



THE SPORTQUEST BRAND - LOGO/TAGLINE USE & COLOR GUIDE

THE SPORTQUEST LOGO & ITS CORRECT REPRESENTATION

SportQuest's logo is provided on the enclosed CD. It may not be changed in any way. It may be scaled large or smaller as needed provided that the aspect ratio is locked (the logo is resized equally horizontally and vertically). We provide three different versions of the logo that may be used based on the guidelines listed below:

Logo Representation	Description	Uses	Formats
	Color Logo Standard	white or light gray backgrounds	EPS, TIF, GIF
	Color Logo Reversed (white exterior border)	black or dark gray backgrounds	EPS, TIF, GIF
	Grayscale Logo	all backgrounds	EPS, TIF, GIF

SPORTQUEST TAGLINES / WORDMARKS

SportQuest's taglines and wordmarks are service marks and may not be changed in any way.

How Fast Is Fast? SM

The Future of Hockey Skills Evaluation SM

SPORTQUEST'S COLOR PALETTE

SportQuest uses only the following colors.
The SportQuest Brand may not be represented using any other colors.

Pantone (PMS) 1747		Black @ 50%	
Black		Black @ 25%	

Additional screens (percentages) of black may be used in appropriate circumstances.
NO screens of PMS 1747 may be used at any time.

SPORTQUEST'S TYPEFACES / FONTS

SportQuest uses only the Interstate Font Family for print materials. Where italicization is called for, SportQuest uses the typeface Myriad. For web HTML text, SportQuest uses the typeface Verdana. No other fonts may be substituted under any circumstances. Type samples are shown in bold at 18 points.

Interstate

Myriad - Italic

Verdana