



## Identity Guidelines

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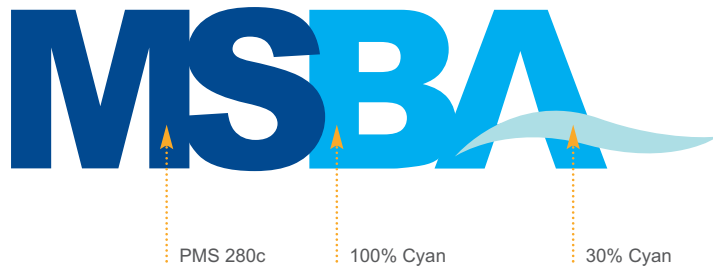
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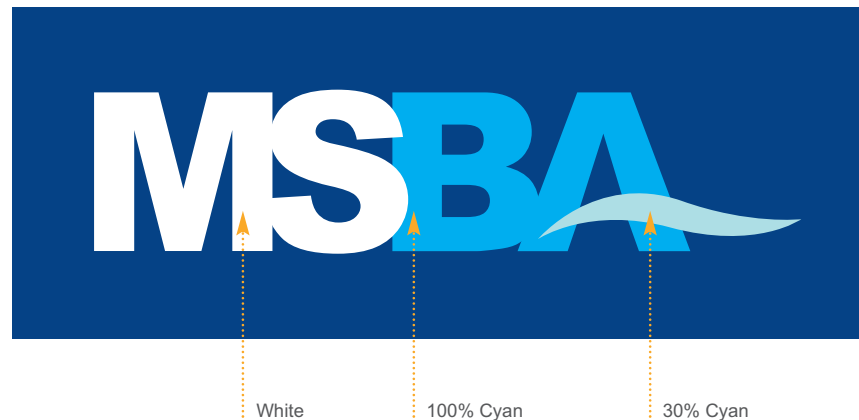
## Identity - Colour Usage

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### Positive

For use on white background or light coloured solid backgrounds.



### Negative

For use on a dark coloured background or an image with a dark area that it will reverse out of.

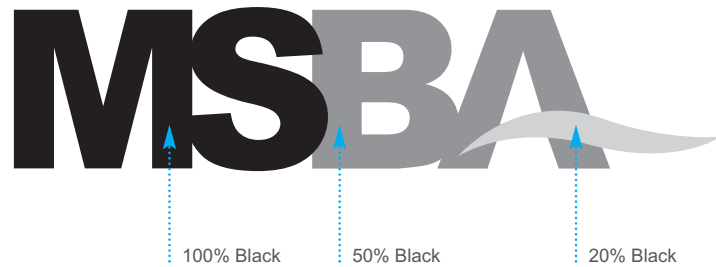
The MSBA identity consists of two elements, the logotype and “the wave”. These two elements will never be used apart from each other.

As shown to the left, the logotype only ever appears in the two formats; positive or negative.

Master artwork should always be used whenever the MSBA identity is reproduced; the artwork should never be altered or modified in any way.

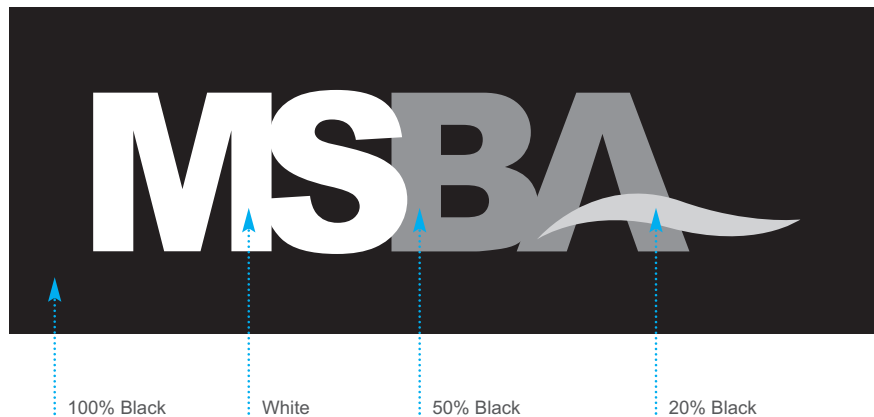
## Identity - Greyscale Usage

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Greyscale identity on a white background.

