

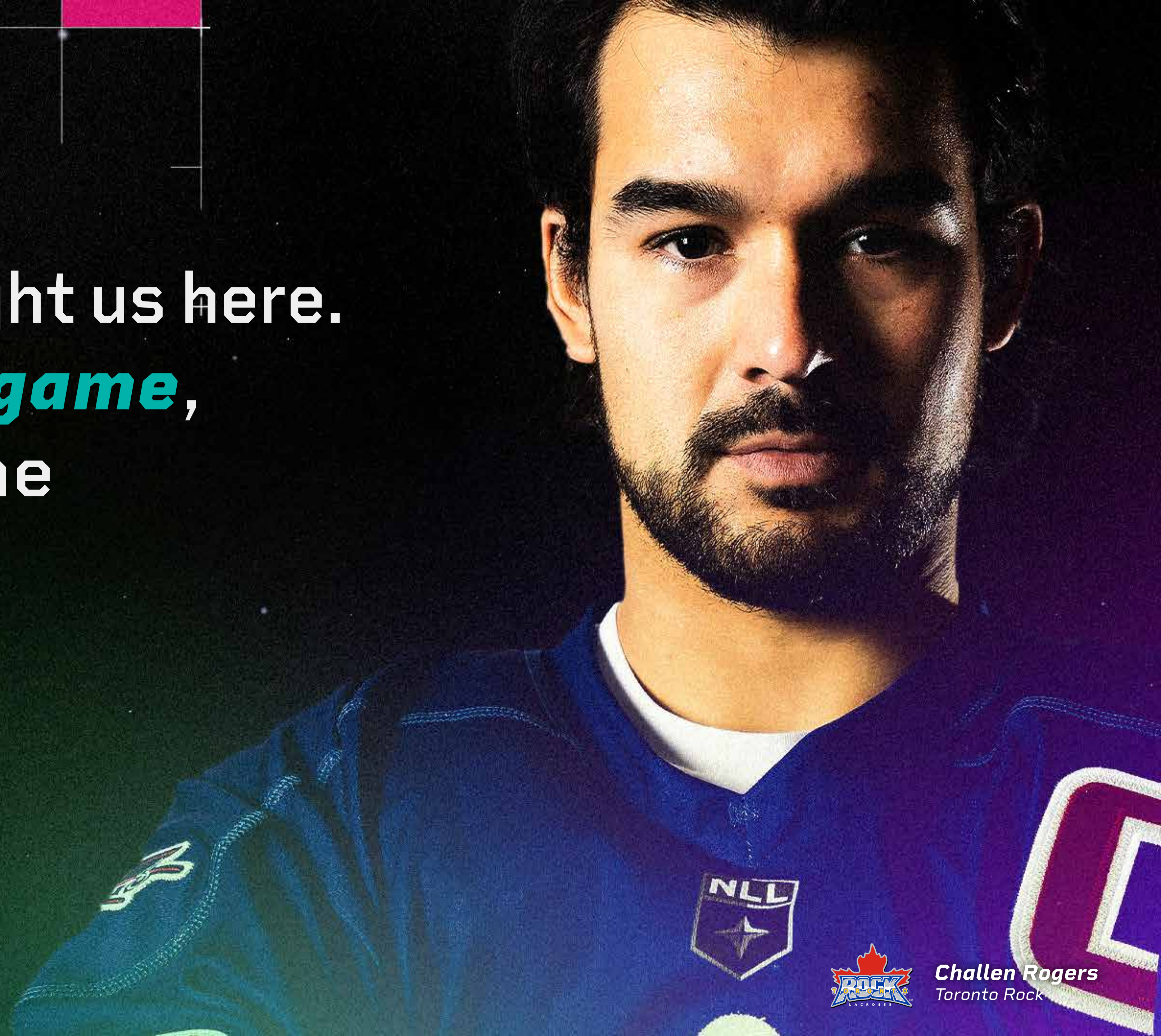


NATIONAL LACROSSE LEAGUE

BRAND GUIDE

History has brought us here.
From *the first game*,
to our first game
36 years ago.

national_lacrosse_league
season_2023_24



Challen Rogers
Toronto Rock

All the moments mattered.
They helped shape the *game*,
the *players*, the *fans*,
the *communities*,
and *our future*



It helped bring us here.
the next **SEASON.**
the next **GAME.**
the next **FACEOFF.**
the next **SHIFT.**
the next **HIT.**
the next **SAVE.**
the next **GOAL.**
the next **CELEBRATION.**



the next **MAN UP.**
the next **LESSON.**
the next **VICTORY.**
the next **LEGEND.**
the next **CHAMPION.**



WELCOME TO THE NEXT MAJOR LEAGUE



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**NATIONAL
LACROSSE
LEAGUE**



The Brand

our purpose, our belief, attributes and traits

01



OUR PURPOSE

We strive to welcome, surprise, and energize new and existing fans, participants, and communities to our uniquely entertaining sport and game experience.



OUR BELIEF

We have something major going on,
and now is our time to unbox our potential.



ATTRIBUTES

STORIED YET
CONTEMPORARY

GRITTY YET
BOLD

ELITE YET
ACCESSIBLE

MEASURED YET
RELENTLESS

TRAITS

EDGY

POTENTIAL

EXCITING

GRITTY

FORWARD

FUN

EMERGING

INVITING

YOUTHFUL

DYNAMIC

NEXT

ATTENTIVE



Logos

motifs, primary, secondaries, black and white, usage, team icons

02



FOUNDERS SHIELD

The Founders Shield protects the Morning Star and other League insignia displayed inside its powerful boundaries, reflecting the honorable warrior spirit of lacrosse's Indigenous Founders who created the game throughout North America centuries ago.

