

BRAND GUIDELINES



LOGO





SPORTS VERSION

Primary Use:
Portrait and Landscape - positive and negative.
* to be exclusively used for all sports related materials



TÊTE DE LION

Primary Use:
Portrait and Landscape - positive and negative.



TÊTE DE LION NEGATIF

Primary Use:
Portrait and Landscape - positive and negative.



MERCHANDISING VERSION

Primary Use:
Portrait and Landscape - positive and negative.
* to be exclusively used for all merchandising related materials



CORPORATE VERSION

Primary Use:
Portrait and Landscape - positive and negative.
* to be exclusively used for all group corporate
related materials



CLEARANCE SPACE



TAGLINE

Primary Use:
Portrait and Landscape - positive and negative.

**L'UNION FAIT
LA FORCE**

Portrait

L'UNION FAIT LA FORCE

Landscape

File Source:
<https://lausannehc.ch/lausanne-hockey-club-brand-book>

**L'UNION FAIT
LA FORCE**

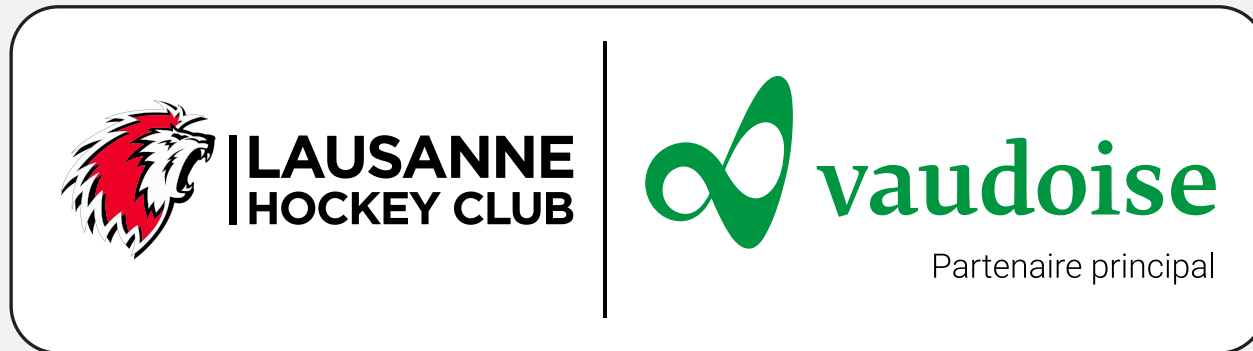
Portrait

L'UNION FAIT LA FORCE

Landscape

COMPOSITE LOGOS

Examples of the composite logos lockup with club sponsors.



LOGO COLOURS

Logos are always reproduced in our primary colours.
Please refer to colour guidelines in the following section.



LOGO MISUSE

On this page are examples of what not to do with the logo.
Do not use any other versions of the logo than the approved ones.



Do not use our old logos



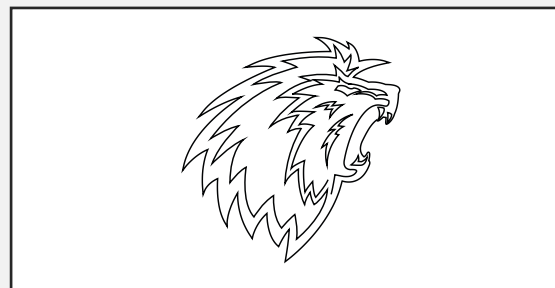
Do not re-color our logos



Do not re-align or re-scale elements



Do not crop our logos



Do not keyline our logos



Do not apply effects to our logos

COLOUR





PRIMARY PALETTE

Three contrasting colours lead our primary palette: Ferrari Red, representing the speed and the passion of our athletes on the ice, Arctic White, which symbolizes the core of this sport, and Obsidian Black - the material which our team is made of.

Ferrari Red

Pantone 185 C

RGB: R228 G0 B43

HEX: #E4002B

CMYK: C0 M100 Y89 K0

Arctic White

RGB: R255 G255 B255

HEX: #FFFFFF

CMYK: C0 M0 Y0 K0

Obsidian Black

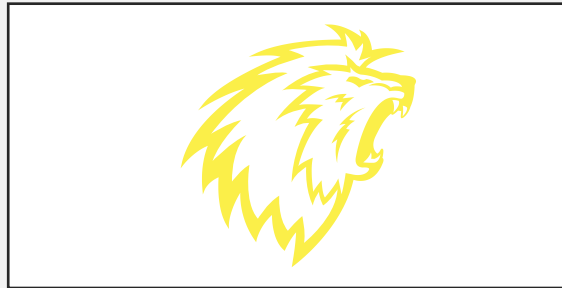
RGB: R0 G0 B0

HEX: #000000

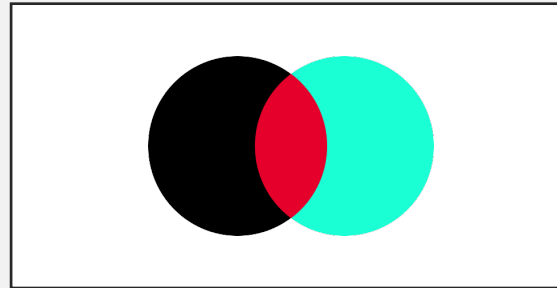
CMYK: C75 M68 Y67 K90

COLOUR MISUSE

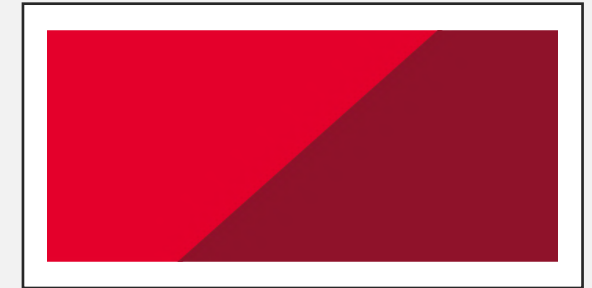
On this page are examples of what not to do with our colours.



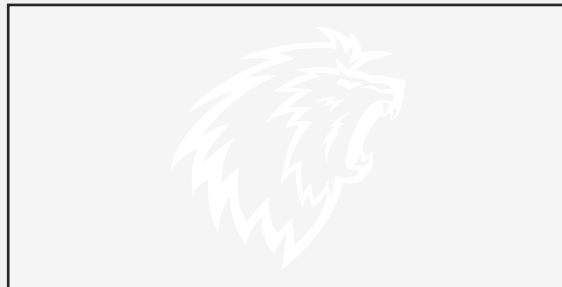
Do not use any other colour for our elements



Do not multiply our colours



Do not adjust our colour values



Do not use combinations where legibility is impaired



Do not use more than one secondary colour to highlight on any single communication



Never use secondary palette for our logos

TYPOGRAPHY





HEADLINE FONT

**NORWESTER PRO
REGULAR**

**A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0**



SUPPORTING TYPEFACE

Panton
Regular

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z a b c d e f g h i j
k l m n o p q r s t u v w x y z 1 2 3
4 5 6 7 8 9 0



CONTACT

For any questions or inquiries regarding these guidelines,
please contact us at lhcmarketing@lausannehc.ch