



BRAND BOOK

This manual is designed to ensure brand integrity across all Kings materials. Please refer to this manual for visual style, tone and usage guidelines for the duration of the NBA season and throughout the playoffs.

VISION

Create and sustain a winning franchise that enhances the lives of those it touches, while making the world a better place.

VALUES

Excellence - Integrity - Openness - Hard Work - Fun

NBA 3.0

Technology - Globalization - Basketball As Agent Of Change In Local Community

VOICE

CONFIDENT - UNIQUE - CLEVER

The voice of the Kings brand is conversational, engaging and sharp-witted. Our visual style is bold, clean and self-assured. Our voice follows suit. Our revolutionary approach to basketball, both on the court and beyond, puts us firmly at the forefront of the next era of the NBA. And we know it. We don't brag but we are supremely confident. We keep our copy concise and our type clean. Ultimately it all comes down to this: Kings basketball is fun, bold and not to be messed with. Our voice should always convey the same.

Be conversational. Use contractions. Use the marketing voice. Be inclusive (ie. "we"). Do not use a serial comma unless absolutely necessary for clarity.

KINGS BRAND

MODERN - SLEEK - BOLD

COLOR

ICONIC - BOLD - PURPLE

Purple is more than just the color of royalty. Purple is the cornerstone of the Kings brand and the city of Sacramento. No other team in the league embraces purple like Sacramento does. It's much more than a color, it's our identity.

CMYK: 81C 100M 12Y 2K

RGB: 91r 43g 130b

HEX: 5b2c81

CMYK: 15c 0m 0y 65k

RGB: 99r 113g 122b

HEX: 5d676f

CMYK: 100

RGB: 0

HEX: 000000

CMYK: 0

RGB: 255r 255g 255b

HEX: ffffff

CMYK: 68c 34m 0y k0

RGB: 80r 145g 105b

HEX: 5090cd

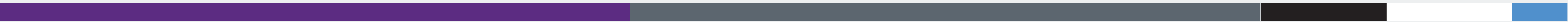
PMS 268

PMS 431

BLACK

WHITE

PMS 279



Color usage graph

Royal Purple
PMS 268

Purple is the primary color of the Sacramento Kings. No other shades of purple are permitted.

Granite
PMS 431

Secondary color that can be used as backgrounds, text and other design related elements. A metallic color is not permitted.

Pure Black
PMS Black

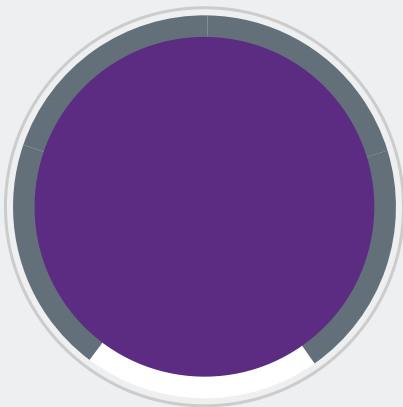
Black remains a popular color in our brand. It can be used with any color except our heritage colors. To insure distinction between the new brand and the '94 brand, purple should only be used as an accent color when black is the dominate color.

White

Secondary color

Heritage Blue
PMS 279

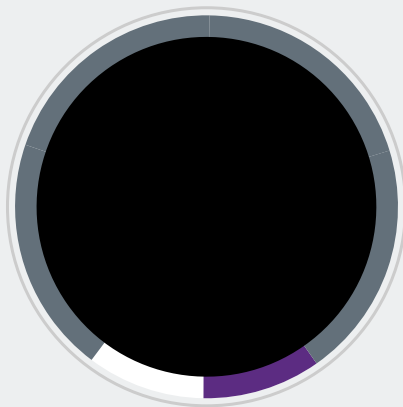
Baby blue is our historical color and can be used in marketing initiatives that focus on reflecting back to our early days in Sacramento. This color can also be used in conjunction with the brand colors as long as it is being used as an accent color. Web links, buttons, bar graphs and subtle design elements. Please do not pair with black



Color pairing when purple is the dominate color



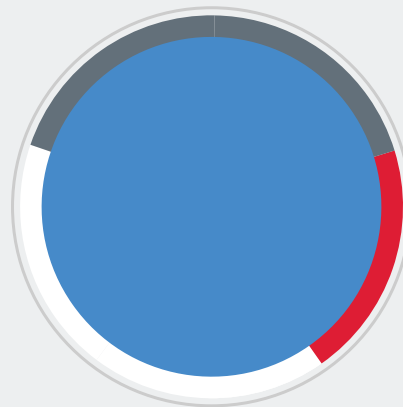
Color pairing when gray is the dominate color



Color pairing when black is the dominate color



Color pairing when white is the dominate color



Color pairing when baby blue is the dominate color

LOGO

MODERN - SLEEK - BOLD

This is the primary logo for the Sacramento Kings and should be used in most cases.