APEX INITIALS

The rebuilt League acronym logomark conveys both the elite nature of our fast-paced game, and the aspirational summit we strive to attain - becoming The Next Major League.

MORNING STAR

Lacrosse's Founders believed that the People of the Sky "were so restless and traveled so much that they made trails in the heavens," except for one.

The resolute Morning Star reminds the League that while its growth journey will lead to many places the Morning Star shines, a bright future awaits the League and its Clubs as they travel together on this enlightened path to success.

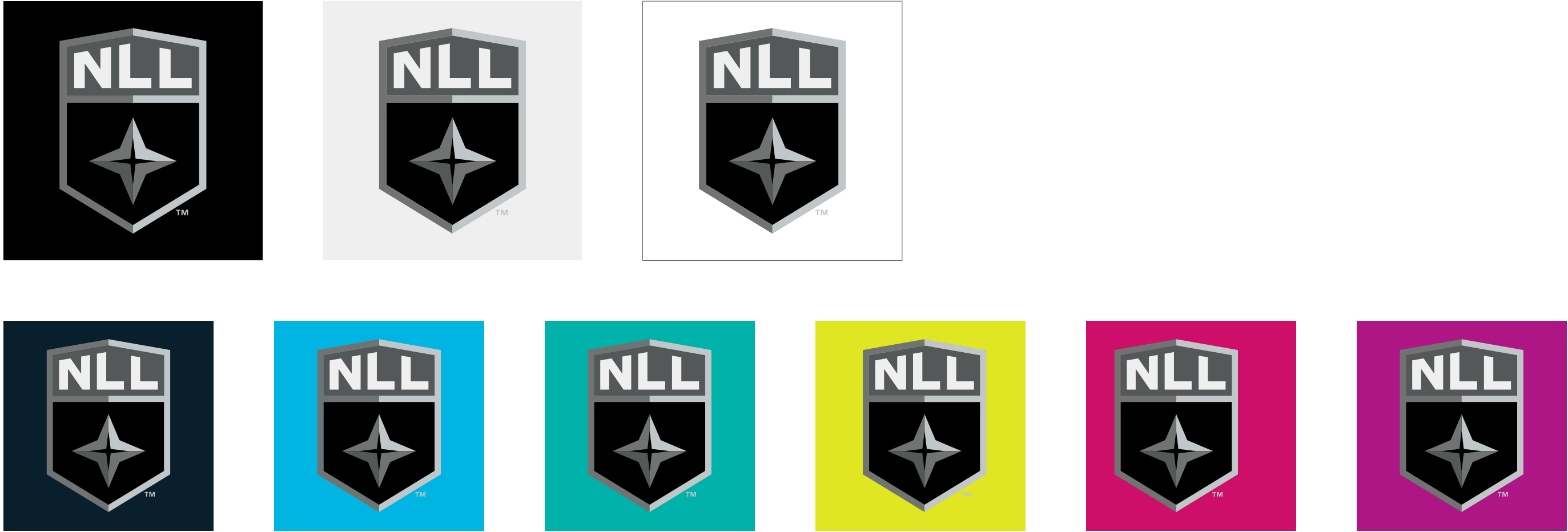


PRIMARY ICON

The Primary Icon is the lead/default logo that is appropriate to use across all platforms and context. The Primary Icon can appear on all printed and digital communications from signage to social media. It must be clear and readable regardless of the application.

The Icon is a purposefully designed piece with meaning and definition behind it, and **it should not be redrawn, tweaked, or modified in any way.**

**Do not place Primary Logo directly on Dark or Light Gray to avoid losing the edge of the Founders Shield.*





PRIMARY LOGO

The Primary Logo serves as the primary option in executions where the intended target or audience is unfamiliar with the National Lacrosse League. The Primary Logo can appear on all printed and digital communications, such as paid media, broadcast media, advertisements, and community events.

The Logo is a purposefully designed piece with meaning and definition behind it, and **it should not be redrawn, tweaked, or modified in any way.**

**Do not place Primary Logo directly on Dark or Light Gray to avoid losing the edge of the Founders Shield.*

PRIMARY WORDMARK

The Primary Wordmark is an ownable mark of the NLL brand. Usage is focused on internal areas such as presentations, memos, emails and other business communications. The wordmark can be used in outward facing creative, so long as there is an NLL or team related mark as well.

