



# The Skating Club of Boston®

---

2020 Brand & Style Guide

---

# Table of Contents

<b>Table of Contents</b>	<b>1</b>
<b>The Club Brand Platform</b>	<b>2</b>
Logo Family	3
Logo Variations	4
Profiles & Uses	5
Typefaces	6
Color Palette	7
Taglines	8
File Types	9
Staging & Misuse	10
Acceptable Usage	11
<b>Brand &amp; Style Guidelines</b>	<b>12</b>
Club Writing Style	13
Club Document Style	14
Email Signatures	15
Out of Office Response	16
Club Stationary	17
Authorized Use	18
<b>The Next 100 Years Campaign</b>	<b>19</b>
<b>The Skating Academy</b>	<b>20</b>
<b>The Boston Common Frog Pond</b>	<b>21</b>
<b>Ice Chips</b>	<b>22</b>
<b>Theatre On Ice</b>	<b>23</b>

The Skating Club of Boston's Brand and Style Guide is provided for use by Club management and volunteer leadership for official Club business. The purpose of this document is to ensure consistent use of the Club image by explaining the components of the Club's brand and style guidelines. This includes the logo usage and standards for all Club communications, logo placement, colors, typography and style.

Adherence to the Club Brand and Style Guide is expected for all official Club business. The U.S. Figure Skating Style Guide is the Club's primary style guide influence. For issues not directly addressed in this document, please consult the latest edition of the U.S. Figure Skating Style Guide found at [usfsa.org](http://usfsa.org).

The latest versions of Club logo files and the branding and style guidelines can be found at [scboston.org/style-guide](http://scboston.org/style-guide).

# The Club Brand Platform

The Skating Club of Boston®, established in 1912, has a prolific figure skating history and tradition. The Club seal is based on compulsory figures, an element in the history of figure skating. The symmetrical figures are based on circular patterns, curves and edgework skaters once demonstrated in competition as etchings onto the ice surface. The seal, the year of incorporation, as well as an italicized wordmark, have been the visual identity of the club through a century of growth and transformation.



## New England's Most Comprehensive Skating Destination

In 2020, the Club's branding and style guidelines went through a refresh of the Club's iconic brand. With the assistance of LLM Design, the new Club branding preserves the much-loved and historic identity of The Skating Club of Boston logo, while providing a modern representation for the Club's printed name. We also now have a more robust color palette for Club communications and for environmental branding in the new facility. We believe this not only better represents the Club's membership today, but also what we are all creating for the next 100 years in Norwood. This document displays the significance in maintaining the Club's brand integrity and ensuring a clean and consistent use across all platforms.

# Logo Family

---

The reinvigorated logo preserves the recognizable and iconic identity of The Skating Club of Boston. The seal element (brand mark) within the logo, has been carefully redrawn for exhibity, scalability, and readability within current digital technologies and print applications. The new logotype introduces a modern edge, with subtle thicks and thins within the letterforms and complements the compulsory gures within the seal. The new logo, outfitted with a crisp new color palette, introduces both an inline and two stacked versions for exhibity within different scales. The refreshed logo gives the identity new energy, and moves the brand forward into the next stage of the club’s growth.



# The Skating Club of Boston®

This is a graphic representation of the brand. It is many times mistaken for the Brand Identity, but it is a single element within a system—although one of the strongest and most recognizable elements.

# Logo Variations

The Skating Club of Boston brand has four different logo variations that can be used for different applications.

## Tertiary: Brand seal

**Best Uses:** Promotional products i.e.: t-shirts, bags, giveaways, flyers, signage, embroidered apparel



## Primary Inline Header: Wordmark with brand seal

**Best Uses:** Primary print, web and social media applications



The Skating Club of Boston<sup>®</sup>

## Secondary Stacked Headers: Stacked variations with wordmark and brand seal

**Best Uses:** Small scale applications i.e.; buttons, mugs, embroidered apparel



The  
Skating Club  
of Boston<sup>®</sup>



The  
Skating  
Club  
of Boston<sup>®</sup>

# Profiles & Uses

Depending on where the logo is being used, there are different color profiles that best fit the application.

## Colored Profile:



The Skating Club of Boston.



