



PGC
BASKETBALL

IDENTITY STANDARDS GUIDE

Contents

This document was created as a formal guide to the proper use of the PGC Basketball logo in all applications. It consists of specifications for the logo size, treatment, typography, and colors. Also included are specific directives on correct and incorrect applications of the logo.

Only PGC Basketball can define and enforce acceptable use of the logo. Any modifications made to the logo without the express consent of PGC is prohibited.

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PGC BASKETBALL

Logo

The PGC logo is the official identifying mark for PGC Basketball and as such, will serve as the foundational element of all marketing and communication programs. Correct and consistent application will form the foundation of strong logo identification and increased brand awareness.

PGC LOGOS



PGC
BASKETBALL



PGC ICON



PGC BASKETBALL

Logo Parts

The PGC identity is comprised of different elements that together comprise the logo. A vertical and horizontal version of the logo has been created to accommodate various layout limitations.

The icon may be extracted and used on its own as a design element, to complement the brand, as a watermark, or as part of other supporting graphics. However, it shouldn't be used solely on its own to identify PGC Basketball.

The PGC wordmark should never be used on its own.

VERTICAL VERSION



HORIZONTAL VERSION



PGC BASKETBALL

Colors

The PGC logo has been designed as a four-color logo. These colors represent the cornerstone of the PGC brand.

Different versions of the logo have been created to be used under varying circumstances.

COLOR BREAKDOWN



PMS: 172

C: 0, M: 79, Y: 100, K: 0
R: 241, G: 93, B: 34
HEX: f15d22

PMS: 158

C: 0, M: 66, Y: 100, K: 0
R: 244, G: 119, B: 33
HEX: f47721

PMS: 173

C: 20, M: 86, Y: 100, K: 19
R: 170, G: 62, B: 34
HEX: aa3e22

PMS: BLACK

C: 0, M: 0, Y: 100, K: 0
R: 0, G: 0, B: 0
HEX: 00000

PGC BASKETBALL

COLOR VARIATIONS

Standard



Flat



Knock out



Solid



Size & Clear space

It is essential to maintain the proper margin (clear space) around the PGC logo in order to enhance its visual effectiveness. The height of the letters in PGC represent “x” and have been chosen as the standard unit of measurement for calculating clear space and other size and positioning requirements.

The logo should be separated on all sides from all other copy, photos, or illustrations by a clear margin area of at least one “x” height measurement as shown at right. This guideline is a minimum – often greater space is desirable.

The PGC Basketball logo should never fall below a certain size in order to maintain optical clarity. Refer to the MINIMUM SIZE USAGE diagram.

MINIMUM CLEAR SPACE USAGE

The logo should be separated on all sides from all other copy, photos, or illustrations by a clear margin area of at least one “x” height measurement as shown below. This guideline is a minimum – often greater space is desirable.



MINIMUM SIZE USAGE

Recommended minimum size for all applications. Depending on the application the logo may need to be larger so the word Basketball is always legible.



PGC BASKETBALL

Typography: Print

To create a consistent look—and–feel for all visual communications, the following typefaces are recommended:

Brandon Grotesque

This is the primary font used for the main text in PGC Basketball branding material.

Accent Fonts

Accents fonts may be used in conjunction with Brandon Grotesque. With that in mind, it is best to limit this font as a main level headline or subtitle. Accent fonts should never be used as the main text.

Brandon Grotesque

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 ! @ # & " ' " , .

Thin, Light, Regular, Medium, Bold, Black

Font substitutes: Gotham, Avenir, Arial, or Helvetica

ACCENT FONT EXAMPLE



BANK GOTHIC BT

This font could be used for miscellaneous text items in charts or diagrams to add typographical texture to the design.

Berthold Akzidenz Grotesk

This font could be used for subheadings. It's condensed nature gives it an athletic look while allowing a maximum number of letters per line.

Typography: Web Fonts

You may be required to use alternate fonts for online applications. Presented here is a list of “similar” [Google Fonts](#) that are free to download.

