



PITTSBURGH  
**YELLOW JACKETS**

**BRAND IDENTITY  
STYLE GUIDE**

# PRIMARY LOGO

## REINVENTING A CLASSIC

TO PAY HOMMAGE TO THE ORIGINAL PITTSBURGH YELLOW JACKETS FRANCHISE WHILE BRINGING THE IDENTITY INTO THE 21ST CENTURY.

TO REBRAND THE "WHEELING NAILERS" AS THEY MOVE FROM WHEELING TO PITTSBURGH, THE ECHL AFFILIATE OF THE PITTSBURGH PENGUINS.

THE PITTSBURGH YELLOW JACKETS IDENTITY CONNECTS THE ECHL AFFILIATE TO PITTSBURGH DEEP CONNECTION TO HOCKEY.



PRIMARY ON WHITE  
CMYK: 0, 0, 0, 0



PRIMARY ON YELLOW  
CMYK: 5, 1, 93, 0



PRIMARY ON GREY  
CMYK: 0, 0, 0, 20



PRIMARY ON BLACK  
CMYK: 0, 0, 0, 100

*ELEMENTS HAVE A WHITE  
OUTLINE WHEN PLACED ON  
A BLACK BACKGROUND*

# SECONDARY LOGO



SECONDARY ON WHITE  
CMYK: 0, 0, 0, 0



SECONDARY ON YELLOW  
CMYK: 5, 1, 93, 0



SECONDARY ON GREY  
CMYK: 0, 0, 0, 20



SECONDARY ON BLACK  
CMYK: 0, 0, 0, 100

*ELEMENTS HAVE A WHITE  
OUTLINE WHEN PLACED ON  
A BLACK BACKGROUND*

# WORDMARK VARIATIONS



EXTENDED



CONDENSED



MONOGRAPH

# TYPOGRAPHY AND COLOR PALETTE

PRIMARY TYPEFACE FOR USE IN HEADLINES, TITLES AND PRIMARY TEXT.

## RIDGELINE

**A B C D E F G H I J K L M N O P Q R S**  
**T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0 ! ? #**

SECONDARY TYPEFACE FOR USE IN BODYCOPY AND SECONDARY TEXT.

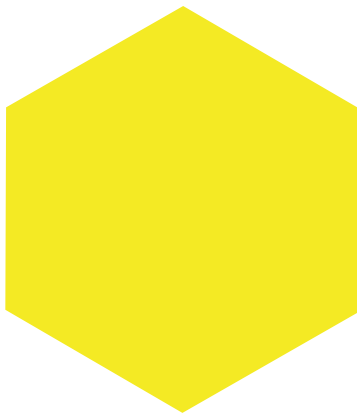
## MONTHARO

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0 ! ? # \$ % ^ &**

ADDITIONAL TYPEFACE FOR USE ON JERSEY NUMBERS ONLY.

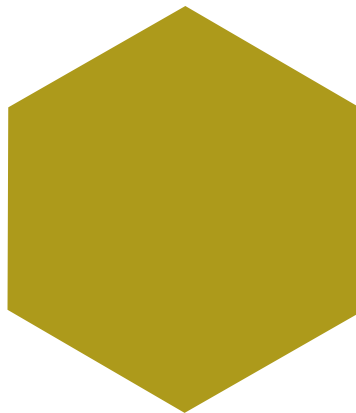
## POP WARNER

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0 ! ? # \$ % ^ &**



PANTONE  
3955 UP

CMYK  
5, 1, 93, 0



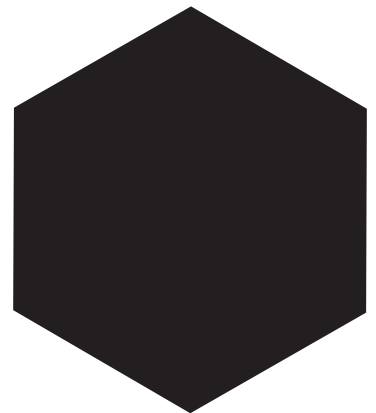
PANTONE  
P 5-15 U

CMYK  
0, 7, 91, 35



PANTONE  
P 179-3 C

CMYK  
0, 0, 0, 20



PANTONE  
P 179-16 C

CMYK  
0, 0, 0, 100

# JERSEY DESIGN



HOME JERSEY



AWAY JERSEY