On occasions the MSBA identity may need to be reproduced in a single colour, ie black or blue. Please see these examples for the colour break down in greyscale when required.



Single colour identity on to a black background.

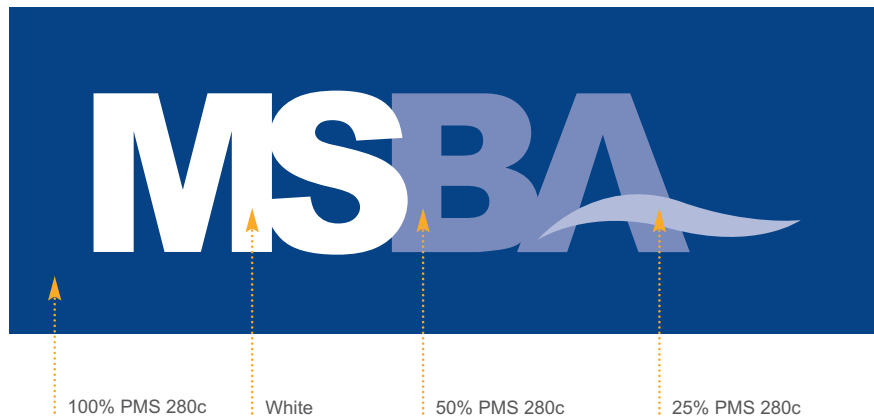
## Identity - Single Colour Usage

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Single colour usage on to a white background.

On occasions the MSBA identity may need to be reproduced in a single colour, the darker blue of the MSBA colour palette should be used, PMS 280c. Half tones of this colour should be used to reproduce the logo - see examples.



Single colour usage on to a dark background.

## Clear Zone

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Clear zone around the identity

The logotype and mark must always appear in their own 'clear zone,' separated from other images and/or text. This will assist in trade mark protection and ensure that the logotype and mark are consistently displayed to best effect.

The clear zone for the MSBA logotype and mark is derived through halving the cap height of the MSBA logotype, or 'x,' as shown at the left.

## Identity Usage on Background Images

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When the MSBA identity appears on a background image a drop shadow should be applied to enhance the legibility. The drop shadow should be applied by a professional creative studio.



Usage of identity on an image background with drop shadow

Care should be taken not to use the identity over an image that is too busy or distracting.

## Descriptor - Colour Usage

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The MSBA descriptor will need to be used in some applications especially during the early stages of introducing the identity. Always use the original artwork and do not attempt to set up the strap line independently of the MSBA identity.



## Identity with Descriptor showing the Clear Zone

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When the MSBA identity is used with the descriptor the clear zone around the logo will be employed as shown here. This applies whether the identity appears on a white, coloured or image background.



Clear zone around the identity when using the descriptor

## Identity Usage on Burgees

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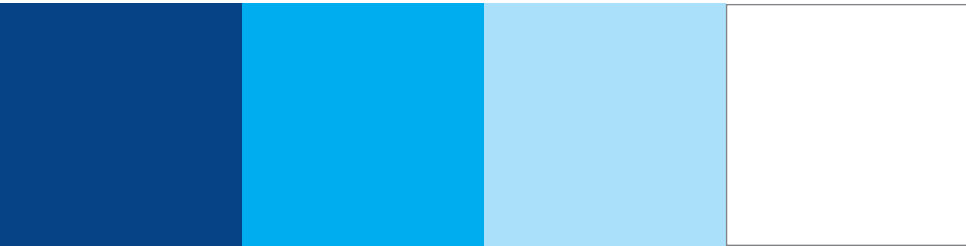
Usage of identity on an image background with drop shadow

The MSBA identity can be used on a burgee as a club flag. The base colour should be matched as closely as possible to the MSBA Dark Blue - PMS 280c.

The Burgee should be used in a club context or when corresponding with the club membership.

# Core Colours

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MSBA Dark Blue  
PMS 280c

MSBA Mid Blue  
100% Cyan

MSBA Light Blue  
30% Cyan

MSBA White

Colour plays an important role in the creation and communication of the MSBA.

