



Identity Standards

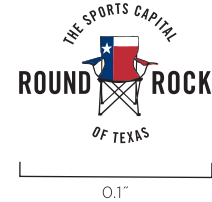
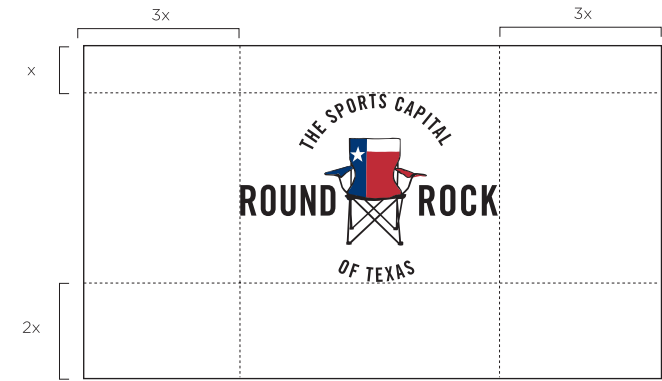
The recommendations set out in this guide are meant to provide initial guidance when articulating the Sports Capital of Texas identity. It gives a brief description of best practices when using the Sports Capital of Texas identity, the hierarchy of the brand fonts, as well as color recommendations.

Minimum Clear Space

Always maintain the minimum clear space around the logo to preserve its integrity. The cap-height (x) determines the minimum amount of clear space around the logo at all sizes; this value is determined by the height of the capital T in the top portion of the SCOT logo. This is equivalent to 1x on the top, 2x on the bottom, 3x left and right sides of the logo.

Minimum Print Size

The Sports Capital of Texas logo must never be reduced in sizes smaller than those shown on this page. The minimum print size is 1 inch wide.



Background Guidelines

The Sports Capital of Texas Logo should never appear over a background that renders the logo unreadable. Preferred treatment of the SCOT logo is either black or white type with a colored chair logo over a solid black, white, or color background with sufficient contrast. If you are printing over a black or solid color background, use the version of the SCOT logo that contains the white outline around the chair graphic. Also, use black type over lighter colored backgrounds and use white type over darker backgrounds.

Background Guidelines

White type on Black Background



Black type on White Background



Black type on light colored Background



White type on dark colored Background



Unacceptable Logo Usage

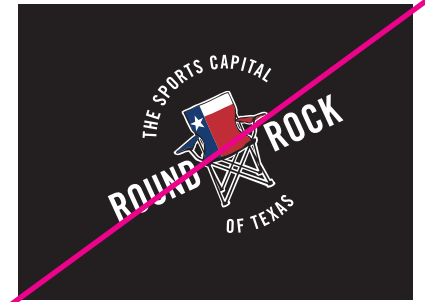
Always use the Sports Capital of Texas logo as provided in the original artwork.
Never reshape, distort or separate elements. This includes moving elements within the logo or recreating the logo with alternate fonts.

Background Guidelines

Never reposition
logo elements



Never reposition
logo elements



Never Stretch the logo



Never substitute
type within the logo



Color Palette

The Sports Capital of Texas will be renowned for being the premier destination for amateur, youth, and recreational sports. Graphic intensity is one way we will communicate the impeccable nature of our brand; color is another factor that will play a critical role in representing our distinctive image. The SCOT color palette is a deliberate selection of colors rooted in Americana, and an appreciation for sports. Just as important as the colors we choose is the manner in which we choose to implement them.

COLOR PALETTE





PRIMARY—
Trade Gothic Bold
Condensed No. 20

THE SPORTS CAPITAL OF TEXAS

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary—
Trade Gothic
Condensed No. 18

THE SPORTS CAPITAL OF TEXAS

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