



One Yellow Rabbit and the High Performance Rodeo

Identity Guidelines

Who We Are

One Yellow Rabbit is a cultural hub for the arts. Founded in 1982 with the vision to create and produce works from and by Calgary theater artists that engage and inspire the City of Calgary, our province of Alberta, and our country we call home - Canada.

As a founding arts organization in Calgary, One Yellow Rabbit represents inspiration, harnesses the bold, adventurous spirit of our Calgary community to enrich the place we live. We do this each season by undertaking high-calibre work in the performing arts across a wide range of projects.

Our mission is to create and present vital, surprising performance experiences that engage and reward our audience. We believe it is through this kind of artistic work - work that arouses curiosity, ignites passion, stimulates imagination and challenges expectation - that individuals are inspired and communities flourish.

By extension, we believe that the rigour and love that feeds the work we put forward translates into a community that values connection, compassion, and strives to nourish its people - a society that is galvanized by challenge and energized by possibility.

One Yellow Rabbit and the High Performance Rodeo identity reflects the grassroots initiative that founded this cultural treasure.



Visual Identity - Base and Primary Logos

We have two streams of branding; one for One Yellow Rabbit and one for the High Performance Rodeo. The High Performance Rodeo logo is always visible alongside the One Yellow Rabbit logo as the Rodeo is presented by One Yellow Rabbit. The One Yellow Rabbit logo can be used without the High Performance Rodeo alongside the logo.



Primary Base Logo



Primary Base Logo



Sizing

To retain legible visibility of the logos, each logo should be used at a **minimum of 0.375"** in printed material and **40 px** for digital use. Ideally, provide a minimum spacing of half the size of the logo around all sides.

Do's and Do Not's

Make it shine:

1. Do use the logo on a background that is white, beige, or light grey.
2. Do use the negative logo on a solid black or coloured background.
3. Do use the base logo on a solid colour background.
4. Do use the logo with white font on solid black or solid dark colours.

Not an ideal use:

5. Do not use the logo on a patterned background.
6. Do not stretch the logo.
7. Do not use a white logo on a white background.
8. Do not use the logo overtop of an image.
9. Do not compress the logo.
10. Do not rotate the logo.
11. Do not change the logo colours.
12. Do not add any embellishments or effects to the like such as gradient.



1



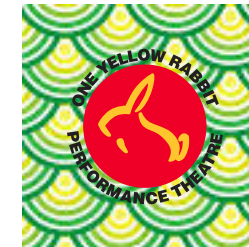
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3



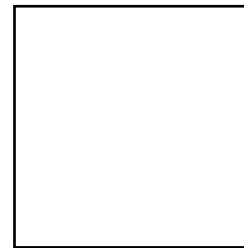
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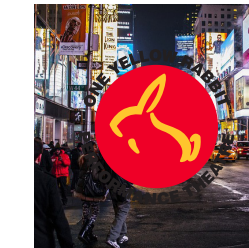
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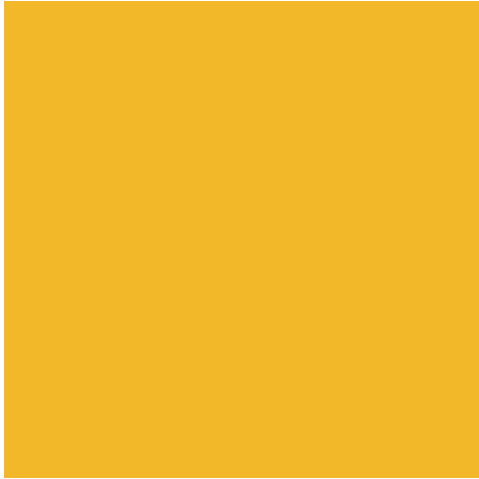
12



Primary Colour Palette

Pantones, CMYK, RGB, Hex

We have one brand colour palettes that reflects both One Yellow Rabbit and the High Performance Rodeo.



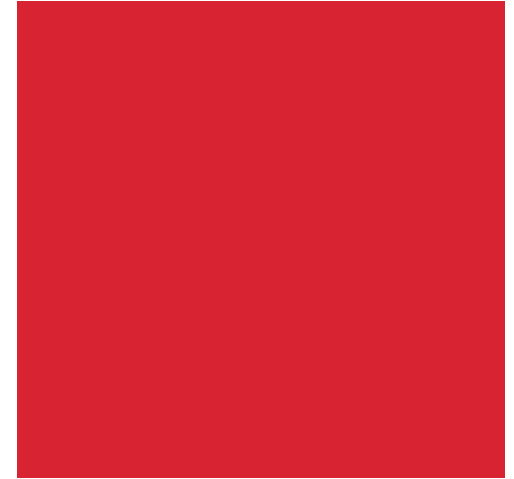
Yellow

Pantone **7409 C**

C: **4** M: **33** Y: **88** K: **0**

R: **243** G: **184** B: **41**

Hex: **F3B829**



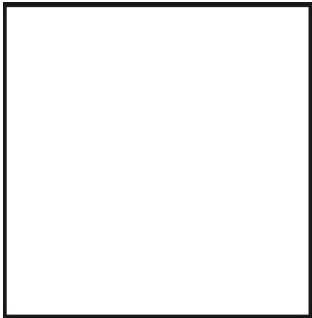
Red

Pantone **1795 C**

C: **0** M: **84** Y: **77** K: **15**

R: **216** G: **35** B: **50**

Hex: **D82332**



White

Pantone **White**

C: **0** M: **0** Y: **0** K: **0**

R: **255** G: **255** B: **255**

Hex: **FFFFFF**



Black

Pantone **Black**

C: **0** M: **0** Y: **0** K: **100**

R: **0** G: **0** B: **0**

Hex: **000000**



Grey

Pantone **424 C**

C: **30** M: **20** Y: **19** K: **58**

R: **112** G: **115** B: **114**

Hex: **707372**



Billing

Billing refers to the official statement and order of wording for advertising, promoting, and publicity to support a project or production. Billing is important in identifying those who are part of the High Performance Rodeo.

Billing is used for printed and digital posters, billboards, signage and websites. Due to character allotment constraints on some social media platforms, correct billing is exempt, but tagging of **@HPRodeo** is required. The following formats are acceptable and allow variance based on available spacing and wording.

**One Yellow Rabbit and [insert organizational name]
co-presents
[production name]
as part of the [numerical festival number] Annual
High Performance Rodeo**

**[insert organizational name] and One Yellow Rabbit presents
[production name]
as part of the [numerical festival number] Annual
High Performance Rodeo**

**[insert organization initials] and OYR presents
[production name]
as part of the High Performance Rodeo**



Frequently Asked Questions

Which logo do I use?

It is completely up to you to select one of our primary logos to use. Just follow the guidelines. When using the High Performance Rodeo logo, always place the One Yellow Rabbit logo on the same design, file, or production; of equal sizing and appearance. Typically the High Performance Rodeo logo is placed above the One Yellow Rabbit logo.

Which file format for logos should I use?

1. Digital Documents

For websites, text based documents, presentations, emails, electronic files, .pdf files, etc. you will want to use the RGB versions. Best options would be the use of the PNG/JPEG formats at 72 dpis.

2. Print Documents

For posters, brochures, billboards, large print, large digital, pamphlets, and postcards use CMYK vector files (.eps). These files will allow you to scale the logos without any loss in resolution.

