



HINCHLIFFE STADIUM

WARNING

It's imperative to stick closely to these established rules to guide your creativity. The more unified we are in maintaining one voice, the stronger our brand will be.

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1.0 Company Overview

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1.1 Mission Statement

1.2 Company Biography

The Best way to design for a company is to know more about them, you should never go in blind. The more information you have about a business the better your artistic decisions will be.

This is an overview of Hinchliffe Stadium as a company. Who we are, what we stand for, and what we do is all outlined in this chapter.

Mission Statement

Mission

Restore Hinchliffe Stadium to greatness while re-establishing the stadium as an economic driver for Paterson and the surrounding region.

Vision

Serve as a gathering place for the local community while providing inspiration and opportunity to children in Paterson.



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Company Biography

The Hinchliffe Stadium, built in 1932, is the premier destination for all major entertainment events in the City of Paterson. Surrounded by the city's national landmark historic district, it is designed in a unique Art Deco/Mission style architecture. It is one of only 5 nationally remaining stadiums that once hosted Negro League Baseball during America's Jim Crow era where it was once the home field of the "NY Black Yankees". The stadium was designated a National Historic Landmark in 2013 and in 2014 Congress passed legislation to include the stadium in the Great Falls National Landmark District. It is now a fully renovated historical sporting arena seating over 7,500 people with a state of the art museum.



2.0 Branding Assets

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2.1 Brand Architecture

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2.5 Secondary Graphics

The Hinchliffe Stadium logo will consistently represent the brand throughout all communications. This corporate logo is the face of our organization, as such it should be treated with the utmost respect. Follow all logo instructions to the letter or run the risk of tarnishing the company's good image.

All colors and shapes used in the making of this logo pull direct inspiration from the stadium architecture itself. The red is from the tile roof, the gold from the ornate Olympic style carvings on the side of the building, even the flat design is inspired by the building's Art Deco style.

Brand Architecture

Standard Logo (Emblem)



The standard Hinchliffe Stadium logo is made in an "Emblem" based design style which means it is a word mark inside a symbol with meaningful elements; much like a badge, seal, or crest.

The Horizontal version of the logo is more stripped down. It is simply the original word mark removed from its parent emblem.

Horizontal Logo (Word Mark)

HINCHLIFFE
STADIUM



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Logo Architecture



This logo was made using the exact shape of the stadium from an aerial view. It's proudly crowned with an accurate representation of the Paterson City Skyline using it's most important buildings (City Hall, St. John Cathedral, The Passaic County Courthouse, Hamilton Plaza, The Passaic County Building, And large smoke stacks representing the many factories from our industrial past). Its central element, is the main ticket booth with its distinctive red Tuscan tile roof.



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Logo Architecture



The Hinchliffe Stadium logo appearance should remain consistent with no alteration to the positioning of its elements.

The logo must be used in its original color formats; full color or monochromatic, always reference the company color palette. Choose a color with the best visibility given the surrounding content, and/or printing requirements.



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Logo Architecture

HINCHLIFFE
STADIUM

HINCHLIFFE **HINCHLIFFE**
STADIUM **STADIUM**

HINCHLIFFE
STADIUM

HINCHLIFFE
STADIUM

Just like the emblem, the word mark should be handed the same. It's appearance should remain unaltered with no change in the positioning of its elements.

This version of the logo is already in a monochromatic form so it should be handled as such, always reference the company color palette. Choose colors with the best visibility given the surrounding content, and/or printing requirements.



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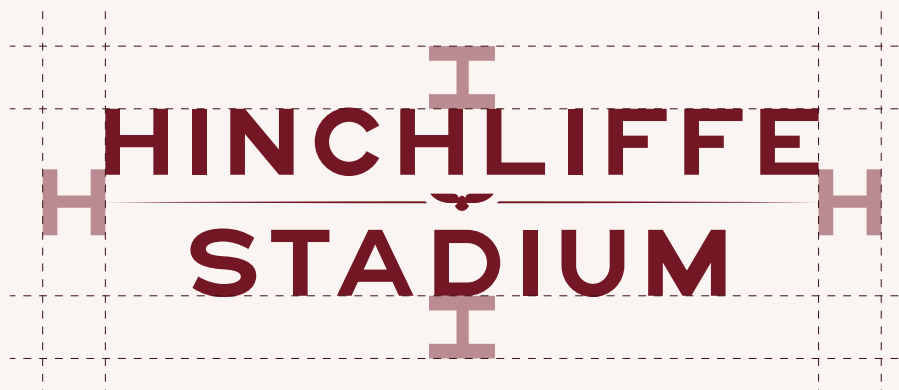
All colors and shapes used in the making of this logo pull direct inspiration from the stadium architecture itself. The red is from the tile roof, the gold from the ornate Olympic style carvings on the side of the building, even the flat design is inspired by the building's Art Deco style.

