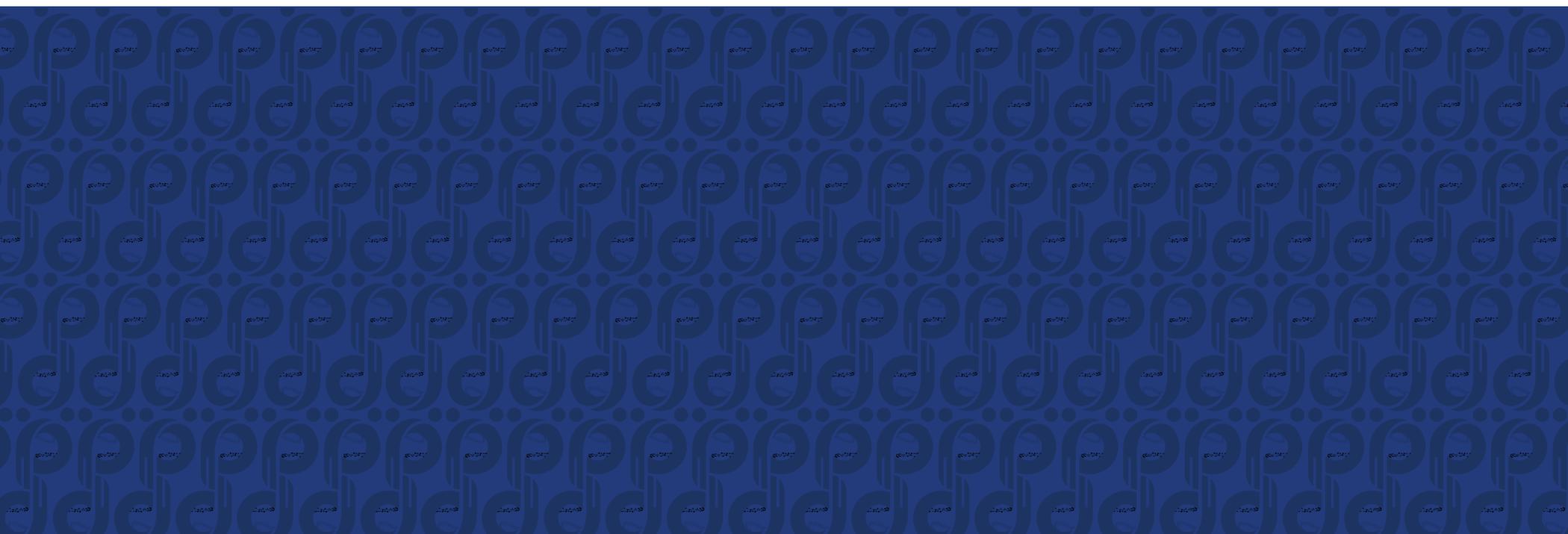# INTERNATIONAL PRIDE SOFTBALL

DESIGN AND BRAND GUIDELINES

INTRODUCTION

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **International Pride Softball's** corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **International Pride Softball's** commitment to quality, consistency and style.

The **International Pride Softball's** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **International Pride Softball's** name and marks.

TABLE OF CONTENTS

01 THE CORPORATE LOGO SIGNAGE

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

THE CORPORATE FONTS AND TYPOGRAPHY

THE FULL LOGOTYPE

1) The Logo Symbol

The International Pride Softball Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image representing the literal letters "I" and "P." A softball player is also represented and the iconic yellow softball is tucked within the "P"'s negative space to create a well balanced icon. The movement of the design evokes the culture of International Pride Softball - the connection between the community and the game.

The logo symbol has a particular relationship with the logo type (International Pride Softball name) in that it compliments and balances out the logo as a whole.

2) The Logo Title

The Logo Type has been carefully chosen for its modern and yet refined, highly active style, which has been further enhanced by the use of upper case letters. The typeface is Techno Race Italics and Lato Semibold with false italics added.

The corporate logo is presented through the use of color as well as shape and form. The three corporate colors are Scarlet Red, Space Blue and Softball Yellow. It is an appealing blend of colors - modern - classic - timeless and also represents the past logo and it's strong brand equity.

1) The General Logo
The main logo is the full color logo used on white or light colored background.

LOGO VARIATIONS

FULL COLOR LOGO

The positive version of the logo is always used on clear white or lighter color tinted backgrounds to maintain legibility.

TWO COLOR LOGO

Use this logo when full color printing and is not available. The positive version of the logo is always used on clear white or lighter color tinted backgrounds to maintain legibility.

MONOCHROMATIC LOGO

For use on facsimile and other black and white publications.

REVERSE LOGO

When used on dark and colored backgrounds, the logo should be all white to maintain legibility. This will provide a striking contrast allowing the logo to be clearly legible.

PROGRESSIVE RAINBOW COLOR LOGO

The positive version of the logo is always used on clear white or lighter color tinted backgrounds to maintain legibility.

