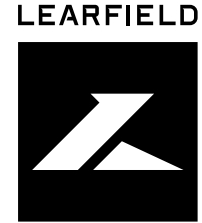


Learfield Primary Logo



Learfield Secondary Stacked Logo

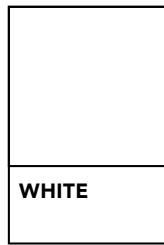


Colors

Many design pieces may vary, however our cumulative colors will keep the overall brand color balance.

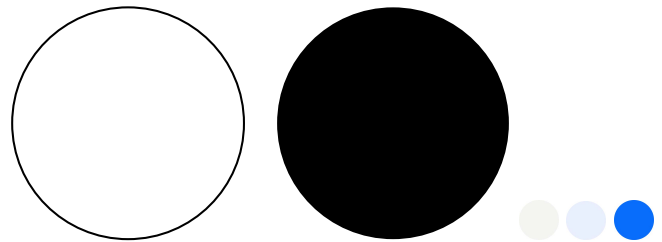


CMYK: 0, 0, 0, 100
 RGB: 0, 0, 0
 HEX: #000000



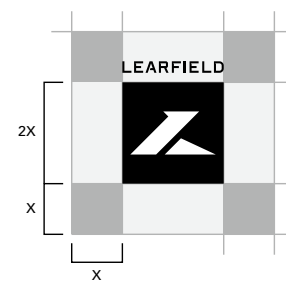
CMYK: 0, 0, 0, 0
 RGB: 255, 255, 255
 HEX: #FFFFFF

Color Proportions



Logo Clearspace

The protected area around the marks ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the "X"

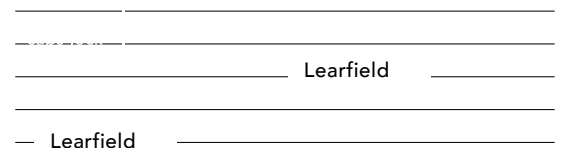


Body Copy

In writing, Learfield should always remain in title case and should not be in all caps. Learfield should not be in bold in body copy.

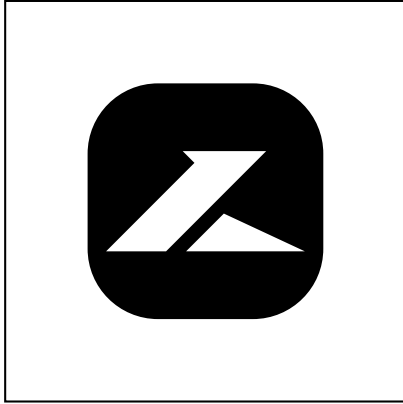
(Sample Copy)

We put our clients first. We are the leaders in this industry. We are one company. We are Learfield.

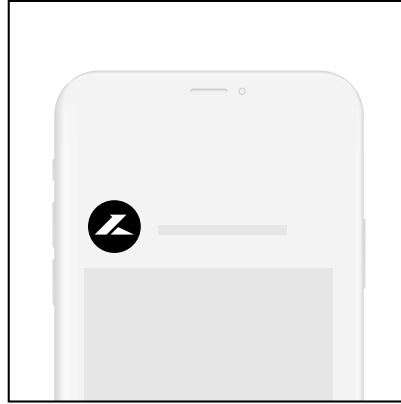


Active-L Exceptions

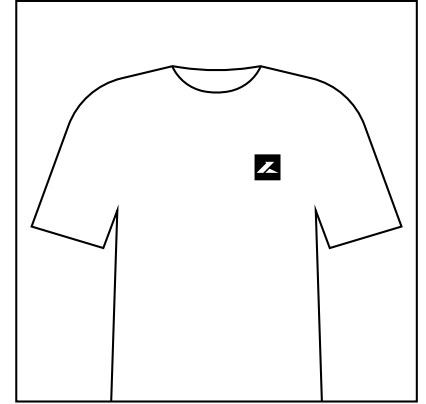
The Active-L should never live on its own except for these applications. Written approval of the Active-L must be given by the VP of Digital Communications, Kimberly Smiley at Kimberly.Smiley@learfield.com



App Icons



Social Icons



















Apparel

Logo Dont's

LEARFIELD

- ✘ Don't use the Learfield wordmark by itself. It must be used with the Active-L mark.
- ✘ Don't use the Learfield font for other product marks (eg, FanBase, Ticket West etc.)

 <p style="font-size: small;">Do keep the logo clear and proportional</p>	 <p style="font-size: small;">Don't take the Active-L outside the square box</p>	 <p style="font-size: small;">Don't stretch the logo</p>	 <p style="font-size: small;">Don't adjust the spacing between the Active-L and wordmark</p>
 <p style="font-size: small;">Don't apply drop shadows</p>	 <p style="font-size: small;">Don't rotate the logo</p>	 <p style="font-size: small;">Don't outline the logo and wordmark</p>	 <p style="font-size: small;">Don't mix colors between the Active-L square and wordmark</p>
 <p style="font-size: small;">Don't change the font style of the wordmark</p>	 <p style="font-size: small;">Don't adjust the proportions of the logo</p>	 <p style="font-size: small;">Don't adjust alignment for the wordmark</p>	 <p style="font-size: small;">Don't warp the logo</p>
 <p style="font-size: small;">Don't add a stroke to the Active-L or wordmark</p>	 <p style="font-size: small;">Do not color in the pennant of the active-L</p>	 <p style="font-size: small;">Don't rearrange the Active-L and wordmark</p>	 <p style="font-size: small;">Do not create other shapes with elements from the Active-L</p>