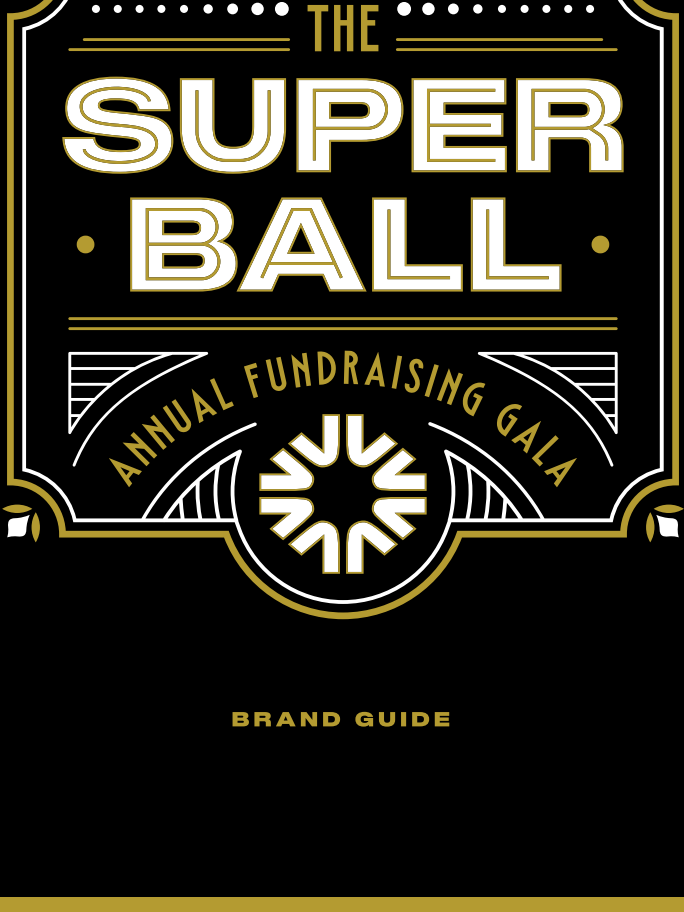




## BRAND GUIDE

### USING OUR LOGO

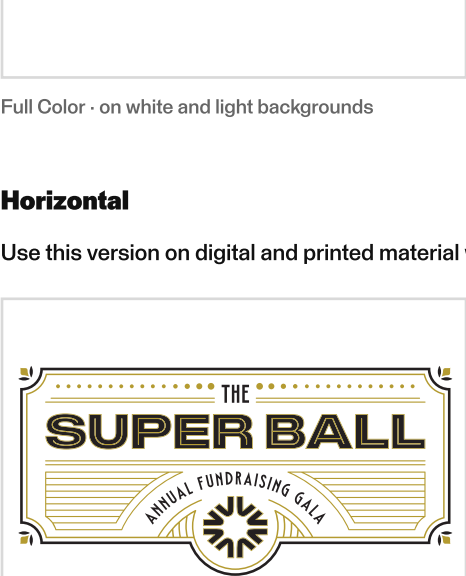
We are very proud of our logo. Follow these guidelines to ensure it always looks its best. Our logo is the combination of an art deco badge anchored by the PVA star and wide, inline lettering, for a look that is timeless, black-tie and golden.

The name is always written The Super Ball, two words.

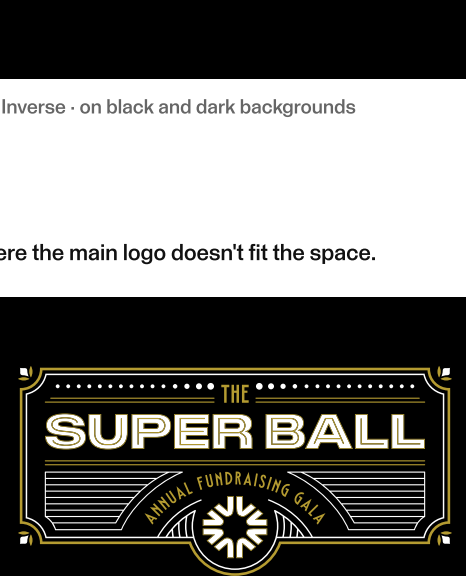
Our logo comes in 3 styles, and each style comes in 3 colors: Full Color, Inverse and Gold Foil.

