



Brand Identity Guidelines
and
Stationary Templates

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OFFICIAL LOGOS



ACCEPTABLE COLORS

The logo must appear in official colors whenever possible. When one color version is required, black or white is acceptable



ACCEPTABLE LAYOUTS

Official square logo should be used whenever possible. If an application would benefit from a rectangle shape, the alternate layout may be used.

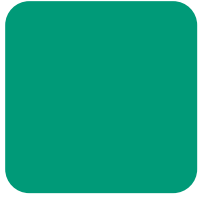


UNACCEPTABLE LAYOUTS

Under no circumstance should logo be stretched or manipulated.



OFFICIAL COLORS



TEAL
Pantone 3278

CMYK
100/10.49/69.91/0.92

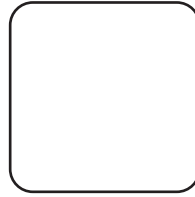
RGB
0/153/119



GREY
Pantone COOL GREY 10

CMYK
61.14/52.69/47.91/19.25

RGB
101/101/106



WHITE



BLACK

FONTS

Tahoma is the official font to be used.
Bold for titles, and Regular for body/paragraphs.

QUESTIONS?

If you have any questions, please send them to marketing@allstars.com




AS ALL STARS
SPORTING GOODS

John Doe
Regional Manager

(111)222-3333
JohnD@AllStars.com



123 Main Street
Anywhere, USA 01234





123 Main Street ★ Anywhere, USA 01234 ★ (111)222-3333 ★ www.allstars.com



123 Main Street
Anywhere, USA 01234