



Handleiding Club Identity and Design

September 2020

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Logo

The logo is the most important element to connect your design with the club. Make sure to implement it in a good quality and only one of the versions listed here and on the next page. At the end of this guide, you can find information on what file format you should use.



`_fulltext_color`

This is the default logo that should be used whenever possible.



`_fulltext_black`

The black logo can be used if there is no color print possible.



`_fulltext_white`

The white logo can be used on a colored background.



`_fulltext_color_contour`

On a black background, you can use either the white logo or this special variant. Do not use this logo on a background different than black.

Logo smaller variants

You can use these logos if you have limited space.
For choosing the right logo for your background,
refer to the rules of the default logo one page
before.



_text_color



_text_black



_text_white



_text_color_contour



_logo_color



_logo_black



_logo_white



_logo_color_contour

Logo or better: how you should not use it



Do not put the black logo on red background and do not put the red logo on black background. The logo in red only is not an approved version anyway (see page before).



Don't put the logo on a restless background such as an image, or on any background that is differently colored than listed on the pages before.
Don't use a transparent logo or cut parts off the logo.

Colors

When you think about the colors of Saturnus, the first one that gets to your mind, is probably red. In fact, the exact shade of red has been defined when the current logo was created years ago. You should stick to this color whenever possible to reach a consistent color scheme.

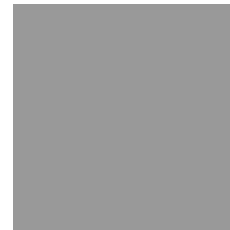
We added a gray color here as well, that combines well with the Saturnus Red and black.



Saturnus Red
#c32224
RGB 195, 34, 36
CMYK 22, M98, Y93, K0



Saturnus Gray
#999999
RGB 153, 153, 153
CMYK 41, 32, 32, 11



Fonts



The Saturnus logo uses these fonts:

Univers LT 65 Bold Oblique

Univers LT 45 Light Oblique

These fonts are proprietary, which makes changes of the logo and distributing the logo to printing companies difficult, if your file has this font not outlined.

If you send the logo for printing, or implement it in a design, make sure you use one of the exported file formats that have the fonts outlined.

When including text into your designs, try to use Open Source fonts that are available on Windows, Mac and Linux when possible. This makes reuse of your designed material later much easier.

Here are some recommendations for Open Source fonts that you can install on Windows, Mac and Linux:

The **Liberation Sans** *font family* is used in this document.

The **Liberation Serif** *font family* is a good formal font for printing.

The **Noto Sans** *font* family **has a lot of different** styles for all purposes.

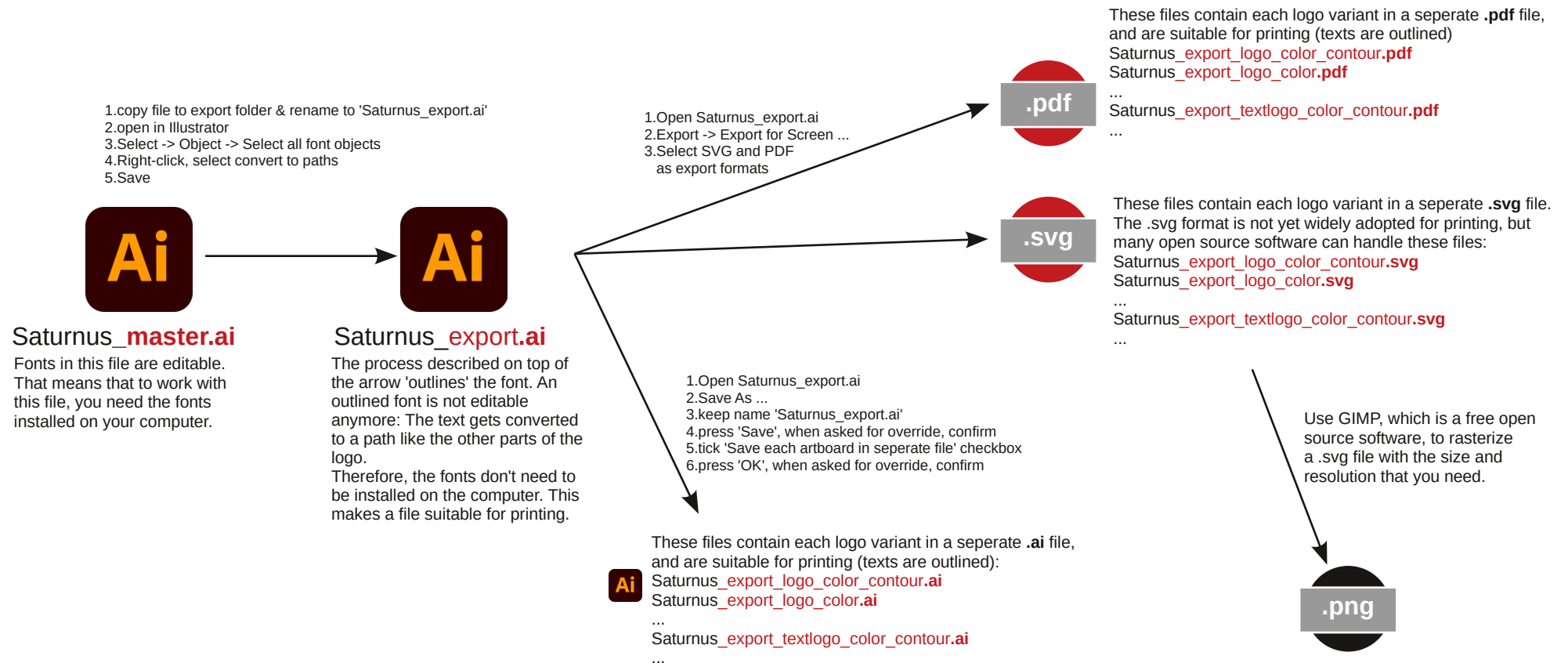
File Formats

.ai, .pdf, .svg file formats are **vector graphics formats**. They look great in all scalings and have very small file size, but not every program is able to handle them.

