rosterIQ

Brand Identity Guide

LOGO

The RosterIQ primary logo should be used in most cases unless issues with contrast arise. No part of the logo should ever be altered in any way.

All RosterIQ logos must be reproduced in the official colors in approved combinations.

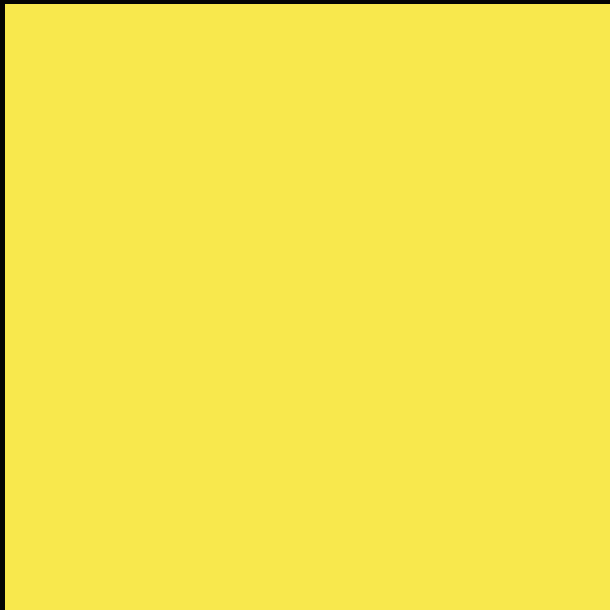Single-color applications should only be used in rare cases.

rosterIQ

Primary

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Alternate

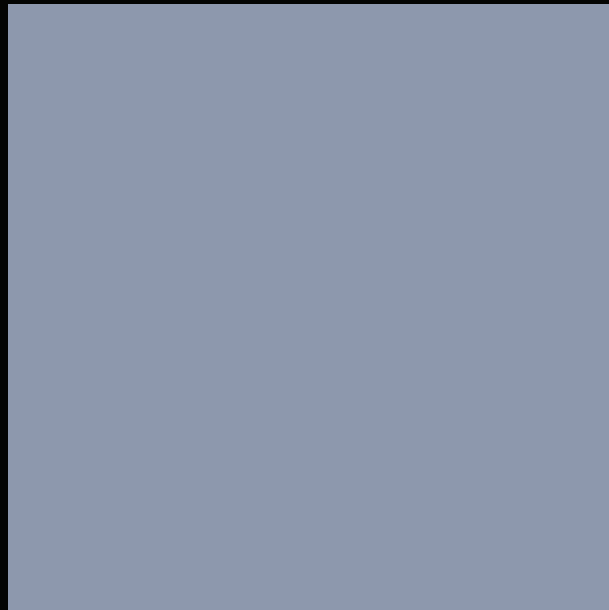**rosterIQ**

One Color

COLORS

Energy Yellow
RGB - (251, 230, 77)
HEX - #FBE64D

Bali Hai (Logo Only)
RGB - (142, 153, 173)
HEX - #8E99AD

Delta
RGB - (165, 164, 164)
HEX - #A5A5A4

White
RGB - (255, 255, 255)
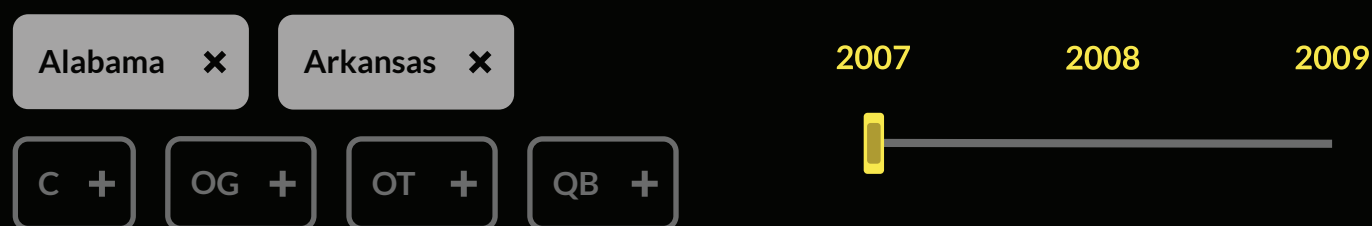HEX - #FFFFFF

Dove Gray
RGB - (107, 107, 107)
HEX - #6B6B6B

TYPE

Lato Regular
Lato Bold

Bombardier

COMPONENTS

Alabama ✕	Arkansas ✕

C +	OG +	OT +	QB +

2007   2008   2009

MARKERS

FAVICON

iQ

ICONS