The following guidelines present the core elements that shape the Tamakwa brand. They will help you establish a visual baseline to build a brand that is both consistent and visually engaging.

1

Because it is our most recognizable brand asset it is vital that it is always applied consistently wherever it appears.

Our logo is our seal. It is the universal mark for Tamakwa across all communications. It establishes our brand and visually anchors all of our materials.
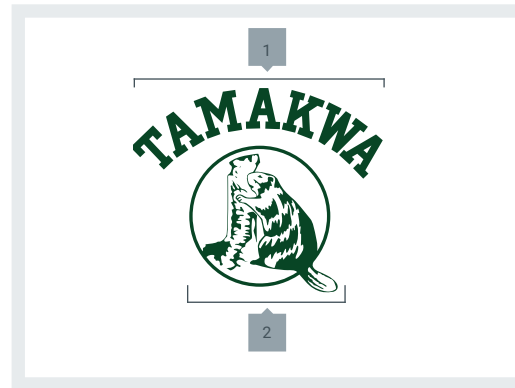
1.1 Logo breakdown

The Full Logotype

The Tamakwa Master-brand is comprised of two elements, the logo type and the logo icon.

Recommended formats are:
.eps | .ai | .png | .jpg | .tiff

An **.eps** or **.ai** file is generally a vector file which allows the logo to be enlarged without ruining the quality.

File formats such as **.jpg** , **.png** or **.tif** files use pixels. When you enlarge an image that uses pixels, it creates a blurry image that is often referred to as pixelated.

When to use an .eps or .ai file?
Most professional printing projects.

When to use .jpg or .tif files? When importing into Microsoft programs.

Logo 1.0

The Master-brand Logo
The main logo is a Master green logo used on a white background.

Look below for alternate logos and backgrounds.

1) The Logo Title
The Logo Icon is the iconic Beaver graphic that brings heritage and history to the brand.

2) The Logo Symbol
The Logo Type is a counterpart to the symbol that speaks to the athletic/varsity graphic treatments found throughout the Tamakwa brand.

Reverse logo

Black logo

3) The Reverse Logo
is used when the background colour is dark.

4) The Black Logo
is used in instances when the logo must be black. i.e. newspaper, black and white prints etc.

5) The Horizontal Logo
will only be used in instances where the vertical primary logo is not legible. For example: the website menu bar and extreme horizontal designs such as ads or letterheads where the visibility of the vertical logo is compromised.

6) Tone on Tone Logo
will be a treatment reserved for subtle graphic applications. It should not be the primary logo used when brand visibility is necessary.

Horizontal logo

Tone on tone

Favicon/social icon

The beaver symbol is the ideal graphic for treatments where there isn't room for the full mark.

1.2 Logo clear space & minimum size

To maintain a consistent presentation of all Tamakwa logos, keep equal white space around it. Crowding the logo detracts from its legibility and impact. Maintaining white space is important as it ensures maximum impact of our key brand elements in communications.
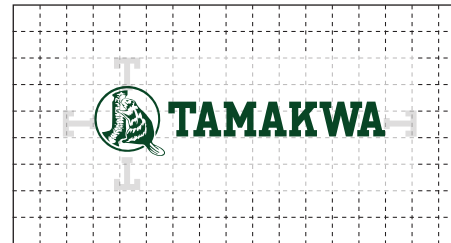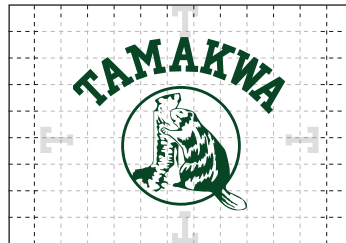Another way to maintain maximum legibility and brand recognition is to ensure to stick to minimum size logo specifications.

Symbol Clearspace

Full Logo Clearspace
To work out the clearspace, use the height of the swash symbol as an equal marker around the logo.

Minimum Logo Size

The minimum size of the master-brand logo for
print is 1" and 100 pixels for screen. The minimum size for the horizontal logo is 1.5" and 144. The minimum size is determined by the width of the logo.

The logo may be enlarged proportionally as necessary and must appear in its entirety.

1.25 inch

1.0 inch

1.0 inch
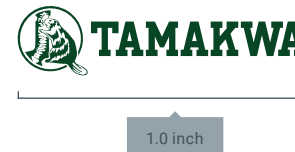
Minimum Symbol Size

The minimum size of the symbol is 0.5 inches and 50 pixels for screen.

0.5 inch

0.75 inch

1.3 **Variations**

Creative Logo treatments

In rare occurrences where a more graphic treatment can be used, please use the following.

These elements are best used in combination with existing branding or on internal collateral where the brand is already established.

Beaver Symbol
The beaver symbol is to be used as a graphic element on pieces where the brand is already established. When possible, always use the full logo lockup with the symbol and type combined.

Recommended formats are:
.eps | .ai | .png | .jpg | .tiff

An **.eps** or **.ai** file is generally a vector file which allows the logo to be enlarged without ruining the quality.

File formats such as **.jpg** , **.png** or **.tif** files use pixels. When you enlarge an image that uses pixels, it creates a blurry image that is often referred to as pixelated.

