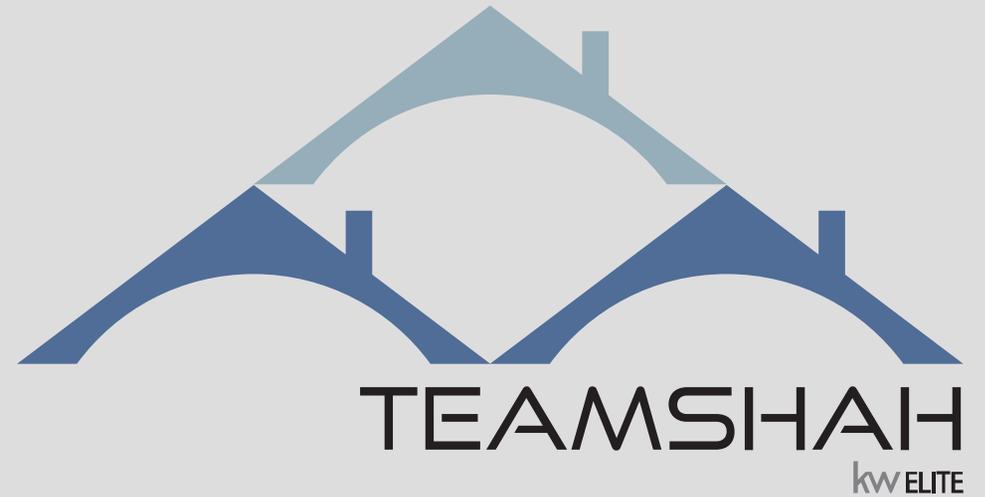




LOGO LOCKUP

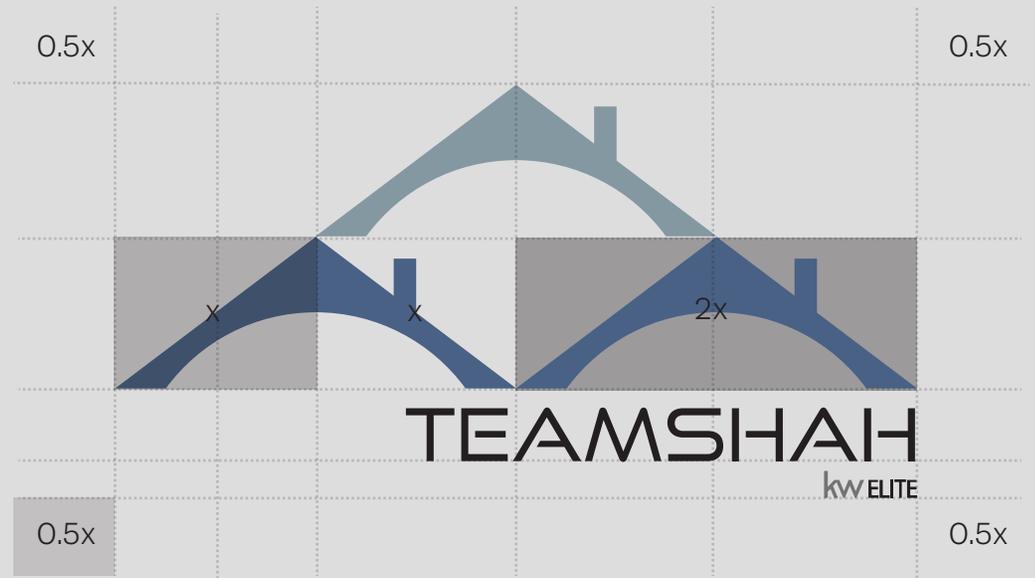
This is a scalable logo with two main versions a Horizontal and Vertical Lock up. For you to use on business material and promotional channels.



LARGE SCALE LOCKUP CLEAR SPACE

To preserve the integrity of our logo, make sure that there is always adequate space between it and other elements or boundaries of a page. Clear space ensures that no other elements or borders encroach on the logotype.

A margin of clear space equivalent to two times of X is drawn around the logotype to create a boundary of isolation. For printed applications, make sure that the logotype is never smaller than 2.5 inches / 234 pixels wide.