GOOGLE FONT SUBSTITUTIONS FOR

Brandon Grotesque

Montserrat

Open Sans

Lato

GOOGLE FONT SUBSTITUTION FOR

Berthold Akzidenz Grotesk

Oswald

GOOGLE FONT SUBSTITUTIONS FOR

BANK GOTHIC BT

ORBITRON

MICHROMA

PGC BASKETBALL

Usage

Maintaining the integrity of the PGC identity through consistent and proper use of the logo is essential in building logo identification and brand awareness. The illustrations to the right are examples of logo applications that demonstrate correct and incorrect usages.



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Never change or alter the colors of the logo.



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Never change the size or move the logo elements.



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Do not embellish the logo with drop shadows or effects.



Do not overlay the logo on top of a photo where the background is complicated or the colors interfere with the logo's legibility.



Do place the logo in an area where it is clearly visible, account for the required clear space, and use the solid color version against photographic backgrounds.



PGC BASKETBALL

Sub Brand: SNAPS

This overview demonstrates how to apply the SNAPS logo.



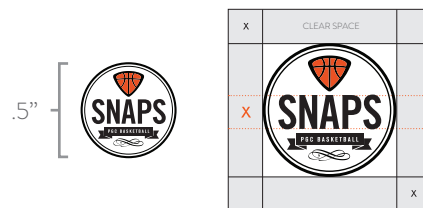
COLOURS

Sub brand logos use the PGC Orange and Black. Depending on the application, reverse and knock out versions of the logo may be used.



SIZE & CLEAR SPACE

Recommended minimum size and safe space.



TYPOGRAPHY

Sub brand logos will inherit the same typographic rules as PGC Basketball logo in order to maintain maximum brand recognition.

USAGE

Sub brand logos will inherit the same usage rules as PGC Basketball logo in order to maintain legibility and brand integrity.



PGC BASKETBALL

Sub Brand: PGC/GLAZIER

This overview demonstrates how to apply the PGC/Glazier logo.



COLOURS

Sub brand logos use the PGC Orange and Black. Depending on the application, reverse and knock out versions of the logo may be used.



SIZE & CLEAR SPACE

Recommended minimum size and safe space.

.3"



TYPOGRAPHY

Sub brand logos will inherit the same typographic rules as PGC Basketball logo in order to maintain maximum brand recognition.

USAGE

Sub brand logos will inherit the same usage rules as PGC Basketball logo in order to maintain legibility and brand integrity.



Tone Boards

Tone boards provide a visual representation of a concept. As such, they are helpful in driving thinking around how to effectively choose imagery. It is valuable to use images that are outside of an organizations photography resource because it allows the organization to focus more on tone, than be influenced by their relationships with people or other subjective factors.

Tone boards aren't intended to be perfect pictures with each photo representing all of the key concepts we are trying to communicate. In fact, perfect pictures are extremely rare and as such, this guide can help to drive effective photo selection when choosing from a pool of imperfect photos.

WE HAVE CHOSEN SIX KEY CONCEPTS TO PROVIDE TONE BOARDS FOR. THEY ARE:



COMMUNICATION
Candid & Clear



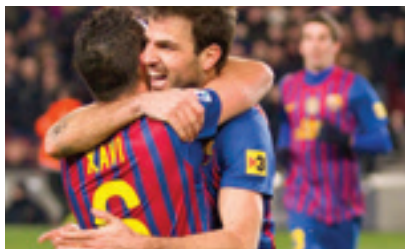
HUSTLE
Drive & Focus



APPROACH
Authentic & Genuine



PRECISION
Polished & Refined



SPIRIT
Energy-Giving & Colorful



ENHANCE
Authoritative & Humble

It would be easy to add to this list and provide tone boards for several more concepts, but in order to be effective as a tool, the number of concepts has been limited to six that effectively span the needs of PGC Basketball's communications.

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Sponsorship Logos

If the PGC logo is to be combined on a piece (ad, promotional product, clothing, etc.) with other partner or sponsor logos, then all logos on the piece should be in black & white so as to eliminate visual confusion and competing color schemes.

In some circumstances and at PGC's discretion, PGC staff may opt or request to have the PGC logo in full-color while all other logos are black & white only.



The Printing Co.

Nexus Systems

Flight Delivery



Matrix Solutions

The Printing Co.

Nexus Systems

Flight Delivery



The Printing Co.

Nexus Systems

Flight Delivery



Matrix Solutions

The Printing Co.

Nexus Systems

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