



RUSH

BRAND

GUIDELINES



THE LOGO

CLICK TO DOWNLOAD



PARTNER LOGO

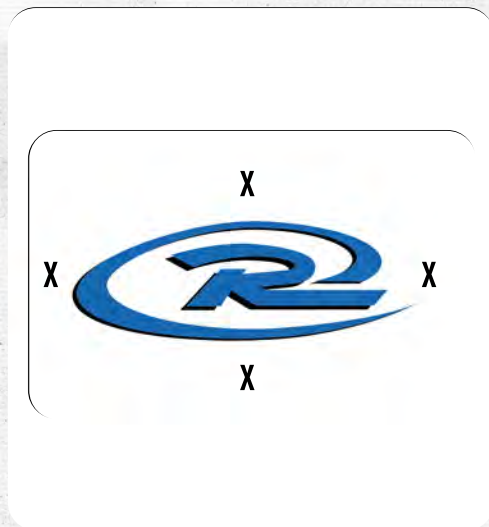
APPROVED UTILIZATION OF LOGOS



———— IF YOU HAVE BEEN APPROVED TO TRANSITION FROM YOUR OLD LOGO ————
IT MUST BE PAIRED WITH THE RUSH COLORS

CLEARSPACE

EQUAL SPACE SHOULD BE MAINTAINED



————— “X” IS THE SPACE BETWEEN THE RUSH LOGO —————
WHEN SIZING THE LOGO, MAKE SURE TO BE AWARE OF
THE SIZE RELATIONSHIP BETWEEN THE LOGO AND THE EMPTY SPACES

DO NOT DO

BE COHESIVE WITH RUSH STANDARDS



ROTATE



RECOLOR



ADD SHADOWS



ALTER RATIO



USE WITH SIMILAR
COLORS



CROP



REMOVE BRANDING



USE OLD LOGO

TYPEFACES

USE RECOMMENDED FONTS FOR OFFICIAL DOCUMENTS

**HEADINGS
VERDANA**

INCLUDED IN ANY MICROSOFT OPERATING SYSTEM

**subhead
Montserrat**

INCLUDED IN ANY MICROSOFT OPERATING SYSTEM

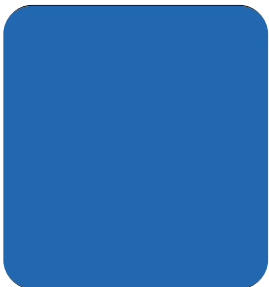
DESIGN FONTS

APOTEK COMP BOLD APOTEK COMP LIGHT

INCLUDED WITH ADOBE SUITE

COLORS

USE THESE COLORS ON ALL RUSH PROJECTS



BLUE
#2268B1



GREY
#9FA0A1



BLACK
#000000

— TRY TO STAY CONSISTENT ON ALL EXTERNAL —
PROJECTS TO MAINTAIN A COHESIVE BRAND IDENTITY

SOCIAL MEDIA PROFILES

PROFILE PICTURES MUST INCLUDE YOUR RUSH NAME



YOUR CLUB x RUSH LOGO



CLASSIC RUSH LOGO



RUSH LOGO x CHOICE GRAPHICS

———— YOUR SOCIAL MEDIA HANDLES MUST ————
INCLUDE YOUR RUSH NAME | EX: MountainRushWest

RUSH VISUAL STYLE

BOLD, THOUGHTFUL DESIGN, UP TO DATE ASSETS AND BRANDED COLORS



PLAYERS & STAFF SHOULD ALWAYS
BE WEARING THE LATEST RUSH/CAPELLI KITS

OUR STAFF



— RUSH SOCCER —
FEEL THE RUSH #RUID