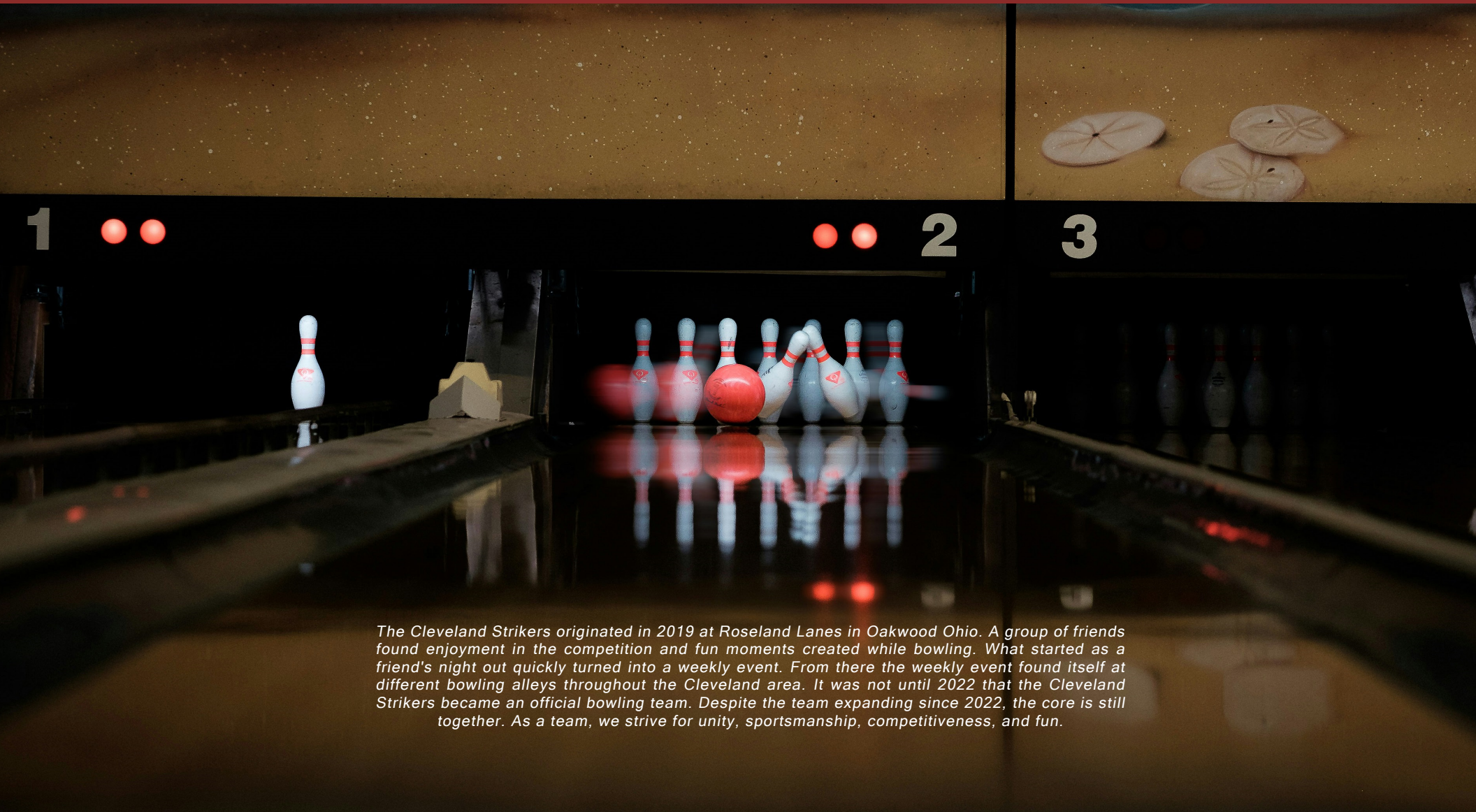


Cleveland Strikers

Brand Guidelines



Brand Story



The Cleveland Strikers originated in 2019 at Roseland Lanes in Oakwood Ohio. A group of friends found enjoyment in the competition and fun moments created while bowling. What started as a friend's night out quickly turned into a weekly event. From there the weekly event found itself at different bowling alleys throughout the Cleveland area. It was not until 2022 that the Cleveland Strikers became an official bowling team. Despite the team expanding since 2022, the core is still together. As a team, we strive for unity, sportsmanship, competitiveness, and fun.

Primary Logo



Color logo

This logo is to be used when at all possible and never altered based on the guidelines within this guide.



