The enturions

Branding Guide

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Mission

Our mission is to support Southern Arizona charities that provide services to underserved community members in the areas of healthcare, education, and mentorship with an emphasis on improving children's lives.

"Brotherhood, Service & Community"

Logo

Acceptable

- The "C" in Centurions may be redesigned for event themes (color or pattern overlay)

- Color may be adjusted for event themes

- There are no size restrants on logo use

Logo

Unacceptable

• Use diffrent font with the C attached

• Use the Centurion logo with busy flyers

• Use different color or designed logos for different Centurion entities

Color Use

Printing Pantone

Blue 072 C

117 C

2350 C

Black 6 C

White

Web Color Code
Font Color Used on Colorblocks

#272d68
#272d68

#cf9b2d
#cf9b2d

#b73127
#b73127

#000000

#ffffff
#ffffff
#ffffff

Typeface

Typeface Sets
What to use and where
(not subjugated to type size)

Helvetica

The most common font to use when communicating lots of text. Used for all sub header paragraphs as well as advertisements.

Lazuri ATHLETIC

This font is used for headers and titles. Not used for large amounts of body text or for advertisements.

Paganini

Paganini is The Centurions logo font. It may be used as header or title text, but not body text. Font height shouldbe reduced to 90%.

Events/Advertisments

Fonts are not restricted for events or advertisments. Whatever the designer uses for event themes flyers and promotionals may be used in advertisments and on site for the duration of the event.

Image Style

Images

- Non-cluttered
- Easy to read
- Fun loving
- People focused

Typeface

- No sizing restrictions
- Readablity is extreamly important
- Non-cluttered

Photography

Photography consists of 90% Photos from professional event photographer, and 10% from shutterstock
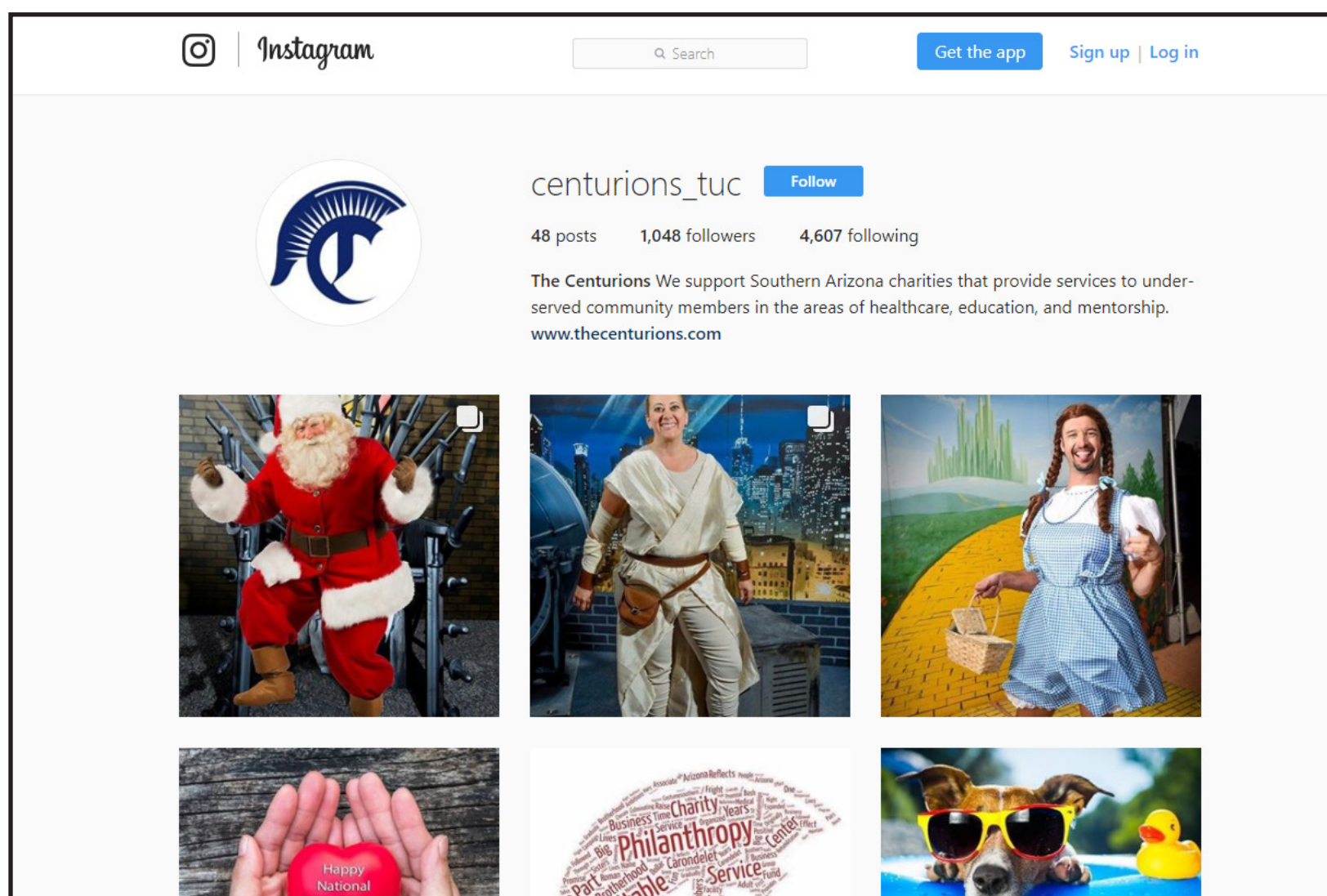
Social Media