The Wordmark is a purposefully designed piece with meaning and definition behind it, and **it should not be redrawn, tweaked, or modified in any way.**

**Use requires additional brand approval*

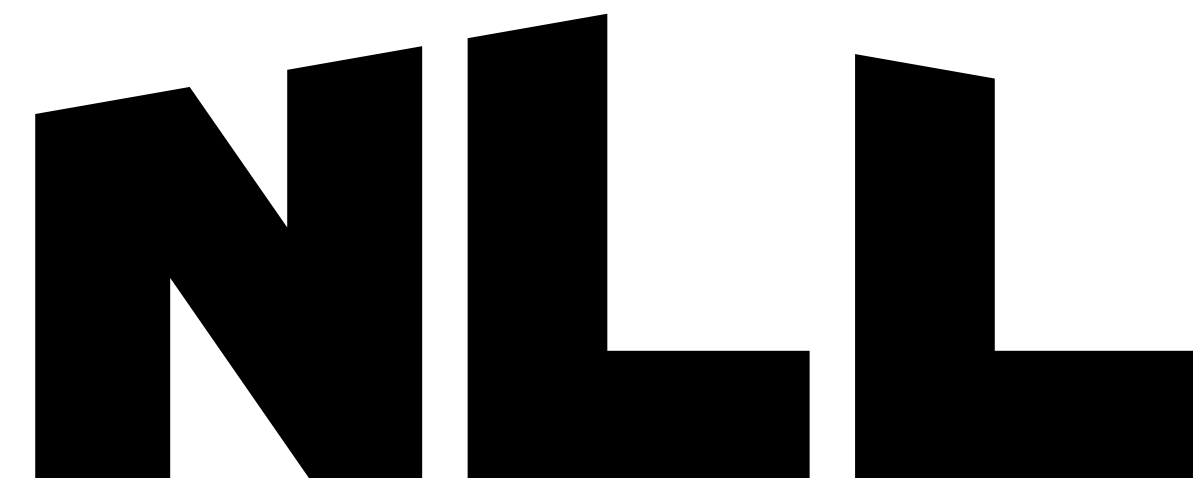


MORNING STAR

The Morning Star logo is taken directly from the bottom of the Founder Shield. Due to its rich story and meaning, this particular brand mark should be reserved for specific use cases, generally related to Indigenous heritage or story telling.

The logo is a purposefully designed piece with meaning and definition behind it, and **it should not be redrawn, tweaked, or modified in any way.**

**Use requires additional brand approval*



LEAGUE INITIALS

The League Initials is taken directly from the top of the Founders Shield and is an abbreviated form of the Primary Wordmark. Usage is focused on internal areas such as presentations, memos, emails and other business communications.

The Initials is a purposefully designed piece with meaning and definition behind it, and **it should not be redrawn, tweaked, or modified in any way.**

**Use requires additional brand approval*



USE

Any of the logos, both primary and secondary, can be knocked out to a two-color option. The logos should **never** take on any other color., including NLL Club-specific colorways.

Logos should only be knocked to two-color when requested by an external partner or when absolutely necessary. Any logo with a knocked out treatment should be clearly legible.

**Wordmark on global may be flipped to white on dark backgrounds*





MINIMUM SIZE

In print applications, no logo should ever appear smaller than 0.75” in height.

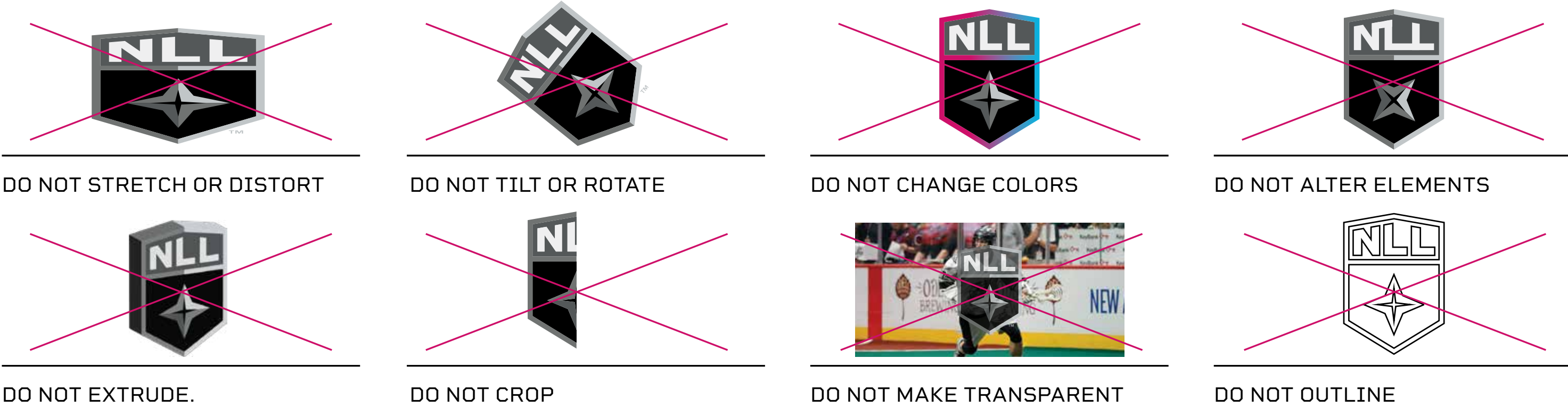
In digital applications, no logo should ever appear smaller than 75 pixels in height.

CLEAR SPACE

The area surrounding any of the National Lacrosse League logos should be clear of any other elements to maintain its legibility and integrity. The amount of clear space necessary to maintain the clarity of the logos should be proportional to the width of the “N” figure in all the logos.

VIOLATIONS

All logos are deliberately designed to appear as presented and should not be tweaked or modified in any way. To the right are examples of how brand marks should not be used.





TEAM ICONS

The Team Icons are lead/default brand identifiers that are appropriate to use across all platforms and context at the League level.

These unique brand identifiers can appear on all printed and digital communications from signage to social media. It must be clear and readable regardless of the application.

