

BASEBALL WINTER MEETINGS™



ST Y L E



G U I D E

02

2016 STYLE GUIDE

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PANTONE 288



PANTONE 1797



PANTONE 466



PANTONE 428

100C 88M 27Y 19K

12C 95M 84Y 02K

22C 32M 60Y 01K

23C 17M 17Y 00K



03

2016 STYLE GUIDE

FULL-COLOR EVENT MARKS



Full-color for usage on white backgrounds

Full-color for usage on colored backgrounds



PANTONE 288



PANTONE 1797



PANTONE 466



PANTONE 428

100C 88M 27Y 19K

12C 95M 84Y 02K

22C 32M 60Y 01K

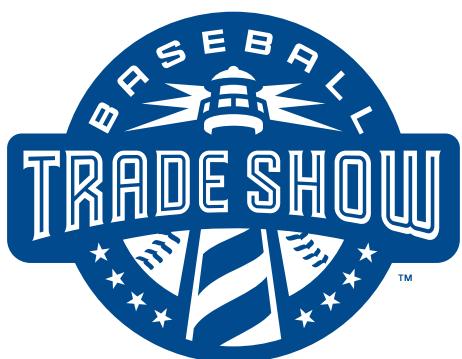
23C 17M 17Y 00K



04

2016 STYLE GUIDE

ONE-COLOR EVENT MARKS



One-color for usage on white backgrounds

One-color for usage on colored backgrounds
(Note: TM color changes to white)



