

BANDWAGON

Style Guide

COLORS



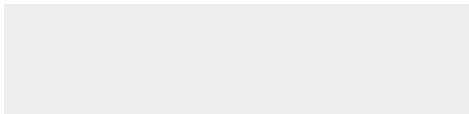
HEX: #EA6A25
RGB: R234 G106 B37
CMYK: C5 M69 Y100 K1
Pantone Coated PMS 158

BRAND ORANGE



HEX: #5A5A51
RGB: R90 G90 B90
CMYK: C63 M55 Y54 K28

MAIN FONT COLOR



HEX: #EEEEEE
RGB: R238 G238 B238
CMYK: C5 M4 Y4 K0

BOX BACKGROUND GRAY



HEX: #CCCCCC
RGB: R204 G204 B204
CMYK: C19 M15 Y16 K0

BOX BORDER GRAY

FONTS

OSWALD-REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEADLINE TEXT, NAVIGATION,
MY GAMEPLAN

OPEN SANS-REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NORMAL BODY TEXT

SQUADA ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NORMAL BODY TEXT

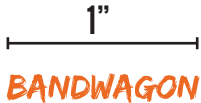
PRINT

-When writing or typing out BANDWAGON in text (press releases, official emails, white papers - just kidding, there will be no white papers), must always be in all caps: BANDWAGON.

-Do not shorten BANDWAGON to BW in official or public communication (but in interoffice communication we get it, it's a long word, shorten when it makes sense).

LOGOS & MINIMUM SIZE

BANDWAGON



Size does matter!

We want the whole world to be able to read it! In print, keep it to one inch wide or larger.

In web world, we would prefer the logo to never be smaller than 75 pixels wide.



BANDWAGON

INVERSE COLOR USAGE

NOT INTO ORANGE?

We are not showing favoritism but for Clemson and general use, use our primary orange color. For other teams, the logo will be white or black on that team's color. For example, white on UGA red or Oregon green but black with UNC blue. Yes, we want this to go national, coast to coast!



CLEAR SPACE

There should always be a minimum clear space around the logo that is half the width of the "B" in the logo.



INCORRECT USAGE

BANDWAGON

Do not use unspecified colors.

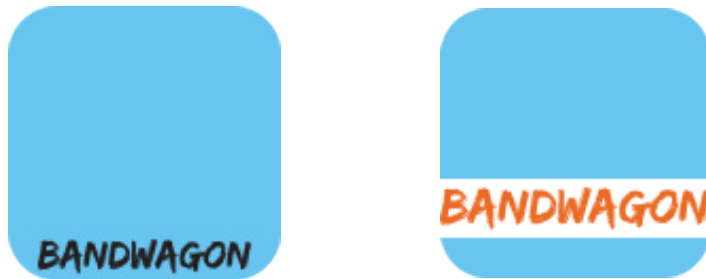
BANDWAGON
BANDWAGON

Do not stretch or distort logo.

SOCIAL STANDARDS

Hey! We know that social media, from Facebook to Instagram to Periscope is all about being in the moment, sharing what is happening NOW! And we love it. Keep. It. Going! We don't want to stifle your fun and the sharing of your fun in any way so post away BUT if you are officially representing BANDWAGON, there are some rules, no, not rules but suggestions we would prefer for you to know so that while fun is being had BANDWAGON is also becoming known. Help us spread our brand and our message so that we help maintain home field advantage for you and your team. And remember, "Keep it classy, San Diego."

- Always include a logo unless sharing "live" footage. If you can figure out how to Periscope and embed the logo in your video, you're more technically savvy than us and we should hire you.
- When using logo in social media, make sure that any images and thumbnails are not cropping the logo. Sometimes it can't be anticipated or controlled but we like to keep it one piece.
- Profile images that include the logo: logo cannot be less than 100 pixels wide at 100% and must follow color standards.
- Preferred method of using the logo is black or white on semi-solid colored background image or orange on top of a white background or layer/bar. See our boring examples below.



- Large profile, header and banner images do NOT require use of logo because they are seen adjacent to profile images. Pictures should display fun, crazy and active fan and/or team activity.
- When "live" sharing through Instagram use Instant Blend (yep, there's an app for that) to overlay the logo when possible (examples of when not possible: fans who do not have the app or access to the logo through the app). Want a template or instructions on how to use it, we've got some!
- Use 9x9 for Instagram and 16x9 for Twitter and Facebook images (or whatever size your phone camera takes - that will work too just share your pics!)
- Our preferred hashtag is #BandTogether or #bandtogether or #BANDTOGETHER. Got it? If you have any suggestions for better #'s, let us know!
- Officially, do not use Bandwagon or "BW" in hashtag unless approved even if it's #BANDWAGONrocks! We know fans are going to make up their own, just try to be nice!
- Templates will be provided to staff and necessary team members.

SHARING TIPS

- Use photos, art (body art included), color, patterns and typography to tell about your gametime experience: tailgating, sitting on the 50 yard line, making new besties with the guy next to you who's a die hard fan.
- Include a hashtag, web address/link or a way to find out more