



## **SENDTONEWS**

### GRAPHIC STANDARDS MANUAL

**This manual specifies the technical and procedural guidelines to ensure brand and identity consistency.**

**Produced and maintained by Communications.**

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## 01 INTRODUCTION

The most basic and comprehensive component of a strong institution image is a unified presentation; therefore, it is important that Sendtonews communicates with a clear and constant public identity.

This manual explains the proper use and display of the SendtoNews logo, which typefaces to use and the specific SendtoNews colours. These guidelines will help provide visual unity and sustain identity and brand consistency.

SendtoNews' identity is portrayed in all communications, and in order to protect the integrity of that identity the guidelines expressed in this manual must be followed and logo must not be altered in any way. Any other uses not described in the manual must have prior permission obtained from Communications.

Following the standards and guidelines in this manual enables clarity and effectiveness of all print, electronic and other communication materials.

All use of theSendtoNews logo must be pre-approved by Communications.

## **03** SENDTONEWS LOGO HISTORY

### SENDTONEWS PAST & PRESENT VISUAL IDENTITIES



2008 - 2010



2010 - Present

03 OFFICIAL SENDTONEWS LOGO

There are two versions of the SendtoNews logo for use. The vertical format with tagline is preferred. The horizontal format may be used to complement the design or when space prohibits the use of the vertical format.

Each format is one complete unit. Relative scaling, spacing and general visual relationships are to be used as shown and not altered in any way.



04 USAGE GUIDELINES

SENDTONEWS LOGO PROTECTED SPACE

To achieve maximum impact, the SendtoNews logo should be allowed sufficient clear space to isolate it from other elements such as typography, rules, pictures, etc. The protected space is created by the height of the lowercase “d” in the word “SendtoNews” and will therefore be relative to the size of the logo used. This unit of measurement provides the perimeter of clear space around the logo and type.



SENDTONEWS LOGO MINIMUM

To protect the integrity, legibility and impact of the SendtoNews brand, it must never be reproduced in sizes smaller than those shown on this page. For print applications of the primary logo, do not use the SendtoNews vertical smaller than 0.6” in width. To use the SendtoNews horizontal logo, the logo should not be used smaller than 0.2” high. Any further reductions would impair its legibility and impact.



## 05 SENDTONEWS LOGO COLOURS

SendtoNews' colours are blue, orange, and black. Inconsistent reproduction of colours can result in a diminished recognition signifying Sendtonews.

Whenever possible the logo should be used in one of its coloured versions. When colour is restricted, greyscale or black versions can be used. The logo should never be reproduced in any non-SendtoNews colours.

A white logo or logo with white type is available to complement design. It may not appear in any other style unless first approved by Communications.

### SPECIFICATIONS



#### **Blue**

Pantone 303  
CMYK: 100/79/37/25  
RGB: 15/61/98



#### **Orange**

Pantone 158  
CMYK: 4/59/100/0  
RGB: 237/130/35



#### **Black Version**

Pantone Black (95% Tint)  
CMYK: 0/0/0/95  
RGB: 51/130/35



#### **Black Version**

Pantone Black (70% Tint)  
CMYK: 0/0/0/70  
RGB: 109/110/113

For accurate colour matching use a Pantone® swatch book. Always insist on accurate colour. Poorly matched colours will weaken impact, and reduce the effectiveness and public awareness of the Sendtonews brand.

## 06 OFFICIAL SENDTONEWS FONTS

To maintain the consistency of SendtoNews' visual identity through all written and printed communications, it is recommended that only two type faces be used. The two official fonts used in the SendtoNews logo identity are Amplitude-Wide Bold and Amplitude-Regular. Secondary sans serif fonts that complement SendtoNews' official logo fonts are DINPro and PT Sans.

### DINPro

DINPro - Lite

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()\_+-="';:/<>

DINPro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()\_+-="';:/<>

DINPro - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()\_+-="';:/<>

DINPro - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()\_+-="';:/<>

DINPro - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()\_+-="';:/<>



## 07 LOGO RESTRICTIONS

### DO's



The preferred usage of the logo should be in its original colours against white, to provide maximum visual consistency.



Against coloured backgrounds, pay attention to the visibility of the type. See Applied-tone backgrounds for further details.

An all white logo or colour/greyscale logo with white outline and white type are also available to complement design.



