

Sam

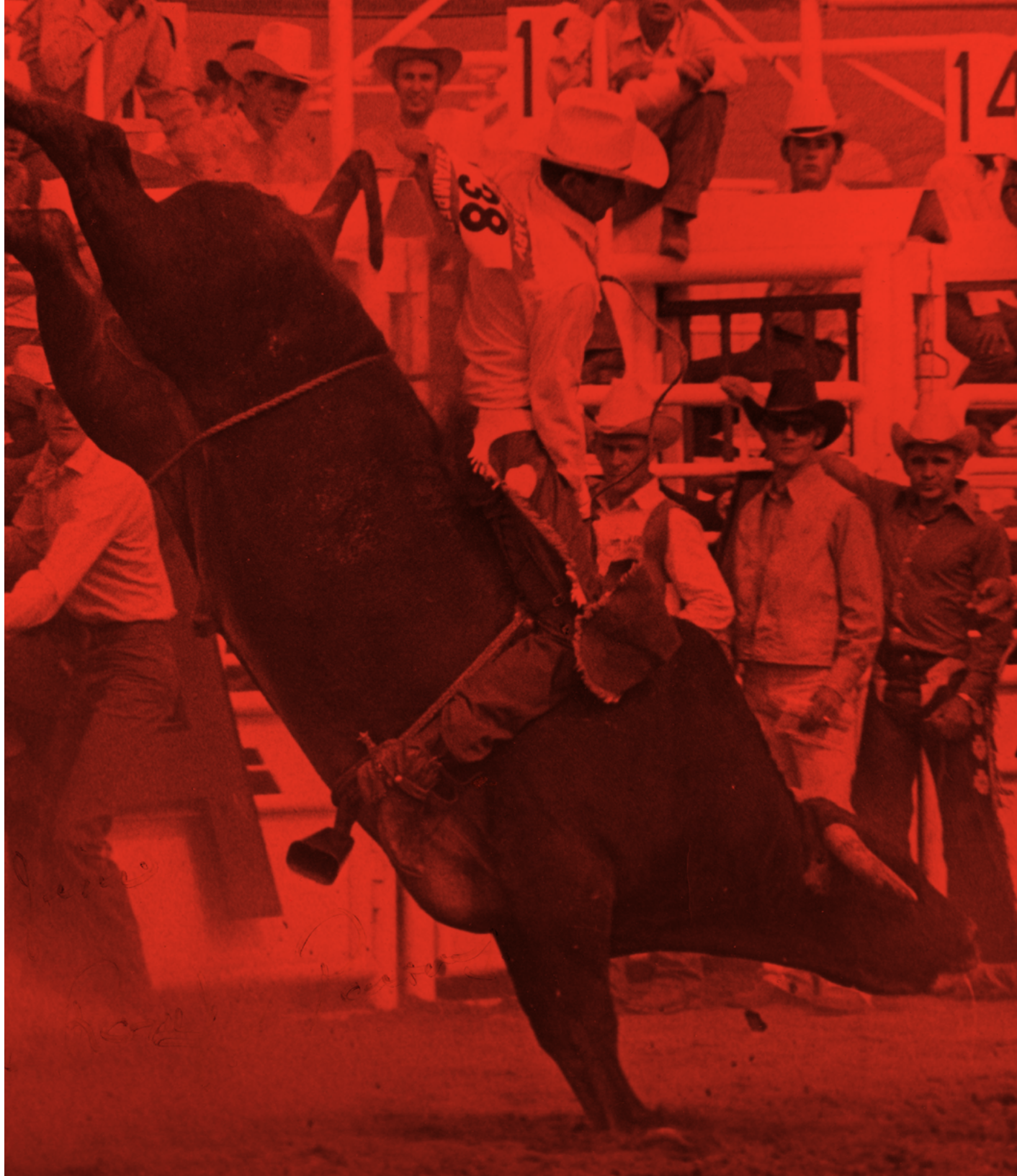
CENTRE



BRAND GUIDELINES

01 LOGOS AND LOGO USAGE

There are a number of different logo versions for Sam Centre that can be used. When deciding on the proper logo usage it's important to understand and take into account the context of where the logo will appear. This includes elements such as the type of marketing or promotion, the media channel, the audience knowledge and where they will come into contact with the communication (on-Park or off-Park).



01 LOGOS AND LOGO USAGE

STANDALONE VERSION - ON-PARK

This is the primary version of the logo for on-Park applications where guests are already aware of the Sam Centre connection to the Calgary Stampede masterbrand. This version can be used for marketing, product, external and internal executions.

Any venue signage using this logo must be aligned to the Calgary Stampede Masterbrand Guidelines for venues.