The  
Skating Club  
of Boston<sup>®</sup>



The  
Skating  
Club  
of Boston<sup>®</sup>

**Best Uses:** Primary print, web and social media applications, all standard print applications, offset printing, laser printing, and large scale print on-screen and digital applications i.e.; web sites, emails, and PowerPoint and all print applications.

## White Profile:



The Skating Club of Boston.



The  
Skating Club  
of Boston<sup>®</sup>



The  
Skating  
Club  
of Boston<sup>®</sup>

**Best Uses:** Use for all colored background or for photo applications. Should only be utilized in extreme or artistic circumstances preventing the use of the colored profile.

## Black Profile:



The Skating Club of Boston.



The  
Skating Club  
of Boston<sup>®</sup>



The  
Skating  
Club  
of Boston<sup>®</sup>

**Best Uses:** Use for all black and white print applications for single color use such as registration form printouts, etc. Should only be used in extreme circumstances preventing the use of the colored profile.

**Any variations to color profiles must be approved by Marketing & Communications Team.**

# Typefaces

The following typefaces apply to Club logos. For body text, see Club Document Styles.

## Primary Font:

MODERNO REGULAR

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890

! @ # \$ % ^ & \* ( ) \_ + { } “

### Use:

The Skating Club of Boston

### Best Uses:

Marketing collateral, brochures, signage, environmental, and wayfinding applications

## Secondary Fonts:

HELVETICA NEUE CONDENSED BOLD

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890

! @ # \$ % ^ & \* ( ) \_ + { } “

### Use:

“The Skating Club of Boston” and 1912; the type on circular path within seal

### Best Uses:

Marketing collateral, brochures, signage, environmental, and wayfinding applications

**Note:** If Helvetica Neue is unavailable, Gothic A1 may be substituted (available from Google fonts)

GOTHIC A1

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890

! @ # \$ % ^ & \* ( ) \_ + { } “



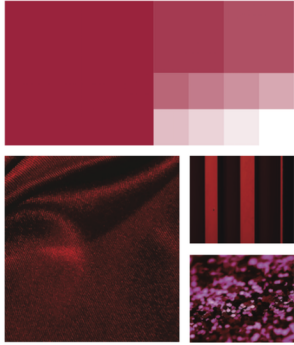
HELVETICA NEUE CONDENSED BOLD

# Branding Color Palette

## RED

Used for the seal and all primary color applications to reinforce the brand

PMS: 1945 C  
C: 5 M: 100 Y: 55 K: 28  
R: 166 G: 9 B: 61  
HEX/HTML: A6093D



## GRAY

Used for the logotype, highlight, and call-out applications as an accent color

PMS: 431 C  
C:40 M:25 Y:15 K:50 R:91  
G:103 B:112  
HEX/HTML: 5B6770



## BLUE

Used as supplemental to primary color applications to reinforce the brand

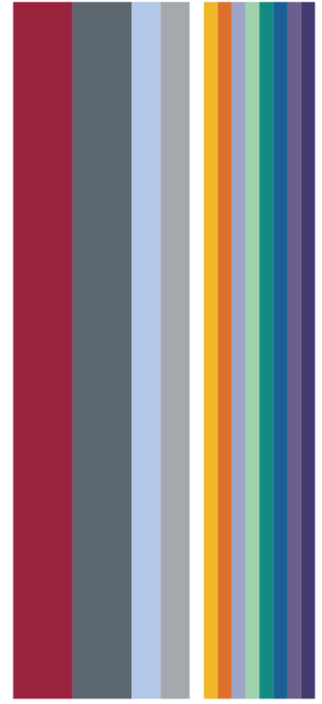
PMS: 658 C  
C:37 M:11 Y:0 K:0  
R:177 G:201 B:232  
HEX/HTML: B1C9E8



