



Olds College Broncos – a sub-brand of Olds College of Agriculture & Technology

Use of the Olds College Broncos Logo

In order to build a strong and recognizable identity, it is critical that we adopt consistent use of the Olds College institutional logo, brand extensions and sub-brands. For our students, staff, faculty, partners, donors, community and global friends, this usage reinforces that our units work together for common goals.

Usage and development of sub-brands is overseen by the Marketing team.

Important notes:

- When possible, it's best to use the Broncos logo with the Olds College logo.
- When referencing the team, always use the full name of "Olds College Broncos" on first use and then it can be shortened to "Broncos" subsequently.
- Using wordmarks for Broncos specific sports should only be used by Olds College and the Broncos.
- Every instance of clothing or merchandise with the Olds College Broncos logo must be approved by Marketing & Communications.

Any exceptions to these brand guidelines may be granted by the Marketing & Communications department on a case-by-case basis.

Every instance of the Olds College Broncos logo needs to be approved by the Marketing & Communications department.



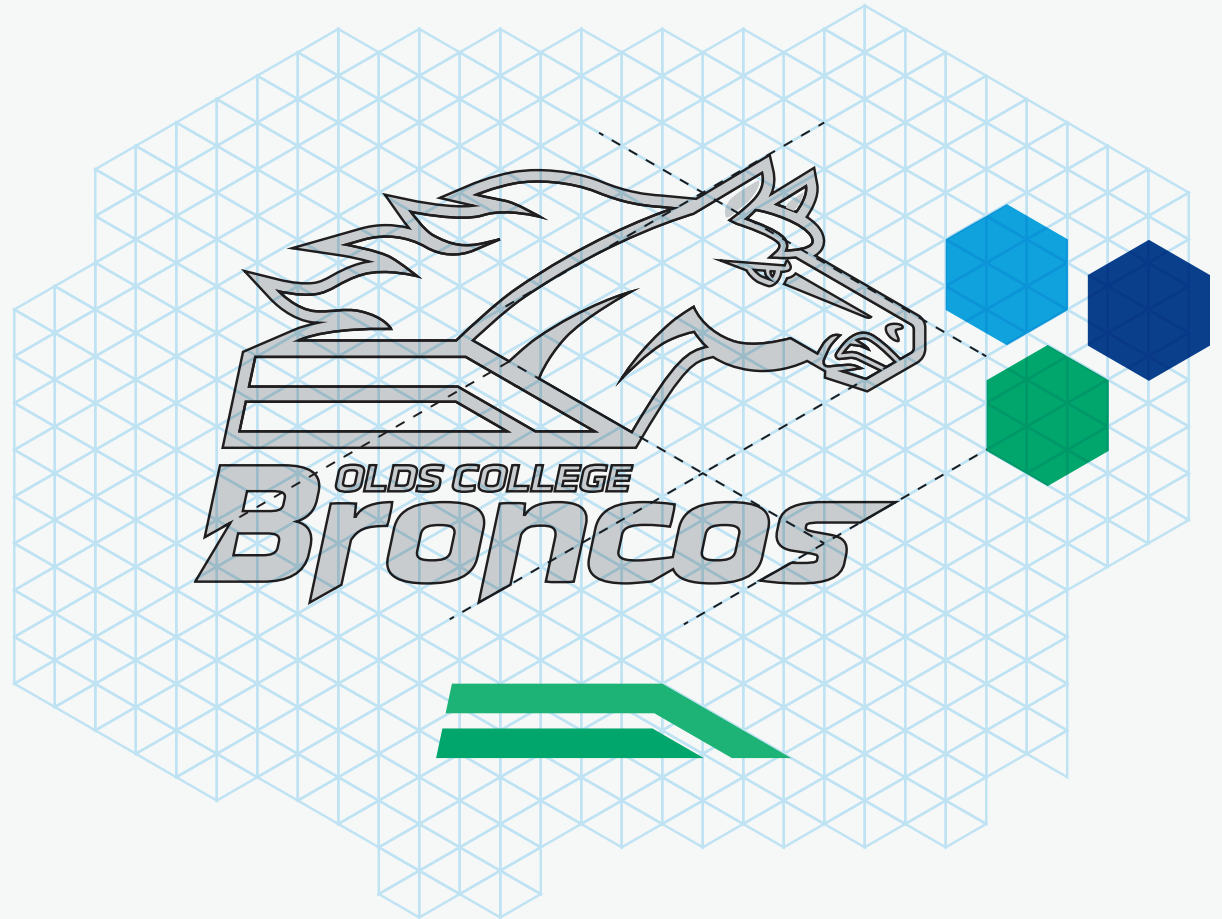
Design Rationale

The Broncos logo was updated in August 2024 to better align with the Olds College of Agriculture & Technology brand.

The Broncos logo was created with precise geometric construction on a hexagonal grid with the same geometry the Olds College logo uses. It uses colours that align to the Olds College brand and includes a bold new wordmark. The wordmark's design uses elements that imply motion and action – the extended font weight is italicized to give it a rakish quality, and parts of the characters extend, slant and are sliced into to give it an appearance of movement.