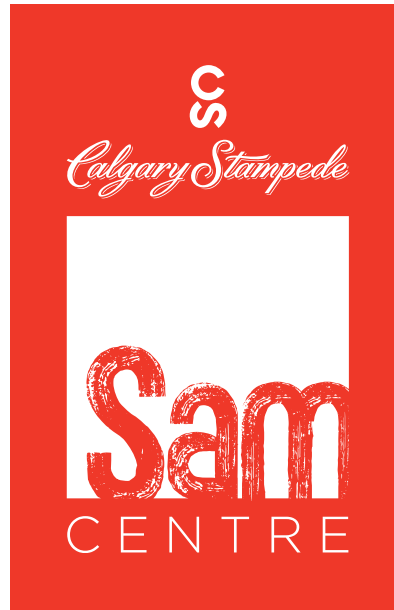
01 LOGOS AND LOGO USAGE

CALGARY STAMPEDE MASTERBRAND VERSION - OFF-PARK

This is the primary version of the logo for off-Park applications where the connection to Calgary Stampede is not obvious or readily understood. This version can be used for marketing, product, external or internal executions.

The CS logo should always appear above or to the left (with a keyline in this instance). Executions should feature the appropriate logos supplied. Do not alter the size or distance relationship between the elements.

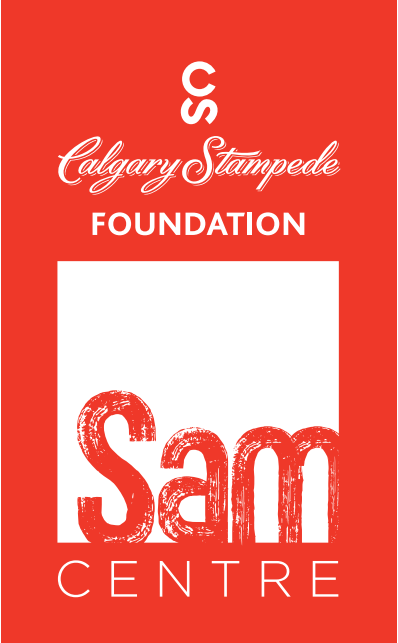
Any venue signage using this logo must be aligned to the Calgary Stampede Masterbrand Guidelines for venues.



01 LOGOS AND LOGO USAGE

CALGARY STAMPEDE FOUNDATION VERSION

This version is to be used for Foundation Board and SOT members only, including presentations, events, invitations and business cards.



01 LOGOS AND LOGO USAGE

POSITIONING LINE VERSIONS

This version should be used at the discretion of the Marketing Director where there is a need to help communicate Sam's offering, and the specific execution allows for extra information and a 'brand sign-off'. Potential uses include stand-alone signage, printed collateral, and video end-frames.

PMS, black and reversed versions exist in the downloadable files.



STANDALONE



CS LOGO



CS FOUNDATION

01 LOGOS AND LOGO USAGE

POSITIONING LINE VERSIONS | HORIZONTAL

This version should be used at the discretion of the Marketing Director where there is a need to help communicate Sam's offering, and the specific execution allows for extra information and a 'brand sign-off'. Potential uses include stand-alone signage, printed collateral, and video end-frames.

PMS, black and reversed versions exist in the downloadable files.



STANDALONE



CS LOGO



CS FOUNDATION

01 LOGOS AND LOGO USAGE

STAMPEDE PARK VERSIONS

This version can be used in marketing purposes where the location of Sam Centre is important to communicate. Specific instances where this logo may be useful include the promotion of a themed show or limited-time programming taking place at Sam Centre.

PMS, black and reversed versions exist in the downloadable files.



CS LOGO



CS FOUNDATION

02 TYPOGRAPHY

PRIMARY TYPEFACE

This should be the typeface used for all headlines and body copy.

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_<>?/{[]}\|~

ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖØÙÚÛÜÝÞß
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GOTHAM REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_<>?/{[]}\|~

ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖØÙÚÛÜÝÞß
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GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖØÙÚÛÜÝÞß
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GOTHAM LIGHT

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02 TYPOGRAPHY

ACCENT TYPEFACE

Additional typeface to be used sparingly to help call out specific information, provide emphasis or personalization. Potential uses include quotations, key messages, and commentary.

ADOBE HANDWRITING - ERNIE

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

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02 TYPOGRAPHY

WEB TYPEFACE

For use online when primary and secondary fonts are not available.

