



OUTLAWS
— ABBOTSFORD —

Brand Toolkit
2023



Outlaws Brand Toolkit

This Toolkit has been developed as an aid for all individuals who create, produce or reproduce materials associated with, or on behalf of the Abbotsford the Minor Fastball Association – AMFA – Abbotsford Outlaws. All materials bearing the Outlaws name, from promotional products, print media to online presence, impact the overall image of the team. As such, all should adhere to these guidelines.

The Outlaws Logo **3**

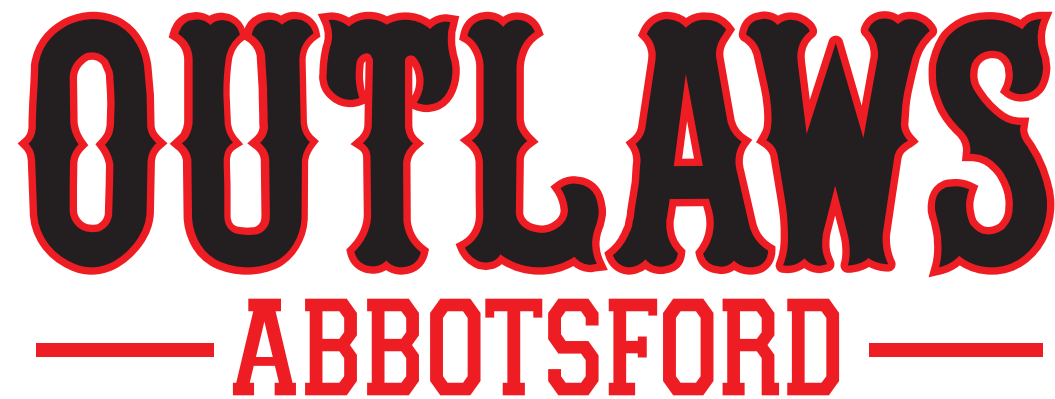
Logo Variations –
Use with Background Colours and Images **4**

Clear Space **6**

Colour Palette **7**

Logo Misuse **8**

The Outlaws Logo



Full Colour Logos

Preferred

The full colour logo is the preferred format and should be used for all professional level reproduction, printing and communications.

Logo Variations

USE WITH BACKGROUND COLOURS AND IMAGES



Black Logo

This logo may be used against a **light background** where only one colour is able to be printed or imprinted.

This version is best used on a background that is light enough for the logo to be clearly visible.

The following are examples of how NOT to use the black logo.



Black and White Logo

This logo may be used against a **neutral background** where two colours are able to be printed or imprinted.

This version is best used on a background that is dark enough for both the white ABBOTSFORD text and outline around OUTLAWS to be clearly visible.

The following are examples of how NOT to use the black and white logo.

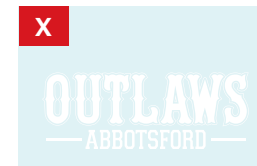


White Logo

This logo may be used against a **neutral or dark background** where only one colour is able to be printed or imprinted.

This version is best used on a background that is dark enough for the logo to be clearly visible.

The following are examples of how NOT to use the white logo.



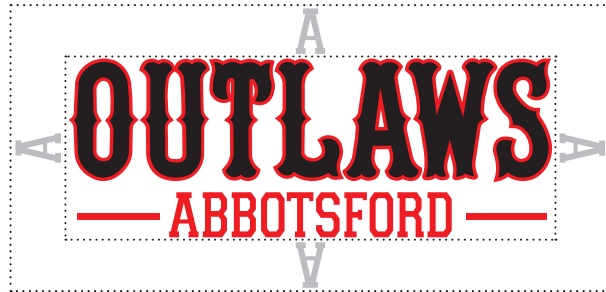
Logo Variations

USE WITH BACKGROUND COLOURS AND IMAGES

The following are good examples of the Abbotsford Outlaws logo used with background colours and images.



Clear Space



Clear Space and Minimum Size

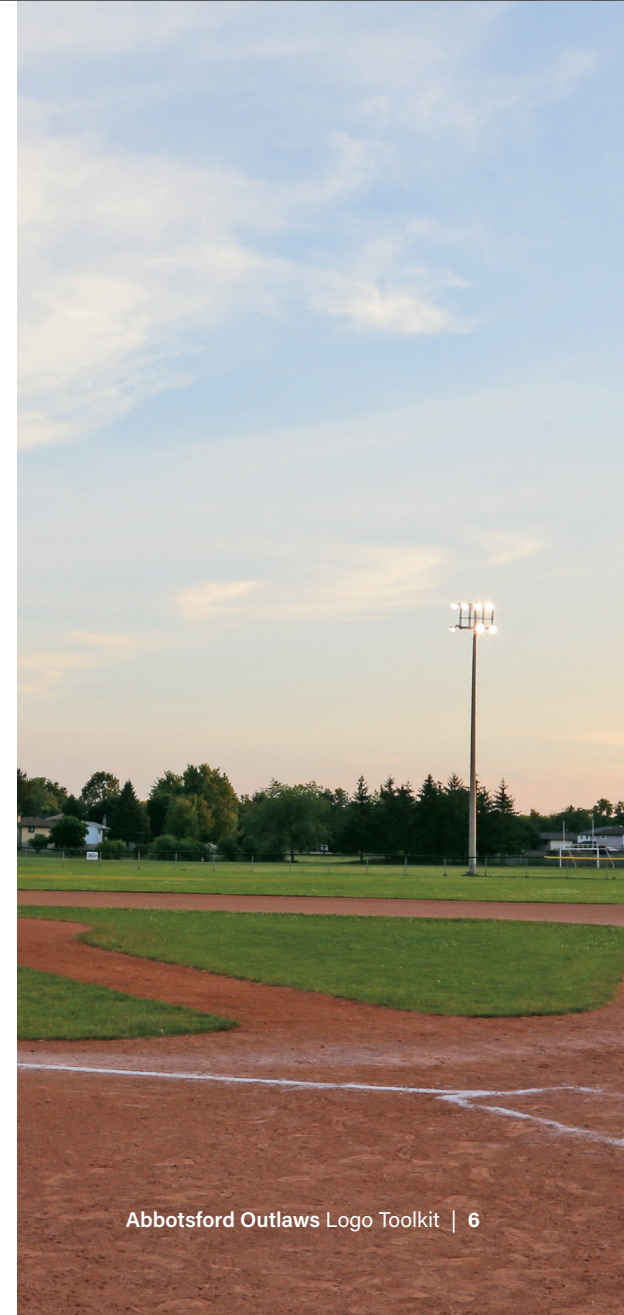
In order for the logo to be able to breathe, there should be enough clear space around all sides of the logo and in order for the text to be legible there is a minimum size to which it can appear.

