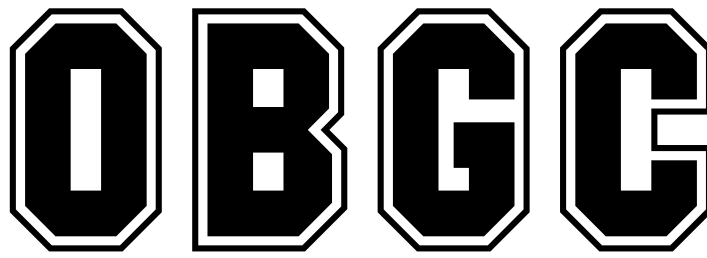


OBGC

OLNEY BOYS & GIRLS CLUB

2014 STYLE GUIDE



OLNEY BOYS & GIRLS CLUB

Color Palette

Consistent color usage is the key to maintaining OBGC's brand identity. Please use the color specifications below for all print and electronic applications.



Yellow

HEX: #F9EC04

RGB: 249, 236, 4

CMYK: C:0 M:0.0522 Y:0.984 K:0.0235



Red

HEX: #F21C00

RGB: 242, 28, 0

CMYK: C:0 M:0.884 Y:1 K:0.051

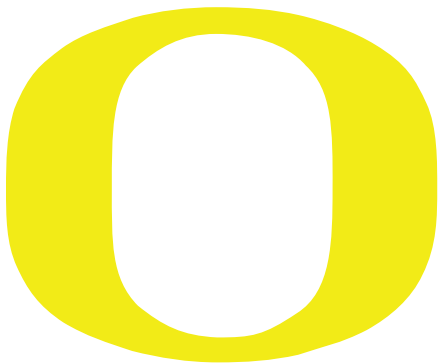
**Please use standard Hex #000000 when using Black*

O B G C

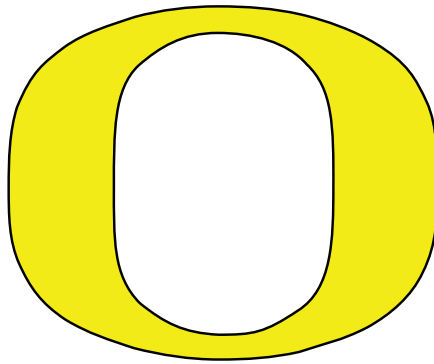
OLNEY BOYS & GIRLS CLUB

Primary Logo

OBGC offers nine (9) different versions of our logo used primarily for all web-based applications, marketing materials, and inclusion on OBGC uniforms.



