

Brand Elements at a Glance



FOR
ATHLETIC
USE
ONLY



ERNIE
CAN NOT
BE ALTERED

Display Typography

BROTHERS REGULAR (ALL CAPS ONLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;?@#%&*()=+

SPOLETO REGULAR (NEVER ALL CAPS OR NUMBERS)

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
,.;?@#%&()=+*

LEVIATHAN HTF BLACK (ALL CAPS PREFERRED)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
1234567890,.;?@#%&*()=+

KNOCKOUT HTF26-JUNIORFLYWEIGHT REGULAR (ALL CAPS PREFERRED)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
1234567890,.;?@#%&*()=+

KNOCKOUT HTF26-JUNIORLITEWEIGHT REGULAR (ALL CAPS PREFERRED)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
1234567890,.;?@#%&*()=+

Files are located on the picture server in the Brand Elements folder.

Primary Text Family—Gotham Narrow

HF&J GOTHAM NARROW LIGHT & LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?@#%&*()=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890,.;?@#%&*()=+

HF&J GOTHAM NARROW BOOK & BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?@#%&*()=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890,.;?@#%&*()=+

Accent Text Family—Gotham

HF&J GOTHAM LIGHT & LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?@#%&*()=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890,.;?@#%&*()=+

HF&J GOTHAM BOOK & BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?@#%&*()=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890,.;?@#%&*()=+

HF&J GOTHAM NARROW MEDIUM & MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?@#%&*()=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890,.;?@#%&*()=+

HF&J GOTHAM NARROW BOLD & BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?@#%&*()=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890,.;?@#%&*()=+

HF&J GOTHAM MEDIUM & MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?@#%&*()=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890,.;?@#%&*()=+

HF&J GOTHAM BOLD & BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?@#%&*()=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890,.;?@#%&*()=+

| PRIMARY COLOR PALETTE | PANTONE | C | M | Y | K | R | G | B | HEX |
|-------------------------|----------|-----|-----|-----|----|-----|-----|-----|--------|
| Clarion Blue | PMS 281 | 100 | 85 | 5 | 20 | 19 | 56 | 128 | 003366 |
| Clarion Gold | PMS 4505 | 13 | 23 | 67 | 38 | 151 | 130 | 74 | 97824A |
| SECONDARY COLOR PALETTE | PANTONE | C | M | Y | K | R | G | B | HEX |
| Red | PMS 207 | 5 | 100 | 45 | 22 | 184 | 9 | 77 | B8094D |
| Yellow | PMS 110 | 2 | 24 | 100 | 7 | 234 | 183 | 16 | EAB710 |
| Green | PMS 576 | 52 | 6 | 79 | 25 | 103 | 150 | 80 | 679650 |
| Light Blue | PMS 542 | 64 | 19 | 1 | 4 | 122 | 174 | 213 | 7AAED5 |
| Brown | PMS 462 | 28 | 48 | 71 | 72 | 95 | 69 | 42 | 5F452A |
| Dark Gray (75% black) | | 0 | 0 | 0 | 75 | 102 | 102 | 102 | 666666 |