Clear Space

It's important not to over crowd the logo. Clear space is developed from the height of the ABBOTSFORD "A".

Minimum Size

There is a minimum reproduction size of the logos in order to stay recognizable. The example shown above is at actual size.



Colour Palette

Colour Palette

The Outlaws colour palette consists red, black and white. If required, any secondary colour selections that accompany the logo in designs should represent the AMFA secondary colour palette whenever possible: grey, light blue and dark blue. It is important to uphold the connection with the Outlaws team AMFA Brand wherever possible.

PRIMARY

Red

cmyk 0-100-100-0
rgb 191-42-29
hex bf2a1d
Pantone 485

Black

cmyk 0-0-0-100
rgb 33-33-33
hex 212120
Pantone Neutral Black

SECONDARY

Grey

cmyk 0-0-0-80
rgb 76-76-76
hex 4c4c4c
Pantone 7540

Light Blue

cmyk 55-0-0-0
rgb 121-191-237
hex 79bfed
Pantone 2985

Dark Blue

cmyk 100-67-6-0
rgb 45-79-139
hex 2d4f8b
Pantone 7686

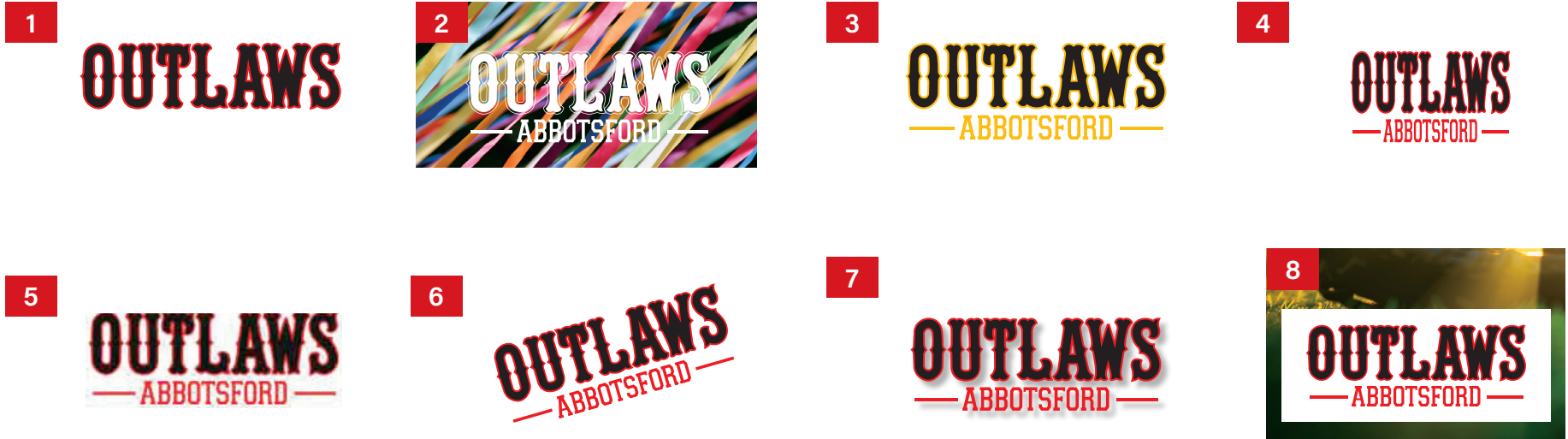
Pantone selections are the best match available in industry standard PMS inks. Custom inks may need to be mixed in order to create perfect colour match.



Logo Misuse

The Abbotsford Outlaws logo visually identifies the Outlaws team to the community, players and supporters. Therefore it is imperative that it be used properly to ensure the integrity and professionalism of the brand.

The examples below illustrate common misuses of the logo. When working with an outside vendor, always supply them with copies of the logos provided by the original designers, **PDF format preferred**. The following applies to all versions and variations of the logos.



- 1 Do not use the icon without the type.
- 2 Do not use the logo against a busy background pattern.
- 3 Do not use colors other than the approved palette in the logo.
- 4 Do not stretch or condense the logo.
- 5 Do not use a scanned, blurry or bit-mapped version of the logo.
- 6 Do not use the logo on an angle.
- 7 Do not use a drop shadow or image filter.
- 8 Do not frame the logo in a box or put in a box against a background.