#### Stacked

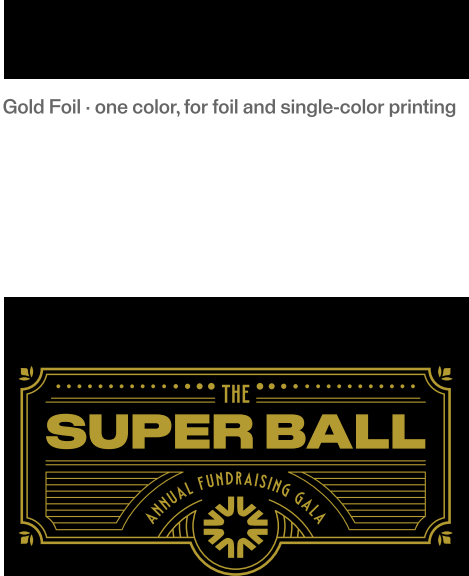
Our main stacked logo is the full version of our logo. Use it first, anywhere people may be meeting The Super Ball for the first time.



Full Color - on white and light backgrounds



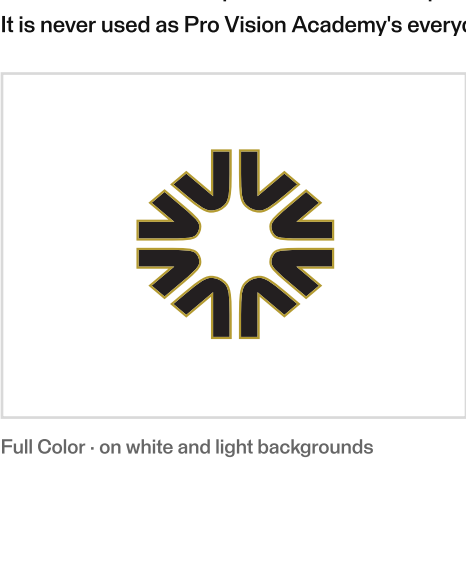
Inverse - on black and dark backgrounds



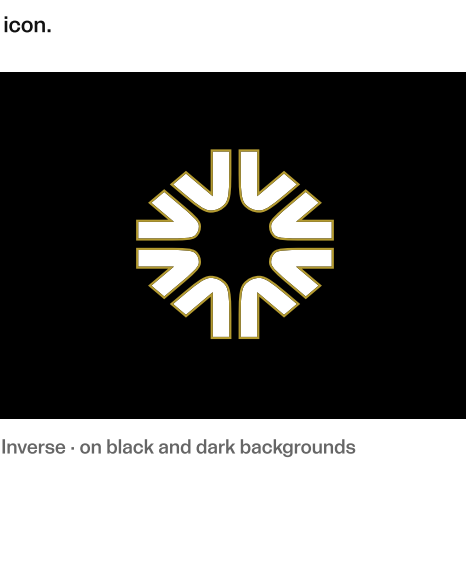
Gold Foil - one color, for foil and single-color printing

#### Horizontal

Use this version on digital and printed material where the main logo doesn't fit the space.



