



**MINOR
FASTBALL**



Brand Toolkit

2024



AMFA 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 Minor Fastball Association – AMFA. All materials bearing the AMFA name, from promotional products, print media to online presence, impact the overall image of the Association. As such, all should adhere to these guidelines.

The AMFA Logo **3**

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

Clear Space **6**

Typography **7**

Colour Palette **8**

House Team • Logo Colour Options **9**

Logo Misuse **10**

Values Icons **11**

The AMFA Logo



HORIZONTAL



VERTICAL

Full Colour Logos Preferred

The full colour logos are the preferred formats and should be used for all professional level communications. Both the horizontal and vertical versions are equally acceptable and should be selected based fitting most logically into the available space.

Logo Variations

USE WITH BACKGROUND COLOURS AND IMAGES



Black Logo

This logo may be used against a **light background**.

This version is best used on a background that is light enough for both the black text and black outline around the "A" icon to be 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**.

This version is best used on a background that is neutral enough for the white text and black outline around the "A" icon to both be visible.

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



White Logo

This logo may be used against a **dark background**.

This version is best used on a background that is dark enough for the both the white text and white "A" icon to be visible.

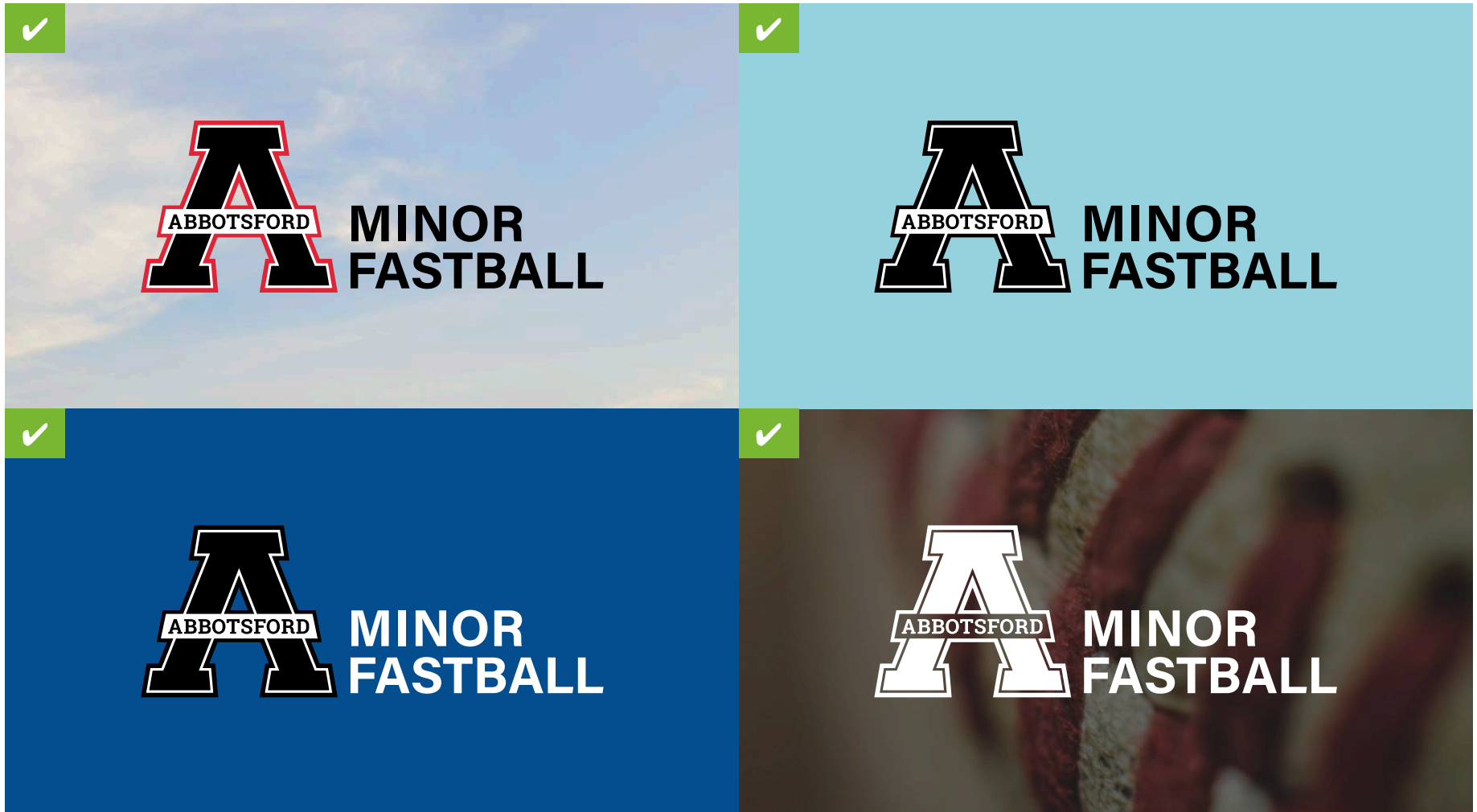
The following are examples of how not to use the white logo.



