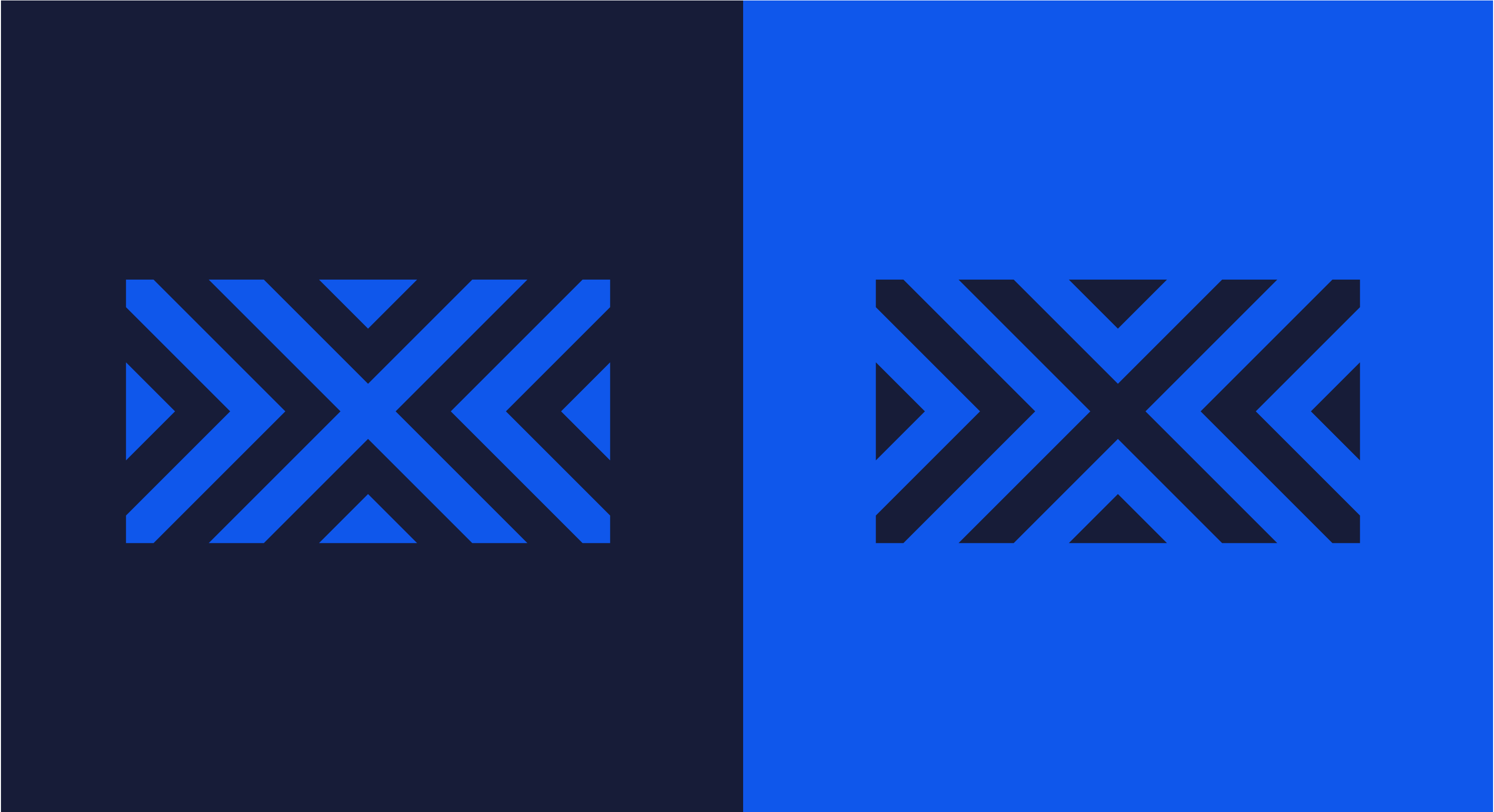
