

STERLING PRUITT ACTIVITY CENTER LOGO DESIGN

BRAND INTRODUCTION

The Sterling Pruitt Activity Center plays a central role in Beaumont's youth programs, recreation, and community activities.

As the facility continues to grow, a clear and recognizable identity helps strengthen awareness of its programs, improve communication with residents, and create a consistent presence across signage, apparel, events, and digital communication.



Logo Proposal





BRAND VALUES

The identity for the Sterling Pruitt Activity Center reflects the values that guide the work happening at the facility.

Community

A place where residents gather, connect, and participate together.

Activity

Programs that encourage movement, learning, and engagement.

Opportunity

Youth programs that support growth, leadership, and development.



BRAND ALIGNMENT

The Sterling Pruitt Activity Center operates as part of the City of Beaumont and its Parks and Recreation programs.

The identity was designed to complement the city's structure while giving the activity center a recognizable presence for its programs and community outreach.

This allows the facility to remain aligned with the city while establishing a clear identity for the programs and activities that take place at the center.



FONTS: Veralag, Source Sans Pro, Calibri



BLUE HEX# 02508D



GREEN HEX# 006341



GRAY HEX# 53585A

DESIGN DIRECTION

The design direction focuses on three priorities:

Clarity

The identity needs to be easily recognizable across multiple platforms and sizes.

Energy

The center is an active place filled with movement, sports, and youth programs.

Flexibility

The identity must work across many types of programs and activities.

To achieve this, the visual language uses bold, readable lettering combined with simple supporting graphics that can adapt to different applications

The result is a brand that feels energetic and accessible while remaining practical for everyday use.



Logo Proposal



LOGO MARK

The SPAC logo was designed to communicate the energy, accessibility, and community focus of the Sterling Pruitt Activity Center.

The bold SPAC lettering creates a strong and recognizable visual anchor that is easy to identify across signage, apparel, promotional materials, and digital platforms. Its athletic character connects naturally to the youth leagues, recreation programs, and community activities hosted at the center, while the rounded forms help keep the mark approachable and welcoming for participants of all ages.

The supporting banner clearly identifies the facility as the Activity Center, providing structure to the mark while reinforcing the center as a recognizable destination within the community.

Beneath the mark, a series of supporting icons represents the wide range of activities offered at the facility. These icons allow individual programs—such as sports, camps, and educational activities—to be visually connected while still maintaining one unified identity.

The goal was not to create a separate brand from the City of Beaumont, but to create a recognizable identity for the activity center that still feels like it belongs within the city's brand system. The mark therefore balances energy and clarity while maintaining the civic tone appropriate for a city facility.



WHY THIS WORKS

Recognizable

Bold SPAC lettering is easy to identify on signage, apparel, and promotional materials.

Flexible

The icon system allows the center to highlight different programs while maintaining one consistent identity.

Aligned with the City

The design uses the City of Beaumont's color palette and visual tone so the facility remains clearly connected to the city's Parks and Recreation system.

Built for Real Use

The identity works across staff apparel, youth program shirts, signage, flyers, and digital communication.





IDENTITY SYSTEM

The SPAC identity was designed as a flexible logo and icon system to allow the center to highlight individual programs while maintaining one recognizable identity.

The SPAC mark anchors the identity, while the supporting icons can be changed to represent different programs, events, or seasons that take place at the center.



LOGO LOCKUPS

To support the many ways the center communicates with the public, the identity system includes several logo configurations.

These variations allow the logo to adapt to different applications while maintaining a consistent identity.

Examples include uses for apparel, facility signage, promotional materials, and digital communication.

Each lockup maintains the core SPAC identity while providing flexibility for practical use.



The **Marketing Mark** is the full identity used for promotional materials, apparel, and outreach where the center wants to highlight its programs and community activities.



The **Campaign Mark** keeps the SPAC identity and tagline while removing the icons, allowing the center to highlight specific events or programs without competing visuals.



The **Civic Mark** emphasizes the connection between the activity center and the City of Beaumont, making it appropriate for official communications and government-related materials.



The **Standard Mark** provides a simplified version of the identity for everyday use such as signage, uniforms, internal materials, and facility branding.