When using two or more Icons in a composition, all logos must be equal in size and treated the same. Team logos must appear on a team approved color or league brand approved colors.

Team logos are a purposefully designed piece with meaning and definition behind it, and **it should not be redrawn, tweaked, or modified in any way.**

**Use of an alternate team mark requires additional brand approval*





Colors

official, secondary, team palettes

03



OFFICIAL COLORS

The official colors derive from the Primary Logo of the League. The colors contrast the secondary palette and allow flexibility and timelessness.

The official palette will help contrast the primary color palette by providing timeless colors and helping aid in flexibility.

Black	Graphite	Dark Gray	Light Gray	Morning Star Gray
Black C	425 C	424 C	428 C	Cool Gray 1C
HEX010101	HEX545859	HEX707372	HEXc1c6c8	HEXefeff0
RGB1 / 1 / 1	RGB84 / 88 / 89	RGB112 / 115 / 114	RGB193 / 198 / 200	RGB239 / 239 / 240
CMYK0 / 0 / 0 / 100	CMYK0 / 0 / 0 / 77	CMYK0 / 0 / 0 / 61	CMYK2 / 0 / 0 / 18	CMYK0 / 0 / 0 / 6



SECONDARY COLORS

The secondary colors mirror those found in the aurora borealis, a nod to our North Star, found in the Primary Logo.

The secondary palette will help bring a bright spectrum of colors that will contrast brilliantly with the timeless NLL logo.

Midnight Sky	Bright Blue	Glowing Green	Radiant Red	Pulsating Purple	Lustrous Yellow
5395 C	306 C	326 C	214 C	241 C	388 C
HEX 091f2c	HEX 00b5e2	HEX 00b2a9	HEX ce0f69	HEX af1685	HEX e0e722
RGB 9 / 31 / 44	RGB 0 / 181 / 226	RGB 0 / 178 / 169	RGB 206 / 15 / 105	RGB 175 / 22 / 133	RGB 224 / 231 / 34
CMYK 100 / 44 / 0 / 76	CMYK 75 / 0 / 7 / 0	CMYK 87 / 0 / 38 / 0	CMYK 0 / 100 / 34 / 8	CMYK 27 / 100 / 0 / 2	CMYK 14 / 0 / 79 / 0



TEAM PALETTES

The team colors are the primary and secondary choices of each of the clubs for the NLL brand.

The team palette will be used when necessary to help better identify clubs within creative.

