



## BRAND GUIDELINES

# HOMERUN

HOMERUN is an online store that sells baseball merchandise. The Homerun Brand Guidelines have been created to provide a source that can be referenced and used for a variety of design works. By following the Brand Guidelines, we will ensure that the Homerun brand remains consistently strong and recognizable for our customers.



Logo usage



Exclusion zones

Always allow a minimum space around the logo.



Minimum width

The logo minimum width is 120px or 1.5 inch



Maximum width

There is no maximum size defined for this logo.

Color variations



Logo on White Background



Logo on Dark Background



Logo on Light Background

# Color



HEX      #0E2345  
RGB      14 35 69  
CMYK     100 63 0 73



HEX      #000000  
RGB      0 0 0  
CMYK     0 0 0 100



HEX      #AC0D31  
RGB      172 13 49  
CMYK     0 100 65 34



HEX      #FFFFFF  
RGB      255 255 255  
CMYK     0 0 0 0



HEX      #988E64  
RGB      152 142 100  
CMYK     0 7 40 40

# Titillium

## Headline font

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

**a b c d e f g h i j k l m n o p q r s t u v w**

**1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + = " ' : ; ? > <**

## Regular

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.

## Bold

**Semiotics aesthetic freegan pour-over jianbing.**

**Artisan blog retro neutra.**

# Lato

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Regular

Semiotics aesthetic freegan pour-over  
jianbing. Artisan blog retro neutra.

Italic

*Semiotics aesthetic freegan pour-over  
jianbing. Artisan blog retro neutra.*

Bold

Semiotics aesthetic freegan pour-over  
jianbing. Artisan blog retro neutra.

## Incorrect uses



Do not skew logo



Do not add unnecessary drop shadow



Do not change color combinations



# Glossary

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## RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

## JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

## CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

## PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

## Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

## PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

