



# BRAND GUIDELINES

*John Wilson*





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# THE JOHN WILSON BRAND

Along with our name, our most important asset is our brand – this brand book will help you create and promote the John Wilson brand throughout print, digital and web formats.

## 1.1 COLOURS

To keep consistency across our brand we have brand colours. These are the colour breakdowns for print, digital, web.

**BLACK**

C:0 M:0 Y:0 K:100  
 R:46 G:42 B:37  
 #2E2A25  
 Pantone Process Black

**GOLD**

C:15 M:16 Y:73 K:0  
 R:227 G:205 B:93  
 #E3CB5C  
 Pantone 458

**GREY**

C:53 M:42 Y:43 K:27  
 R:112 G:115 B:114  
 #707372  
 Pantone 424

**COOL GREY**

C:17 M:9 Y:11 K:0  
 R:218 G:223 B:225  
 #DADFE1  
 Pantone 7541

## 1.2 TYPOGRAPHY

### HEADLINE FONT – NIAGARA SOLID

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 !@£\$%^&\*()-=+

The headline should always appear in caps. As a guide when set at 36pt the tracking should be 120 and the leading should be 34.2pt (90% of font size). If used on light backgrounds the colour of headlines should be 90% black.

### SUB HEADLINE FONT – MUSEO SANS 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 !@£\$%^&\*()-=+

The headline should always appear in caps. As a guide when set at 12pt the tracking should be 80 and the leading should be 14.4pt (1.2x font size).

### INTRO PARAGRAPH FONT – ALBERTINA MT MEDIUM

Abcdefghijklmnopqrstuvwxyz  
 1234567890 !@£\$%^&\*()-=+

### PARAGRAPH FONT – ALBERTINA MT REGULAR

Abcdefghijklmnopqrstuvwxyz  
 1234567890 !@£\$%^&\*()-=+

### NOTE FONT – MUSEO SANS 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 !@£\$%^&\*()-=+

1.3  
OUR LOGO

Our logo makes our brand distinctive. Please do not abuse our logo by rotating, stretching, squashing or changing the colours.



On a white background with strapline



On a black background with strapline



On a white background without strapline



On a black background without strapline

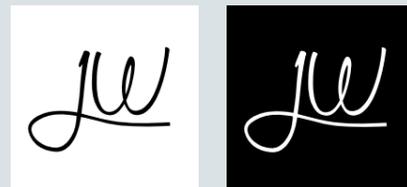
1.4  
SMALL SIZE LOGO

Our logos should not be reproduced any smaller than 15mm in height including clear space. If the logo is being reproduced at a small size, and the strapline may not be legible then it may be removed.



1.5  
SOCIAL MEDIA LOGO

On social media sites where there is limited space and need profile images, this social media logo may be used.



1.6  
AUTHORIZED DEALER LOGO

As an authorized dealer of John Wilson blades you may use the authorized dealer logo on your marketing material.



On a white background



On a black background

1.7  
AUTHORIZED DEALER LOGO MINIMUM SIZE

The authorized dealer logo must not be reproduced any smaller than 15mm high.





# MARKETING ASSETS

We have created an online hub for you to download our marketing assets for your own use. Examples of which are contained in this brand book. You can download these assets by visiting [www.johnwilsonskates.com/brand](http://www.johnwilsonskates.com/brand)

2.1  
BRAND IMAGERY



## BLADE RANGE PHOTOGRAPHY



PATTERN 99

**Skill level:**

Triple and Quad Jumps

**Options available:**

Parabolic Revolution



GOLD SEAL

**Skill level:**

Triple and Quad Jumps

**Options available:**

Parabolic Revolution



CORONATION DANCE

**Skill level:**

Dance and Synchronized Skating

**Options available:**

Parabolic



CORONATION ACE

**Skill level:**

Single and Double Jumps

**Options available:**

Parabolic Revolution



ARROW

**Skill level:**

Recreational and Single Jumps

## PULL UP BANNER

This artwork can be customized with your logo and your contact details, then saved and sent to the printer of your choosing. We recommend the following specification for print:

