



Brand Guide

Powered By
FLAMIN
K.O.

Our Colors



Primary Colors

207F4F

SEA GREEN

EFB21B

XANTHOUS

Secondary Colors



FFFFFF

WHITE

Our Fonts



Fonts

Heading

COPPER PLATE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()

Body Text

GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Numbers / Digits

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*0

Logo System



Logo Guideline

These brand guidelines explain how to use the Vancouver Knights visual identity with confidence and clarity. Our guidelines have been designed to ensure consistency within our brand, helping to create strong, recognizable and innovative communications. The following pages demonstrate both hard line rules and approved areas of flexibility within the identity that should be used to inspire and motivate creative expression. Our unique identity, color palette and typographic style creates distinctive frameworks for our brand which help us stand out from our competitors.



Logo Clear Space



Logo Variation



Wordmark

VANCOUVER
Knights

VANCOUVER
Knights

VANCOUVER
Knights

Icon



Our Hashtag



Hashtag

#COURAGEToCONQUER

Hashtag Variations

#COURAGEToCONQUER

#COURAGEToCONQUER

#COURAGEToCONQUER

Our Jersey



Green Gallantry: The Battle-Scarred Jersey

The jersey features a sophisticated palette, with green serving as the primary base color, complemented by strategic accents of vibrant gold. Symbolic spikes adorn the design, a nod to the valor and resilience of a knight, each one representing the hard-earned battle scars of triumph and perseverance. At the heart of the jersey, the knight is rendered in muted hues, a design choice that underscores the overall elegance and maintains a visually soothing aesthetic. Encapsulating the spirit of British Columbia, a brilliant yellow stripe adorns each side of the jersey, an homage to the majestic Fraser River – the longest river in the region, symbolizing the flow of energy and unity that fuels the team

















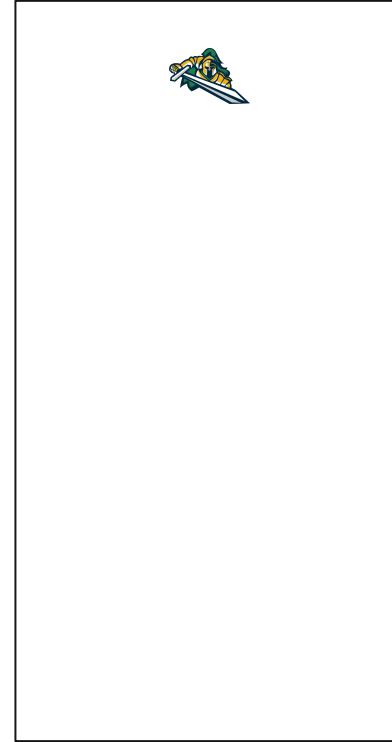
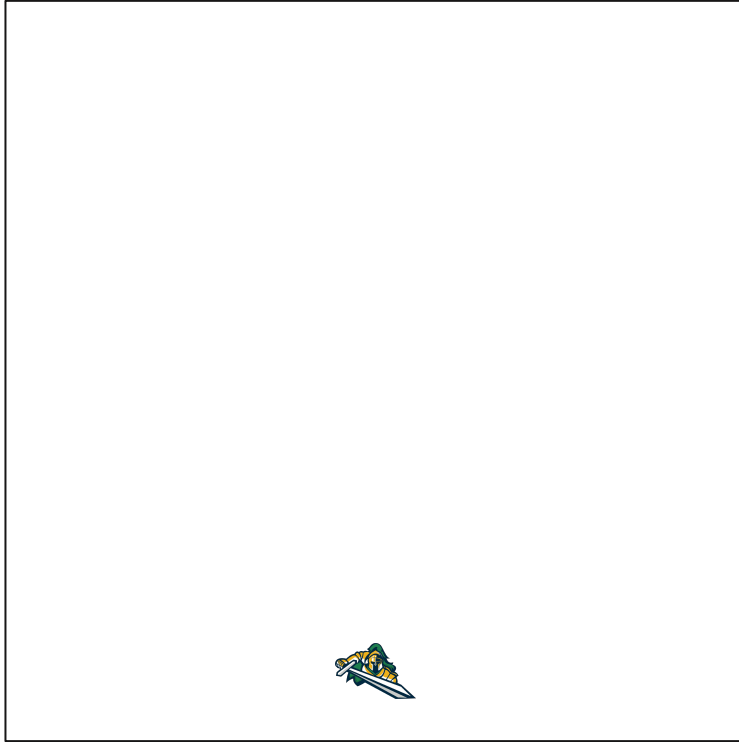
Stationary