The core colours, shown are the main, corporate colours of the MSBA. The logotype and mark are comprised of these colours, and, as such, they are carried across all corporate communication, such as letterheads, advertising, digital media and printed collateral.

# Letterhead • Layout Option 1

Layout Option 1 would be appropriately used for corresponding with governing bodies, local councils, etc.

20mm

20mm

38mm

MSBA

Communications Director  
Southdowns Yacht Club  
The Harbour  
Swale  
Kent ME1 2UJ

16 November 2012

Dear Mr Smith

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Kind regards

Mr N Name  
Publicity Officer

Medway and Swale Boating Association  
20 Harbour View, Faversham, Kent CT10 9AJ. T: +44 (0)1227 123145. E: office@msba. www.webaddress.com

10mm

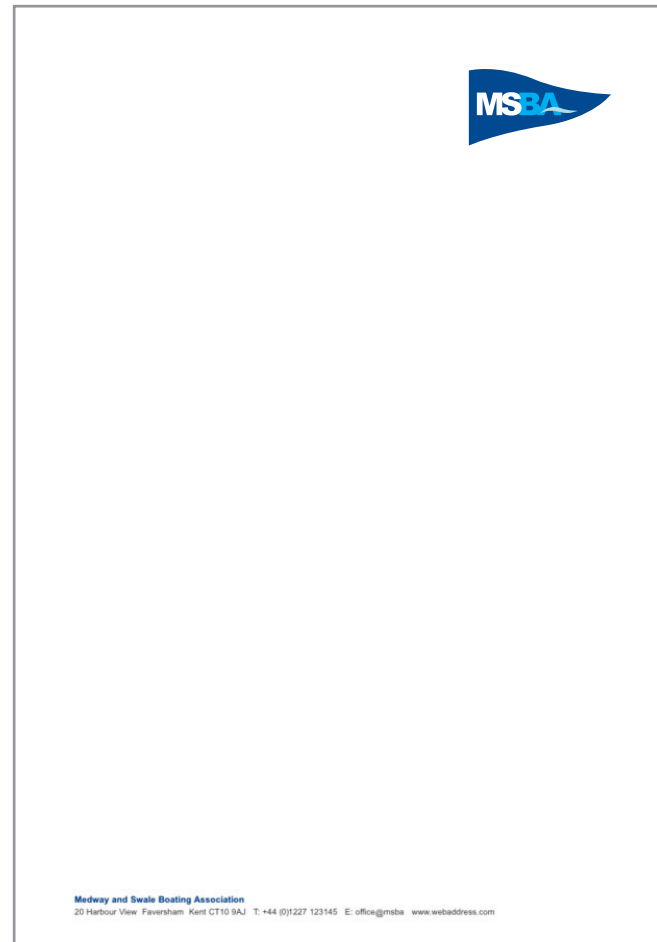
MSBA

Medway and Swale Boating Association  
20 Harbour View Faversham Kent CT10 9AJ T: +44 (0)1227 123145 E: office@msba www.webaddress.com

←..... MSBA title, address and contact details appear in Arial.

