



COMPETITIVE
FENCING

Graphic Standards

Designed by Erin Zysett



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Salem Competitive Fencing, new name same mission: to bridge barriers in our community by teaching honor, chivalry, and respect through the art and sport of fencing.

Salem Classical Fencing was founded in late 2003 to promote and support classical fencing in the Salem area. The organization grew out of a local YMCA program into a self-sustaining, independent organization supported by local fencers who are not only interested in fencing with each other, but who also share a keen desire to share the sport with others. It recently moved to a new location, studio located in the southeast area of Salem, Oregon, near the Salem Airport. With the new location came a new name, Salem Competitive Fencing. This new name was a huge change, as it not only reflects a new brand, but also a change in focus from a solely classical school, to one that also offers post-modern (a.k.a. Competitive) fencing.

The organization's main focus has remained the same since its founding: to teach the sport of fencing. Unlike a for-profit business, however, fencing is not an end in itself - it is a vehicle for teaching the core values of honor, chivalry, and respect. Instructors use fencing as a way to find solutions for challenges in our community, and to provide opportunities for growth and leadership.

The salle (fencing school) us state-of the art electric floors and practice spaces, as well as traditional wood floors for non-competitive fencing (classical fencing). The building is in a warehouse in an industrial area next to the Salem airport. The bulk of the warehouse interior is devoted to the salle. It is not fancy, it utilitarian, but neat and organized. It has the advantage of being in a corner unit right off a busy road in Salem where a number of motorists will see their signage on a daily basis (one signs go up).

There are numerous volunteers, a volunteer fiduciary board, a full-time executive director, and 3 full and part-time instructors. They serve 100 plus students from grade-school to adulthood. They also have a Paralympic program.

The majority of students are middle and upper-middle class, however the school offers almost \$1,000 in scholarship money each year to offset the cost for lower income kids. Taking classes costs \$90 a month, plus equipment, which can be a few hundred dollars or more a year.

- **Logo/Logotype:** A logo is graphic image representing an organization or company. Logotype is a logo and type treatment in one image or just a standardized type treatment of the company's name. This organization has both.
- **Accent Art:** In this case, there is a specific graphic that has been provided to use as an accent in certain cases. It matches the company logo and can be used in things like brochures or ads when another photo or illustration isn't appropriate.
- **Bleed:** The basic style of all collateral in this guide calls for full-bleeds whenever possible. Meaning, color or images run right off the page, and at times appear to be cut off.
- **Justified:** Refers to type alignment on the page. For example left justified, right justified or centered. In this style, text is always left or right justified, never centered.
- **Font weight:** Various font weights are used to emphasize certain words or sections. Font weight refers to how thin or thick the lines are of a particular font. It's often referred to as "bold" or "light" or some variant of those terms. In this style guide the main heading font has a wide variety of weights, so designers can adjust the font weights depending on what paper might be used for a piece. Font weight is important to consider in printing, because the heavier the "weight" the more ink, the more ink the more saturation, the more potential for "fuzzy" bleeding.
- **White Space:** White space is the empty space around a logo, text treatment or image. White space is very important in this style, because we want a clean, uncluttered look whenever possible.
- **Tag-line:** This is a short statement added on to a piece with a logo or logotype to add more context, so the audience gets a better idea of what the organization values. In this case, "*Honor + Chivalry + Respect*" is the tag-line.
- **Marketing Statement:** Two marketing statements should be used whenever possible: "*Rooted in the classical, aimed at the future*" or the longer version: "*Rooted in the classical ideals of Honor, Chivalry, and Respect, while aimed straight at the heart of modern competition.*" These statements are longer than the tag line "*Honor + Chivalry + Respect*", and they give more context to the brand image. They are meant to reinforce that Salem CLASSICAL Fencing is not leaving its roots behind in moving into the competitive world and changing its name.



