



Brand Guidelines

LOGO

The 6-color World Sport Chicago logo, composed of the corporate Orange, Red, Green, Blue, Gray and Black is the preferred version of the logo. Always use this version on a white background. When printing in black and white, the black version of the logo is preferred. When printing on a dark color background, use the white logo. Never stretch or distort the logo in any way.





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LOGO WITH TAGLINE

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WORLD SPORT
CHICAGO

Brand Guidelines

COLOR

Always use the color formulas provided. When printing with spot colors, use the Pantone® formulas for Uncoated and Coated papers. The CMYK colors should be used for all four-color process print runs. Always use the RGB values for web or digital applications.

Orange

Pantone 158

CMYK: 0 / 50 / 100 / 0

RGB: 245 / 128 / 37

Red

Pantone 485

CMYK: 0 / 90 / 100 / 0

RGB: 238 / 50 / 36

Green

Pantone 369

CMYK: 60 / 0 / 100 / 10

RGB: 109 / 179 / 63

Blue

Pantone 298

CMYK: 70 / 5 / 5 / 0

RGB: 19 / 181 / 234

Gray

Pantone Cool Gray 10

CMYK: 0 / 0 / 0 / 65

RGB: 128 / 127 / 131

Black



Brand Guidelines

WORLD SPORT CHICAGO FONTS

The primary World Sport Chicago font is Bliss, a sans serif font with a variety of weights and styles. Verdana is a sans serif font that should be used for web applications when Bliss is not available. Please refer to examples for proper uses of Times on communications materials including Sample Labels, Mailing Labels, Letterhead and Envelopes.

Bliss Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz

Bliss Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz

Bliss Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz**



WORLD SPORT
CHICAGO

Brand Guidelines

WORLD SPORT BUSINESS CARD (FRONT)



WORLD SPORT BUSINESS CARD (BACK)

