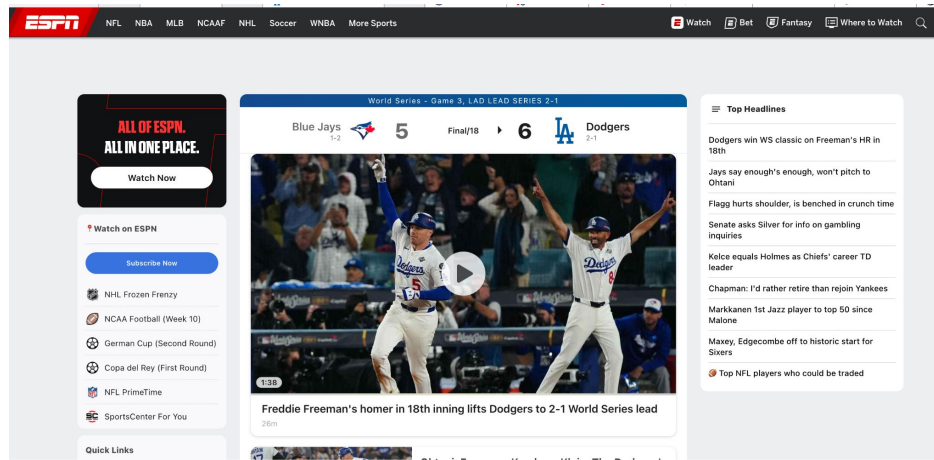
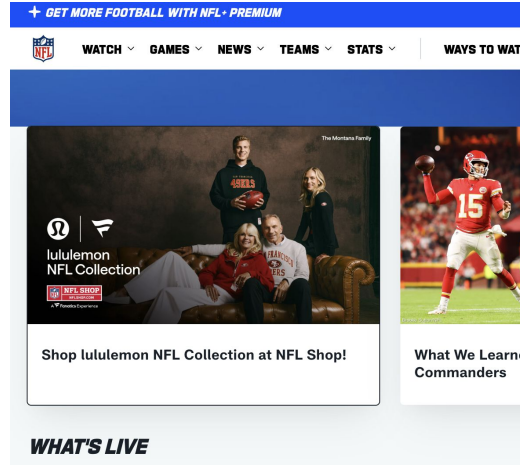


All upper case letters throughout, compact letter spacing



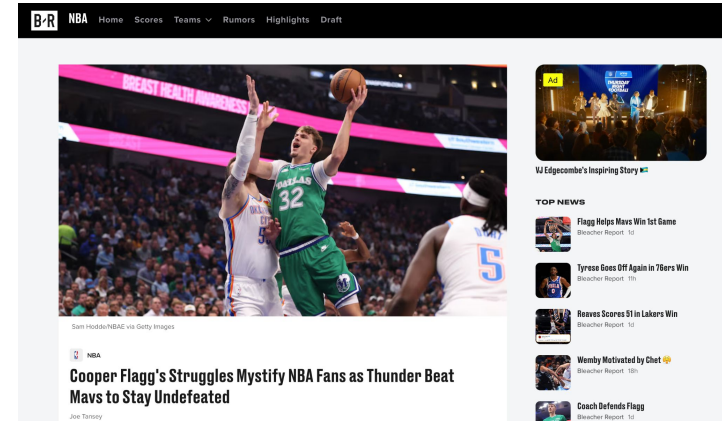
Many have custom fonts, bold sans-serif common



Italicized, bolded fonts for headings/titles



Simple fonts for details/body text, taller x-heights



Primary and vibrant colors with high contrast derived from sports team jerseys, sports games, and memorabilia; generally 2-3 colors per team/logo