## LIGHT GRAY

Used as supplemental gray and primary color applications to reinforce the brand

PMS: 429 C  
C:21 M:11 Y:9 K:23 R  
162 G:162 B:173  
HEX/HTML: A2AAAD



## Core Colors:

### The Skating Club Red

PMS: 1945 C  
CMYK: 5 100 55 28  
RGB: 166 9 61  
HEX/HTML: A6093D

### The Skating Club Gray

PMS: 431 C  
CMYK: 40 25 15 50  
RGB: 91 103 112  
HEX/HTML: 5B6770

### The Skating Club Blue

PMS: 658 C  
CMYK: 37 11 0 0  
RGB: 177 201 232  
HEX/HTML: B1C9E8

### The Skating Club Light Gray

PMS: 429 C  
CMYK: 21 11 9 23  
RGB: 162 170 173  
HEX/HTML: A2AAAD

## Accent Colors: Used as accents to create harmony and flexibility, may be used in various combinations depending on audience and marketing purpose

### Marigold

PMS: 7408 C  
CMYK: 0 29 100 0  
RGB: 246 190 0  
HEX/HTML: F6BE00

### Apricot

PMS: 716 C  
CMYK: 0 61 99 0  
RGB: 234 118 0  
HEX/HTML: EA7600

### Lilac

PMS: 2716 C  
CMYK: 40 29 0 0  
RGB: 159 174 229  
HEX/HTML: 9FAEE5

### Mint Green

PMS: 351 C  
CMYK: 27 0 23 0  
RGB: 162 228 184  
HEX/HTML: A2E4B8

### Jade

PMS: 7716 C  
CMYK: 83 0 40 11  
RGB: 0 150 143  
HEX/HTML: 00968F

### Azure

PMS: 307 C  
CMYK: 100 22 2 18  
RGB: 0 107 166  
HEX/HTML: 006BA6

### Iris

PMS: 7676 C  
CMYK: 61 64 3 0  
RGB: 117 102 160  
HEX/HTML: 7566A0

### Royal Purple

PMS: 7672 C  
CMYK: 85 84 0 6  
RGB: 76 65 132  
HEX/HTML: 4C4184



# Taglines

The Club has two primary taglines and two secondary taglines to be used as appropriate throughout various materials. Please consult Club leadership for further direction on utilizing taglines on your materials.

## Primary:

Over 100 Years of Excellence

100 Years of Excellence... and Counting



**The Skating Club of Boston**  
100 Years of Excellence... and Counting®

## Secondary:

New England's Most Comprehensive  
Skating Destination

Advancing participation, education and excellence in  
skating for people of all ages, abilities and means.

# Logo File Types

There are also different file formats that are best for specific use of the logo.

- CMYK:** Used for all standard print applications  
4 color printing; offset printing, laser printing, and large scale print
- RGB:** Used for all on-screen and digital applications i.e.; web sites, emails, and PowerPoint
- PANTONE (PMS):** Used for all specialty print applications being printed as PMS or spot color (2 color)
- SINGLE COLOR:** Used for all specialty print applications that require only one color, such as The Skating Club Red; PMS 1945
- WHITE (KNOCKOUT):** Used for all colored backgrounds or for photo applications
- GRAYSCALE:** Used for all non-color applications
- EPS:** Used for custom print and large scale application such as; giveaway branded material, signage, and banners. EPS files are scalable without the loss of quality
- JPG or JPEG:** Used for photographic application and electronic applications such as; websites, email, PowerPoint or social media
- PNG:** Used for digital applications such as; websites or eblasts, and social media



# Logo Placement and Misuse

In order to protect the integrity of the Club's brand and image, it is important that we always display any Club branding materials, including all logos and graphics, in the utmost professional way possible. As such, it is required that you consult this Brand and Style Guide when working with all outside vendors or companies and when utilizing our logos and graphics in order to protect our brand.

