



STYLEGUIDE

PRIMARY LOGO  
& WORDMARK



Rule: The Bulls should be the darkest, Sun should be the lightest

NEW YORK  
Red Bulls



NEW YORK Red Bulls



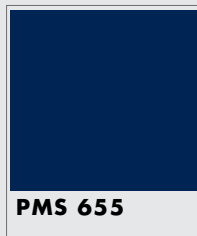
COLOR

Primary

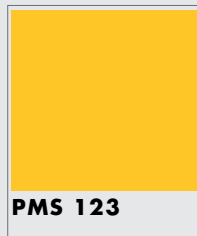
Secondary



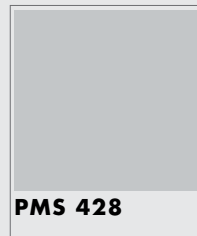
C 5 M 100 Y 65 K 0  
R 227 G 29 B 60  
HEX c5003e



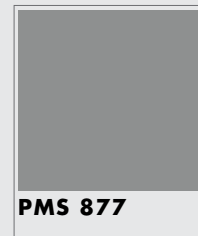
C 100 M 70 Y 0 K 70  
R 0 G 37 B 84  
HEX c002554



C 0 M 15 Y 100 K 0  
R G 37 B 84  
HEX ffe72c



FLAT SILVER  
C 0 M 0 Y 0 K 20



METALLIC SILVER  
C 0 M 0 Y 0 K 20

FOR PRINTING USE:  
PMS 200  
C 5 M 100 K 80 K 0  
HEX ed193a

TYPOGRAPHY

Primary font *Wanted* to be used for Team titles and headlines

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
1234567890

Font *Futura Bold Condensed* is to be used for Sub headlines, dates, time and location

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
1234567890

Font *Futura Medium* is to be used for a lot of copy and mice copy

abcdefghijklmnoprstuvwxy  
1234567890

Font *Easycore* is to be used for as an accent font. can be used for up to 3 words with other fonts

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
1234567890

TEXTURE

Grudge should be a continues  
texture over all creative



INSPIRATION

2016 Look & feel is inspired by large text & powerful images filling the space.



CREATIVE

WEB



PRINT

