

# WESTERN CUP

BRAND STANDARDS GUIDE  
REVISED WINTER 2026

# BRAND COLOURS

A PALETTE THAT INCORPORATES THE ENTIRE RAINBOW



APOLLO GOLD

#FDCCD4E

WESTERN CUP PURPLE

#7C60A9

WESTERN CUP AFTER DARK PURPLE

#4D297C

These three primary brand colours serve as a base for official communications and visual campaigns.

FROST

SUNSET

GLACIER

The brand incorporates vibrant gradients using complementary colour combinations. Typically, only two colours are used to produce smooth linear or elliptical gradients.

# BRAND TYPEFACE

A TRIAD OF PUNCHY, IMPACTFUL FONTS

FUTURA BOLD  
BEBAS NEUE REGULAR

Avenir Roman

The primary typeface, **Futura Bold**, is used for the Western Cup lockup and calls-to-action. The secondary typeface, **BEBAS NEUE REGULAR**, is used for taglines and moments of major emphasis. The tertiary typeface, **Avenir Roman**, is used for text blocks and legal lines.

Less is more. We stick to no more than three typefaces per ad campaign.

# WESTERN CUP LOCKUP

REDESIGNED, OPTICALLY  
BALANCED, AND OH-SO-BOLD

WESTERN  
CUP



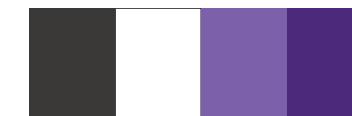
Left-Aligned

WESTERN  
CUP



Default (Centred)

WESTERN  
CUP



The lockup can be recoloured (within reason),  
though this is the primary colour palette.  
Try to keep it to one of these colours, while  
preserving as much contrast as possible.

WESTERN  
CUP



Right-Aligned

The Western Cup lockup is versatile—it was designed with flexibility in mind. It can be used in any of these three configurations, provided the selected configuration makes sense.

Note the default, centred configuration uses a larger "CUP" type setting for better visual balance.

WESTERN  
CUP 39



WESTERN  
CUP 42



Two examples depicting proper alignment when incorporating a numeral.  
Knowing where the number is expected to sit will determine what configuration makes the most sense.

# WESTERN CUP LOCKUP DON'TS

WESTERN  
CUP



We've created vector and high-res  
PNG versions of the lockup for a  
reason. Don't use low-res versions.  
They look really gross.

WESTERN  
CUP



The Western Cup lockup is precisely optically aligned.  
Don't stretch it (yuck!) and don't mess with the word sizing.

WESTERN  
CUP



WESTERN  
CUP



WESTERN  
CUP



WESTERN  
CUP



WESTERN  
CUP



Do not alter the lockup in any way.  
Slanting, tilting, or adding effects—like shadows or outlines—is not permitted.

WESTERN  
CUP 42



WESTERN  
CUP



When shown with a number, the Western Cup lockup must be right-aligned.  
And the Apollo emblem is no longer needed next to the lockup, though it was used in the past.

# LOCKUP CLEARSPACE

REDUCE THE VISUAL CLUTTER,  
GIVE IT ROOM TO BREATHE



Lockup clearspace is the width of one letter **W**.

Please ensure that you leave enough negative space around the Western Cup lockup when using it in your ads.

# LOCKUP CLEARSPACE

REDUCE THE VISUAL CLUTTER,  
GIVE IT ROOM TO BREATHE



The Apollo medal emblem sits visually slightly above the lockup baseline, symbolizing the sun, in a nod to Greek myth.

The clearspace around the Apollo lockup is the width of one letter **A**.

Please ensure that you leave enough negative space around the Apollo lockup when using it in your ads.

# THERE'S NO *THE* IN WESTERN CUP

BUT IT IS *THE* PLACE TO BE.



Western Cup is a noun that doesn't need a definite article.  
Just keep it simple. The 'the' sounds old-fashioned. It's unnecessary.

# THERE'S NO *THE* IN WESTERN CUP

BUT IT IS *THE* PLACE TO BE.



### Correct:

- ✓ Western Cup is this weekend.
- ✓ I'm excited for Western Cup.
- ✓ The Western Cup hockey tournament is fun!

### Incorrect:

- ✗ I am going to the Western Cup.
- ✗ The Western Cup is an exciting event.
- ✗ We won the Western Cup!

A few common phrases that drive our brand team wild (and not in the good way)!

# ADDITIONAL CONSIDERATIONS

HELPFUL TIPS FOR YOUR  
CAMPAIGNS AND COMMUNICATIONS

- ✓ Western Cup 42
- ✗ Western Cup 2026

It's the little things, really.

When referring to Western Cup in your communications, we ask that you include only the edition numeral, not the year the tournament takes place.

# BRAND RESOURCES

YOUR TREASURE TROVE OF  
OFFICIAL BRAND ASSETS

We've created a downloadable repository of brand assets for our partners to use in their campaigns, found at [westerncup.com/brand](http://westerncup.com/brand). We ask that you use the asset that best fits your use case, bearing in mind the guidelines found in this Brand Standards Guide.

Our design and marketing team is a one-person operation, and because of this, it's not always possible to create custom ads for partner campaigns. This is why this asset repository was created—so you can use the assets to create high-quality campaigns on your own channels. No designer likes a low-res JPEG, that's for sure!

Finally, please ensure that your campaigns do not appear to be official campaigns from Apollo itself. This helps us protect our participants' experience and our brand. The easiest way to do this is to make the Western Cup logo smaller than your main message text, and perhaps placed further down on your ad.

But...when in doubt about any of these guidelines, please ask! We, in turn, will ensure we respect the guidelines you have established for your brand as well.

We sincerely thank you for your continued support of Western Cup.



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