



2023-24
BRAND GUIDELINES

// OUR STORY

A STORIED PAST

Seventeen years ago, we played our first National Lacrosse League game in Edmonton, Alberta. Throughout the Rush's time in Alberta, the team grew into a contending franchise with a passionate fanbase. The final season in Edmonton gave the city their first NLL Championship title, delivering on a dream fans had been waiting a decade for.

In 2015, we relocated to Saskatoon, Saskatchewan and were able to continue our winning ways by securing championship titles in 2016 and 2018. Moving to Saskatchewan, our identity didn't change. Today, we have evolved both on the field and off, and to signify this change the new Saskatchewan Rush identity was created.



// OUR STORY

A BRIGHT FUTURE

To honour where the team has been and where it is now, the addition of the Bison as our primary logo symbolizes the tie of the Indigenous creation of lacrosse to a revered animal that roamed the plains of Treaty 6 Territory both in Edmonton and Saskatchewan.

The hexagon shape that contains our team name is a nod to the Wheat Pool logo, an iconic symbol of our province. In the development process for the new identity, keeping the team name and bold colors were of high importance. We remember where we came from while still focusing on where we are now and where we are headed.



// BRAND IDENTITY

OUR PROVINCE

Saskatchewan is a province with a lot to offer. From the plains in the South to the forests in the North, there is diversity in our home and our people.

The passion of our province is what makes it treasured and unique. We are passionate about our culture, innovation, and pursuits.

We are a province that honours its beginnings but continues to grow in the pursuit of greatness.



// BRAND IDENTITY

OUR PURPOSE

Bring the people of Saskatchewan together and join Rush Nation, a community that is passionate about the sport of lacrosse and having fun.



// BRAND IDENTITY

OUR MISSION

Engage our passionate community
through electrifying entertainment
and positive endeavours.



// BRAND IDENTITY

OUR VISION

Bring enthusiasm and entertainment
through sport to the residents of
Saskatchewan.



// BRAND IDENTITY

OUR IDENTITY

Non traditionalists. Saskatchewan Rush are the province's team that doesn't fit the mould. We are unapologetic about our passion for the sport of lacrosse and our willingness to be different.



// BRAND IDENTITY

OUR VOICE

Our voice is how we convey our brand's personality and style. When we are writing we want to portray pride and purpose to the province of Saskatchewan and beyond. We want to be knowledgeable in the sport of lacrosse and use it in a fun and entertaining way. Everything that is distributed should have a purpose to educate, entertain or ideally both.



OUR TONE

The tone of the words we use is just as important as the voice. We want to be confident in everything we say and in turn give our fans confidence in the Rush as a team. The sports fans in Saskatchewan are passionate and we want to show them the passion back in our tone. Our tone should set us apart from others in the National Lacrosse League and demonstrate that we are a determined, energetic group that will always be one of the best.

EDGY BUT HUMBLE

**CHIP ON OUR SHOULDER
BUT ALSO
RESPECTFUL**

PRIMARY LOGO

The Saskatchewan Rush logo is a front facing bison head with the shape and negative space meant to represent a lacrosse stick head and strings. The primary version includes a hexagon with the team name 'RUSH' behind the bison. The hexagon is an homage to the logo of the Saskatchewan Wheat Pool, an iconic symbol of our home province.

The primary logo is the preferred mark for most usage applications. No reproduction may deviate in any manner from the specifications contained in this Brand Guide.



RATIONALE

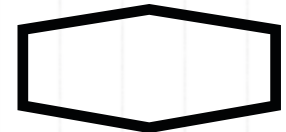


LACROSSE STICK

The bison head is in the shape of a lacrosse stick head. Our logo reflects the game we hope to grow across the province and world.

THE BISON

The focal point of the design is the head of a bison, an animal strongly rooted in Saskatchewan lore. First Nations culture has long revered the stately creatures as sacred with important gifts and teachings.



