



Pride Sports League

OF CENTRAL IOWA

BRAND STANDARDS

Pride Sports League

OF CENTRAL IOWA

COLORS

Orange

for web - Red 255

Green 138

Blue 5

for print - Cyan 0%

Magenta 46%

Yellow 98%

Key(Black) 0%

Blue

for web - Red 3

Green 30

Blue 227

for print - Cyan 99%

Magenta 88%

Yellow 10%

Key(Black) 1%

Gray

for web - Red 199

Green 212

Blue 214

for print - Cyan 22%

Magenta 17%

Yellow 16%

Key(Black) 0%

TYPEFACES

Lobster

- regular

GILL SANS

- regular

- all caps

TYPEFACES TO PAIR WITH LOGO FOR PRINT AND WEB COLLATERAL

Memphis

- light

- regular

- bold

OSTRICH SANS INLINE

- regular

- all caps

APPROVED LOGO VARIATIONS



CLOTHING ARM PATCH

Jerseys
T-Shirts



SOCIAL MEDIA

Facebook
Instagram
Twitter
Meetup

APPROVED COLOR AND FORMAT OF LOGO

FULL COLOR



ONE COLOR



WEB FORMATS .PNG
.JPG

PRINT FORMATS .TIF
.EPS

USE ON BUSY BACKGROUND AT 70% OPACITY



USE ON DARK BACKGROUND



*INCORRECT USE OF LOGO COLORS



LOGO SIZING

RESIZING THE LOGO SMALLER



LOGO MUST MAINTAIN PROPORTIONAL
WIDTH AND HEIGHT WHEN RESIZING.

*INCORRECT RESIZING



height is not proportional to the width.



logo is too small.



width is not proportional to the height.



logo is cut off.

PHOTOGRAPHY + IMAGES

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Photography and images to be included in Pride Sports League communication needs to reflect inclusion of all genders, sexual orientations and be in line with our vision statement.

Photography should have a sense of energy, community, and diversity. When possible photography should consist of actual PSL players and/or PSL venues.

Imagery should have a sense of energy, community, and diversity. When applicable imagery should be sports themed.

EXAMPLE OF ACCEPTABLE PHOTOGRAPHS + IMAGES



TONE OF TEXT/BODY COPY

TEXT

The Pride Sports League prides itself on creating a safe and inclusive space for participants to be themselves, network, have fun, and play sports.

To further reinforce that foundation of the League, all of our messaging should be welcoming, respectful, inclusive, fun, sporty, and non-technical.

EXAMPLE OF TEXT/BODY COPY TONE

OUR VISION

The Pride Sports League of Central Iowa (PSL) promotes athletic skill, health, and sportsmanship through an opportunity to play both recreational and competitive sports. A safe and non-threatening environment provided in our league strengthens the LGBTQA community by encouraging friendships and social connections.

The primary goal of this league is for every game to be a positive experience for everyone **regardless of skill level**. All participants are committed to play fairly, have respect for others, and grow as a player.

CONTACT + MEDIA KITS

CONTACT

For questions regarding use of colors, text, imagery and any other aspect of The Pride Sports Leagues branding, please contact us at info@pridesportsleague.org with branding in the subject line.

MEDIA KITS

Media kits are available for download on our website:
www.pridesportsleague.org/mediakit