



LOGO MANUAL

# WHAT ARE THESE GUIDELINES FOR?

This guide is a tool designed to help us project the values and vision behind Sport Malta. It is important that it is followed carefully so that we can ensure a consistent style and quality of presentation.

Everything we do and produce needs to reflect Sport Malta clearly and consistently.

# SPORTMALTA CORPORATE LOGO

The logo should be treated as one unit and should never be divided. The logo should be considered a picture, not a word.

The logo must not be redrawn or modified in any way and should always be used in its corporate colors.

Our corporate logo is the most visible expression of our brand.

This word mark is the constant that represents SPORTMALTA in every communication.

# LOGO COLORS AND BACKGROUNDS

For consistency, our logo may only be applied in a limited number of colors and techniques. Logo application should optimize legibility and follow all guidelines and standards set by SPORTMALTA corporate marketing.



# COLOR PALETTE

Whenever possible, the corporate color logo (Red) should be used. When it is not possible to use the red logo, the white or black logo may be used. In addition, the logo may be produced as a blind emboss/deboss, or as a white, black or clear foil stamp.



RED  
Pantone 185 C  
CMYK 0, 100, 80, 0  
Hex #ED1A3B  
RGB 237,26,59



MAROON  
Pantone 200 C  
CMYK 15, 100, 90, 10  
Hex #BE1E2D  
RGB 190,30,45

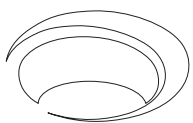
# LOGO ELEMENTS



OUR MARK

**SPORTMALTA**

TYPEFACE



ICON

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

NOVECEN TO WIDE

# LOGO CLEAR SPACE

There must always be sufficient space surrounding the logo to avoid competition from other visual elements and maintain its visual impact.

## Logo Clear Space

The area of isolation represents the minimum clear space that must be provided at all times. This area is determined by the x-height of the letter forms in the SPORTMALTA logo and is proportional regardless of logo size.

## Logo Placement

The correct placement of the logo depends on the type of brand deliverable.



# INCORRECT LOGO USAGE

Inconsistent use of our logo detracts from our brand equity and recognition. Altering or recreating our logo in any way negates the consistency we strive to achieve. The examples below illustrate some incorrect uses of our logo.



NEVER

In any case should the sportmalta logo looks like the examples below.



# CORRECT LOGO USAGE

## ALWAYS

The sportmalta logo should look the same as these examples.



When space is limited, the icon only can be used such as a profile picture or an avatar.

When limited in colour the brand looks perfect in black on white.