**2000mm(h) x 800mm (w) pull up banner.**  
**Artwork includes bleed of 200mm at bottom of banner.**

Click to place your PDF logo here

**FREESTYLE & PAIRS**

- REVOLUTION**
  - PATTERN 99**
    - TRIPLE & QUAD JUMPS
    - BIGGER JUMPS
  - GOLD SEAL**
    - TRIPLE & QUAD JUMPS
    - BETTER SPIKS
- CORONATION ACE**
  - SINGLE & DOUBLE JUMPS
- ARROW**
  - RECREATIONAL & SINGLE JUMPS

**DANCE & SYNCHRO**

- CORONATION DANCE**

*John Wilson*  
THE PERFECTION TO YOUR ROUTINE

#JohnWilsonBlades @JohnWilsonBlade @JohnWilsonBlades

WWW.JOHNWILSONSKATES.COM

Click to place your PDF logo here

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2.4

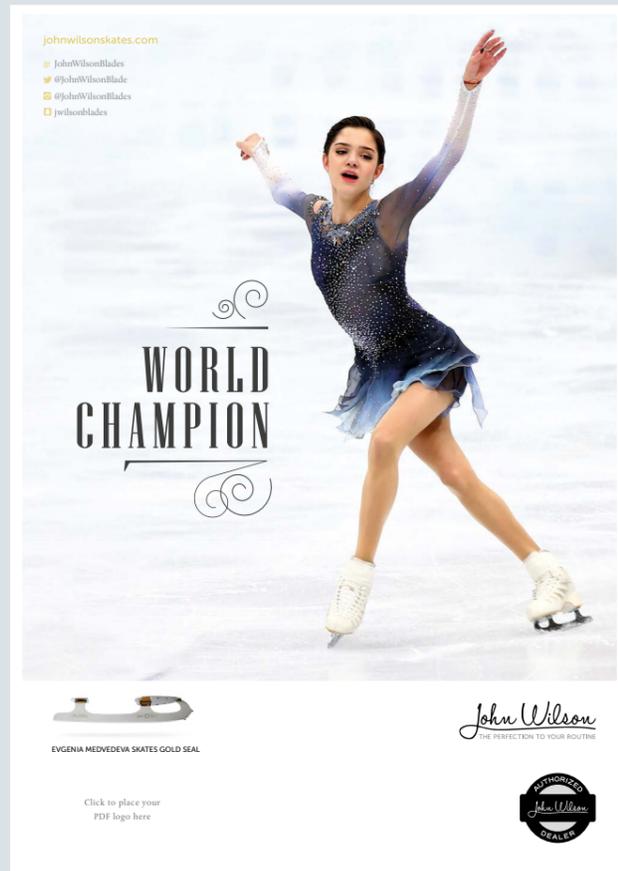
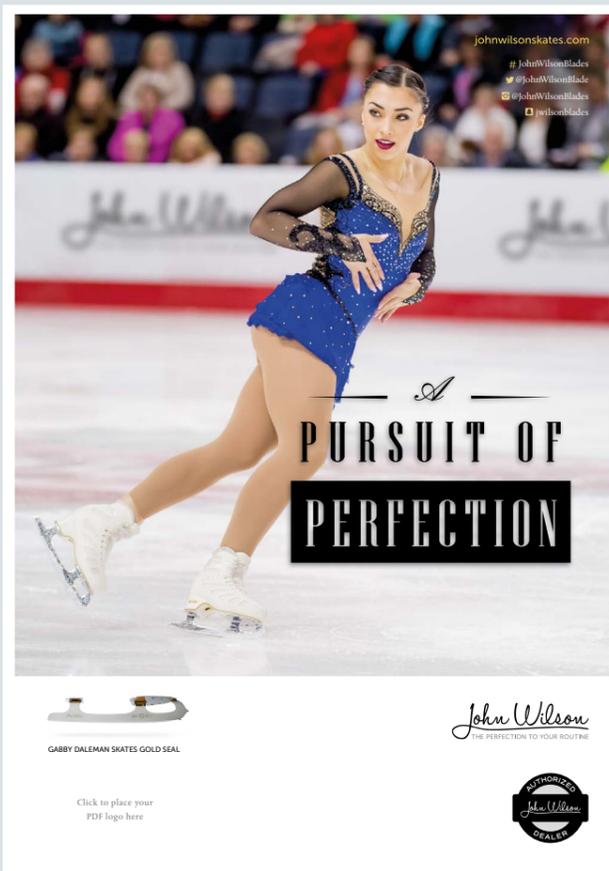
### AD A5 PORTRAIT

This print ready artwork can be customized with your logo and your contact details, then saved and sent to the publication of choice.