PANTONE 288



PANTONE 1797



PANTONE 466



PANTONE 428

100C 88M 27Y 19K

12C 95M 84Y 02K

22C 32M 60Y 01K

23C 17M 17Y 00K



05

2016 STYLE GUIDE

FULL-COLOR WORD MARKS ON WHITE



STACKED A

BASEBALL
WINTER MEETINGS™

BASEBALL
TRADE SHOW

PBEO
JOB FAIR™

STACKED B

BASEBALL
WINTER MEETINGS™

BASEBALL
TRADE SHOW

PBEO
JOB FAIR™

LINEAR

BASEBALL WINTER MEETINGS™
BASEBALL TRADE SHOW™
PBEO JOB FAIR™



PANTONE 288

100C 88M 27Y 19K



PANTONE 1797

12C 95M 84Y 02K



PANTONE 466

22C 32M 60Y 01K



PANTONE 428

23C 17M 17Y 00K



06

2016 STYLE GUIDE

FULL-COLOR WORD MARKS ON COLOR



STACKED A

BASEBALL
WINTER MEETINGS™
BASEBALL
TRADE SHOW™
PBEQ
JOB FAIR™

STACKED B

BASEBALL
WINTER MEETINGS™
BASEBALL
TRADE SHOW™
PBEQ
JOB FAIR™

LINEAR

BASEBALL WINTER MEETINGS™
BASEBALL TRADE SHOW™
PBEQ JOB FAIR™



PANTONE 288

100C 88M 27Y 19K



PANTONE 1797

12C 95M 84Y 02K



PANTONE 466

22C 32M 60Y 01K



PANTONE 428

23C 17M 17Y 00K



