



**2020**

**BLUECROSS BOWL  
BLUECROSS STATE CHAMPIONSHIPS**

GUIDELINES AND SPECIFICATIONS

VERSION 1.0



BLUECROSS BOWL  
PRIMARY LOGO



BLUECROSS BOWL  
SECONDARY LOGO

## PRIMARY LOGO

LOGO WITHOUT YEAR



FULL-COLOR ON WHITE BKGRD



FULL-COLOR ON COLORED BKGRD

LOGO WITH YEAR



FULL-COLOR ON WHITE BKGRD



FULL-COLOR ON COLORED BKGRD



ONE-COLOR ON WHITE BKGRD



ONE-COLOR ON COLORED BKGRD



ONE-COLOR ON WHITE BKGRD



ONE-COLOR ON COLORED BKGRD

## SECONDARY LOGO

LOGO WITHOUT YEAR



FULL-COLOR ON WHITE BKGRD



FULL-COLOR ON COLORED BKGRD



ONE-COLOR ON WHITE BKGRD



ONE-COLOR ON COLORED BKGRD

LOGO WITH YEAR



FULL-COLOR ON WHITE BKGRD



FULL-COLOR ON COLORED BKGRD



ONE-COLOR ON WHITE BKGRD



ONE-COLOR ON COLORED BKGRD

LOGO WORD MARK

**BLUECROSS BOWL**  
**T E N N E S S E E**

ONE-COLOR ON WHITE BKGRD

**BLUECROSS BOWL**  
**T E N N E S S E E**

ONE-COLOR ON COLORED BKGRD





SDI Productions

25 YEARS

BLUECROSS STATE CHAMPIONSHIPS  
PRIMARY LOGO



BLUECROSS STATE CHAMPIONSHIPS  
SECONDARY LOGO



## PRIMARY LOGO

LOGO FULL COLOR / LOGO ONE COLOR



FULL-COLOR ON WHITE BKGRD



FULL-COLOR ON COLORED BKGRD



ONE-COLOR ON WHITE BKGRD



ONE-COLOR ON COLORED BKGRD

## SECONDARY LOGO

LOGO FULL COLOR / LOGO ONE COLOR



FULL-COLOR ON WHITE BKGRD



FULL-COLOR ON COLORED BKGRD



ONE-COLOR ON WHITE BKGRD



ONE-COLOR ON COLORED BKGRD

Logo Word Mark



## OUR BRAND COLORS

### PMS 300

C91 M67 Y0 K0

R0 G93 B185

HEX #005DB9

### PMS 297

C56 M3 Y4 K0

R95 G196 B231

HEX #5FC4E7

### WHITE

C0 M0 Y0 K0

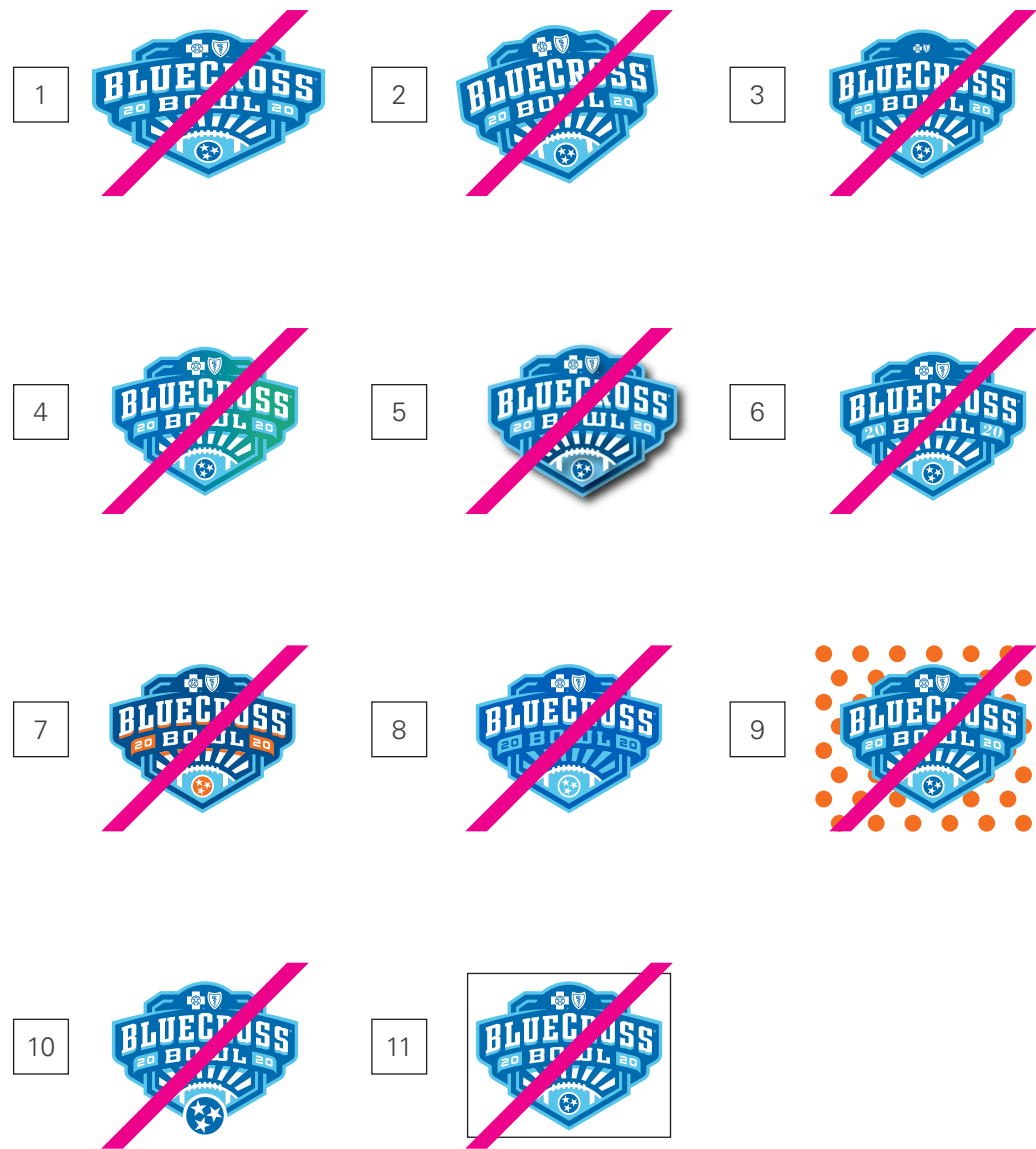
R255 G255 B255

HEX #FFFFFF

