GEORGIA SWARM LACROSSE
2024-25 BRAND GUIDE

WE ARE LACROSSE
GEORGIA SWARM PRO LACROSSE

GUIDELINES INTRO

Welcome to the Georgia Swarm brand guidelines. This document is designed to ensure consistency in the visual and tonal aspects of all our communications. By following these guidelines, you will gain a clear understanding of who we are and the principles we uphold. Our goal is to present a unified and professional image that reflects the integrity and excellence of the Georgia Swarm.

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WHO ARE WE

The Georgia Swarm Pro Lacrosse team is a member of the National Lacrosse League (NLL), which is North Americas's professional indoor lacrosse league and features the best players in the world. in 2017 the Swarm became NLL World Champions after a historic 17-5 season and brought Atlanta its first professional world championship in 22 years. the Swarm compete in an 18-game regular season schedule from December to April, followed by the NLL PLayoffs in May and June. The Swarm play their home games at Harrah's Cherokee Casino Field at Gas South Arena in Duluth, GA. The 2024-25 NLL Season will be the Swarm's 10th season operating in Atlanta and 21st overall as a franchise. the Swarm previously spent 11 seasons playing at Xcel Energy Center in Saint Paul, MN. from 2005-2015. the team is owned by John Arlotta and Andy Arlotta.

WE ARE FAST
INCLUSIVE
NATIVE
EDGY

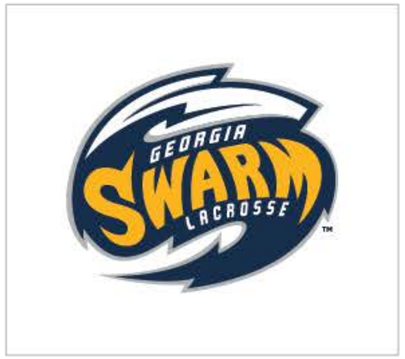
We play FAST & generate infectous ENERGY both ON & OFF THE FIELD. We RECOGNIZE & RESPECT the varying perspectives of our DIVERSE fan base. We stay TRUE TO OUR ROOTS, which began as our continent's ORIGINAL GAME. We take CALCULATED RISKS & push boundaries to ELEVATE awareness of our BRAND.

LOGOS

PRIMARY LOGO

To maintain the logo's visual identity, allow for the appropriate amount of clear-space, determined by the width of the S, to ensure visability. The width of the S is represented by the x in the example below.

FULL COLOR LIGHT GRAY TRADEMARK



FULL COLOR NAVY TRADEMARK

Minimum height: 100px

A minimum height of 100px has been established to ensure legibility.

When using the single color logo, the background behind the text should be the darkest part of the logo. See examples below.

PRIMARY ICON

To maintain the logo's visual identity, allow for the appropriate amount of clear-space, determined by the width of the lacrosse head, to ensure visability. The width of the lacrosse head is represented by the x in the example below.

FULL COLOR GOLD GEORGIA

FULL COLOR NAVY GEORGIA

When using the single color logo, the S should be the darkest part of the logo with Georgia being the lightest aside from a white background, the text will match the S. See examples below.

ALT ICON

When using the single color logo, the S should be the darkest part of the logo.
See examples below.

Minimum height: 100px

A minimum height of 100px has been established to ensure legibility.

Minimum height: 30px

WORDMARK

The wordmark can be used when horizontal orientation is preferred. To maintain the logo's visual identity, allow for the appropriate amount of clear-space, determined by the width of the S, to ensure visability. The width of the S is represented by the x in the example below.

FULL COLOR GOLD & WHITE

FULL COLOR NAVY & WHITE

FULL COLOR GOLD & NAVY

SECONDARY ICON

To maintain the logo's visual identity, allow for the appropriate amount of clear-space, determined by the innermost point on the S, to ensure visability. The width of the innermost point on the S is represented by the x in the example below.

FULL COLOR GOLD & WHITE

FULL COLOR NAVY & GOLD

ALT ICON

When using the single color logo, the innermost S should be the darkest part of the logo. See examples below.

FULL COLOR GOLD TRADEMARK

FULL COLOR GRAY TRADEMARK

Minimum height: 30px

Minimum height: 30px

STYLE

Composition

Be bold and striking. Highlight the subject and the action by keeping composition simple. Select photos that incorporate negative space to invite the eye to the main focus.

Angle

Mixing wide and close-up shots in layout builds visual interest and hierarchy. Straight, head-on shots as well as bird's-eye view can also create a clean graphic sensibility.