The new logo draws from our ambitious beginnings in Sacramento, a time when our community first came together. We again find ourselves at the center of a profound transformation - a new arena for our city and a new identity for the world. The refined crown and ball, and “Sacramento” front and center is a modern take on the civic and franchise pride that has grown for a generation.

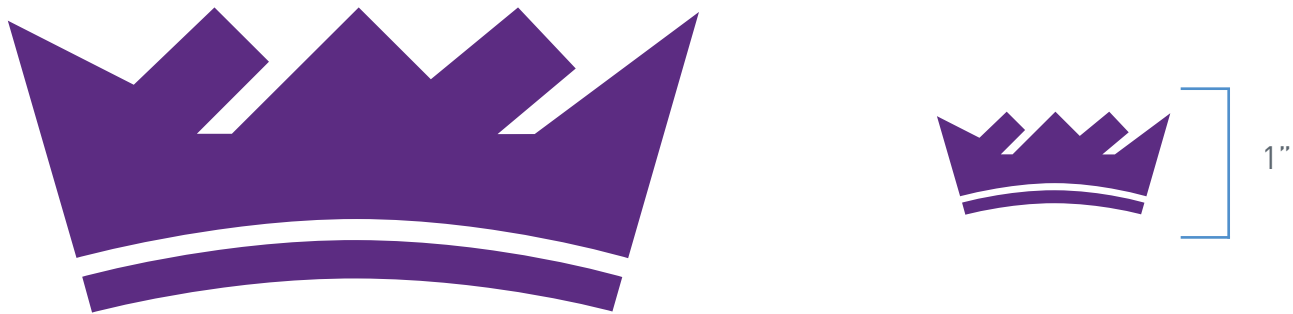


Both of these exicutions are correct but when using the primary one color logo on a dark background we perfer that mark to be the full white rather than the outlined version.

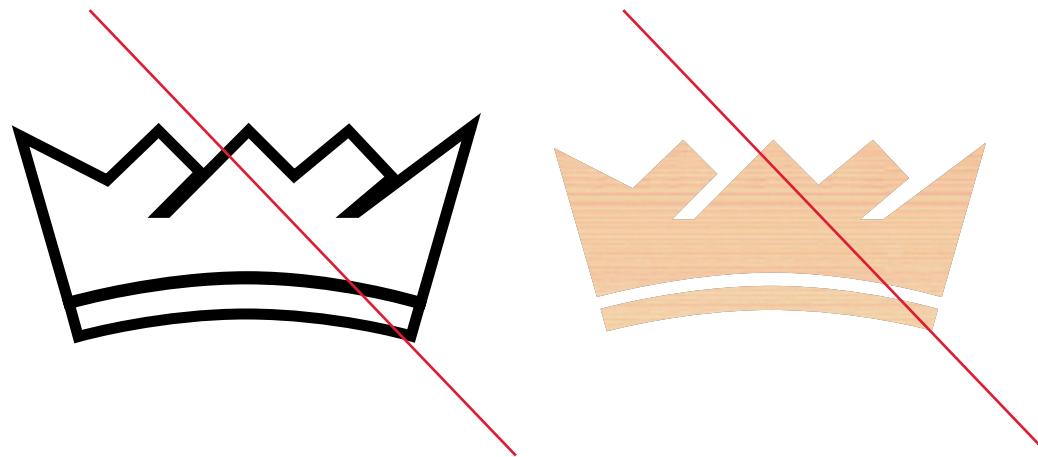


Preferred version

The Legacy Crown is a reminder that we are all Kings. Derived from the primary logo, the crown is angled slightly to provide dimension and strength.



Do not outline the crown or place a texture inside it.



The wordmark is a simplified version of the typographic treatment from the full lockup logo.

