



# NORTH SHORE WINTER CLUB USING CLUB LOGOS

## TERMS AND CONDITIONS

- The North Shore Winter Club name, logos, trademarks and the names, logos and trademarks of the Club's outlets, sections and departments are the exclusive property of the North Shore Winter Club (THE "BRANDS"). Use of these Brands, logos, and trademarks is strictly prohibited unless specifically authorized by the General Manager or his/her designate.
- The NSWC Brands are not intended for commercial or personal use outside of the control of the Club and may not be sold or reproduced in any other form without license.
- The Club has a list of pre-approved and recommended vendors to assist you with orders at preferred pricing.
- No items bearing the NSWC Brands shall be sent to production without approval of the General Manager and all items must be purchased through approved NSWC vendors and purchasing policies via the General Manager.

## REQUEST LOGOS FROM THE NSWC

If you would like to use any of the NSWC Brands, you must request approval for such use and access to the branding materials. Please read the following guidelines carefully before submitting your request.

## PROCEDURES

1. All requests for Branded items must be made and facilitated through the Staff liaison and/or General Manager.
2. If a team or member is considering obtaining any team swag (garments, bags, bottles), items for giveaways bearing any NSWC Brands, or for fundraising posters or brochures bearing NSWC Brands, the member or committee must contact the staff liaison in order to meet and discuss needs and requirements. We need to ensure they are consistent and meet Club standards in terms of quality and design, and all Brand usage requests must be approved by the NSWC.
3. If the items are approved, the staff liaison will submit a request to the General Manager for design/review/revision and approval; and will be issued a non-exclusive, limited use License to use the Branding on the requested wares.
4. The Club has authorized licensed vendors that the procurement of the approved wares must be submitted to for quotations. If the approved licensee cannot provide equal or better selection, quality, or value, the General Manager may approve an exception for an alternative supplier, and a limited license will be provided to that supplier for the single occurrence.
5. A pre-production rendering, or sample must be presented to the Staff Liaison or General Manager for final approval BEFORE any production proceeds.

## LOGO USAGE GUIDELINES

The NSWC has a variety of designs with different logos to visually represent the Club's identity and various sports. When using the NSWC logo with an audience, that is not familiar with the Club, the version with the Club name (words) is required. Each Brand must stand on its own and have adequate white space around it. Do not combine it with any other graphics. If using the logo in conjunction with other brand logos, the NSWC logo must be visually the same size or larger than the other logos.

- You must use the provided logo files as is and DO NOT alter the logo in any way, including:
- Stretching or shrinking the logo
- Add effects like drop shadows or embossing to the logo
- Use the logo in a colour other than the approved colours below

To help facilitate approved use, we have a collection of logos (electronic, ready-to-use artwork, implemented by vendors) that we can provide for your project.

## LOGOS



**NORTH SHORE  
WINTER CLUB**



**NORTH SHORE  
WINTER CLUB**  
*Since 1958*



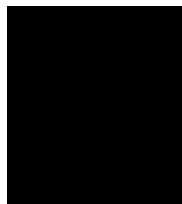
## APPROVED LOGO COLORS

The approved colours must be used for the logos when ordering merchandise or apparel. The logo should not appear in any other colours. When using the logo on a coloured background, please ensure there is sufficient contrast to stand out. Do not use the logo on a busy, high-contrast background that interferes with the readability of the logo. Red is the preferred colour for the NSWC, please use it whenever possible.

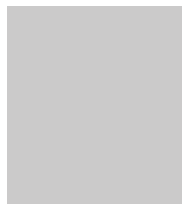
## COLOR PALETTE



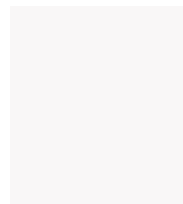
#BF0006



#000000



#F9F8F8



#CBCACA



#102E4D

## TYPOGRAPHY

**EB GARAMOND**

LEAGUE SPARTAN

Calibri or Montserrat

The North Shore Winter Club provides full-service social, recreational, and competitive programs for men, women, and children in a fun, safe environment, for over 60 years. Memories to last a lifetime!