



## **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

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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

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#### **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

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

### 2c. Mission

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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

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

## 3a. Full Wordmark with Slogan

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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

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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

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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.



Plain Black (hex #1D1D1D)



White (with black background for illustrative purposes)



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

# 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

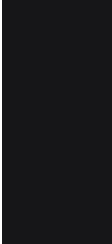



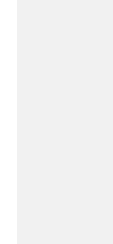


No use of multiple colours

# 7. Colour Palettes

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



## New Media Manitoba

				
<b>EERIE BLACK</b>	<b>GUN METAL</b>	<b>CAROLINA BLUE</b>	<b>MANGO TANGO</b>	<b>CULTURED</b>
#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

				
<b>EERIE BLACK</b>	<b>GUN METAL</b>	<b>FRENCH GREY</b>	<b>EGYPTIAN BLUE</b>	<b>CULTURED</b>
#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

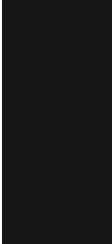



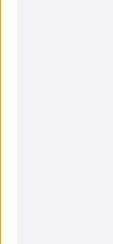
## Girls in Gaming

				
<b>GUN METAL</b>	<b>LIGHT CORAL</b>	<b>JASMINE</b>	<b>CORN SILK</b>	<b>MIDDLE BLUE GREEN</b>
#082E3A 8, 46, 58 86, 20, 0, 77	#F38181 243, 129, 129 0, 46, 46, 4	#FCE38A 252, 227, 138 0, 9, 45, 1	#FBF3CF 251, 243, 207 0, 3, 17, 1	#95E1D3 149, 225, 211 33, 0, 6, 11

## IDM CreatorLab

				
<b>EERIE BLACK</b>	<b>GUN METAL</b>	<b>LASER LEMON</b>	<b>PARADISE PINK</b>	<b>CULTURED</b>
#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

## GameBiz Lab

				
<b>EERIE BLACK</b>	<b>GUN METAL</b>	<b>DARK VIOLET</b>	<b>MARIGOLD</b>	<b>CULTURED</b>
#161618 22, 22, 24 8, 8, 0, 90	#082E3A 8, 46, 58 86, 20, 0, 77	#52499C 82, 73, 156 47, 53, 0, 38	#ECA400 236, 164, 0 0, 30, 100, 7	#F1F1F1 241, 241, 241 0, 0, 0, 5