Logo Architecture



The standard logo (emblem) must have a minimum amount of empty space surrounding it, equal to the size of the excess ribbon protruding from the sides of the logo.

The Horizontal logo (word mark) must have a minimum empty space equivalent to the Hinchliffe "H" on all sides.



2.0 Branding Assets

2.1 Brand Architecture

2.2 Logo Architecture

2.3 Color Palette

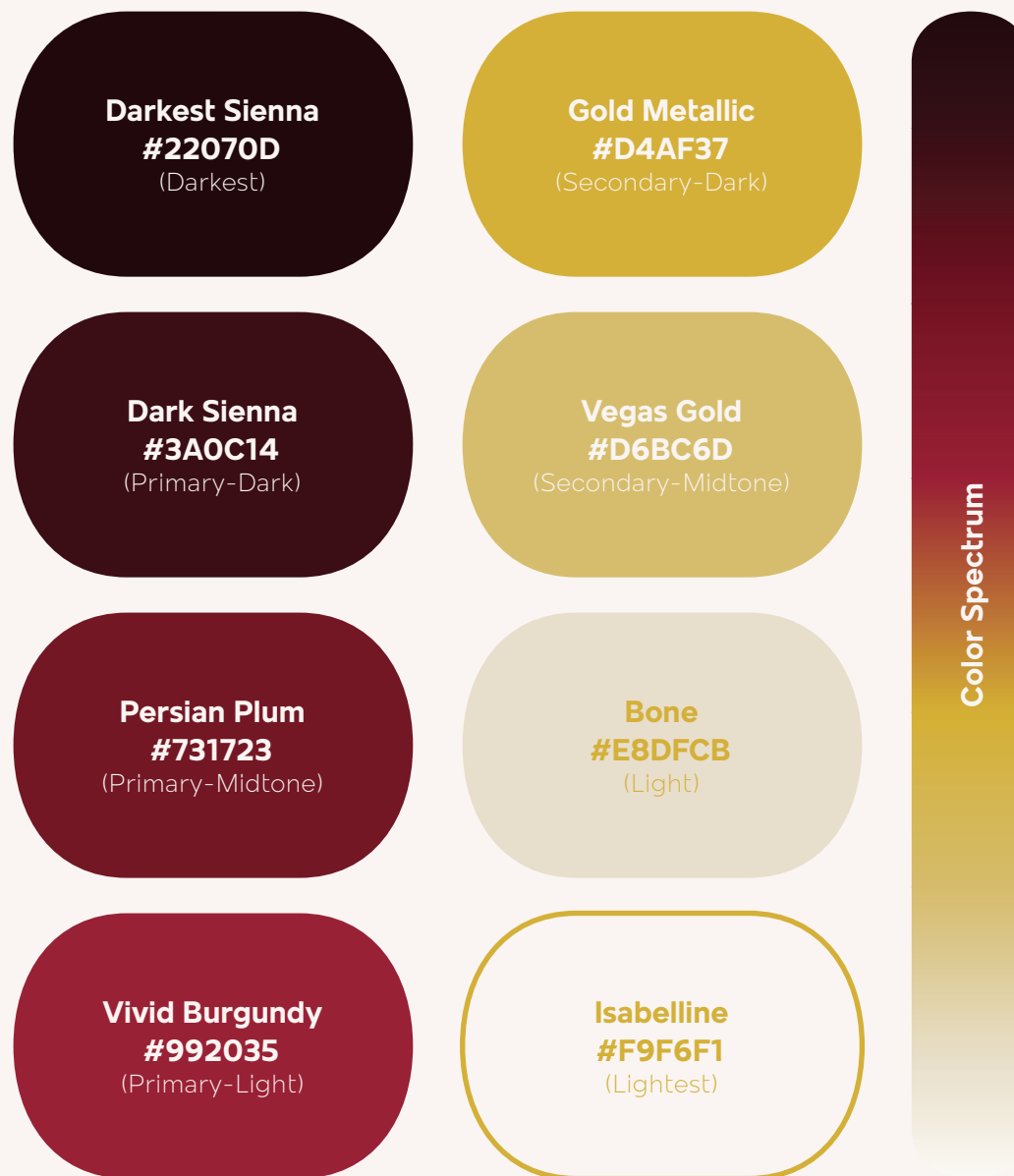
2.4 Typography

2.5 Secondary Graphics

A good color palette keeps a consistent look across a brand, influencing everything from custom iconography to general text in literary material.

