

DESERT ACADEMY LEAGUE

Primary Logo Style Guide



Primary Logo Usage

The Desert Academy League primary crest should always maintain its original proportions, colors, and overall composition. Use the full-color logo whenever possible on clean, uncluttered backgrounds to ensure maximum visibility and brand consistency.

Approved Usage Maintain original aspect ratio when scaling Use high-resolution PNG or vector artwork for production Allow adequate clear space around the mark Prefer light or neutral backgrounds for full-color applications

Clear Space

Maintain a minimum clear space around all sides of the logo equal to approximately the width of the cactus trunk. No text, graphics, or page edges should enter this protected area.

Brand Color Palette

Color	Usage	HEX
Orange Gradient	Primary Background	#F97316
Red-Orange	Upper Gradient Accent	#FF3B0A
Cyan	Inner Outline Accent	#47E6F5
Gold	Sun Accent	#FDB813
Black	Typography & Outer Crest	#000000

Incorrect Usage Do not stretch or distort the logo Do not alter the official colors Do not add shadows, outlines, or effects Do not place the logo over busy backgrounds Do not rearrange or separate logo elements