



CROSSROADS LEAGUE



Logo & Identity Guidelines

In an effort to establish brand consistency, the Crossroads League has adopted these brand standards for all communications. Wherever our name appears presents an opportunity to tell the Crossroads League story.

A brand is much more than a logo. It is a collection of experiences one has with the Crossroads League. Every experience one has with our league may be their first, and it may be their last. We should take great pride then, to ensure the Crossroads League is accurately perceived as the competitive and purposeful league we know it to be.

All facets of our brand must present a unified look to reflect the integrity of our character. Throughout our communications, every link in the chain requires the same diligent guardianship.

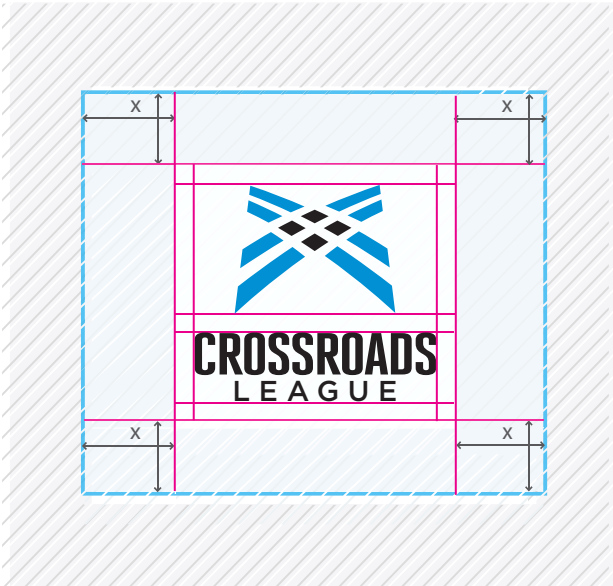
Primary Logo For Crossroads League



Consistency is key when looking to apply the Crossroads League brand mark. This brief guide will help establish guidelines in the general application of the Crossroads League identity system.

The primary brandmark, seen above, is to be used for the majority of the identity's branding. This includes, but is not limited to: printing, social media, digital applications and advertising.

Positional & Spatial Considerations



The outer **Grey** stripped padding indicates the **Safe Zone**. Other graphical and visual elements can be safely positioned up to the **Blue** line.

Blue indicates **Clear Space**. The blue area must be kept free of all other graphical and visual elements.

The minimum required **Clear Space** is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)

Magenta indicates type and element alignment and boundaries.