Use these colors in all associated products, services, and other marketing materials. Any color not outlined in this brand guideline should not be used under any circumstances (unless directed by the current company brand ambassador).

Color Palette



Standard Colors: Our brand colors are Red, Gold, and White, using red as the primary and gold as its secondary color. Persian Plum (#731723) is the brand's main midtone with Vegas Gold (#D6BC6D) being used as its secondary counterpart. When looking for a nice contrast use them together.

Dark & Light Colors: Use darks and lights as accents to the midtone colors such as outlines and drop shadows.

2.0 Branding Assets

2.1 Brand Architecture

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2.4 Typography

2.5 Secondary Graphics

These are the brand approved fonts. These fonts accurately represent us where ever text format is applicable.

This font selection should not be tampered with in any way. It is not open to suggestion or interpretation and should be used for any and all Hinchliffe Stadium text based media.

Typography

Mollen

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*

Aa

Main Font:

The Mollen font family best speaks to our brand. This font and it's various weights & styles should be used whenever possible such as; branded products, services, general text, and other promotional material.

Backup Font: If Mollen is ever not available, the default typeface of choice is Arial. For written documents, slide shows, and websites use Arial font in bold and regular weights for compatibility across all devices.



2.0 Branding Assets

2.1 Brand Architecture

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2.4 Typography

2.5 Secondary Graphics

These are examples of secondary graphics for use as cover pages, headers, or other elements.

Many of our core brand assets are made up of graphics designed with curves that meet sharp edges, very similar to Ancient Greek art. This emulates the building's classic art deco styling which also has Greek athletic figures carved into it's facade. These figures much like our other graphic elements represent strong action because we are a stadium brand that host athletic entertainment events.

Secondary Graphics



Note, most graphical elements in our brand draw direct inspiration from the shape and style of the physical stadium itself. This ensures there is a cohesive brand identity across the entire company from the largest billboard to the smallest letterhead. For example, in these graphic samples, much like the logo and even the brand guide you are reading, there is a large curved background made in the exact shape of the stadium from an aerial view.



3.0 Branding Systems

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3.1 Typography Style

3.2 Iconography Style

3.3 Photography Style

3.4 Social Media Style

Illustrated here is our type format guidelines. This section will help you use our brand fonts to deliver information in the most impactful way.

Correct use of type will draw the attention of readers, leading them to the most important information first, and maintain a sense of clarity, order, legibility, and structure.

The hierarchy of information dictates the type sizes and even color.

Typography Style

Main Heading

Subheadings

CALL OUT TEXT

Body Copy Title

Body copy within a general text document

Example Page



Main heading text should be set to bold.

Subheadings are set to a regular weight slightly smaller than the main heading.

Call out text should be bold weight in all caps to call attention.

Paragraph titles should be light red, bold, and slightly bigger than the following copy.

Body copy in a general document should be regular weight and should start at a 12pt size (increase if needed).

3.0 Branding Systems

3.1 Typography Style

3.2 Iconography Style

3.3 Photography Style

3.4 Social Media Style

These are some examples of standard Iconography styling that melds well with our brand.

These Icons, symbols, and other graphical elements similar to them, will help deliver messages when visual aid is necessary while still maintaining our clean brand image. They can be used with or without text (depending on the given media) but still have a signature look that make you think of Hinchliffe Stadium.

Iconography Style



Colors will change depending on how icons match with the surrounding content. But much like everything else we do, our Icons should always be found in the familiar Hinchliffe colors; red, gold, and white. Be sure to always reference the official company color palette.

3.0 Branding Systems

3.1 Typography Style

3.2 Iconography Style

3.3 Photography Style

3.4 Social Media Style

The photography used in Hinchliffe Stadium material should always have a clean professional feel. Use Images that portray a sense of prestigious lineage to honor the history of the city, the stadium, and the great athletes that played there.

Photography Style



Remembering where you've been helps you know where you're going.