Black and White

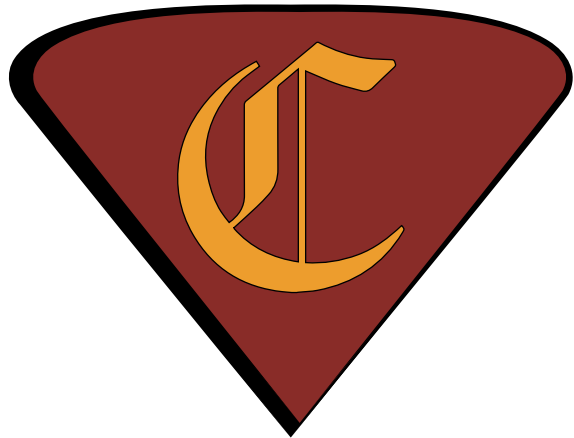
This logo is to be used when color is not an option.

Reversed Logo

This logo is to be used when color is not an option and the logo must appear on dark colors.

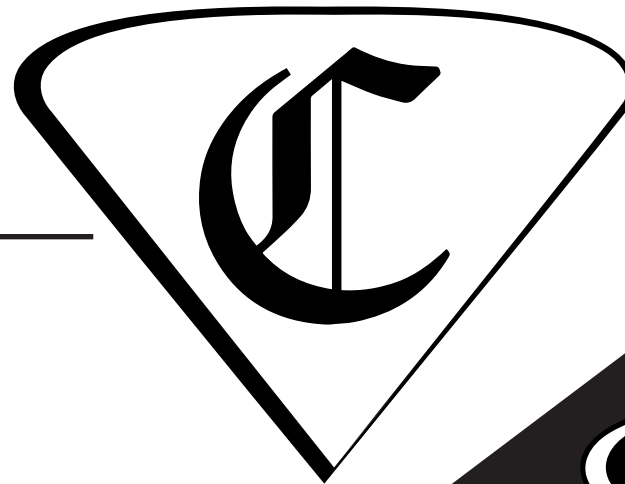


Secondary Logo



Color logo

This logo is to be used when at all possible and never altered based on the guidelines within this guide.



Black and White

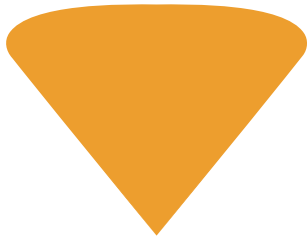
This logo is to be used when color is not an option.

Reversed Logo

This logo is to be used when color is not an option and the logo must appear on dark colors.



Brand Colors

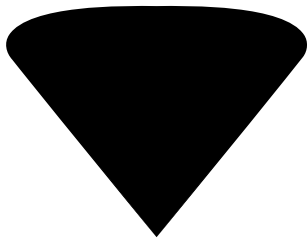


YELLOW

CMYK: 0, 34, 81, 7

RGB: 137, 44, 40

HEX: #ed9d2d

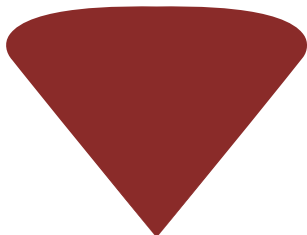


BLACK

CMYK: 0, 0, 0, 100

RGB: 0, 0, 0

HEX:#000000



RED

CMYK: 0, 68, 71, 46

RGB: 137, 44, 40

HEX: #892c28

The Striker Colors

The colors listed above are authorized for the use of Cleveland Strikers for logos and material. Our core palette consists of three colors – yellow, black, and red. These colors are integral to our brand recognition and building our brand equity. The yellow represents sportsmanship and the happiness of playing with friends, black represents the challenge of being the best, and red represents honor and competitiveness of the team. Black represents the challenge of being the best