HEXAGON

Surrounding the team name is a six-sided shape, a nod to our team's home within Treaty Six territory. We were founded in the region in 2006 as the Edmonton Rush and continue to proudly represent Treaty Six to this day.

POOL TEXT

The team wordmark is inspired by the Saskatchewan Wheat Pool mark. The Wheat Pool played an important role in our province's development and continues to be an icon of the region.



MOTION LINES

The beard of the bison represents movement and energy. The bison reflects the Rush brand, as a creature that charges or 'rushes' while moving across the plains.

LOGO COLOUR APPLICATIONS



The Rush logo should have a suitable amount of contrast when placed on a colour background. There are two variations of the mark: green outlines and white outlines. Use these examples as reference to acceptable use on black, green, and light backgrounds.

COMBO LOGO



The Rush combo logo should be used in applications where the Saskatchewan Rush identity needs to be highly visible. The majority of promotional material should simply use the primary logo.

PARTIAL LOGO



The partial bison head logo should be used in limited space or when paired opposite an opposing team's logo which does not include a wordmark.

SECONDARY LOGO

The Saskatchewan Rush secondary logo is a bridge to the franchise's past. The team has used a stylized letter R as part of their design package since 2006. This updated version of the mark adds a bison horn to symbolize the transition to our new identity.



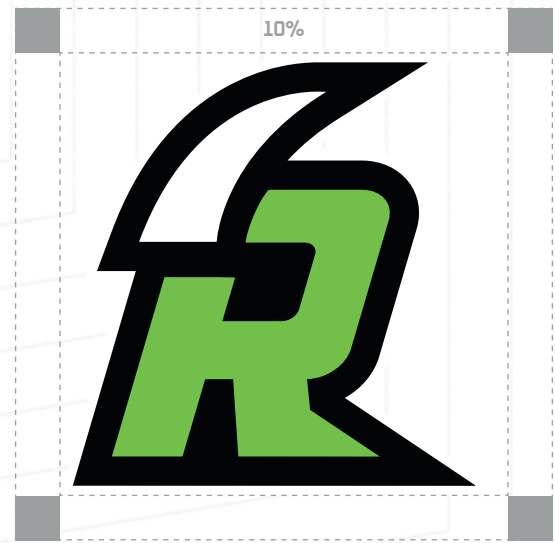
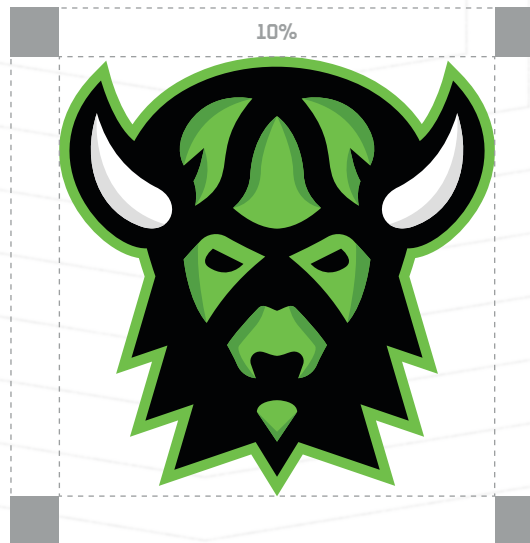
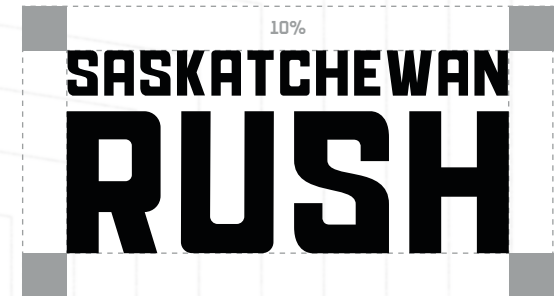
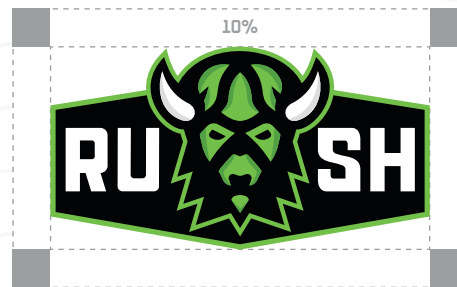
WORDMARK



The Saskatchewan Rush wordmark is only to be used in special circumstances when the application of a team logo is impossible or inappropriate.

