



**BRANDING MANUAL**

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# OUR BRAND ELEMENTS

# PRIMARY LOGO FULL COLOR

Presented to the right is the full color Zambian Premier League Primary Logo on a light background. This mark should be used wherever possible to communicate the Zambian Premier League brand.



# PRIMARY LOGO SINGLE COLOR

Presented to the right is the single color Zambian Premier League Primary Logo on dark backgrounds. This mark can only be used in applications where the full color Primary Mark is not permitted.



# PARTNERSHIP LOCKUPS

To the right are examples of how to construct a partnership lockup with an affiliate or sponsor utilizing the Zambian Premier League Primary Logo on a light background.

When constructing a partnership lockup, you must also adhere to the clear space guidelines outlined on the next page.



# CLEAR SPACE

Adhering to proper clear space guidelines is an important part of maintaining a clean and legible presentation of the Zambian Premier League brand.

The visual guide seen to the right outlines the minimum amount of clear space permissible between the Zambian Premier League Primary Logo and any other key visual elements including type, graphics and player imagery.



# MINIMUM SIZE REQUIREMENTS

In order to maintain legibility in all applications, the Zambian Premier League Logo must adhere to the size requirements presented on the right.



Digital: 50 Pixels  
Print: 0.5 Inches

We recommend usage of secondary logos mark to maintain legibility of Zambian Premier League brand name when scaled down.

# SECONDARY LOGOS

Presented to the right are the full color Zambian Premier League Primary Logos on a light background. This mark should be used where Primary Logo is scale down to minimum size, when brand name is not legible, and on embroidery.



# MISUSAGE

A consistent image is vital to effectively communicate the Zambian Premier League brand. This page provides various examples of how you shouldn't express it.

Though only the Zambian Premier League Primary Logo is shown here, these misusage rules and examples apply to all marks within the Zambian Premier League Brand Identity.



Do Not Change  
or Swap Colors



Do Not Add  
Shadows



Do Not Skew or  
Rotate



Do Not Stretch  
or Distort



Do Not Tint or  
Reduce Opacity



Do Not Block  
or Obstruct



# OUR FONTS & COLORS

# OUR FONTS

The Kapra Neue Pro Semi Bold font should be used for headlines. Sub Headings should be in Open Sans Bold, and body copy should be Open Sans Light, Regular or Medium, depending on font size. Any type smaller than 8 pt should not be Open Sans Light, due to possible printing and legibility issues.

EXAMPLE:

## HEADLINE

### Sub Head

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse consectetur nisl ac nunc suscipit rhoncus. Suspendisse dictum euismod tellus, ut ultrices risus suscipit eget.

**KAPRA NEUE PRO SEMI BOLD**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9**

**OPEN SANS LIGHT**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9

**OPEN SANS REGULAR**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9

**OPEN SANS MEDIUM**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9

**OPEN SANS BOLD**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9

# OUR COLORS

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Hex code: #dd2726

R: 221  
G: 39  
B: 38  
  
C: 7%  
M: 98%  
Y: 100%  
K: 1%



Hex code: #ee7e23

R: 238  
G: 126  
B: 35  
  
C: 3%  
M: 62%  
Y: 100%  
K: 0%



Hex code: #1f8b43

R: 31  
G: 139  
B: 67  
  
C: 84%  
M: 20%  
Y: 100%  
K: 8%



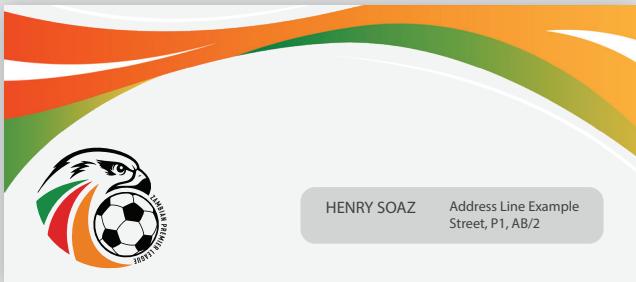
Hex code: #010101

R: 1  
G: 1  
B: 1  
  
C: 75%  
M: 68%  
Y: 67%  
K: 90%

# OUR MOCKUP DESIGNS

# STATIONERY

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# BRANDING

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# BRANDING

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## BRANDING MANUAL