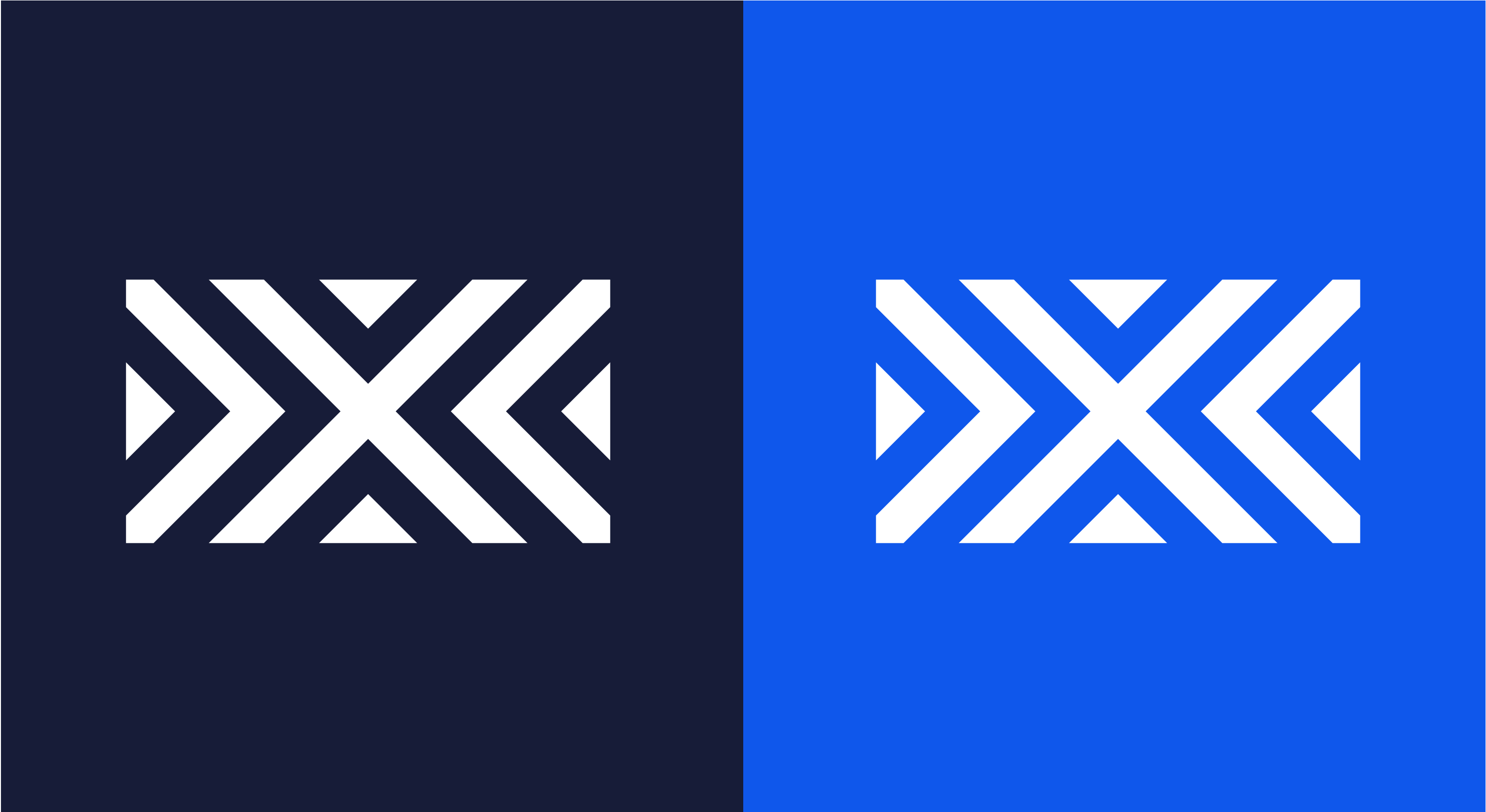