Full Color - on white and light backgrounds



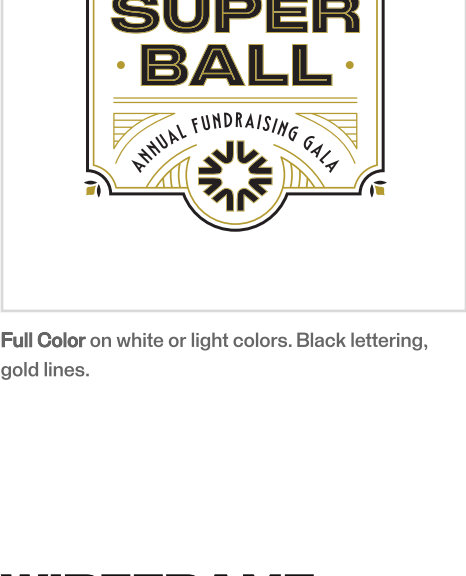
Inverse - on black and dark backgrounds



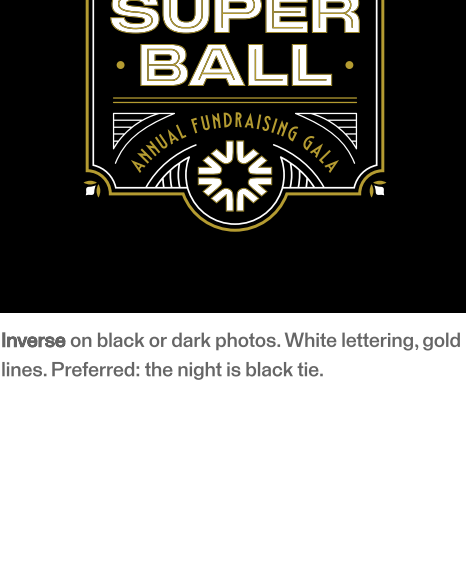
Gold Foil - one color, for foil and single-color printing

#### Icon

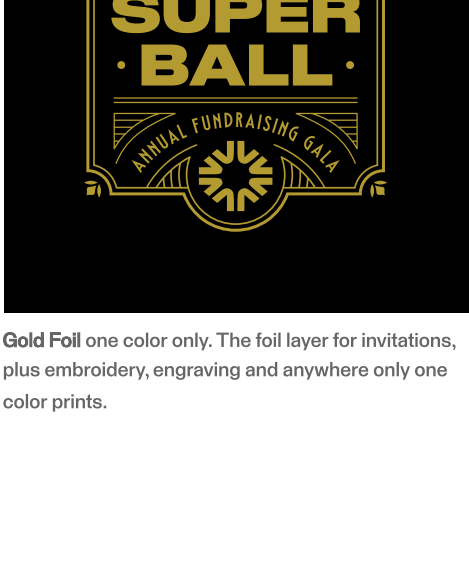
Use the icon in small spaces where The Super Ball name would be too small to read. The icon belongs to The Super Ball only. It is never used as Pro Vision Academy's everyday icon.



Full Color - on white and light backgrounds



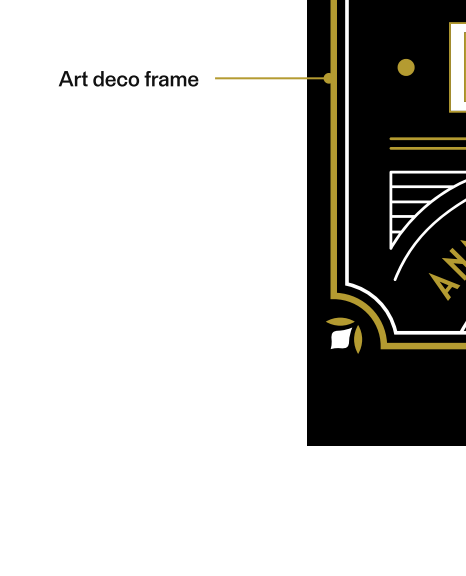
Inverse - on black and dark backgrounds



Gold Foil - one color, for foil and single-color printing

### USING THE LOGO ON BACKGROUNDS

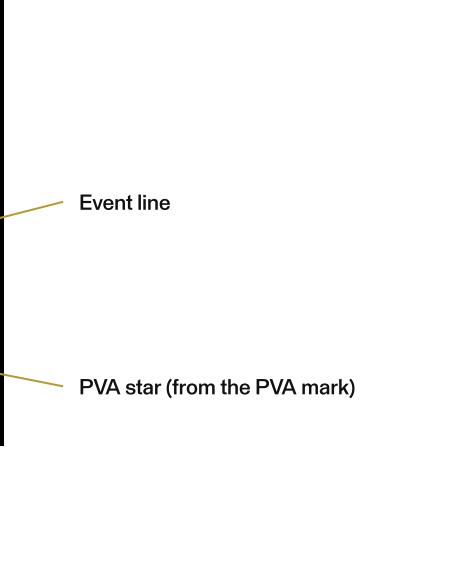
The inside of the badge is open (see-through), so pick the color by the background it sits on.



Full Color on white or light colors. Black lettering, gold lines.



