



INTERNATIONAL
PRIDE
SOFTBALL

LOGO USAGE GUIDE

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.



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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 Logo Introduction

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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



PRIMARY PROGRESSIVE RAINBOW COLOR LOGO ON WHITE BACKGROUND

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



PRIMARY PROGRESSIVE RAINBOW COLOR LOGO WITH WHITE TEXT ON DARK BACKGROUND



PRIMARY PROGRESSIVE RAINBOW COLOR LOGO WITH WHITE TEXT ON LIGHT BACKGROUND



BLACK LOGO FOR USE ON LIGHT BACKGROUNDS



REVERSE LOGO FOR USE ON DARK BACKGROUNDS

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.

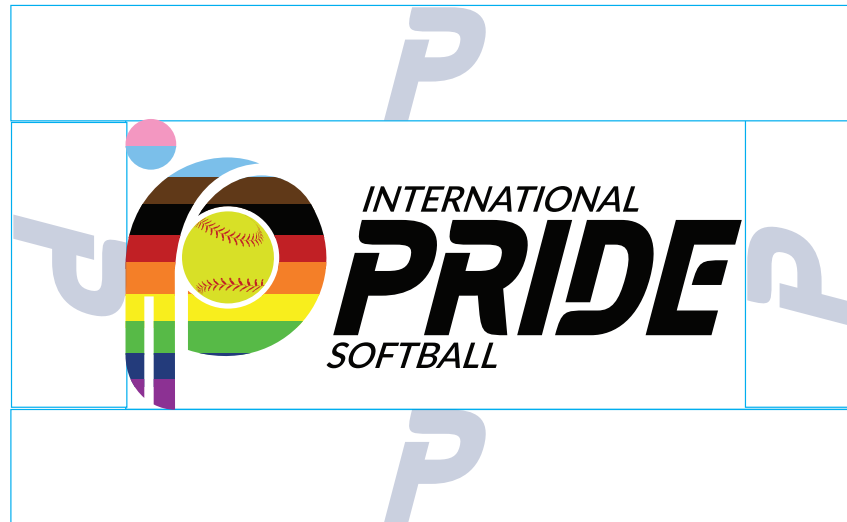
LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

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.



02 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.

Primary Color System
Core Brand Colors



COLOR PALETTE FOR FULL COLOR LOGO



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



SUNNY 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



SOFTBALL YELLOW

-

COLOR CODES

CMYK : C19 M0 Y97 K0
 RGB : R216 G224 B43
 Web : #d8e02b



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

03 CORPORATE ICON

The corporate icon plays a vital role in the International Pride Softball brand. It can stand alone in graphics, print, and social media pieces. These are the only color options for the icon. Consistent use of these colors ensures a cohesive and harmonious

look for the International Pride Softball brand identity across all media. Always check with your designer or printer to ensure the corporate colors are used consistently.

ACCEPTABLE USES FOR ICON



Full color icon on white or light color backgrounds



Black icon on white or light color backgrounds



White icon on black or dark color backgrounds

04 BRINGING IT ALL TOGETHER

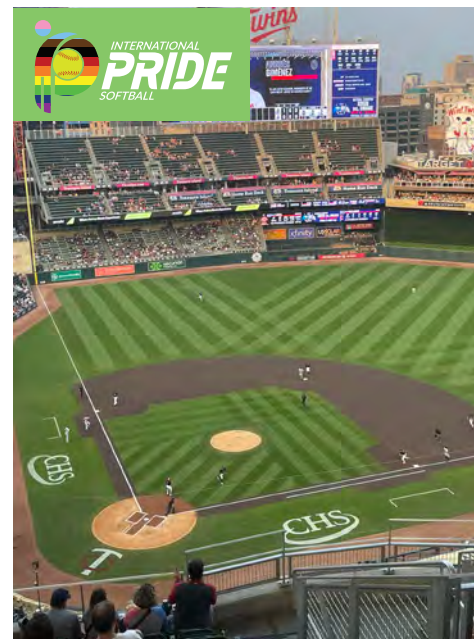
Now that we've covered the appropriate logo usage, colors, and typography, it's time to bring it all together! Here are examples for promotional items, including headlines, body text, calls to

action, logo placement, and branding on apparel. Consistent use of these elements ensures a cohesive and harmonious look for the International Pride Softball brand identity across all media.

UNACCEPTABLE BACKGROUNDS FOR THE LOGO & ICON



Do not place logo on top of a patterns or photos.



Do place the logo on top of a solid color so that it is legible



Do not place icon on top of a patterns or photos.



Do place the icon on top of a solid color so that it is legible



APPAREL BRAND RULES

NO APPAREL OR MERCHANDISE WITH LOGO OR ICON CAN BE SOLD WITHOUT EXPRESSED PERMISSION FROM INTERNATIONAL PRIDE SOFTBALL

1. Logo Placement:

- The logo should be prominently placed for shirts and tops.
- For hats and caps, place the logo at the center front.

2. Logo Size:

- Ensure the logo is proportionate to the size of the apparel. For example, on T-shirts, the logo should be no smaller than 3 inches wide.
- On smaller items like caps or wristbands, the logo should be scaled down appropriately to maintain clarity.

3. Color Consistency:

- Always use the official brand colors for the logo. Do not use unauthorized colors that do not align with the brand identity.
- Maintain color consistency across all apparel items to ensure a cohesive brand appearance.

4. Background Contrast:

- Ensure there is enough contrast between the logo and the apparel color to maintain legibility.
- Do not place the logo on patterned or highly textured fabrics that may obscure the design.

5. Material Considerations:

- The logo should be printed or embroidered using high-quality materials that ensure durability and clarity.
- For printed logos, use fabric-safe inks that do not fade or wash out easily.

6. Clear Space:

- Maintain a clear space around the logo equal to at least half the height of the logo. This ensures the logo is not crowded by other design elements or text.

7. Prohibited Uses:

- Do not alter the logo in any way, such as changing the proportions, colors, or adding effects.
- Avoid placing the logo at an angle or in an orientation that deviates from the approved design guidelines.

8. Special Editions:

- For special events or limited edition apparel, any modifications to the logo must be pre-approved to ensure they align with brand standards.



If there are any questions pertaining to this guide,
reach out to info@ipridesoftball.org