The new logo is a re-interpretation of the horse side profile from the previous Broncos logo to retain brand equity. White horses are rare and celebrated in myth and legend. The updated logo connects with this symbolism while sustaining the legacy, the fierce energy and passionate spirit of the Broncos brand.

The colour stripes echo the sky, water and earth motif in the Olds College logo – and the use of stripes is in references to flags, athletics and racing.



LOGO

The primary logo is the combination or lockup logo. It is a single file that integrates the horse icon and wordmark in specific alignment and spacing.

Where possible use the full colour logo. However certain applications will require a single colour logo. A single colour version in four brand colours is available.

MINIMUM SIZE

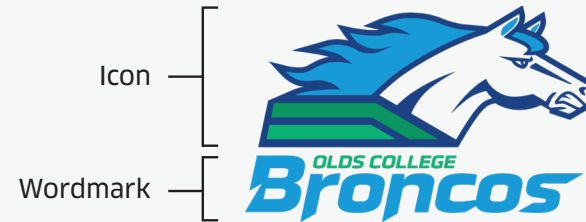
Print: In standard offset printing and laserprinting, do not make the logo smaller than 1".

Some implementations such as embroidery and silkscreening will have a larger minimum size, consult with the vendor for their recommendation.

For minimum size in digital applications, the logo should not be less than 72 pixels in size (see page 60).



Logo Anatomy



Full Colour



Broncos Logo Colour -
White Background

One Colour



Broncos Logo Black



Broncos Logo
Dark Blue



Broncos Logo Colour White
Wordmark - light blue background



Broncos Logo
Light Blue



Broncos Logo White



Broncos Logo Colour -
dark blue background

WORDMARK

The wordmark's design uses elements that imply motion and action – the extended font weight is italicized to give it a rakish quality, and parts of the characters extend, slant and are sliced into to give it an appearance of movement.



Broncos Wordmark Colour



Broncos Wordmark
Black



Broncos Wordmark White
- light blue background



Broncos Wordmark
Dark Blue



Broncos Wordmark Colour
- dark blue background



Broncos Wordmark
Light Blue



Broncos Wordmark White
- dark blue background

ICON

The horse icon is a re-interpretation of the horse side profile from the previous Broncos logo to retain brand equity. White horses are rare and celebrated in myth and legend. The updated logo connects with this symbolism while sustaining the legacy, the fierce energy and passionate spirit of the Broncos brand.

ICON



Broncos Icon Colour -
Light Background



Broncos Icon
Black



Broncos Icon Colour -
Light Background



Broncos Icon
Dark Blue



Broncos Icon Colour -
Dark Background



Broncos Icon
Light Blue



Broncos Icon
White

COLOURS

The Olds College brand is primarily blue and green. The brand blue and green should be the dominant colours on any given piece of communication. All forward facing pieces such as covers and websites should be primarily blue and green.

When developing printed materials, refer to the Pantone numbers and four-colour breakdowns. These colours should be used in all printed media, including outdoor advertising, newspaper insertions, posters and brochures.

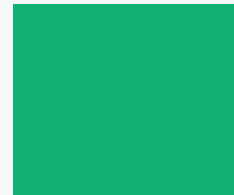
The screen-optimized colour values should be used in all digital communications, including all social media, online and video applications.



PMS 2146 CP
CMYK: 100 81 0 17
HEX: #00358E
RGB: 0 53 142



PMS 2925 CP
CMYK: 75 18 0 0
HEX: #009CDE
RGB: 0 156 222



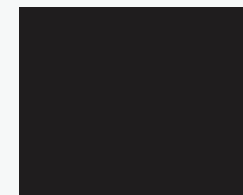
PMS 2250 CP
CMYK: 78 0 73 0
HEX: #00B373
RGB: 0 179 115



PMS 340 CP
CMYK: 100 0 81 0
HEX: #00965E
RGB: 0 156 222



Spot White
CMYK: 0 0 0 0
HEX: #FFFFFF
RGB: 255 255 255



Pantone Black C
CMYK: 75 18 0 0
HEX: #009CDE
RGB: 0 156 222

CLEAR SPACE

Clear space around the logo, icon and wordmark ensures maximum visibility and separates them from any competing graphic elements. Use the width of the letter O in the Broncos wordmark as the width of the clear space margin.

When using the icon and wordmark separately, ensure they are not in close visual proximity to each other. I.e., they should be on different sides (icon on front and wordmark on back of a jersey) or visually separated (icon on top left of a page and wordmark on the bottom right)

A cohesive and consistent online presence to promote the Olds College brand is important. The colours below represent the screen-optimized palette for the Olds College brand and should be used in all digital communications, including all social media, online and video applications.



INCORRECT LOGO USES

This page shows examples of improper logo usage. Improper usage damages the perception and recognition of the institution's brand and even well intentioned changes can have a negative impact. Please note that the examples shown here do not include all non-compliant possibilities. While the examples below only show improper usage of the primary logo, these guidelines apply to all Olds College brands and subbrands.



