



BRAND GUIDELINES



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Our Vision

We sit at the intersection of sports and entertainment. We keep our fans at the core of what we do and address their needs through collaboration and teamwork. We are an agile organization with a passion to win, maintain relevance, earn loyalty and serve the greater DFW community.

Our Brand Personality

Kinetic, Progressive, Vibrant, Proud, Entertaining

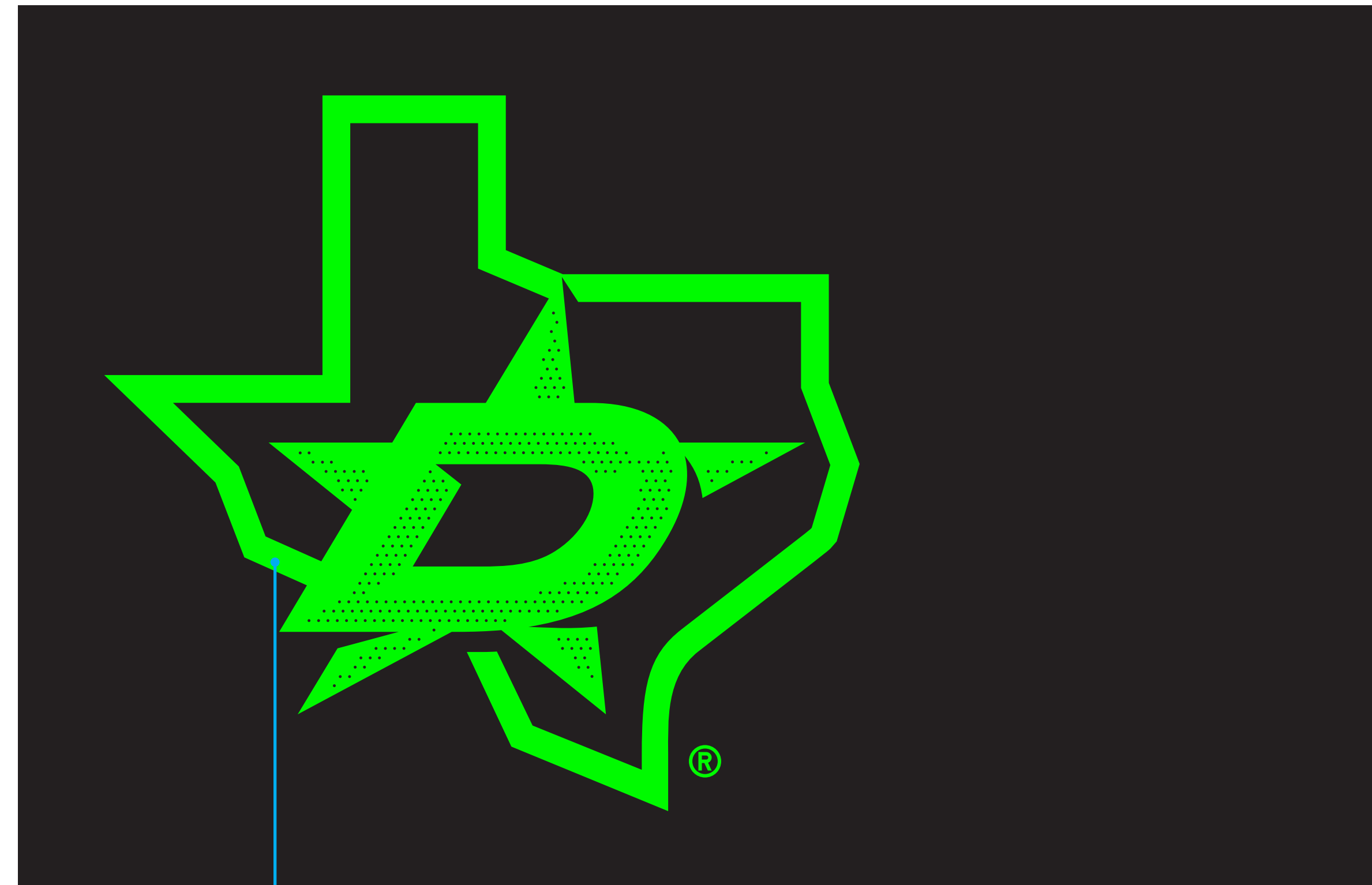


Victory Green

Pantone:	348
HEX:	#00843D
RGB:	0, 132, 61
CMYK:	C: 88 M: 24 Y: 100 K: 10

Silver

Pantone:	877
HEX:	#A7A9AC
RGB:	167, 169, 172
CMYK:	C: 36 M: 28 Y: 27 K: 0



Skyline Green

Pantone:	802
HEX:	#00FA00
RGB:	0, 255, 0
CMYK:	C: 64 M: 0 Y: 100 K: 0



The star logo is the primary mark and crest of the home and road sweaters of the Dallas Stars. The mark has two variations depending on background color. The preferred mark has the Victory Green outline.