SACRAMENTO
KINGS

SACRAMENTO
KINGS

1"



Additional uses of the wordmark include adding the crown or just using the word Kings.

KINGS

KINGS

Do not fill letters with texture or unapproved colors.

When using the primary or secondary logo on a color background or over a photo, the logo must be contained. Meaning the whiteout around the logo must be present.

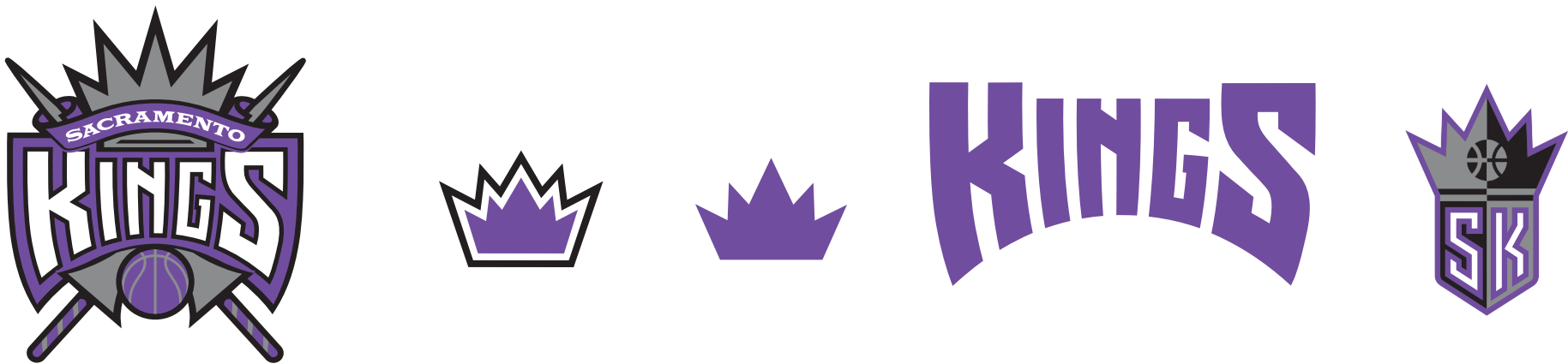


To ensure integrity and visibility, the area immediately surrounding the primary logo and wordmark should be kept clear of competing text, images and graphics. The logo should be surrounded on all sides by clear space at least equal in size to the logo itself.





1. Do not place on an unapproved background.
2. Do not add a dropshadow .
3. Do not chage the color of the logo.
4. Do not use light shades of the colors.
5. Do not skew or chage proportions.
6. Do not remove portions of the logo.



The logos listed above have been replaced.
Any current usage of these logos must be
discontinued immediately.

TYPE

INNOVATED - SLEEK - BOLD

As with everything Kings related, the typography outlined here is designed to clearly and boldly represent the Kings unique brand and personality. Industry is a bold sans-serif typeface ideal for titles, headlines and anywhere else a true and immediate impact is needed. It matches closely to the custom type in our primary logo. Din supports Industry with timeless and lean geometric lines that are ideal for legible body copy.

Industry is the official typeface of the Sacramento Kings and should be used for headline copy. Although there are varying font weights, the preference is to use demi or medium.

This font is not intended for use in larges blocks of text.

Aa

Industry: Thin / Light / Book

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#\$@
abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#\$@
abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#\$@
abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#\$@
abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#\$@
abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#\$@

Aa

Industry: Thin / Light / Book

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#\$@
abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#\$@
abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#\$@
abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#\$@

Aa

Industry: Bold / Black

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#\$@
abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#\$@
abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#\$@
abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#\$@

Din is the official body copy typeface of the Sacramento Kings and should be used for all large blocks of text.

Aa

DIN Light

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#\$@
abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#\$@

Aa

DIN Regular

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#\$@

Aa

DIN Bold

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#\$@
abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#\$@

Sacramento Kings

KINGS RIFT

SACRAMENTO KINGS

SACRAMENTO

Sacramento Kings

VINCENT

SACRAMENTO KINGS

KINGS INDUSTRY

SACRAMENTO KINGS

VINCENT

SACRAMENTO KINGS

Q TYPE SQUARED

SACRAMENTO KINGS

MUSEO SLAB

NO APPROVED SCRIPT FONTS

Additional fonts that can be used
in merchandise design only.