03 BRAND MARKS

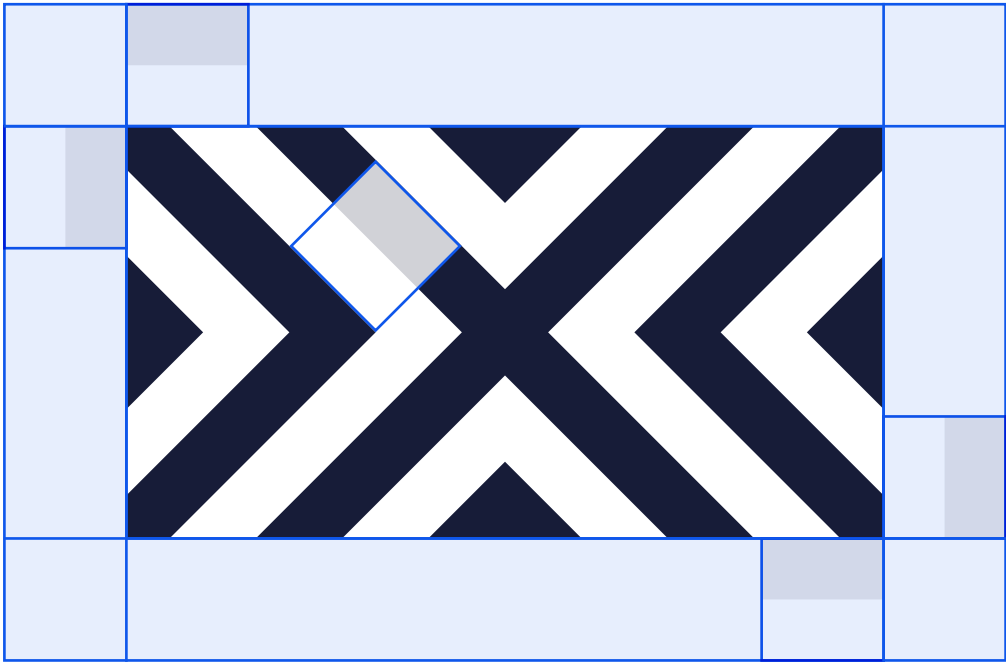
1.1 PRIMARY MARKS





The minimum clearspace for optimal legibility should be a border spanning the width of 2 stripes that make up the logo.

CLEARSPACE



DIGITAL MINIMUM SIZE



PRINT MINIMUM SIZE



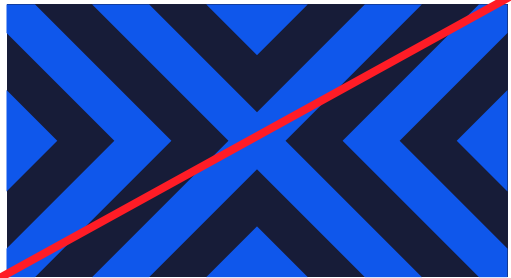
XL FLAG TRANSPARENCY

A key component of the XL Flag Logo is its transparency. The positive form is solid while the negative is empty.

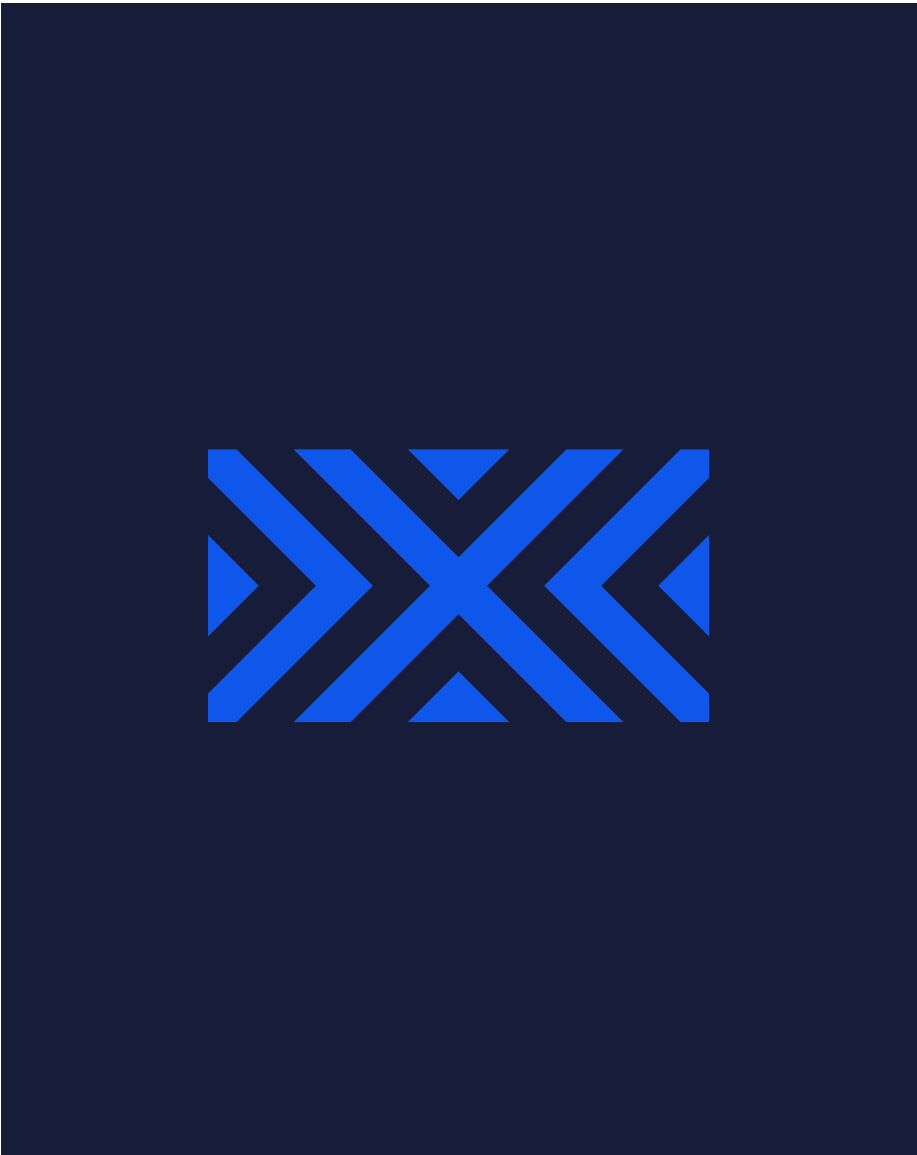
Like a stamp, it is always a single color placed on top an existing color or image.