\* Note: Use the correct file format (.eps, .tif, .jpg), size (enlarging/reducing files will reduce the quality), and colour mode (CMYK for print, RGB for screen). For questions, concerns or approval, contact Communications.

## 07 LOGO RESTRICTIONS

### DO NOT's



DO NOT reproduce logo in any non SendtoNews colour



DO NOT screen the logo back to a percentage of its colour



DO NOT stretch, skew or distort the logo



DO NOT alter the logo artwork with graphical effects



DO NOT change the typeface of the logo



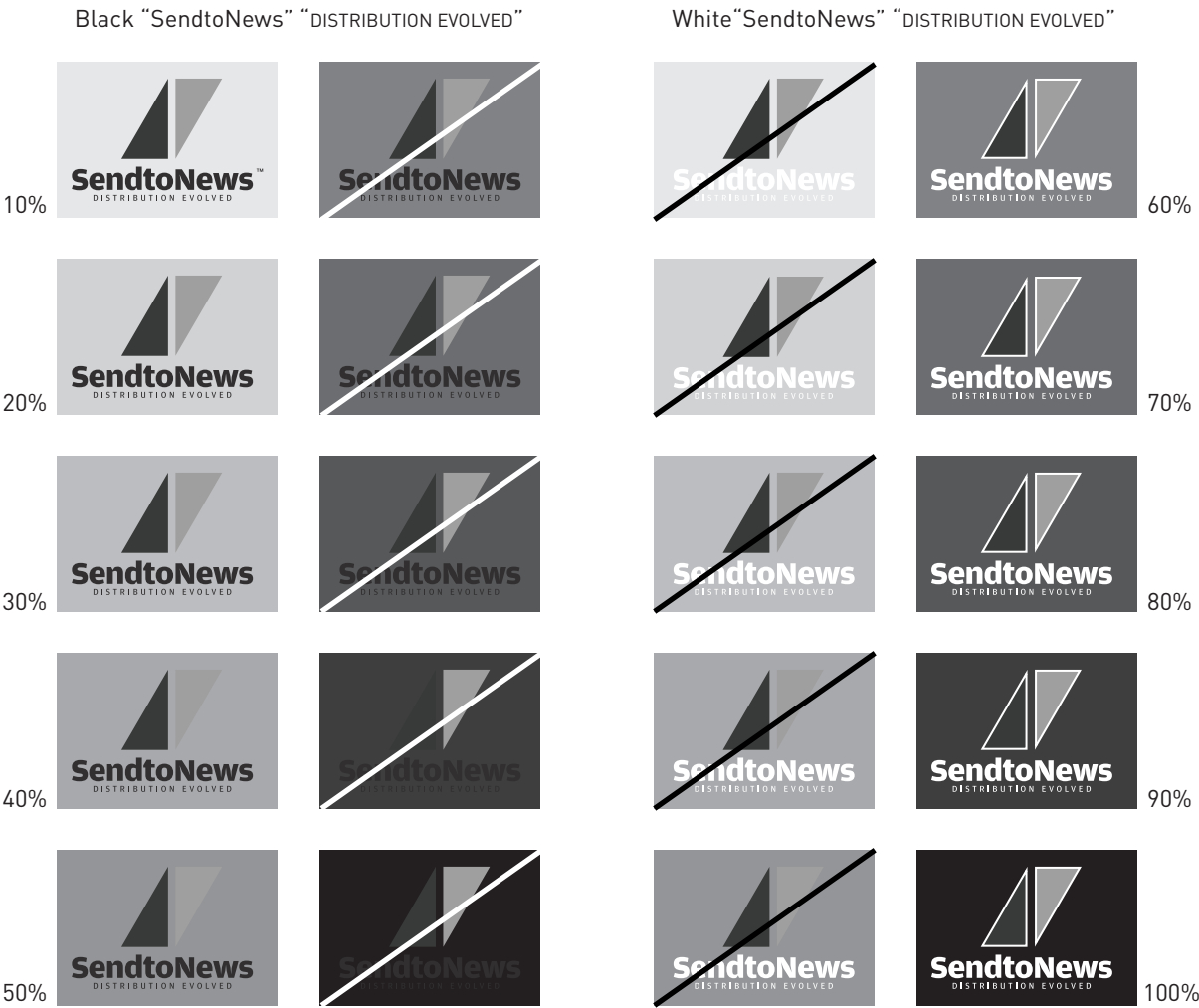
DO NOT place the logo on photo, artwork or textured backgrounds