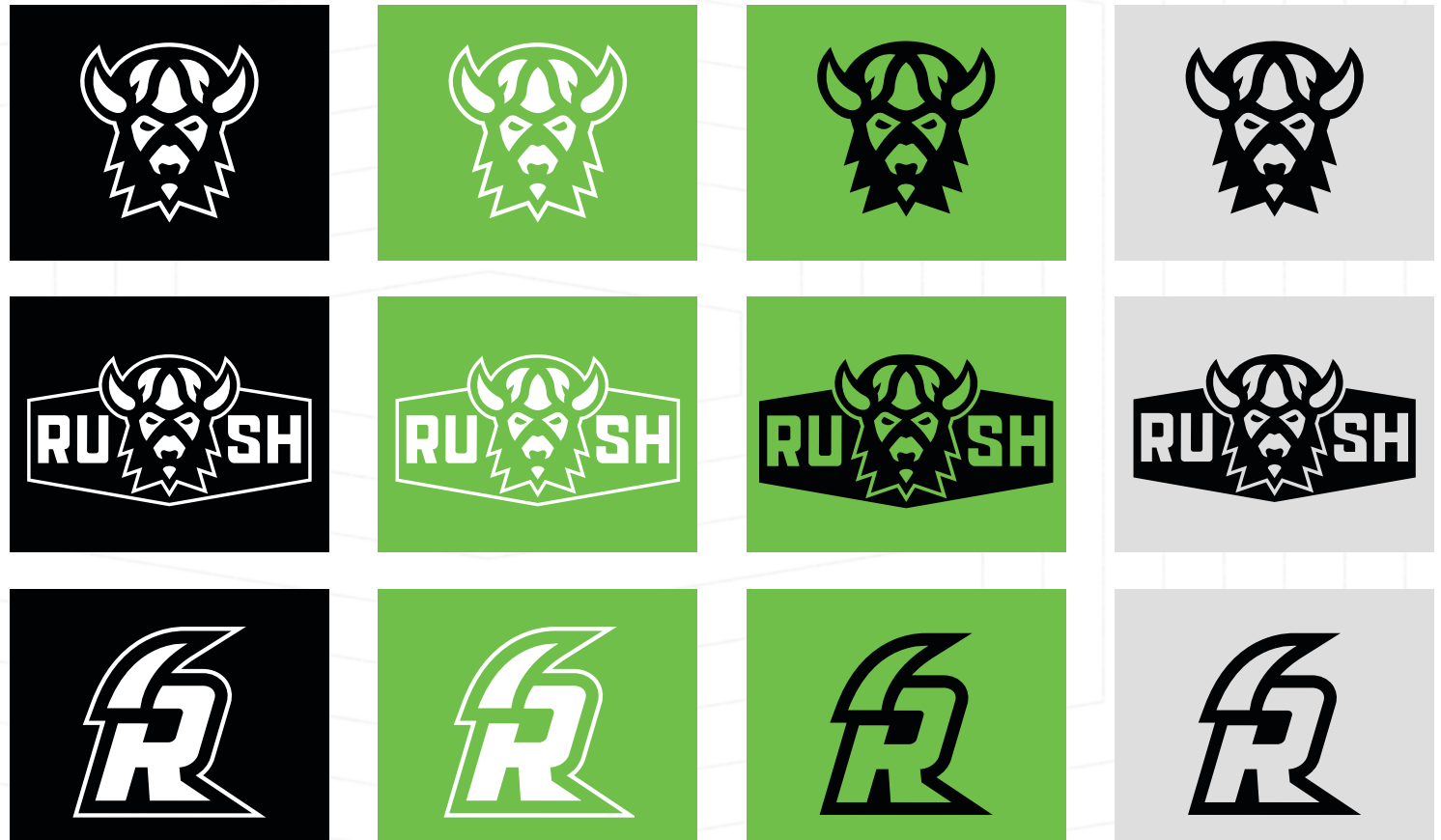
CLEAR SPACE

All Rush logos and lockups must always be surrounded by a field of clear space to isolate them from competing graphic elements. The minimum clear space is 10% of the width of the logo size on all four sides.



MONOCHROMATIC LOGOS

Applications of monochromatic logos should always ensure reasonable contrast from background colour. Logos should never be printed or published digitally in greyscale. They should instead use one of the many monochromatic or black and white variations.



// MARKS + LOGOS

FLAT LOGOS

In print applications in which excess colours are not viable or desired, or minuscule digital applications, flat versions of the primary and partial logo are to be used.

These variations do not use the additional green or grey shading areas. In most cases, the full colour logo is preferred.



// MARKS + LOGOS

INCORRECT USAGE

It is critical to always use approved logos to maintain consistency and to retain the integrity of the Saskatchewan Rush brand.

DO NOT: create any variations on the combination logo by altering the location or percentages of the wordmark or bison.



INCORRECT USAGE

DO NOT: remove any elements or colours from the Rush logos.



INCORRECT USAGE

DO NOT: alter the colour scheme in any way.



INCORRECT USAGE

DO NOT: rotate, flip or alter the position of the Rush logos or its elements.



INCORRECT USAGE

DO NOT: apply any cropping to the logo unless given express permission from the creative team.



INCORRECT USAGE

DO NOT: place any of the Rush logos on backgrounds with heavy contrast.



DO NOT: place any of the Rush logos on non-related colour schemes.



PARTNER LOCKUP

The partner's logo and the Rush primary logo should be equal in visual proportion and separated by a .75pt vertical line. The Rush Logo should always be on the left.