Transparent Logo



Not Transparent



Transparent Logo on Color



Transparent Logo on Image

BORDERED XL FLAG LOGO

An alternate version of the logo has a color border around it and is the only non-transparent version of the logo.

Use this version when placing the logo on a white background, particularly in less branded moments i.e. a league roster sheet or press statement.



2 COLOR NON-TRANSPARENT LOGO
Bright Blue on Midnight Blue

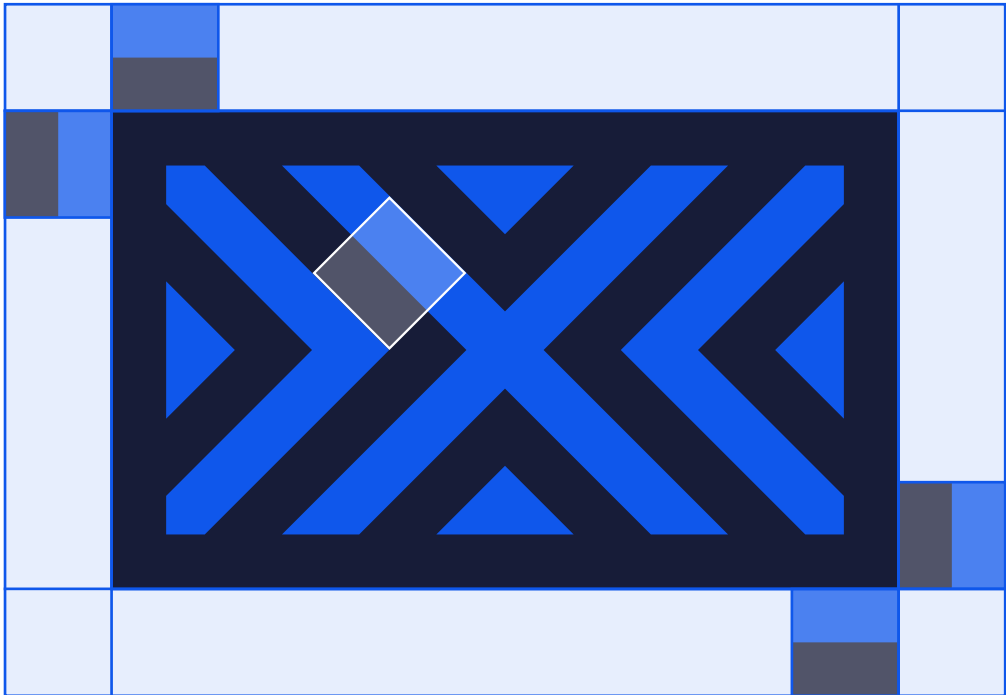


1 COLOR NON-TRANSPARENT LOGO
White on Midnight Blue

BORDERED XL FLAG USAGE

The minimum clearspace for optimal legibility should be a border spanning the width of 2 stripes that make up the logo.

CLEARSPACE



DIGITAL MINIMUM SIZE



PRINT MINIMUM SIZE



EXCELSIOR FLAG LOCKUP

When used outside of OW League assets,
the NEW YORK can be dropped for ease of
use in wider ranges of applications.



EXCELSIOR FLAG COLORWAYS

The primary lockup expression is three-colored: Midnight Blue Background, Bright Blue Flag, and White Excelsior Wordmark. Alternatively, but less frequently, the blues may swap to be a Bright Blue Background and Midnight Blue Flag.