Be sure to use old original photos of the stadium and it's events whenever possible. Inspirational imagery is vital in maintaining the Hinchliffe story and culture. So it's always nice to lean into the long glorious lineage of the stadium, reminding players and fans why we do what we do.

3.0 Branding Systems

3.1 Typography Style

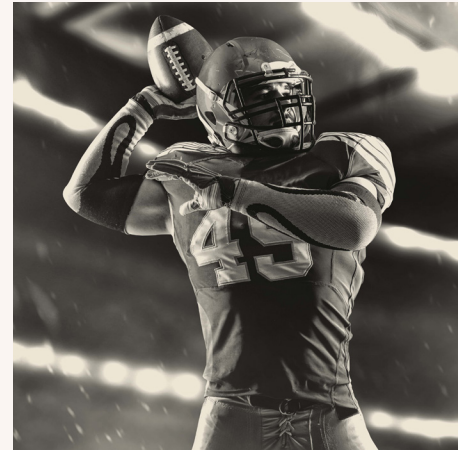
3.2 Iconography Style

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Photography Style



Grand photos of action packed scenes are welcome as they help sell the excitement in the revival of this infamous stadium.

In most cases new photos should be in black & white or a light sepia tone to represent the classic nature of the stadium. It is a subtle homage to the Hinchliffe history. By using this style of photography on modern images it's as if to say, "History is being made here".

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Photography Style



Use images that depict a positively intense moment or victory. These photos are very successful at invoking high levels of emotion, especially when the subjects are in a group setting. This is the same contagious energy found at a sporting event. To really help photos pop with personality try accenting them with the logo and brand colored overlays like red or gold. The logo should be seen but never over shadow the subjects allowing the moment to shine.



3.0 Branding Systems

3.1 Typography Style

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3.4 Social Media Style

These are some examples of how Hinchliffe Stadium social media should be showcased.

Clear, easy to understand photos and graphics that match the brand to give a professional look to our page. This helps us stand out from the crowd and draw clear separation between us and the amateurs. On social media there are always copy cats and duplicators. No matter what platform we're using we must have the highest level of excellence to show our customers we are the official page for Hinchliffe Stadium.

Social Media Style

Profile



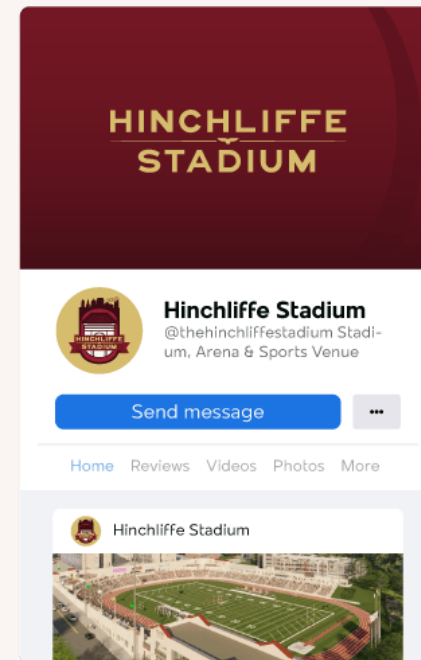
Banner



Desktop



Mobile



Always be sure to apply the correct amount of minimum space around logos when loading them into a social media banner or profile picture. This negative space really helps the logo command attention within the item it occupies.

Note, it is imperative to always post content relevant to the brand. Social media posts must be in alignment with the message we want to deliver to our customers.



4.0 Branding Implementation

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1.1 Incorrect Implementation

1.2 Correct Implementation

Protecting the integrity of all brand assets will ensure a strong and united company image.

These examples illustrate some common mistakes that can compromise the integrity of the Brand.



X Do Not alter or remove logo elements.



X Do Not stretch skew or distort the logo.



X Do Not use colors outside the brand guidelines

The Hinchliffe brand is one of excellence therefore it should be treated as such. Please avoid making these mistakes or anything similar to them.



X Do Not place the logo on poor quality, complex backgrounds with no color overlay, making it indistinguishable and unappealing.



4.0 Branding Implementation

1.1 Incorrect Implementation

1.2 Correct Implementation

Displayed here are examples of correct implementation for some general brand assets.

When laying out branded materials for Hinchliffe Stadium, follow the brand guidelines closely to ensure the design is consistent throughout all materials.



After correctly following all of the instructions laid out in this brand guide, these should be your final results. These are some minor samples of how you may implement our brand on various real world promotional materials.