## INCORRECT LOGO USAGE

Any alteration of our logos diminish their impact and is not permitted. Only approved variations should be used.

1. Do not stretch or skew any variation of our logo.
2. Do not rotate or tilt any of the approved lock-ups.
3. Do not scale or change the proportions/positioning of the BlueCross Shield and Cross in any variation of our logo.
4. Do not add gradients, filters, outlines, embossing, beveling, or drop shadows to any of our logos.
5. Do not add effects to any variation of our logo.
6. Do not alter the logo type in any variation of our logo.
7. Do not recreate the logos using unapproved colors.
8. Do not misuse approved colors.
9. Do not place logo on bold, unsightly colors, patterns and/or imagery.
10. Do not reposition or change the logo or its elements.
11. Do not add lines or surround the logo with a stroke to any of our logos.





## SAMPLE APPLICATIONS

## **BC BOWL**

**Primary logo** – To be used as often as possible when referring to Football events.

**Secondary logo** – To be used as an alternate solution where vertical spacing is limited.

**Word marks** – To be used as a supporting element in conjunction with either the BCBST logo or the primary logo.

## **BC STATE CHAMPIONSHIPS**

**Primary logo** – To be used for basketball events only.

**Secondary logo** – To be used as an alternate solution where vertical spacing is limited and to represent all other spring championships.

**Word marks** – To be used as a supporting element in conjunction with either the BCBST logo or the primary logo.

## **GENERAL APPLICATIONS**

Full color logos take priority over one color renditions and should be used whenever reproduction capabilities allow.



























