

Roswell Youth Lacrosse Association

Graphic Standards



ROSWELL LACROSSE™

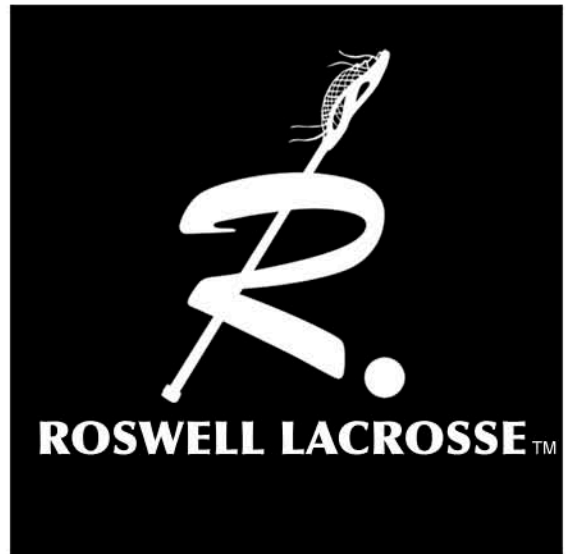
SINGLE COLOR USE - STACKED



ROSWELL LACROSSE™



ROSWELL LACROSSE™



Black



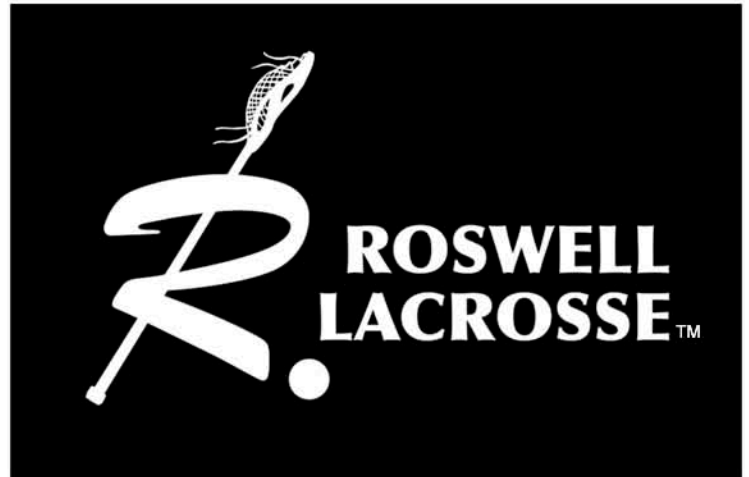
CMYK 100:0:100:30
Pantone 348-1c
RGB 38 126 68