1



Do not place a horizontal scale to the logo

2



Do not change the colors of the logo

3



Do not add drop shadows or effects to the logo

4



Do not combine the logo with other logos or clipart

5



Do not place a colored box behind the logo

6



Do not tilt or change the orientation of the logo

7



Do not outline the logo

8



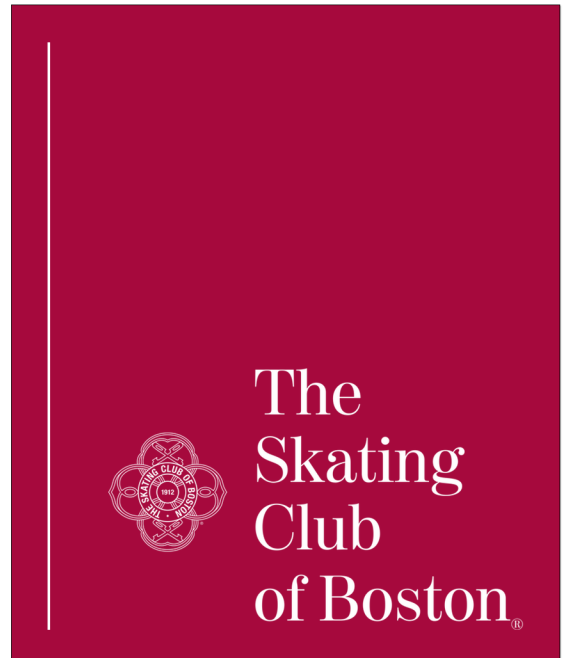
Do not change the font or point size of the logotype

# Acceptable Logo Use

Below are the various acceptable ways in which the Club logo may be used.



The colored logo over a white or light solid color background.



The white version of the logo placed over a dark solid color background.



The colored version of the logo placed over an image allowing for the logo to be visible while maintaining a creative and artistic approach.





# The Skating Club of Boston®

## **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

The Club writing style is integral to the way in which we present ourselves.

- Business Communications: Informative, Respectful
- Advertisements (Marketing): Fun, Eager, Positive
- Unless a style is specifically stated in this document, or approved by the Club's Executive Director or Marketing and Communications team, please 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.
- Never mix first, second, or third person point of views in any official Club documents or communications. Point of view must remain consistent.
- 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.
- 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.

# Club Document Style

Professional and consistent formatting of all Club documents is integral to the presentation of any materials coming from the Club.

- Fonts for use in body of official documents (for logo fonts see Typefaces page):

<b>Page Headers</b>	<b>Helvetica Neue (Condensed Bold)</b> <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890</b> <b>abcdefghijklmnopqrstuvwxyz</b>
Primary Body Text	Helvetica Neue (Light) ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 abcdefghijklmnopqrstuvwxyz
Secondary Body Text	Helvetica Neue (Regular) ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 abcdefghijklmnopqrstuvwxyz
Primary Email	Sans Serif ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 abcdefghijklmnopqrstuvwxyz
Website Font	Open Sans (Light) ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 abcdefghijklmnopqrstuvwxyz
Website Font	Open Sans (Regular) 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.



# Email Signatures & Business Cards

All Club provided email accounts are required to have a complete email signature as follows. Signatures are generated by the Marketing & Communications team for all employees.

## Club Signature:



The Skating Club of Boston,

### Doug Zeghibe

Executive Director

1240 Soldiers Field Road | Boston, MA 02062

Tel: (617) 783-0103 | Cell: (415) 215-9959

[scboston.org](http://scboston.org) | [skatingacademy.org](http://skatingacademy.org)

[bostonfrogpond.com](http://bostonfrogpond.com) | [thenext100years.org](http://thenext100years.org)

## Club Program Signature:



The Skating Academy

### Theresa DeGiacomo

Academy Director

1240 Soldiers Field Road | Boston, MA 02135

Tel: (617) 787-5283 | Fax: (617) 782-1543

[skatingacademy.org](http://skatingacademy.org) | [scboston.org](http://scboston.org)

[bostonfrogpond.com](http://bostonfrogpond.com) | [thenext100years.org](http://thenext100years.org)

#### Font Color:

Club Red

PMS: 1945 C

CMYK: 5, 100, 55, 28

RGB: 166, 9, 61

HEX/HTML: A6093D

#### Font Type:

Name: Helvetica Neue (Bold)

Body: Helvetica Neue (Light)

Helvetica (substitute)

#### Font Size:

11 (Name & Title) 10 (Body)

#### Font Color:

Academy Blue

PMS: 300 C

CMYK: 89, 63, 0, 0

RGB: 0, 99, 190

HEX/HTML: 0063BE

#### Font Type:

Name: Helvetica Neue (Bold)

Body: Helvetica Neue (Light)

Helvetica (substitute)

#### Font Size:

11 (Name & Title) 10 (Body)

#### Creating Your Signature:

Email signatures will need to be generated for you by the Marketing & Communications team, which you will paste into your gmail signature settings and other email platforms. Please contact us for your email signature.

