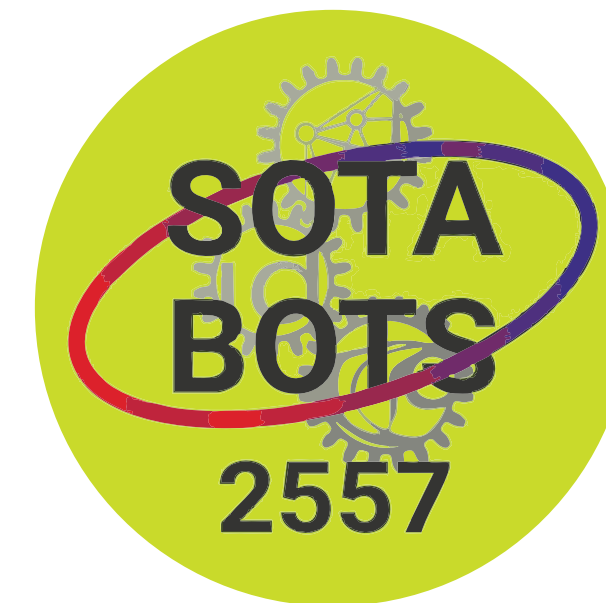


BRAND & LOCKUP GUIDE

2025

SOUTH SOUND
SCRIMMAGE

PRESENTED BY



SOUTH SOUND SCRIMMAGE

This style guide has been designed to help the Pacific Northwest **FIRST**® community members to ensure the South Sound Scrimmage branding system is used appropriately and consistently. Please follow the directions provided.