EXCELSIOR FLAG COLORWAYS

In two-color scenarios, the lockup may be blue on blue or white on blue.



EXCELSIOR FLAG COLORWAYS

While more rarely, in one-color scenarios (i.e. production restrictions), the lockup may be entirely Midnight Blue, Bright Blue, or white.



PRIMARY LOCKUP VERSIONS

The alternate vertical lockup is best suited for broadcast and small spaces.

PRIMARY LOCKUP (PRINT, DIGITAL, OOH)

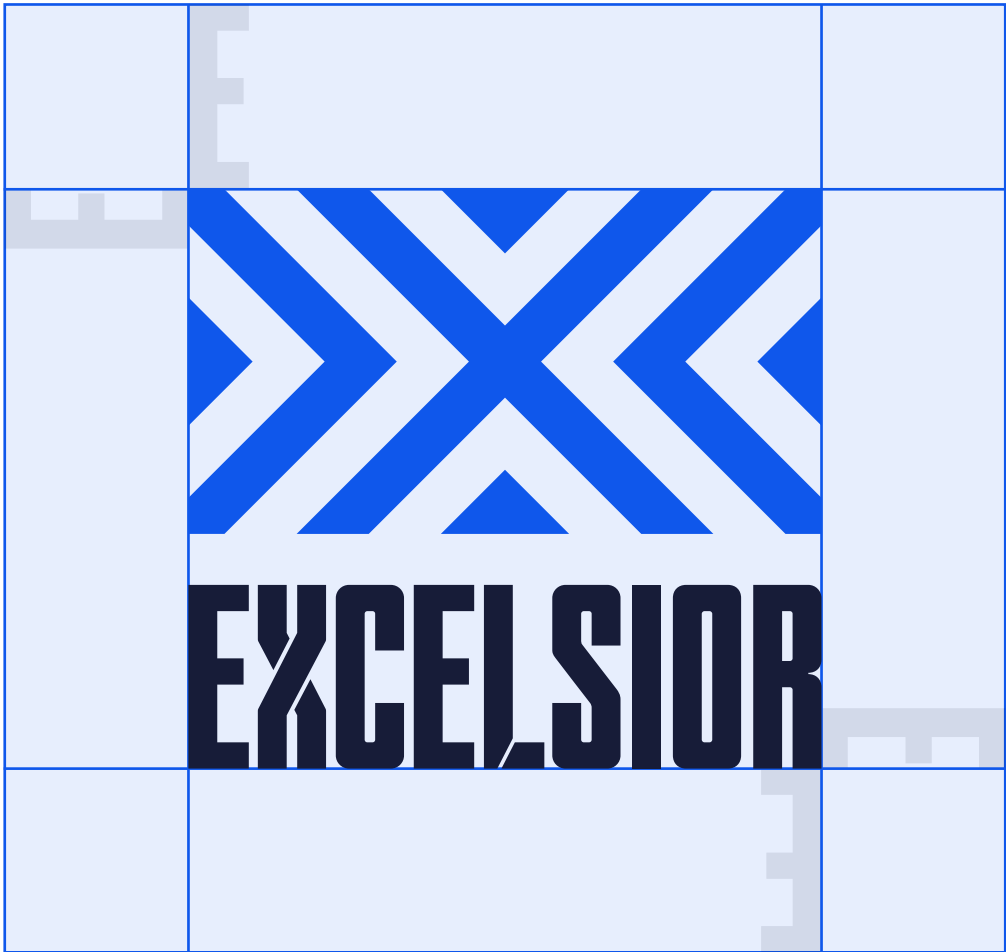


ALT PRIMARY LOCKUP (BROADCAST, SMALL SPACES)



The minimum clearspace for optimal legibility should be a border spanning the height of the ‘E’.

CLEARSPACE



DIGITAL MINIMUM SIZE



PRINT MINIMUM SIZE



PRIMARY LOCKUP
CLEARSPACE

The minimum clearspace for optimal legibility should be a border 3x the height of the negative space in the lockup.

The alternate vertical lockup is best suited for broadcast and small spaces.

PRIMARY LOCKUP



ALT PRIMARY LOCKUP



1.2 SECONDARY MARKS

EXCELSIOR WORDMARK

The Excelsior Wordmark is the secondary and more formal expression of our team name.

As a longer name it works best in horizontal spaces. It is NOT suitable in small spaces on screen or in print.

