of Boston

www.scboston.org
www.skatingacademy.org
www.bostonfrogpond.com

NOTES:

All text color is crimson, except for links

Name and title are on separate lines

There is a blank line space between title and Club name

Font size selection is "Normal"

Font type selection is "Serif" or "Sans Serif" to follow the Club's official fonts of Cambria and Arial

Address, phone number(s) are required

All web sites required, in the order as shown

Email Out of Office Auto-Respond

Activate the email auto-responder any time you will be out of the office and/or not following your normal schedule.

Sample script:

Thank you for your email. I am currently out of the office and away from email. I will respond to your communication upon my return on Monday, November 7, 2016.

If immediate action is needed, please contact Firstname Lastname at (email) or (phone).

Thank you.

Your name



The Skating Club of Boston

Document Headers

Use official logo with Club name as shown below. Refrain from recreating the header using computer fonts. The image is available for download at scboston.org/style-guide. Place the images into the document left justified. Do not resize the header images.

A Word document with the header in place can be downloaded at scboston.org/style-guide.



The Skating Club of Boston

Digital Letterhead

Use of Club letterhead is reserved for official Club communications only. Any other use requires prior approval from the Club's Executive Director.

A Word document is available for Club use. Email Tammy Perlman (tammy.perlman@scboston.org) for the file.



The Skating Club of Boston

Logo Usage and Guidelines

The Skating Club of Boston logo is formally registered, or, trademarked. The Skating Club of Boston logo is an integral part of The Skating Club of Boston's identity and represents The Skating Club of Boston brand. Only Authorized Users may use the Club logo, and must follow the guidelines for logo use established and described below.

Digital formats of the Club logo can be found at scboston.org/style-guide.

Authorized Users

An "Authorized User" is an individual or company that meets at least one of the following two criteria:

- An employee or member of The Skating Club of Boston who is conducting business sanctioned by The Skating Club of Boston.
- An individual or organization having a valid executed Club Trademark License Agreement on file at The Skating Club of Boston.

Usage Limitations

The parameters for use of The Skating Club of Boston logo are as follows:

- The Club logo may be displayed only as specified in this guide.
- The Club logo must always appear with the service mark symbol SM.
- The Club logo may not be rotated, skewed, redrawn, re-proportioned, reproduced three-dimensionally, or otherwise altered or distorted in any way.
- Elements of the Club logo may not be separated.
- The Club logo may not be incorporated into any other mark or symbol. It may not be used as a border on or around any item.
- The Club logo may not be used as a decorative illustration, graphic element, background graphic or pattern unless written authorization for such use has been obtained from The Skating Club of Boston.



The Skating Club of Boston

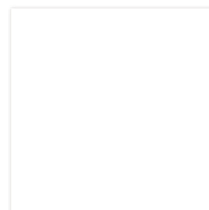
- The Club logo may not be used as part of either a name or a company's name.
- The Club logo may only appear in one of the following colors and may not be produced in any other color or altered to appear as such in any other way:
 - 100% Black (can be used over a light colored image or solid background)
 - 100% White (over a dark color image or solid background)
 - The Skating Club of Boston Crimson, defined as PMS 202c (over a light color colored image or solid background)
Color conversions for PMS 202c are:
 - Pantone – 202c
 - Hexadecimal – 800000
 - RGB – 128, 0, 0
 - CMYK – 29, 100, 100, 38
- Do not place or place colors, gradients, or shading over the logo.
- Shading or shadows below/behind the logo should be minimal and not take away from the significance of the logo.
- The minimum clear space required on all sides of the Club logo should not be less than one quarter of the logo's height.
- Minimum size: The Skating Club of Boston logo should not appear such that the height is less than 1-1/16 inch.
- When presented in an engraved format, the Club logo may not be smaller than ½ inch.



CRIMSON
Primary
Pantone 202C
Hex 800000
RGB 128, 0, 0
CMYK 29, 100, 100, 38



BLACK
Secondary
Pantone Black
Hex 000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100



WHITE
Secondary
Pantone -----
Hex #ffffff
RGB 255, 255, 255
CMYK 0, 0, 0, 0



The Skating Club of Boston

Acceptable Logo Usage Examples

The standard logo in black placed on a solid white background:



.....

The standard logo in black placed over a light color image. The logo stands out and is the focal point of the image:



.....



The Skating Club of Boston

The crimson color version of the logo placed over white or a lighter color solid background:



.....

The white color version of the logo placed over a darker color solid background:



.....



