



LOGO GUIDELINES



LOGO RATIONAL

OUR NAME

Established in 1985, the name used for the organization within the community and on our store front has been Twice But Nice. Our legal society name is The Fort Saskatchewan Twice But Nice Clothing Society – which is used on our official registration with Alberta Societies and any legal documentation. Our name – Twice But Nice - is well established within the community with clients, donors and grantees.

OUR LOGO

Our logo is designed to be instantly recognized as related to our name. Each part of the logo has a specific meaning: hangers are recognized as being part of the clothing industry/retailer, interlocking three hangers represents the three pillars of our organization – the community – the store – the environment. Also note, the top of the hanger represents people (donors, clients and grantees). The “i” in the word “twice & nice” are dotted with diamonds – DIY’ers are always looking for diamonds in the rough. The colours were chosen to align with our society. Yellow represents the hope & positivity our donated funds provide to grantees, Green represents the environmental aspect of our organization and Orange represents the creativity and enthusiasm which is quite often associated with thrifting.

IDENTITY

Every organization has a Brand. It is the sense of the organization – verbal and visual – which exist in the mind of the public. These impressions result from a broad spectrum of activities, communications, and policies. They also result from many direct experiences with the organizations services and our representatives.

Many factors that affect our image/brand can be difficult to separate and control. There is, however, one very significant factor which can be controlled – all that is the nature of visual communications. This influences a wide audience through social media, signage, media coverage, special events, correspondence, brochures, etc.

Control of this factor, does not mean making all communications look alike. Creativity in this area is necessary to keep the public’s interest, and moreover to impress upon them our vitality. Guidelines will ensure a consistent brand, and thus a consistent message.

GRAPHIC STANDARDS GUIDE

This document is the policy guide for implementation and maintenance of Twice But Nice's identification system. It is for use by all who are responsible for any aspects of logo use. It should be provided to any outside agency who is doing work for us and using our logo. The objective is to maintain a consistently high level of graphic identification without undue restriction of creativity.



Yellow



Green



Orange

COLOUR USAGE

In all applications the Twice But Nice colours:

Yellow:
R 244 G 173 B 35
C 3 M 36 Y 100 K 0
PANTONE 143 C
#F4AD23

Green:
R 65 G 185 B 138
C 73 M 0 Y 64 K 0
PANTONE 339 C
#41B98A

Orange:
R 237 G 89 B 42
C 0 M 79 Y 92 K 0
PANTONE 171 C
#ED592A

LOGO VARIATIONS

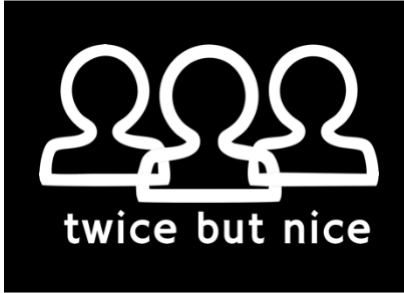
For consistency in all full colour and black and white applications, the logo may only appear in one of the three colour variations:



100% Colour
(positive application)



100% Black
(positive application)



White
(negative or reversed application)



Standalone graphic

To be used in full-colour version. Uses could include signage within the store, advertising where the full name is also used within the advert, social media, etc



SAFETY AREA

A minimum amount of space, or safe area must surround the logo to separate it from text and other graphic elements. The safe area surrounding the logo is key to maximizing the logo's effectiveness.

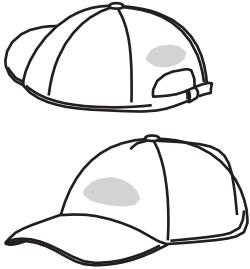
The minimum distance between the logo and other graphic elements or text is indicated by the outside solid line. X equals the height of the bottom of the orange hanger to the thin area of the hanger. Always maintain a minimum distance of one X to the left, right, above and below the logo.



MINIMUM SIZE

The TBN logo must never appear smaller than 1" wide. Using the logo at a width less than 1" will compromise the logo's impact.

Placement on a cap



PROMOTIONAL ITEMS

The TBN Logo must always appear as per the directions set out in this guide. It is strongly recommended that the logo does not appear "tone on tone" embroidered on a garment, as the logo will lose impact.

Placement on a shirt



ALTERING THE LOGO

Altering or distorting the logo in any way from its original form and proportions is unacceptable. Additionally, no elements of the logo will appear in colours different to outlined above. It is very important that the integrity of the identity is not compromised.



Arial Bold

Aa

STANDARD FONTS

Arial

Arial is the established sans-serif typeface for Twice But Nice. It lends itself to various applications from stationery to advertising.

Arial is an excellent typeface for general short text applications such as letters, headings, subheadings and captions. It comes in a variety of weights that emphasize text and maintain a consistent visual look within the same typographic family.

Times New Roman Bold

Aa

Times New Roman

Times New Roman is the established serif typeface for Twice But Nice. It is ideal for long text applications such as books, proposals and reports since serif typefaces are generally less fatiguing to the eye in these applications.

Times New Roman comes in a variety of weights that emphasize text and maintain a consistent visual look within the same typographic family.

Hammersmith One

The words “twice but nice” within the logo is in Hammersmith One Font. This font is only to be used within the logo itself.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

TAGLINES

Taglines can be used on social media, within advertisements, brochures, etc. They are developed to help direct the audience towards a “feeling” or “support a project” the society is trying to convey. Here are some examples of suitable taglines:

- Treasures for the Clever
- Clever Treasures
- Not Spendy – Just Trendy
- Shift to Thrift (Shifting to Thrifting)
- Second Chance Gems
- We got the Style to make U Smile
- Saving the environment one treasure at a time
- Waste not – Want not
- The Joy of Thrifting
- We love Thrifting
- Thrifting Time is Now
- One-Stop Thrifting
- Where old is new
- Style Down Every Aisle

**For additional information on how to use the logo, please contact:
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