LOGO + LOGOTYPE

Standard Logotype



Gray-boxed Logotype



Logotype on Black Background



Logotypes, logo, and accent art must be used in the demonstrated ways.

On this page that are three treatments of the Honor + Chivalry + Respect tag-line. This tag-line is very important to the organization's identity and should be included whenever possible. It can be on a black bar as shown at the top of each page in this guide or on white with black letters and red "+". The "+" can be gray when in gray scale. It can be at a 90 degree angle along the right or left of the page, or can be horizontal.

It should be included whenever possible, but should never appear in a document without the logo and logotype. The logos should never appear alone, unless being used as accent art in a document that also uses the logotype/logo treatment (shown left).

Honor + Chivalry + Respect

The logotype/logo (above should not be used smaller than 2" and should always have a solid background, either black, white or gray.

The same goes for the tag-line.

The logos alone can go as small as a 1/4 of an inch.



Accent Art

Honor + Chivalry + Respect



Logo

White space is important in the new graphic style of Salem Competitive Fencing. Not only around the logo and logotype (which should never feel crowded or be obscured) but in layouts in general. The over all style is clean, uncluttered and modern, with strong black lines to frame the space and draw the eye across the page.

In terms of the logo and logotype, there are two options, one has a transparency behind the logotype. This version should never be used over another graphic that could make it hard to read. It should be used only on clean, uncluttered backgrounds:



The other has a gray box behind the logotype. This should be used when the background image is too cluttered and the logotype needs to be offset:



In some cases designer can use just the logo, however this is not recommended if the full name of the organization is not being used elsewhere in the piece, as there is not enough contextual information in the logo alone to identify the company, and unlike Nike, the logo does not have enough brand recognition to stand on its own. However, it could be used as the profile picture on social media and could be used on the lapel of polo shirts, t-shirts or team uniforms. There must be some context for it.

Finally, in some cases, the logotype can appear on a black accent bar that runs the width of a page as seen below. This can also be used in place of the gray-boxed logotype to further offset the logotype from its background. A good example is in the brochure.



USE OF SPACE



COLOR



C 15
M 100
Y 90
K 10

R 190
G 30
B 45

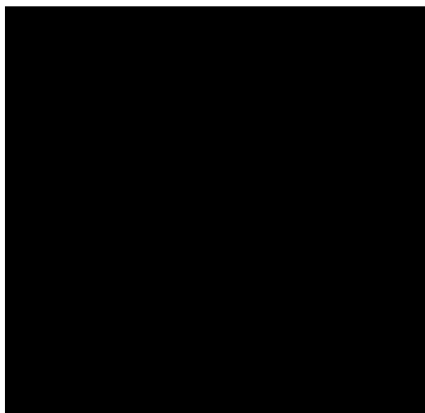
HEX #be1e2d



C 0
M 0
Y 0
K 50

R 147
G 159
B 152

HEX #939598

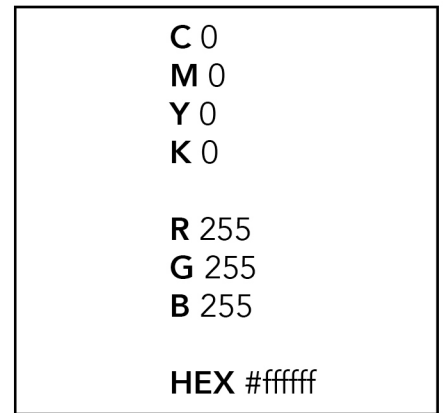


C 0
M 0
Y 0
K 0

R 0
G 0
B 0

HEX #000000

White



C 0
M 0
Y 0
K 0

R 255
G 255
B 255

HEX #ffffff

HEADINGS + SUB-HEADS

Avenir Light
Avenir Light Oblique
 Avenir Book
 Avenir Roman
Avenir Book Oblique
Avenir Oblique
 Avenir Medium
Avenir Medium Oblique
 Avenir Heavy
Avenir Heavy Oblique
Avenir Black
Avenir Black Oblique

