



# Brandmark Style Guide

## Overview

These guidelines show the correct treatment of the Strategic Coach® brandmark in collateral, advertisements, promotions, packaging, manuals, multimedia, the World Wide Web, and other communications materials. This version of the Strategic Coach® brandmark is the official registered trademark for Strategic Coach®, and should be used in communications pertaining to Strategic Coach® in representation of it.

## The Strategic Coach Brandmark

The Strategic Coach® brandmark comprises the words “Strategic Coach” and the registered trademark symbol centered on two lines, surrounded by three concentric rings. The width of the rings is narrowest between 7 and 8 o’clock, and widest between 1 and 2 o’clock.

The alternative brandmark includes the tagline, Experience Lifetime Growth™. Always use the original digital master artwork and do not attempt to recreate the brandmark with or without the locked up tagline.



Standard full-color brandmark with locked-up tagline.

## Brandmark Usage

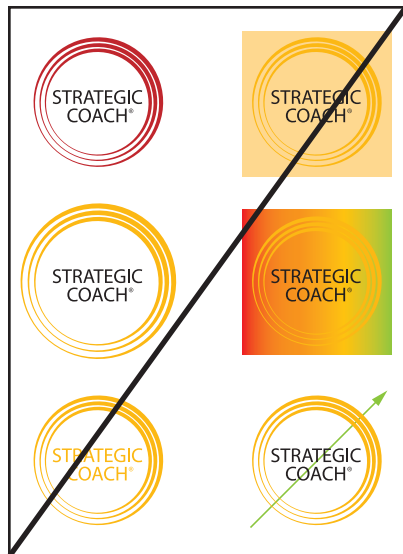
The brandmark is used to represent the company identity. To preserve the integrity of the Strategic Coach® brandmark, these elements and their relative size and positioning must not be altered.

Always reproduce the complete brandmark from the electronic artwork provided. Do not alter the brandmark in any way. Do not redesign, redraw, animate, or alter the proportions of the brandmark. Do not rotate it or render it three-dimensional. Do not incorporate the brandmark into any other design, and never add new elements to the brandmark.

Do not alter the relationship between the graphic and brandmark in any way, and do not add other words or numbers to the logotype or tagline. Do not separate the elements of the Strategic Coach® brandmark, and do not remove the rings or use the logotype alone. Do not set the type yourself, change the font, or alter the size, proportions, or space between letters.

Do not change the color of the brandmark from those provided in this kit.

The Strategic Coach® brandmark must be displayed in a positive manner. The brandmark may not be used to depict Strategic Coach® in a negative way.



Examples of improper uses of the Strategic Coach brandmark.



# Brandmark Style Guide



Color of rings:  
PMS\* 130 C  
CMYK(%): 0 30 100 0  
RGB: 240 171 0  
Hex: FOAB00



Color of type:  
CMYK(%): 0 0 0 100  
RGB: 0 0 0  
Hex: 000000

## Brandmark Colors

To ensure brand recognition, the Strategic Coach® brandmark must always appear in color on a white background whenever possible. However, where the use of the color brandmark conflicts with the color scheme of a publication or other communication material, the single color version of the brandmark may be used.

### Standard Full-Color

Yellow and black on white background. Use whenever possible.

### One-Color

Black on light solid backgrounds. For use in communication materials printed in black only (such as faxes) or where the color version would not stand out enough from the background.

### Reversed Out

White on dark solid backgrounds. Use on dark backgrounds of any hue.

The brandmark is not to be used in any color on complex multi-hued painted, textured, patterned, or photographic backgrounds.

On rare occasions, the Strategic Coach® brandmark may be treated in other ways (e.g., embossing or stamping). Please contact Christine Nishino at 416.531.7399 or 1.800.387.3206, ext. 261, for approval of any alternative treatment.



One-Color



Reversed Out

## Minimum Size And Clear Space

### Minimum Size

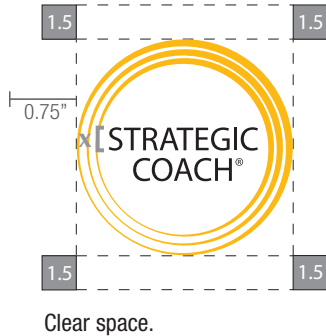
The minimum size for the Strategic Coach® brandmark is **1.125" by 1.125" in print formats**, and **60px by 60px in digital formats**. This guideline ensures proper visibility and legibility of the brandmark.

\*Pantone Matching System and Pantone are registered trademarks of Pantone Inc. The colors shown on this page are not intended to match the Pantone color standards.



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Clear space.

## Minimum Size And Clear Space (cont'd)

### Clear Space

“Clear space” is the open area around the logo that ensures proper visibility of the Strategic Coach® brandmark. Items such as text or graphic elements must not violate the clear space boundaries.

The clear space around the Strategic Coach® brandmark is 1.5 times the height of a text character, or 16% of the height or width of the entire brandmark.

### Use On The Web

When using the Strategic Coach® logo on the web, follow the same guidelines for minimum size, clear space, logo placement, and integrity of the electronic artwork as recommended for print materials. As always, do not distort or alter the logo in any way. Do not rotate or animate the logo.

The link to the Strategic Coach® website is:  
<http://www.strategiccoach.com>

### Trademark And Credit Lines

A credit line must be included whenever the Strategic Coach® brandmark is used. The credit line should read as follows:

Strategic Coach and the Strategic Coach logo are trademarks of The Strategic Coach Inc., registered in the U.S. and other countries.

### For More Information

Please contact:

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