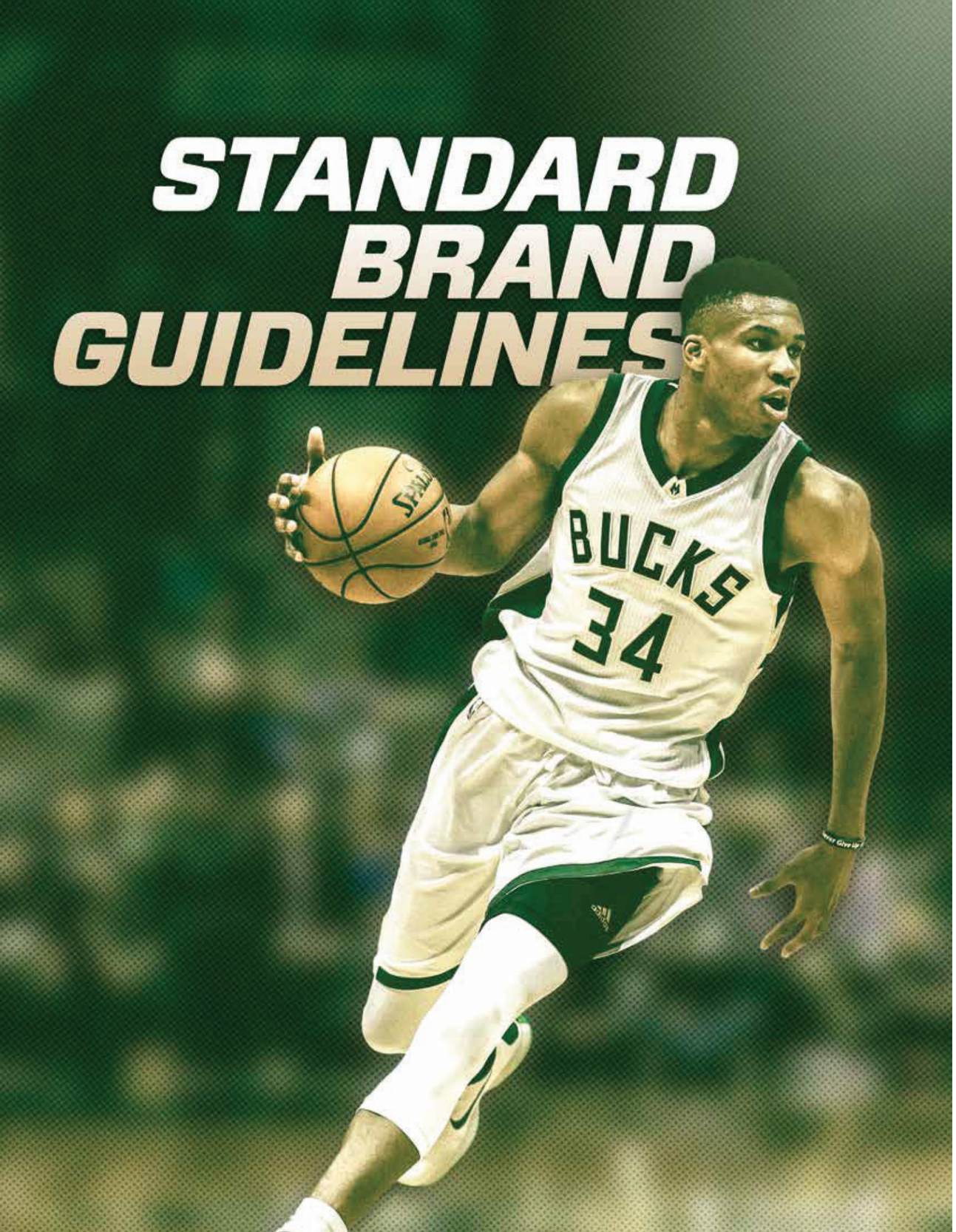
50
1968 2018
SEASONS

2017-18

STYLE GUIDE



STANDARD BRAND GUIDELINES



BUCKS COLORS

These colors are inspired by the diverse and lush landscapes of Wisconsin.

PANTONE & CMYK USES

Pantone colors should be used for ALL instances related to print; whether garment, marketing collateral, advertising, etc. If Pantone colors are not possible, the CMYK equivalent MUST be used. To ensure color integrity, compare output against a physical Pantone chip. Do not try to match examples in this guide.