08 APPLIED-TONE BACKGROUNDS

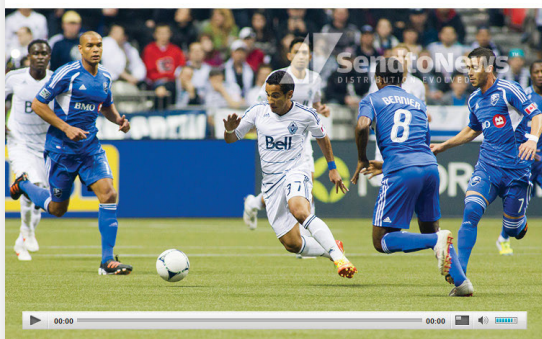
In newspaper ads, low-budget printing, and originals for photocopying, the design may be restricted to the use of black or greyscale versions. In these conditions the preferred treatment of the logo is greyscale against white, to provide maximum visual consistency.

Against greyscale backgrounds consult the tone evaluation chart below. When in doubt choose the design solution that provides maximum contrast.

DO NOT adjust the greyscale tints of the logo. Other uses of the logo must be pre-approved by Communications.



SendtoNews.com is your source  
for premium sports highlights  
for on air and online



## Partnership Benefits

SendtoNews is currently partnering with both traditional and digital news agencies to create a North American guaranteed distribution network for multimedia sports content - primarily game highlights and fan interest stories.

With this large, unprecedented SendtoNews News Agency Network™ in place, SendtoNews is able to:

- 1 Obtain significant volumes of premier, previously unattainable, sports multimedia content to enlarge your news agency's online pre-roll and banner advertising programs.
- 2 Present unique and highly compelling advertising opportunities to leagues, teams, big brands, and major advertising agencies looking to make mass-market buys to reach national, regional, local and even hyper-local audiences.

Document: NewsPartnershipGeneral v001 (07/19/2012)

# ▶ EXTEND YOUR REACH

## News Distribution for the Digital Age

SendtoNews is helping to reshape the news industry to scale and prosper in the web 2.0 world. Television, radio, print and online news agencies worldwide are choosing SendtoNews as the "go-to" platform game highlights and fan interest stories (national, regional and local) to their newsrooms.

## SendtoNews.com Platform Features

- Cloud-based, 24/7 access to newsworthy, rights free content;
- Simple, easy-to-use interface;
- Instant notifications when new stories are available for preview/download
- Content optimized for easy integration with newsroom workflow and consumption;
- Ability to follow preferred content contributors;
- Ability to sponsor uploaders to provide content;

## Grow your Digital Video Revenues

SendtoNews also offers a unique revenue sharing opportunity for guaranteed distribution of its branded sports video highlights and other fan interest content. For more information, contact:





News outlets today are being forced to create a lot of new, local content, often with few resources.

### SendtoNews Can Help

Sendtonews.com delivers a wide range of sports videos ranging from highlights, fan interest stories such as drafts, all-star games, and others. Engage your readers more often with premium sport videos to improve readership and ultimately your online revenues.

### Did You Know:

In January 2012:

- 50% of all online video views in April 2012 alone were of sports video (gigaom.com)
- Online video revenue tripled in 2011 (emarketer.com)
- 90% of all Internet traffic will be video in the next three years (Senior VP, Cisco Systems)
- 84% of internet users view online video (\*ComScore)
- 76% of adult internet users receive news online

Document: NewsPartnershipGeneral v001 (07/19/2012)

Join the SendtoNews News Agency Network™ of more than 1000 newsrooms and receive broadcast-quality, sought-after premium sports highlights.

## ▶ ENGAGE YOUR AUDIENCE

### We Work With North America's Leading Content Providers

SendtoNews is currently working with premier sports organizations including the National Hockey League, Major League Soccer, America's Cup Sailing, the Western Hockey League and the American Hockey League. In 2012/2013, we anticipate adding more than a dozen additional leagues to our content network.



We Have Content your Audience Wants...





Join the SendtoNews News Partnership Network™ of more than 1000 newsrooms and receive sought-after premium sports highlights.