07

2016 STYLE GUIDE

ONE-COLOR WORD MARKS ON WHITE



STACKED A

BASEBALL
WINTER MEETINGS™

BASEBALL
TRADE SHOW™

PBEO
JOB FAIR™

STACKED B

BASEBALL
WINTER MEETINGS™

BASEBALL
TRADE SHOW™

PBEO
JOB FAIR™

LINEAR

BASEBALL WINTER MEETINGS™
BASEBALL TRADE SHOW™
PBEO JOB FAIR™



PANTONE 288

100C 88M 27Y 19K



PANTONE 1797

12C 95M 84Y 02K



PANTONE 466

22C 32M 60Y 01K



PANTONE 428

23C 17M 17Y 00K



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2016 STYLE GUIDE

ONE-COLOR WORD MARKS ON COLOR



STACKED A

BASEBALL
WINTER MEETINGS™
BASEBALL
TRADE SHOW™
PBEQ
JOB FAIR™

STACKED B

BASEBALL
WINTER MEETINGS™
BASEBALL
TRADE SHOW™
PBEQ
JOB FAIR™

LINEAR

BASEBALL WINTER MEETINGS™
BASEBALL TRADE SHOW™
PBEQ JOB FAIR™



PANTONE 288

100C 88M 27Y 19K



PANTONE 1797

12C 95M 84Y 02K



PANTONE 466

22C 32M 60Y 01K



PANTONE 428

23C 17M 17Y 00K



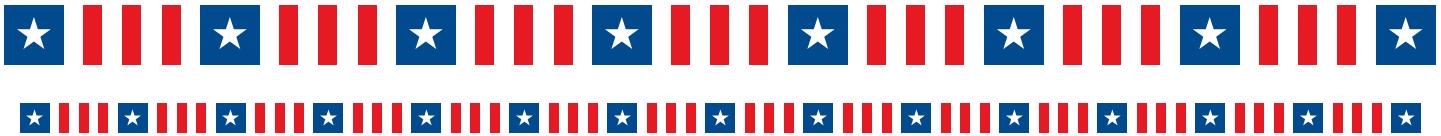
09

2016 STYLE GUIDE