BODY COPY + CAPTIONS

Constantia Regular
Constantia Italic
Constantia Bold
Constantia Bold Italic

TYPOGRAPHY

- In running text, in a standard layout, the first paragraph should be in Avenir Roman at 15 point. The first sentence of that paragraph should be Avenir Black or Heavy at 15 point. Depending on the paper being used.
- Titles are in Avenir Black ALL CAPS or Avenir Book ALL CAPS. This is what is used in the logotype.
- Standard running copy should be in 12 pt. Constantia Regular. The italic, italic bold, and bold should be used at the discretion of the author, but adhere to standard Chicago Style.
- Photo captions and sub information on advertisements should use Constantia Italic and should not be smaller than 10 pt.



pluses are Avenir Black and always used in place of an and or ampersand in headings, but not in running text. It is either red or gray.



bullets are Avenir Black and always 3 points larger than the running text and have one space between the bullet and running text.

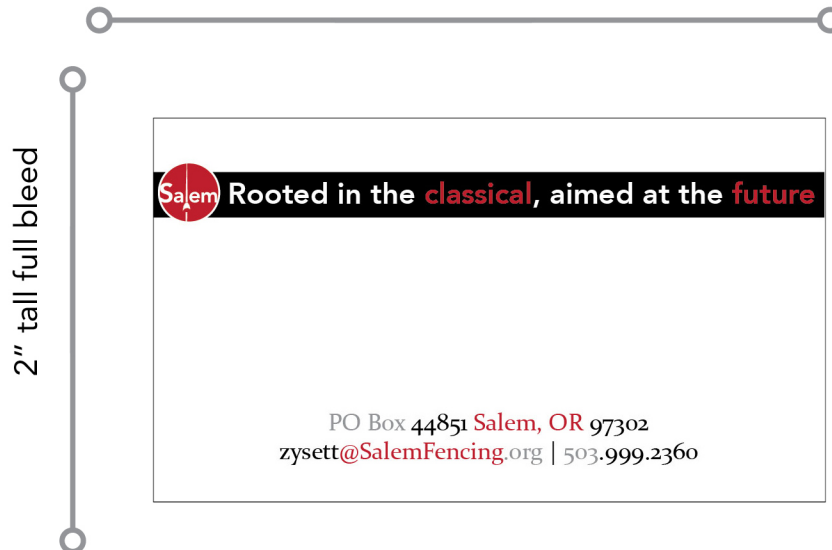


BUSINESS CARD

3.5" wide full bleed



3.5" wide full bleed





8.5" wide full bleed



LETTERHEAD

