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Module 7\_2



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# Introduction

Locally owned, All-Star Sporting Goods opened its doors to the Boston area in 1984 . Over the next 33 years, the store built its reputation to include both retail and outside sales for local sporting teams and organizations. The store remains here today and serves as a primary destination for your sporting goods needs.

Upon immediately entering the store, you'll see the core values of our retail mission remain the same today. Our inclusive retail floor contains a variety of apparel and goods at competitive prices, including local apparel (Red Sox, Patriots, Celtics, Bruins) and high-school spirit wear for most schools in the immediate Boston area. Additionally, we offer a wide selection of baseball equipment, name-brand shoes, socks, blank hoodies, crews, sweats and shirts.

With our reach spreading throughout the entire Boston area, our team sales group has played a vital role in supplying uniforms and equipment to many schools, leagues, clubs and organizations throughout the Eastern Massachusetts area. Our team sales room contains a large variety of jersey and apparel samples to help you make informed decisions prior to ordering.



# Logo Design



Logo with background



Single color



Single colour- reversed



Grayscale



The All-Star Sporting Goods identity has four basic components: the logo used on a solid color background, black and white with a reverse black and white option, and grayscale.



# Typography



**ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ  
ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ**



**SPARTANS**

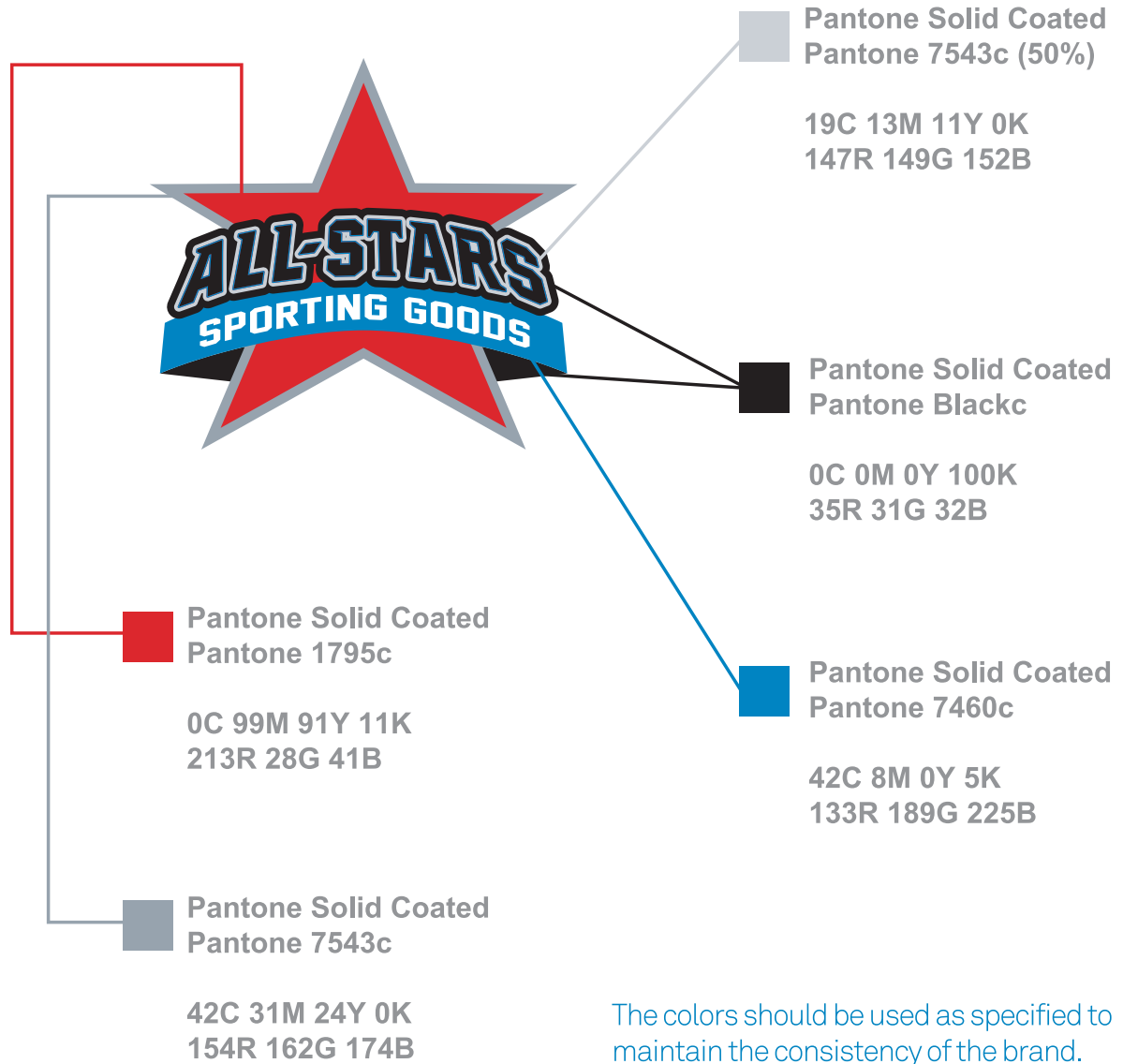
**JERSEY M54**

**ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ  
ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ**

The typeface families have been used in the creation of the All-Star Sporting Goods are poster fonts. These fonts will be outlined to be line art for outsource use. Whenever creating additional documents, signage, or other visual communication components for All-Star Sporting Goods, the Myriad family typefaces are strongly recommended and they are available district wide on all word processing computers.



