VARSITY

SPORTS NETWORK

BRAND GUIDELINES

AUGUST 2025

PRIMARY | LIGHT BACKGROUND

PRIMARY | DARK BACKGROUND

MONOGRAM | LIGHT BACKGROUND

MONOGRAM | DARK BACKGROUND

ICON | LIGHT BACKGROUND

ICON | DARK BACKGROUND

The Lime Green accent color should never be introduced unless the Logo is used on a Navy background.
The Logo should never been in Lime Green on a Orange background

TYPOGRAPHY

HEADLINE TYPE

SHERMAN DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SHERMAN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BODY TYPE

FUTURA PT BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FUTURA PT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLOR PALATTE

PANTONE 295 C

HEX: #003057
RGB: (0, 48, 87)
CMYK: 100, 69, 8, 54

PANTONE 7416 C

HEX: #E2583E
RGB: (226, 88, 62)
CMYK: 0, 79, 83, 0

PANTONE 381 C
(ACCENT ONLY)

HEX: #DBE442
RGB: (219, 228, 66)
CMYK: 18, 0, 96, 0

PANTONE COOL GRAY 1 C

HEX: #F1F2F2
RGB: (241, 242, 242)
CMYK: 4, 2, 4, 8

PANTONE 426 C
(TEXT ONLY)

HEX: #2B2B2B
RGB: (43, 43, 43)
CMYK: 76, 65, 54, 72