The **SPAC Icon** offers a compact version of the identity that works well for small applications. (See corner)

LOGO IN ACTION

The SPAC identity was designed to function in the environments where the activity center operates every day.

These examples demonstrate how the brand works across staff apparel, youth program shirts, promotional materials, social media, and facility graphics.

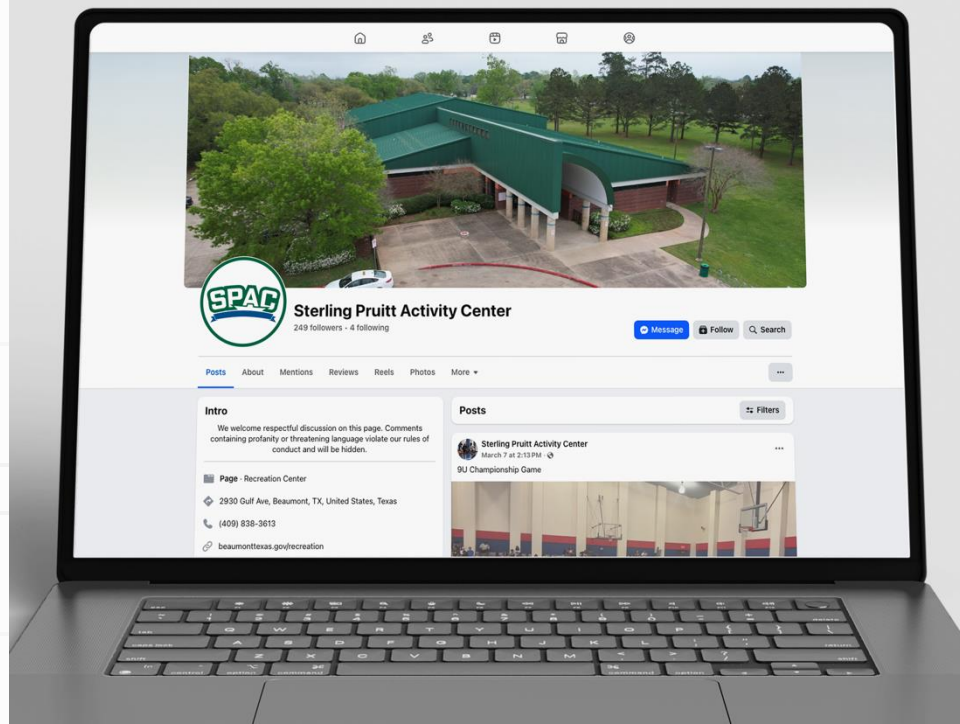
Using the identity consistently across these applications helps strengthen recognition for the Sterling Pruitt Activity Center and the programs it offers to the community.





Logo Proposal





Logo Proposal



YOUTH BASKETBALL LEAGUE 2025

REGISTER AT STERLING PRUITT ACTIVITY CENTER
2930 GULF STREET, BEAUMONT, TEXAS 77703

REGISTRATION OPEN DEC. 2 - JAN. 3

\$350 PER TEAM

\$50 MULTI-TEAM DISCOUNT

PAY WITH CARD, CASH, MONEY ORDER OR
CASHIER'S CHECK MADE OUT TO CITY OF BEAUMONT.

For more information call (409) 338-3800 or
email stacey.lewis@beaumonttexas.gov
Monday - Friday 8AM - 5PM

ICONS IN ACTION



FOOTBALL
CAMP



EDUCATIONAL
PROGRAMS



SUMMER
CAMP



LIFE
GUARD





Logo Proposal

COLOR VARIANTS



IN BLACK
ON LIGHT BACKGROUND



IN WHITE
ON DARK BACKGROUND



IN GREEN
ON LIGHT BACKGROUND

THANK YOU

If the proposed SPAC identity is approved, City Communications will prepare and provide the final logo files and a short brand style guide to support consistent use of the identity.

Once finalized, the identity can begin appearing across:

- staff apparel
- youth program shirts
- facility signage
- flyers and program promotions
- social media and digital communication

Consistent use of the identity will help strengthen recognition for the Sterling Pruitt Activity Center and the programs it offers to the Beaumont community.

Logo by : CITY COMMUNICATIONS

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BEAUMONT
— TEXAS —

