



**By**

**Andrew Bydlon**

**August 15, 2019**



# Table of Contents

|                             |             |
|-----------------------------|-------------|
| <b>Overview</b>             | <b>2</b>    |
| <b>Logo Design</b>          | <b>3</b>    |
| <b>Type Specifications</b>  | <b>4</b>    |
| <b>Color Specifications</b> | <b>5</b>    |
| <b>Logo Usage</b>           | <b>6</b>    |
| <b>Stationery Items</b>     | <b>7-8</b>  |
| <b>Rationale</b>            | <b>9-10</b> |



# Overview

**All Star Sporting Goods was established in 1925 and is known as a well-respected retail store. They provide good quality sports products and a memorable shopping experience.**

**Customers will be impressed in the shopping experience by trying out products in simulated scenarios with our certified and trained staff.**



# Logo Design

# Logo Color



# Logo Black and White



# Type Specifications

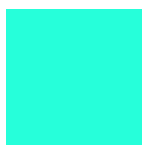
**FRESNO BLACK**



# Color Specifications



12C 99M 98Y 2K  
209R 35G 40B



53C 0M 30Y 0K  
38R 255G 218B



38C 69M 100Y 40K  
112R 66G 16B



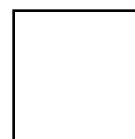
75C 68M 67Y 90K  
0R 0G 0B



22C 60M 100Y 7K  
188R 113G 30B



34C 98M 96Y 52K  
102R 0G 0B



0C 0M 0Y 0C  
255R 255G 255B



# Logo Usage

## Do's



**Do use the correct logo**



**Do keep the area around logo free from text and graphics**



**Do use the logo in black and white**



**Do use logo in grayscale**



## Don't's



**Don't use the wrong font**



**Don't use the wrong colors**



**Don't stretch the logo**



**Don't rotate the logo**

# Stationery

123 Main Street • Anywhere, USA



111.222.333 • John@mainstreet.com



Letterhead

# Stationery



**JOHN DOE**  
Regional Manager

111.222.333  
John@mainstreet.com

123 Main Street  
Anywhere, USA

## Business Card



123 Main Street  
Anywhere, USA



## Envelope

# Rationale

**All Star Sporting Goods would like to have an updated, contemporary look which will appeal to a new generation without alienating their existing clientele.**

**The logo is designed in an oval shape which contains several graphic representations of sports balls. The balls are clustered in the center to give balance and distribute visual weight. Visual hierarchy is established by shape, color, outline, and placement of the balls within the oval. The inner border lines give a symmetrical look, and creates unity by focusing attention to what is contained within that border.**

**The colors of bright red and cyan were chosen because they give an energizing look, which will engage both the younger and older customer base. The vibrant color of the balls and the background conveys the company's message of being modern and contemporary.**



# Rationale

**Brand identity is conveyed by giving an energized look that communicates the representation of several different sports items available within the store.**

**The intended audience of the logo will include a new generation of younger adults while continuing to appeal to their current customers of older adults, primarily men. The type chosen has a modern look that fits with the message and vision of contemporary appeal.**

**The final design is implemented through the stationary items and displays a united brand identity.**