ALBANY FIREWOLVES

195 C	7502 C
HEX 7a303f	HEX d0b787
RGB 122 / 48 / 63	RGB 208 / 183 / 135
CMYK 0 / 100 / 60 / 55	CMYK 0 / 8 / 35 / 10

COLORADO MAMMOTH

202 C	429 C
HEX 8a2432	HEX a3aaaae
RGB 138 / 36 / 50	RGB 163 / 170 / 174
CMYK 0 / 100 / 61 / 43	CMYK 3 / 0 / 0 / 32

LAS VEGAS DESERT DOGS

BLACK C	NO SECONDARY
HEX 010101	
RGB 1 / 1 / 1	
CMYK 0 / 0 / 0 / 100	

PHILADELPHIA WINGS

4525 C	425 C
HEX c5b783	HEX 54585a
RGB 197 / 183 / 131	RGB 84 / 88 / 90
CMYK 0 / 7 / 39 / 17	CMYK 0 / 0 / 0 / 77

SASKATCHEWAN RUSH

360 C	BLACK C
HEX 70bf4a	HEX 010101
RGB 112 / 191 / 74	RGB 1 / 1 / 1
CMYK 58 / 0 / 80 / 0	CMYK 0 / 0 / 0 / 100

BUFFALO BANDITS

165 C	VIOLET C
HEX ff671f	HEX 440099
RGB 255 / 103 / 31	RGB 68 / 0 / 153
CMYK 0 / 59 / 96 / 0	CMYK 98 / 100 / 0 / 0

GEORGIA SWARM

1235 C	2965 C
HEX ffb81c	HEX 002855
RGB 255 / 184 / 28	RGB 0 / 40 / 85
CMYK 0 / 29 / 91 / 0	CMYK 100 / 38 / 0 / 64

NEW YORK RIPTIDE

338 C	282 C
HEX 6eceb2	HEX 041e41
RGB 134 / 206 / 188	RGB 4 / 30 / 65
CMYK 47 / 0 / 32 / 0	CMYK 100 / 68 / 0 / 54

ROCHESTER KNIGHTHAWKS

574 C	BLACK C
HEX 4d5a31	HEX 010101
RGB 77 / 90 / 49	RGB 1 / 1 / 1
CMYK 34 / 0 / 81 / 71	CMYK 0 / 0 / 0 / 100

TORONTO ROCK

293 C	485 C
HEX 003da5	HEX da291c
RGB 0 / 61 / 165	RGB 218 / 41 / 28
CMYK 100 / 57 / 0 / 2	CMYK 0 / 97 / 100 / 0

CALGARY ROUGHNECKS

430 C	BLACK C
HEX 97999b	HEX 010101
RGB 151 / 153 / 155	RGB 1 / 1 / 1
CMYK 5 / 0 / 0 / 45	CMYK 0 / 0 / 0 / 100

HALIFAX THUNDERBIRDS

2607 C	179 C
HEX 582c83	HEX dc582e
RGB 88 / 44 / 131	RGB 220 / 88 / 46
CMYK 81 / 100 / 0 / 7	CMYK 0 / 79 / 100 / 0

PANTHER CITY LACROSSE CLUB

268 C	BLACK 6C
HEX 582c83	HEX 101820
RGB 88 / 44 / 131	RGB 16 / 24 / 32
CMYK 82 / 100 / 0 / 12	CMYK 100 / 35 / 0 / 100

SAN DIEGO SEALS

267 C	1235 C
HEX 62269e	HEX ffb819
RGB 98 / 38 / 158	RGB 255 / 184 / 25
CMYK 89 / 100 / 0 / 0	CMYK 0 / 29 / 91 / 0

VANCOUVER WARRIORS

872 C	BLACK C
HEX 8c734c	HEX 010101
RGB 140 / 115 / 76	RGB 1 / 1 / 1
CMYK 30 / 40 / 70 / 0	CMYK 0 / 0 / 0 / 100



Typography

brand typeface, secondary font

04



RIGID SQUARE BRAND TYPEFACE

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@*/*()

The new primary font library features seven weights and 14 total font styles that resemble the angled contours of the re-freshed Morning Star and Founders Shield. The bold typeface projects an edgier, more powerful look matching the new brand direction.

The font will primarily be used in subheads and in body copy, but its various weights allow it to stand as a header font as well.



DHARMA GOTHIC E

SECONDARY/HEADLINE TYPEFACE

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@* / []

Dharma Gothic E contrast every quality Rigid Square has to offer. Tall, rounded, bold, and loud, Dharma E will help balance creative. The variety of weights help make Dharma Gothic E more flexible. The font should be used in the main headers allowing creative to be loud and bold.



Assets

backgrounds, gradients, color leaks, constellation grid, team codes

05



BACKGROUNDS

The **Starry Night background** will serve as the brands primary background for all creative needs. In the event of print, creative can default to a solid black background.

The Starry Sky features a simplified design of a clear, starry night sky. Guided by its Morning Star, the NLL's brightest star will always be visible in any creative composition.

Gradients may be used as a secondary full background but must include the Starry night background in some creative aspect. Full gradient backgrounds are **reserved for digital creative only**.





GRADIENTS

Gradients will help bring vigor and energy to the bright campaign colors and drive home the emphasis of the arurora borealis.

They will help emphasize the bright colors and bring visual energy to compositions. Gradients can be used as accents or a full background.

No more than three (3) colors should be used in a gradient. The gradients should always maintain a smooth transition between colors.

