



★ **ALL STARS** ★

Sporting Goods

- Since 1925 -

By:

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Table of Contents

Overview	2
Logo Design	3
Type/Color Specifications	4
Logo Usage	5
Stationary Items	6-7
Rationale	8

All Stars Sporting Goods has been in business since 1925. They make it their mission to provide a memorable shopping experience to all their customers by offering the very best in high quality sporting goods and equipment. Customers are able to try out top of the line products in state of the art simulated scenarios.

The staff at All Stars Sporting Goods are trained and certified. They are always available to assist customers, answer questions, and help shoppers find exactly what they are looking for.

Logo Color



Logo Black and White



Type/Color Specifications

Color Specifications



C:0 M:0 Y:0 K:5
R:241 G:242 B:242



C: 92 M: 23 Y: 100 K: 50
R: 0 G: 86 B: 39



C: 0 M: 0 Y: 0 K: 100
R: 35 G: 31 B: 32



C: 0 M: 0 Y: 0 K: 71
R: 107 G: 108 B: 111

Type Specifications

Agency FB (Bold)

Source Sans Variable (Extra Light Italic)

Source Sans Variable (Light)

Source Sans Variable (Italic)

Source Sans Variable (Regular)

Source Sans Variable (Semibold)

Logo Usage

Do:



Use the logo in its correct form.



Place the logo on a light background. Use white whenever possible.



Use the logo mark without the logo type.



Keep the clearance area free from other text, graphics, etc.

Do Not:



DO NOT rotate or stretch the logo.



DO NOT use the logo type without the logo mark.



DO NOT change the color of the logo. Use only the approved color palette.



DO NOT use any effects (blur, drop shadow, etc.).

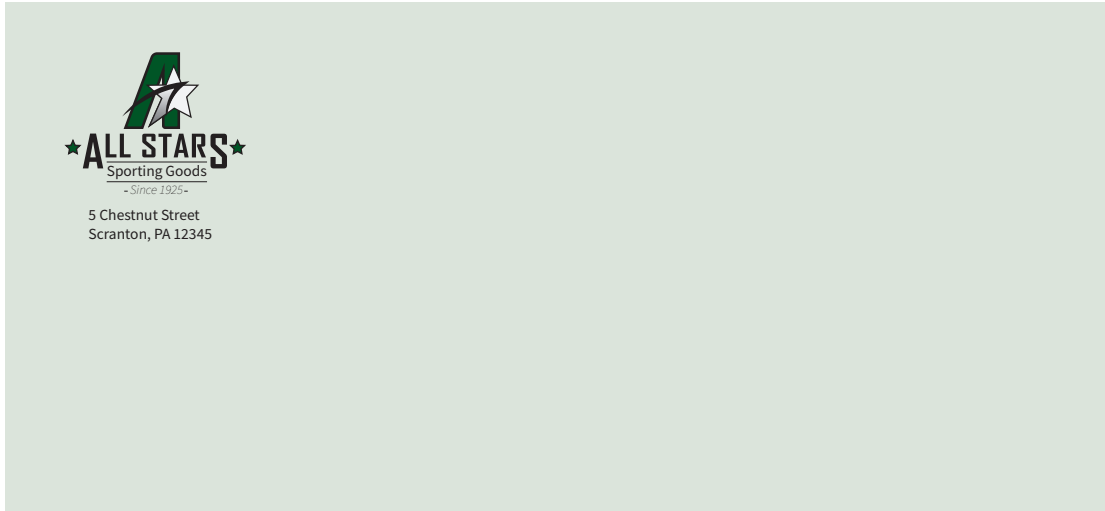
Letterhead



5 Chestnut Street Scranton, PA 12345 | 555.867.5309 | www.allstarssports.com

Stationary (cont.)

Envelope



Business Card



Rationale

The new management at All Stars Sporting goods wanted a new contemporary logo to complement their new look. They wanted the logo to appeal to their target audience, men and women ages 25-45. Currently, their audience is mostly older men. Therefore, it was important for the logo to appeal to a generation, without excluding their loyal customers.

The logo mark features a star which has been given an asymmetrical form to create visual interest. Its sharp lines give the illusion of movement, and represent the company's rise in a new direction. Along with the gradient fill, these lines help to give the logo the desired "modern" look. The large "A" shape behind the star echoes the angle of the star's movement. These two elements combined essentially allow the viewer to read the logo mark alone as "All-Stars." Therefore, it could easily be separated from the text as a symbol, and still provide brand recognition (i.e. for an app, on apparel, etc.).

Green was chosen to be the predominant color in the logo because it calls to mind nature, such as the green of the field where most outdoor sports are played (football, golf, soccer, etc.). It is also generally considered to be a modern color that is gender neutral—this is key because management is looking for a more contemporary look which appeals to both younger men and women. For the typography, since some of the letterforms are light, it was important to use true black (100% key) and dark gray tones so they would be easily readable at smaller sizes.

The typography was selected specifically to strike a balance between the two audiences All Stars Sporting Goods wants to appeal to—younger customers and their current clientele. "All Stars" is written in Agency FB, which features sharp letterforms that give it a fierce/competitive, futuristic look. The supporting text "Sporting Goods" and "Since 1925" are written in Source Sans Variable. Source Sans Variable was chosen for its classic, industrial style would appeal to the older, existing clientele still loyal to the brand. Its versatility as a font family (it comes in multiple styles and weights) was instrumental in maintaining a consistent look, particularly across various media (such as stationary pieces), and its simplicity allows the rest of the logo to shine.