OLD LOUGHTONIANS
HOCKEY CLUB

LOGO GUIDELINES

The history of Old Loughtonians

Old Loughtonians Hockey Club was formed in January 1921 by former boys from Loughton School. A hundred years on it welcomes players of all backgrounds, ages and abilities. It has a thriving Mini section, highly successful Colts group, 12 Men's and Ladies teams playing in the East Leagues and Supervets playing in the London League.

The Men's first team were founder members of the National Hockey League where they still compete. The Club retains its close links with the Old Loughtonians Association many of whose number have supported the Club as sponsors and volunteers. It offers free hockey coaching through its Youth Academy and Back to Hockey schemes as well competitive hockey for both recreational players and elite internationals.

The logo reflects the Club's history and origins and its vision as a club for anyone wishing to play hockey in the local community.

The colours of Old Loughtonians

Old Loughtonians Purple

CMYK: 60/83/02/00
RGB: 107/37/151
Hex: #6b2597
Pantone: 267 C

Black*

CMYK: 00/00/00/100
RGB: 0/0/0
Hex: #000000

White

CMYK: 00/00/00/00
RGB: 255/255/255
Hex: #ffffff

NB: Please do not attempt to match the colour visually from print-outs or on-screen colours, as printing conditions and screen resolution may result in variations in colour shade.

For accurate colour matching use the correct Pantone, CMYK, RGB and Hex colour references.

The typeface of Old Loughtonians

Avenir Next is the typeface used within our logo and wherever possible in our marketing and corporate communications.

Arial is our primary typeface. It is our system font for all Office applications and for email and html text online. It has been chosen because it is clean and easy to read, and is widely availabile on different platforms. It also has a strong similarity to Avenir Next.

NB: When using Canva software, use the font Arialle as it closely resembles Arial.

Times New Roman is our secondary font, chosen to reflect our heritage. It is used for sub-headings and as our highlighter font. It is an excellent pairing with Arial.

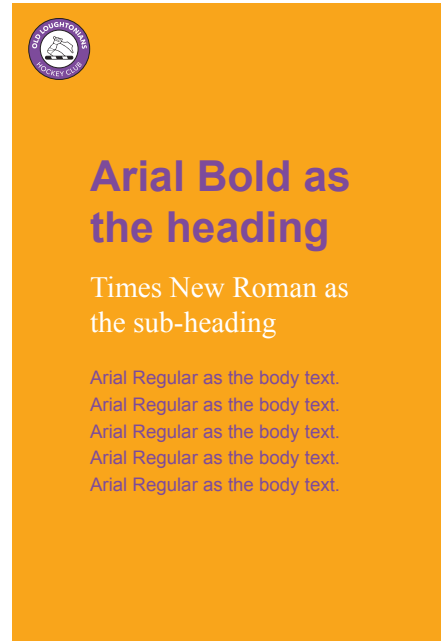NB: When using Canva software, use the font Times Neue Roman as it closely resembles Times New Roman.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

abcdefghijklmnopqrstuvwxyz
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The typeface of Old Loughtonians

The example opposite shows how a poster might incorporate Arial and Times New Roman, our two typeface families (Regular, Italic, Bold) as part of its design.

Arial Bold as the heading

Times New Roman as the sub-heading

Arial Regular as the body text.
Arial Regular as the body text.
Arial Regular as the body text.
Arial Regular as the body text.
Arial Regular as the body text.

The logo of Old Loughtonians

MONO AND MONO-NEGATIVE LOGO

The logo is also available in black and white mono and mono-negative versions, to be used where there may be colour limitations, or if the background conflicts with the logo itself.

The mono (black) version should be used on light backgrounds with the mono-negative (white) version being used on dark backgrounds.

When printing in black and white, the mono or mono-negative versions should be chosen based on the background to ensure there is sufficient contrast.

The logo of Old Loughtonians

HOW NOT TO USE OUR LOGO

❌ Do not distort (squash or stretch) the logo.

❌ Do not break the logo apart, the logo must always be used in its entirity.

Il ium dolorpo rrumque nullorio. Et ut pa venimil iquatur, ilignatur

❌ Never have graphical elements or text within the exclusion zone.

❌ Do not apply effects such as drop shadows to the logo.

❌ Do not alter the colour of any of the logo's elements.

❌ Do not tilt the logo in any way.

The logo of Old Loughtonians

MINIMUM SIZE

The logo should never be used at a size smaller than **25mm** in diameter when printed or **85 pixels** when used digitally. This ensures that the text is legible.

Actual size - 25mm

25mm

EXCLUSION ZONES

To protect the clarity and visual integrity of the logo, it has an exclusion zone, a minimum clear area around the logo. If the logo's purple and black circle is 5mm in width, the exclusion zone should be the same - 5mm.
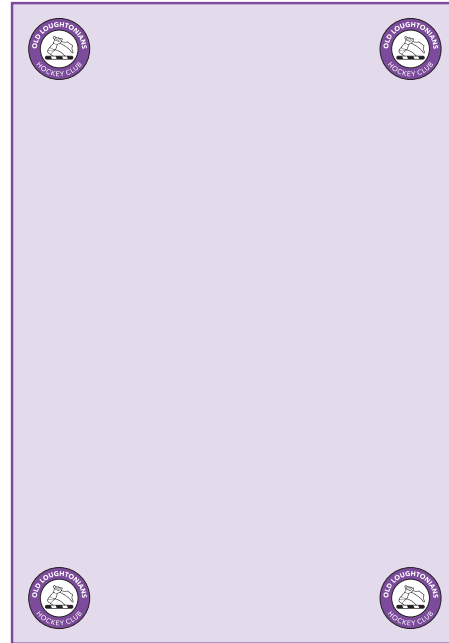

5mm

The logo of Old Loughtonians

LOGO PLACEMENT

The logo should ideally be situated in the corner of any printed or digital promotion. The chosen corner depends on where the logo will be most clear, and/or how it reinforces the integrity of the overall design.

The logo can also be centred within any artwork if the design permits. Our website for example has our logo proudly centred along the top of the web page.

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