**Gradients require additional brand approval for print projects*



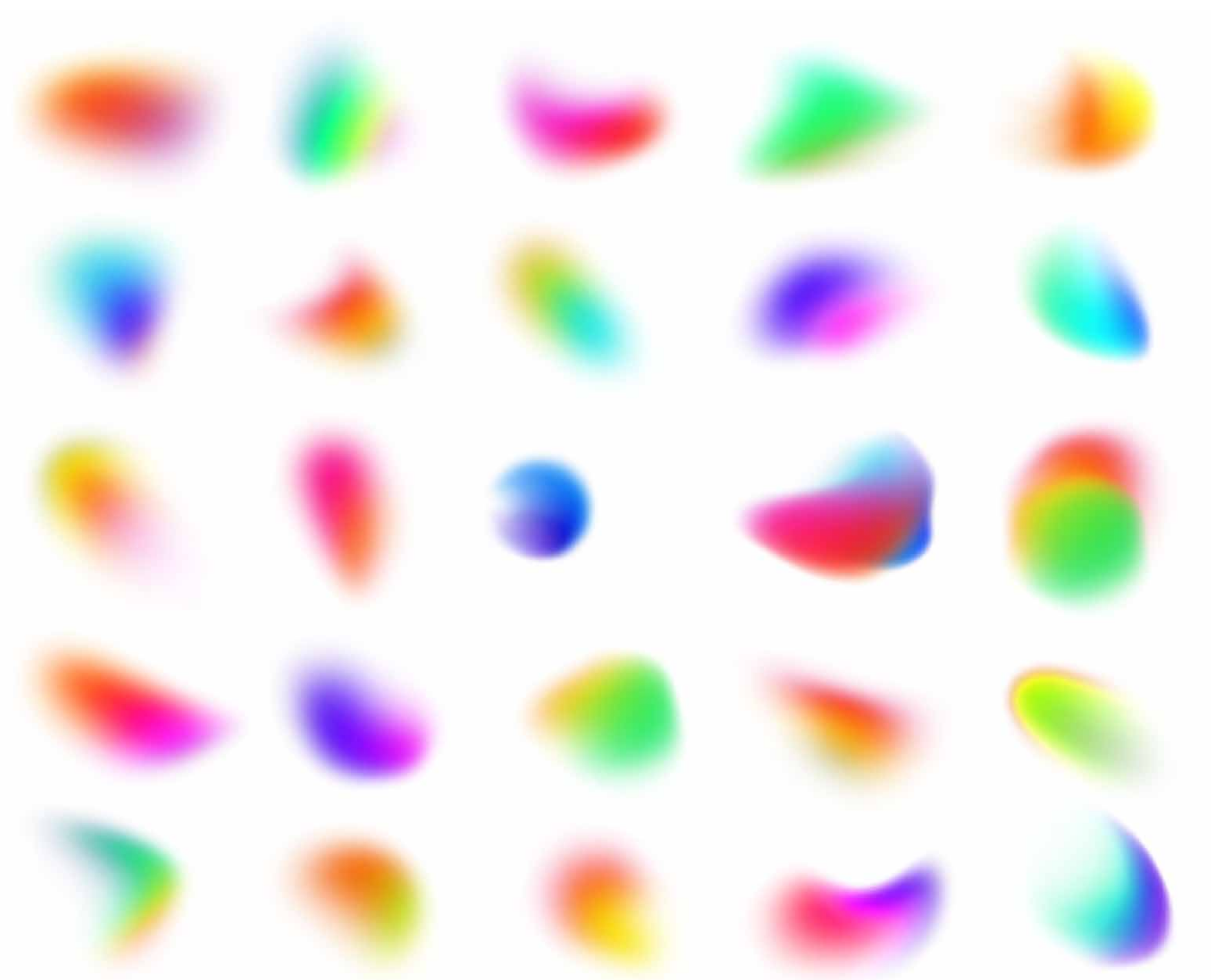


COLOR LEAKS

Color Leaks will help infuse color into creative compositions that use the Starry Night background as the main focus. The color leaks will help exemplify the aruora borealis' light streaks by bringing in streaking, bright, colors into NLL creative.

No more than two (2) different color leaks should be used in a single composition. The color leaks should not be recolored in any way, but can be distorted and skewed to help add depth and diversity.

**Color leaks are not to be used on full gradient backgrounds*

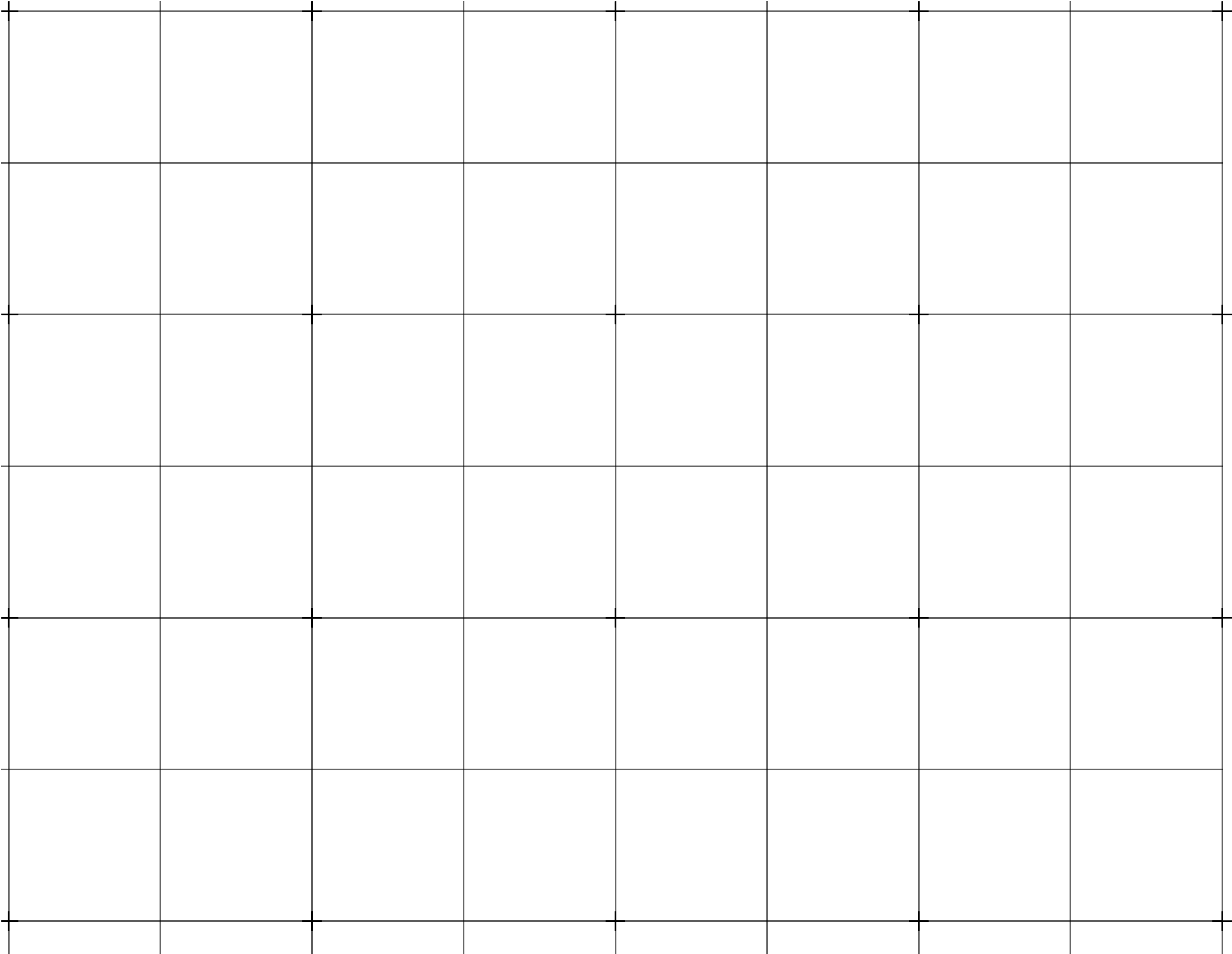




CONSTELLATION GRID

The Constellation Grid is a tertiary element in creative. A nod to constellations found in the starry sky, it remains horizontal and vertical to allow flexibility during the creative process.

