



LOGO STANDARDS GUIDE

LOGO SYMBOLISM



1. POKEBALL



2. HOCKEY



3. BASEBALL

The logo features the primary product offerings found at MKM Sports & Collectibles. There are references to Pokemon cards, hockey, and baseball. The logo is designed as a crest to mimic popular sports team logos and the colour scheme is reminiscent of a hockey jersey.

- 1. Pokeball:** The center of the design is a play on the design of a Pokeball. The center button of the Pokeball is swapped out for a hockey puck.
- 2. Hockey:** In addition to the hockey puck, the sport is referenced again with the addition of the crossed hockey sticks behind the Pokeball.
- 3. Baseball:** Baseball is referenced in the diamond behind the hockey sticks and in the stitching on the Pokeball.



LOGO VERSIONS - **VERTICAL**

The logos displayed below are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. Using the right colour of logo on the right background is important to maintain the legibility of the design.



FULL COLOUR - LIGHT & DARK BACKGROUNDS



GRAYSCALE



BLACK



WHITE



CLIENT NAME

LOGO STANDARDS GUIDE

LOGO VERSIONS - HORIZONTAL

The logos displayed below are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. Using the right colour of logo on the right background is important to maintain the legibility of the design.



FULL COLOUR - LIGHT & DARK BACKGROUNDS



GRAYSCALE



BLACK



WHITE



LOGO VERSIONS - **TEXT ONLY**

The logos displayed below are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. Using the right colour of logo on the right background is important to maintain the legibility of the design.



FULL COLOUR - LIGHT & DARK BACKGROUNDS



GRAYSCALE



BLACK

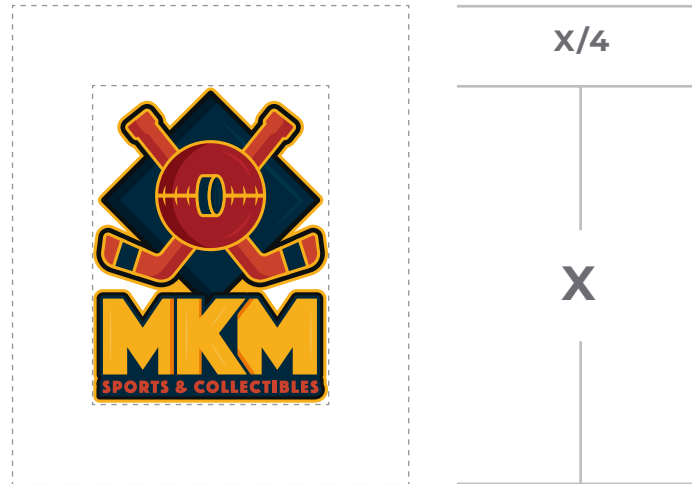


WHITE



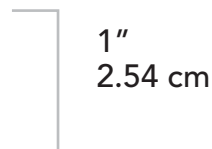
LOGO SPACING & PLACEMENT

To ensure legibility always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark. The minimum clear space should be 1/4 of the total height of the logo.



MINIMUM LOGO SIZING

The logo should never be displayed smaller than 1" high in print, and no smaller than 50 x 50 pixels when displayed at 72 dpi on the web.



The only situations where the logo may be reproduced at a smaller size is when there is no way to physically fit the logo at the minimum size on the object being produced, such as a pencil; however, for all print and web applications where room is adequate, the logo must be the minimum size or larger.

Please ask for approval if your design requires the use of a smaller logo.

PROPER LOGO USAGE

The logo should be used exactly as provided in the logo file set. Do not alter, stretch, squish, or try to recreate the logo. The following examples illustrate common mistakes to avoid.



CORRECT USAGE



DO NOT STRETCH



DO NOT SQUISH



DO NOT ROTATE



DO NOT RECOLOUR



DO NOT ADD GRADIENTS



DO NOT CHANGE FONTS



DO NOT MODIFY



DO NOT ADD SHADOW

A NOTE ABOUT BACKGROUNDS

Please be sure to use the appropriate logo for the background that it will be placed on. Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the grayscale version for non-colour printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in non-colour printing. Do not print the colour logo(s) as grayscale. Use the grayscale version instead.



LOGO FILE FORMATS

The following chart shows the which format is best for a given situation. If you are producing materials professionally, it is recommended to provide your vendor with the full set of files regardless, as well as a copy of this guide.

	.AI	.EPS	.PDF	.JPG	.PNG	.SVG
Adobe Creative Suite	●	●				
Professional Printing & Signage	●	●	●			
Working with Professional Designer	●	●	●			
Print Advertising	●	●				
Merchandise		●				
Social Media				●	●	
Microsoft Word				●	●	
Microsoft PowerPoint					●	
Microsoft Publisher		●			●	
Working with Professional Website Designer	●	●			●	
DIY Website Design				●	●	
Web Animation & Multimedia		●			●	●
Video Production		●			●	
3D Modelling & Drafting	●	●			●	



Ideal Format



Alternative / Sometimes Required



LOGO COLOUR PALETTE

The following swatches represent the official colours of our brand. When reproducing the logo or developing any promotional materials, please use the exact colour specifications shown here. Avoid trying to approximate colours. Pantone and CMYK values will be suitable for most forms of printing. The RGB values are best for use on the web, and the HEX values are also good for use on the web, as well as for choosing colour values in programs such as Microsoft Office.



NAVY

Pantone 539C
CMYK: 100-75-50-55
RGB: 0-40-60
HEX: #00028C

CRIMSON

Pantone 7427C
CMYK: 25-100-95-20
RGB: 160-30-27
HEX: #A01E25

VERMILLION

Pantone 7598C
CMYK: 20-90-100-0
RGB: 202-66-44
HEX: #CA422C

HONEY

Pantone 7409C
CMYK: 2-35-100-0
RGB: 246-173-27
HEX: #F6AD1B

BLACK

Pantone Black 6C
CMYK: 74-69-65-85
RGB: 12-10-13
HEX: #0C0A0D

A NOTE ABOUT COLOUR ACCURACY

Colour accuracy across mediums is notoriously difficult to guarantee due to the reality that different colour reproduction methods are used depending on medium. For example, CMYK colour values are used in most ink-based print processes, while RGB or HEX values are used to display colour on digital screens. Pantone inks represent the most accurate reproduction method, but only if true Pantone inks are used, often at a higher cost.



QUESTIONS?

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