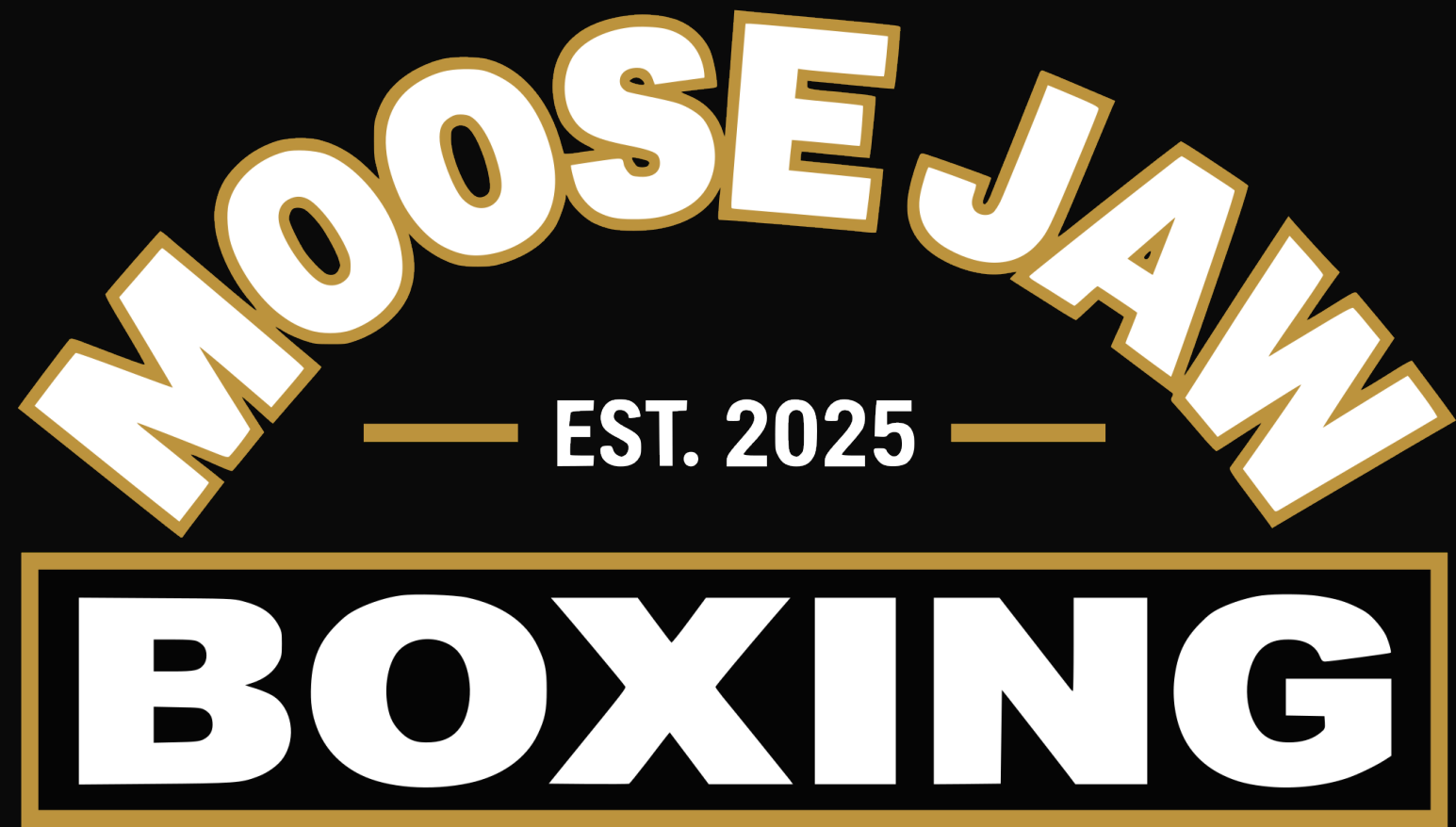




THE BRAND BOOK

IRON SHARPENS IRON

Moose Jaw, Saskatchewan / Established 2025

Version 1.0

EVERY KID IN MOOSE JAW HAS A CORNER.

We build young people's skill, discipline, confidence and belonging through amateur boxing.

THE VOICE

Direct. Encouraging. Grounded.

