

DUAL BRANDING REGULATIONS

KEY TO USAGE

The following The Big Hoopla logos, colors and fonts are authorized to be used in dual branding for Gold Sponsorships and up.

Colors are listed in PMS and RGB values.

These typefaces should be used for all collateral and advertising. Please do not add additional typefaces to communications.

Download high-resolution logo files at daytonhoopla.com/brand

★ Proof approval is required before printing.



PARTY MARK

The Party Mark is used for The Big Hoopla hosted events, it provides a more casual, collegiate feel and can be used for apparel, print, and web communications.



SIMPLIFIED PARTY MARK

There are times when a simplified version of the Party Mark is necessary. This mark scales down easily to small sizes and allows for event taglines to be added when needed.



CORPORATE LOGO

This main logo is used for all outward facing media, marketing, and promotions. Examples: national and local TV, print ads, web communications, and banners.



AVENIR

All weights available. Use all caps for subheads and sentence case for body copy.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
abcdefghijklmn
opqrstuvwxyz

BERTHOLD AKZIDENZ GROTESK CONDENSED

Condensed light, regular, and bold weights available. Use all caps for headlines.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
abcdefghijklmn
opqrstuvwxyz

COLLEGIATE BLACK

One weight available. Use for specialty call outs and headlines.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789