

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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standard logo: red with black tagline

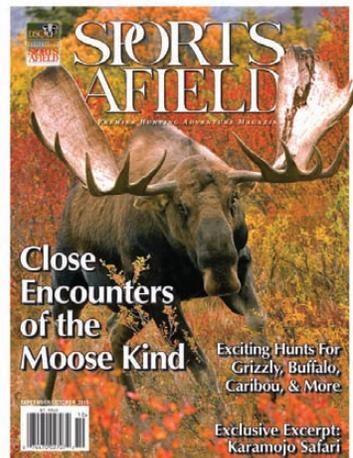
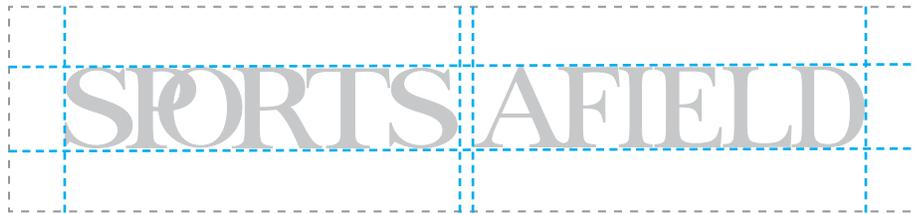
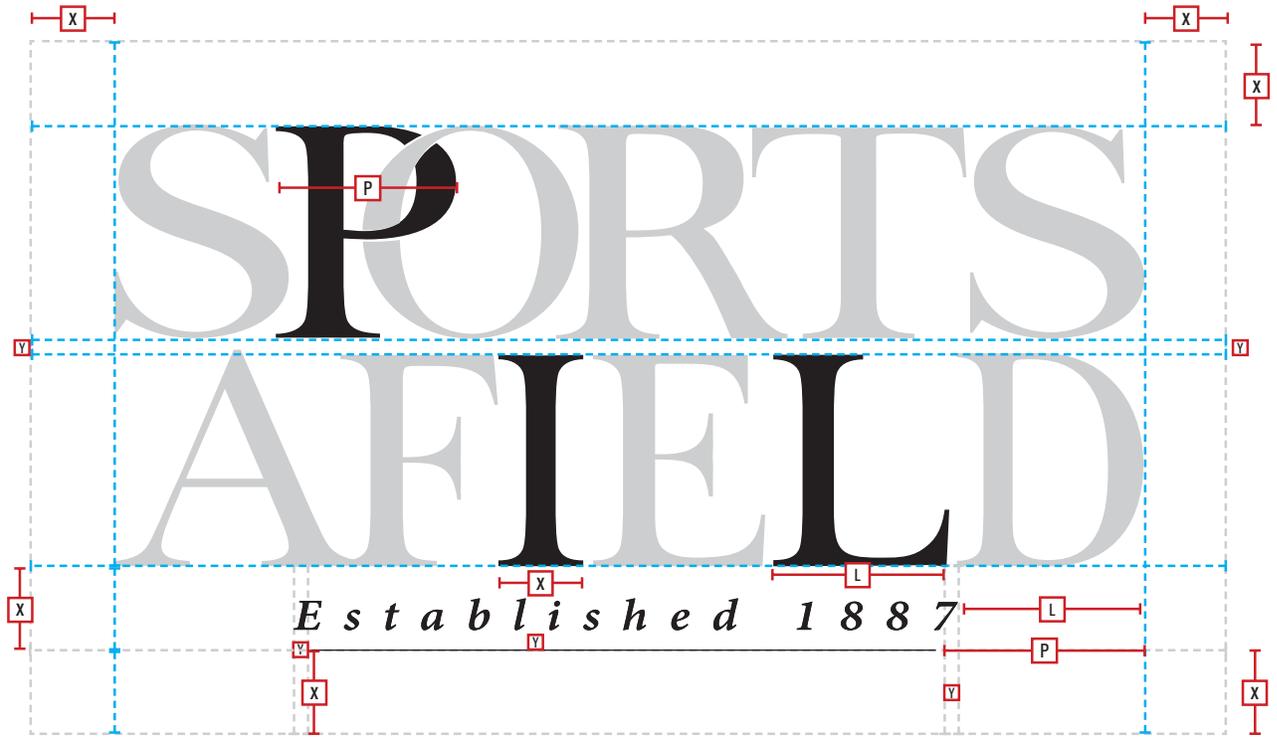


white logo with white or black tagline
for use on dark-colored backgrounds

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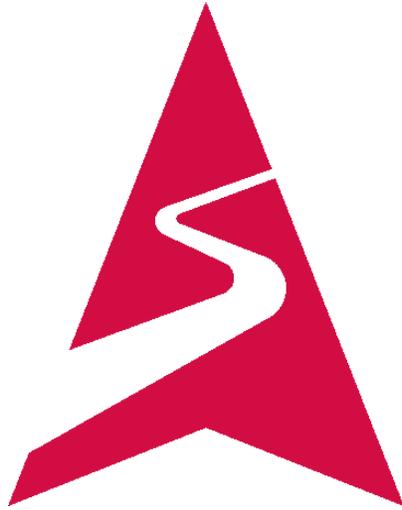
single-line logo for use in approved situations: tagline not required.





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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