



OFFICIAL STYLE GUIDE

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REP THE TEAM

JERSEY CONVENTION

OUR STORY

Rep the Team is an annual convention for sports jersey collectors and enthusiasts, with our inaugural event scheduled to take place in 2025. The genesis of the idea came from the realization that there were no large-scale events for jersey collectors to share their passion. Sports fans of all types love buying and collecting jerseys, but the community

of collectors tends to be scattered over a number of different subcultures. This leads to the wider landscape of jersey enthusiasts being underserved in terms of places to gather. Our intent is to bring collectors, hobbyists, manufacturers, designers, and others together in one place.



OUR PURPOSE

Our goal is to provide sports jersey enthusiasts with a place where they can find anything and everything. The main focus of our event will be the Trading Floor, a large space where jersey resellers can bring items to sell or trade. Interested participants can purchase a booth to better display their inventory. Representatives from major apparel companies will also be on the Trading Floor with brand-new, authentic replica jerseys and other items for purchase. Whether you've been collecting for years or you just started, whether you're a diehard collector or just a casual, we've got something for you. Do you

only collect verified game-worn jerseys? Or buy brand-new retail replicas the moment they go on sale? Or trawl thrift stores looking for bargains? Whatever you're into, you'll find it here.

In addition, we will be hosting conferences in an auxiliary room. These talks will include graphic designers who have years of experience in the field of sports design, industry professionals who are involved with the manufacturing of the physical jerseys, and influential figures in the world of jersey collection and documentation.

THE LOGO


Our logo was designed to evoke an instant “sports jersey” feel, even to casual observers. We used a classic-style block typeface, inspired by vintage jerseys, with some modern flair in the form of slashes on some of the letterforms. We also drew inspiration from the different types of sports jerseys, with a baseball button-down shirt, basketball tank top, and hockey sweater featuring prominently. These were chosen specifically for their

distinctive and recognizable shapes. The color scheme of red and blue was chosen for its commonality among professional sports franchises. Of the 124 franchises in the American Big Four leagues (Major League Baseball, National Football League, National Basketball Association, National Hockey League), sixty-five of them (52%) use blue in their primary color scheme, while fifty of them (40%) use red.




COLOR PALETTE

Red is the preferred color for most print advertising and signage.
Blue should be used for most digital advertising or other areas in
which small text must be easily readable.



C=0 M=81 Y=87 K=15
R=218 G=41 B=28
#DA291C
PMS 485 C



C=59 M=74 Y=0 K=68
R=33 G=21 B=81
#211551
PMS 274 C

LOGO USAGE GUIDELINES

PRIMARY LOGO APPLICATION

This is our Primary Logo. It will be used for all marketing and signage applications, size permitting.



For situations in which the Primary Logo is too tall to fit the allotted space, the Wordmark Logo should be used instead.



MARGIN AND MINIMUM SIZE

The horizontal width of the large “E” in the wordmark should be used to dictate the minimum margin size around the logo.



The logo should never be shrunk below 1 ½ inches horizontally for print materials or 110 pixels horizontally for digital applications.



PERMITTED LOGO USAGE

The full-color Primary Logo should be used whenever possible. When placed on a colored background, it should always have a white outline applied. Unless it is applied to a photograph, the Primary Logo should only be used on white, black, gray, or official red and blue backgrounds. In cases where the logo must be rendered in black and

white, a separate version of the logo is provided. This monochrome variant can also be used with official red and blue instead of black. These versions should only be used on merchandise and certain marketing materials, such as monochrome photographs.



PROHIBITED LOGO USAGE

All of these methods of displaying our logo are PROHIBITED:

- Do NOT render the logo in a non-official color palette.



- Do NOT display the logo on a colored background without the accompanying white border.



- Do NOT squash, stretch, warp, tilt, or otherwise alter the shape of the logo.



- Do NOT modify the colors of the logo.



TYPOGRAPHY

To evoke the feel of vintage jersey typography, we chose MTF Daniel Caps Only for the Primary Logo wordmark. Outside of the logo, this font should be restricted to event signage and occasional promotional material.

Hind Madurai was selected for its easy legibility and ability to work at both large and small sizes. Hind Madurai Bold should be used for headings on event signage, advertising, and printed materials.

Hind Madurai Regular should only be used for body copy.

MTF DANIEL CAPS ONLY

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

HIND MADURAI BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

HIND MADURAI REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

PHOTOGRAPHY GUIDELINES

Photography intended for official marketing materials should:

- Display either a collection of sports jerseys or a gathering of sports fans, preferably in team apparel
- Be presented as a duotone image with official red and blue as the colors. If the image is intended to be blue-dominant, the red should be set to 25% intensity; and vice versa for a red-dominant image.
- Have a blur effect and/or crop applied so as to mask potentially copyrighted logos
- If the Primary Logo or Wordmark Logo are applied to the photo, they should be presented in their monochrome variants (see page 10)

Photographs taken at the Rep the Team event are also subject to these requirements when used for marketing purposes; however, images posted to our social media accounts or our website that are intended to document the event are not required to follow these guidelines.



THE WEBSITE

Our website should follow all the same design rules expressed in this style guide. On the website, all text boxes should be presented in blue, with a red-white-red striping pattern on the left side. The footer uses the same design. To prevent different sections from bleeding into each other, red-toned images or event photographs should be placed in between.



SOCIAL MEDIA PRESENCE

In addition to having a presence on major social media platforms (X, Instagram, Facebook), we conduct sponsored advertising on these platforms. Our main advertising is focused on Facebook, as it appeals to older users who have had more time to build up a jersey collection. Our social media output should consist of announcing future events and contracted speakers, posting reminders in the buildup to a new event, and documenting past events with photos taken at those events. Graphics posted to our social media accounts should always contain the Primary Logo or Wordmark Logo, unless they are photographs taken at a past event. The tone of our messaging should be straightforward and professional.

Do NOT:

- Use official Rep the Team accounts to comment on social or political issues, or on anything that is not related to Rep the Team as a company.
- Make an announcement that has not yet been finalized.
- Use phrasing, terminology, or style that violates our brand voice. If unsure about this, please consult our Social Media Community Manager.



PHYSICAL ADVERTISING

Our physical presence is focused on reaching potential customers who might otherwise be unaware of Rep the Team. In the months leading up to an event, billboards and posters should be placed in and around the city where the event is taking place. The main target for these ads are

people who may not be diehard collectors, but have at least some interest in the hobby. Special emphasis should be placed on the buying and selling aspect of the convention, as that is what most casual attendees will primarily interact with.



CLOSING SUMMARY

At Rep the Team, our goal is to create a place where collectors of all types can come together. We strive to provide attendees with the ability to trade, learn, and share with like-minded individuals. Our brand image was designed to be instantly familiar and recognizable to anyone involved with sports jersey design. We want to establish ourselves

as an event that collectors everywhere are familiar with and look forward to each year. Sports jersey collecting is a thriving, vibrant pastime, one that we look to encapsulate through our visual identity. In the future, we aim to grace many more cities across America and potentially other countries with the red and blue stripes of Rep the Team.







