

SPORTING life | BRAND GUIDELINE 2020

TYPOGRAPHY

COLOUR GUIDE

LOGO

GOTHAM

Gotham Thin. From the streets of New York City. Gotham X-Narrow Book. Flourishing at small sizes. Gotham Book. For both text and headlines. Gotham X-Narrow Bold. With roots in the left Gotham Bold. Vernacular lettering. Gotham Condensed Book. The designer's photographic odyssey. Gotham Ultra. Maximum density. Gotham Condensed Bold. Examples of vernacular lettering. Gotham Narrow Book. Both narrow columns. Gotham Rounded Book. Templates. Gotham Narrow Bold. Headlines and titles. Gotham Rounded Bold. Engravers.

HEADER

Sub header

Body text

Aa

HEADER TEXT WEIGHT
GOTHAM ULTRA

Aa

SUB-HEADER TEXT WEIGHT
GOTHAM BOLD

Aa

BODY TEXT WEIGHT
GOTHAM BOOK

PANTONE 7461 C

CMYK 85 44 4 0
RGB 0 125 186
HEX #007DBA

PANTONE 000 C

CMYK 0 0 0 0
RGB 255 255 255
HEX #ffffff

PANTONE 6 C

CMYK 40 30 30 100
RGB 0 0 0
HEX #000000

PANTONE 2035 C

CMYK 15 100 100 0
RGB 217 0 0
HEX #d90000

PANTONE 6 C

CMYK 36 29 28 0
RGB 167 168 169
HEX #A7A8A9

PANTONE 9 C

CMYK 56 47 44 10
RGB 118 119 122
HEX #76777A

PANTONE 11 C

CMYK 66 57 51 29
RGB 84 86 90
HEX #54565A



PRIMARY



SECONDARY