Speak like a coach who wants every kid to succeed. Celebrate effort, respect and belonging.

01 **RESPECT**

For ourselves, our coaches and every person in the gym.

02 **WORK**

Progress comes from showing up and doing the work.

03 **COURAGE**

Try, learn and step forward with support.

04 **COMMUNITY**

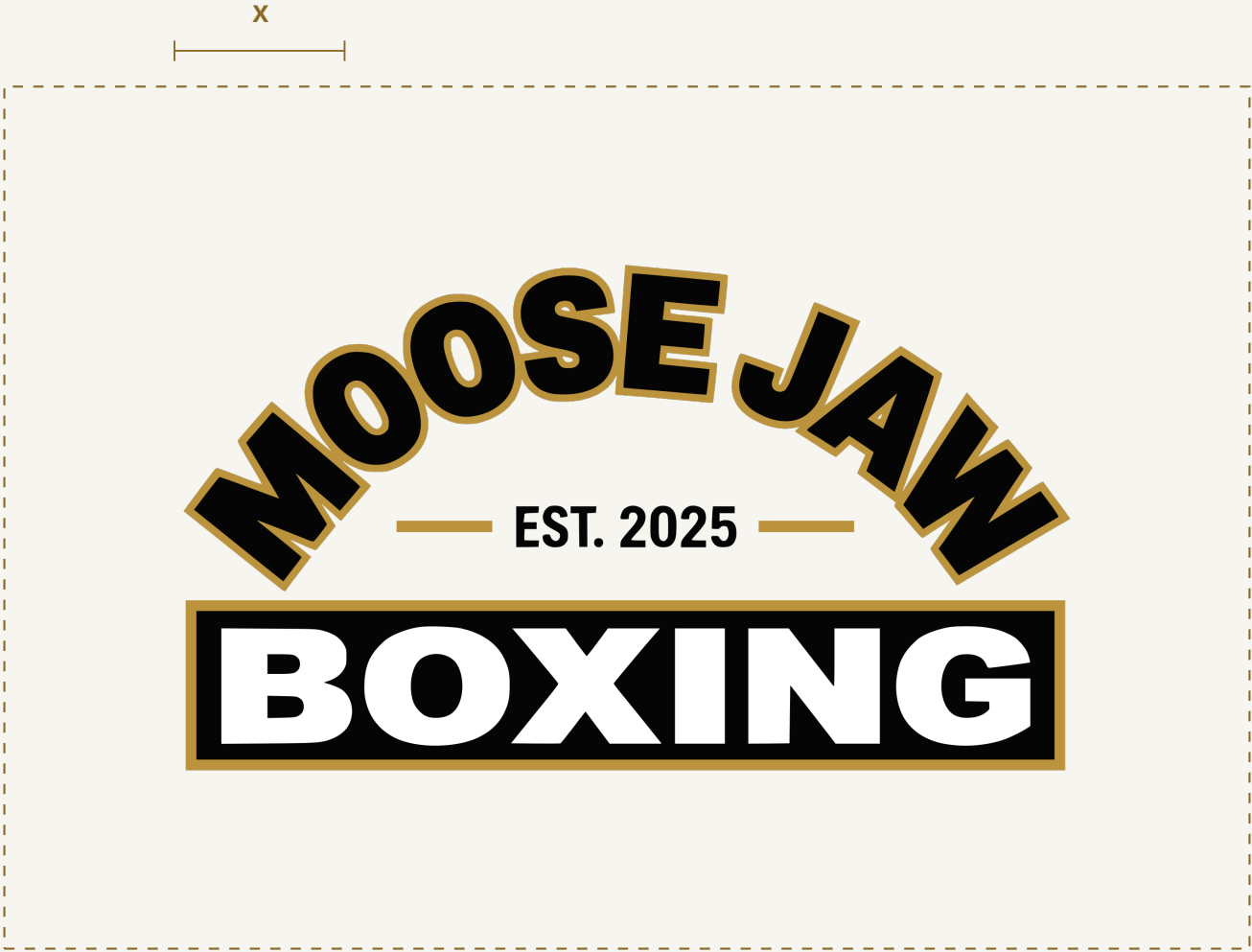
Make room for others. Everyone deserves a corner.