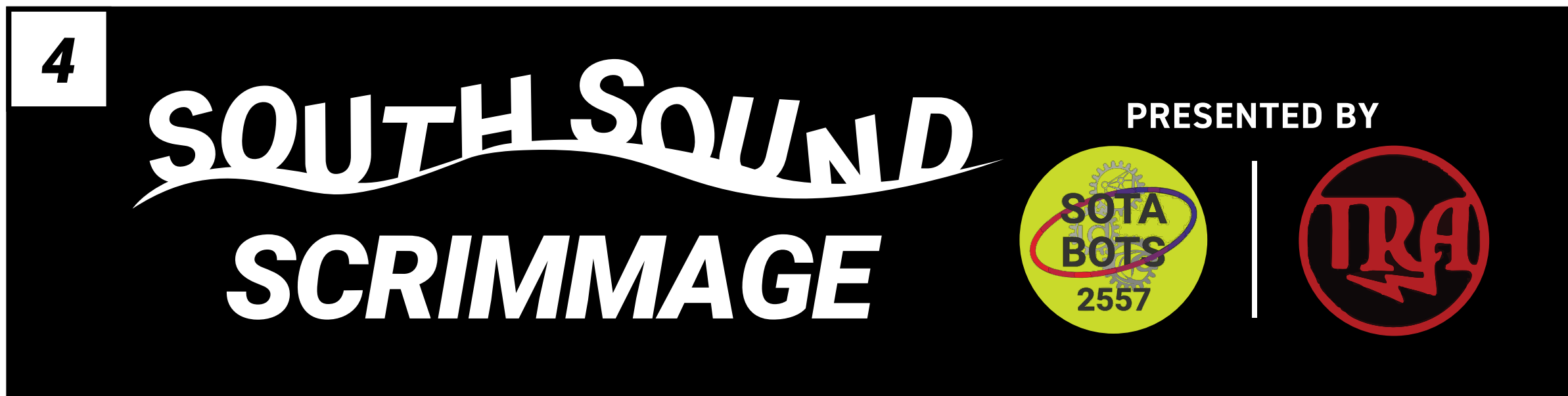
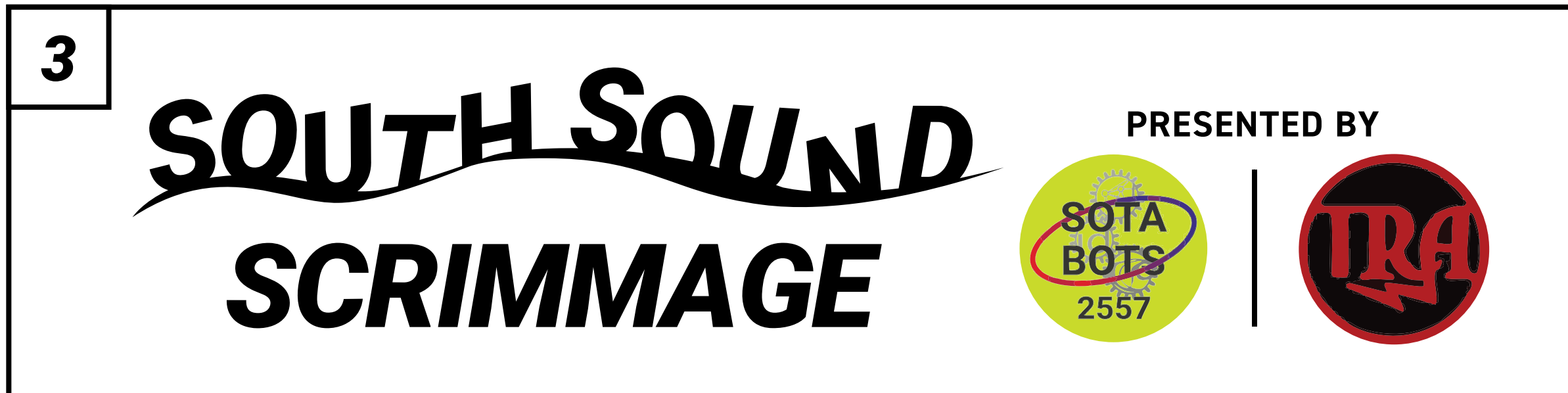