EXCELSIOR

EXCELSIOR

EXCELSIOR

EXCELSIOR

EXCELSIOR

The minimum clearspace for optimal legibility should be a border spanning the width of the ‘E’.

CLEARSPACE



DIGITAL MINIMUM SIZE



PRINT MINIMUM SIZE



EXCELSIOR FLAG LOCKUP

The NYXL Flag Lockup is a secondary lockup used in small spaces ONLY.



SECONDARY LOCKUP CLEARSPACE

The minimum clearspace for optimal legibility should be a border spanning the width of the ‘E’.

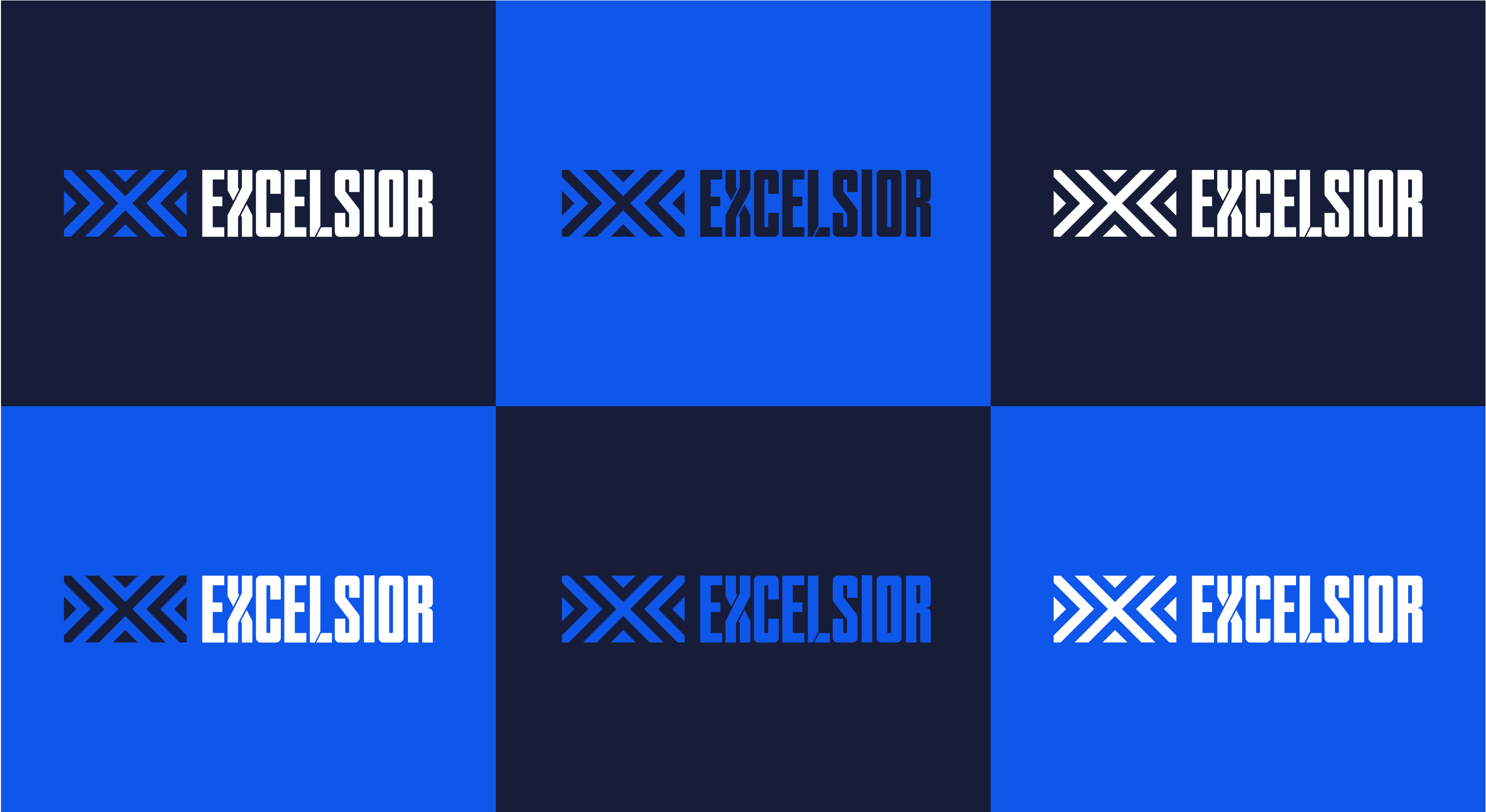
It is most suitable in small spaces especially with limited height.



