

Oddball Brand Document

Logo Usage



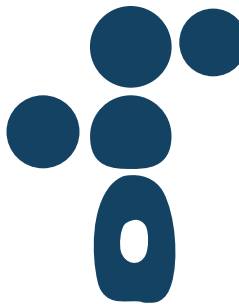
Primary Logo Reversed



Monogram Reversed



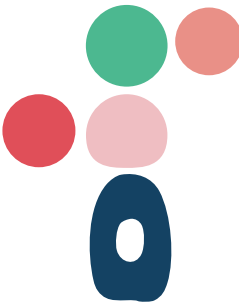
Dark Blue Primary Logo



Dark Blue Monogram



Primary Logo

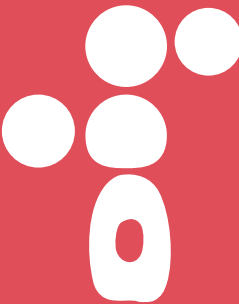


Monogram



White Primary Logo
for Darker Backgrounds

Can be used with
darker backgrounds

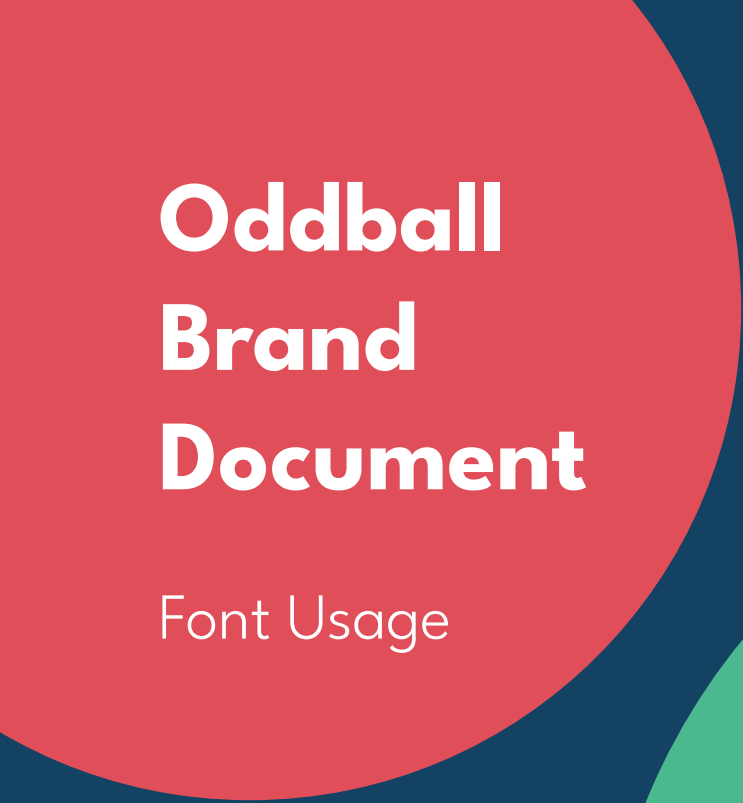


White Monogram

Can be used with
lighter backgrounds



Watermark



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Font Usage



Aa

League Spartan

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Holiday

*Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz*

Headline

League Spartan Bold

56 pt

Headline

Holiday Regular

Subheadline

League Spartan Semi Bold

32 pt

Subheadline

League Spartan Semi Bold

Body Copy

League Spartan Regular

20 pt

Body Copy

League Spartan Regular

Small Notes

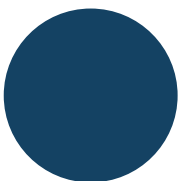
League Spartan Light

12 pt

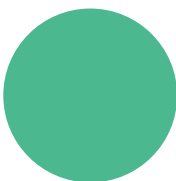
Small Notes

League Spartan Light

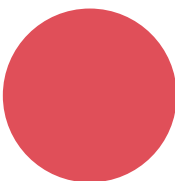
Brand Colours



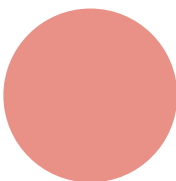
#1b4263



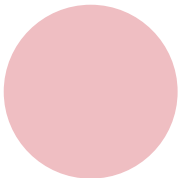
#55b78f



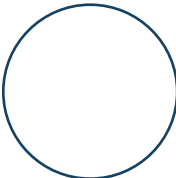
#df5058



#e98f86



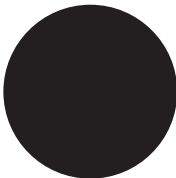
#eebfc4



#ffffff



#dfefff



#000000