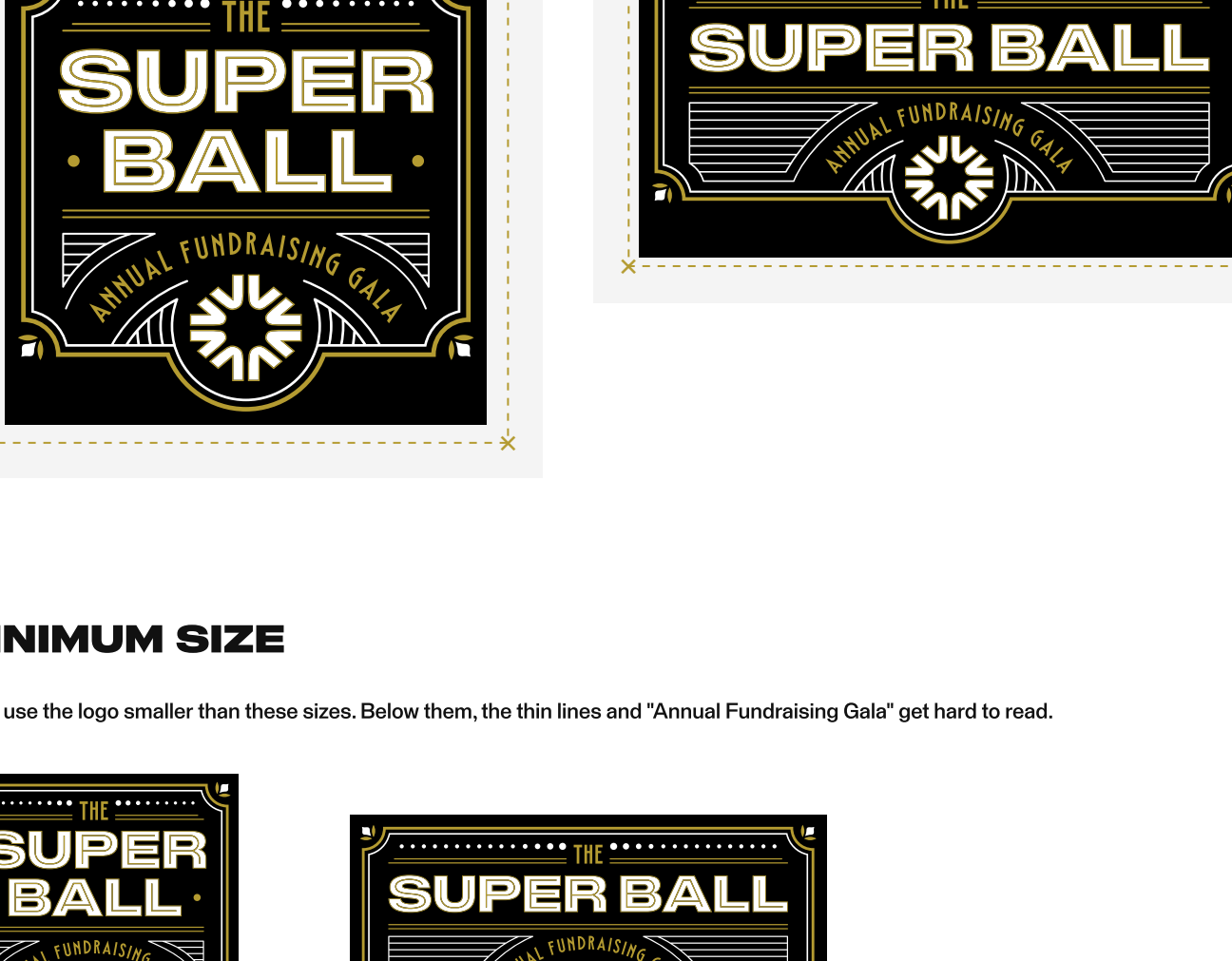
Inverse on black or dark photos. White lettering, gold lines. Preferred: the night is black tie.



Gold Foil one color only. The foil layer for invitations, plus embroidery, engraving and anywhere only one color prints.

