

# **BALL CAP LINER**

**Brand Guidelines** 



### **BALL CAP LINER**

The Ball Cap Liner is the most comfortable and advanced baseball head protection on the market. The baseball head protection, Ball Cap Liner, is a patented design that is not only strong but sleek.



# TABLE OF CONTENTS

- 1 LOGO SPECIFICATIONS
- 2 TYPEFACES
- 3 COLOR PALETTE
- 4 GRAPHIC ELEMENTS + ICONOGRAPHY
- 5 BRAND APPLICATION



1 / LOGO SPECIFICATIONS

## LOGO USAGE



### LOGO CLEAR SPACE

### **SAFE ZONE**

Gray area indicates safe zone. Other graphical and visual elements can be safely positioned up to the adjoining dotted area.

### **CLEAR SPACE**

The clear space around the logo is defined by the width of the letter "B" in Ball. This area must be kept free of all graphic and visual elements.

### **MINIMUM SIZE**

For legibility purposes, our logo should never be smaller than 1 inch.



x = width of "B" in Ball Cap Liner



Minimum size: 1 inch

### LOGO VARIATIONS







# SOCIAL ICON







### LOGO RULES / incorrect usage

**DO NOT: POSITION** 

Do not resize or change position of any elements of the logomark.



**DO NOT: SHADOW** 

Do not apply any drop shadow or glows behind the original logo.



#### DO NOT: FONTS

Do not use any other font, no matter how close it might look to the original logo.



#### **DO NOT: WHITE BOX**

Do not position the logo within a white box overprinted on a busy or dark background.



#### DO NOT: SIZE

Do not squish or stretch the logo. In most programs, holding down the SHIFT key allows for proportional resizing.



#### **DO NOT: SMALL SCALE**

Do not scale the logo to less than 1 inch.



Minimum size: 1 inch



/ TYPEFACES

### **TYPEFACES**

These typefaces should be used in all of Ball Cap Liner's communications to represent a consistent visual identity. This includes promotional materials, advertising, printed and digital collateral.

Teko can be downloaded for free through Google Fonts.

The Barlow Condensed Family can be downloaded for free through Google Fonts.

PRIMARY TYPEFACE

### **TEKO**

#### WHEN TO USE

Teko can be used for headlines in all caps. It creates adequate options for primary headlines on printed and online pieces.

HEADLINE TRACKING 50

SECONDARY TYPEFACE

### BARLOW CONDENSED MEDIUM

#### WHEN TO USE

The Barlow Condensed family features 18 different weights plus italicized versions. Barlow Condensed can be used ranging from stationery, website design, brochures, and all forms of general correspondence.

WEB SAFE FONT

### LATO

#### WHEN TO USE

Lato is a web safe font that can be used specifically for brand documents, e-blasts, and web design.

HEADLINE

ABCDEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklm nopqrstuvwxyz

Body Copy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

abcdefghijklm nopgrstuvwxyz

HEADLINE

ABCDEFGHIJKLM NOPQRSTUVWXYZ

Body Copy

abcdefghijklm nopqrstuvwxyz

# / COLOR PALETTE



### COLOR PALETTE



C72 M66 Y65 K75 R31 G31 B31 #1F1F1F



C26 M100 Y100 K28 R147 G26 B29 #931A1D



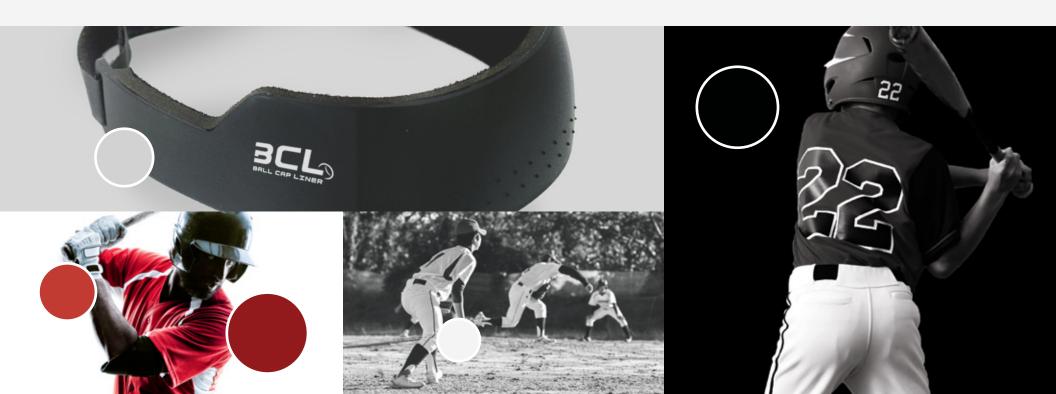
PANTONE 180 C C17 M90 Y89 K6 R194 G59 B51 #C23B33



C17 M13 Y13 K0 R209 G209 B209 #D1D1D1



C3 M2 Y2 K0 R244 G244 B244 #F4F4F4

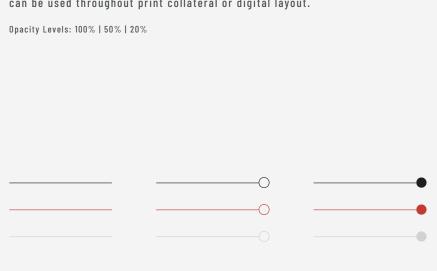




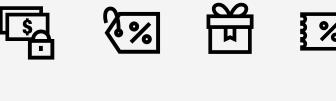
### GRAPHIC ELEMENTS + ICONOGRAPHY STYLE



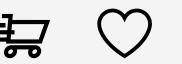
The use of the brand's color palette is essential. Geometric shapes can be used throughout print collateral or digital layout.



Using thin lines creates a modern feel to the brand. The line's weight is 0.5 points.











Iconographic style that can be used to represent

Ball Cap Liner throughout print or digital collateral.

Icons are composed of bold, clean lines.



# STATIONERY



# BRAND PRODUCT







# BRAND APPAREL