Ad dimensions: A5 Portrait (148mm x 210mm)

GABBY DALEMAN

EVGENIA MEDVEDEVA



2.5

### WINDOW VINYL

Artwork dimensions: 1150mm x 2000mm



2.6  
BROCHURE

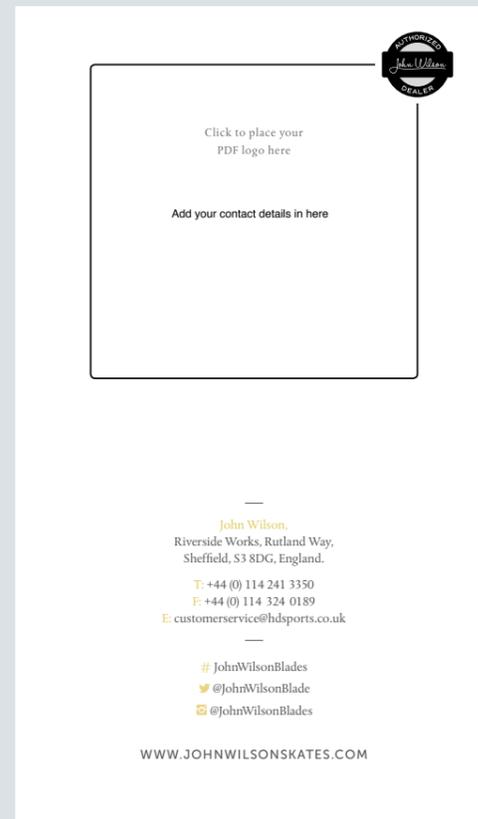
Our blade brochure print ready artwork can be customized with your logo and your contact details, then saved and sent to the printer of your choosing. We recommend the following specification for print:

**105mm (w) x 180mm (h) 20 page full colour brochure printed on 250gsm matt white stock for 4 page cover and 175gsm matt white stock for 16 inside pages with matt lamination, saddle stitched (stapled)**

FRONT COVER



REAR COVER



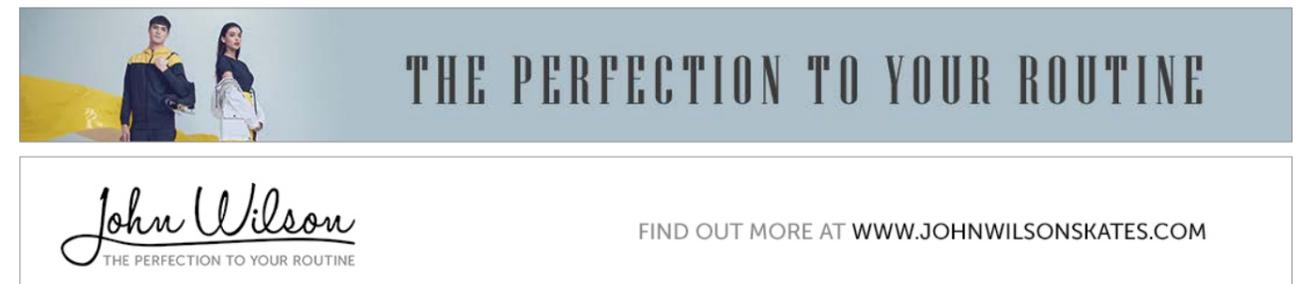
2.7  
WEB BANNERS

To help promote our brand on your website you may download and add these animated gif web banners. We have two popular web banner sizes to download. The images below show the frames of the looping web banners.

728X90PX LEADERBOARD



1100X120PX



1200X300PX



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# JohnWilsonBlades

 @JohnWilsonBlade

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