#### Formatting Requirements:

All formatting above is required, including font type, color and size. Name and title are on separate lines, with links to be generated as blue automatically. Address, phone number(s) are required. All websites are required, in the order as shown, with no "www".

#### Telephone Numbers:

Office telephone number is required, followed by:


Tel: 617-782-5900 Ext: 1234 (*as applicable*)

Cell: 123-456-5555 (*if you wish to list*) OR

Fax: 617-782-7846 (*if applicable*)

(*if no office line, please list primary number as "Tel:"*)

#### Gmail:

In Gmail, go to the top right corner and select the settings wheel , click [Settings](#), under the [General](#) tab scroll down to [Signature](#). Click [+ Create New](#) and copy and paste the signature we have generated for you into the white box to the right. Ensure to label your new signature as something clear and concise and then go below to [Signature defaults](#) and ensure the new signature you have created is selected for both [New Email Use](#) and [Reply/Forward Use](#). Should you have any issues or questions, please contact us.

#### iPhones, iPads and other devices and platforms:

The communications team can assist you with importing your signatures to all of your devices and platforms. For iPhones and iPads, go to [Settings](#), select [Mail](#), select [Signature](#), scroll down to your work email address and hold your finger in the white box and select [Paste](#). **Now wait:** You will notice the formatting did not come with your new Signature, [there is an easy way to get the formatting](#). Simply [shake your phone](#) and a message will come up saying "Undo Change Attributes", click [Undo](#) and your signature formatting will magically appear! Should you have any issues or questions, please contact us.



# Out of Office Response

In order to preserve the professionalism and clear communication, employees are expected to utilize the following Out of Office Auto-Response email communication for when they are out of the office. Activate the email auto-responder any time you will be out of the office and/or not following your normal schedule.

## **Auto-Response Email Format:**

Thank you for your message. I am currently out of the office with limited access to email. I will respond to you upon my return on Monday, April 27, 2020.

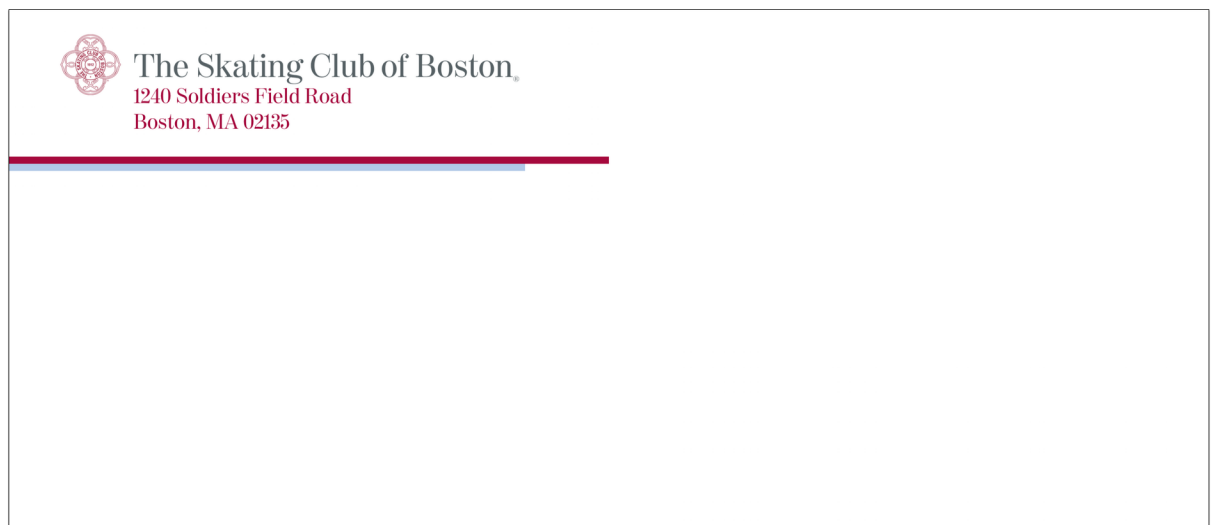
If immediate assistance is needed, please contact Firstname Lastname at (email) or (phone).

