

# ScoreStream Brand Guide

## Logo Types

Horizontal



color blue background



color transparent



black and white

Vertical



Icon



# ScoreStream Brand Guide

## Fonts

Insignia

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  
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  
0 1 2 3 4 5 6 7 8 9

COLLEGIATE

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  
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  
0 1 2 3 4 5 6 7 8 9

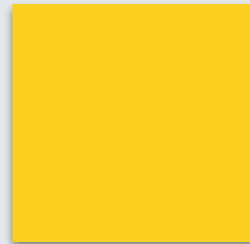
Helvetica  
Neue

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  
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  
0 1 2 3 4 5 6 7 8 9

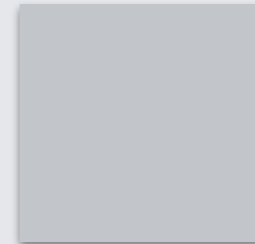
## Colors



CMYK: 82/ 44/ 1/ 1  
RGB: 22/ 117/ 185  
Hex: #1675b9



CMYK: 1/ 13/ 91/ 2  
RGB: 251/ 207/ 32  
Hex: #fbcf20



CMYK: 22/ 14/ 11/ 0  
RGB: 194/ 198/ 202  
Hex: #c2c6ca



CMYK: 86/ 70/ 42/ 69  
RGB: 2/ 21/ 36  
Hex: #021524