

LEGENDS



BRAND GUIDELINES

2021 • VERSION 1.0



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LOGO

LOGO WORDMARK



DES MOINES

LEGENDS

LOGO BADGE

THE LEGEND

The center logo mark within the badge is representative of the mythical griffin. The griffin is a symbol of courage, strength, and leadership, all of which have their place on the pitch.

PARALLEL MOVEMENT

The linework making up the logo mark symbolizes the teamwork and cohesive play of the team. The lines lend themselves to additional elements of the overall brand identity as well.

THE SHIELD

The shape of the badge represents the team's emphasis on a defensive strategy, as well as the organizations value of never surrendering, never backing down.



LOCKUP VARIATIONS

PRIMARY LOCKUP

The primary lockup is the badge. If space is constrained, the one- or two-line lockups may be used.

SECONDARY LOCKUPS

In each lockup, the logotype is bold and clear. To preserve recognizability, our logo is always displayed as either one color or our official two color version.

PRIMARY • BADGE



SECONDARY • TWO LINE

DES MOINES
LEGENDS

SECONDARY • ONE LINE

DSM **LEGENDS**

MINIMUM SIZING

PRIMARY LOCKUP

The minimum size restriction ensures that the logo will be reproduced as clearly as possible. The minimum height for the badge logo should never be less than 1.25 inches print, and 120 pixels digital. The minimum width for the two line logo should never be less than 1 inch print, or 96 pixels digital. The minimum width for the one line logo should never be less than 1.25 inches print, or 120 pixels digital.

MINIMUM SIZE (HEIGHT)

1.25 inch / 120 pixels



MINIMUM SIZE (WIDTH)

1 inch / 96 pixels



MINIMUM SIZE (WIDTH)

1.25 inch / 120 pixels



LOGO MISUSE

PRIMARY LOCKUP

When using our brand we are communicating on behalf of the staff, team, and the organization as a whole. We want to consider our audience as we create for them. Misuse of the logo lowers equity and trust in our brand and can be confusing.

1. Do not change the color of the logo.
2. Do not put the logo in a shape.
3. Do not fill the any part of the logo.
4. Do not add effects to the logo.
5. Do not rotate the logo.
6. Do not alter proportions of the logo.
7. Do not alter the logo lockups.
8. Do not alter the wordmark.



SPACE AROUND THE LOGO

Keeping negative space around the logo helps us communicate clearly and legibly. The clear space between the logo and any other type or design elements should be roughly 50% of the logo mark's size.



TYPOGRAPHY

TYPEFACES

PRIMARY TYPEFACES

The two primary typefaces used in the logo are Ailerons and Bourbon Grotesque. These should be used mainly for titles, subheads, & accents.

SECONDARY TYPEFACE

Gotham HTF is the secondary typeface and can be used for body copy text. The book and medium weights are usually best but the bold, semibold, and light weights may be used when deemed appropriate.

AILERONS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

STROKE · NO STROKE

BOURBON GROTESQUE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

ONE WEIGHT

Gotham HTF

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Bold · Medium · Book · Light

HIERARCHY

Consistent hierarchy will help guide the reader's eye to where a section begins and ends, while enabling the user to isolate certain information based on the consistent use of style throughout a body of text.

The typographic hierarchy of any piece should be influenced by the body copy since it's what appears most. Most body copy should be set to Gotham HTF Book.

Bourbon Grotesque
Tracking: 0 or 100
31 pt

HEADER ONE

Size should be approximately 3.5x the size of the body copy

Ailerons + Stroke
Tracking: 0
25 pt

HEADER TWO

Size should be approximately 2x the size of the body copy

Bourbon Grotesque
Tracking: 0 or 100
13 pt

HEADER THREE

Size should be approximately 1.5x the size of the body copy

Bourbon Grotesque
Tracking: 0
9 pt

INTRO TEXT

Size should be approximately 1.25x the size of the body copy

Gotham HTF Book
9 pt

Body Copy

The typographic hierarchy should be influenced by the body copy since it's what appears most.

