



Logo Style Guide

Sea Hawkers - (SEE hawk-erz) n. pl. The most passionate, hardcore, devoted, cheer-crazy, raisin' the roof, no life during football season havin' fans on earth!!! Our purpose is to have fun while supporting the Seahawks players and organization, and help support various local charities. We are a volunteer organization run by and for Seahawks fans - fans like you!

INTRODUCTION

Sea Hawkers Booster Club's Central Council is excited as we look to the future of the organization. Together, using a consistent look and feel for our organization worldwide, we will be a brand that is recognized as the best NFL fans supporting the best NFL team, the Seattle Seahawks.

The symbol of our organization, our Sea Hawkers logo, communicates who we are. It is an image that stands as a symbol of Seattle Seahawks pride and community support. Please remember that the Sea Hawkers logo should be used correctly—it is one of our most valuable assets.

The Sea Hawkers logo represents our organization across all communications materials and merchandise. Our logo is more than a graphic; it's our identity. It's who we are in the eyes of all Seahawks fans. Therefore, please help us eliminate confusion, and use the official Sea Hawkers logo at all times.

PURPOSE

This style guide was created to help you implement the Sea Hawkers brand beginning with the proper use of our new logo. When you follow the recommendations in this style guide, the Sea Hawkers brand will become stronger. By communicating one consistent Sea Hawkers identity, the brand will be recognizable and it will accurately symbolize the benefits of this great organization we are all proud to be a part of.

LOGO FILES

Each Satellite Chapter, Associate Satellite Chapter and Trial Chapter will be emailed two logo graphic files; one JPEG and one PDF.

Your individualized chapter logo saved as a JPEG will have smaller dimensions ideal for using on printed items such business cards, membership brochures, event fliers and have application on social media (ex: Facebook cover photo) as well as electronically placed on a web page banner or email signature. JEG (Joint Photographic Experts Group) is a computer file format for the compression and storage of high-quality photographic digital images.

Your individualized chapter logo saved as an PDF will have larger dimensions meant specifically for large format printing of chapter banners. PDF (Portable Document Format) provides an electronic image of text and/or graphics that looks like a printed document and can be viewed, printed, and electronically transmitted.

CONTACT

Please direct your questions or suggestions pertaining to this style guide and use of the Sea Hawkers logo to:


Sea Hawkers Booster Club
Central Council VP Publicity
VP-Publicity@Seahawkers.org

BACKGROUND/LOGO HISTORY

Early in 2016, the Seattle Seahawks organization contacted the Sea Hawkers Booster club about changing our long-standing logo.



They explained that the National Football League (NFL) regulates the use of trademarks and copyrights belonging to all 32 NFL teams.

Because our original Sea Hawkers logo is a variation of the  trademark, it is/was subject to NFL restrictions on third party use of team trademarks. This includes restrictions on use of team trademarks outside of a team's designated "Home Marketing Area" (HMA) and prohibits third parties from using team trademarks on any products, merchandise, chapter swag, etc. *without* a license from the NFL.

Due to these NFL restrictions, the Seahawks suggested that we create a new logo *that does not include team trademarks*.

Having our own stand-alone logo safeguards our organization from violating NFL regulations (and subjecting ourselves to trademark infringement action and/or monetary penalties), allows us to have a mark that is distinctly ours, *and* allows us to use our logo outside of Washington State on communication materials, products, chapter swag, and merchandise.

BRAND BASICS

The concept of a brand extends far beyond just our organization's logo to our core values and to every interaction with other Sea Hawkers, Seahawks players, Seahawks staff, charity representatives, vendors and prospective members. In effect, our brand creates and maintains our **reputation** and reflects our members' **experience** of our organization.

The most prominent feature for a brand is the logo which is the focus of this style guide.

LOGO USE RECOMMENDATIONS

For consistency throughout the Sea Hawker Booster Club, Central Council is making recommendations for banner size and logo placement on t-shirts.

➤ Banners –

The best size for quality is 3'h x 7'w. Banners for outdoor use, made of vinyl material, generally run about \$7 per square foot. At the 3'h x 7'w size, banners would run around \$150+tax each. Should chapters use a larger size (ex: 4' x 8') there will be extra white space on the ends (left & right side).

➤ T-Shirts –

The recommendation for placement of the Sea Hawkers logo on t-shirts is:

1. Large Logo: Front and Center
2. Small Logo: Upper Left (breast-pocket area/over heart)

The preference is to place the logo on the front of t-shirts, not on the back. Other designs or text may be placed on the back of t-shirts.

VISUAL ELEMENTS

Logo - includes both the graphic image AND text as one unit.



Color Breakdown

Blue, Green and Silver. White is alternative color to be used if needed.