White

Signature typeface is upper case
OPTIMA EXTRA BLACK

SINGLE COLOR USE - INLINE



Black



CMYK 100:0:100:30

Pantone 348-1c

RGB 38 126 68



White

Signature typeface is upper case
OPTIMA EXTRA BLACK

TWO COLOR USE



ROSWELL LACROSSE™



**ROSWELL
LACROSSE™**



CMYK 100:0:100:30
Pantone 348-1c
RGB 38 126 68



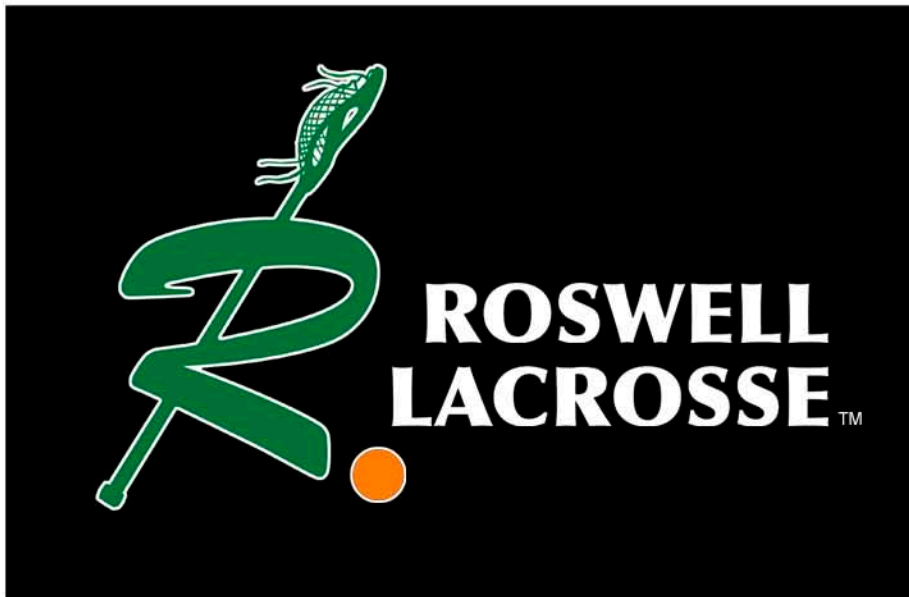
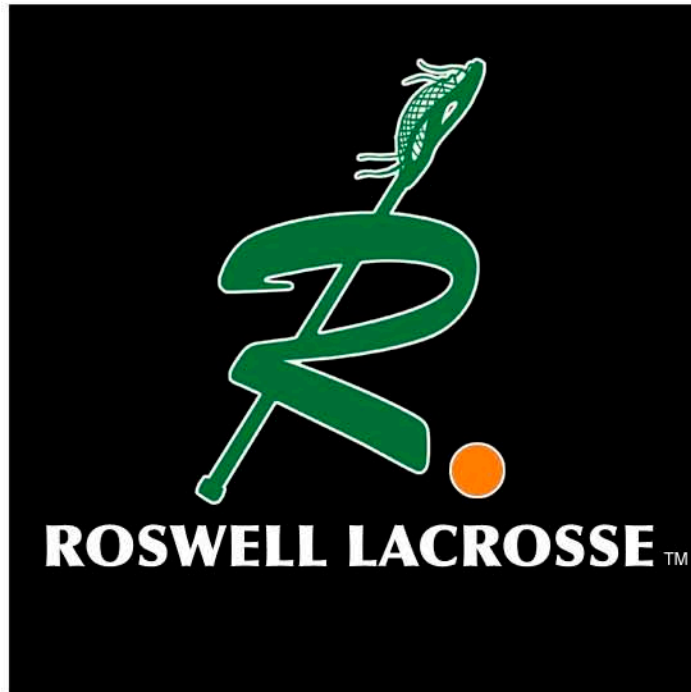
White



