COLORS

COPPER
#E3B15E
CMYK: 0, 54, 64, 9

BLACK
#2D2A26
CMYK: 0, 0, 0, 95

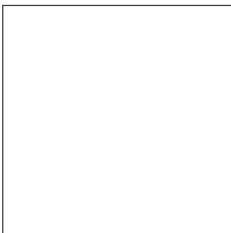### DARK GRAY
#565459
CMYK: 60, 54, 48, 35

LIGHT GRAY
#7B777D
CMYK: 60, 54, 48, 0

WHITE
#FFFFFF
CMYK: 0, 0, 0, 2

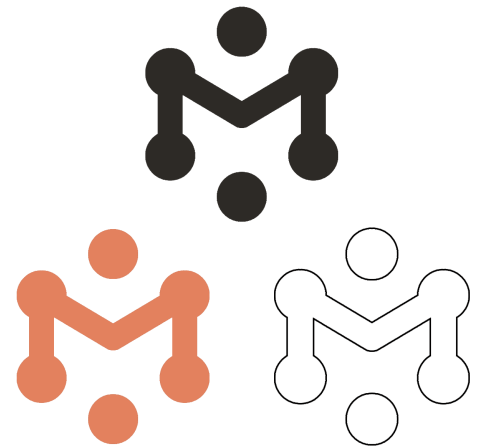# LOGOS

- Preferred logo for the "first look" of any communication (headers, social media, invoices, etc.)
- Showcases the signature Mastery Logistics "Copper" color as well as Omaha Mastery AAA Hockey Association, Inc.'s most impactful font ("Primetime")

ALTERNATE LOGO

- Alternative to use when the Primary Logo doesn't fit the "feel" of the composition or if simplified representation is preferred (e.g. secondary headers, footers, bullet points, etc.)
- Use in black, copper, or white from the color palette
- For the **WHITE** logo: A thin black or copper outline can be used for visibility on a lighter background, but if the logo is placed on a darker background, the outline shouldn't be used unless absolutely necessary

SECONDARY ALTERNATE LOGO

- Same guidelines from the [above] Alternate Logo apply, but use either of these two options (dark gray and light gray from the color palette) when black, white, or copper don't fit the composition or "feel" of the moment
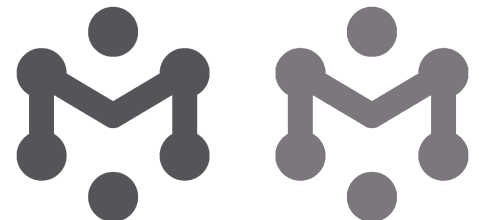
* N O T E   *A subtle drop shadow can be added to the logos for more impact if it fits the narrative of the moment*

2

TYPOGRAPHY

DIN CONDENSED

DIN Condensed is our most versatile typeface, and it's mainly used for body copy (like you're reading right now). It can be **bolded**, underlined or *italisized* for emphasis, and it's also used as a secondary option for typography in headers, footers, social media, etc.

DIN Condensed Light
DIN Condensed Regular
DIN Condensed Bold
DIN Condensed Extra Bold

PRIMETIME

PRIMETIME REGULAR
Primetime Upper/Lower
PRIMETIME REGULAR BOLD
Primetime Upper/Lower Bold

Primetime is used to catch the eye and make a **statement**. It's featured in our primary logo, and it's ideal for text that doesn't feature a ton of words and/or letters (e.g. paragraph headers). It can be **bolded**, but it can look "crowded" if bolded in the wrong situation. We also occasionally underline the Primetime font for emphasis, but because it's so clean and bold on its own, it usually doesn't need any special touches.

BEBAS NEUE

Bebas Neue combines the best of both worlds between DIN Condensed and Primetime. It's clean and narrow (like DIN Condensed), but as an all-caps font (like Primetime), it provides a nice emphasis for certain moments. With that in mind, we use it to supplement the Primetime font in document headers, but it can also be utilized as a paragraph header within body text. Additionally, similar to DIN Condensed and Primetime (for our purposes), it can be underlined for emphasis, The type family also offers two different boldface styles as well as a thin style (see right).

BEBAS NEUE THIN
BEBAS NEUE REGULAR
BEBAS NEUE BOLD
BEBAS NEUE ULTRA BOLD

*NOTE

It doesn't happen often, but we'll incorporate custom modifications to these typefaces where a "crafty touch" is needed (e.g. adjust tracking, line spacing, etc. from the standard).

3

TYPOGRAPHY x SOCIAL MEDIA

DIN Condensed, Primetime and Bebas Neue are to be used on our social channels for the same purposes illustrated on the previous page, but our social channels allow freedom to use additional fonts (as needed) that may be trending in the social world at that time or may be more "eye-catching" than what one may expect to see on a document with a lot of copy.

GLOSS AND BLOOM

Gloss and Bloom
Gloss and Bloom Bold

Used as **accent fonts** for more **expressive** moments

SATTURDAY COLLECTION

Satturday Collection
Satturday Collection Bold

Used when more **"readability"** is needed, but are more **eye-catching** than DIN Condensed and Bebas Neue. These also **pair well** with the above **accent fonts** on **info graphics.**

LEMON/MILK

LEMON/MILK
LEMON/MILK BOLD

GOBOLD

GoBold Thin Light
GoBold Thin
GoBold Regular
GoBold Bold
GoBold Hollow
GoBold Hollow Bold

Social CHANNELS

🐦 @omahamasteryAAA

📷 @omahamasteryaaahockey

📘 @masteryaaahc

4