Gotham HTF Book
7 pt

Captions

Captions and small text are often non-essential content that's the lowest priority.

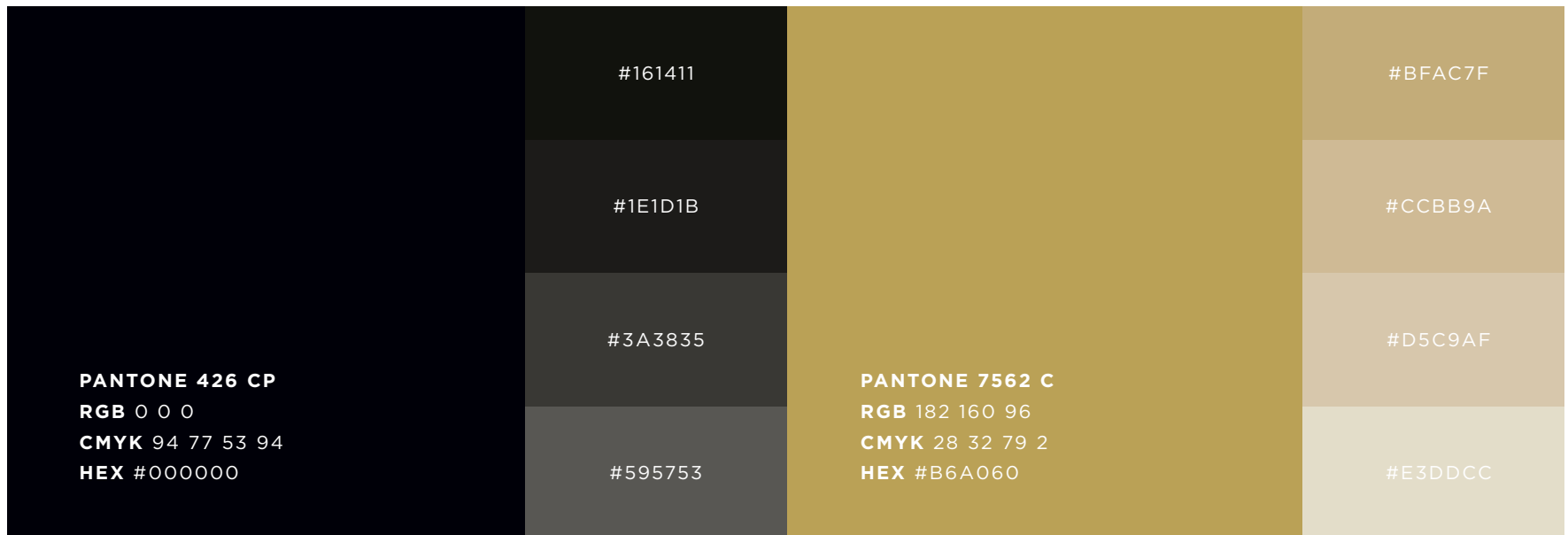
COLORS

BRAND COLORS

PRIMARY PALETTE

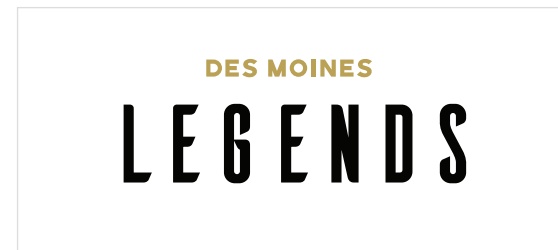


TINTS AND SHADES



COLOR VARIATIONS

These examples demonstrate approved color variations that support optimal color contrast. Only use the logo in these approved color variations to ensure visibility and brand continuity.



PATTERNS

The Griffin logo mark may be used as a low-contrast background pattern periodically.

