



Supporting Manitoba's Interactive Digital Media Industry

Branding Guidelines

1. Understanding a Brand Identity

And why they're important

Having a brand identity is essential to a business's presence in the local or global community.

A brand is so much more than just a logo or a sign. Those are just the surface. It's the full story we tell through colours, fonts, images, language, and the values we stand for. A strong brand identity is built on consistency. In a world where people are surrounded by messages and visuals every day, being memorable means showing up clearly and consistently. This guide was created to help all of us at New Media Manitoba keep our brand strong and unified, so everything we share reflects who we are and what we believe in.

1a. Examples of Brand Identities *With breakdowns*



- **Empowerment through athleticism** – Encourages everyone to embrace their inner athlete, regardless of skill level.
- **Performance and innovation** – Emphasizes cutting-edge sports technology and elite performance gear.
- **Emotional inspiration** – Taps into motivation, perseverance, and the personal stories of athletes.
- **Cultural relevance** – Aligns with music, fashion, and social movements to stay at the pulse of youth and street culture.



- **Safety and reliability** – Built a reputation on trustworthiness and long-lasting vehicles
- **Adventure and freedom** – Targets outdoorsy, nature-loving lifestyles with rugged, all-weather capability. This is also worked into their logo.
- **Family and community** – Marketing leans into warmth, loyalty, and emotional connection.
- **Social responsibility** – Champions sustainability, environmental causes, and love-driven values.



- **Scarcity = desire** – Limited drops and collaborations fuel the hype-driven “if you know, you know” culture.
- **Authenticity to youth culture** – Deep roots in skate, punk, and downtown NYC attitudes; anti-establishment at its core.
- **Cultural mashups** – Blends fashion, art, music, and high-low design with irony and edge.
- **Rebellion as style** – Supreme's brand image is built on being bold, controversial, and unapologetically different.

2. New Media Manitoba's Identity

New Media Manitoba's core brand identity falls into three main categories: our **strategic values**, **vision**, and **mission**. These core categories are reviewed by the organization's board regularly every few years to ensure each one still align's with New Media Manitoba's goals.

2a. Strategic Values

To Support

We provide relevant and needed business supports for both companies and individuals to achieve growth in IDM industries;

To Connect

We bring the IDM industry together to encourage synergy, collaboration, and knowledge-sharing;

To Advocate/Represent

We influence, support, and speak on behalf of the Interactive Digital Media in Manitoba;

To Be Proactive

We keep at the forefront of industry trends to anticipate ever-evolving needs and growth opportunities;

To Be Respectful

We advance equity, diversity, inclusion, and accessibility for a stronger sector.

2b. Vision

To be the champion for a thriving, world-class Interactive Digital Media community in Manitoba.

2c. Mission

New Media Manitoba is a sector council and trade association for Manitoba's Interactive Digital Media industry. We bring people together to provide services of training, advocacy, networking opportunities, and business supports that foster economic and creative growth.

3. New Media Manitoba's Logo

New Media Manitoba has three variants of its wordmark. Please familiarize yourself with the following variants and use cases:

3a. Full Wordmark with Slogan

This version of the logo is used for the following cases:

- Large format print (like our floor banners)
- Document titles (PowerPoints, covers on documents like this manual, envelopes)



Plain Black (hex #1D1D1D)



White (with black background for illustrative purposes)



Example of monochrome usage (logo is lighter than the background)

3b. Initials Only

This version of the logo is used for the following cases:

- Social media icons
- Promotional material (posters, postcards, stickers, or digital banners, when grouped with other organization logos)
- Whenever a small logo is needed due to space restrictions



Plain Black (hex #1D1D1D)



White (with black background for illustrative purposes)



Example of monochrome usage (logo is lighter than the background)

3c. Initials with Full Name

This version of the logo is used for the following cases:

- Email signatures
- Document headers
- Website header
- Whenever there is space in a design, this logo should be used (rather than the initials only layout)



Plain Black (hex #1D1D1D)



White (with black background for illustrative purposes)



Example of monochrome usage (logo is darker than the background)

4. NMM StudioLab xR Duo

The New Media Manitoba logo must always be seen with the StudioLab xR logo. The StudioLab xR logo may never be shown on its own. This logo combination is used for all events, promotions, and beginning and end credits related to NMM's SLXR projects.

