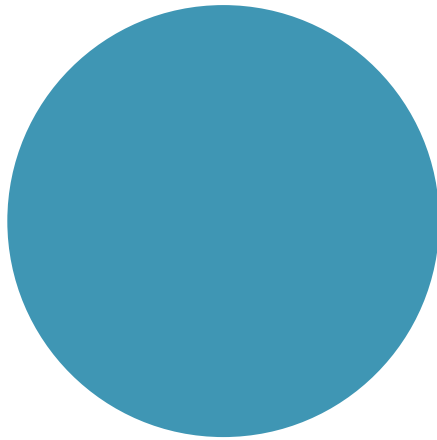




Brand Style Guide

Color Palette

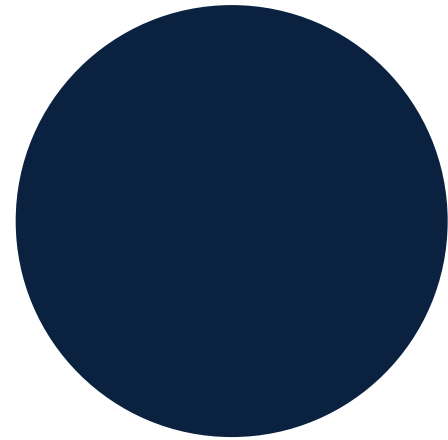
The primary colors can be used along with **white**. The lighter blue (Pantone 7459) should be used for the state graphic and the dots in the logo, while the darker blue (Pantone 289) should be used for the lettering. For dark background applications, the lettering should be white. The banner at the bottom should follow the “North Carolina” rules, white for dark backgrounds and Pantone 289 for light backgrounds, with the “Sports Association” lettering being inverse.



Pantone 7459 C

R: 66	C: 70%
G: 152	M: 17%
B: 181	Y: 10%
	K: 4%

HEX/HTML: #4298B5



Pantone 289 C

R: 12	C: 100%
G: 35	M: 66%
B: 64	Y: 0%
	K: 76%

HEX/HTML: #0C2340

Secondary Colors: White, greys (light to dark)

Logo Useage & Variations

The logo should be used in its entirety, including the 'competenorthcarolina.com' lettering at the bottom. An exception can be made if the website address appears under or adjacent to the logo in an application, in which case the web address in the logo can be removed.

White or light colored backgrounds:



Dark colored backgrounds:



Logo Applications - Apparel



Typography & Applications

Antonio Regular

Antonio Bold

Antonio Light

Primary Font: Antonio

Uses: Headlines, stand-alone type

Variations: Regular, Bold, Light

Apple Symbols

APPLE SYMBOLS

apple symbols

Primary Font: Apple Symbols

Uses: Body text, web address

Variations: Regular

Lato

LATO

lato

Secondary Font: Lato

Uses: Web body text, secondary web headlines

Variations: Regular, Semibold, Bold