

# TORONTO DEFIANT

PRIMARY

Usage on primary team color:



OWL\_TorontoDefiant\_Logo\_Primary\_BLACK.ai

Preferred use.

Usage on secondary team color:



OWL\_TorontoDefiant\_Logo\_Primary\_RED.ai

Usage on tertiary team color:



OWL\_TorontoDefiant\_Logo\_Primary\_GRAY.ai

# TORONTO DEFIANT

ONE COLOR

Usage on primary team color:



OWL\_TorontoDefiant\_Logo\_1C\_Black.ai

Preferred use.

Usage on secondary team color:



OWL\_TorontoDefiant\_Logo\_1C\_White.ai

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## PRIMARY

This page shows the primary logo mark as used on a light background. Below are the primary colors and their values that make up the mark.

RGB / HEX

BLACK  
RGB: 0 / 0 / 0  
WEB: #000000

RED  
RGB: 193 / 0 / 33  
WEB: #C10021

GRAY  
RGB: 145 / 161 / 175  
WEB: #91A1AF



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## COLOR VALUES FOR PRINT

Preferred values for a variety of print formats and substrates.

CMYK	PANTONE SOLID UNCOATED	PANTONE SOLID COATED	PANTONE POLYESTER	PANTONE COLOR FLAG CHEST	PANTONE COLOR FLAG SLEEVE
C70 M50 Y30 K100	BLACK U	BLACK C	MATCH	MATCH	MATCH
C16 M100 Y100 K7	1797 U	1797 C	18-1647	201 (H, 38)	201 (H, 38)
C46 M30 Y24 K0	2163 C	2163 C	19-4304	7543 (K, 26)	7543 (K, 26)
DYE-SUB JERSEYS					

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## CLEARANCE + ALIGNMENT

- A** This diagram shows the minimum spacing to leave on all sides, as well as some general guidelines for aligning other design elements to the team logotype.
- B** Any typography or graphics that sit beneath the logo should never be closer than the space equal to the height of “D” of the Defiant logotype.
- C** Elements that pair with the logo from beneath should be horizontally centered to the logo, which creates a centered composition overall.
- D** Type that is aligned to the right side of the logo should be left justified. This is the way to handle type in a horizontal composition with the logo, so that it reads from left to right as part of the brand. The minimum horizontal spacing is equal to the height of “D” of the Defiant logotype.



Center align to outer box and ignore trademark symbol.