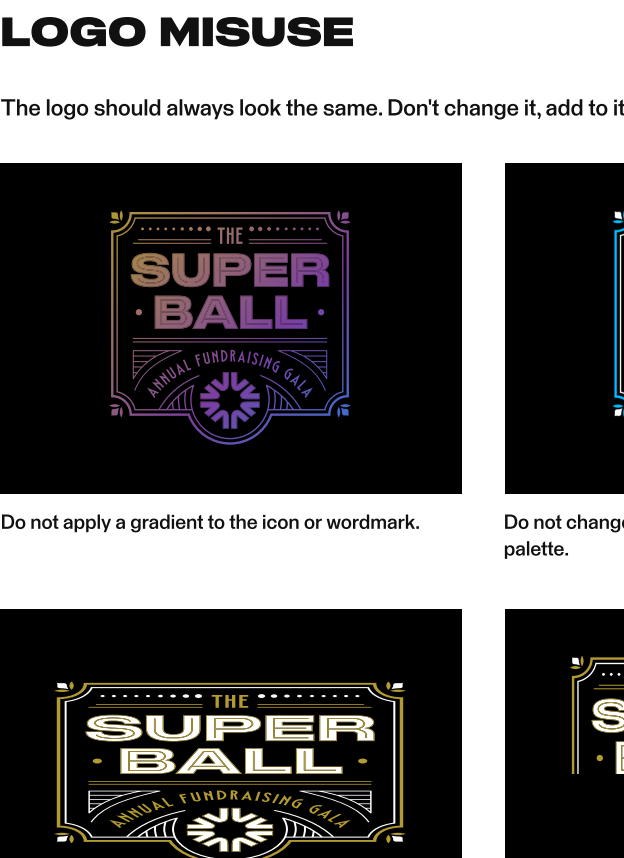
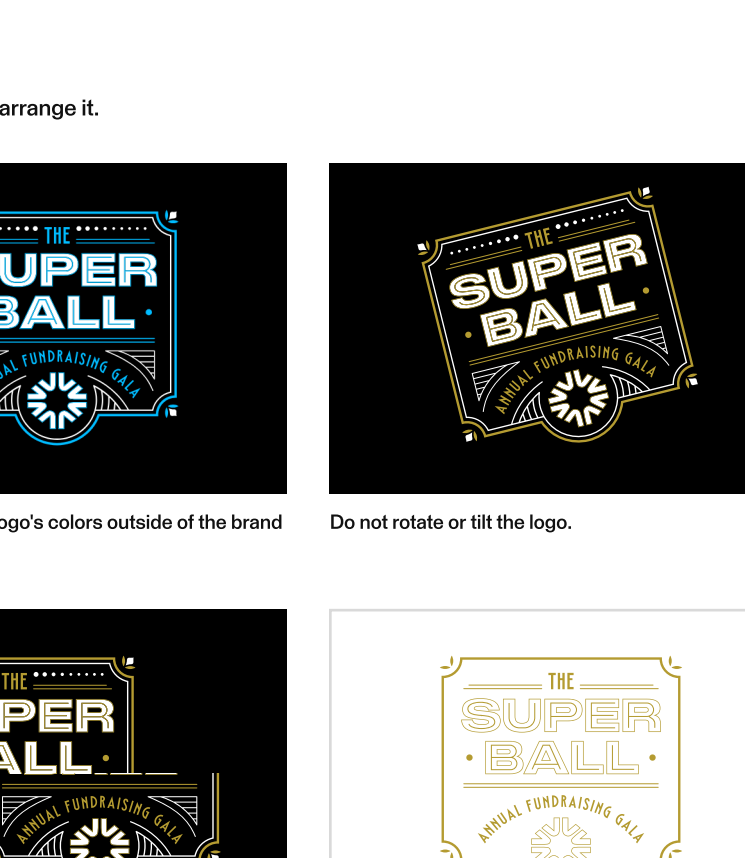
### WIREFRAME

The parts of our logo.



### EXCLUSION ZONE

Keep clear space around the logo equal to the height of the word "The" at the top of the logo. Nothing else (text, images or the edge of the page) goes inside it.