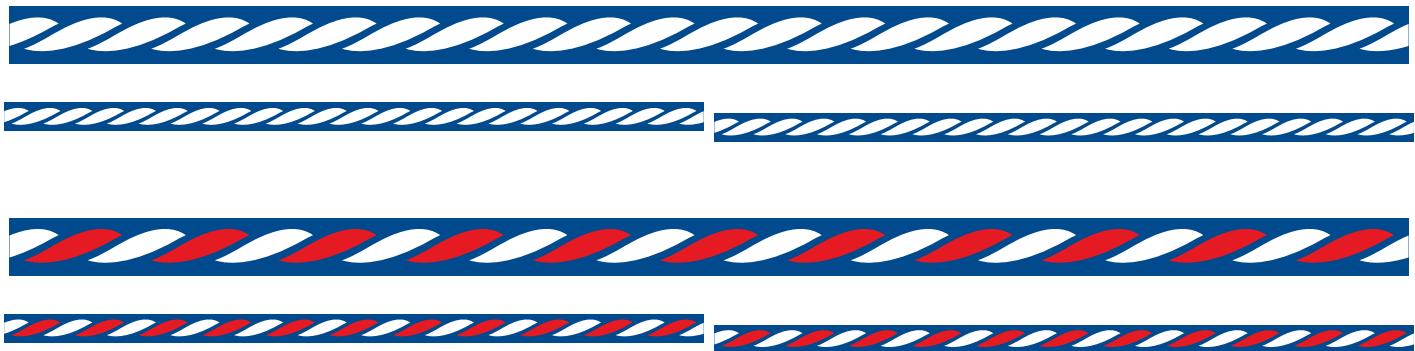
RULES & BORDERS



STARS AND BARS

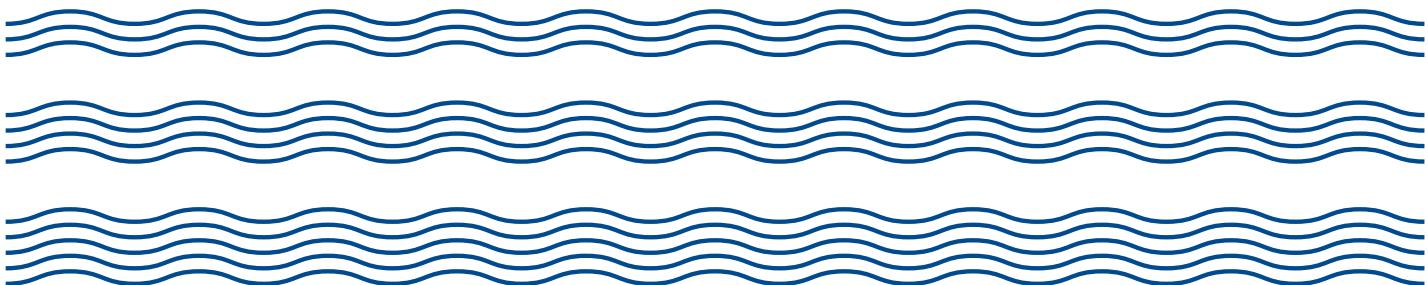


NAUTICAL ROPE



Rope segments can be connected to each other to create desired length. To ensure exact alignment, this ideally should be done in Adobe Illustrator using SNAP TO POINT (which can be activated via the VIEW pull-down menu) and aligning the corner points of adjoining segment rectangles.

WAVES



Wave lines can be added, beyond the five shown in the bottom example, to achieve desired look and effect. Waves can also be added, end to end, using SNAP TO POINT, to create additional length.



PANTONE 288

100C 88M 27Y 19K



PANTONE 1797

12C 95M 84Y 02K



PANTONE 466

22C 32M 60Y 01K



PANTONE 428

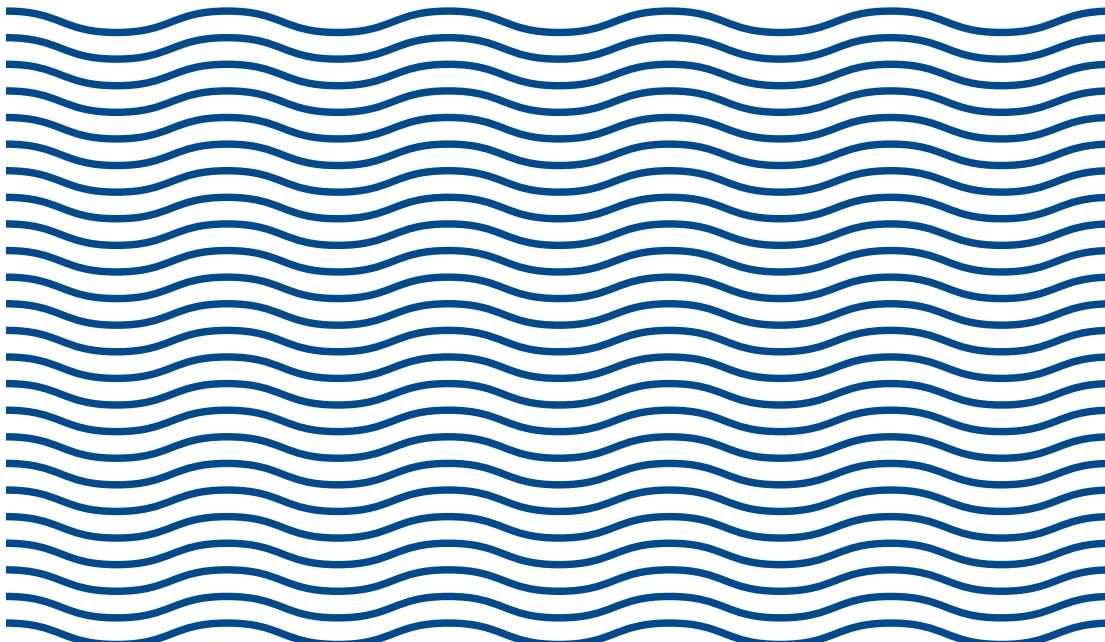
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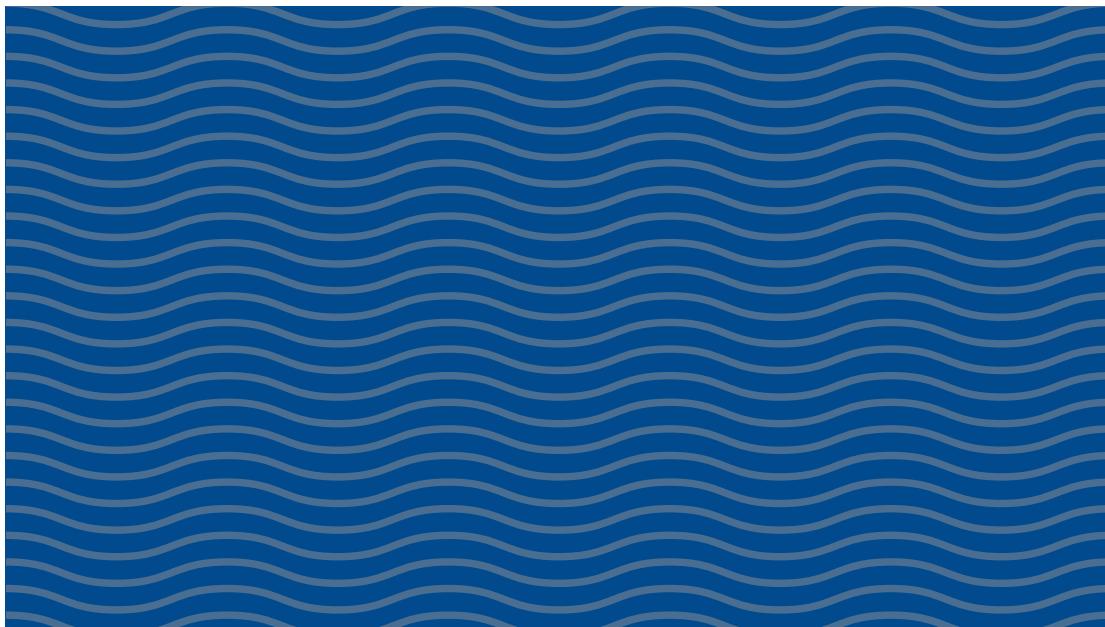
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WAVE PATTERN