Thank you,

Your name

# Club Stationary

All Club business should be conducted using the Club's stationary. Documents should utilize the official inline header as shown below. Please refrain from recreating the header using computer fonts. All header images must be proportionately displayed and not distorted. Club stationary can be downloaded at [scboston.org/style-guide](http://scboston.org/style-guide).



# Authorized Use

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](http://scboston.org/style-guide).

## Authorized Users

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

- An employee 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 Club.

## 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 ®.
- 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, or 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 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 Red, defined as:  
PMS 1945c | CMYK: 5 100 55 28 | RGB: 166 9 61 | HEX/HTML: A6093D
- Do not 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.

# The Next 100 Years Campaign

## Name Usage:

- Initial use “The Next 100 Years”. Additionally, “The Next 100 Years Campaign”
- Never use: “the campaign”, “Next 100 Years”

**Writing Style Voice:** Informative, respectful, fun, eager, positive.

## Primary Inline Header

**Best Uses:** Primary print, web and social media applications



## Secondary Color Profiles

**Best Uses:** Black and white, or one color applications.



**Secondary Header with Club Logo:** Stacked variation with Club wordmark

**Best Uses:** Small scale applications i.e.; buttons, mugs, embroidered apparel, Club affiliations



## Primary Colors:

### Campaign Red

PMS: 201C  
CMYK: 29 100 100 38  
RGB: 128 0 0  
HEX/HTML: 800000

### Campaign Dark Blue

PMS:  
CMYK: 40 25 15 50  
RGB: 42 81 128  
HEX/HTML: 2A5180

## Secondary Colors:

### The Skating Club Gray

PMS: 431 C  
CMYK: 40 25 15 50  
RGB: 91 103 112  
HEX/HTML: 5B6770

### Campaign Light Blue

PMS: 2985C  
CMYK: 57 14 0 8  
RGB: 101 201 234  
HEX/HTML: 65c9ea



# The Skating Academy

## Name Usage:

- Initial use “The Skating Academy”, or thereafter, “The Skating Club of Boston Skating Academy
- Never use: “Skating Academy”, “The Boston Skating Academy”

**Writing Style Voice:** Informative, respectful, fun, eager, positive.

## Primary Logos:

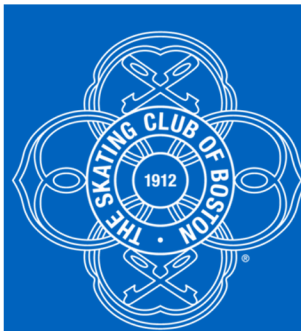
**Best Uses:** Primary print, web and social media applications

**Stacked Color:**



The  
Skating  
Academy

**Stacked White:**



The  
Skating  
Academy

## Secondary Logos:

**Best Uses:** Black and white, or one color applications.

**Inline Header Color:**



The Skating Academy

**White:**



The Skating Academy

**Black:**



The Skating Academy

## Primary Colors:

### The Skating Academy Blue

PMS: 300c

CMYK: 89, 63, 0, 0

RGB: 0, 99, 190

Hex/HTML: 0063BE

### The Skating Club Red

PMS: 1945 C

CMYK: 5 100 55 28

RGB: 166 9 61

HEX/HTML: A6093D

## Secondary Colors:

### Jade

PMS: 7716 C

CMYK: 83 0 40 11

RGB: 0 150 143

HEX/HTML: 00968F

### Marigold

PMS: 7408 C

CMYK: 0 29 100 0

RGB: 246 190 0

HEX/HTML: F6BE00



# The Boston Common Frog Pond

## Name Usage:

- 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.

**Primary Inline Header:** Word Mark with Club Seal with Frog Pond Seal

**Best Uses:** Web, print, banners, digital media



# The Boston Common Frog Pond



**Primary Logo:** Brand seal

**Best Uses:** Promotional products i.e.: t-shirts, bags, giveaways, flyers, signage, embroidered apparel



## Primary Colors:

### The Frog Pond Green

PMS: 360C  
CMYK: 67-4-100-0  
RGB: 0-189-41  
HEX/HTML: 00bd29

### The Frog Pond Blue

PMS: 7683C  
CMYK: 80-47-11-1  
RGB: 0-118-181  
HEX/HTML: 0076b5

## Secondary Colors:

### The Frog Pond Orange

PMS: 7578C  
CMYK: 8-71-96-1  
RGB: 246-99-0  
HEX/HTML: FE5E08

### The Skating Club Red

PMS: 1945 C  
CMYK: 5 100 55 28  
RGB: 166 9 61  
HEX/HTML: A6093D

# Ice Chips

## Name Usage:

- Initial use "Ice Chips"
- Never: Ice Chips Show of Champions, Chips, IC, or just show themes, "Illusions"
- If a show theme title is used, it must include the year. Example: "Ice Chips 2018: Illusions"

