



Sports ETA

SPORTS EVENTS & TOURISM ASSOCIATION

Brand Usage Guide





The Sports ETA Logo and its Symbolism

The pennant a powerful symbol of the pageantry and excitement of sporting events. From the stadium to the arena, to the pool, to the court, on the green and on the track, the pennant is universal. The pennant is used to express our varied membership. Our colors pay homage to original sports commissions and our new diverse member groups united to advance sports events and tourism.

How to Use the Sports ETA Brand Guide

This guide is designed to help you use the Sports ETA brand with clarity and consistency. A variety of logos are available in different formats, suited for specific applications and reproduction needs. Sports ETA members can download logos from the Sports ETA website in the Membership Marketing Toolkit.

We ask that you please help us to maintain the integrity of the Sports ETA brand by using these logos appropriately, as indicated further in this guide.



CORRECT LOGO VERSIONS

Use the logo below on left for use against white or a light colored background.
Use the logo below on right for use against appropriate dark colors.



The logo below on left is best for tighter areas where less space is available.
The logo below on right is best for 1 color or b/w printed items.



SPACING

Always be sure the leave enough space around the logo away from any text, images or graphics in order to allow it to 'breathe' and retain a dignified and professional look.



Proportionately speaking, it's a good idea to leave one 1/2 to 1/3 the size of the height and width of the logo of blank space on all sides.



INCORRECT LOGO USAGE

DO NOT stretch, condense or alter the logo's coloring in any way.

DO NOT place the logo against any 'busy' graphical or image background.

When typing the name, please be sure to leave a space between **Sports and **ETA**.**

NO!



NO!



NO!



NO!





LOGO FORMATS & USAGE

Use the correct file format for best use according to your platform.

DIGITAL

.JPG
.PNG

NOTE:

.png files are transparent and allow for any background color or texture to 'show through.'

.jpg files will always have a 'white box' around them and are really only best used against a white background.

Since these files are raster (pixel-based art), there is a limit to how much they can be enlarged before losing their resolution.

PRINT

.EPS

NOTE:

you will NOT be able to 'open' the .eps file on your computer unless you have the Adobe design software. You will only be able to 'place' or 'insert' the logo into various applications. Since .eps files are vector (line-based art), they can be enlarged indefinitely without losing their resolution.



APPROVALS

Prior to publishing any materials across print or digital platforms, we ask that you please email any PDF, JPG / PNG screenshot files showing the logo usage for our approval. Please contact us with any questions or further instructions.

Meagan Grau

Meagan@SportsETA.org

(513) 281-3888