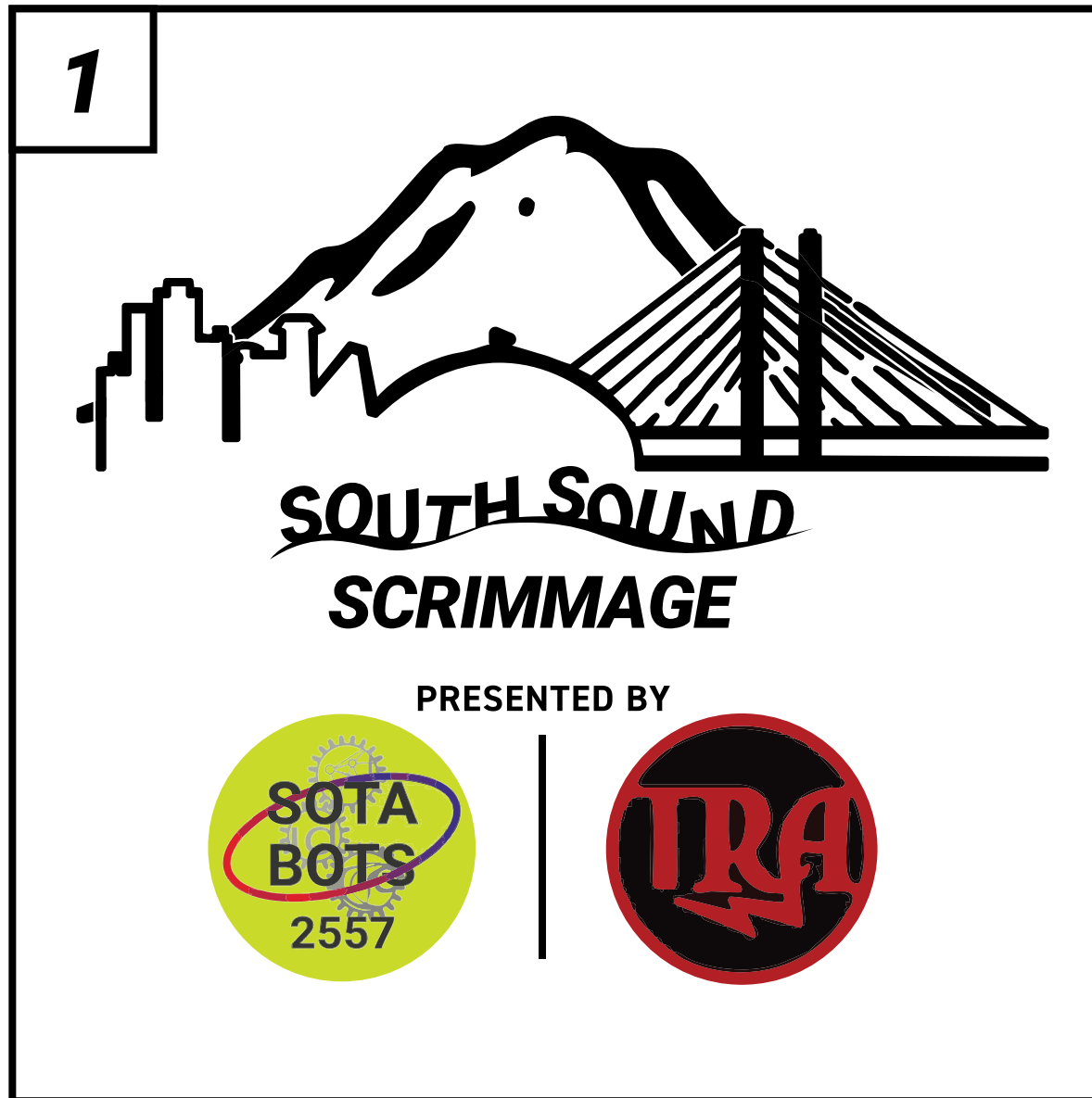
3 *Lockup Formats*

