

***INTERCOUNTY
BASEBALL
LEAGUE
BRANDING
GUIDE***





Primary Colours

The primary colour palette is comprised of the national colours of Canada – red and white. Black also plays a key role as a bold, neutral background.

RED	NAVY	WHITE
HEX: #DB404B RGB: 219, 64, 75	HEX: #042342 RGB: 4, 35, 66	HEX: #FFFFFF RGB: 255, 255, 255

Emblem

The emblem was inspired by the sport of baseball, to showcase the power and skill. The maple leaf within the emblem added to honour our history as Canada's oldest baseball league.



Emblem Versions

There are three versions of the emblem, as specified here. Alterations or effects of any kind are not permitted.

Preferred Emblem



For white backgrounds only.

Contained Emblem



For all background colours and photography.

White Emblem (Special Case Only)



This special case emblem may only be used if a one colour emblem is required on a black background.

NOT PERMITTED



Do not create a reverse (white) version of the emblem.

Wordmark

The IBL wordmark may be used in support of the emblem.



Wordmark

Versions and Backgrounds

There are six versions of IBL wordmark. Alterations or effects of any kind are not permitted.



Full Mark

Full logo mark with league name and emblem.



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Full Mark

Versions and Backgrounds

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