Wave lines can be added, beyond those shown above, to fill desired area.



Recommended color usage



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100C 88M 27Y 19K



PANTONE 1797

12C 95M 84Y 02K



PANTONE 466

22C 32M 60Y 01K



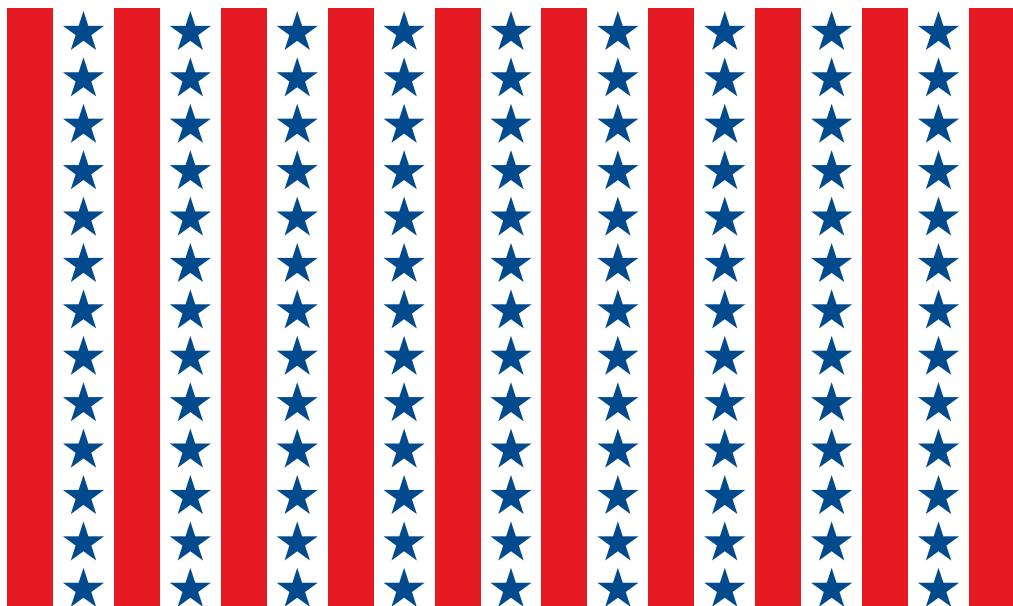
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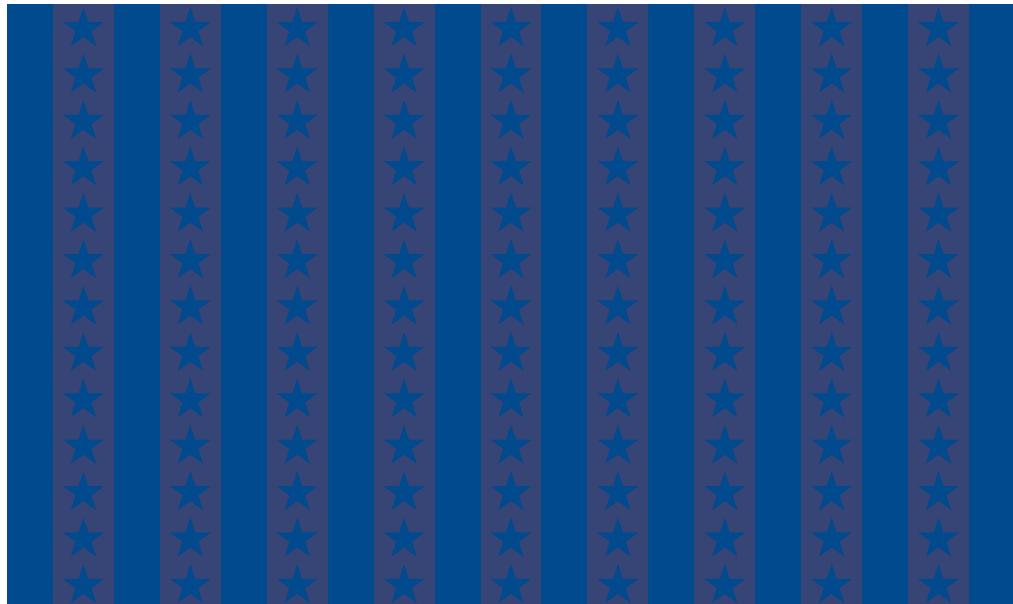
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STARS & BARS PATTERN



