





Guidelines for use and reproduction

To maintain its identity and consistency, the Aliso Viejo Girls Softball brand must be used according to certain specifications. These guidelines are set throughout this manual.

Uses

As the official identity of Aliso Viejo Girls Softball this guide is to aid as:

- A tool for promoting Aliso Viejo Girls Softball;
- A tool for promoting Aliso Viejo Girls Softball uniforms, swag, advertising, promotions, and events.

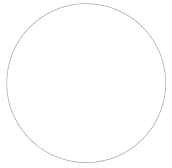
Guidelines

To protect its identity and achieve recognition, the Aliso Viejo Girls Softball brand must be used consistently. These guidelines will assist you.

The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate color standards, refer to the current editions of the PANTONE Publications. PANTONE® is a trademark of Pantone, Inc.

Usage: Please contact AVGS at info@aliso viejo girls softball.com for logo artwork.

Aliso Viejo Girls Softball Logo Primary Colors



Bright White

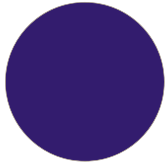


Pantone 419
R:33 G:35 B:34
C:6 M:0 Y:3 K:86
HEX: 212322



Pantone 3285
R:23 G:156 B:150
C:80 M:18 Y:45 K:1
HEX: 00A499

Aliso Viejo Girls Softball Logo Secondary Color



Pantone 275
R:32 G:23 B:71
C:55 M:68 Y:0 K:72
HEX: 201747



PRIMARY LOGO



The Aliso Viejo Girls Softball Logo must always be used in its approved form, to maintain its identity and integrity. These logos may only be reproduced in full color.

No other coloration is allowed. Spot color printing is the preferred option. Four color process printing may be used when spot color reproduction is not available.

PROMOTIONAL LOGOS



Use actual PANTONE® chips. Do not try to match examples in this guide.

Aliso Viejo Girls Softball Logo Guidelines
Color

Aliso Viejo Girls Softball Logo Usage

The foundation of our graphic identity system, the Aliso Viejo Girls Softball signature, represents the most concise visual expression of the Aliso Viejo Girls Softball brand and an essential asset. It is responsible for communicating the qualities that make Aliso Viejo Girls Softball unique in all its applications.

This signature must be presented with consistency and care whenever it appears. Consequently the following guidelines have been developed to ensure its correct usage whenever it is reproduced.

This document is meant to provide the basics of our identity system. Updates will be provided from time to time.

Clear space



To ensure its legibility and impact, the signature should always be surrounded by a generous amount of clear space. This isolates the signature and protects it from competing visual elements, text, and graphics.

Minimum size



To ensure maximum readability, the logo should never appear smaller than one-quarter inch high, measured on the icon.