RGB USES

RGB colors apply to DIGITAL ASSETS ONLY. RGB color codes are to be used on screen in digital environments, including ALL social media, email, internet and TV graphics.

PMS
CMYK
RGB

GOOD LAND GREEN

PMS 350 CMYK 80/0/90/75 RGB 0/71/27

The traditional color of the Milwaukee Bucks with a timeless twist. Emblematic of the deep woods and lush landscapes of Wisconsin, Good Land Green is a hallmark of our brand throughout its existence.

PMS
CMYK
RGB

CREAM CITY CREAM

PMS 468 CMYK 6/9/23/0 RGB 240/235/210

Just as the Cream City brick is the foundation upon which Milwaukee was built, this color is foundational to the Milwaukee Bucks brand identity. It is singularly unique to the Bucks, as they are the only NBA team to feature a cream hue.

PMS
CMYK
RGB

GREAT LAKES BLUE

PMS 2935 CMYK 100/45/0/0 RGB 0/125/197

Blue underlines the importance of the Great Lakes and multiple rivers in the history and future of our city and state. In fact, some think the word Milwaukee was derived from the Algonquian term Millioki, which means “gathering place by the water.”

PMS
CMYK
RGB

BLACK

PMS Black CMYK 20/20/20/100 RGB 6/25/34

Black is used primarily in the Fear the Deer campaign, but can also be used as an accent color.

WHITE

CMYK 0/0/0/0 RGB 255/255/255

White is used throughout all assets on dark backgrounds only.

BUCKS TYPOGRAPHY

These fonts are a symbolic union of urban and rural Wisconsin.

PRIMARY FONT

MB VARSITY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

The custom-built typeface is a nod to Milwaukee's industrial roots with hard edges appearing almost cut from metal. The font does not reproduce well at small sizes. Since the font is in all caps, it should only be used as a headline and not as body copy.

SUPPORTING TYPEFACE

FORZA

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Forza is a perfect complimentary typeface to MB Varsity Bold. Its varying weights are readable at all sizes and should be used primarily for body copy. The black weight, however, can be used as a secondary headline.
All weights can be italicized.

LOGOS & IDENTITY

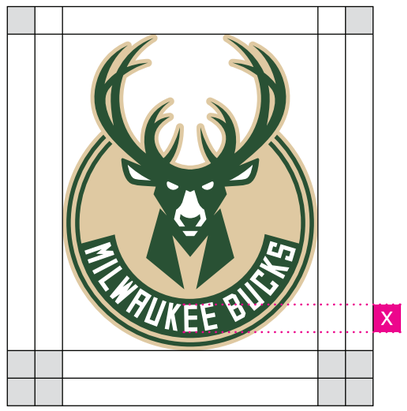
In 2015, we reintroduced ourselves to the world with the unveiling of a new brand identity. We are transforming into something the city of Milwaukee and state of Wisconsin can be proud of - something that embodies the spirit of our home and creates a timeless global identity for our organization.

GLOBAL LOGO

The centerpiece of the brand is the new global logo. Please do not use the global logo at small scale as it is beyond the readability of the typography. In cases where a small logo is needed, please use primary icon. The global logo is required for any international usage.

CLEARSPACE

Due to the negative space of the antlers, our logo requires a specific amount of clearspace in order to acquire an optimal amount of clearspace.



COLORIZING/REVERSING

Our logo does not actually reverse in its coloring. The body of the deer should always remain the darkest color. The facial features (eyes, ears, nose) should always remain the lightest color.



PRIMARY ICON

An isolation of the Buck from the global logo is used throughout many campaigns. This primary icon is utilized in headlines, as well as within additional Bucks speciality logos and lockups, like Bucks Night Out, Bucks Bar Network and MVP Club.



SECONDARY LOGOS

The secondary logo, as well as the secondary partial icon, focuses on the rich basketball history of the Bucks.



TERTIARY LOGO

The tertiary logo's outline of the state of Wisconsin symbolizes the team as a statewide unifying force.



LOGOS USAGE

The Bucks organization relies on a consistent use of our marks to present a strong and recognizable image to our fans. Changing the properties of any of the logos is strictly prohibited.