MONTERRAT BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_<>?/{|}\~

ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖØÙÚÛÜÝÞß
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MONTERRAT BOLD

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0123456789!@#\$%^&*()_<>?/{|}\~

ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖØÙÚÛÜÝÞß
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MONTERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_<>?/{|}\~

ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖØÙÚÛÜÝÞß
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MONTERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖØÙÚÛÜÝÞß
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03 COLOURS

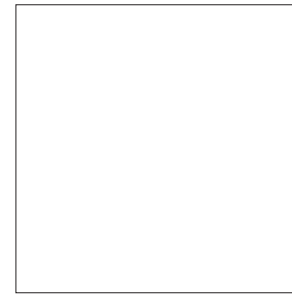
PRIMARY COLOURS



STAMPEDE RED
PANTONE 485
#D52B1E
C O M 93 Y 95 K 0



BLACK
#000000
C O M 0 Y 0 K 100



WHITE
#FFFFFF
C O M 0 Y 0 K 0

03 COLOURS

SECONDARY COLOURS

These colours should be used sparingly as accents in conjunction with the primary colour palette.



VINTAGE YELLOW
#FEA82F
C 0 M 39 Y 91 K 0



BURGUNDY OCHRE
#8f2218
C 27 M 96 Y 100 K 28



BROWN RED
#400f0b
C 46 M 83 Y 77 K 72



RIVER BLUE
#3c96bd
C 74 M 28 Y 14 K 0



NIGHT SKY
#1b4354
C 91 M 65 Y 48 K 36



SAGE
#7f8050
C 50 M 37 Y 78 K 14

04 EXAMPLES IN USE

WEBSITE

The screenshot displays the top navigation bar of the Sam Centre website, featuring the logo and links for 'Plan your visit', 'What's on', 'Art and artists', 'Store', 'Become a Member', and 'Tickets'. Below the navigation are three exhibit cards. Each card consists of an image on the left and a red text box on the right. The text boxes contain a title, a subtitle, a paragraph of placeholder text, and a 'LEARN MORE' button.

Sam CENTRE Plan your visit What's on Art and artists Store Become a Member Tickets

EXHIBIT TITLE
Subtitle or dates
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum.

EXHIBIT TITLE
Subtitle or dates
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum.

EXHIBIT TITLE
Subtitle or dates
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04 EXAMPLES IN USE

WEBSITE ALT LAYOUT

The image displays a website layout for the Sam Centre, featuring a navigation bar and three exhibit cards. The navigation bar includes the Sam Centre logo and links for Plan your visit, What's on, Art and artists, Store, Become a Member, and Tickets. The exhibit cards are arranged in a grid, each with a different background image and text layout.

Sam CENTRE Plan your visit What's on Art and artists Store Become a Member Tickets

LONGER EXHIBIT TITLE
Subtitle or dates
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum.

LEARN MORE

EXHIBIT TITLE
Subtitle or dates
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum.

LEARN MORE

EXHIBIT TITLE
Subtitle or dates
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum.

04 EXAMPLES IN USE

SOCIAL MEDIA POSTS



PARTNER EXAMPLE



04 EXAMPLES IN USE

CONSTRUCTION HOARDING



04 EXAMPLES IN USE

BUILDING SIGNAGE



04 EXAMPLES IN USE

PARK BANNERS



05 BRAND MODEL

WHAT WE ARE

Calgary's Stampede Story – brought to life in an immersive, engaging and interactive modern museum experience.

WHO WE'RE SELLING TO

Calgarians searching for a fun and interactive way to engage with their community through the Stampede and be immersed in its ongoing story.

Visitors looking for a compelling way to experience the Stampede story and discover what Calgary is all about.

WHAT WE'RE REALLY SELLING

Legendary Stampede Stories. Continuing Community Spirit.

WHAT WE'LL SAY TO SELL IT

Grit & Glory: Stampede's Greatest Stories

06 MESSAGING

LONG

The story of the Stampede – and the story of Calgary – is a legendary story. Full of excitement and emotion, twists and turns, challenges and celebrations. It's an epic tale that will move you, connect you to this city, and most importantly it's a story that includes you.

At the Sam Centre, our guests are immersed and involved in our ongoing story. From interactive exhibits to energizing experiences, the history of the Stampede comes to life. Here, you don't just sit back and listen to these stories, you get to help craft the next chapter and become part of the legend. And when you leave Sam Centre, you'll leave as a member of the Stampede family.

SHORT

Sam Centre brings you into the middle of Stampede's greatest stories, involving you in these legendary events and giving you an active role in shaping our ongoing story.

Sam Centre brings our guests into the middle of Stampede's greatest stories, involving them in our legendary events and giving them an opportunity to shape our ongoing story.

The Sam Centre is an immersive, interactive and engaging journey through the history of the Stampede, the city of Calgary and this community we call home.

Take part in history's greatest living western story.

Where the legends continue, and where you get to play a part in one of history's greatest western stories.

07 MESSAGING

LANGUAGE & GRAMMAR

“The” is not an official part of the name of Sam Centre. Ensure it is never capitalized when used in copy.

Depending on the situation and the context, “the Sam Centre” can be used, or “Sam Centre”.

Sam Centre

~~The Sam Centre~~