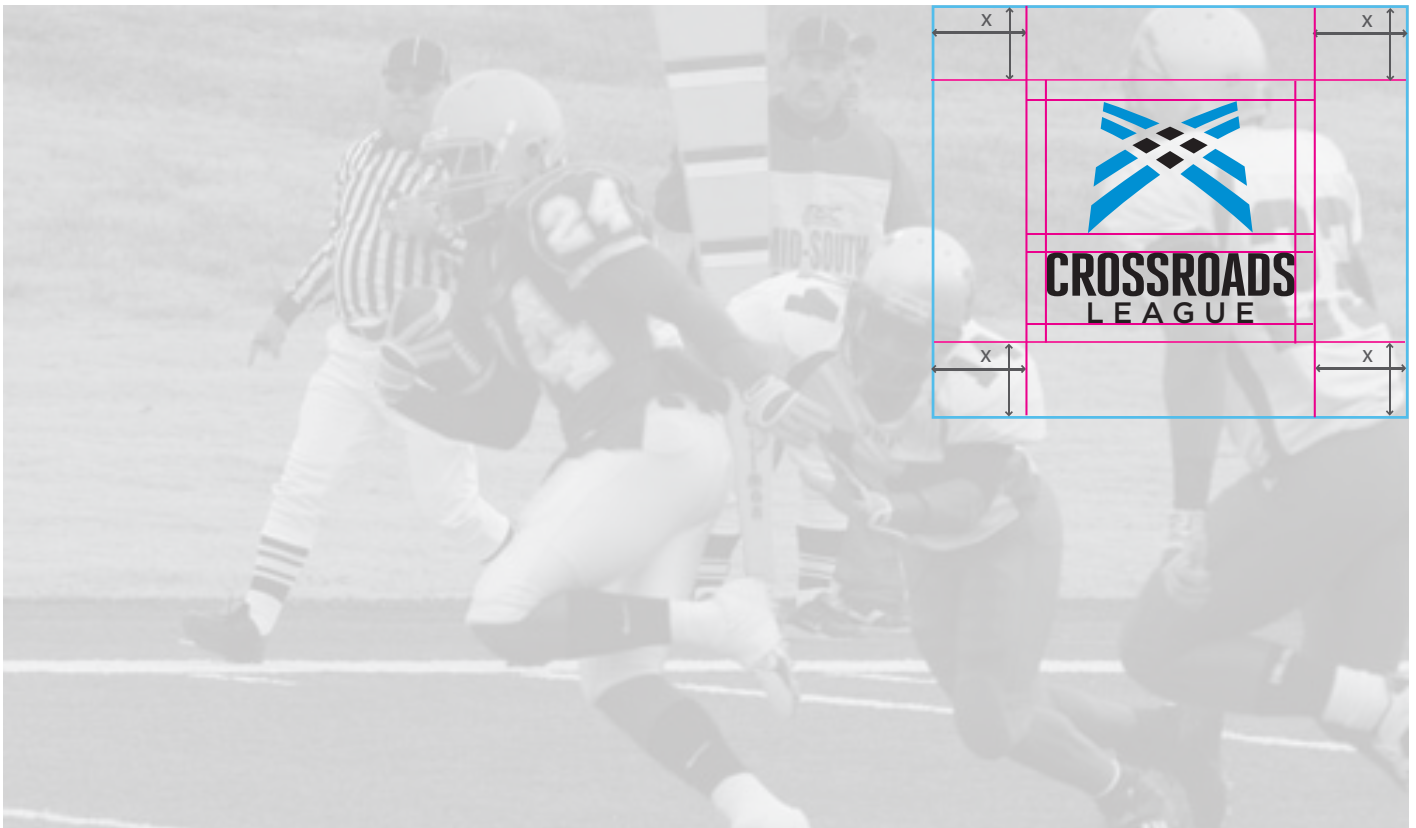


Image above shows the ideal landmark placement.

Notice that the **Blue** area creates a padded **Clear Space** at the top and right of the word mark.

Other design elements could be added to the photograph as long they don't cross over the **Blue** area; left and bottom of the landmark.

Approved Logo Variations



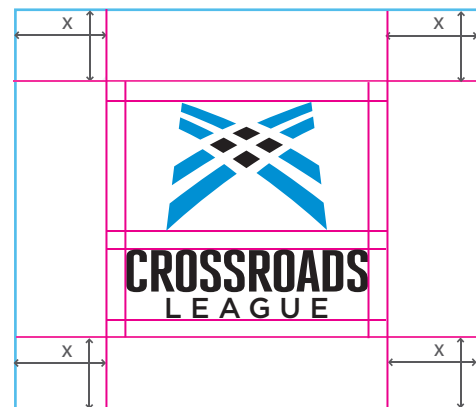
Horizontal Brandmark

In this layout of the brandmark, the 'X' logo is situated to the left of the 'Crossroads League' word mark. Spacing between the 'X' and the word mark should not deviate from the layout seen here.



Vertical Brandmark

The vertical layout of the brandmark is centered and balanced. Spacing should not deviate from the layout seen here.



Approved Brand Colors & Primary Brandmark System

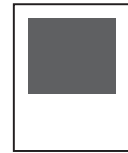
Pantone Process Blue C
CMYK C100 M10 Y0 K10 / RGB R0 G147 B208
HEX# 0093D0



Pantone 426C
CMYK C0 M0 Y0 K99 / RGB R11 G10 B11
HEX# 0B0A0B



Pantone 425C
CMYK C0 M0 Y0 K77 / RGB R95 G96 B98
HEX# 5F6062



Primary Brandmark



The primary brandmark is shown above in both CMYK and RGB values. It should be used if the budget allows. Other color options can be used as the examples on this page show.

The primary brandmark can also be used reversed out of any of the core brand colors, but the word mark must always remain solid white.

***Note: No other color options are to be explored.**

Do Not Abuse The Brandmark



- ⊗ Do not change the format of the logo even if you feel it looks good.
- ⊗ Do not change the position of the wording.



- ⊗ Do not recreate the font in another typeface.



- ⊗ Do not stretch the logo in any way.



- ⊗ Do not mix a colored logo with a colored background.
- ⊗ Do not use colors, or mix colors, that are not part of the brand color scheme as shown on the previous page.

Logo System Components



Primary Logomark

The objective was to fashion a logo that visually encapsulated, both physically and literally, the Crossroads League and core ideals and beliefs. The 'X' is our most iconic and flexible element.

CROSSROADS
LEAGUE

Primary Wordmark

The primary word mark uses a pairing of the **Heroic Condensed Bold** and **Gotham HTF Medium** typefaces. It is bold enough to stand alone as a brand element.

Logo System Typography



Primary Typeface

Heroic Condensed Bold is used for the Crossroads League lettering. It is treated in all caps and should be used for all headlines and callouts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Secondary Typeface

Gotham HTF Medium is used for the Crossroads League secondary lettering. It is also treated in all caps and should be used for all internal correspondence.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890