**Writing Style Voice:** Informative, respectful, fun, eager, positive. Think show announcer voice.

**Primary Logo:** Anything surrounding the show without the annual show theme.

# ICE CHIPS

## Secondary Logos:

ICE CHIPS

ICE CHIPS

ICE CHIPS

## Show Theme Logo

The Show Theme Logo must appear directly underneath the words Ice Chips and must not be larger than the words "Ice Chips". The Show Theme Logo will change each year as designated for the show theme, to be used on promotional materials including digital marketing and advertising materials and merchandise products.

## Ice Chips Lettering

The Ice Chips Primary logo may be altered to meet the look and feel of the show's theming each year. For example, Ice Chips lettering may be changed to any coloring or gradient of the artist's choice to meet the look and feel of the show theme logo.

## Show Theme Logo Example

Below is an example of a completed Ice Chips Show Theme Logo from a past Ice Chips show.

ICE CHIPS ICE CHIPS ICE CHIPS  
*Show Title* *Celebration* 2020

## Primary Colors:

### Royal Purple

PMS: 7672 C

CMYK: 85 84 0 6

RGB: 76 65 132

HEX/HTML: 4C4184

### The Skating Club Red

PMS: 1945 C

CMYK: 5 100 55 28

RGB: 166 9 61

HEX/HTML: A6093D

## Secondary Colors:

Any colors of the graphic designer's discretion.

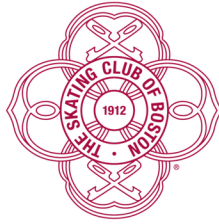
# Theatre On Ice

## Name Usage:

- Initial use "Theatre On Ice", thereafter "TOI of Boston"
- Never "Boston Ice Theatre" or "Boston Theatre On Ice"
- Team Name: "Forte of Boston", "Imagica of Boston", etc.

**Writing Style Voice:** Informative, respectful, fun, upbeat, positive.

## Primary Stacked Logo:



Theatre On Ice  
of Boston



## Primary Logo:



Theatre On Ice of Boston

## Secondary Logos:



Theatre On Ice of Boston



Theatre On Ice of Boston

## Primary Colors:

### Theatre On Ice Blue

PMS: 3015C  
CMYK: 94 44 0 38  
RGB: 10 88 158  
HEX/HTML: 0A589e

### The Skating Club Red

PMS: 1945 C  
CMYK: 5 100 55 28  
RGB: 166 9 61  
HEX/HTML: A6093D

## Secondary Colors:

### Marigold

PMS: 7408 C  
CMYK: 0 29 100 0  
RGB: 246 190 0  
HEX/HTML: F6BE00

### The Skating Club Gray

PMS: 431 C  
CMYK: 40 25 15 50  
RGB: 91 103 112  
HEX/HTML: 5B6770



# Showcase of Boston

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](http://scboston.org/style-guide) and [icechips.org/style-guide](http://icechips.org/style-guide).

## **Name Usage – Ice Chips**

- Initial use “Ice Chips”, never use: Chips, IC, or just show themes (ex: Illusions)
- If a show theme title is used, it must include the year of production.
- Example: Ice Chips 2018: Illusions

**Writing Style Voice:** Informative, respectful, fun, eager, positive. Think show announcer in an upbeat manner.

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

## **Primary Inline Header: Word Mark with Club Seal with Frog Pond Seal**

**Best Uses:** Promotional products i.e.: t-shirts, bags, giveaways, flyers, signage, embroidered apparel

## **Tertiary: Brand seal**

**Best Uses:** Promotional products i.e.: t-shirts, bags, giveaways, flyers, signage, embroidered apparel

## **Core Colors:**