EXCELSIOR FLAG COLORWAYS

Our primary colorways are 3-colored like the Excelsior Flag Lockup.

When 2-color, the lockup is blue on blue or white on blue.



SECONDARY LOCKUP COLORWAYS

The hierarchy of our colorways are lock-up on 1. Midnight Blue, 2. White, 3. Bright Blue. We are NEVER on a Red background.

Individual color combinations are NOT interchangeable.

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PRIMARY USAGE



SECONDARY USAGE



TERTIARY USAGE



04 COLOR

TEAM COLORS

Our team colors are made up of two primary colors—Midnight Blue and Bright Blue—and an accent Red.

Each color has a unique spec for screen and print and are NOT interchangeable, i.e. NEVER derive a PMS from its RGB spec, etc.

MIDNIGHT BLUE
RGB: 23, 28, 56
HEX #171C38
CMYK: 100, 90, 10, 70
PMS 282C

BRIGHT BLUE
RGB: 15, 87, 234
HEX #0F57EA
CMYK: 100, 60, 0, 0
PMS 2728C

RED
RGB: 255, 28, 38
HEX #FF1C26
CMYK: 0, 100, 100, 0
PMS 485C



FULL COLOR PALETTE

Our full color palette includes Black, Gray, and White for versatility of application. A range of light and dark grays may be useful to support a richness of color dependent on the content and application. Still, Red remains a limited accent color.

MIDNIGHT BLUE
RGB: 23, 28, 56
HEX #171C38
CMYK: 100, 90, 10, 70
PMS 282C

BRIGHT BLUE
RGB: 15, 87, 234
HEX #0F57EA
CMYK: 100, 60, 0, 0
PMS 2728C

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

GRAY
RGB: 186, 189, 192
HEX #BABDC0
CMYK: 15, 10, 10, 15
PMS Cool Gray C

WHITE
RGB: 255, 255, 255
HEX #FFFFFF
CMYK: 0, 0, 0, 0

RED
RGB: 200, 16, 46
CMYK: 2, 100, 85, 6
PMS TPX: 18-1763
PMS: 186C

NYXL STYLE GUIDE

COLOR

05 TYPOGRAPHY

**HELVETICA LT STD,
EXTRA COMPRESSED**

Our primary typeface is Helvetica LT STD, Extra Compressed. It is used in headlines and subheads for bold impact.

It should be set in All Caps with tight letter spacing and tight line-height. Our letter spacing is never tracked out.

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

HELVETICA LT STD, EXTRA COMPRESSED

1 JANUS TANK

44 JONAK SUPPORT

10 LIBERO DPS/FLEX

7 MANO TANK

11 MEKO OFF TANK

21 PINE SUPPORT/DPS

HELVETICA LT STD,
OUTLINED

Helvetica LT STD, Extra Compressed may be outlined for short headlines like Player Names or Numbers.

The outline should be a thin but legible Center Stroke.

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

HELVETICA LT STD, EXTRA COMPRESSED, OUTLINED

STENCIL FONT NEW YORK

(DESIGN/OWNED BY NEW YORK EXCELSIOR)

NEW YORK



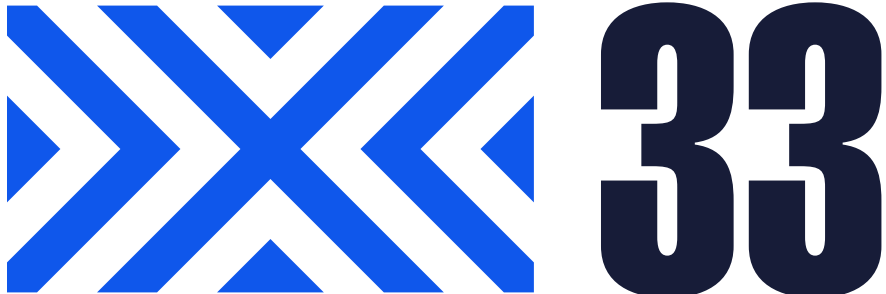
LIBERO

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
“0-1-2-3.4,5:6;7’8*9”(?!)

HELVETICA NEUE LT STD, MEDIUM

PLAYER LOCKUPS

Player names and numbers may be set locked up to our Flag Logo which is always set to the left of the lockup.