Color

Images should have a deep blacks/contrast and crisp highlights, while holding shape and detial, never blown out. They should hold an edge if placed on white. Color should feel natural and vibrant, not over- saturared. Images should look naturally white balanced, not stylised. Avoid color effects and photo filters and too raw of imaginary that is not fixable to edit quickly.

Themes

Depending on the event or game, it is best to focus on themes, or balance all themes. The themes for the Swarm are:

- Action
- Emotion
- Heritage
- Candid

FAN INCLUSION

The sport of lacrosse boasts a global fanbase, particularly in the United States and Canada. It is imperative that the use of images accurately portrays the diversity and enthusiasm inherent in the sport. It is crucial to consistently select images that depict individuals respectfully, while avoiding the perpetuation of stereotypes, and refraining from the use of objectifying or sexualized imagery. Emphasizing balance, culture, gender, ethnicity, heritage, and nationality is paramount in the portrayal of the sport.

Do not:

1. Capture one specific gender orethnicity
2. Take photos with empty seats around
3. Single out one fan the entire game

LOGO RESTRICTIONS

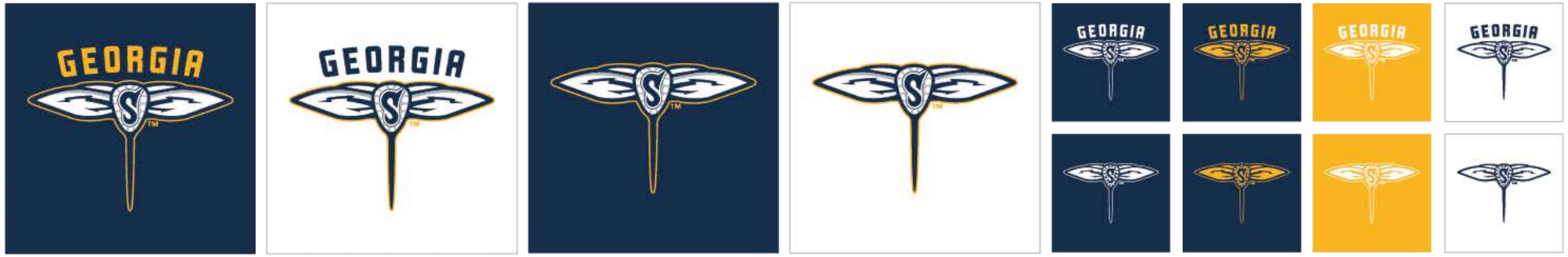
Manipulating the logo prevents brand consistancy and recognition. Avoid these examples of restricted logo usage below. These rules apply to all logos.

Do not:

1. Stetch or distort the logo
2. Alter the colors of the logo
3. Rotate Logo
4. Crop logo
5. Cover any part of the logo with any element
6. Skew the logo
7. Add additional strokes to the logo
8. Invert the single color logo

PRIMARY LOGO

PRIMARY ICON



WORDMARK

SECONDARY ICON

COLORS

COLOR PALETTE

PANTONE 295c

NAVY

#182E4B

R 24
G 46
B 75

C 100
M 87
Y 45
K 35

PANTONE 1235c

GOLD

#FBB523

R 251
G 181
B 35

C 00
M 32
Y 89
K 00

PANTONE COOL GRAY 5c

LIGHT GRAY

#AEB2B3

R 174
G 178
B 179

C 34
M 24
Y 24
K 02

PANTONE 425c

DARK GRAY

#53575A

R83 **G**87 **B**90
C63 **M**51 **Y**49 **K**35

PANTONE COOL GRAY 1

SILVER

#EFEFF0

R239 **G**239 **B**240
C0 **M**0 **Y**0 **K**6

PANTONE 000c

WHITE

#FFFFFF

R255 **G**255 **B**255
C0 **M**0 **Y**0 **K**0

TYPOGRAPHY

TYPOGRAPHY

LIQUORSTORE

A

Liquorstore

ABCDEFGHIJKLM
NOPQRSTUVWXY

abcdefghijklmnop
qrstuvwxyz

1234567890
~!@#$%^&*()_+{}|:"<>

Uses: Headers
Letterspacing: Any
Case: Upper

VANGUARD CF

Aa

Vanguard CF Medium

ABCDEFGHIJKLMNOP
QRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

1234567890
~!@#$%^&*()_+{}|:"<>?

Uses: Headers, Subhead
Letterspacing: Any
Case: Upper

GOTHAM

Aa

Gotham Medium

ABCDEFGHIJKLMNOP
QRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

1234567890
~!@#$%^&*()_+{}|:"<>?

Uses: Special Text, Body
Letterspacing: Any
Case: Upper, Lower