4 *Minimum Clear Space*

5 *Minimum Sizes*

3 *Lockup Formats*

*Name Usage*



LOCKUP FORMATS

The South Sound Scrimmage lockup is available in two formats: vertical & horizontal.

The vertical lockup is the **preferred treatment** to use whenever possible.

Lockups must be used as shown. it is not permitted to modify provided artwork or use pieces of the lockups independently.

There are two vertical and two horizontal versions:

1. Vertical
2. Vertical Reverse
3. Horizontal
4. Horizontal Reverse

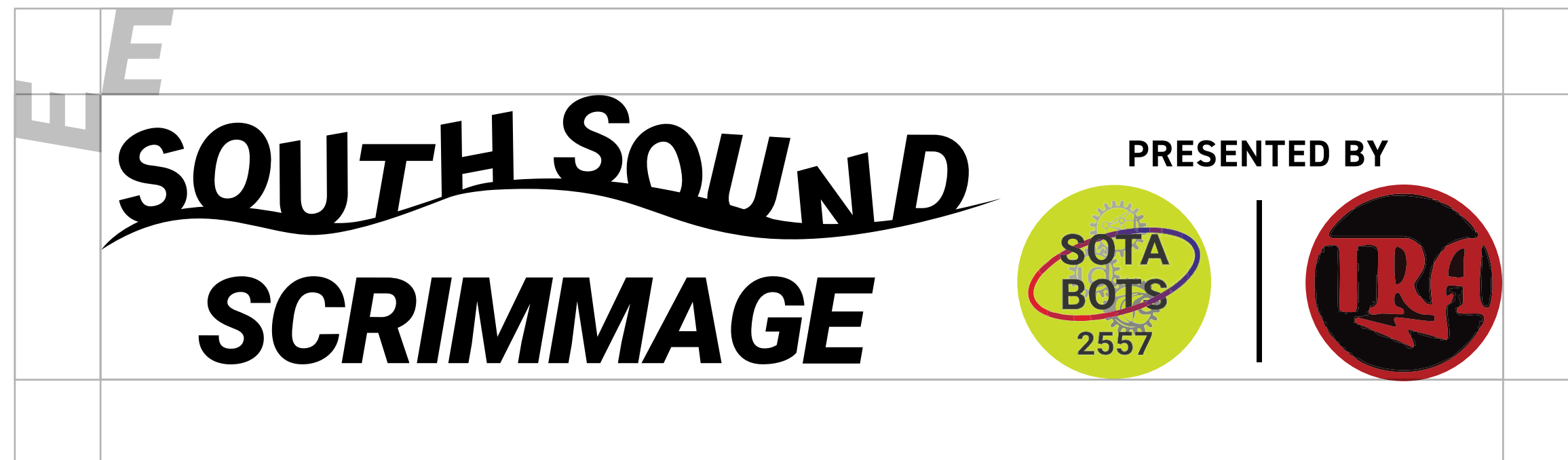


MINIMUM CLEAR SPACE

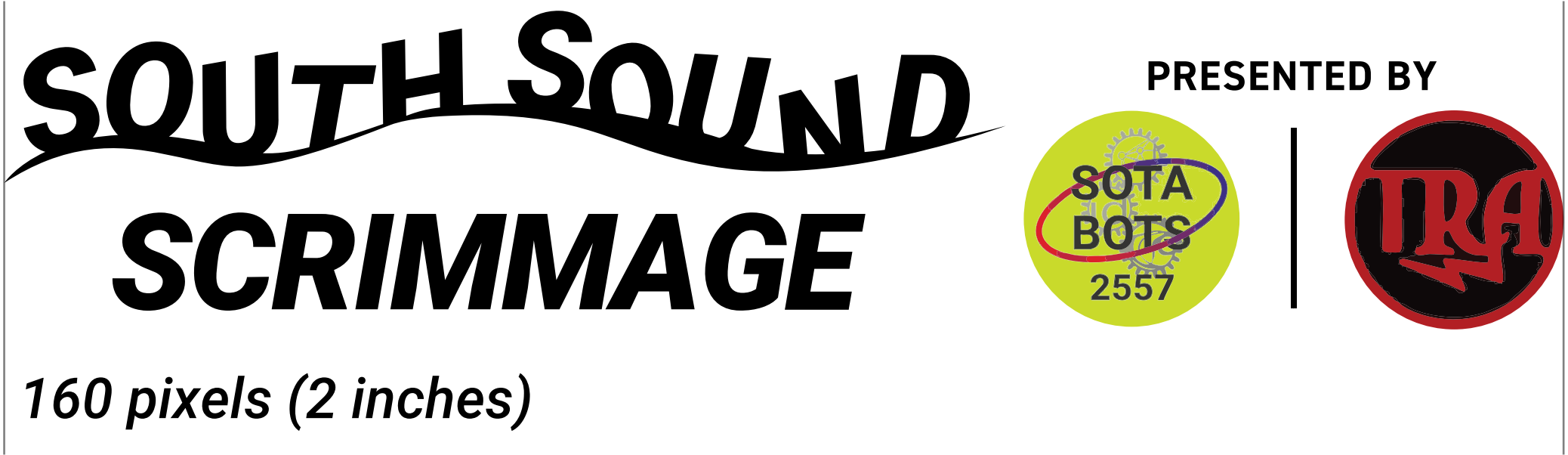
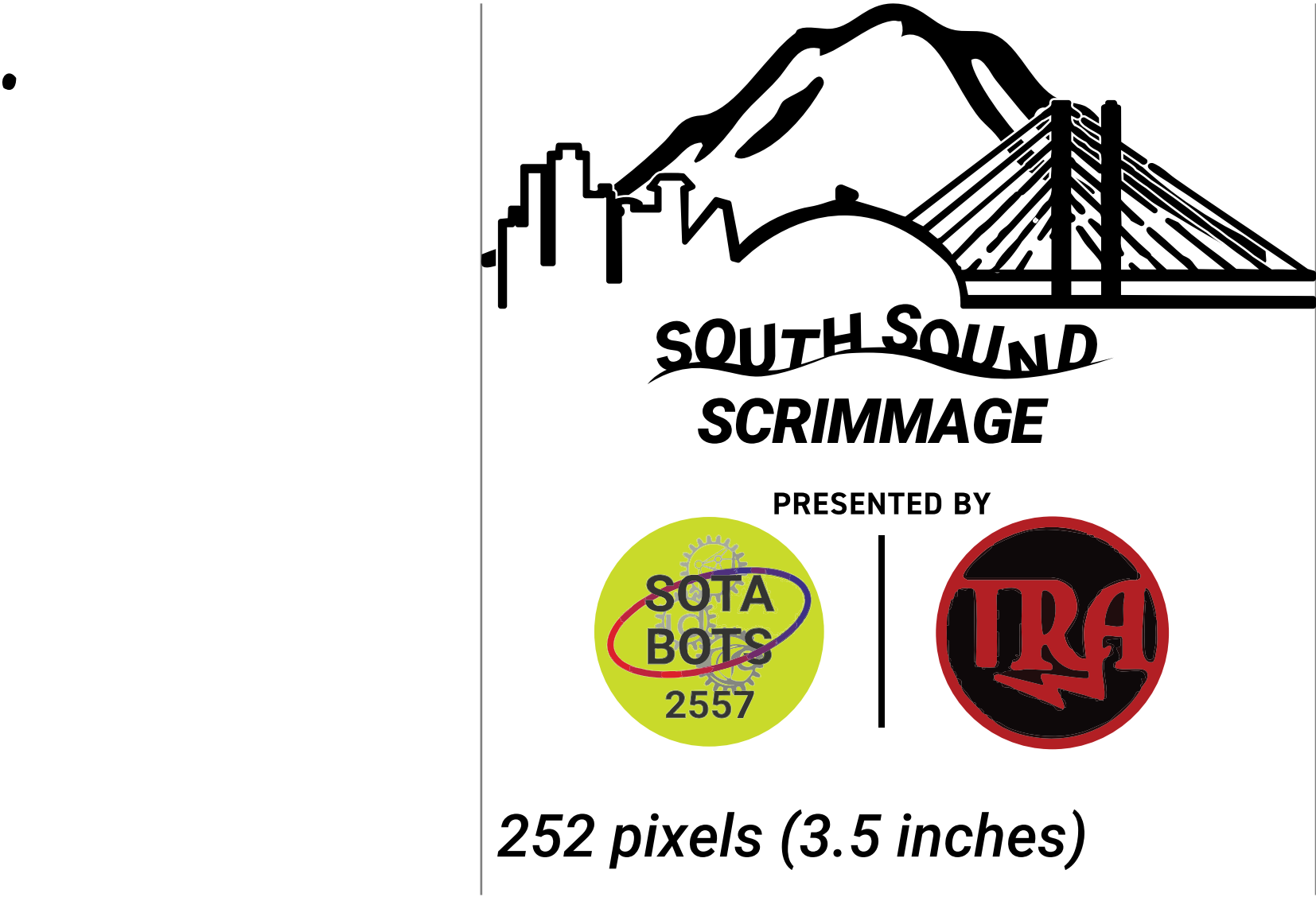
Minimum clear space around the logo is equal to the height of the E glyph within the South Sound Scrimmage wordmark.

