

ONE YELLOW RABBIT

BRAND STYLE GUIDE

For creativity and consistency.

April 2025



WHAT ARE BRAND GUIDELINES?

Brand guidelines provide the established official policies and standards for the company's visual identity. It is applied to all materials, whether print or digital. It includes guidelines on the proper use of logo, colors, fonts, and official messaging.

Brand guidelines ensure that all marketing and communications are accurate and stays on-brand.

ONE YELLOW RABBIT

**CREATIVE. JOYFUL.
AUTHENTIC. UNDENIABLE.**

One Yellow Rabbit represents inspiration, harnessing the bold and adventurous spirit of our Calgary community; arousing curiosity, igniting passion, stimulating imagination, and challenging expectations.

ONE YELLOW RABBIT

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.

ONE YELLOW RABBIT

Visual Identity - Logo Usage

We have two streams of branding; one for **One Yellow Rabbit** and one for the High Performance Rodeo.



HIGH PERFORMANCE RODEO

Visual Identity - Logo Usage

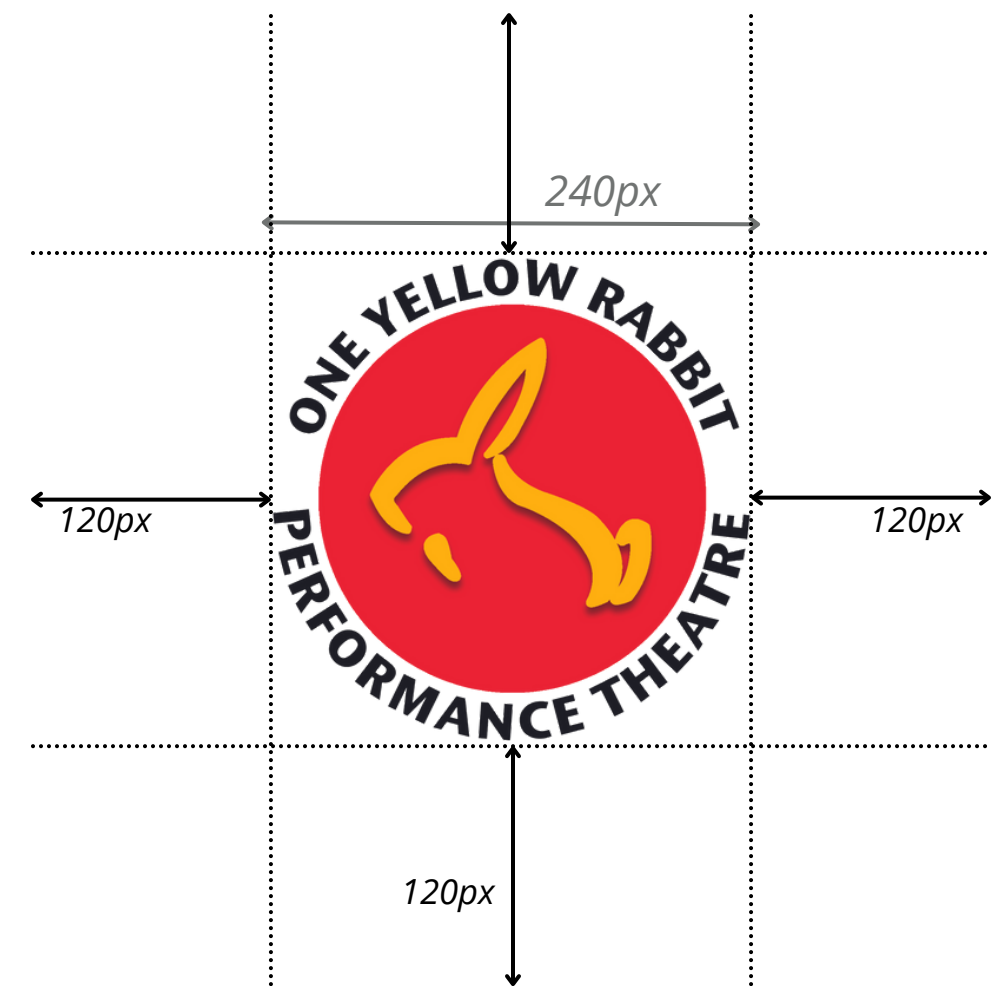
We have two streams of branding; one for One Yellow Rabbit and one for the **High Performance Rodeo**.



LOGO

Sizing & Breathing Room

- A minimum size of 0.375" or 40px is required.
- The logo should be prominent and visible in all visual communications.
- It should not be placed with another graphic or edited to create a new image.
- For legibility, keep the area around the logo clear.
- The logo colors can not be changed or modified.



Provide a minimum spacing of half the size of the logo around all sides.

LOGO

Dos and Don'ts

✓ 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.

✗ Avoid...

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 light background.
8. Do not use the logo overtop of an image.
9. Do not stretch 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 logo.