Do not flip



Do not rotate



Do not distort



Do not alter the colours



Do not layer content



Do not change the composition



Do not change elements



Do not add effects



Do not invert the colours of the logo

LOGO WITH RELEASE

If you need to use the logo on a colour background other than white, light blue or dark blue, use the release version. The release is a border that acts as a visual buffer between the logo and the background colour.



Broncos Logo
White Release



Broncos Wordmark
- White Release



Broncos Wordmark Black
- White Release



Broncos Wordmark Light
Blue - White Release



Broncos Wordmark Dark
Blue - White Release



Broncos Wordmark White
- Light Blue Release

LOGO LARGE TEXT

Some implementations present technical limitations such as thread size (embroidery) or number of pixels (e.g. social media profile icons). The Logo Large Text version is available for these instances to ensure legibility of the “OLDS COLLEGE” text.

The Logo Large Text variant can also be used in digital applications where the logo appears at sizes smaller than 100 pixels. Please note that the logo should not be smaller than 72 pixels.



Broncos Logo Colour -
White Background



Broncos Logo
Large Text Variant

Sample Use cases: Embroidery



Broncos Brand Graphic Elements

Graphic elements derived from the logo have been developed to create interest and to enhance or balance out compositions. Echoing the angles in the logo, the graphics add a sense of dynamic movement and provide another visual cue that reinforces the brand. Care should be taken so that these angles are not overused; using it once on a given piece as a visual accent is often enough.



Broncos Diagonal Slice Green



Broncos Diagonal Slice Green



Broncos Diagonal Slice Green



10% Opacity Broncos Icon



The Sport Stripe



The Hexagon



Broncos Event Badges



3D Box Pattern



Hexagonal Image Frame



Image with 30° mitered corner

Broncos Brand Design Best Practices

Layout Anchors

Judicious use of the Broncos Dark Blue in the background, in text headers, left/right rail, footer and header will serve as a foundation for the layout.

Establish a connection to the Olds College brand through sparing, balanced placement of one or several of these elements:

- Broncos Olds College graphic elements in the layout.
- Through sparing use of the hexagon shape as a photo framing.
- Through the use of a 30° photo corner miter.

The graphic elements should serve as accents. If hexagonal framed photos are used, they should serve as hero images (on a cover, for example).

Broncos Dark Blue Headings



Broncos Light Blue Pull Quotes



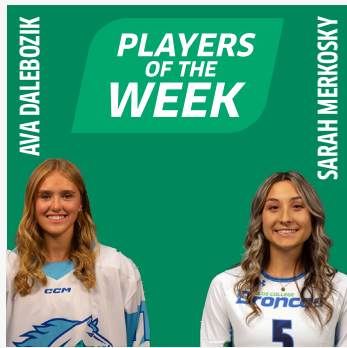
Broncos Dark Blue Footer



Broncos Social Media Examples

Use uncluttered, compelling photos with a central focal point in your social media posts.

Use Broncos brand graphic elements sparingly and only to communicate a central idea, emphasize the action or increase dynamism.



Players of the Week



Final Score



Game Day



Home Opener



Diagonal Slice graphic element



Diagonal Slice graphic element



Merchandise & Clothing

Every instance of clothing or merchandise with the Olds College Broncos logo must be approved by the Marketing & Communications department.

Sport-specific wordmarks are for use by Olds College Broncos only.



Sponsor Logo Requirements for Athletics

The use of external sponsor logos on athletic wear is dependant on level and amount of sponsorship. When co-branding with sponsors, Olds College Broncos logo should be the prominent logo in sports wear. For example, the Broncos logo would likely be found on the front left chest while the sponsor logo would be on sleeves or the back of merchandise. Use of external logos for athletics is on a case-by-case basis.

Special Occasion Wear

Teams and groups are encouraged to participate in various events that support special occasions or a variety of groups; however, we do not modify our logo or brand.



Please note: Underarmour is not a sponsor – it is the official supplier of Olds College Broncos Athletics sportswear and merchandise.



Jr. Broncos

The Jr. Broncos logo represents our affiliate youth athletic programs that we are partnered with to promote youth development in sports. The Jr. Broncos logo is used on the jerseys, apparel and promotional material of our affiliated teams which currently includes the Olds Minor Hockey Association female teams and the Jr. Broncos volleyball club program. New designs that involve the logo must be approved by the Olds College Marketing Team. All logo usage will be approved on a case-by-case basis.

The Jr. Broncos wordmark is for internal use only for specific articles of sportswear.



Jr. Broncos

The logo features the word "Jr." in a green, italicized, sans-serif font, followed by "Broncos" in a blue, italicized, sans-serif font. The letters are bold and slanted to the right.

Jr. Broncos

The wordmark consists of the words "Jr. Broncos" in a bold, italicized, black, sans-serif font, slanted to the right.

Jr. Broncos

The wordmark consists of the words "Jr. Broncos" in a bold, italicized, white, sans-serif font, slanted to the right, set against a solid blue rectangular background.



communications@oldscollege.ca



OLDS COLLEGE
OF AGRICULTURE & TECHNOLOGY