The examples of inappropriate usage below illustrate the main misinterpretations that may occur; however, this list is not exhaustive. All usages of logos and marks must be approved by the Milwaukee Bucks marketing department.



DO NOT STRETCH



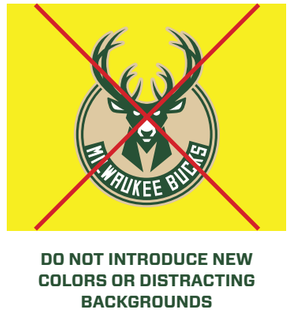
DO NOT CHANGE THE COLOR



DO NOT ALTER THE COLOR



DO NOT ADD AN OUTLINE



DO NOT INTRODUCE NEW COLORS OR DISTRACTING BACKGROUNDS



DO NOT ROTATE



DO NOT REVERSE COLORS



DO NOT REVERSE BLACK AND WHITE VERSION

BUCKS WORDMARKS

Using the MB Varsity Bold font, the wordmarks have been carefully crafted like a delicious Milwaukee brew. Both the full and uniform wordmarks have precise spacing and design.

The standard wordmark comes in both a stacked and horizontal orientation. Although shown below in black, it can be presented in any of the Bucks primary colors. Adding a stroke is prohibited - please use a fill color on the lettering that provides enough contrast with the background color (i.e., white or cream letters on a green background).

Arched wordmarks are available in special circumstances. Usage requests can be submitted to the Milwaukee Bucks marketing department.

STACKED

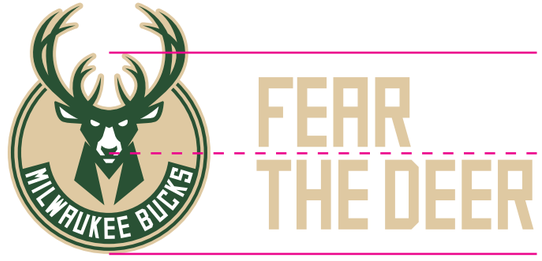
MILWAUKEE
BUCKS

HORIZONTAL

MILWAUKEE BUCKS

LOGO & TEXT ALIGNMENT

The negative space created by the antlers in our logo requires specific alignment with supporting elements in order to maintain the correct and proper balance. All text and elements paired with our logo should aligned between the bottom of the logo and the top of the interior antlers. See the example below.





PARTNER LOCKUPS

Throughout the season, the Bucks team up with local, national and league partners for special events. There are a several specific guidelines that must be adhered to when our logos are used in conjunction with partner logos. In third party graphics, the Bucks logo cannot appear next to a competing sponsor. For example, BMO Harris Bank is a Bucks partner, so our logo cannot appear next to Associated Bank.

We want to avoid creating a speciality lockup for each partner event, so instead we use the format below. Bucks global logo always on the left, partner logo on the right. Both proportional to each and separated by a vertical bar - either black or white, depending on graphic background.





50TH ANNIVERSARY IDENTITY GUIDELINES

To commemorate the 50th season of Milwaukee Bucks basketball, the Milwaukee Bucks have created an official 50th Anniversary logo set and developed guidelines to ensure proper strategic use. The purpose of this logo set is to recognize this historic season and promote all associated marketing and digital events, content and initiatives throughout the 2017-18 season.

These logos will be used in 50th Anniversary initiatives beginning June 9, 2017 through the end of our 2017-18 season and is intended to be used as a short-term brand identifier only.

The logo set was designed with two goals in mind:

1. Invoke a sense of historical pride to commemorate our rich history
2. Connect with and strengthen the current visual branding elements released in 2015

LOGO USAGE AND GUIDELINES

The 50th Anniversary logo should be employed when producing any materials or graphics related to the anniversary, including in reference to the 2017-18 season.

THE LOGO MAY NOT BE ALTERED IN ANY WAY OR USED FOR PROJECTS UNRELATED TO THE ANNIVERSARY.

This logo, along with any partial or secondary logos, may not be combined with brand elements from organizations outside of the Milwaukee Bucks without permission from the Milwaukee Bucks Marketing Team.

The 50th Anniversary logo set contains a primary logo, a primary patch, a primary partial, a secondary logo and decade-specific partial logos. Their usage and detailed logo guidelines can be found on the reverse side.