PLAYER LOCKUP COLORWAYS

The color system for Player Lockups are derivative of our Logo Lockup colorways.





»X« PINE



06 GRAPHIC LANGUAGE

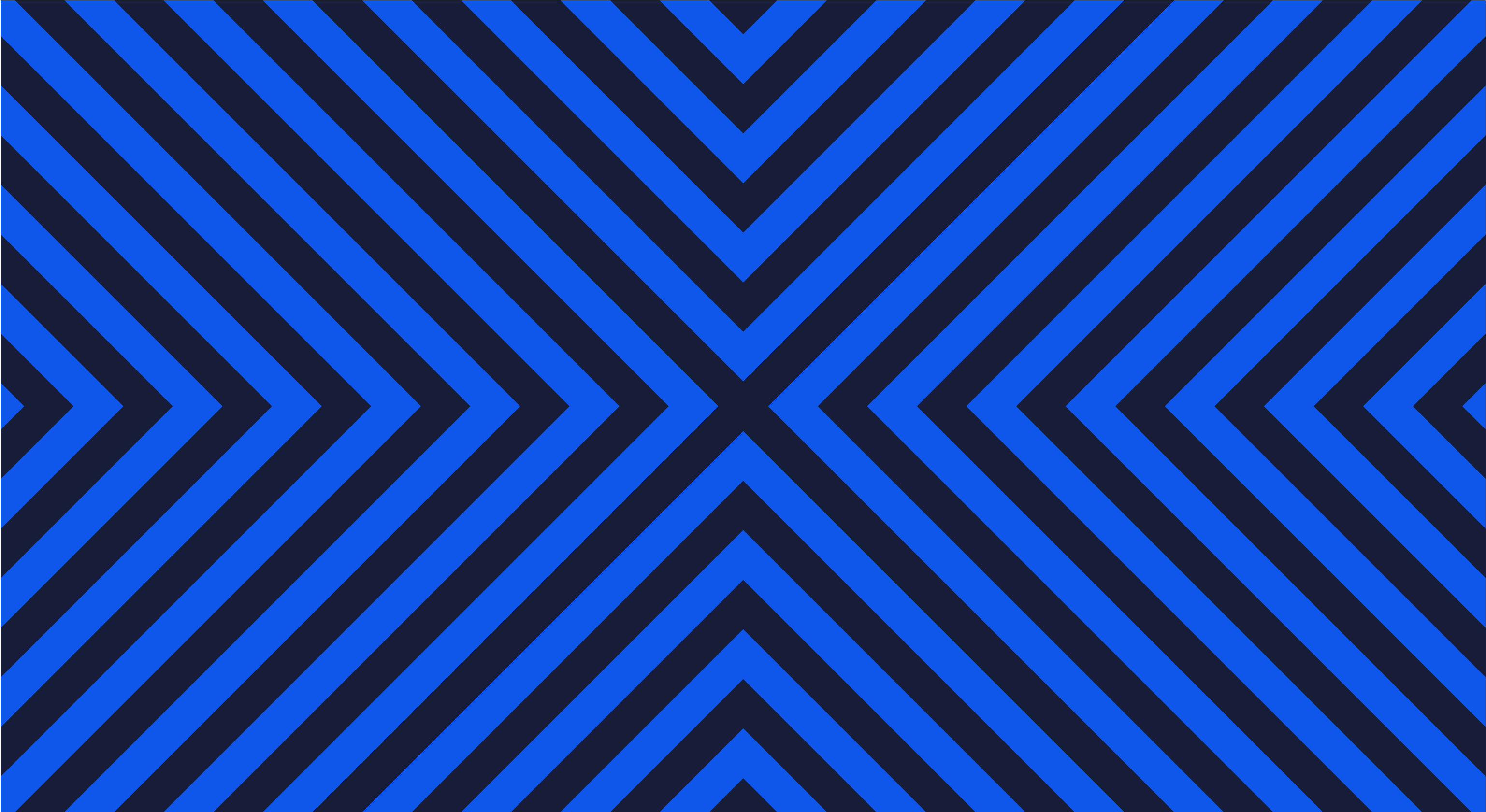
GRAPHIC PATTERNS: LEFT TO RIGHT

Our patterns channel the charged energy of our team. The blue on blue colors create an active visual tension.

Lines are flat (not spatial) and move in 45° angles. They can vary in width, move left to right, upward, or radiate as an ‘x’.







PATTERN AS BORDER

Our graphic patterns can also be utilized as borders or accents for social and marketing content.