Platform contains:
Twitter, Facebook, Instagram, & Snapchat

@Centurions_tuc

@tucsoncenturions

@centurions_tuc

Snapchat-
Geofilter for event use only.

Twitter

The Centurions @Centurions_tuc · Dec 22
You just never know when Santa may show up! 🎅
May your holiday season be filled with joy and lots of fun surprises!!

Santa Claus

The Centurions @Centurions_tuc · Dec 14
We've seen some great costumes and the force is strong with these Star Wars fans!
Is anyone going to watch The Last Jedi tonight?

Facebook

facebook ®

Facebook banner is updated for every event.Centurions "C" logo should be Navy blue unless changed for event theme, only for duration of theme.

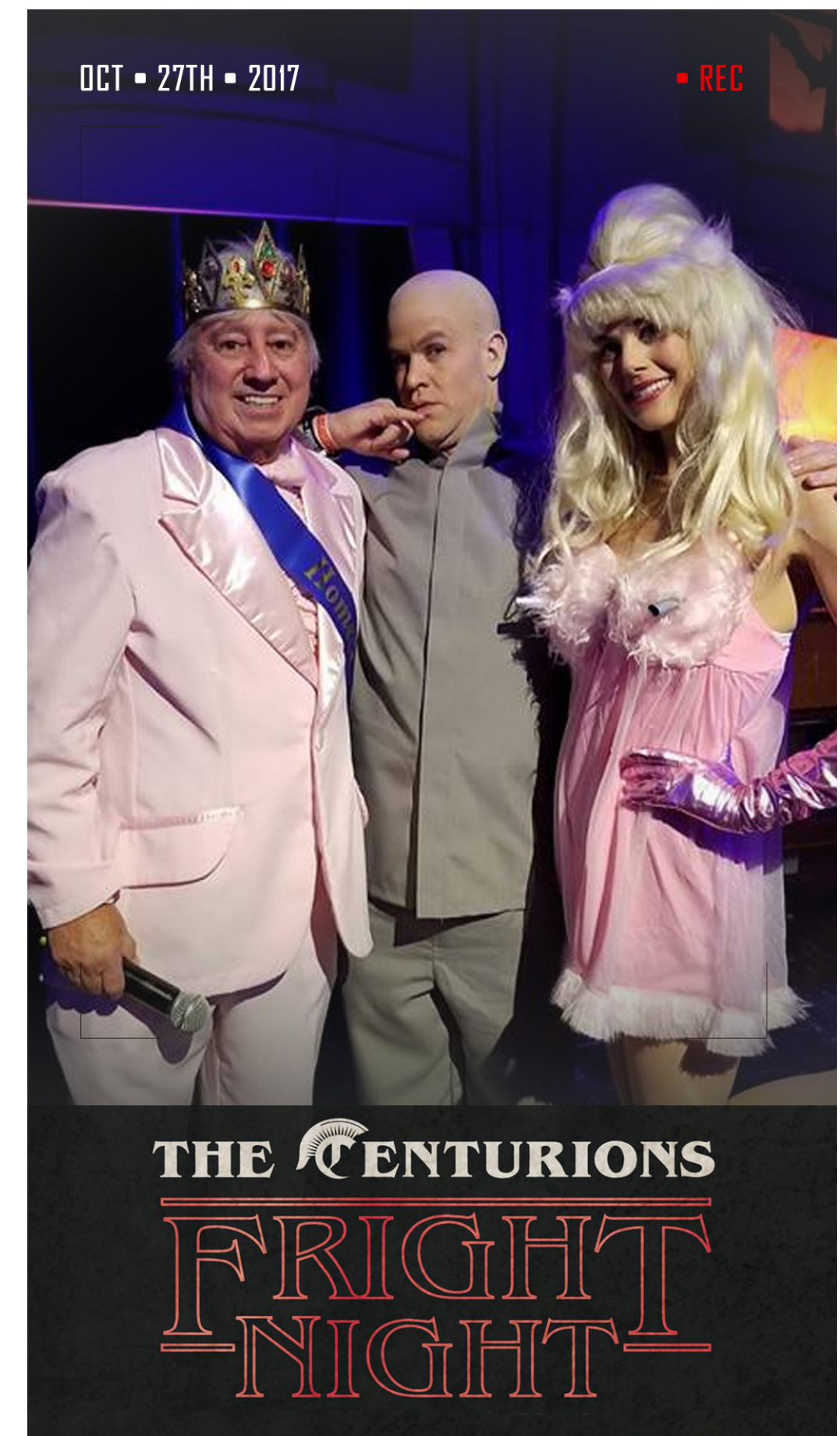Event tickets are promoted through Facebook by posting.
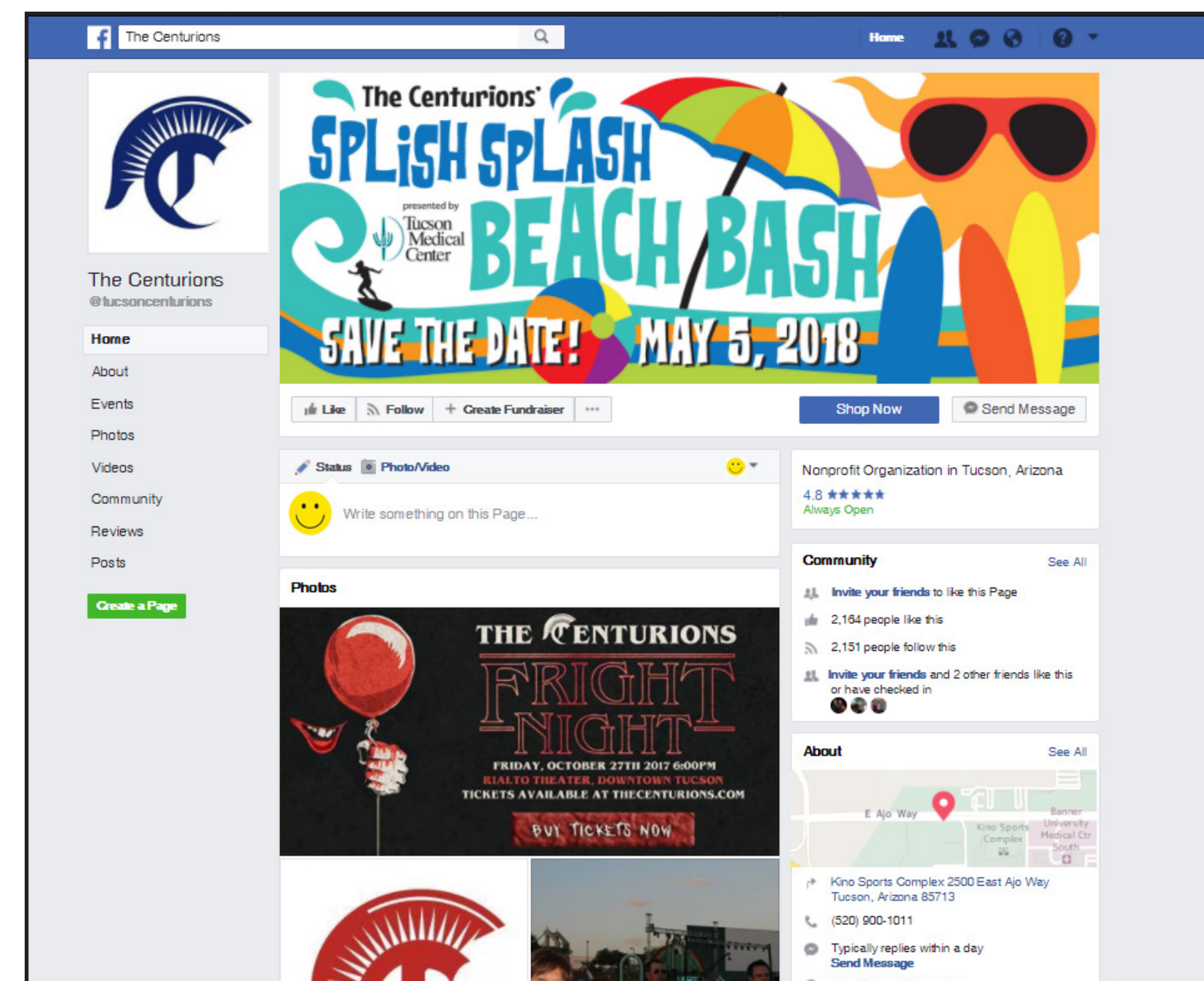
Instagram

Snapchat

The Centurion
Event Geofilters are custom for events, for brand and event awareness

Geofilter for event use only.
Created month before event, lasting for the duration of the event.