NMM New Media
Manitoba

Plain Black (hex #1D1D1D)

STUDIO
LAB xR

NMM New Media
Manitoba

White (with black background for
illustrative purposes)

STUDIO
LAB xR

NMM New Media
Manitoba

Example of monochrome usage (logo is lighter than
the background)

STUDIO
LAB xR

5. Other Initiatives

GameBiz Lab



IDMCreatorLab

6. Modification Rules

When placing these logos in design files, please adhere to the following guidelines:



No stretching
or squishing



No rotating



No warp filters



No gradients

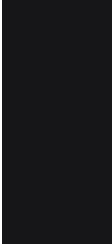
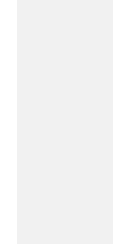


No use of multiple colours

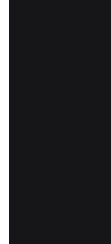
7. Colour Palettes

New Media Manitoba has colour palettes for all of its initiatives. Each one is listed below with the necessary HEX, RGB, CMYK, and Pantone Name values.

New Media Manitoba

				
EERIE BLACK	GUN METAL	CAROLINA BLUE	MANGO TANGO	CULTURED
#161618 22, 22, 24 8, 8, 0, 90	#082E3A 8, 46, 58 86, 20, 0, 77	#4698CB 70, 152, 203 65, 25, 0, 20	#F4813E 244, 129, 62 0, 47, 74, 4	#F1F1F1 241, 241, 241 0, 0, 0, 5

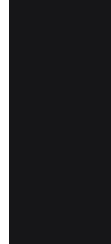
StudioLab xR

				
EERIE BLACK	GUN METAL	FRENCH GREY	EGYPTIAN BLUE	CULTURED
#161618 22, 22, 24 8, 8, 0, 90	#082E3A 8, 46, 58 86, 20, 0, 77	#ADACB5 107, 15, 26 0, 85, 75, 58	#063293 6, 50, 147 95, 65, 0, 42	#F1F1F1 241, 241, 241 0, 0, 0, 5

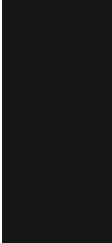
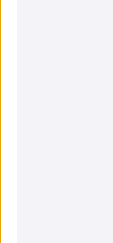
Girls in Gaming

				
LIGHT CORAL	JASMINE	CORN SILK	MIDDLE BLUE GREEN	GUN METAL
#F38181 243, 129, 129 0, 46, 46, 4	#FCE38A 252, 227, 138 0, 9, 45, 1	#F8F3CF 251, 243, 207 0, 3, 17, 1	#95E1D3 149, 225, 211 33, 0, 6, 11	#082E3A 8, 46, 58 86, 20, 0, 77

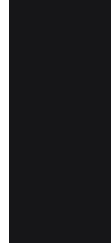
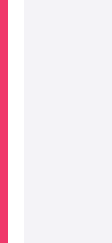
Pixel Pals MB

				
EERIE BLACK	GUN METAL	JASMINE	JONQUIL	DARK SIENNA
#161618 22, 22, 24 8, 8, 0, 90	#082E3A 8, 46, 58 86, 20, 0, 77	#FCE38A 252, 227, 138 0, 9, 45, 1	#F3CE29 243, 206, 41 0, 15, 83, 4	#3B1112 59, 17, 18 0, 71, 69, 76

GameBiz Lab

				
EERIE BLACK	GUN METAL	DARK SLATE BLUE	MARIGOLD	CULTURED
#161618 22, 22, 24 8, 8, 0, 90	#082E3A 8, 46, 58 86, 20, 0, 77	#52499C 82, 73, 156 47, 535, 0, 38	#ECA400 236, 164, 0 0, 30, 100, 7	#F1F1F1 241, 241, 241 0, 0, 0, 5

IDM CreatorLab

				
EERIE BLACK	GUN METAL	LASER LEMON	PARADISE PINK	CULTURED
#161618 22, 22, 24 8, 8, 0, 90	#082E3A 8, 46, 58 86, 20, 0, 77	#FAFF70 250, 255, 112 1, 0, 56, 0	#F0386B 240, 56, 107 0, 76, 55, 5	#F1F1F1 241, 241, 241 0, 0, 0, 5