

Football - Eye Q Brand Guidelines

These guidelines outline the general rules when using Football - Eye Q's brand assets and showcasing the company's content.



Section 2.

Football - Eye Q Logo

This is our standard logo. Make sure you give our logo enough padding so it remains clearly visible.



Section 3.

Brand colors



Section 4.

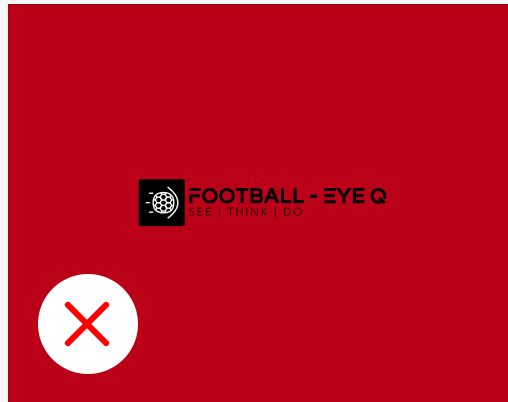
Image backgrounds

When overlaying over an image, add a black overlay with 50% opacity.



Section 5.

Unacceptable uses



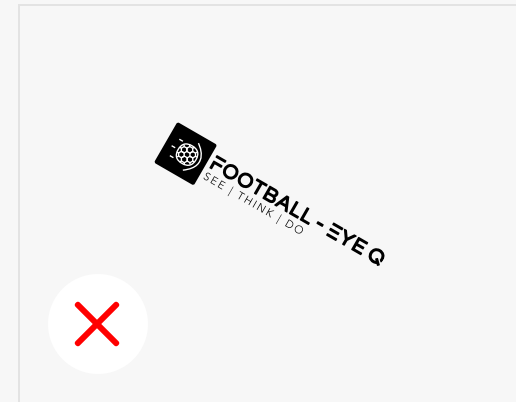
Similar background color

Avoid background colors with low contrast



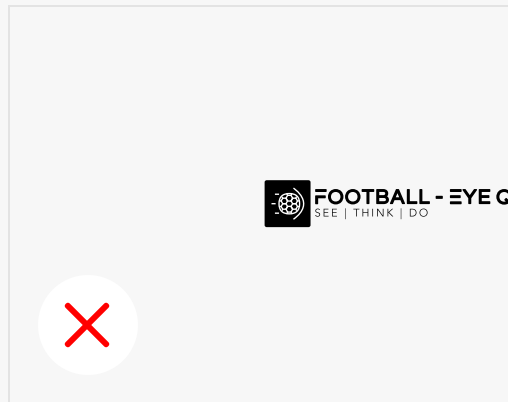
Image with low contrast

Make sure to add a black overlay with 50% opacity.



Angled

Please don't rotate the logo.



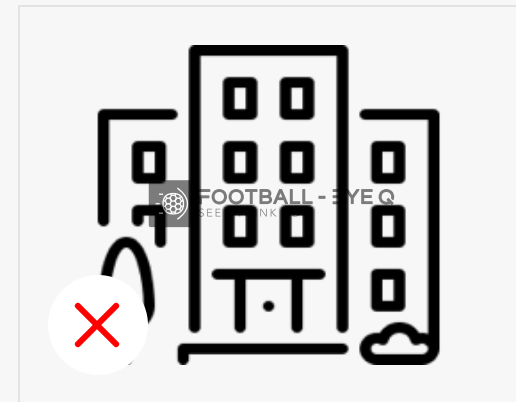
Cropping

Your logo is beautiful, don't cut it off.



Don't get run over

Be sure to leave plenty of space around your logo



I can barely see it

Don't make it semi-transparent.

Section 6.

Alternative Colors

RGB rgb(161, 1, 21)
HEX #a10115
HSL hsl(353, 99%, 32%)
CMYK cmyk(0%,99%,87%,37%)

RGB rgb(240, 239, 234)
HEX #f0efea
HSL hsl(50, 17%, 93%)
CMYK cmyk(0%,0%,3%,6%)

RGB rgb(161, 1, 21)
HEX #a10115
HSL hsl(353, 99%, 32%)
CMYK cmyk(0%,99%,87%,37%)

Section 7.

Typography

GAOEL

— Main Font —

Avenir Light

— Slogan Font —

Powered by Logojoy

Your turn.

This logo was made with Logojoy. Logojoy makes it easy and fun to create a logo that you'll be proud of.

Visit <http://logojoy.com> to try it now.



© Logojoy, 2017

(Except the logo, that belongs to Football - Eye Q).

[Privacy](#) / [Terms](#)