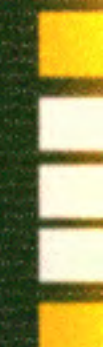**1949 - 2024**

75

EDMONTON ELKS FOOTBALL CLUB

75TH SEASON BRAND GUIDE

BRAND IDENTITY

ELKS LOGO

The Edmonton Elks logo is a symbolic representation of the stoic and mighty northern Elk.
An adjustment has been made to the primary logo; a white release around the Elks icon has been integrated.

Assets can be accessed by clicking **here.**

GREEN
Pantone 350 C
C: 79 M: 43 Y: 84 K: 42
R: 42 G: 82 B: 52
Hex: #2A5234

GOLD
Gold Pantone 1235 C
C: 0 M: 32 Y: 95 K: 0
R: 255 G: 184 B: 25
Hex: #FFB81C

LIGHT GREEN
Pantone 6156 C
C: 53 M: 27 Y: 44 K: 2
R: 127 G: 156 B: 144
Hex: #7f9c90

COLOURS

The primary logo appears in our signature Green and Gold colours. For the 2024, the club is introducing a secondary green to the brand.
Please refer to the logo package included with this guideline.

ALTERNATE LOGOS

The all-white logo serves as the club's alternate logo. Please ask for other variations of the logo if required.

LOGO APPLICATION

SPACING AND MINIMUM SIZE

The minimum print size of the logo is 0.5" wide. The minimum online size of the logo is 40px wide.

Do not modify the logo in any way. TM (Trademark) is required in all uses.

For spacing, optimal spacing is 1/3 of the logo's width. Keep other graphics outside of this space.

Minimal sizing: .5" for print, 40px for digital

Optimal spacing for the logo. Keep other graphics outside of this space.

LOGO + WORDMARK

THE LOCKUP

This is how we treat the logo with the wordmark. The logo has been scaled appropriately in relation to the wordmark and it should not be altered in any way.

The same applications conditions apply to the lockup logo.

EDMONTON **ELKS**™

Edmonton Elks Wordmark

EDMONTON **ELKS**™

Full lockup logo

EDMONTON ELKS FOOTBALL CLUB
75TH SEASON BRAND GUIDE

75TH SEASON LOGO

CELEBRATING 75 YEARS

The club has designed a logo celebrating 75 seasons.
Key elements presented in the logo are Edmonton's skyline, the frame of the Commonwealth Stadium, 14 stars for the team's 14 Grey Cup championships, and the iconic Double E logo.

Assets can be accessed by clicking **here.**

GREEN
Pantone 350 C
C: 79 M: 43 Y: 84 K: 42
R: 42 G: 82 B: 52
Hex: #2A5234

GOLD
Gold Pantone 1235 C
C: 0 M: 32 Y: 95 K: 0
R: 255 G: 184 B: 25
Hex: #FFB81C

WHITE
Pantone 000 C
C: 0 M: 0 Y: 0K: 0
R: 255 G: 255 B: 255
Hex: #FFFFFF

COLOURS

The colours used for the 75th season logo are the same colours used in the Elks brand.

ALTERNATE LOGO

LOGO APPLICATION

SPACING AND MINIMUM SIZE

The minimum print size of the logo is 0.5" wide. The minimum online size of the logo is 40px wide.

For spacing, optimal spacing is 1/3 of the logo's width. Keep other graphics outside of this space.

Optimal spacing for the logo. Keep other graphics outside of this space.

TEAM LOGO HISTORY

CELEBRATING 75 YEARS

To help emphasize on the club's 75th season, the club will be presenting the EE legacy and it's team logo history as a design element to some of the graphics for the 2024 season.

These assets are intended to be complementary elements to graphics, not for primary logo use.

Assets can be accessed by clicking **here.**

EDMONTON ELKS FOOTBALL CLUB

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