

SPORTS Dreams LOGO

CONCEPT BOARD

About Sports Dreams:

[See Attached](#)

What the logos should convey:

Multiple sports teams, academic achievement, character development, excellence

Primary Organizational Logo:

Crest with above elements/concepts

Secondary Logos:

Purpose of secondary logos will be to individually identify each sports programs & teams

Style:

Modern style shield. Simple block.

Secondary Logos should be same color family and themes elements as main logo

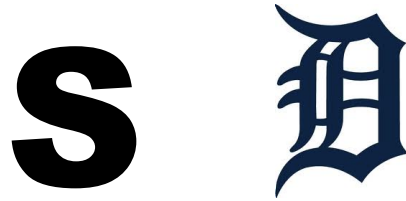
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Preferred Type Set:

Block letters with equipment

Letters- Overlapping block letter “S”, with Old English “D”



Typography:

Modern, fun, yet professional

Colors (options):

Blue family (light & darker)

Blue and purple

Blue and green

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Image Examples



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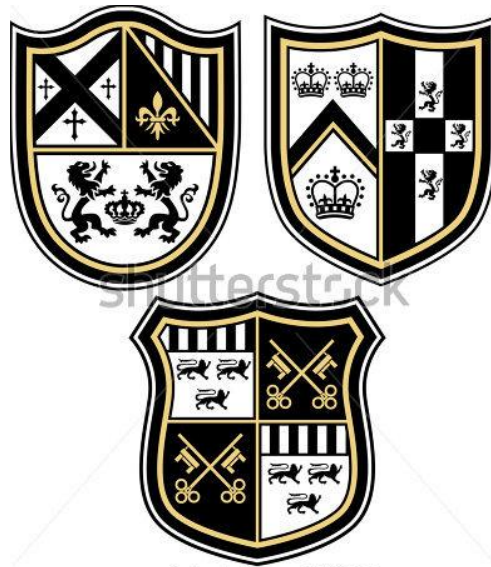
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Secondary Logo Concepts



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