A square, circular, or vertical partner logo should match the primary logo's height, while a horizontal partner logo should have a width that matches the primary logo's height. The spacing in between the logos and the vertical line should match the size of the letter 'H' in the primary logo.

The primary logo is the only logo that should be locked up with partners unless otherwise approved.

SQUARE/CIRCULAR LOGO



VERTICAL LOGO



HORIZONTAL LOGO



PARTNER MESSAGING

Partners are eligible to use “Proud Partner of the Saskatchewan Rush” in their marketing and logo lockups with express approval from the Saskatchewan Rush.



PROUD PARTNER OF THE SASKATCHEWAN RUSH



PROUD PARTNER OF THE SASKATCHEWAN RUSH

// MARKS + LOGOS

RETRO LOGO

Based on the logo of a predecessor in the franchise's history, the Syracuse Smash (1998-2000), the Rush retro logo is used for select retro-themed games as well as for merchandise at the team store.

The retro mark is only intended for specific instances and should not be used in place of the current branding unless authorized by the Rush brand manager.



RETIRED LOGOS



STATUS: SEMI-RETIRED

The 'R' logo used as the team's primary mark for the 2022-23 season may continued to be used as a legacy brand mark in the case of applications that have not yet been replaced.



STATUS: RETIRED

The full script original Rush logo should not be used or reproduced under any circumstances.

// GRAPHIC ELEMENTS

COLOUR SCHEME

The primary colour of the Saskatchewan Rush is an electric green which is complimented by a true black and bright white.

Green is a traditional colour of Saskatchewan and the province's sports culture. The bright Rush take on the colour injects an energy unique to our franchise.