Honor + Chivalry + Respect

11" tall full bleed

PO Box 44851 | Salem, OR 97302 | 503.364.5000

SalemFencing.org

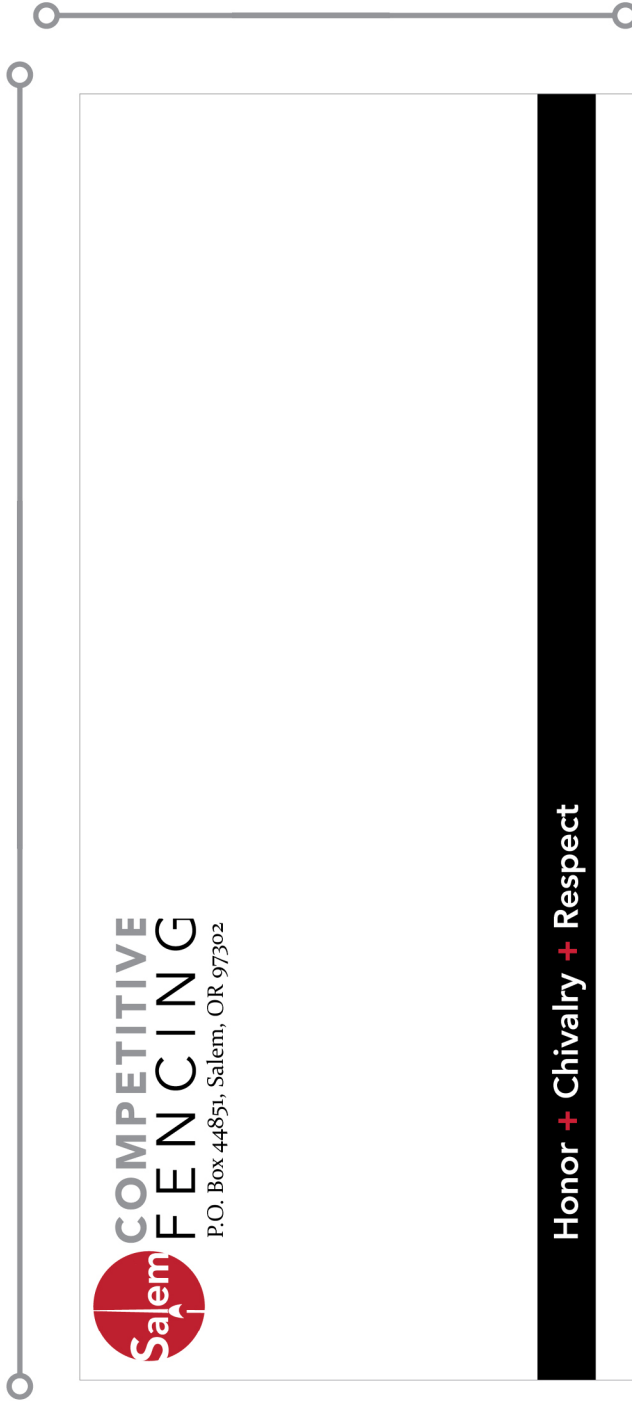
Rooted in the classical, aimed at the future



ENVELOPE

9.5" tall full bleed

4.125" wide full bleed



FRONT

4.125" wide full bleed

9.5" tall full bleed



BACK

 **COMPETITIVE
FENCING**
P.O. Box 44851, Salem, OR 97302

Honor + Chivalry + Respect

 Rooted in the **classical**, aimed at the **future**



8.5" wide full bleed

11" tall full bleed

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Class Prices:

\$200 Rovid quibernam recus estiur? Faciae. Lant ea dolum lia et del illorec taspitatiis sint.

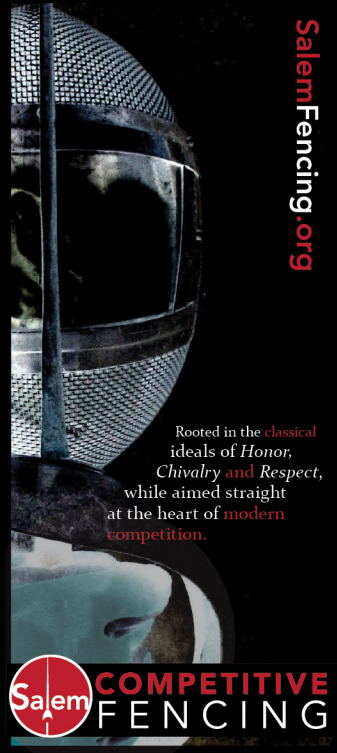
\$50 Molorporum am que volorem aut dellandae. Pe nessita tiaspit, utat. Molorporum am que volorem aut dellandae. Pe nessita tiaspit, utat.

\$110 Molorporum am que volorem aut dellandae. Pe nessita tiaspit, utat.



More Information:

info@SalemFencing.org
503 364 5000
P.O. Box 44851
Salem, OR 97302



SalemFencing.org

Rooted in the classical ideals of Honor, Chivalry and Respect, while aimed straight at the heart of modern competition.



