

Brand guidelines

How to use the SciSports and BallJames brand identities
October 2018



How to use the SciSports and BallJames brand identities

These guidelines contain recommendations for the various ways you can use the SciSports & BallJames logos.

We've included some examples of work so you can see how it comes together.

Logos

Logo uses

Logo uses

1. SciSports original:

This is the original and primary SciSports logo. Make sure you always use this logo on white backgrounds

2. SciSports diapositive:

the diapositive logo is created to use on blue colored backgrounds only

3. SciSports white:

use this logo only if the background don't fits the criteria for option 1 or 2

1. BallJames original: this is the original and primary BallJames logo. Make sure you always use this logo on white backgrounds

2. BallJames white: the white logo is created to use on colored backgrounds



1. SciSports original



2. SciSports diapositive



3. SciSports white



1. BallJames original



2. BallJames white

Logos

Spacing

Logo spacing

The spacing of each element is precisely considered. Never alter this spacing.



SciSports spacing



BallJames spacing

Logos

Don'ts

Logo don'ts

The following examples show what not to do with the SciSports and BallJames logo's.

1. Do not skew or scale the width or height
2. Do not rotate the logo to any degree
3. Do not alter color from accepted standards
4. Do not overprint the logo on complex photographs or textures



Contact

With any questions or permission on specific uses not covered in this document.

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