Type Study

Amador

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

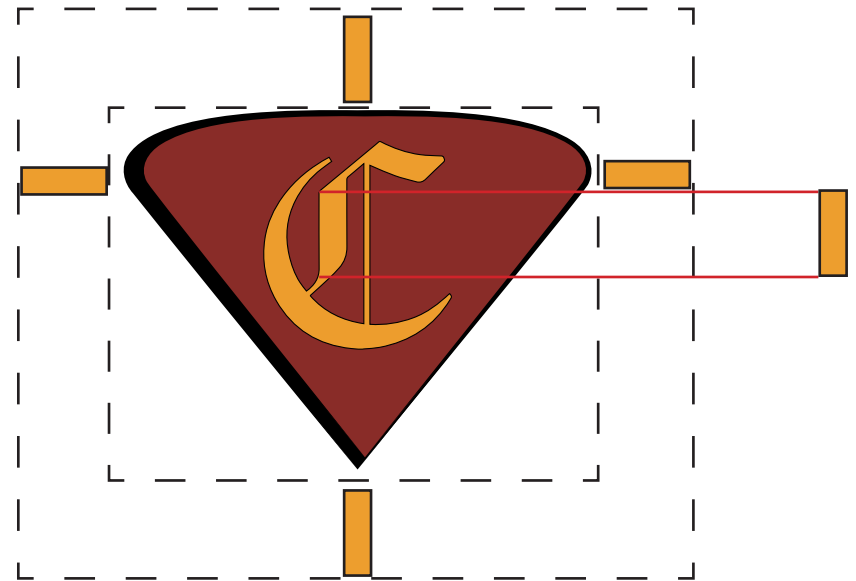
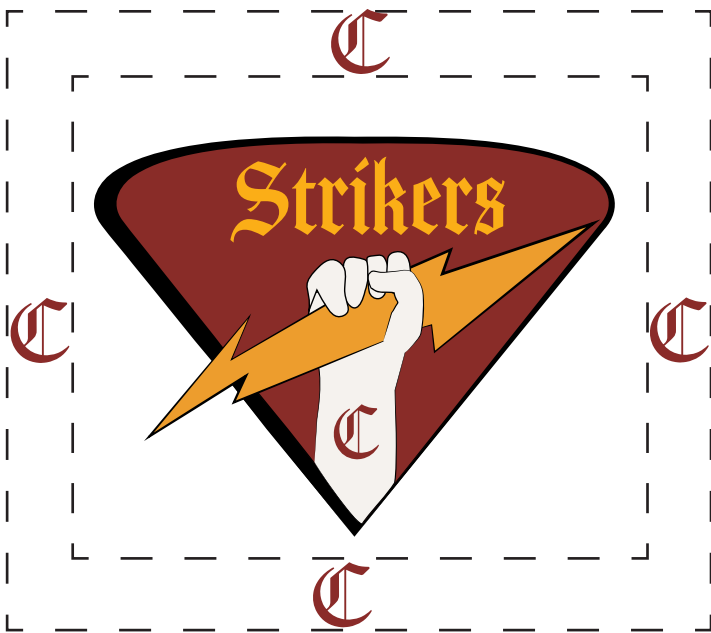
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * () - + < > { } ? , .



The C

The C in the primary and secondary logo was designed in a gothic style with thick rounded lines. It was a simple yet bright emblem, reflecting the character of the club and its expertise.

Logo Usage Guidelines



The "C" design located on the fist of the primary logo must be used as clearspace around each side of the primary and secondary logo. Nothing can be within this clearspace.

Logo Misuse



no scaling



no removing parts of the logo



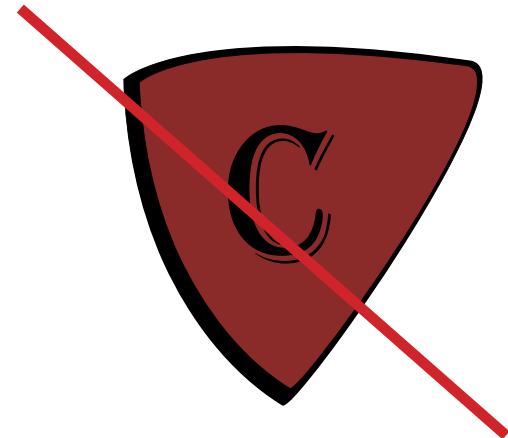
no modifying the colors on the logo



no flipping the logo



no cropping the logo



no modifying the logo

Uniform

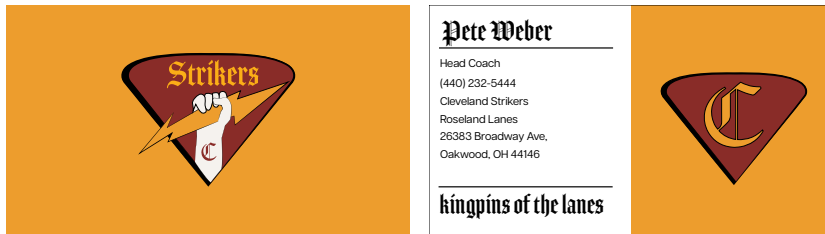


STYLE

The Strikers newest bowling jersey features a dryfit material requested by the players. This new jersey features our secondary color as a primary for this look.

Applications

business card

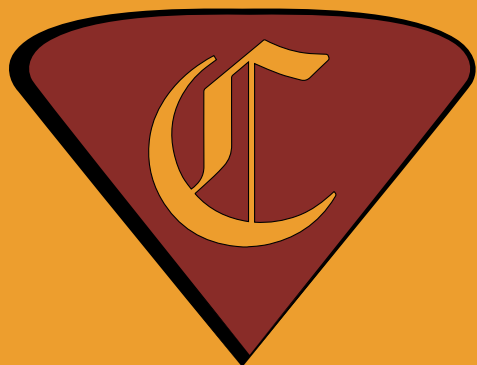


letterhead



envelope





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Oakwood, OH 44146
(440) 232-5444 or
www.clevelandstrikersbowling.com*