# Color



The colors should be used as specified to maintain the consistency of the brand.



# Incorrect Usage

Correct and consistent use strengthens the All-Star Sporting Goods identity. This displays examples of incorrect versions of the identity. Use these examples as a guide for avoiding incorrect variations which would weaken the All-Star Sporting Goods identity. The color, typeface and proportions should not vary from the guidelines. The identity must not be rotated, outlined, distorted, or have additional effects added. The background should not distract from the identity. The relationship between the logo and the typographic signature must not vary from the guidelines.



Don't use any other colors for the logo.



Don't place in a box.



Don't warp the logo out of proportion.



Don't rearrange the text from the star icon.



Don't add drop shadow.

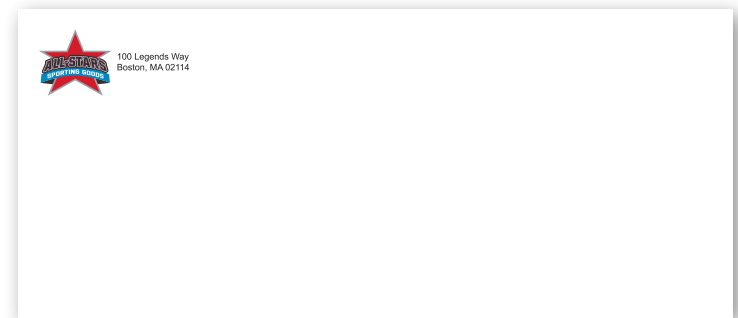
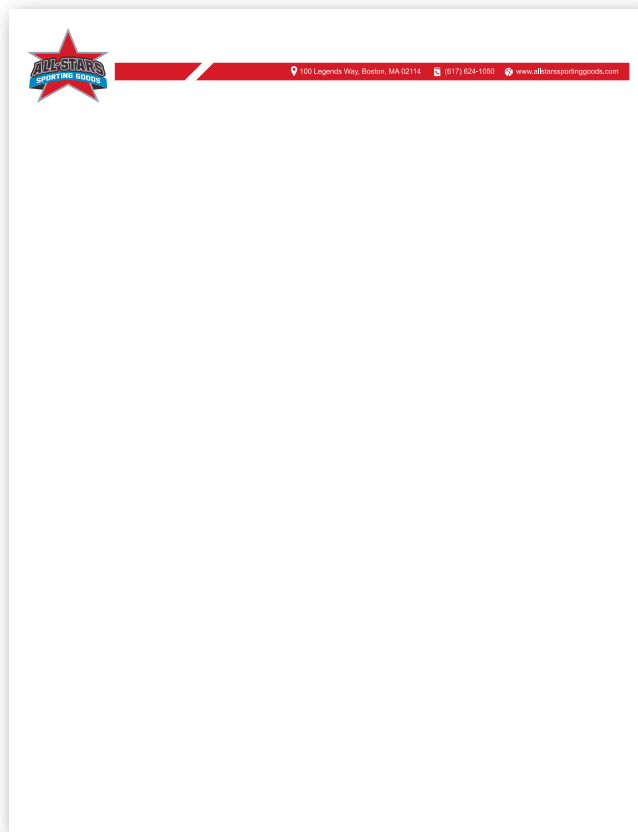


Don't modify transparency.



# Stationery

These elements are essential to increasing brand awareness. Design elements need to be fairly relevant for all stationery uses. All elements in the letterhead are within a quarter inch inset from the live area, and all text is above 7pt. These specifications make it easy to print and read. The business card is created as a two sided design. The inset clearance for all text on the business card is an 1/8" from the edge. Envelope designs default to a standard #10 envelope with only the logo on the top left and address to the right of the logo.



9.5" w x 4.125" h  
#10 Envelope



3.5" w x 2" h  
SIDE A



3.5" w x 2" h  
SIDE B



# Vehicles

The logo is centrally placed on the rear quarter panel of the vehicle, and the logotype may vary in size. Text elements are to be center aligned on the front cab doors and the rear left door to give a clean and uncluttered look.





# Closure

All Stars Sporting Goods needs to retain a recognizable appeal that relates to sports. There are many products sold in the sporting goods industry and creating icons of every product for the company logo will make it look confusing. The logo concept is contemporary with modern colors and fonts. Furthermore, the creation of the logo is completely vector and can be scaled at any size. Spot colors are used for color matching in the print industry. The target audience is universal to attract any age and culture.

Choosing the right logo for the right audience is not an easy task. Simplicity is key and there are many factors that need to be considered when creating a logo. Normally the rough logo designs should be created in black and white. Then the colors should be added after the realization that the design holds up when the colors are removed. Furthermore, the logo should look good on any background and should be print friendly. Another ingredient is that the logo should be unique. The target audience should find the logo to be appropriate for the business but doesn't need to show what the business does. Color, font, and the construction of the logo should be culturally universal for any age. Creating a memorable logo is to avoid having to change it every so often, which can result as a major expense. The logo is a calling card for the business and should not be ignored, it should be remembered.

Branding is the collection of the most powerful marketing and selling tools and tactics. These marketing tools and techniques will help all products, brands, standards, events, forums, etc. of All-Star Sporting Goods to reach more people and serve more organizations.