Brand identity at a glance

LEARFIELD Primary Logo

Colors

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Many design pieces may vary, however our cumulative colors will keep the overall brand color balance.

Logo Clearspace

The protected area around the marks ensures that no other graphic elements interfere with its clarity and integrity.
The depth of the protected area is equivalent to the height of the "X".
Active-L Exceptions

The Active-L should never live on its own except for these applications. Written approval of the Active-L must be given by the CMO, Jennifer Davis. Jennifer.Davis@learfield.com

Logo Don’ts

- Don’t use the LEARFIELD wordmark by itself. It must be used with the Active-L mark.
- Don’t use the LEARFIELD font for other product marks (eg, FanBase, Ticket West etc.)

- Don’t apply drop shadows
- Don’t rotate the logo
- Don’t outline the logo and wordmark
- Don’t mix colors between the Active-L square and wordmark
- Don’t change the font style of the wordmark
- Don’t adjust the proportions of the logo
- Don’t adjust alignment for the wordmark
- Don’t add a stroke to the Active-L or wordmark
- Do not color in the pennant of the active-L
- Don’t rearrange the Active-L and wordmark
- Do not create other shapes with elements from the Active-L