Logo Variations

USE WITH BACKGROUND COLOURS AND IMAGES

The following are good examples of the AMFA logos used with background colours and images.



Typography



HEADER WEIGHT TEXT

Acumin Pro Bold
Acumin Pro Medium
Roboto Slab Bold
Roboto Slab Regular

BODY WEIGHT TEXT

Acumin Pro Light
Acumin Pro Regular

AMFA Typography

The two primary fonts selections are listed above. They are recommended for all AMFA promotional materials.

Under no circumstance should the fonts in the logo be modified or replaced.

Colour Palette

Colour Palette

The AMFA colour palette consists red, black, grey, light blue, dark blue and green. The following lists the colours in order of most to least dominant colours in the AMFA palette.

PRIMARY

Red

cmyk 0-100-75-0
rgb 192-41-57
hex c02939
Pantone Red 032

Black

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

Grey

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

SECONDARY

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

Green

cmyk 50-0-100-0
rgb 142-181-65
hex 8eb541
Pantone 368



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.

House Team - Logo Colour Options

Alternative Colour Options for House Teams

The AMFA allows for alternative colours to be used on house team attire to help distinguish themselves on the field as well as to personalize their identity.

Besides colour, all the same rules of use apply to the alternative logos as listed in this AMFA Brand Toolkit.

Colour Modes

Both horizontal and vertical versions of each logo colour are available in vector formats.

Logo files are saved in CMYK (process colour) as RGB simulation is not generally an option for out of gamut colours unless specialty inks, for screen printing, or imprint materials, such as heat-transfer vinyl, are being used.

Pantone Selections

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



House Red

cmyk 00-98-83-00
rgb 255-0-20
hex FF0000
Pantone 032C



Green

cmyk 60-00-100-0
rgb 122-183-50
hex 7ab732
Pantone 368C



Orange

cmyk 00-76-90-00
rgb 255-90-0
hex ff5a00
Pantone ORANGE 021 C



Teal

cmyk 77-00-31-00
rgb 83-176-174
hex F53B0AE
Pantone 3262C



Gold

cmyk 00-30-100-00
rgb 224-165-38
hex E0A526
Pantone143C



Blue

cmyk 100-63-10-00
rgb 13-79-145
hex D4F91
Pantone 2945C



Pink

cmyk 00-65-00-00
rgb 255-105-180
hex FF69B4
Pantone 212C



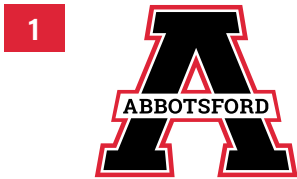
Purple

cmyk 81-95-00-00
rgb 78-0-142
hex 4E008E
Pantone 266C

Logo Misuse

The Abbotsford Minor Fastball Association logo visually identifies the organizations 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.

Values Icons



AMFA Values Icons

The AMFA Values Icons should always be used in the same order: effort, passion, commitment, integrity and equality. The full colour version is preferred whenever possible, if not a black or white version can be used in place for single colour or reverse applications.