INCORRECT LOGO USAGES

Don't stretch, condense or change the dimensions of the identity.

Don't alter the placement or scale of the elements.

Don't use colors other than those specified in this document.

Don't alter or replace the typefaces of the identity.

Don't rotate the identity.

Don't add any extra elements to the identity.

Don't use drop shadows, strokes or other visual effects.

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

CLEAR SPACE

Give the logo space. To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it. It's an integral part of the design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text

This applies not only to the background, but also to interference from nearby text, photographs and other graphic elements that might compromise the impact of the logo.

The example on this page demonstrates the minimum clear space required which is the height of the "P" from the logo.

MINIMUM SIZE

The minimum size for all printed material is .5 inches wide (at 72dpi.) The logo should never be used less than this size as this would lead to a compromise in legibility.

.5 inch

02 THE CORPORATE TYPOGRAPHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for International Pride Softball layouts.

Primary Font
Secondary Font
Font Hierachy

PRIMARY FONT

THE PRIMARY FONT

The Logo Type has been carefully chosen for its modern and yet refined, highly active style, which has been further enhanced by the use of upper case letters.

Techno Race Italic
DESIGNER : NIRMANA VISUAL

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0

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SECONDARY FONT

THE SECONDARY FONT

The secondary font, Lato Semibold is altered with a 16 degree skew (false italic) to better compliment the primary font.

Lato semibold

with 16 degree skew (false italics)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0

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**CONTEXT TEXT
AND INNER HEADLINES**

Caption Text

International Pride Softball Typo

-

Lato Medium]
6 pt Type / 9 pt Leading

Copy Text

International Pride Softball Typo

-

Lato Medium
8 pt Type / 11 pt Leading

Headlines
Copytext

INTERNATIONAL PRIDE SOFTBALL TYPO

-

Lato Black - Capital Letters
10pt Type / 10pt Leading

**HEADLINES AND
TYPOBREAKS**

Sublines
Sections

INTERNATIONAL PRIDE SOFTBALL TYPO

-

Techno Race Italics - Capital Letters
16pt Type / 16pt Leading

Big Headlines
and Title

*INTERNATIONAL PRIDE
SOFTBALL TYPO*

-

Techno Race Italics - Capital Letters
34pt Type / 30 pt Leading

Sequencer
and Title for
Marketing

THE HEADER

-

Techno Race Italic - Capital Letters
48pt Type / 48 pt Leading

03 CORPORATE COLOR SYSTEM

The primary Color System
and color codes

Color plays an important role in the International Pride Softball brand. The colors are recommendations for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the International Pride Softball brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

The Corporate Colors
Primary Color System
Secondary Color System

PRIMARY COLORS
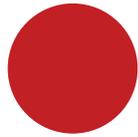
SCARLET RED
-
COLOR CODES
CMYK : C16 M100 Y100 K8
RGB : R193 G32 B38
Web : #c12026

SPACE BLUE
-
COLOR CODES
CMYK : C100 M90 Y22 K7
RGB : R37 G59 B123
Web : #253b7b

SOFTBALL YELLOW
-
COLOR CODES
CMYK : C4 M0 Y95 K0
RGB : R253 G238 B25
Web : #fdee19

PROGRESSIVE RAINBOW COLORS

BLUSH PINK
-
COLOR CODES
CMYK : C0 M51 Y0 K0
RGB : R244 G153 B193
Web : #f499c1

MIDNIGHT BLACK
-
COLOR CODES
CMYK : C75 M68 Y67 K90
RGB : R1 G1 B1
Web : #010101

SOFTBALL YELLOW
-
COLOR CODES
CMYK : C4 M0 Y95 K0
RGB : R253 G238 B25
Web : #fdee19

PLUM PURPLE
-
COLOR CODES
CMYK : C52 M96 Y0 K0
RGB : R141 G51 B147
Web : #8d3393

POWDER BLUE
-
COLOR CODES
CMYK : C47 M10 Y0 K0
RGB : R125 G192 B234
Web : #7dc0ea

SCARLET RED
-
COLOR CODES
CMYK : C16 M100 Y100 K8
RGB : R193 G32 B38
Web : #c12026

SHAMROCK GREEN
-
COLOR CODES
CMYK : C68 M0 Y100 K0
RGB : R89 G186 B71
Web : #59ba47

WALNUT BROWN
-
COLOR CODES
CMYK : C41 M69 Y94 K49
RGB : R96 G58 B26
Web : #603a1a

TANGERINE ORANGE
-
COLOR CODES
CMYK : C0 M62 Y96 K0
RGB : R245 G127 B39
Web : #f57f27

SPACE BLUE
-
COLOR CODES
CMYK : C100 M90 Y22 K7
RGB : R37 G59 B123
Web : #253b7b

INTERNATIONAL
PRIDE
SOFTBALL

CONTACT

Address

International Pride Softball Company

WEB

Direct Link :