Signature: Iron Sharpens Iron

Use the full club name on first mention; MJ Boxing after.

The primary signature

Use the supplied artwork. The original letterforms are part of the identity.



Clear space: at least x on every side

Do not stretch, crop, redraw or add effects to the lockup.

KEEP THE FULL LOCKUP

The arched name, establishment date and BOXING bar stay together. Preserve their proportions, spacing and gold keyline.

GIVE IT ROOM

x equals the height of the BOXING bar. Keep text, edges and other graphics outside this space.

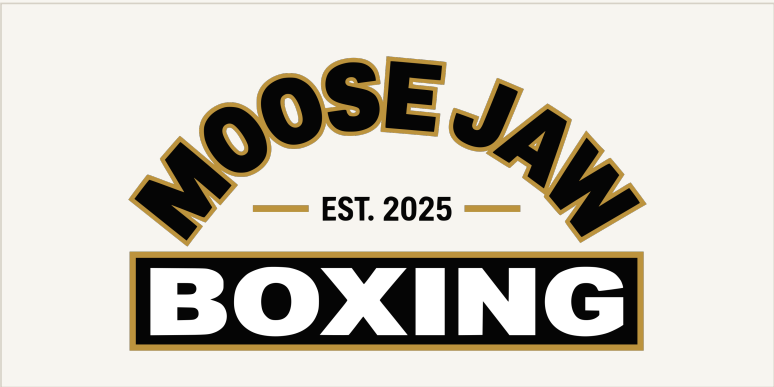
RECOMMENDED MINIMUM WIDTH

200 px / 45 mm

Check the establishment date at the final size. Use the secondary icon for smaller placements.

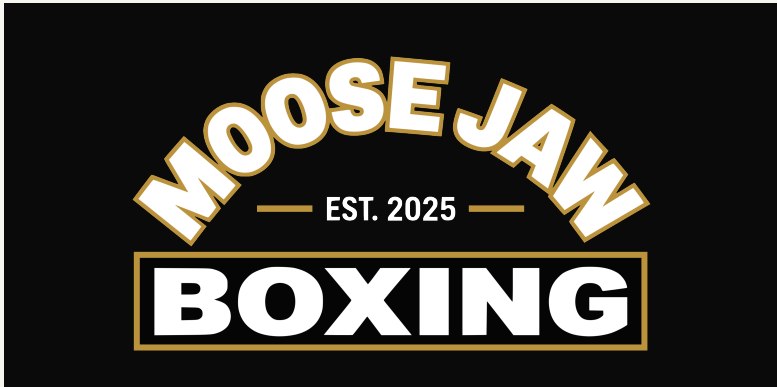
Choose for the background

Colour and one-colour artwork share the same proportions.