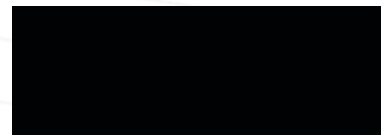
RUSH GREEN

PANTONE NEON 360 C

C: 60 M: 0 Y: 96 K: 0

#70bf4a

R: 112 G: 191 B: 74



PROCESS BLACK

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

#000000

R: 0 G: 0 B: 0



BRIGHT WHITE

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

#FFFFFF

R: 255 G: 255 B: 255



SASK GREEN

PANTONE 7740 C

C: 73 M: 15 Y: 100 K: 2

#529E45

R: 82 G: 158 B: 69



GREY

PANTONE 1 C

C: 12 M: 9 Y: 10 K: 0

#DDDDDD

R: 221 G: 221 B: 221

// GRAPHIC ELEMENTS

TYPOGRAPHY

In addition to a custom text used only for Saskatchewan Rush wordmarks and logos, the primary font for design and promotion is Evanston Tavern 1858. The bold form is to be used primarily for headlines and text meant to be the key focal point, while the medium weight is for subheadlines and complimenting bold text. Evanston Tavern 1919 can also alternatively be used for complimentary text.

For any copy that requires lower case type, such as letters or long form communication, Montserrat Bold is to be used.

Evanston Tavern 1858 Bold

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z**

Evanston Tavern 1858 Medium

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z**

Evanston Tavern 1919 Bold

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z**

Montserrat Bold

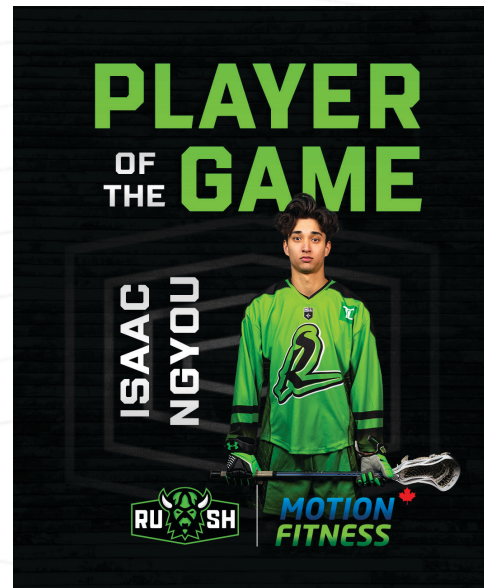
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z**

// GRAPHIC ELEMENTS

THE HEX

A focal point of the new logo design, the hexagon is a unifying design element for the Saskatchewan Rush marketing and social media graphics.

Not all designs must use THE HEX but there are several different patterns and applications available for use in official team releases. Please refer to the accompanying examples and consult with the Rush Creative Content Manager for all applications of the hex.



// UNIFORMS

HOME UNIFORM



 RUSH GREEN
 BLACK
 BLACK 12%

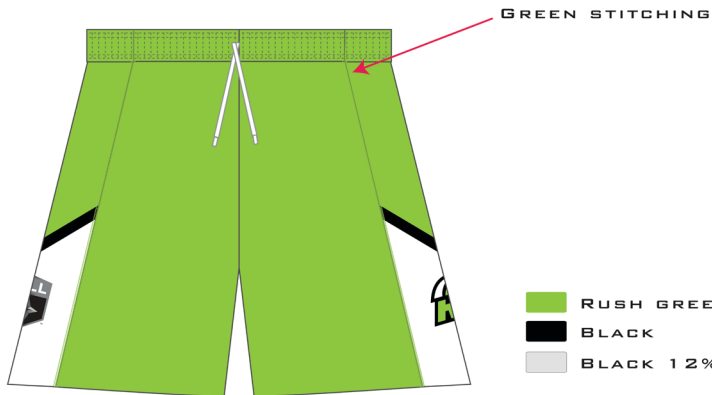
0123456789

ABCDEFGHIJKLMNO

PQRSTUVWXYZ AC

// UNIFORMS

AWAY UNIFORM



RUSH GREEN
 BLACK
 BLACK 12%

0123456789

ABCDEFGHIJKLMNO
 PQRSTUVWXYZ AC



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