



SPORT. FAITH. LIFE.

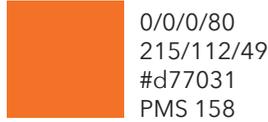
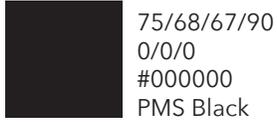


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BRAND STANDARDS

### COLOR

Primary



Secondary



### FONTS

Headline **Noto Sans Bold**  
Paragraph Noto Sans Light

Porende quo ipsaperum ad quamet, optur? Cepelibus.  
Ihillab orepeditas cus etur asped quiatur autes.

### USES



The logo should maintain a distance of one "S" from the furthest edges of the crest/flame and the ending period after "LIFE."



Reverse can be used on any color background or image where white is more readable than the primary black lettered use. Ideal use is against a black background.



While the horizontal format of the logo is the primary and desired use in most situations, usage of the vertical format is certainly encouraged as well when space or composition of a layout are better served.



### DO NOT ALTER



Do not alter the proportions or color of the logo in any way. Do not place the logo in situations where readability is hindered. If needed, err on the side of placing a white or black backer (either solid or semi-transparent) to ensure the logo stands out.