The Skating Club of Boston

Examples of Unacceptable Logo Usage (applies to all logos)

This is an example of an unacceptable change to the logo by rotating it to the right. Additional examples of unacceptable usage/changes would be to twist, turn, reflect or manipulate the logo.



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The official colors are the only colors the logo can be displayed in. Usage of any other color is not permitted.



.....

Examples of Unacceptable Logo Usage (continued)



The Skating Club of Boston

Usage of the white logo on a light background makes it difficult to read the written words or identify the logo itself.



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The Skating Club of Boston **SKATING ACADEMY**

SKATING ACADEMY Style Guide & Logo Usage

Follow The Skating Club of Boston Style Guide unless stated otherwise. The latest version of the style guide will be saved to scboston.org/style.

Name Usage - The Skating Club of Boston Skating Academy

- Initial use “The Skating Club of Boston Skating Academy” and “Skating Academy” or “the Skating Academy” thereafter.

Writing Style Voice

Informative, respectful, less formal than the Club, fun, eager, positive.



The Skating Club of Boston

Colors

Blue - Primary
Pantone (pms) – 300c
Hexadecimal - 0063BE
RGB – 0, 99, 190
CMYK – 89, 63, 0 0

Crimson – Secondary
Pantone – 202c
Hexadecimal – 800000
RGB – 128, 0, 0
CMYK – 29, 100, 100, 38

Green – Accents
Pantone – 377c
Hexadecimal - 779F0B
RGB - 119, 159, 11
CMYK - 53, 15, 100, 1

Purple – Accents
Pantone – Violet [c]
Hexadecimal - 36008F
RGB - 110, 4, 242
CMYK - 66, 77, 0,0



BLUE
Primary
Pantone 300C
Hex #0063be
RGB 0, 99, 190
CMYK 89, 63, 0, 0



CRIMSON
Secondary
Pantone 202C
Hex 800000
RGB 128, 0, 0
CMYK 29, 100, 100, 38



GREEN
Accent
Pantone 377C
Hex 779f0b
RGB 119, 159, 11
CMYK 53, 15, 100, 1



PURPLE
Accent
Pantone VioletC
Hex 36008f
RGB 110, 4, 242
CMYK 66, 77, 0, 0



The Skating Club of Boston

Skating Academy Logo Usage & Limitations

Follow The Skating Club of Boston Style Guide as written for the Club's logo except as stated below.

Logo (Primary) – blue



The Skating Club of Boston
SKATING ACADEMY

Logo – Black, for use over white or light colors



The Skating Club of Boston
SKATING ACADEMY

Logo – White, for use over dark colors



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SKATING ACADEMY

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The Boston Common Frog Pond

THE BOSTON COMMON FROG POND Style Guide & Logo Usage

Please refer to The Skating Club of Boston Style Guide for instruction on writing style, fonts, etc. unless instructed differently in this document or by The City of Boston Parks & Recreation Department. The latest version of the Club's style guide will be saved to scboston.org/style-guide.

Name Usage - The Boston Common Frog Pond

- Initial use "**The Boston Common Frog Pond**". Additionally, "Frog Pond"
- Never use: "the Pond", "Boston Commons Frog Pond"

Writing Style Voice

Informative, respectful, fun, eager, positive.

Fonts

Follow The Skating Club of Boston Style Guide unless instructed differently by The City of Boston Parks & Recreation Department.

OFFICIAL LOGO - Frog Pond





The Skating Club of Boston

Logo – Black (for use over white or light colors)



Logo – White (for use over dark colors)



Note: Frog Pond staff shirts and jackets display a cream/gold logo.



The Skating Club of Boston

Frog Pond Colors

Green (dark) – Primary
Pantone (pms) – Pantone 360C
Hexadecimal – 62bb46
RGB – 98, 187, 70
CMYK – 65, 0, 100, 0

Blue - Secondary
Pantone (pms) – 7683C
Hexadecimal – 0072bc
RGB – 0, 114, 188
CMYK – 99, 50, 0, 0

Orange – Secondary
Pantone (pms) – 7578C
Hexadecimal – FE5E08
RGB – 254, 94, 8
CMYK – 0, 78, 100, 0



GREEN
Primary
Pantone 360C
Hex 62bb46
RGB 98, 187, 70
CMYK 65, 0, 100, 0



BLUE
Secondary
Pantone 7683C
Hex 0072bc
RGB 0, 114, 188
CMYK 99, 50, 0, 0



ORANGE
Secondary/Accent
Pantone 7578C
Hex #fe5e08
RGB 254, 94, 8
CMYK 0, 78, 100, 0

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The Skating Club of Boston



THE NEXT 100 YEARS Style Guide & Logo Usage

Please refer to The Skating Club of Boston Style Guide for instruction on writing style, fonts, etc. The latest version of the style guide can be found at scboston.org/style-guide.