CMYK 5:70:100:0
Pantone 158-c
RGB 205 106 33

Signature typeface is upper case
OPTIMA EXTRA BLACK

THREE COLOR USE - BLACK BACKGROUND



Black



White



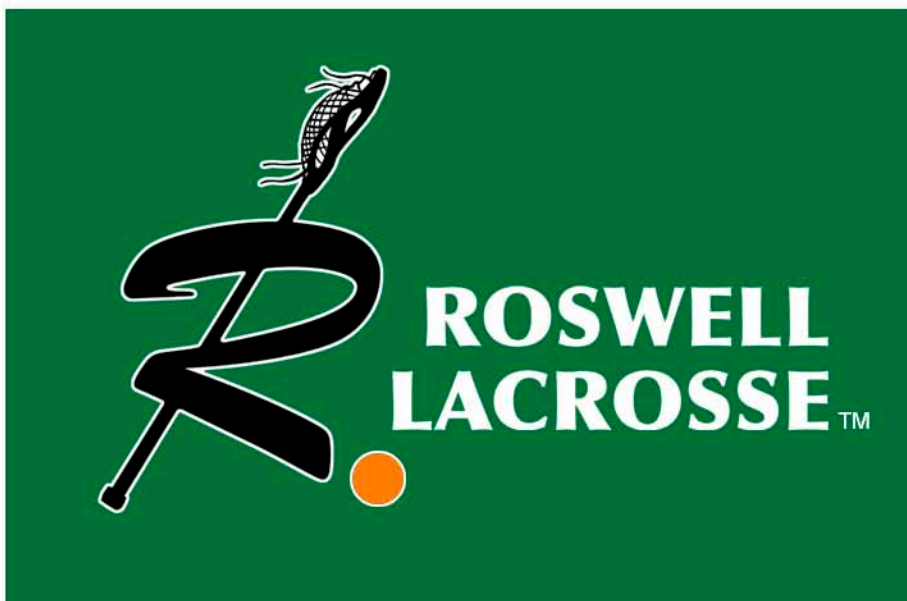
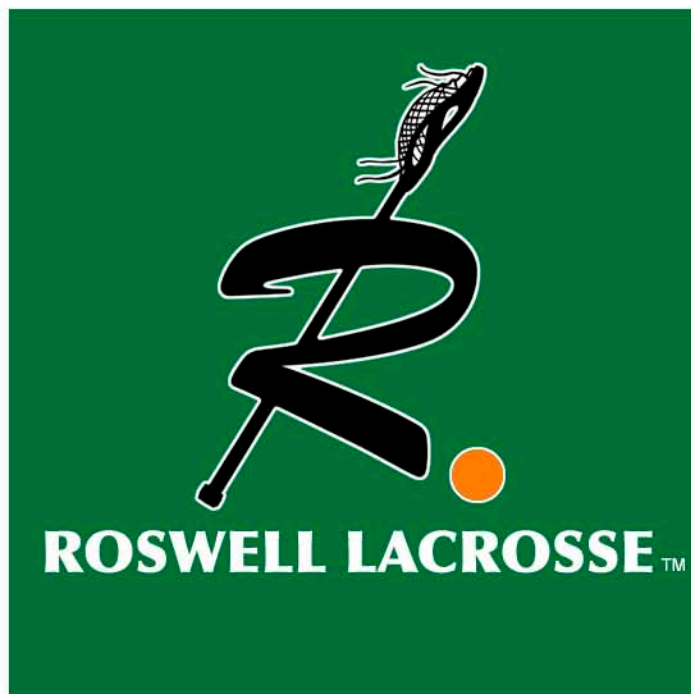
CMYK 100:0:100:30
Pantone 348-1c
RGB 38 126 68



CMYK 5:70:100:0
Pantone 158-c
RGB 205 106 33

Signature typeface is upper case
OPTIMA EXTRA BLACK

THREE COLOR USE - GREEN BACKGROUND



Black



White



CMYK 100:0:100:30
Pantone 348-1c
RGB 38 126 68



CMYK 5:70:100:0
Pantone 158-c
RGB 205 106 33

Signature typeface is upper case
OPTIMA EXTRA BLACK



ROSWELL LACROSSE™



Black



White



CMYK 100:0:100:30
Pantone 348-1c
RGB 38 126 68



CMYK 5:70:100:0
Pantone 158-c
RGB 205 106 33

Signature typeface is upper case
OPTIMA EXTRA BLACK

THREE COLOR USE - BLACK MEDALLION



ROSWELL LACROSSE™



Black



White



CMYK 100:0:100:30
Pantone 348-1c
RGB 38 126 68



CMYK 5:70:100:0
Pantone 158-c
RGB 205 106 33

Signature typeface is upper case
OPTIMA EXTRA BLACK

INCORRECT USE

In order to establish and maintain consistent and effective use of the Roswell Youth Lacrosse Association brand, it is essential to follow the standards in this manual. Errors such as those illustrated here will undermine the Association's effort to present a strong and unified image.

Please note that both signature styles are subject to these parameters.



ROSWELL LACROSSE

Alternative color treatments. The symbol and typography should never be reproduced in colors other than the approved colors.



Roswell Lacrosse

Upper and lower case typography. Signature always appears in upper case.



ROSWELL LACROSSE

Different typestyle. Optima Extra Black is the only typestyle used.



Without typography. Symbol never appears alone.



Distracting background. Symbol and typography should never be placed on backgrounds that distract or overpower.



ROSWELL LACROSSE

Distortion. Symbol and signature should not be subject to distortion or manipulation, i.e., twisting, stretching, slanting or curving.



ROSWELL LACROSSE

Improper alignment or arrangement of symbol. The alignment of the symbol relative to the typography should not be altered.