

2024 NA South Regionals Marketing Guidelines

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The Texas Rollergirls are excited to host the 2024 North America South Regionals in Austin, TX.

Here you will discover the essence of our tournament and the tools to maintain a consistent presence.



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Deep In The Heart Of Derby

1.0

North America South Regionals



Deep in the Heart of Derby

The Texas Rollergirls chose the name, “Deep in the Heart of Derby” to best represent the North America South Regionals WFTDA tournament, hosted by the Texas Rollergirls.





2.0

Logo



Deep in the Heart of Derby Logo

This logo lock-up includes the regionals name, “Deep in the Heart of Derby,” as well as the year, region and location of the tournament.



Dark Colors

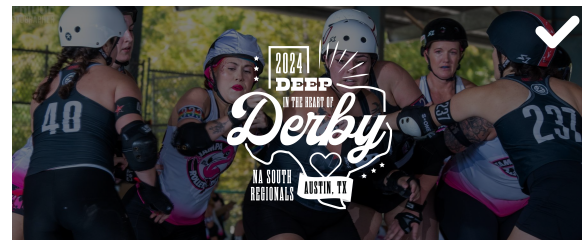
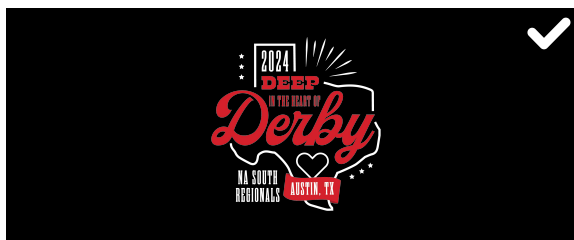
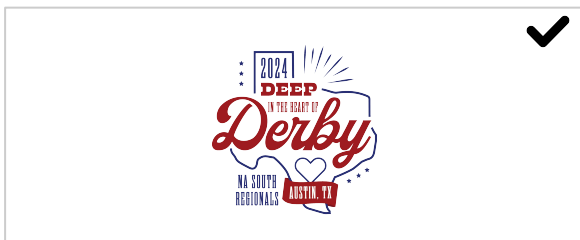
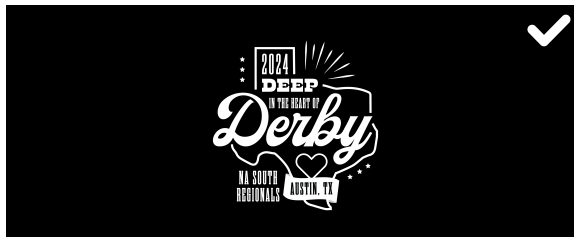


Light Colors against
dark background



Correct Logo Application

Refer to the precise and consistent application of the logo's integrity in terms of size, placement and color, reinforcing league brand recognition. These guidelines applies to all logos featured in this guide.

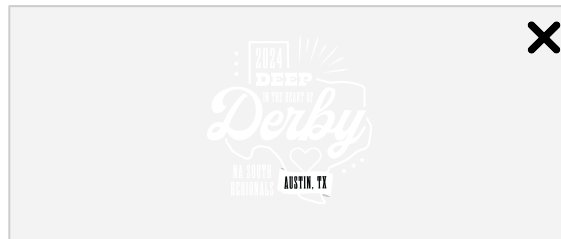
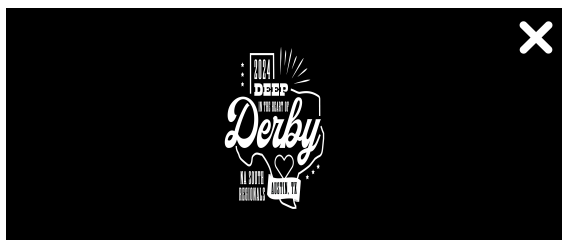
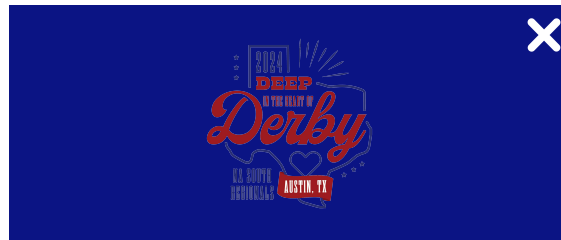
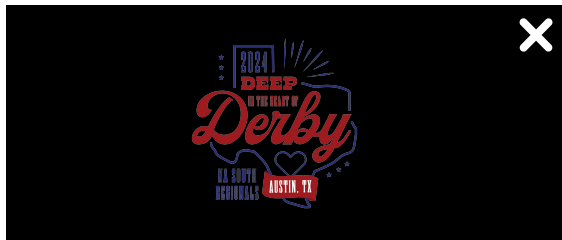




Incorrect Logo Application

Refer to situations where the logo is used improperly or inconsistently. These guidelines applies to all logos featured in this guide.

Avoid common mistakes, ensuring that the logo is always the correct size, position and color to maintain the brand identity.





3.0

Tournament Colors



Tournament Colors

The primary colors are Texas Rust, Midnight, Black, White and Light Grey. The secondary colors are Cherry and Blue Jean. The secondary colors are used against dark backgrounds.



Texas Rust

C:24 M:100 Y:100 K:22
R:157 G:28 B:32
Hex: #9d1c20



Midnight

C:100 M:97 Y:21 K:20
R:43 G:48 B:117
Hex: #2b3075



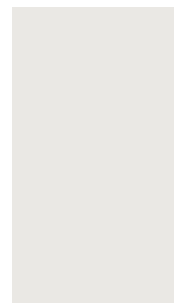
Black

C:0 M:0 Y:0 K:100
R:0 G:0 B:0
Hex: #000000



White

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
Hex: #ffffff



Light Grey

C:7 M:6 Y:8 K:0
R:234 G:232 B:228
Hex: #eae8e4



Cherry

C:14 M:94 Y:79 K:3
R:204 G:51 B:61
Hex: #cc333d



Blue Jean

C:89 M:77 Y:0 K:0
R:55 G:83 B:164
Hex: #3753a4



Typography

4.0



Logo Typefaces

[Beastly 12 Point](#) (Adobe Font)

[Milestone Free Version Script](#)

[Rama Slab C Bold](#) (Adobe Font)





Visual Identity

Texture

5.0

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Paper Texture

The paper texture can be used in the background of assets at a 50% to 60% opacity setting, against a light gray background.