snapchat

Website

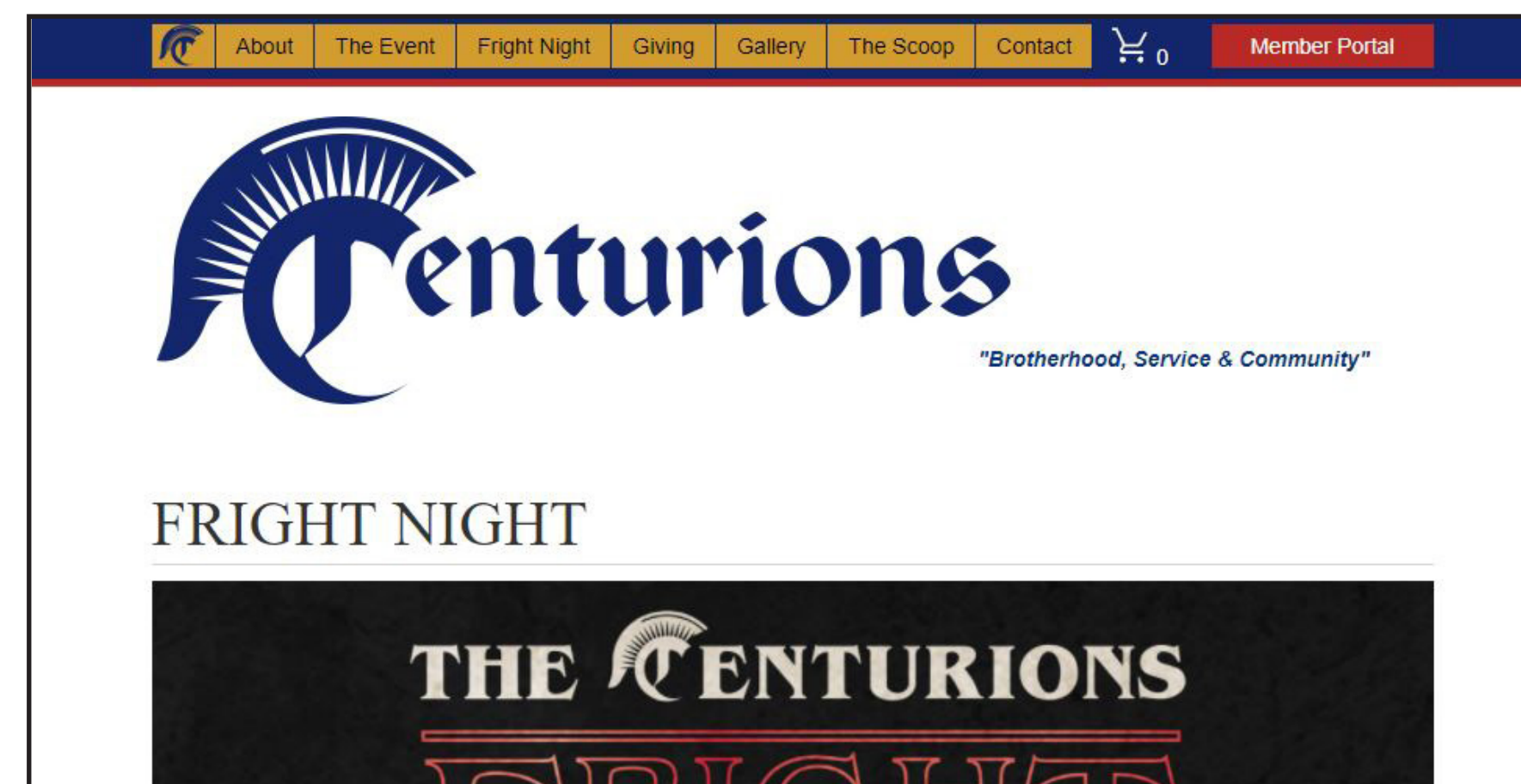https://www.thecenturions.com/

Home Banner/Page

Updated annually per the marketing calendar.

Member List

Updated each year by Dec. 31st.

Other Event Pages

Pages may be added to help promote events other than the yearly main event in May. Page is removed within 30 days after the event.

Events

May Event Pages

Pages may be added to help promote events other than the yearly main event in May. Page is removed within 30 days after the event.

Event page content will
1. Name of event
2. Flyer for event
3. Few paragraph summaries of the event
4. Link to tickets for sale from shopping cart page

Calendar

January
- Event ticket sale begin
- Update website with new event design

February
- Begin marketing event (print, radio, TV, billboard, press releases)

March
- Continue marketing event

April
- Morning blend appearances

May
- Event

June
- Post event marketing

July
- Re-mask website
- Call for charities press release

August
- Announce event proceeds press release

September
- Event idea generation & naming
- Update Foundation board members on website

October
- Distribute Event proceeds
- Update Membership and Charity board members on website

November
- Update all categories of membership on website
- Create holiday party content

December
- Press release following year charities