When to use an .eps or .ai file?
Most professional printing projects.

When to use .jpg or .tif files? When importing into Microsoft programs.
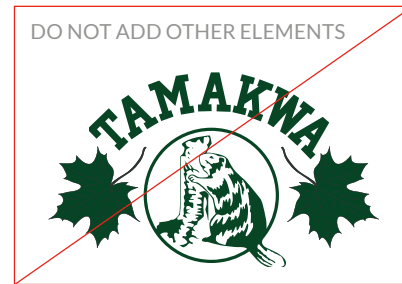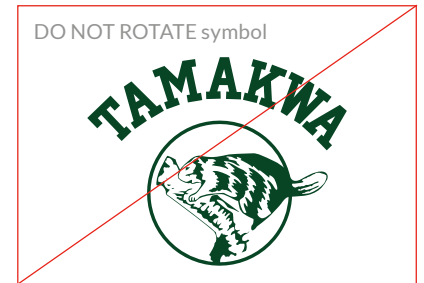
Bark Logo Treatment
The tree bark logo treatment is a nod to a nostalgic brand look that is best to be used sparingly. Due to its highly decorative treatment, only use it in cases where it can be scaled to a legible

1.4 Logo do's and don'ts

Along with clear direction for how and when to use each logo application, it is equally as important to know what can and cannot be done when applying the logo in practice. Below are some examples of clear ways in which the logo and elements of the logo cannot be altered. For consistency, it is best to only use the logos as they have been provided to you in the logo suite.

DO NOT RECOLOUR

DO NOT USE AN ALTERNATE FONT

DO NOT USE WORDMARK only

DO NOT ROTATE symbol

DO NOT REALIGN TEXT

DO NOT skew

DO NOT ADD OTHER ELEMENTS

DO NOT ALTER SCALE

2

All colours should be reproduced using the Pantone Matching System. In all other cases, the formula breakdowns provided must be used.

2-1
Palette
p10

Our colours set us apart from other organizations and strengthen the values of our brand.

3.1 Primary colour system

PRIMARY COLOURS

SECONDARY COLOURS

TAMAKWA GREEN
PMS 350
C74 M18 Y81 K62
R44 G82 B52
#2C5234

TAMAKWA LIGHT GREEN
C92 M0 Y97 K0
R0 G154 B68
#009A44

WHITE
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

BLACK
PMS BLACK
C0 M0 Y0 K100
R0 G0 B0
#000000

BLACK @80%

BLACK @60%

BLACK @40%

BLACK @20%

3

The Tamakwa typefaces for all communications are Merriweather and Lato. Combined, they have friendly and approachable qualities that help express our brand values.

Tamakwa always uses a version of Merriweather and Lato that belongs to Google Font Family. It is ideal for print and digital and can be downloaded directly from https://fonts.google.com/

Merriweather
https://fonts.google.com/ specimen/Merriweather

Lato
https://fonts.google.com/ specimen/Lato

3.1 Merriweather font family

PRIMARY FONT
MERRIWEATHER

DESIGNER :
SORKIN TYPE

SOURCE:
GOOGLE FONTS
(FREE OPEN SOURCE)

Merriweather

Bold

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

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

Regular

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

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

TYPE EXAMPLES
MERRIWEATHER

Figures

0 1 2 3 4 5 6 7 8 9 0

Light
Light Italic
Regular
Regular Italic
Bold
Bold Italic
Black
Black Italic

Special Characters

! " § $ % & / ( ) = ? ` ; : ¡ " ¶ ¢ [ ] | { } ≠ ¿ '

« Σ € ® † Ω ¨ / ø π · ± ' æ œ @ Δ º ª © ƒ ∂ , å ¥ ≈ ç

3.2 Lato font family

PRIMARY FONT
LATO

DESIGNER :
ŁUKASZ DZIEDZIC

SOURCE:
GOOGLE FONTS
(FREE OPEN SOURCE)

L A T O

Bold

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

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

Regular

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

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

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § $ % & / ( ) = ? ` ; : ¡ " ¶ ¢ [ ] | { } ≠ ¿ '

« ∑ € ® † Ω ¨ / ø π • ± ' æ œ @ Δ º ª © ƒ ∂ , å ¥ ≈ ç

TYPE EXAMPLES
LATO

Thin
Thin Italic
Light
Light Italic
Regular
Regular Italic
Bold
Bold Italic
Black
Black Italic

3.3 Font layout

Although there is a lot of room to play with various font weight and treatment it is important to maintain a sense of visual continuity when putting out branded Tamakwa communications.

Please refer to this section as a guideline when beginning to craft new designs for the brand. Specifically focusing on use of sentence case vs.all caps as well as weight contrasts.

Style

Manipulating the typeface is prohibited. Using effects such as stretching, condensing, outlining or the addition of a drop-shadow must never be used.

Alignment

Tamakwa typography is primarily aligned left. This provides the eye with a constant initial character. Only us alternative alignments in the following cases: **Website, Advertising & Signage font can vary between center and left aligned.**

Colour

Headline type can be set in any of the 2 green colours as well as black (depending on background colours) Black is ideal for body copy to ensure consistent legibility. Headlines and short paragraphs can be set in colour.