Logos

Web:



The Next 100 Years of The Skating Club of Boston

Other Media:





The Skating Club of Boston

Colors

Blue (dark) – Primary for print, secondary for web

Pantone (pms) – 7459C

Hexadecimal – 1281A5

RGB – 19 129 165

CMYK – 84 38 23 1

Blue (light) - Primary for web, secondary for print

Pantone (pms) – 637C

Hexadecimal – 64C9EA

RGB - Red 100, Green 201, Blue 234

CMYK –54, 1, 4, 0

Orange – Secondary

Pantone (pms) – 7408C

Hexadecimal – FAA52D

RGB –250, 165, 45

CMYK –0, 40, 93, 0

Gray (dark) – Secondary

Pantone (pms) – 425C

Hexadecimal – 777777

RGB – 119, 119, 119

CMYK – 55, 46, 46, 11

Gray (light) – Secondary

Pantone (pms) – 7541C

Hexadecimal – EFEFEE

RGB – 239, 239, 239

CMYK – 5, 3, 3, 0



BLUE
Print - Primary
Web - Secondary
Pantone 7459C
Hex 1281a5
RGB 19, 129, 165
CMYK 84, 38, 23, 1



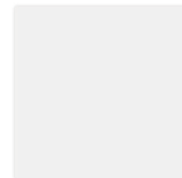
Lt BLUE
Print - Secondary
Web - Primary
Pantone 637C
Hex 64c9ea
RGB 100, 201, 234
CMYK 54, 1, 4, 0



ORANGE
Secondary
Pantone 7408C
Hex faa52d
RGB 250, 165, 45
CMYK 0, 40, 93, 0



Dk GRAY
Accent
Pantone 425C
Hex 777777
RGB 119, 119, 119
CMYK 55, 46, 46, 11



Lt Gray
Accent
Pantone 7541C
Hex efefef
RGB 239, 239, 239
CMYK 5, 3, 3, 0



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ICE CHIPS: SHOW OF CHAMPIONS Style Guide & Logo Usage

Please refer to The Skating Club of Boston Style Guide for instruction on writing style, fonts, etc. The latest version of the style guide will be saved to scboston.org/style-guide and icechips.org/style-guide.

Name Usage – Ice Chips

- Initial use “Ice Chips: Show of Champions”. Additionally, “Ice Chips”
- Never use: Chips, IC, or just show themes (ex: Where Legends Are Made)
- If a show theme title is used, it must include the year of production.

Example:

Ice Chips: Show of Champions

The Lights are Bright on Broadway 2017

Writing Style Voice

The same “voice” as that of the Club but with a flourish. This is a show, sell it! Respectfully.

Logo Usage & Limitations

Follow The Skating Club of Boston Style Guide as written for the Club’s logo.



The Skating Club of Boston

Official Logo – Ice Chips

Black logo (primary)



White logo (sample below placed over gray color box)





The Skating Club of Boston

Alternative Logo – Themes

To be used on merchandise, jackets, and promotional products.

Font: Perpetua.

The bottom theme name will be no wider than the red lines shown in the second graphic, and no taller than 75% of the IC name.

The top "Ice Chips" name can be displayed in any solid color. The theme name can be displayed in any color and gradient.

Overlapping of the two names must be insignificant so as not to hide any part of the IC name.

The year must be present on all versions.

Advanced, final approval by Doug Zeghibe is required.

Image example: red line indicates theme name sizing in relation to "Ice Chips" name.

Email tammy.perlman@scboston.org for the files.



Colors – Ice Chips

Gray (dark) – Primary

Pantone (pms) – Pantone Neutral Black

Hexadecimal – 161616

RGB – 13 13 13

CMYK – 74 67 66 84

Gray (light) - Secondary

Pantone (pms) - 426

Hexadecimal – 525252

RGB – 82 82 82



The Skating Club of Boston

CMYK - 60 52 51 21

Light Blue - Secondary

Pantone (pms) - 298c

Hexadecimal - 37B6E5

RGB - 61, 181, 230

CMYK - 65, 10, 1, 0