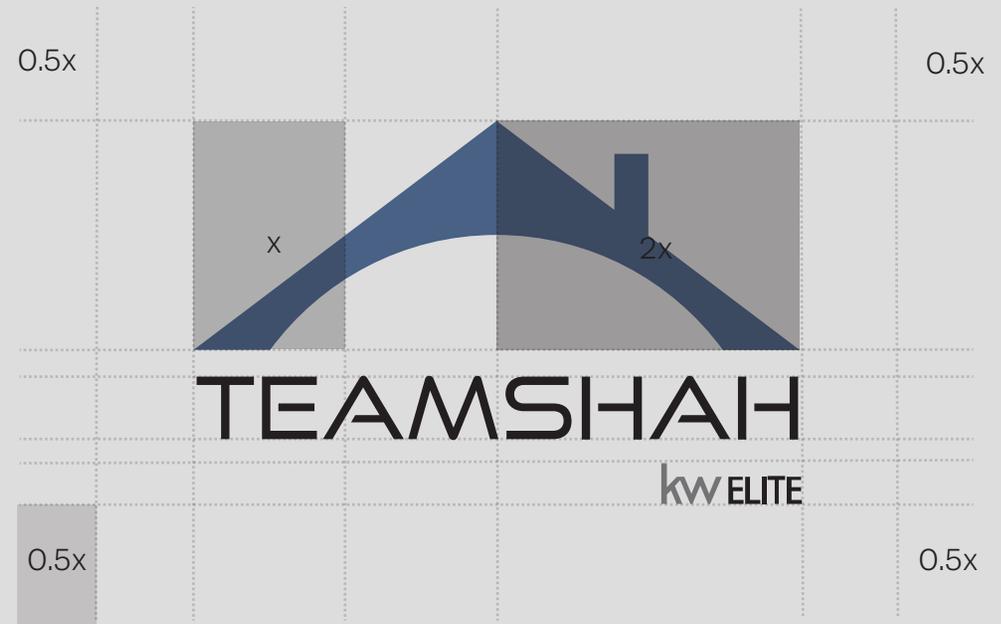


Minimum width 2.5 in/ 234pixels

MEDIUM SCALE LOCKUP CLEAR SPACE

To preserve the integrity of our logo, make sure that there is always adequate space between it and other elements or boundaries of a page. Clear space ensures that no other elements or borders encroach on the logotype.

A margin of clear space equivalent to two times of X is drawn around the logotype to create a boundary of isolation. For printed applications, make sure that the logotype is never smaller than 1.5 inches / 108 pixels wide.

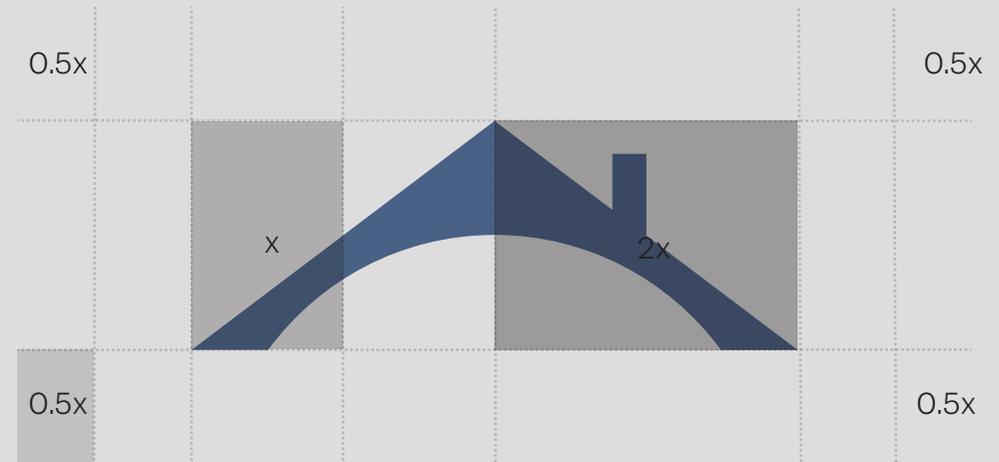


Minimum height 1.5 in/ 108 pixels

SMALL SCALE LOCKUP CLEAR SPACE

To preserve the integrity of our logo, make sure that there is always adequate space between it and other elements or boundaries of a page. Clear space ensures that no other elements or borders encroach on the logotype.

A margin of clear space equivalent to two times of X is drawn around the logotype to create a boundary of isolation. For printed applications, make sure that the logotype is never smaller than 0.25 inches / 24 pixels wide.



Minimum height 0.25 in/ 24 pixels

TYPEFACES

TEAMSHAH Logo uses **Goodtimes, Stevie Sans** across all typographic applications.

Goodtimes is a strong, stylized sans serif that adds impact and attitude in two weights—book and Extralight to our system. It is used for headline copy only.

Stevie Sans is a highly functional type family with a contemporary attitude. By limiting ourselves to only two weights—Light and Regular—we achieve great depth and hierarchy within a simple typographic system.

GOOD TIMES BOOK

AABBCCDDEEFFGG
HHIIJJKKLLMMNNOOP
PQQRRSSTTUUVV
WWXXYYZZ
1234567890
!@\$\$%^&*()_+

GOOD TIMES EXTRALIGHT

AABBCCDDEEFFGG
HHIIJJKKLLMMNNOOP
PQQRRSSTTUUVV
WWXXYYZZ
1234567890
!@\$\$%^&*()_+

STEVIE SANS LIGHT

AaBbBcDdEeFfGgHhIiJjKkKlMm
NnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890
!@\$%^&*•_+

STEVIE SANS REGULAR

AaBbBcDdEeFfGgHhIiJjKkKlMm
NnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890
!@\$%^&*•_+

COLOR

Logo use can use all color variations

Type use should only by black or white

#4F6D97

#96AEB9

#FFFFFF

#000000

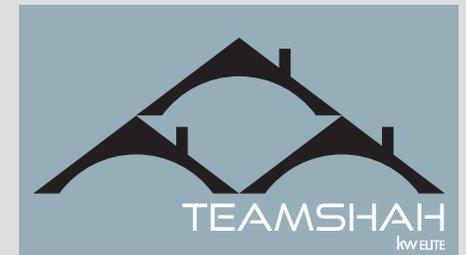
COLOR USAGE

The goal for the logo is to mainly be in used on a white background.

If there is a need for a colored background the logo should only be in all black roofs and white text.

Only in black background can the original roof colors be applied accompanied by white type.

Never use the logo with white roofs. Original colors which only applies to white or black backgrounds, with corresponding type color. Black on white, white on black backgrounds.



WRONG COLOR USAGE

The logo colors can not be changed to another colors. The original blue logo colors cannot be placed on any other color besides black or white.

Logo cannot be used with white roofs without exceptions.