## Letterhead • Layout Option 2

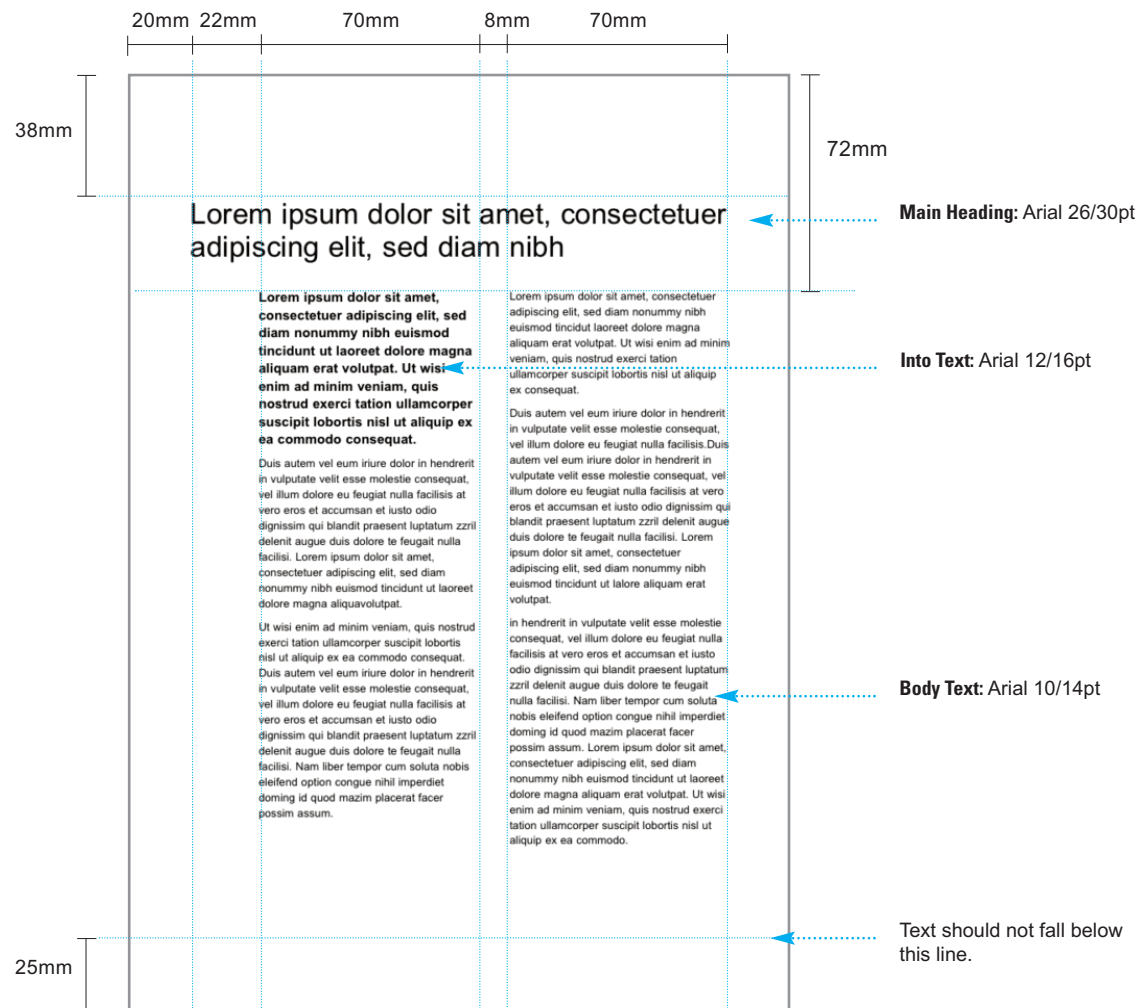
Layout Option 2 would be appropriate for club membership correspondence.



MSBA title, address and contact details appear in Arial.

## Grid Layout

It is important MSBA publications, notices, reports, etc are consistent in delivery and tone of voice. To ensure that MSBA literature style does this while remaining versatile, a two-column grid format has been created for use across A4 portrait publications.



## Agenda Layout

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The suggested layout is recommended for creating meeting agendas.



## Email Sign Off Template

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The Email Sign Off utilises the font Verdana for consistency across all platforms.

### Generic Name

Generic Officer

**Name:** Verdana Bold 12pt - Dark Blue to match PMS 280c

**Title:** Verdana Regular 12pt - 80% Black



### Medway and Swale Boating Association

20 Harbour View Faversham Kent CT10 9AJ

T: +44 (0)1227 123145 E: office@msba www.webaddress.com

**Association Name:** Verdana Bold 12pt - Dark Blue to match PMS 280c

**Association Address and Contact Details:** Verdana Regular 12pt - 80% Black



## Don'ts

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**Don't** recreate the identity; always use the master artwork provided.



**Don't** rearrange the identity into other positions.



**Don't** reproduce the identity in non approved colours.



**Don't** use "the wave" without the logotype; the mark always appears with the logotype.



**Don't** place the identity on a photographic background where they will not be entirely visible/legible or without a drop shadow.



**Don't** tilt or position the identity at an angle.