March 2023

StatsBomb

Logo use Guide.

Brand symbol lockup: Introduction and usage.

This is our brand symbol and wordmark lockup. It is a secondary asset, used to express the totality of the StatsBomb brand.

This should feature on any communication where the design environment is not entirely in StatsBomb's control. For example, sponsorship spots or partnerships.

Brand symbol lockup: Colourways.

We have different coloured versions of our logo to accommodate different production methods and applications.

Colour positive
The colour version of our logo should be used on white or light backgrounds, or where there is sufficient contrast for the colour to stand out.

Mono black
The mono black logo should only ever be used when colour printing is restricted and tonal clarity cannot be guaranteed.

Mono white
The mono white logo should be used when the colour version will not read clearly out of a dark photographic or coloured background.

Colour positive

Mono black

Mono white

Brand symbol lockup: Positioning.

Our brand symbol lockup can be positioned flexibly, but where possible it should be visually anchored. This will be dependent on the format, and some design discretion may be used here.

Any placement should adhere to proper clearance zones.

Brand symbol lockup: Clearance zones.

To give our logo the space it requires, it must always be surrounded by an area of clear space, separating it from other elements such as copy.

The clear space around the logo is determined by the height of the letter 'S' in our logo.

Brand symbol lockup: Sizing guidance.

Applying the logo at the correct size is one of the first steps to proper usage.
Avoid reproducing the identity too small, as it causes an undesirable visual effect.

On this page are some minimum sizes that you should adhere to when reproducing the symbol lockup.

Print

33mm +

Digital

95px +

Thank you

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Any Questions?

Please contact nathaniel.reign@StatsBomb.com