

SPORTS POP

LOGO & STYLE GUIDE

LOGO



Primary logo A



Primary logo B



Reverse logo
on dark blue



Reverse logo
on orange



Reverse logo on
image background



Reverse logo on
image background

COLOURS



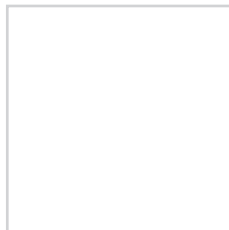
DARK BLUE

C-100 M-95 Y-39 K-20
R-37 G-45 B-93
HEX-252d5d



ORANGE

C-0 M-60 Y-90 K-0
R-245 G-130 B-50
HEX-f58232



WHITE

C-0 M-0 Y-0 K-0
R-255 G-255 B-255
HEX-ffffff

FONT

RALEWAY

Raleway is the primary typeface for all Sports Pop material. It can be downloaded for free from google fonts:
fonts.google.com/specimen/Raleway

RALEWAY BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*'()

RALEWAY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*'()

RALEWAY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*'()

RALEWAY LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*'()