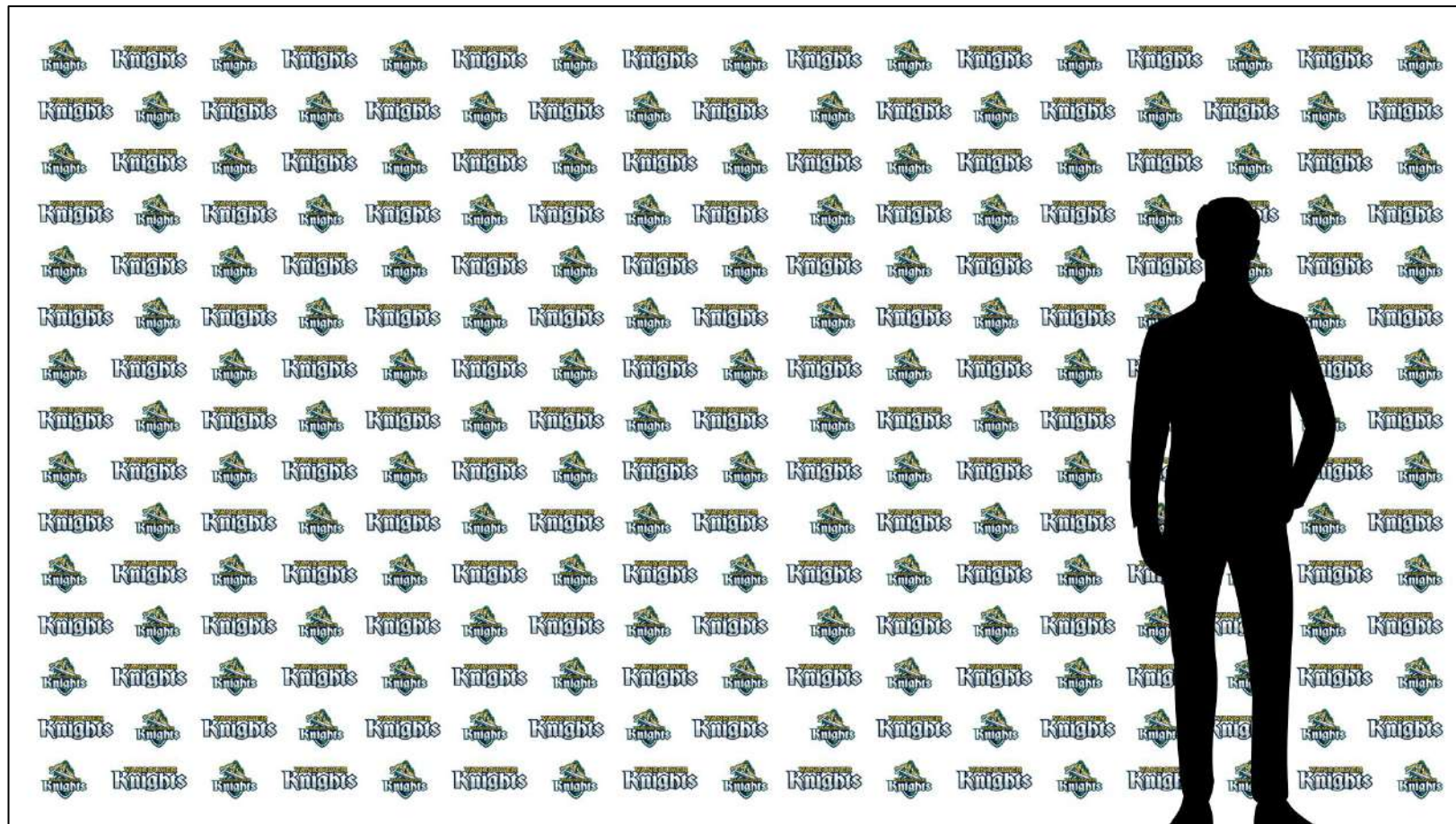
Letterhead



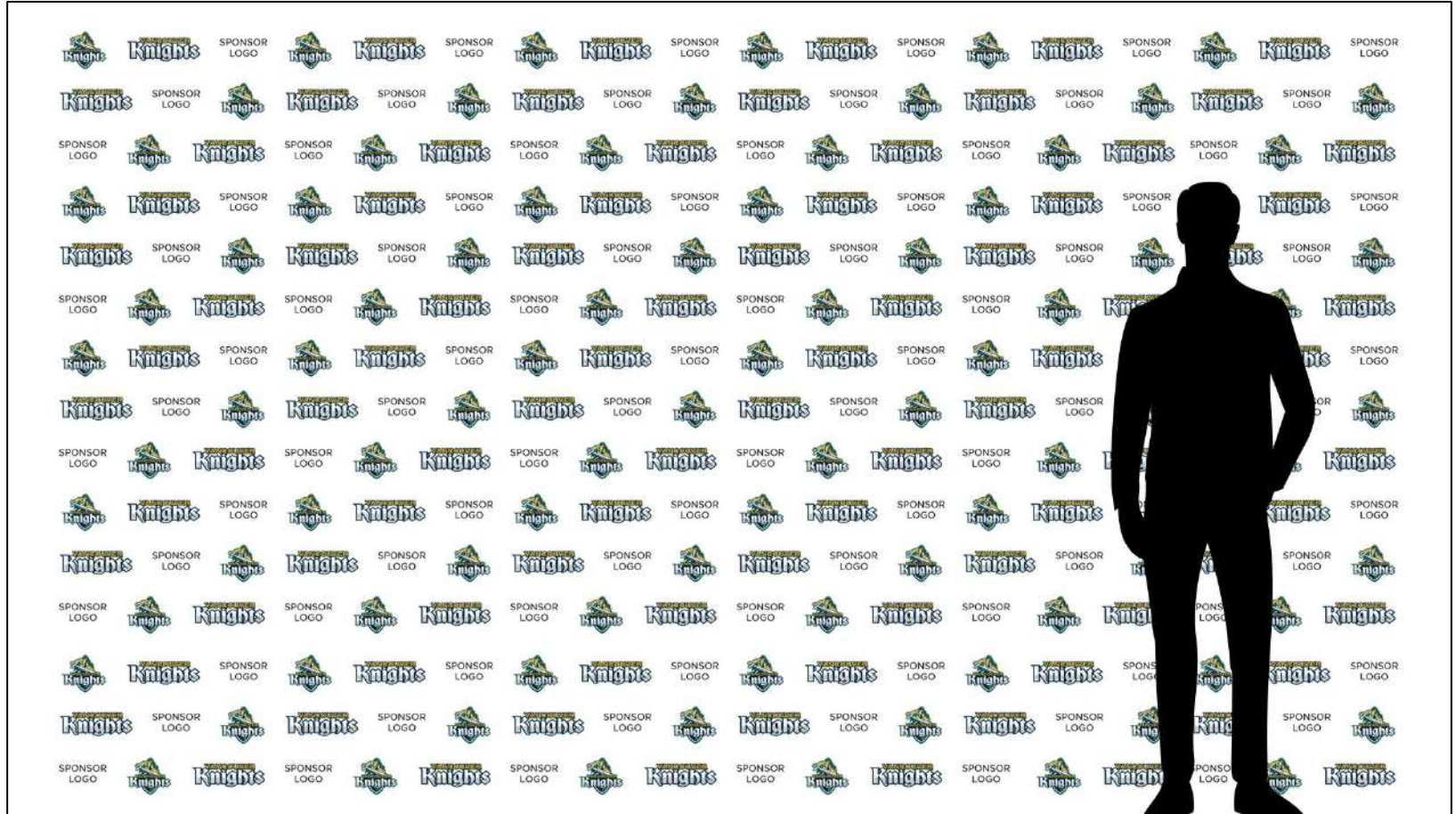
Social Media



Backdrop Standard



Backdrop Sponsor



Merchandise



Hoodie



Cap



Autographed Jersey



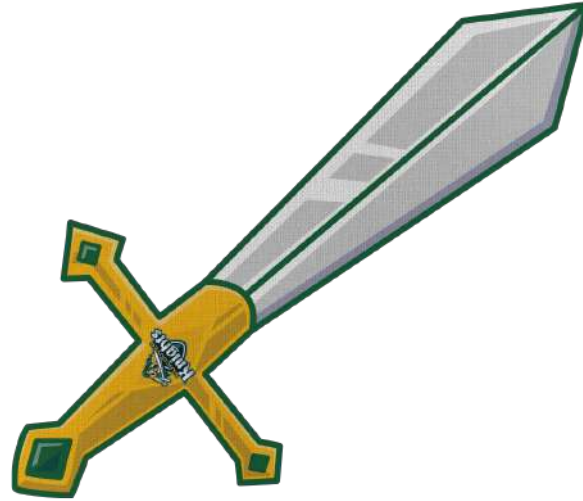
Polo Shirt



T-Shirt



Rubber Sword & Shield



Trumpet



Autograph Sword Bat



Cricket Ball



Water Bottle



Mug



Flag



Knight Shirt



Bobble Head



Mascot



Mascot



Team Bus



Team Bus





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