PRIMARY LOGO & PRIMARY PATCH

These are the default logos when identifying the 50th Anniversary. However, there are instances where elements of the logos become unreadable at a small size (less than 1 inch). In these instances, default to the primary partial or secondary logo.



PRIMARY PARTIAL

is to be used when 50th Anniversary identification is needed but placement does not allow primary logo or primary patch to be at a readable size.

SECONDARY PARTIAL

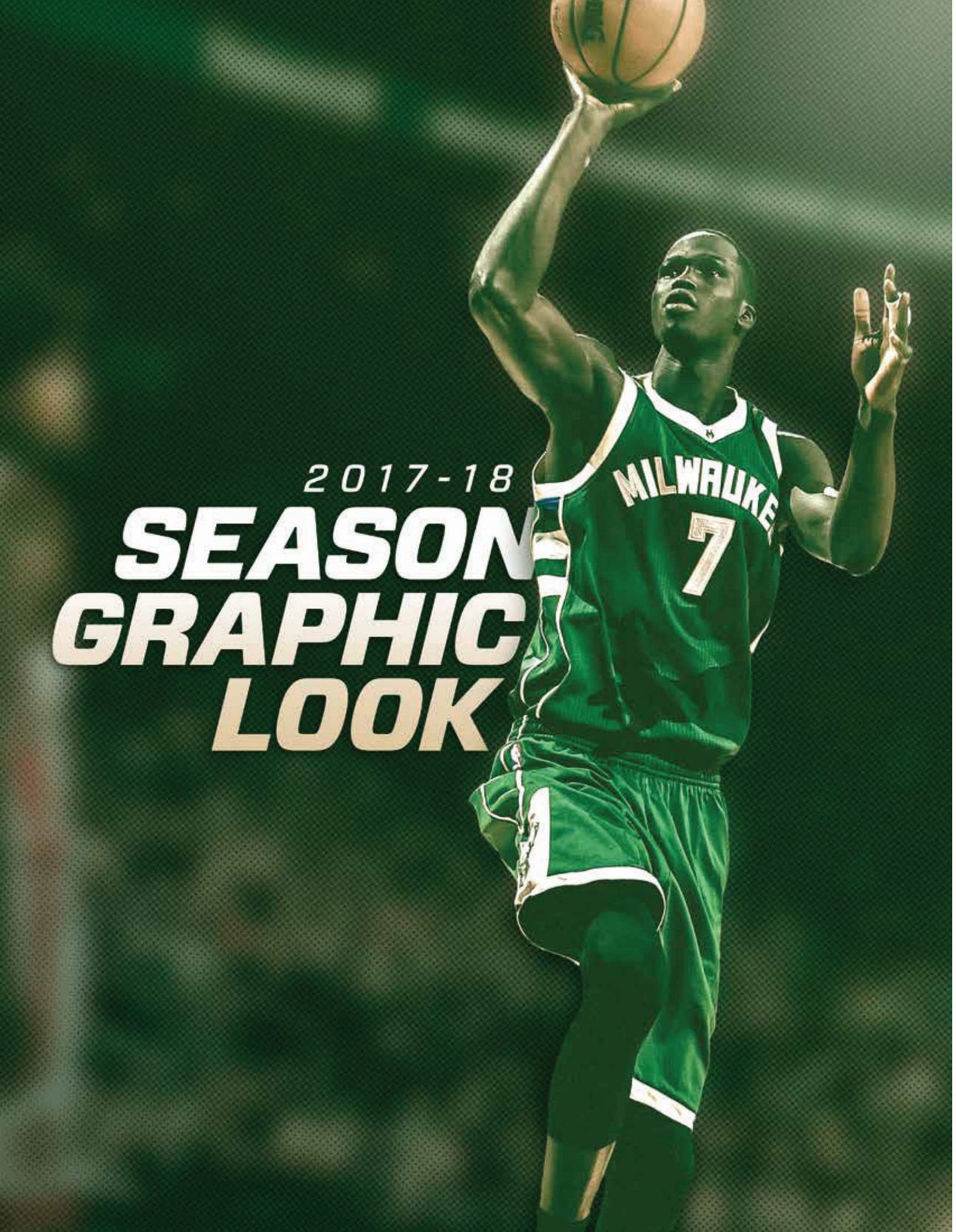
is to be used when 50th Anniversary identification is needed but the primary partial SEASONS text becomes unreadable.



