

Crofts Estate Agents Youth Football League - Branding and Style Guide

Logo

The following logos are the only versions that should be used to identify the league.



Colour



Black



White

- Our logo should stay in proportion e.g. it should appear as a perfect circle
- Our colour logo should be used where possible
- Our logo should never be re-coloured
- Our logo should always be prominent

Colour

Our primary colour is dark blue. However, there are no restrictions on use of secondary colours.



#021035
Primary



#ed6c05
Secondary



#5c8dc7
Secondary



#b7b8b9
Secondary

Typography

Our primary font should be used on all materials. If this font is not installed then Arial is our alternative.

Primary Font

Tex Gyre ([Download](#))

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

1234567890

Secondary Font

Arial

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

1234567890