

Sprint Mart

STACKED WORDMARK

***Sprint
Mart***

PRIMARY WORDMARK

Sprint Mart

RUNNING MAN ICON

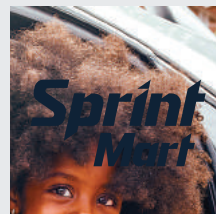


WORDMARK + TAGLINE LOCKUP

Sprint Mart
RUN WITH THE BEST

APPROVED LOCKUPS

INCORRECT



COLORS

- Use only Sprint Mart brand colors, black, or white.
- Do not use gradients.

LOGO ROTATION

- Do not rotate the Sprint Mart wordmark beyond 20°.
- Do not reflect or rotate the Running Man icon.

MODIFICATION

- Stretching or modifying individual elements of the logo is not allowed.
- The Sprint Mart logo should be placed as is—not altered in any way.

LEGIBILITY

- All logos and elements must be presented in a legible fashion.
- Do not remove, add or combine elements from approved lockups to make your own.

PRIMARY COLORS

SPRINT YELLOW
CMYK 2 9 91 0
RGB 254 221 47
#FEDD2F
PMS 107 C

SPRINT BLUE
CMYK 97 75 29 13
RGB 25 74 119
#164B78
PMS 7693 C

SPRINT NAVY
CMYK 92 77 51 59
RGB 16 35 54
#102336
PMS 289 C

SPRINT LIME
CMYK 50 0 98 0
RGB 140 197 65
#8CC541
PMS 375 C

SPRINT GREEN
CMYK 82 7 79 0
RGB 0 166 105
#00A669
PMS 3405 C

SPRINT BLUE GREEN
CMYK 87 33 56 13
RGB 11 121 114
#0B7972
PMS 7718 C

SPRINT BLUE 2
CMYK 98 79 41 33
RGB 20 54 87
#133757
PMS 534 C

COLORS

KLAVIKA

Klavika is a san-serif typeface developed by Eric Olson in 2004. Containing both humanist and geometric characteristics, Klavika draws connections to both gasoline provider and quality customer service.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890_*&?!\$:

GOTHAM

Gotham is a geometric typeface developed by Hoefler & Co. meant to resurrect "no-nonsense fonts" found on buildings where information took priority. Gotham is geometric at heart but humanist where it needs to; thus, making it a perfect compliment to Klavika.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890_*&?!\$:

Klavika bold italic

Klavika bold

We recommend using the bolder, italicized fonts of each typeface since they represent strong forms with motion.

HEADLINES

GOTHAM BLACK ITALIC 140PT TRACKING

GOTHAM BLACK 140PT TRACKING

SUBHEADLINE

GOTHAM BOLD 140PT TRACKING
GOTHAM BLACK 140PT TRACKING
GOTHAM ULTRA 140PT TRACKING

Gotham Medium 10pt, 40pt tracking, 15 pt leading These are the recommended typographic settings; however, as long as Klavika and Gotham are being used, you should be within brand standards.

THE BEST JUST GOT BETTER

We're updating our stores with a fresh, new look to keep up with your sprint.

Come see us today.

RUN WITH THE BEST

sprintmart.com



TYPOGRAPHY USAGE



BRAND ELEMENTS



BRAND ELEMENTS



BRAND ELEMENTS



BRAND ELEMENTS



BRAND ELEMENTS