



By

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## Overview

All Star Sporting Goods is a well renowned company who strives on the respect from the customers success in the brand. Since 1925, All Star Sporting Goods has a recognizable name. Presently, a new owned joined the party and would like to change it up a bit to contemporize logo to reflect the retail store's undertaking.

The vision is to coincide the contemporary feel and add fun the environment, drawing in younger adults (ages 25–45) of all genders, such as games like testing our the All Star Sporting Goods' gear and a simulated adventure.



**Logo Design**



Logo Color



Logo Black and White



## Type Specifications



95.47C 73.24M 20.64Y 5.34K  
29R 82G 137B



1.17C 11.61M 86.07Y 0K  
255R 218G 61B



## Logo Usage

Logo should have at least 1/2" around in space



Do not outline in black



Logo should never change color or size



Logo should always be at correct scale



Logo should always be on a white background

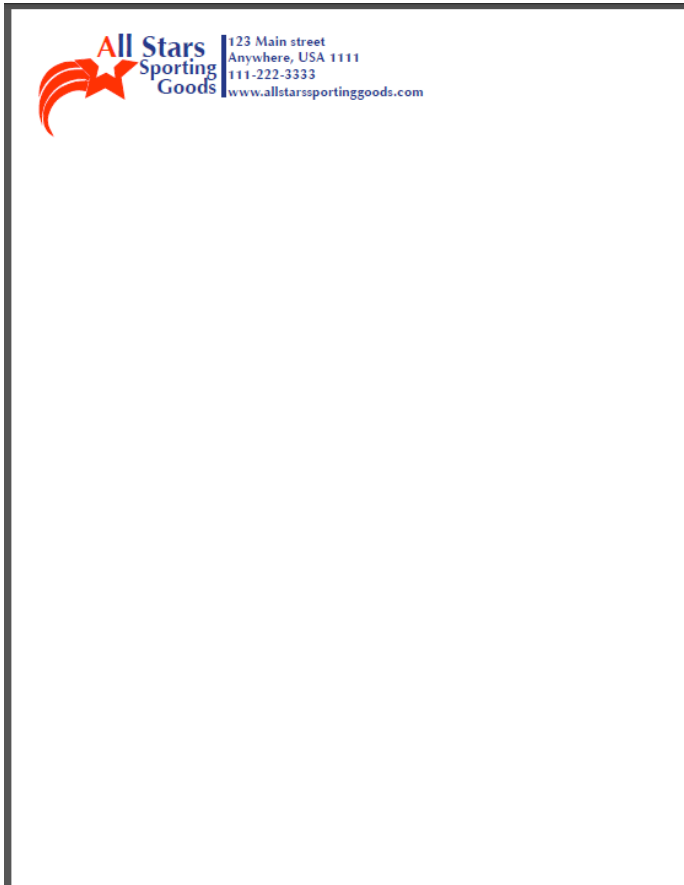


Do not temper with logo text





**Stationery - Letterhead**





## Stationery – Business Card







## Stationery – Envelope





## **Rationale**

All Star Sporting Goods thought that a contemporary new design would draw in more young adults who are hip and trend. Their new logo will meet these needs.

The A in the “All”, in the logo, is attached with a yellow star. The yellow star draws more attention in the logo creating the shooting effect that it has with the star bursts. This is the eye catcher.

A clean font was chosen to simplify the logo design. The logo was made to have a clear understanding of brand. The customers who use All Star Sporting Goods will feel like a “star”!