



BRAND STANDARDS & USAGE GUIDE

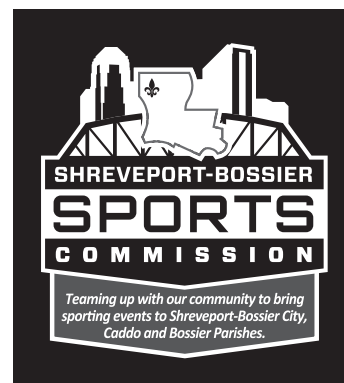
THE BRANDMARK

The Shreveport-Bossier Sports Commission brandmark consists of a custom logotype and the tagline options, “Your Sports Connetion” or “Teaming up with our community to bring sporting events to Shreveport-Bossier City, Caddo and Bossier Parishes.” The brandmark is available for use in a number of configurations.

The primary color applications to use are PANTONE® 185, PANTONE® 123, and Black or their CMYK / RGB equivalents. The brandmark may also be reproduced in tints of Black or reversed out of a background color.

Refer to the Color section for more information regarding groupings of the Sport Commission’s primary and accent colors.

MAIN LOGO OPTIONS



CLEARANCE AREA

The brandmark must be buffered from other type and graphics by a clearance area. The clearance area is defined as the distance allowed between the Sports Commission's brandmark and other surrounding elements (photos, charts, text, etc.) including the edge of the document. More space is preferred than less, but the minimum clearance area around the brandmark is a distance equal to the distance from top of highest building to the top of the state.

BRANDMARK CLEARANCE AREA

Distance from top of
highest building to
the top of the state



Distance from top of
highest building to
the top of the state



Distance from top of
highest building to
the top of the state



INCORRECT BRANDMARK USAGE

The Shreveport-Bossier Sports Commission brandmark should never be altered from the official standards. Do not change fonts, spacing, ratios, or color on any brandmark element. The “Your Sports Connection” or “Teaming up with our community to bring sporting events to Shreveport-Bossier City, Caddo and Bossier Parishes” taglines must always be used at the same proportion and placement to the Sports Commission logotype. When used together, never resize the taglines within their logo areas.

EXAMPLES OF INCORRECT USAGE



COLOR

The Sports Commission's primary colors are PMS-185, PMS-123, and Black. When only one color is used it is preferred to be black or white, depending on the background color.

Please use the PANTONE® PMS colors as your target for color matching. In applications where printing or painting with spot colors is possible, use the Pantone colors. When preparing artwork for print applications and the use of spot color inks is not possible, use the CMYK equivalent. Television/digital/online applications will use the RGB or HEX equivalent.

NOTE: THE COLORS ON THIS PRINTOUT ARE ONLY FOR REFERENCE, AND ARE NOT INTENDED TO BE MATCHED TO. FOR ACCURATE COLOR MATCHING, PLEASE REFER TO PANTONE® SPOT COLOR AND COLOR BRIDGE SWATCH CHIPS.

BRAND COLORS



PANTONE® PMS-185
C-0, M-93, Y-79, K-0
HEX/HTML: E4002B
RGB: R-228, G-0, B-43



PANTONE® PMS-123
C-0, M-19, Y-89, K-0
HEX/HTML: FFC72C
RGB: R-255, G-199, B-44



PANTONE® BLACK
C-30, M-30, Y-30, K-100
HEX/HTML: 0a0203
RGB: R-10, G-2, B-3