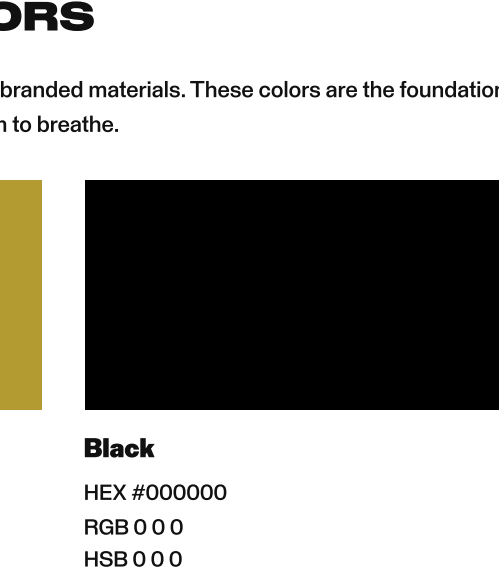


### MINIMUM SIZE

Don't use the logo smaller than these sizes. Below them, the thin lines and "Annual Fundraising Gala" get hard to read.



Stacked: 1.5 in (38 mm) / 250 px



Horizontal: 2.5 in (64 mm) / 400 px

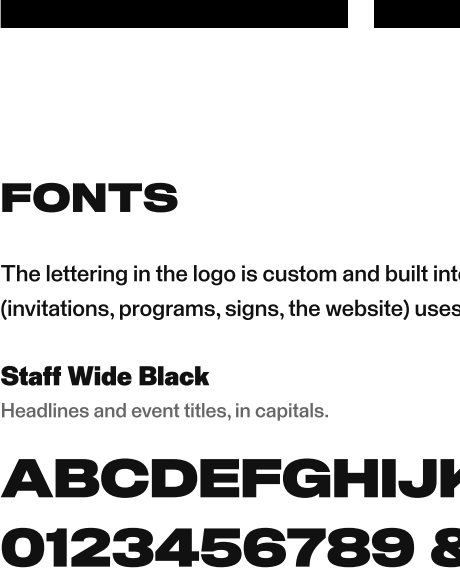


Icon: 0.375 in (10 mm) / 48 px

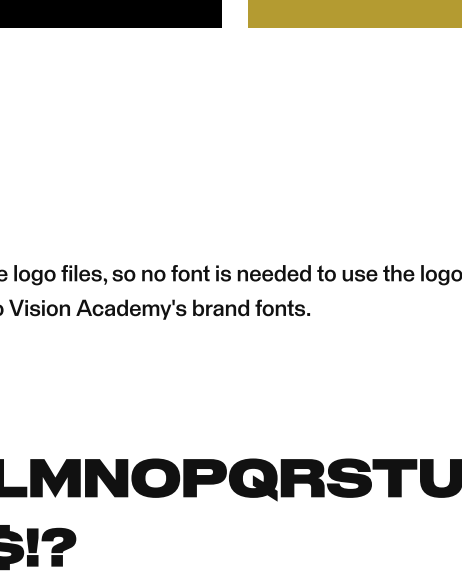
Shown at actual print size.

### LOGO MISUSE

The logo should always look the same. Don't change it, add to it or rearrange it.



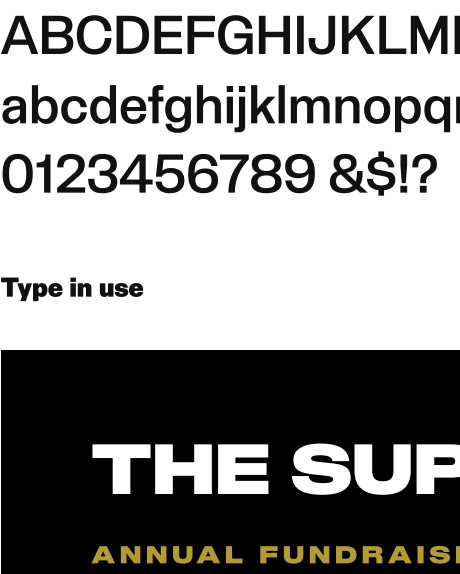
Do not apply a gradient to the icon or wordmark.



Do not change the logo's colors outside of the brand palette.



Do not rotate or tilt the logo.



Do not distort or stretch the logo in any way.