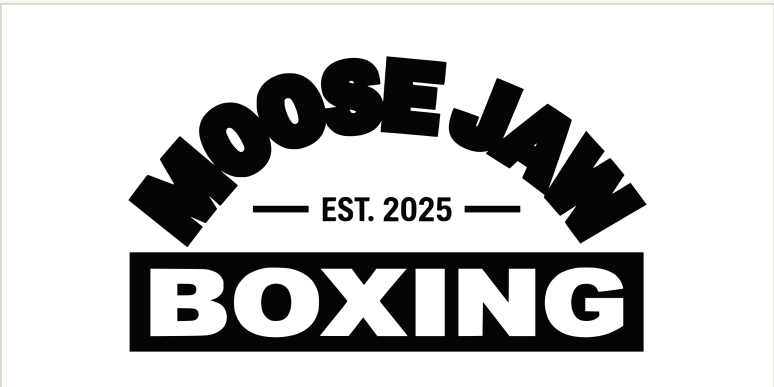
PRIMARY

Light backgrounds



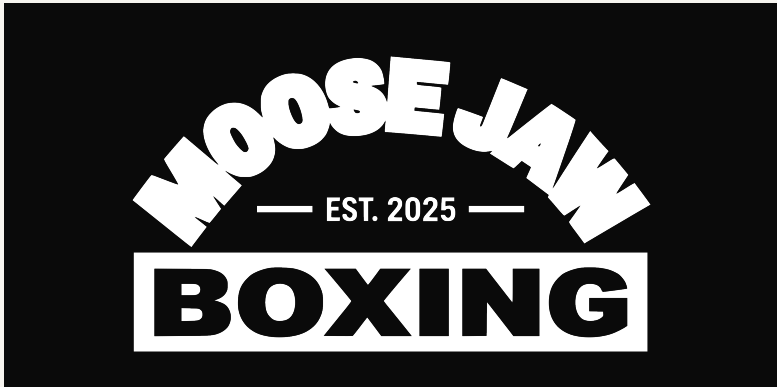
REVERSE

Dark backgrounds



ONE COLOUR / BLACK

Single-ink light applications



ONE COLOUR / WHITE

Single-ink dark applications



SECONDARY OPTION

The compact MJ icon is an optional supporting mark for avatars and small placements.

Confirm this option before adopting it as a permanent club mark.

Black. Gold. Room to breathe.

Keep black and white dominant. Gold adds emphasis; cream softens larger surfaces.

Logo Ink

#050505

RGB 5 / 5 / 5

Club Gold

#BC933D

RGB 188 / 147 / 61

White

#FFFFFF

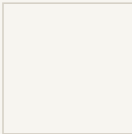
RGB 255 / 255 / 255



Club Black
#0A0A0A



Deep Gold
#8A6A28



Canvas
#F7F5F0

READABLE COMBINATIONS

White / Club Black 19.80:1

Gold / Club Black 6.96:1

Ink / Gold 7.16:1

For text on light backgrounds, use ink or deep gold. Club Gold on white is 2.85:1: use it for graphic accents, not text.

Use the supplied RGB values for digital work. Ask the printer to proof colour for its stock and process.

Strong headlines. Clear information.

DISPLAY / ARCHIVO

SHOW UP.
PUT IN
THE WORK.

ExtraBold 800 / Black 900

Use short, confident headlines. Set display type in capitals with tight spacing and a strong left edge.

Logo lettering is outlined artwork. Never rebuild it with a font.

BODY / INTER

A place to begin.

Training builds more than boxing skills. It builds the confidence to try, the discipline to keep learning and the trust that someone is in your corner.

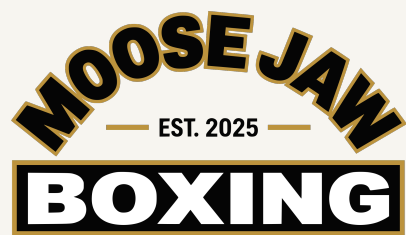
Regular 400 / Medium 500 / SemiBold 600

SUGGESTED HIERARCHY

DISPLAY	48-80 px / 0.95-1.05 line height
HEADING	28-40 px / 1.10 line height
BODY	16-18 px / 1.45-1.60 line height

Built for the corner.

A clear grid, confident type and disciplined use of gold.



MOOSE JAW BOXING

FIND YOUR
CORNER.

Skill. Discipline. Confidence.

MJBOXING.CA

01 **HOLD THE GRID**

Align the logo, headline, details and call to action to one clear edge.

02 **USE GOLD WITH INTENT**

Use keylines, bars and corner frames. Keep decoration away from the logo.