Full-Color



Monochromatic



PANTONE 288



PANTONE 1797



PANTONE 466



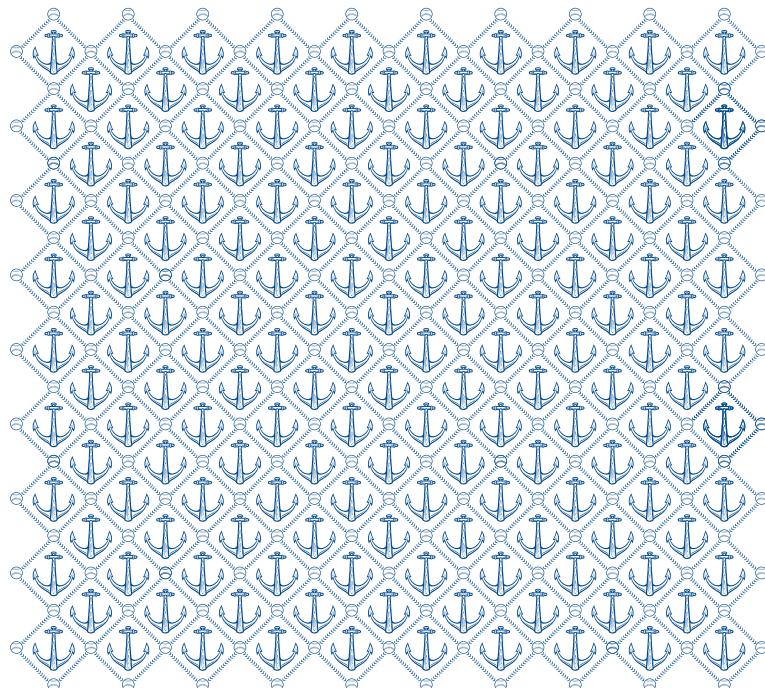
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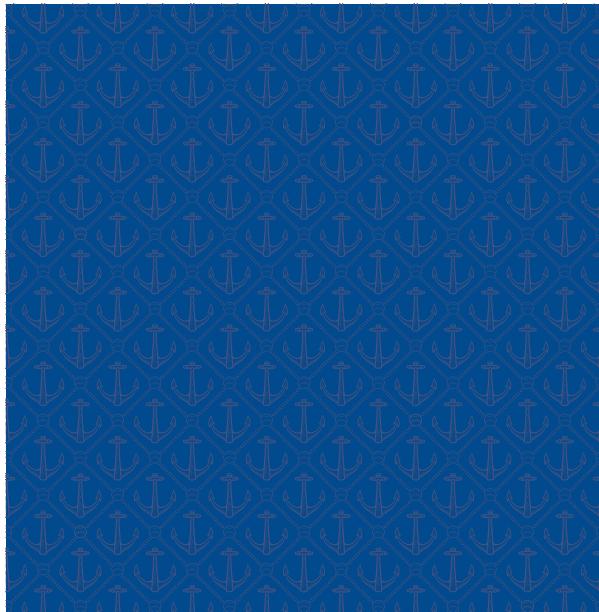
12

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ANCHOR PATTERN



One-Color



Monochromatic



PANTONE 288

100C 88M 27Y 19K



PANTONE 1797

12C 95M 84Y 02K



PANTONE 466

22C 32M 60Y 01K



PANTONE 428

23C 17M 17Y 00K

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2016 STYLE GUIDE

LOGO ARTWORK ELEMENTS



ANCHOR



LIFE PRESERVER



LIGHTHOUSE
For use on horizontal planes.



LIGHTHOUSE
For free-standing usage.



PANTONE 288

100C 88M 27Y 19K



PANTONE 1797

12C 95M 84Y 02K



PANTONE 466

22C 32M 60Y 01K



PANTONE 428

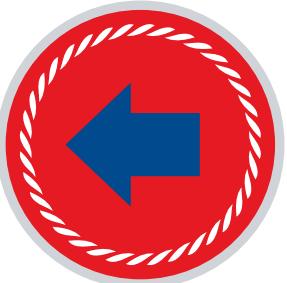
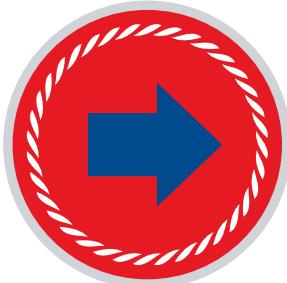
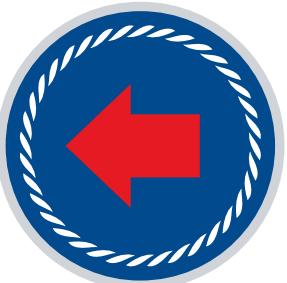
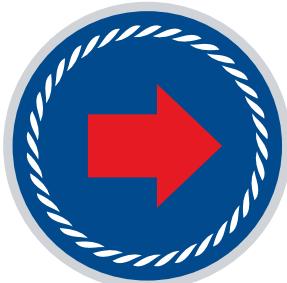
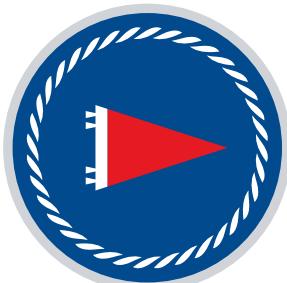
23C 17M 17Y 00K



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ROUNDEL ARTWORK



Other artwork can be used within rope roundels,
as shown in the directional signage above.