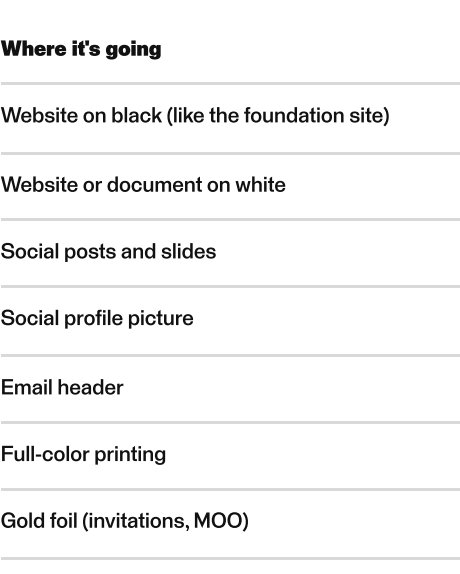
Do not remove or reposition any part of the logo.



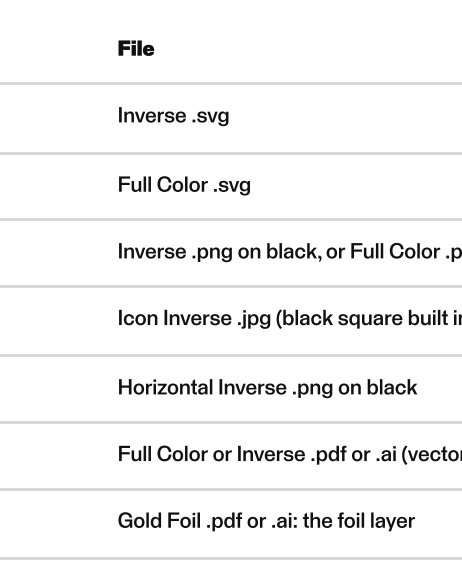
Do not put the Inverse logo on white. On light backgrounds, use Full Color.

### USING OUR COLORS

This primary palette should be used on all branded materials. These colors are the foundation of our brand. Black and gold keep the night black-tie; white gives it room to breathe.



**Gold**  
HEX #B49B31  
RGB 180 155 49  
HSB 49 73 71  
CMYK 31 33 100 3  
The logo's gold, from Greg's final files. Printed as gold foil on invitations.



**Black**  
HEX #000000  
RGB 0 0 0  
HSB 0 0 0  
CMYK 0 0 0 100  
The main background, and the lettering in the Full Color logo.



**White**  
HEX #FFFFFF  
RGB 255 255 255  
HSB 0 0 100  
CMYK 0 0 0 0  
The lettering in the Inverse logo, and light backgrounds.

#### How much of each color



#### Readable color pairs



### FONTS

The lettering in the logo is custom and built into the logo files, so no font is needed to use the logo. Everything written around it (invitations, programs, signs, the website) uses Pro Vision Academy's brand fonts.

#### Staff Wide Black

Headlines and event titles, in capitals.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 &\$!?

#### Staffing Medium

Everything else: details, body text, captions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 &\$!?

#### Type in use



Where Staff can't be used (email, Google Docs, Word), use Arial.

### WHICH FILE TO USE

| Where it's going                            | File                                                 |
|---------------------------------------------|------------------------------------------------------|
| Website on black (like the foundation site) | Inverse .svg                                         |
| Website or document on white                | Full Color .svg                                      |
| Social posts and slides                     | Inverse .png on black, or Full Color .png on light   |
| Social profile picture                      | Icon Inverse .jpg (black square built in)            |
| Email header                                | Horizontal Inverse .png on black                     |
| Full-color printing                         | Full Color or Inverse .pdf or .ai (vector, any size) |
| Gold foil (invitations, MOO)                | Gold Foil .pdf or .ai: the foil layer                |
| Embroidery, engraving, one-color            | Gold Foil .pdf or .ai                                |
| Signs, banners, step-and-repeat             | Horizontal .pdf or .ai                               |

The .png files have a see-through background. The .jpg files are 3000 px squares with the background built in: white for Full Color, black for Inverse and Gold Foil. The .ai files are Greg's Illustrator originals.

### PLACING THE LOGO ON SOCIAL MEDIA



Ensure the logo has space on all sides.

### THANK YOU

If you have trouble with anything in this guide, are missing files from your brand package, or aren't sure a piece fits The Super Ball brand, text back at 208.966.2400.