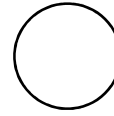
Blue - R:0 G:19 B:62
C100 M75 Y0 K75



Green - R:77 G:188 B:17
C60 M0 Y100 K0



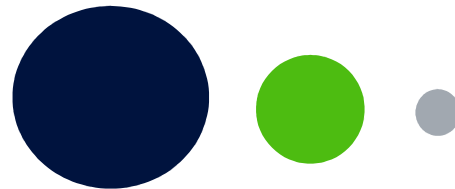
Silver - R:161 G:168 B:176
C0 M0 Y0 K50



White - R:225 G:225 B:225

Color proportion

Although individual marketing pieces may vary, by using the color proportions correctly the cumulative effect keeps the overall brand color in balance.



Typography

Name	Scottish Modern Sports: Scottish Leagues 15-16
Weights	Regular or Bold for heads and subheads Regular for body copy Bold or Italic for emphasis
Cases	Upper- and lower-case Sentence case NOT title case

DO THE RIGHT THING




The Sea Hawkers logo has been carefully designed and should be used in its official format for sanctioned purposes. The list below identifies ways to NOT use the logo.

Do not

1. alter the logo in any way.
2. use any part of the logo, as part of another word.
3. redesign, redraw, animate, modify, distort, or alter the proportions of the logo.
4. surround the logo with—or place in the foreground over—a pattern or design.
5. rotate or render the logo three-dimensionally.
6. add words, images, or any other new elements to the logo.
7. replace the approved typeface with any other typeface.
8. enclose the logo in a shape or combine it with other design elements or effects.
9. modify the size or position relationship of any element within the logo.
10. add additional copy to the logo.

SEAHAWKS TRADEMARKS

Trademarks/copyrights belonging to the Seattle Seahawks may not be used on any merchandise or in association with any event (for-profit *or* non-profit) without prior written permission from the Seahawks.

Seahawks Trademarks include, *but are not limited to*, **SEATTLE SEAHAWKS, SEAHAWKS, 12, 12S, THE 12S, LEGION OF BOOM, GO HAWKS,** , ,  and the team uniform (including the “feather pattern”). Protected imagery includes, *but is not limited to*, game day images of CenturyLink Field and images of our players, mascots, cheerleaders, and drum line in uniform.

Unless your organization (Sea Hawkers Booster Club Satellite Chapters and Associate Satellite Chapters) receives prior written permission from the Seattle Seahawks, please refrain from use of Seahawks Trademarks in association with any business, product, service and/or event.

Please note that any violation of the restrictions noted above may subject your organization to legal remedies available to the National Football League -- including, but not limited to, trademark and/or copyright infringement action and/or monetary penalties.

NOTE: The question was raised, “how can anyone trademark the number twelve, the one that comes right after eleven?” The short answer is:

The Seahawks own federal trademark rights to 12 *when used in connection with the Seattle Seahawks and/or professional football*. Third parties may not make use of 12 in association with the Seahawks (along with their team colors, trademarks, copyrights, slogans and/or other ancillary team marks) and/or professional football without a license with the NFL.

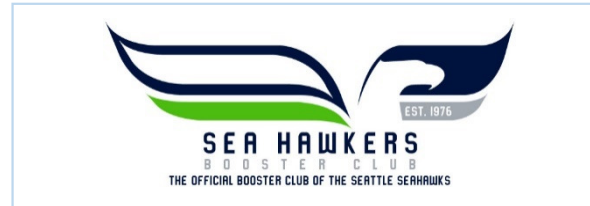
VETTING PROCESS

This vetting process is to ensure that there are no trademark or copyright infringements that could land chapters in hot water. In addition, as goodwill ambassadors for the team and the many charities our players and chapters support, it is important that our marketing is consistent and respectful.

Chapters have permission to use the official Sea Hawks logo using the electronic file provided by Central Council. The logo may be used, without any additional permissions or approval needed, when it is used as a stand-alone design element.

Stand Alone

Stand alone, or 'as is', is defined as no other text, copy, graphics or other design elements are used in conjunction with the Sea Hawks logo. (Ex: classic chapter banner.)



Creative Design Uses

Chapters are allowed to create promotional materials, products, and/or merchandise that combines the logo with other design elements or effects, or encloses the logo in a shape. (Ex: chapter banner with a border.)



When this is done, Chapters are asked to take two very important actions. First is to ensure that design(s) meet the following requirements:

REQUIREMENTS CHECKLIST

- The Sea Hawks logo is used without any alterations (re-designed, embellished, etc.)
- The Sea Hawks logo adheres to guidelines for color, font, spacing, placement, etc.
- Other images or text are not in violation of existing trademark or copyright
- Other images are not profane or offensive

The next action, once a chapter has created their design work and believes it meets the requirements above, is to email it to: VP-Publicity@Seahawks.org for review.

Turnaround time is estimated to be less than 48 hours with the understanding that chapters may be working under printing or other deadlines.

VIOLATIONS

If it is discovered that these style guidelines have been violated, Central Council may impose any or a combination of the following actions upon a Satellite Chapter or Associate Satellite Chapter:

1. Direct a letter to the appropriate Chapter containing the violation and conclusions.
2. Restrictions on the privileges or the benefits flowing to the Chapter.
3. Monetary fines not to exceed \$100.00.
4. Removal of the Chapter's "official booster club" recognition.