The grid may be infused with color, by filling a box with a singular color. No more than three (3) boxes should be filled with color. The grid itself should not take on a color other than white or black, but can be distorted , skewed to help diversify the asset in creative. The element may also have parts removed to create a different pathway or constellation, but never have any elements added to it.

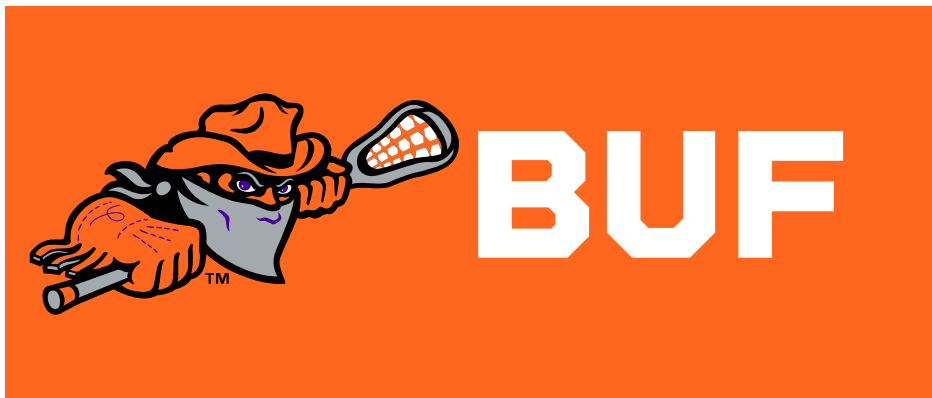




TEAM CODES

Team codes can be used to help identify a team across a multitude of creative. A form of differentiating cities within the league, the league has a official list of team codes that identify each of its markets.

The team codes may be used across various forms of creative throughout the league, including broadcast, social, digital, and even print. The identifiers should be reserved for instances where space is limited and hard to include the full city names and should never be used by themselves. Reserve team codes for when referring to multiple clubs or markets in a single piece of creative.