Lorem ipsum dolor siempo adit eate dar.

Arum quaeperumquo quiae nu sim nulpari

Fero et qui dolorem ut evernam fuga. Itatiisquia ils num re, unto officta assitaquibus aut omnihiliquid quiam erest, cum, quos sit dent fugia verum quid et dolores ut voluptatus sumquo cupta vel inciendam, ipicimus magnate doluptur sedistiae eos voloria disit.

Voluptur mos dolores repeles dem. Ecatemporem eum face sitionsed que am, conem unt porem incim quas eatis quar lorem ipsum dolor siempos ils que ducitiunt odi aut quid.

HEADLINE

Pient quibus pore voluptatia preptiorit ped quodipsandae repudam, quate quid quo totatur, quatus nihit siempos dere.

Ebit, eliquas pratem ex estiatum et odis volectatem voluptiae dolut molorem ium rem alitatet anistios parum quos eumquodit, optatiis millabo reptatur? Utemqui debit volore ne occullat et ullatet quis desciate peligeni ut parchit, ut min et facerepum aut et illaccate net.

HEADLINE

Aperovid mintio. Ut et alistis totati necte nihilique est, occabori ulle ectu stinis et quunt, corem unt eos exero moditi tecus nonest recateporersp ictatio nsequaeprat.

Simporendit et, si quo con culles aceaquid quid ex eicaerescit eost doles aut que repe sitati que custentotaes vellit, quibusam, enderem sitas re, consequi atur reiur sit explab inctatem qui dolum simpore peditiis est hil ipsusandi.

3.4 Font usage specifications

CONTEXT TEXT
AND INNER
HEADLINES

| Caption Text | Tamakwa Typography
-
Lato Regular
6 pt Type / 9 pt Leading |

Copy Text

Tamakwa Typography
-
Lato Regular
8 pt Type / 11 pt Leading

Headlines
Copy text

TAMAKWA TYPOGRAPHY
-
Lato Bold - Capital Letters (30pt Kerning)
10pt Type / 10pt Leading

HEADLINES AND
TYPOGRAPHIC
BREAKS

Sublines
Sections

Tamakwa Typography
-
Merriweather - Bold
15pt Type / 15pt Leading

Copy blurbs

Tamakwa typography
-
Merriweather Regular
25pt Type / 28 pt Leading

Sequencer
and Title

Headline copy
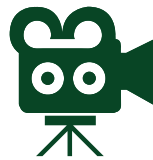-
Merriweather
48pt Type / 48 pt Leading

4

Icons have been sourced and customized from Noun Project. A submission based icon database. **https://thenounproject.com/**

4-1
Icon system
p17

The Tamakwa icon system is an extention of the overall brand. It embodies, friendliness and approachability with a clean and timeless look.

4.1 Icon system

5

5-1
Photography
Palette
p19

Photography is a large component of the Tamakwa brand. It epitomizes the feeling and energy that can be found at camp.
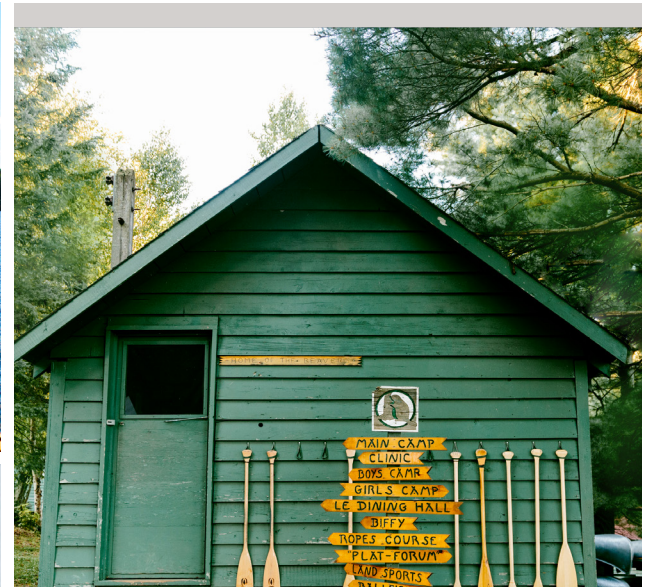
5.1 Photography palette

**Examples for
the Tamakwa
Image System**

Requirements:
- authentic photography
- visually dynamic
- action/performance based
- editorial in nature
- natural and organic scenes

©2017

CAMP TAMAKWA

Summer Address
P.O. Box 10008
Huntsville, Ontario, P1H 2H3, Canada
Phone: 705-633-5561

Toronto Address
431 Belsize Drive,
Toronto, Ontario M4S 1N3 , Canada
Phone: 416-924-7433

Michigan Address
1760 S Telegraph Rd, #300.
Bloomfield Hills, Michigan, 48302, USA
Phone: 248-335-6400
Fax: 248-335-2540

Email
Email us directly if you have any questions
about registration.
info@camptamakwa.com