

EMPOWER HER BRAND COLORS

#EE2724



R = 238 C = 0%
G = 39 M = 98%
B = 36 Y = 100%
K = 0%

#EAE648



R = 234 C = 11%
G = 230 M = 1%
B = 72 Y = 85%
K = 0%

#F2C4DC



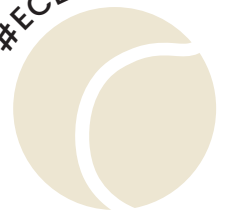
R = 242 C = 2%
G = 196 M = 27%
B = 220 Y = 0%
K = 0%

#DBA127



R = 219 C = 14%
G = 161 M = 38%
B = 39 Y = 100%
K = 0%

#ECE5D1



R = 236 C = 7%
G = 229 M = 7%
B = 209 Y = 18%
K = 0%

BRAND COLOR COMBOS



Please do not use **CREAM** with on top of the **PINK** or **GREEN** as it is not accessible
All other color combos are interchangeable

LOGO USAGE

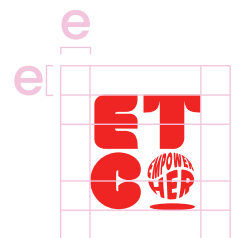
Clear Space & Minimum Size

The Edmonton Tennis Community Logo should never be less than 1.75" wide in print or 150 px digitally.

Improper Logo Use

Always use the current version of the logo that is relevant to the event Edmonton Tennis Community is presenting.

Do not alter it in any way.



Do Not Stretch the Logo



Do Not Alter Any Element of the Logo



Do Not Change the Colors



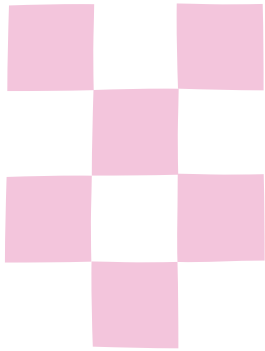
EMPOWER HER USE OF ELEMENTS



Images of Players

When promoting Empower Her images should be in black and white. This is apart of the BRAND not just a stylistic choice. All images should be a cut out of the player with a background of one of the approved colors of EmpowerHer. No RANDOM colors should be used.

Patterns




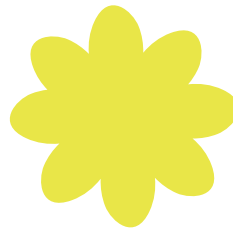
Patterns should never overlap one another. One pattern should be used at a time, in order to not create business, confusion, or overwhleming visuals.

Patterns should only be used in one color way, there should not be multiple colors used for one pattern. Please see the examples of what is not permitted.

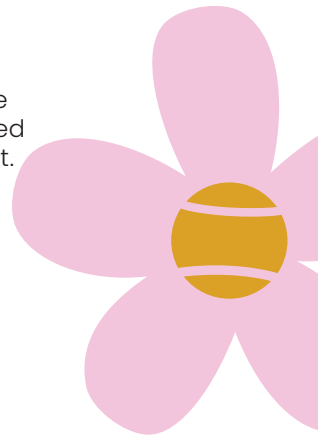
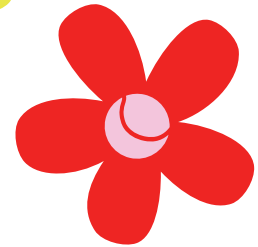
Elements on Patterns

Elements can only be placed on the checkered pattern and only in the approved color ways on page one. The elements should have a boarder from the edges and should not be touching at any time. The only exceptions is the "flame" asset.

 Do Not Add Multiple Colors per Pattern



the 8 petal flower should never have a tennis ball placed inside the element.



Flower Icons

The following flower icons, should always have a tennis ball in the centre as of the flower. This should only be in the approved color patterns as outlined on page one of this document.



Arrows

Arrows should only be used once per asset. They are a visual aid and not a pattern or aesthetic accessory. They should not be shrunk to a size where they are too thin to comfortably show the color of the fill. The arrow should always be mono colored and not multi colored.