DECADE SPECIFIC PARTIAL LOGO

is to be used when 50th Anniversary identification is needed but placement does not allow primary logo or primary patch to be at a readable size.





KEY FEATURES

Our 50th season graphic look is a blend of past and present with a future-focused mindset. The key features listed below briefly describe their symbolism and purpose in this seasons graphic campaign.

PHOTO TREATMENT - “BUCK FIFTY FILTER”

A specific photo treatment that blends the past with the present, yet still feels modern.

BLURRED BACKGROUND, FOCUSED PLAYER

Symbolizes the focus of the team and players while drowning out all of the background noise.

COLOR HALFTONE

Background element to create more depth and make player imagery stand out more from background.

BIG, BOLD & ITALICIZED HEADLINES

Emphasizing movement. A brand and team that is moving forward.

LIGHT GLOW

Symbolic of a team with a bright future.

TEXT DIVIDERS - SLASHES

A custom treatment backslashes that matches the angle of italic headlines and further emphasizes movement.

CAMPAIGN IMAGERY

The foundation of this seasons graphic look comes from a specific photo treatment. The Buck Fifty Filter was customized in Adobe Lightroom and should be applied to all 50th related player art. This filter emphasizes green in the shadows and brings out a soft cream tone in the highlights.

IMAGE SELECTION

To help narrow down the search for the perfect photo, first focus on finding images where emotion and action are occuring. Keep in mind that the player needs to be isolated with no other players overlapping them and make sure the photo is in focus.

LIGHTING ADJUSTMENTS

Photos should be converted to proper color modes (RGB or CMYK) depending on the use of the photo. Basic lighting adjustments should be made as every photo is taken in varying light. Careful consideration must be made to the highlights and shadows of the photo as this will create the best contrast. These adjustments can be made in Adobe Lightroom or Adobe Photoshop.

BLURRED BACKGROUND

The blurred background effect symbolizes our future-focused mindset. In digital graphics, the background should be blurred between 10-20 pixels depending on the size of the graphic. In print mediums, the background should be blurred between 25-50px, again depending on the size of the print piece.

GRAPHIC ELEMENTS

The graphical elements should be used consciously and specific rules must always be adhered to when using them.

COLOR HALFTONE

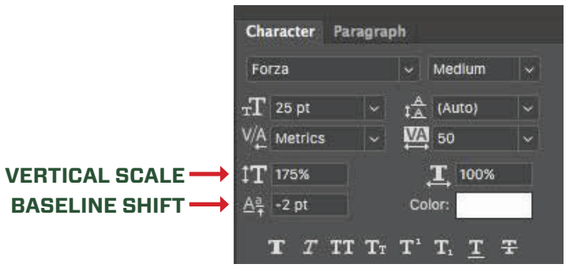
The halftone treatment is applied on top of the blurred background layer. In Photoshop, go to Filter > Pixelate > Color Halftone. The Max. Radius setting will vary depending on medium and overall size. The Screen Angles settings for Channels 1-4 should always be set to 50. The Max. Radius for pixels determines the size of the circular pixels that are generated from this treatment. In digital graphics, the Max. Radius should be set between 4-8 pixels. In print mediums, the Max. Radius should be set between 8-12 pixels. This layers blend mode is then set to “multiply” so that it darkens the background further. Then, set the layer opacity between 25-50%. This will vary depending on the photo as some may require this effect to blend more into the background than others.

LIGHT GLOW

The light glow is always placed in the upper right corner of graphics. This graphic element symbolizes the Bucks bright future that is ahead of them. The light glow is created using the radial gradient tool in Photoshop. Create a new layer, select white as the color, select the gradient tool and make sure it is set to use the radial style, click in the upper right corner and drag towards center of graphic. Then, set that layers blend mode to “overlay” and reduce opacity to 75%. Duplicate that layer and change blend mode back to normal.

SLASH TEXT DIVIDERS

The slash text divider is customized to be consistent with the angle of italic headlines and text. It is best to do this to one slash in a set of text and then copy and paste as needed. Begin by highlighting the slash and setting the vertical scale setting to 175%. Then, adjust the Baseline Shift setting so that the slash is centered with the accomanpying text.