PANTONE 288



PANTONE 1797



PANTONE 466



PANTONE 428

100C 88M 27Y 19K

12C 95M 84Y 02K

22C 32M 60Y 01K

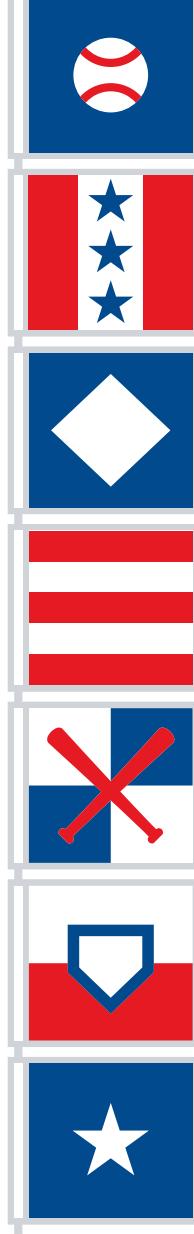
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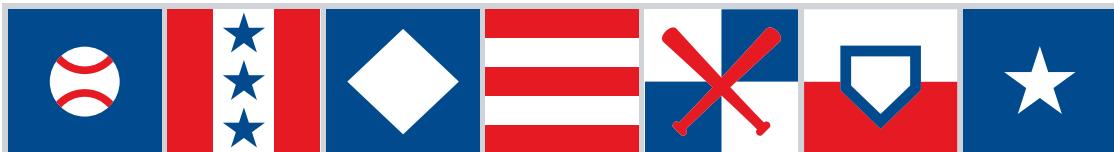
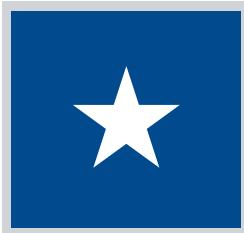
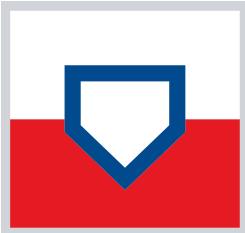
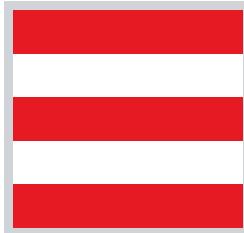
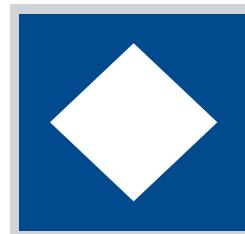
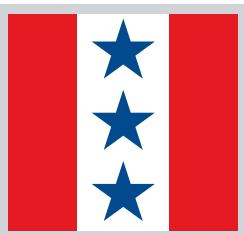
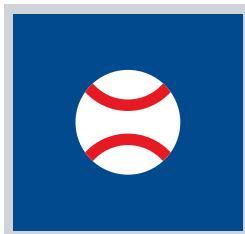
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NAUTICAL FLAG ARTWORK



Vertical usage



Flags can be joined together as shown for use as a rule or border element



PANTONE 288



PANTONE 1797



PANTONE 466



PANTONE 428

100C 88M 27Y 19K

12C 95M 84Y 02K

22C 32M 60Y 01K

23C 17M 17Y 00K



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2016 STYLE GUIDE

TYPOGRAPHY



Primary Headline Font

GEOGROTESQUE STENCIL B SEMIBOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Secondary Headline Font

ALPHDOG

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Text Fonts

EXO2 LIGHT & LIGHT ITALIC; EXO2 SEMIBOLD & SEMIBOLD ITALIC

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AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

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100C 88M 27Y 19K



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