OUTSIDE

BROCHURE

Honor + Chivalry + Respect



Armory



Electric Floors

The salle (fencing school) us state-of-the art electric floors and practice spaces, as well as traditional wood floors for non-competitive fencing (classical fencing).

There are numerous volunteers, a volunteer fiduciary board, a full-time executive director, and 3 full and part-time instructors. They serve 100 plus students from grad-school to adulthood. They also have a Paralympic program.



Cdjnkgoa;ngonfgb

Rovid quibernam recus estiur? Faciae. Lant ea dolum lia et del illorec taspitatiis sint. Minctur solupti oreperrunti doluptatur? Poribus abor maio ius. Modiscimusci utemquis et optatque verento quam la doluptatem sinis maximolo maximen dandand ucipsam hillorerum aut quae. Nam, ommodiorum nobitat iumetus explit excessunt venitaque

officiliqui

ulparchilias vernatem derferum volore nossita tiberum ea de cum et, quatibus. Andaeect orest, commolor apellaborpor arum, cullautaspe omnis vendanin in nimaio. Itaquis animi, ut

INSIDE



Honor + Chivalry + Respect

DISPLAY AD



COMPETITIVE FENCING

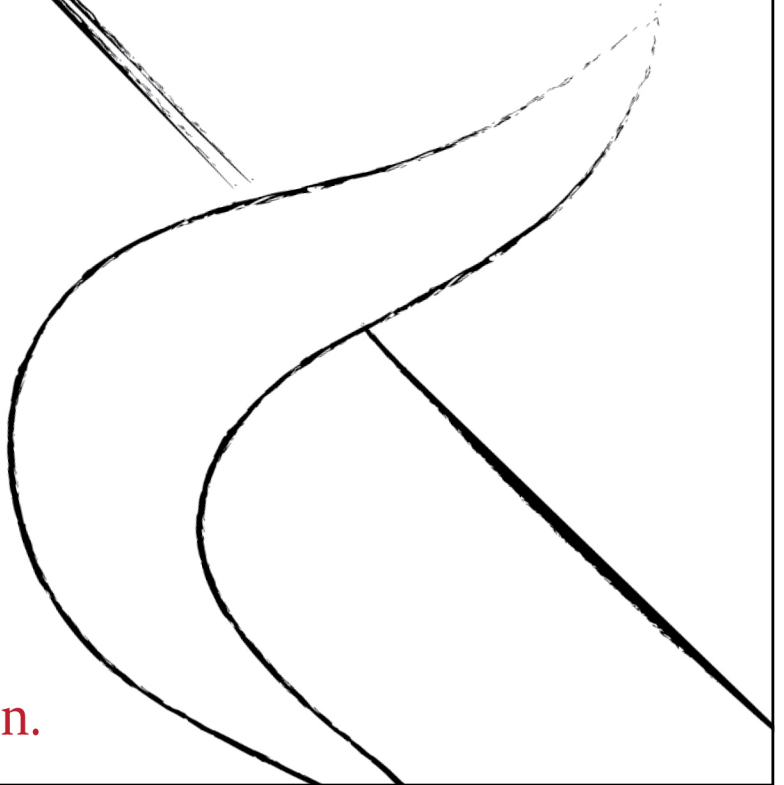
Honor + Chivalry + Respect

Resgister
for classes
today.

SalemFencing.org

503.364.5000

Rooted in the *classical* ideals
of *Honor, Chivalry*
and *Respect*, while aimed
straight at the heart
of *modern competition*.





11" wide

17" tall



 **COMPETITIVE
FENCING**

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Resgister
for classes
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503.364.5000

Honor + Chivalry + Respect

Rooted in the classical ideals of *Honor*, *Chivalry* and *Respect*, while aimed straight at the heart of modern competition.

POSTER



Honor + Chivalry + Respect

WEB BRIDGE



FACEBOOK/TWITTER PROFILE IMAGE



FACEBOOK COVER PHOTO

Honor + Chivalry + Respect