Use good judgement to ensure enough clearspace around the logo to isolate it from competing graphic elements.



When using a Victory Green background, the mark with the silver outline should be used.

***NEVER use the mark with the Victory Green outline on a green background.**





The state logo is the secondary mark of the Dallas Stars and is designed to compliment the primary mark. This mark can be used alongside or in place of the primary mark. Ideal use of the secondary mark is when used in context with local market events, POS and advertising.

Use good judgement to ensure enough clearspace around the logo to isolate it from competing graphic elements.



The secondary mark has a black outline and is permissible to use on a black background.



The wordmark is the logotype of the Dallas Stars and is designed to compliment the primary and secondary marks. The Victory Green and black mark should be used on white and very light backgrounds.

Use good judgement to ensure enough clearspace around the logo to isolate it from competing graphic elements.



The wordmark has a secondary color scheme of white and silver. This wordmark should be used with colored backgrounds.



The coin logo is the tertiary mark of the Dallas Stars and is designed to compliment the primary and secondary marks. The tertiary mark is the shoulder patch of the home and road sweaters.

Use good judgement to ensure enough clearspace around the logo to isolate it from competing graphic elements.



The tertiary mark has a black outline and is permissible to use on a black background.



The 3rd Jersey Mark is the crest of the 3rd jersey (Blackout) for the Dallas Stars. This mark may be used in place of the secondary mark where applicable when promoting the 3rd jersey (Blackout).

***The 3rd Jersey Mark should ONLY be used on a black background.**

Use good judgement to ensure enough clearspace around the logo to isolate it from competing graphic elements.



DALLAS
STARS™



DALLAS
STARS™

0 1 2 3 4 5 6 7 8 9

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

0 1 2 3 4 5 6 7 8 9

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

0 1 2 3 4 5 6 7 8 9

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

Victory is the official font used on the Dallas Stars jerseys.



The Official *Business*
of the Dallas Stars



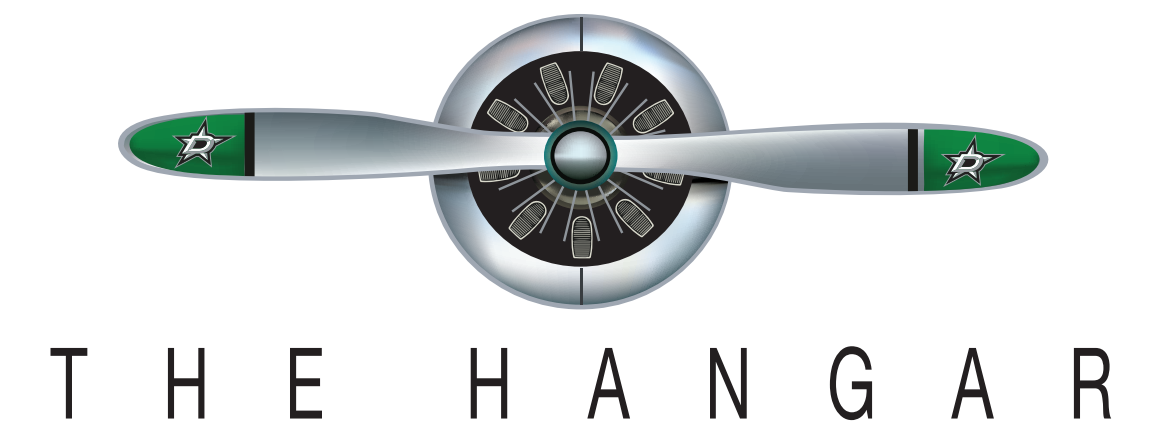
When using a business partner lockup, the partner mark and the Dallas Stars mark should be equal in visual proportion and separated by a vertical line. Depending on application, all Dallas Stars marks may be used in conjunction with a partner, but the primary mark is preferred.

When a partner has the "Official" business designation, the Primary Mark and the copy "The Official Business of the Dallas Stars" can be separated by a vertical line.

Proud Partner of the
Dallas Stars



When a partner has the "Proud Partner" designation, the copy "Proud Partner of the Dallas Stars" can be located to the left or right of the Primary Mark.



All brand extensions are stand-alone logos and can be used without being accompanied by the Dallas Stars primary logo.

