

## THE LOGO



**FULL COLOR, ON LIGHT** · ngl–logo–on–light. Ink letters, red ball. The default on white and light backgrounds.



**ONE COLOR, BLACK** · ngl–logo–one–color–black. For single-color print, fax and engraving on light surfaces.

The pack also contains the mark without "National Gridball League"™ (ngl–mark–\*) for small spaces such as avatars. Use the full logo wherever it fits. Every file carries the ™ at the top right: National Gridball League and the NGL logo are trademarks of National Gridball League, LLC.



**FULL COLOR, ON DARK** · ngl–logo–on–dark. White letters, red ball. Use on black, ink and dark photography.



**ONE COLOR, WHITE** · ngl–logo–one–color–white. For single-color use on dark or red surfaces.

## CLEAR SPACE & SIZE



Keep clear space of at least the ball's radius on every side (dashed line). Minimum width: 1 in (25 mm) in print, 120 px on screen; below that, use the mark.

### DO

- Use the supplied files, SVG where possible, PNG otherwise.
- Pick the version made for the background: on-light for light, on-dark for dark.
- Scale proportionally and keep the clear space.
- Place the logo on a plain area of a photo with strong contrast.
- Refer to the league in text as "National Gridball League" or "NGL", and the sport as "Gridball".

## COLORS



**NGL RED**  
#EA0C27  
RGB 234 12 39



**LOGO INK**  
#111111  
RGB 17 17 17



**LEAGUE INK**  
#080D13  
RGB 8 13 19



**WHITE**  
#FFFFFF  
RGB 255 255 255

The ball is always NGL red in full-color versions. Typefaces used around the logo: Oswald (display) and Barlow (text), both SIL Open Font License.

### DON'T

- ✗ Retype, redraw, re-letter or trace the logo.
- ✗ Remove, move or resize the ™ at the top right; it is part of the logo artwork.
- ✗ Stretch, squash, rotate, skew or crop it.
- ✗ Recolor it or change the red of the ball.
- ✗ Add outlines, shadows, glows, gradients or 3D effects.
- ✗ Separate the ball from the letters or rearrange the parts.
- ✗ Use the logo to suggest NGL sponsorship, endorsement or partnership without written permission.