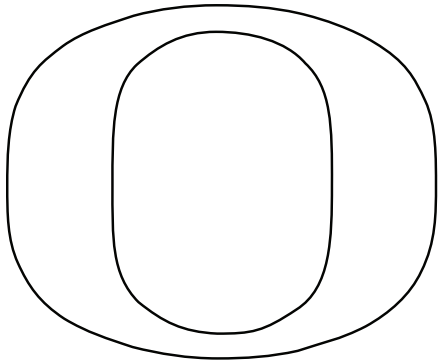
Yellow, no outline



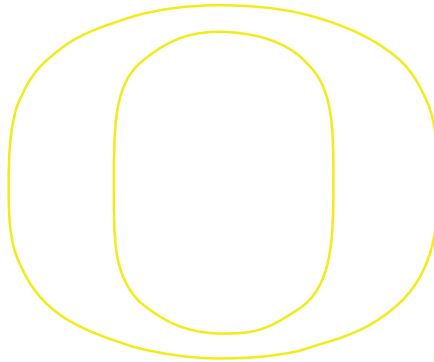
Yellow, black outline



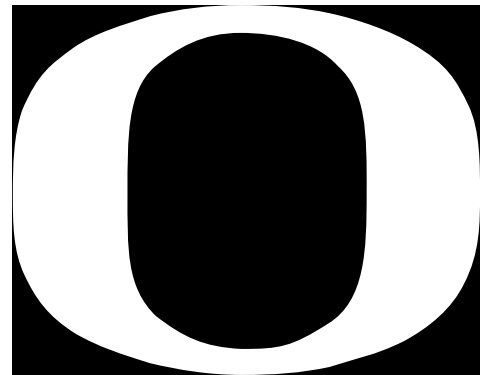
Yellow, white outline



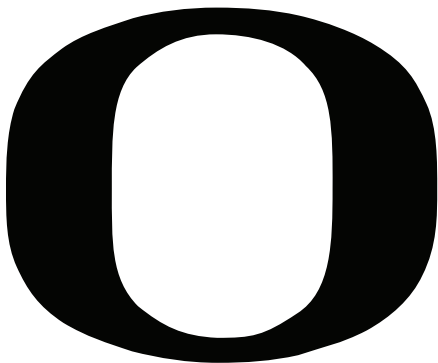
White, black outline



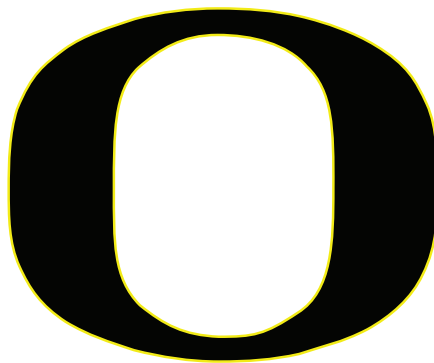
White, yellow outline



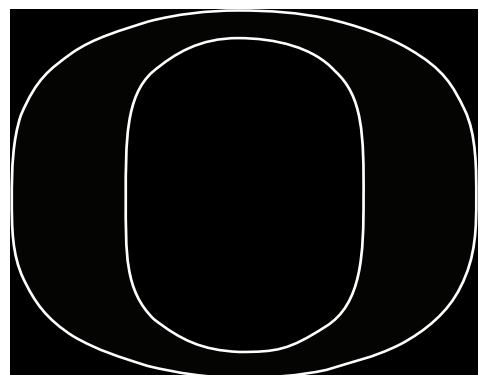
White, no outline



Black, no outline



Black, yellow outline



Black, white outline

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Corporate Logo

OBGC's corporate logo is used primarily for internal purposes. Please use this version of the OBGC logo for any professional needs (ie, fundraisers, donations, stationary, etc...)



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OLNEY BOYS & GIRLS CLUB

Script and Block Lettering Logo

Teams will have the option to include the word Olney or their team name on all uniforms. Please note that including the O logo in some capacity is mandatory, but is not required to be the focus of the uniform. Please contact OBGC directly with any questions.

(Script)

Brush Script S7

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



**Please note that the banner (tail connected to the "Y") is considered part of the logo and is required.*

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(Block)

SF COLLEGIATE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMN OPQRSTUVWXYZ

OBGC OBGC OBGC

BEARS PIRATES BUGS

SF COLLEGIATE SOLID

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMN OPQRSTUVWXYZ

OBGC OBGC OBGC

BEARS PIRATES BUGS



OLNEY BOYS & GIRLS CLUB

Typography

OBGC's primary fonts comprise the foundation of our design identity. Use these fonts for any marketing collateral. Not specific to uniforms.

■ TRAJAN PRO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

■ Minion Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



OLNEY BOYS & GIRLS CLUB

Combining Logo with Individual Sport

When coupling, or “stacking,” the OBGC logo, please use the O logo with the individual sport wordmark. Use one of the two styles below. Do not put wordmark to the side. For size specification, please contact OBGC directly.

(Wordmark Below)



(Wordmark Above)





OLNEY BOYS & GIRLS CLUB

Additional Information

If you have any questions regarding logo usage or any identity standards, please contact:

Ariel Levis

Director, Marketing & Communications

(301)570-7049

marketingdir@obgc.com

If you have any questions regarding the commercial use of these logos, please contact:

Ken Bradford

Executive Director

(301)570-1318

director@obgc.com