For logos, try to **avoid using raster formats, like .png or .jpg**. If you have to choose a raster format, go for .png as it is a loss-less format, where .jpg always has loss in quality. .svg files can be easily converted to a raster format using the Open Source tool GIMP. When you open a .svg file in it, the tool will ask in which size and resolution

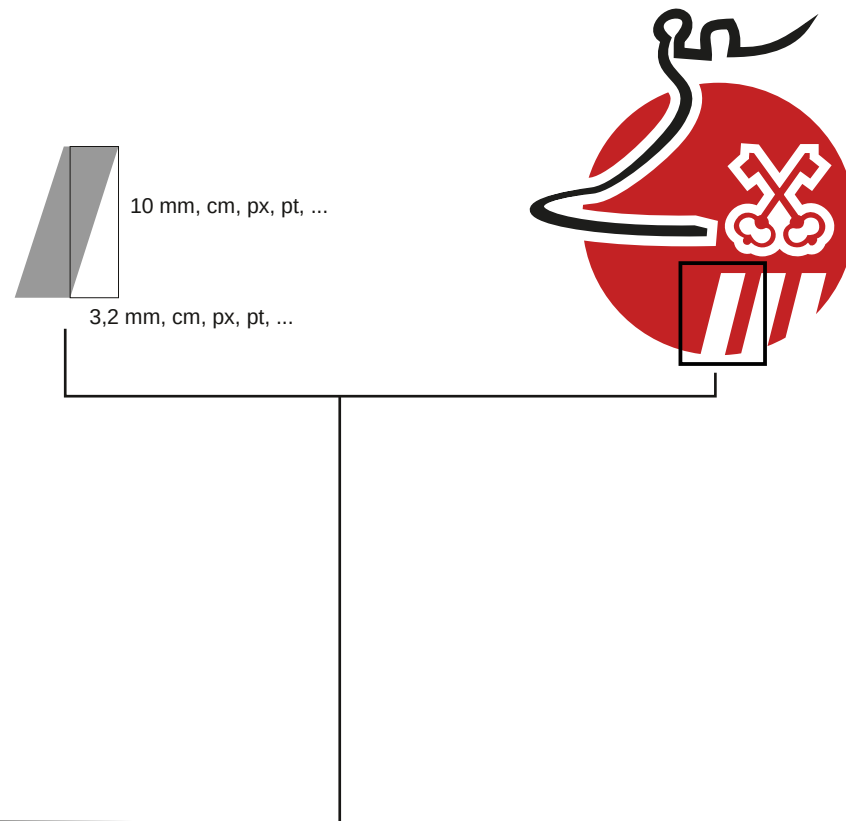
you want to rasterize the image. For printing purposes, choose 300 DPI and the size that the image will have when printed.

The process to get the correct file format for your purpose is detailed below. The logo master file is created in Adobe Illustrator, but the exported .pdf and .svg files can be used in free software like Inkscape, Scribus or GIMP.



Strip as Design Element

The strip presented here as a design element picks up the stripes from the Saturnus logo. It can be 'reused' in your designs again to create unconsciously a connection to the logo itself. The exact rotation angle is not needed, but you should aim for around 30°. See the image below to get a feeling for the angle. The black square shows how you can construct the strip with the rough distance values indicated.



Reuse and Software Tools

As a sport club, Saturnus Leiden has not the budget to afford professional marketing or expensive tools for designing. This is one reason why we want to encourage you to create material with the possibility for later reuse by using tools that are available to everyone and by sharing your project files with the club.

These tools might not be as powerful or easy to use as commercial tools, but they are usually capable of creating professional enough designs for the use cases of the club, and with some patience you can learn to use them, too.

Let's take this guide as an example: It has been created with Scribus version 1.5.5 that is a 100% free, open source alternative to Adobe InDesign. When you are reading this, you should have received this file in a folder where also the raw Scribus project file (Saturnus_identity_guide.sla) is stored. You can open this file with Scribus and edit everything you want.

The Saturnus Logo was created using Adobe Illustrator. With the exports of the logos to SVG and PDF formats, as described in this guide, you can use the logos with the open source alternative Inkscape. If you need to work with pictures, you probably heard of Adobe Photoshop, but there is a free alternative called GIMP.

If you are used to Microsoft Office for tasks like writing texts or working with table sheets, consider the open source alternative LibreOffice. It does not require an expensive license and its feature set is comparable to that of Microsoft Office.

Created with Scribus 1.5.5 under Windows 10. Install Ghostscript as well, if you want to work on this file.