

# SPORTS AFIELD®

## LICENSING PROGRAM LOGO STYLE GUIDE



# SPORTS AFIELD®

*Established 1887*



*Sports Afield* is the world's oldest outdoor magazine and one of the most respected names in the industry. Founded in 1887 by Claude King in Denver, Colorado, *Sports Afield* grew in circulation and influence throughout the twentieth century to become one of the leading voices in fishing, hunting, and conservation.

*Sports Afield* remains committed to serving outdoor enthusiasts with quality writing and award-winning graphics. Some of the most famous writers of the last one hundred years have graced its pages, including Ernest Hemingway, Jack O'Connor, and Russell Annabel, to name just a few. Today, *Sports Afield* continues to inspire outdoorsmen and women with exciting adventure stories and informative articles by the most knowledgeable experts in the business. As always, *Sports Afield* is dedicated to quality, authenticity, tradition and conservation of the outdoors.

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## USE OF THE *SPORTS AFIELD* LOGO

In order to preserve the integrity of the *Sports Afield* brand, older versions of the logo should only appear on merchandise if it is displayed on a historic *Sports Afield* cover. In all other cases the logo shown here must be used.

The *Sports Afield* logo must appear on all merchandise. It is unacceptable for a generic, unbranded item to be sold in *Sports Afield* packaging.

Use of the *Sports Afield* logo on business cards, letterheads, or envelopes must be accompanied by the words “**Authorized Licensee.**”

## CONSISTENCY

The *Sports Afield* logo has been custom designed. Always use the approved artwork. Never re-create its elements. Keeping the logo consistent helps the brand achieve faster recognition in the market. Whenever the *Sports Afield* name is used, it must be followed by the registered trademark symbol (®). We make available a digital copy of the logo to all licensees.

## PLACEMENT

The *Sports Afield* logo may not be turned sideways, angled, slanted, stretched, turned upside down, or otherwise distorted. Nor should it be obscured by another element. A design characteristic that has a slight overlap is OK, but major overlap is not. Should there be slight overlapping, the *Sports Afield* logo must retain its full legibility at all times.

## ONE-LINE LOGO

Should the products under license not be suitable for a two-line logo, the one-line logo illustrated here may be used.

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## COLOR

Color plays an important role in communicating the personality of the *Sports Afield* brand. We have developed a red with black hairline two-color version and if red is used it must be this red (PMS 485C, solid coated Pantone C, with a black outline around the letters). However, other colors may be permitted in certain situations as well as the entire logo in one color.



**Black**



**PMS 485C**

**CMYK**

**C=0**

**M=95**

**Y=100**

**K=0**

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AFIELD®**  
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standard logo: red with black tagline

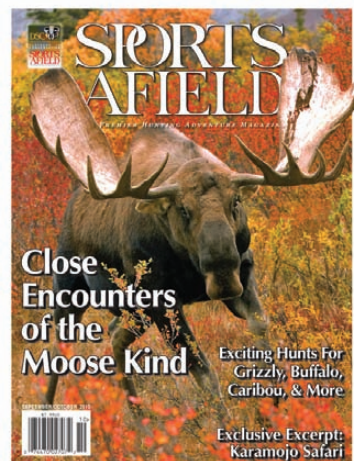
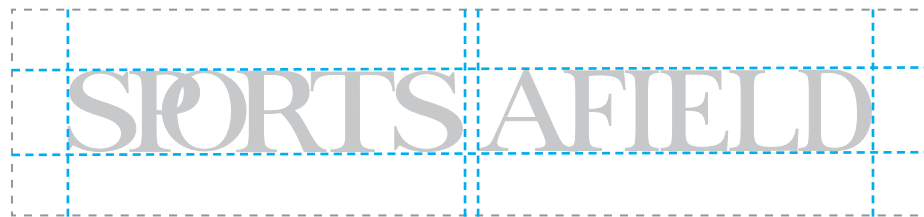
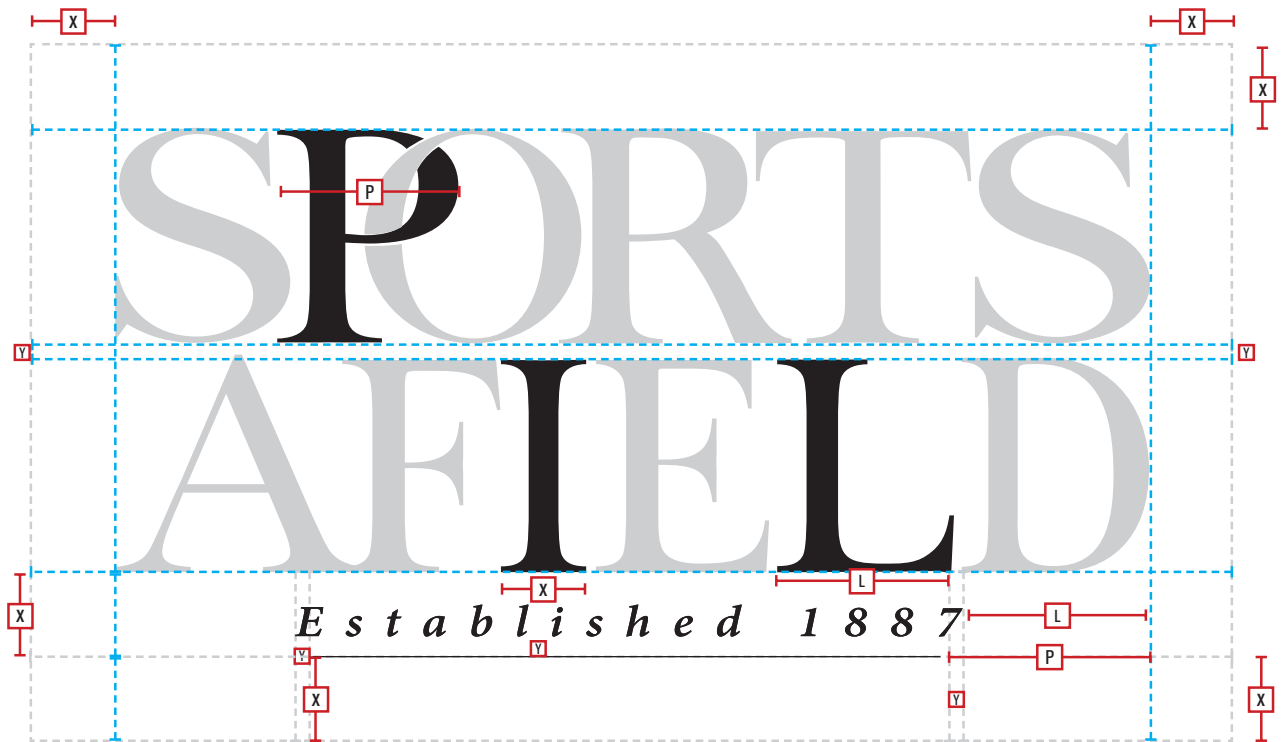


white logo with white or black tagline  
for use on dark-colored backgrounds

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single-line logo for use in approved situations: tagline not required.





## PROPORTIONS

The logo must always be used at the proportions provided; it must never be resized or distorted in any way. This means no stretching horizontally or compressing vertically.



## ICON LOGO

This mountain/river icon logo may be used on approved *Sports Afield* licensed products only if 1) separate written permission is given by *Sports Afield* and 2) the *Sports Afield* word logo is clearly visible and prominently used on any product the icon logo is used on. The icon logo may never be used alone on any licensed products.



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