



LOGO SYSTEM USAGE GUIDELINES

01.11.11

BLACK OVER WHITE		WHITE OVER BLACK	
			
1		2	
ONE COLOR			
			
3	4	5	6
TWO COLOR			
			
7	8	9	10

SECONDARY LOGO: HORIZONTAL **ROOT**
SPORTS
BW + COLOR OPTIONS

BLACK OVER WHITE

ROOT SPORTS™

WHITE OVER BLACK

ROOT SPORTS™

ONE COLOR

ROOT SPORTS™

TWO COLOR

ROOT SPORTS™

ROOT SPORTS™

ROOT SPORTS™

ROOT SPORTS™

ROOT SPORTS™

ROOT SPORTS™

ROOT SPORTS™



DO NOT SWAP SPORTS COLORS
OUTSIDE THE APPROVED PALETTE



DO NOT ALTER THE PROPORTION
OF LOGO ELEMENTS



DO NOT MOVE THE LOGO ELEMENTS



DO NOT COVER THE LOGO
WITH OTHER ELEMENTS



DO NOT PLACE ITEMS TOO CLOSE
TO THE LOGO



DO NOT RESET LOGO ON AN ANGLE



DO NOT USE LITTLE OR
NO CONTRAST COLORS



DO NOT ADD ADDITIONAL OUTLINES
TO THE LOGO



DO NOT PLACE LOGO
INSIDE A CONSTRAINED BOX



DO NOT CHANGE THE COLOR OF THE LOGO



DO NOT CROP THE LOGO



DO NOT ADD STRIPE WITHIN THE LOGO

TYPOGRAPHY RULES

FLAMA

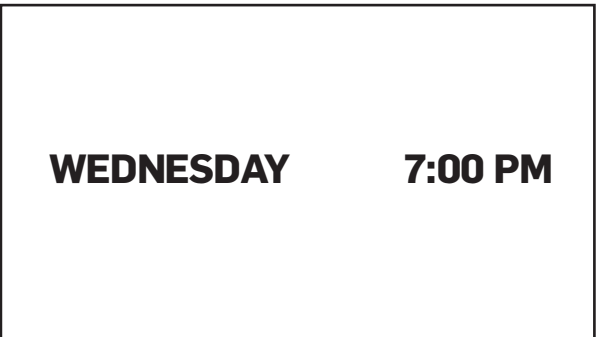
Use the various weights of FLAMA to show contrast of headline and body copy information



Show Title



Promo



Tune In

Flama - Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Flama - Ultra-light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Flama - Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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Flama - Book
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abcdefghijklmnopqrstuvwxyz
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Flama - Basic
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Flama - Medium
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Flama - SemiBold
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Flama - Thin
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FLAMA MEDIUM 22pt (ALL CAPS)

FLAMA BOOK 15pt

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FLAMA BOOK 10 pt

ROOT SPORTS should **always** be displayed as

- All Caps
- Italic
- Type weight (Regular or Bold)

* The proper manner to display the trademark symbol is immediately following the mark in superscript style.

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