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Contact:

**Philippe Guay**

Executive VP, Sales & Strategic Partnerships

US 917.558.3108

CAN 416.786.8674

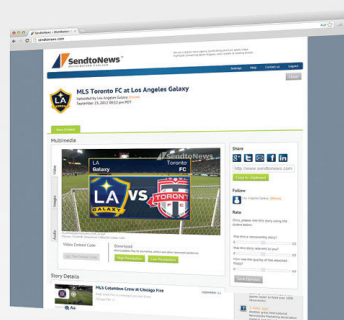
Email [philippe.guay@sendtonews.com](mailto:philippe.guay@sendtonews.com)

Website [www.sendtonews.com](http://www.sendtonews.com)

# ENGAGE YOUR AUDIENCE

## News Distribution for the Digital Age

SendtoNews is helping to reshape the news industry as it evolves for prosperity the web 2.0 world. Television, radio, print and online news agencies worldwide are choosing SendtoNews as a "go-to" platform for unique game highlights and fan interest stories (national, regional and local).



## SendtoNews.com Platform Features

- Cloud-based, 24/7 access to newsworthy, rights free content
- Simple, easy-to-use interface with high speed file transfer
- Instant notifications when new stories are available for preview & download
- Content optimized for efficient integration with newsroom workflow and consumption
- Ability to follow preferred content contributors

## Grow Your Digital Video Revenues

SendtoNews provides outstanding revenue sharing opportunities for members of its News Partner Network™. Contact us today to learn more and schedule a demonstration.





### The SendtoNews News Partnership Network™

SendtoNews is partnering with traditional and digital news agencies to create a North American distribution network for multimedia sports content, offering member newsrooms access to a wealth of sought after premium digital sports content.

This new, expansive distribution network, comprising some of the largest news outlets on the planet, enables SendtoNews to:

- Acquire significant volumes of previously unattainable, premier sports multimedia content.
- Share and administer the best practices of video strategy derived from decades of broadcast and video experience.

For accredited newsroom partners, the network provides a number of valuable services:

- A 24/7 source of fresh and original story ideas and high-quality, third-party content with minimal resource commitments.
- A tool for expanded local coverage by using the SendtoNews platform to connect for free with up to 10 local go-to content creators.

### About the Canadian Paralympic Committee

The Canadian Paralympic Committee is a non-profit, private organization with 46 member sports organizations dedicated to strengthening the Paralympic movement. The Canadian Paralympic Committee's vision is to be the world's leading Paralympic nation. Its mission is to lead the development of a sustainable Paralympic sport system in Canada to enable athletes to reach the podium at the Paralympic Games. By supporting Canadian Paralympic athletes and promoting their success, the Canadian Paralympic Committee inspires all Canadians with a disability to get involved in sport through programs delivered by its member organizations. For more information, visit [www.paralympic.ca](http://www.paralympic.ca).

## SendtoNews Selected to Cover London 2012 Paralympic Games

### News Partnership Network™ debuts with the delivery of exclusive video from the Paralympics August 29 to September 9, 2012

Digital news agency SendtoNews today announced that it will launch a large, unprecedented North American digital sports video distribution network, the SendtoNews News Partnership Network™, with exclusive Canadian coverage of the London 2012 Paralympic Games.

"SendtoNews has been chosen by the Canadian Paralympic Committee both to acquire and distribute video, so we will be sending our own videographers to London and creating broadcast highlight packages for SendtoNews and making them available to Canadian broadcasters via our News Partnership Network™," said company CEO Greg Bobolo.

With this, SendtoNews proudly continues its tradition of covering international amateur athletics since launching its state-of-the-art media distribution platform at the Vancouver 2010 Olympics. Last year SendtoNews was selected by the Canadian Paralympic Committee to cover the 2011 Parapan American Games in Guadalajara, Mexico – making it the first time the event had online video coverage by national broadcaster's.

At the 2012 Paralympic Games, SendtoNews will deliver English and French athlete interviews daily to broadcast and online news partners across Canada. The interviews will originate from Canada House and the Paralympic Main Press Centre. At the hyper-local level, SendtoNews will be working with regional media partners in Canada to ensure the coverage of individual local athletes.

The Canadian Paralympic Team was officially announced on Tuesday, August 14. Canada will bring a total of 145 athletes to the London 2012 Paralympic Games, competing in 15 sports, with the goal of finishing in the top eight nations in the gold medal count among the 174 participating countries.

For more information

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