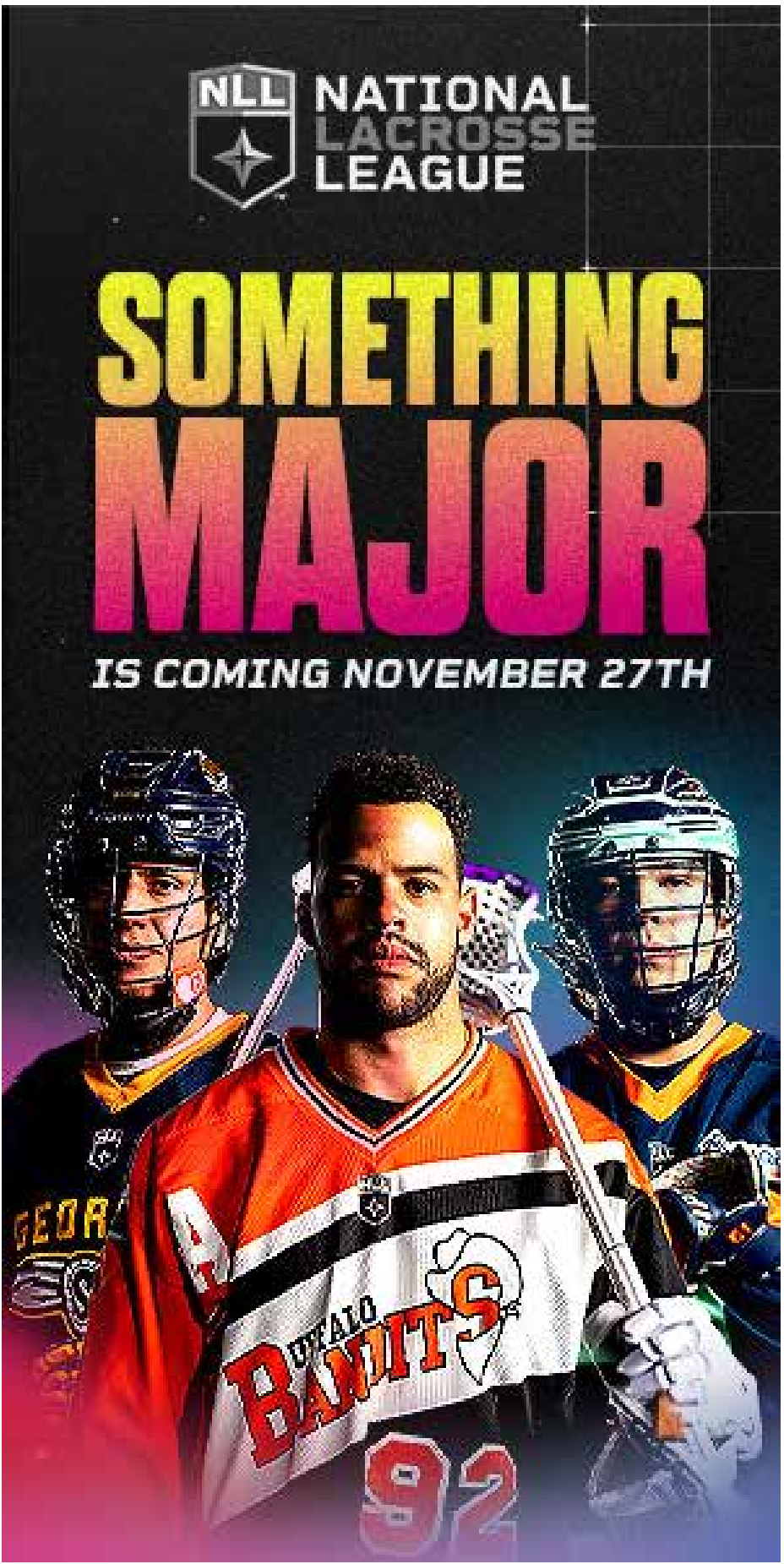
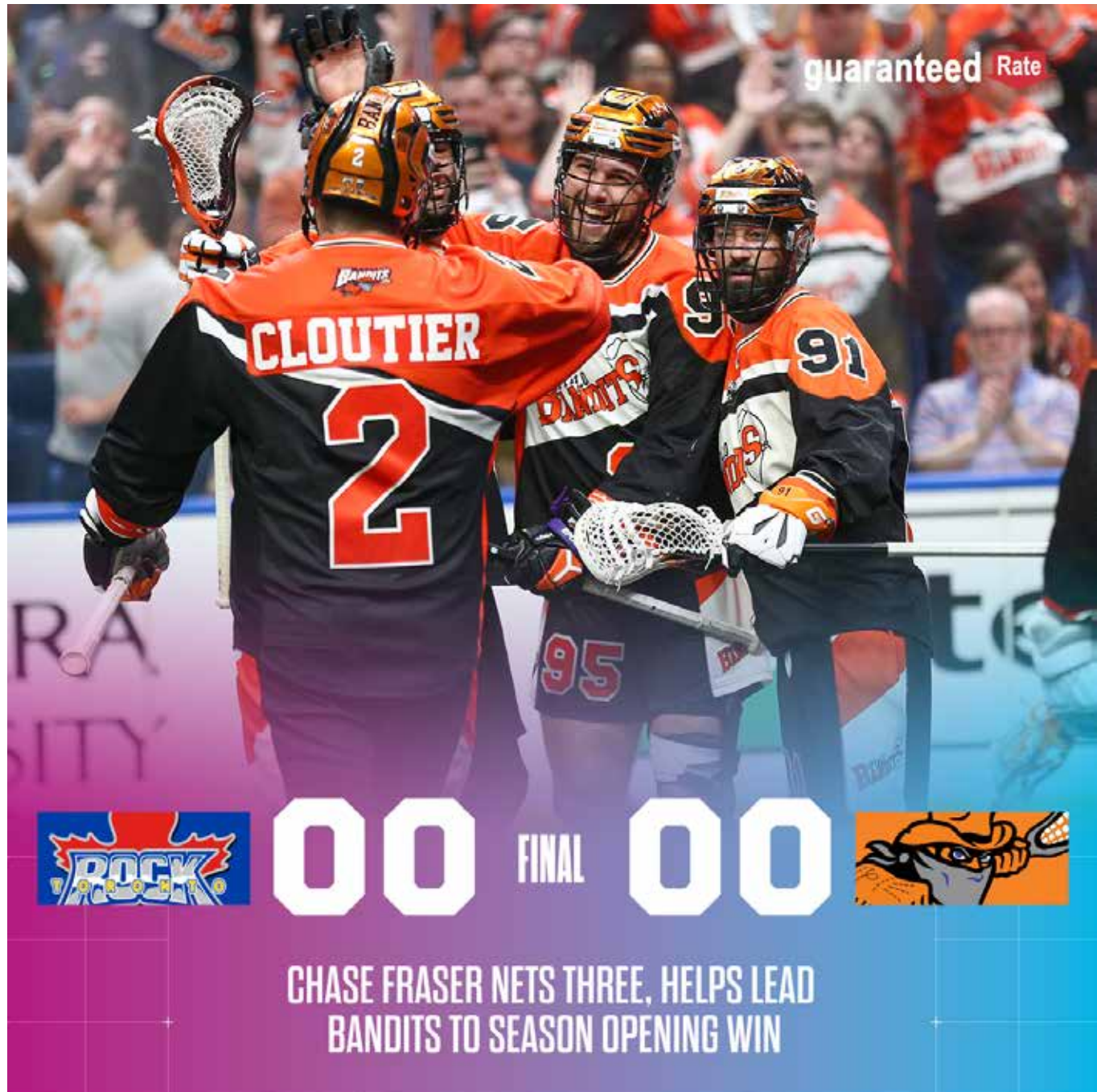




Applications

mockups

06







GOALIE LEADERS


	ROSE	.830sv%
	DEL BIANCO	.819sv%
	VINC	.800sv%
	SCIGLIANO	.790sv%
	DAMUDE	.780sv%

MINIMUM 10 GAMES PLAYED

**DHANE
SMITH**

96 **ASSISTS**

**NATIONAL LACROSSE LEAGUE SINGLE
SEASON ASSISTS RECORD**

A full-body photograph of Dhane Smith, a professional lacrosse player, in his Buffalo Bandits uniform. He is wearing a black jersey with orange and white accents, featuring the number 92. He is also wearing a black helmet with orange and white details, white gloves, and bright green and yellow cleats. He is holding a lacrosse stick in his left hand. The background is a solid teal color with a white grid pattern. In the top right corner, there are three colored squares: yellow, white, and red.