Never alter the spacing within the lockup.

The South Sound Scrimmage logo features the SOTAbots and the TRA's logo. Do not crop or remove their logos.



MINIMUM SIZES
For very small applications.



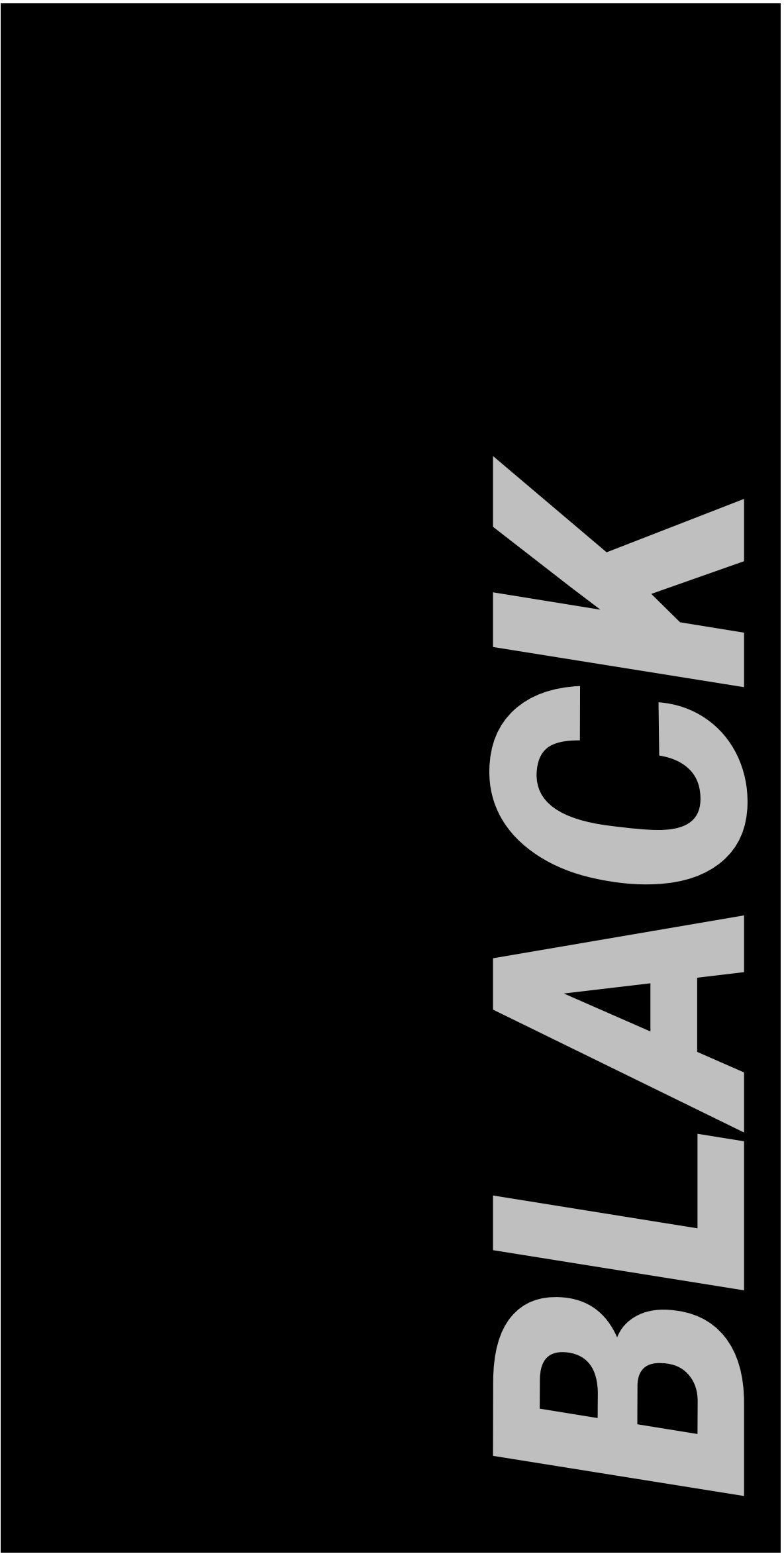
COLOR PALLETE



RGB: 47,46,46
HEX: #2F2E2E
CMYK: 0,2,2,82
PMS: Black 2 C



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



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

ROBOTO Family

*May be used as
body copies or
subheadings*

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*May be used as
subheadings*

MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*May be used as
buttons, call-outs,
or graphics.*

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*May be used as
headers, big
headlines, or
graphics.*

BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SEASON LOGO

Minimum clear space around the both logos is equal to the height of the first S glyph in the season wordmark.

Do not alter the logo by recoloring it.

Only use the versions provided.

When sizing, do not distort or stretch. Scale in proportion only.

Do not remove or add any other elements to the logo (artwork/photos, other logos, team numbers, words, etc.). Use the file as provided.

A built-in “safety zone” of clear space is surrounding the logo. Do not crop out the safety zone. Use the file as provided.

The minimum sizes are the same as the standard logo.