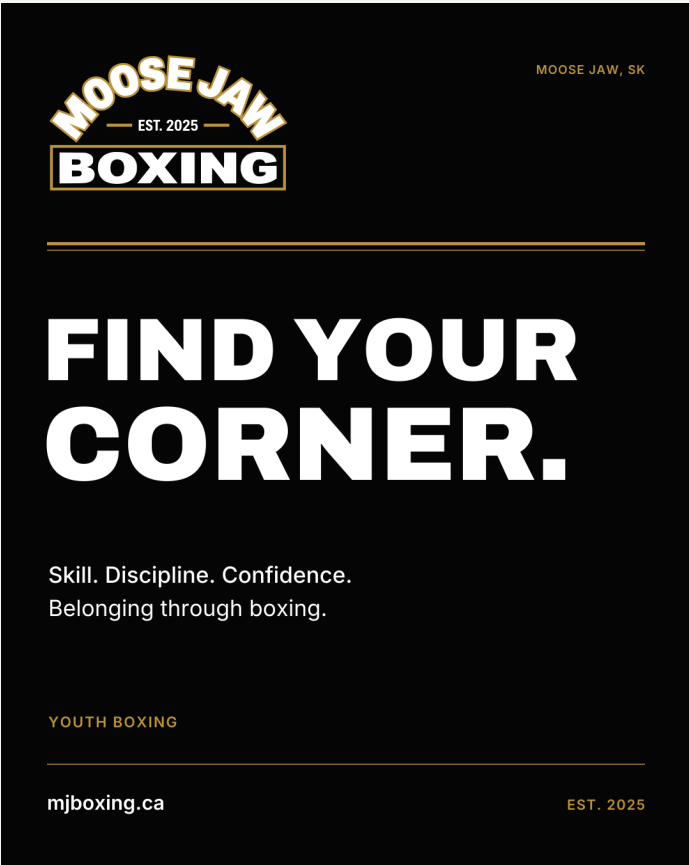
03 **SHOW THE REAL CLUB**

Choose respectful training moments, coaching and community. Use images with permission.

Keep youth and family communications welcoming. Use separate Iron Boxing branding for the adult programme.

Make every post recognisable.

Editable templates establish a consistent starting point for club updates.



PORTRAIT POST

1080 x 1350



SQUARE POST

1080 x 1080

Lead with one message. Keep dates, prices and calls to action easy to scan. Check important text against each platform's current crop and interface.



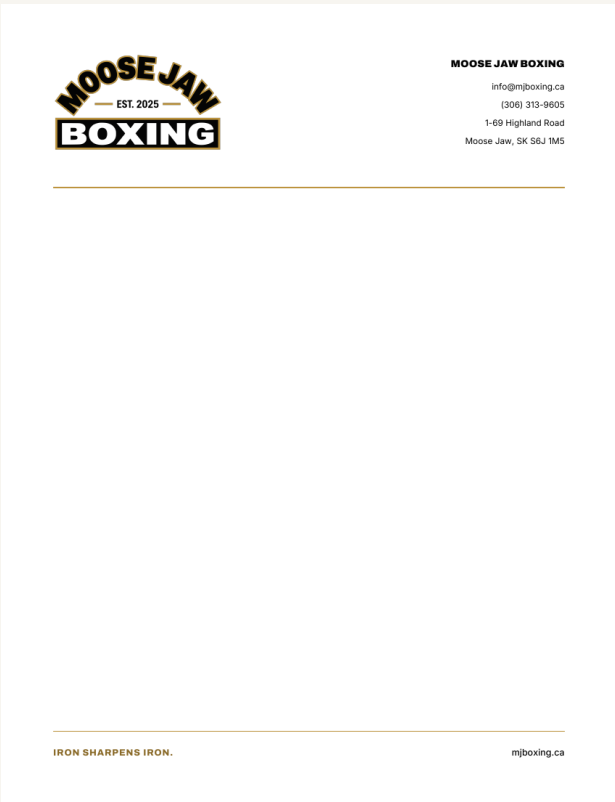
STORY

1080 x 1920

Also included: a quote post, profile icon, cover banner and social-share image.

Consistency beyond the feed.

Use the same colour, hierarchy and spacing for every club touchpoint.



LETTERHEAD

US Letter / editable source + PDF



EVENT POSTER

Tabloid 11 x 17 in / source + PDF



BUSINESS CARD

3.5 x 2 in / 0.125 in bleed

Set contact details and event information before exporting. An editable email signature is included for day-to-day messages.

PRODUCTION

Ask your supplier for the final print or embroidery proof, bleed and production setup.

Ready to put to work.

CHOOSE THE RIGHT FILE

SVG Scalable, outlined logo masters for design, signage and supplier handoff.

PNG Transparent artwork for web, social and everyday documents.

PDF Brand guide and print layouts for review and controlled output.

KEEP IT CONSISTENT

- 01 Use the supplied logo artwork.
- 02 Maintain proportions and clear space.
- 03 Choose a variant with a clean contrast.
- 04 Use Archivo and Inter for club materials.
- 05 Confirm details before publishing.

The compact MJ mark is a secondary option. The full Moose Jaw Boxing signature anchors this system.

MOOSE JAW BOXING

mjboxing.ca / info@mjboxing.ca / (306) 313-9605

@moose_jaw_boxing

Moose Jaw, Saskatchewan