ICEPACK HOCKEY

BRAND GUIDELINES

TABLE OF CONTENTS

OVERVIEW

The Icepack brand is meant to
be simple and flexible to allow
for creativity in every project.
The purpose of the brand is to
differentiate the Icepack from other
sports at NC State.

The overall brand outlined in this
document is comprised of different
logos, colors, and fonts. Each season
the design team will be allowed
to create a specific theme to keep
content consistent for the season.

The brand is not meant to be
restrictive, and you may take creative
freedoms to add new textures or
concepts to your designs each season.

LOGOS OVERVIEW

Some version of the Icepack logo should be included in every design created for print or social media. Any merchandise to be sold to fans that uses the Icepack logo should include the 'TM' symbol. Anything for the team to wear (jerseys, off-ice apparel) should not include the 'TM' symbol.

The brand currently includes 3 versions of the logo. There is the standard logo, with the outlined or non-outlined version, the monochromatic logos, and the throwback logo, all of which are shown below.

| *standard* | *mono black* | *mono white* | *throwback* |

These logos will have specific rules on usage detailed in the next few pages.

STANDARD
LOGO USAGE

The standard logo should be the one chosen in a majority of applications, either the outlined or non-outlined version.

PROPER USAGE

The outlined logo should be used in any case the logo is on a dark background, and the non-outlined logo should be used in any case there is a red background. Either logo can be selected for a white background.

The outlined version is typically used with a gradiented outline as well as a gradiented eye. This can be changed to either shade of red for merchandise printing.

MONOCHROME LOGO USAGE

The monochrome logos should be used less frequently than the full color version, but can be chosen in cases when the logo needs to blend in with a design more than normal.

PROPER USAGE

For the monochrome logos the eye should always be lighter color than the background. On dark backgrounds, use the version of the wolf head with an outline and the eye is filled in. On light backgrounds, use the wolf head where the eye is transparent and the color of the background.

THROWBACK
LOGO USAGE

The throwback logo should be used in conjunction with events associated with the Icepack club, or specific red-jersey nights.
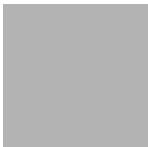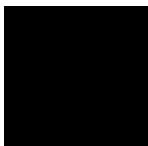
PROPER USAGE

The throwback logo should almost always be used on a red background, but can be used on a white or dark occasionally.

COLOR PALETTE

	RGB	CMYK	HEX	PANTONE
	R: 225 G: 6 B: 0	C: 0 M: 94 Y: 100 K: 0	#E10600	2347C
	R: 193 G: 0 B: 22	C: 0 M: 100 Y: 96 K: 6	#C10016	3517C
	R: 241 G: 230 B: 178	C: 1 M: 1 Y: 29 K: 0	#F1E6B2	7499C
	R: 51 G: 51 B: 51	C: 69 M: 63 Y: 62 K: 58	#333333	--
	R: 179 G: 179 B: 179	C: 31 M: 24 Y: 25 K: 0	#B3B3B3	--
	R: 255 G: 255 B: 255	C: 0 M: 0 Y: 0 K: 0	#FFFFFF	--
	R: 0 G: 0 B: 0	C: 75 M: 68 Y: 67 K: 90	#000000	--

TYPEOGRAPHY

The Icepack brand utilizes three main fonts. Montserrat should be used for any paragraph text in a design. Address Sans Pro Condensed should be used for standard titles on graphics. Brother 1816 should be used for very specific cases in conjunction with the throwback logo only.

MONTSERRAT

ADDRESS SANS PRO

BROTHER 1816

These fonts should almost always be used in all caps or all lowercase on graphics, with the exception of large bodies of copy resembling paragraphs.