1 ✓



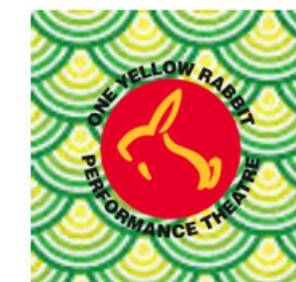
2 ✓



3 ✓



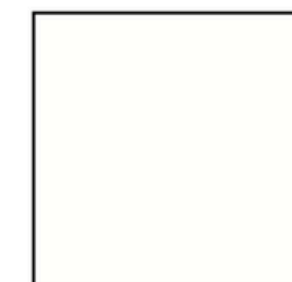
4 ✓



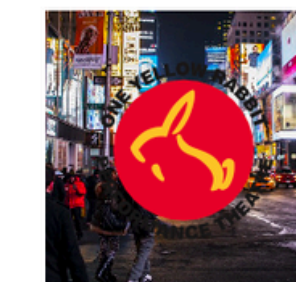
5 ✗



6 ✗



7 ✗



8 ✗



9 ✗



10 ✗



11 ✗



12 ✗

COLOURS



GOLD
Pantone 7409 C
C: 4 M: 33 Y: 88 K: 0
R: 243 G: 184 B: 41
Hex: F3B829



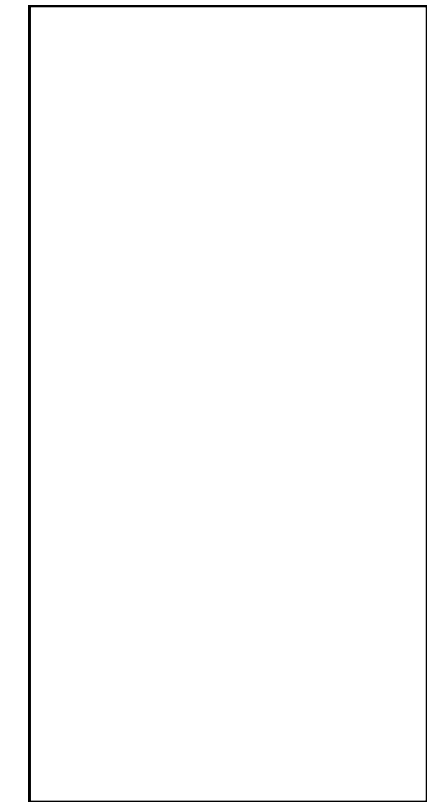
RED
Pantone 1795 C
C: 0 M: 84 Y: 77 K: 15
R: 216 G: 35 B: 50
Hex: D82332



GREY
Pantone 424 C
C: 30 M: 20 Y: 19 K: 58
R: 112 G: 115 B: 114
Hex: 707372



BLACK
Pantone Black
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
Hex: 000000



WHITE
Pantone White
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
Hex: FFFFFFFF

TYPOGRAPHY

Typeface Header Text
Bold

BIO
SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typeface SubHeader Text

Klinik
Slab

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy
Zz1234567890

Typeface Body Text
Regular

Bio
Sans

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZ
z1234567890

BILLING

Official statement and order of wording for advertising, promoting, and publicity to support a production.

It's used for printed and digital posters, billboards, signage, and websites.

Due to character constraints on social media, correct billing may be exempt; however, tagging of @HPRodeo is required.

See acceptable formats >

**One Yellow Rabbit presents
[Production Name]
as part of the [XXth] Annual High Performance Rodeo**

**One Yellow Rabbit and [Organization] co-present
[Production Name]
as part of the [XXth] Annual High Performance Rodeo**

BRAND VOICE

Tone & Personality

One Yellow Rabbit embodies a voice that is:

- **Bold & Playful** – We speak with confidence and curiosity, bringing energy and excitement to everything we do.
- **Witty & Intelligent** – Our humor is sharp but never forced. We're clever without being pretentious.
- **Warm & Inviting** – We create a sense of community, making people feel like they're part of something special.
- **Unconventional & Fearless** – We don't follow trends; we set them. We embrace risk, challenge norms, and push creative boundaries.

BRAND VOICE

Style & Messaging Pillars

Language Style

- **Conversational, but smart** – We talk like a sharp, creative friend. No corporate jargon, just engaging, well-crafted storytelling.
- **Minimal fluff, maximum impact** – Every word matters. We say more with less.
- **Unexpected and evocative** – We surprise and delight with fresh perspectives and imaginative phrasing.

Core Messaging Pillars

1. **Creativity Without Limits** – We celebrate boundless artistic expression and unconventional ideas.
2. **Fearless Innovation** – We challenge expectations and redefine what's possible.
3. **Connection Through Experience** – We create moments that inspire, provoke, and resonate deeply.
4. **Authenticity Over Everything** – We stay true to our vision, values, and artistic integrity.

QUESTIONS

Let's connect

If there are any questions about this Brand Style Guide, please contact:

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