BEFORE

FRIDAY / OCT. 20 / 7PM

AFTER

FRIDAY / OCT. 20 / 7PM

VERSUS ICON

The versus text (vs) should always be typed out as lower case text in Forza Black Italics. It should always be center aligned above or on the side of the accompanying elements. See graphic examples section for reference.

OWN THE FUTURE ICON

As part of our brand strategy, the Own the Future tagline will continued to be used throughout the season campaign. At times, the Own the Future icon (shown right) can be used on various pieces, often seen on matchup graphics.

OWN THE FUTURE

PICK N’ SAVE SEASON LOCKUP

The PNS season lockup is to be used as appropriate throughout all our mediums. The stacked orientation of the lockup is shown to the right, but a horizontal version is available, along with several other color combinations.

Pick ‘n Save
PROUD SPONSOR OF THE
2016-17 SEASON

TEXT & COPY

The season campaign is a direct extension of our brand guidelines, so the brand standard fonts are used exclusively.

HEADLINES

FONT: Forza Black Italics (all caps)
COLOR: White to cream gradient on dark background
Green to dark green on light background

HEADLINE HEADLINE

MULTIPLE WORD HEADLINES

When possible, align multiple word headlines so that the italic style creates a consistent line/path. This can be done by adjust the kerning of the first or last character

MULTIPLE LINES MULTIPLE LINES

SUBHEADS

FONT: Forza Bold (all caps)
TRACKING: 100
COLOR: Cream on dark backgrounds
Green on light backgrounds

SUBHEAD
SUBHEAD

DAY, DATE & TIME

HORIZONTAL

The day of the week, date and time should all be the same font weight when listed completely horizontally. The day of the week should always be written out entirely while the month should always be abbreviated. The slash dividers should always be used for separation as well.

FRIDAY / OCT. 20 / 7PM

STACKED

When it makes more sense to stack the text, the day of the week should be larger and in Forza Black. The date and time should then be listed below in Forza Medium at a smaller text size and separated by a slash divider.

FRIDAY
OCT. 20 / 7PM

WEBSITE & PHONE INFORMATION

FONT: Forza Bold (all caps)
TRACKING: 100
COLOR: Cream on dark background
Green on light background

BUCKS.COM
1-800-NBATIX

TAGLINES

FONT: MB Varsity Bold
TRACKING: -10
COLOR: White or cream colors on dark background

OWN THE FUTURE
FEAR THE DEER

OPPONENT MATCHUPS

Team logo matchups should always be clipped to an angled box designed to match the angle of italic font styles. This treatment creates additional space for tontent by containing all logos to specific dimensions. Both sides of the box are at a 14 degree angle. Background colors should always be one of the respective teams colors. Additionally, each team name is typed above their logo in Forza Book Italics.

BUCKS vs CAVALIERS

GRAPHIC EXAMPLES

PRINT ADVERTISEMENTS

Print advertisements MUST be designed in CMYK colors.

10” x 3” NEWSPAPER AD



FULL & HALF PAGE ADS

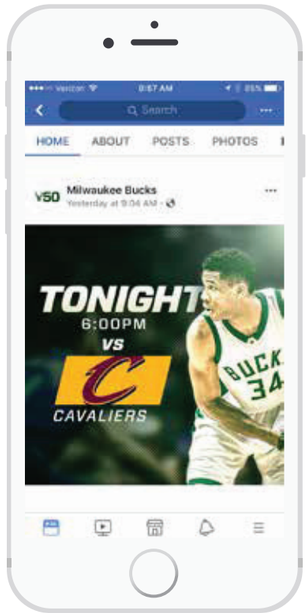


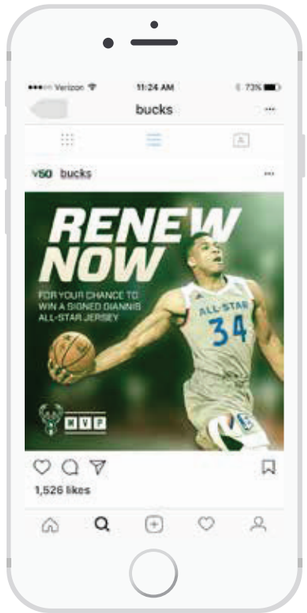


SOCIAL & WEB GRAPHICS

Social media graphics MUST be designed in RGB colors.

SOCIAL





WEB



DIGITAL OUTDOOR

Digital outdoor graphics MUST be designed in RGB colors.



