



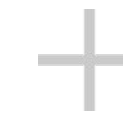
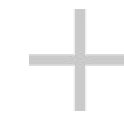
SPORTS AUTHORITY OF INDIA LOGO GUIDELINES



ABOUT SPORTS AUTHORITY OF INDIA

The Sports Authority of India (SAI), a successor organization of the IXth Asian Games held in New Delhi in 1982, was set up with the objective of promotion of Sports and Games in India. It aims at providing best-in-class training facilities and scientific personnel for performance monitoring to scout talent at a macro level, nurturing towards excellence, and helping them with International exposure.

PROCESS OF LOGO MAKING



SAI

Leadership Jump

SAI has always been associated with assuming the leadership role in promoting talent across India. It is considered to be a launchpad where athletes have the freedom to express themselves and achieve greatness

The Indian Tricolour

An organization set up to promote Sports and Games in India, SAI has been known to have produced some of the nation's greatest athletes. Hence, the Indian tricolor and blue color from the chakra is an integral part of the logo

The word 'SAI'

'SAI' is the acronym of Sports Authority of India, it brings an identity of its own among the athletes across the nation for its best-in-class infrastructure and professional support. Thus, it's absolutely vital that it becomes the centerpiece of the logo and hence, in all marketing assets and imagery.



LOGO CONSTRUCTION



LOGO CLEAR SPACES / SAFE ZONE

When using the logo, always allow a protective space around it. The space should be one element of athlete with the flag placed in a square, as shown below



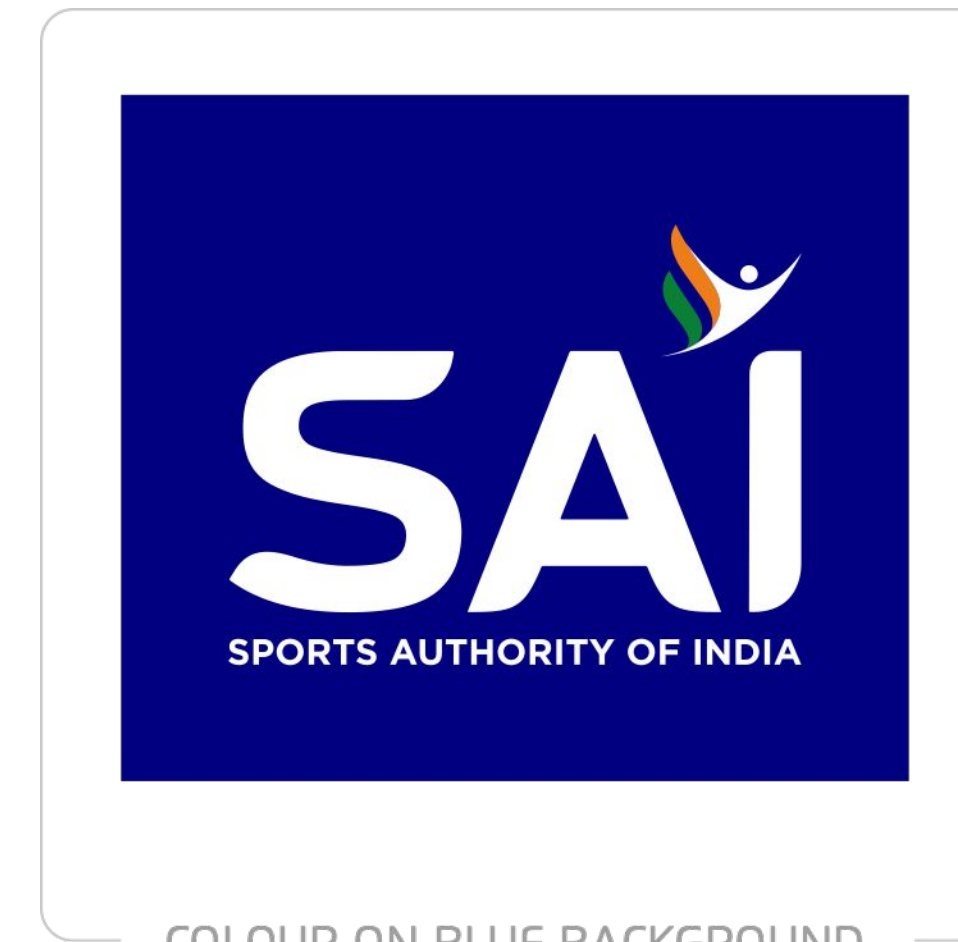
One element of the athlete
with the flag = 'X'

The protective space will ensure that the SAI logo is always reproduced in a clear and consistent way, and protects the logo from surrounding distracting graphics or typography.



COLOUR VARIATIONS

The logo may be reproduced in three colour options - full colour, black, and white. We have developed the two latter options for negative and positive use of the logo.



LOGO MISUSE

When reproducing the logo, we must always take care and protect its original form. To ensure the strength of the logo, consistency is of utmost importance. Please do not redraw or alter the icon, the logotype, proportions, size, colour or relationship of the elements.



Don't compress it



Don't skew it



Don't change the type



Don't crop it



Don't remove parts



Don't scale parts



Don't use in outlines



Don't use shadow



Don't use grayscale



Don't use gradients



Don't change the part colours



Don't frame it



Don't rotate it



Don't perspective it



Don't place textures over



Don't stretch it

MINIMUM SIZES USAGE

We recommend the use of the sizes shown here as minimum sizes for our logo. Please try to not decrease the sizes. Take care, as the minimum size can vary depending on the devices and technologies you use.



MINIMUM SIZE FOR SCREEN OR WEB APP



MINIMUM SIZE FOR PRINT



MINIMUM SIZE FOR WEB BANNERS

LOGO COLOUR PALLETE

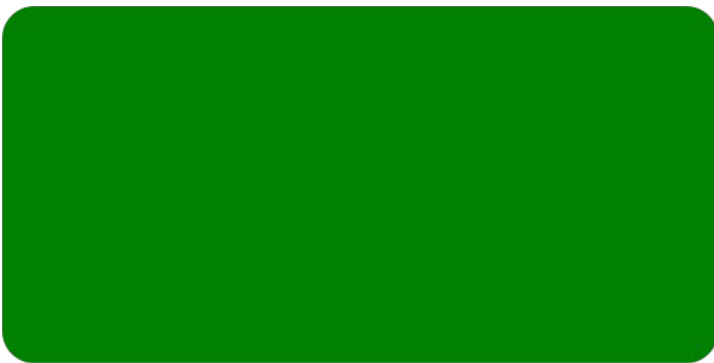
The colour breakdowns and shade variations below have been prepared as a guide to producing the specified colours in different mediums.

Indian Saffron



#FF9933
C0 M50 Y90 K0
R255 G153 B51

Indian Green



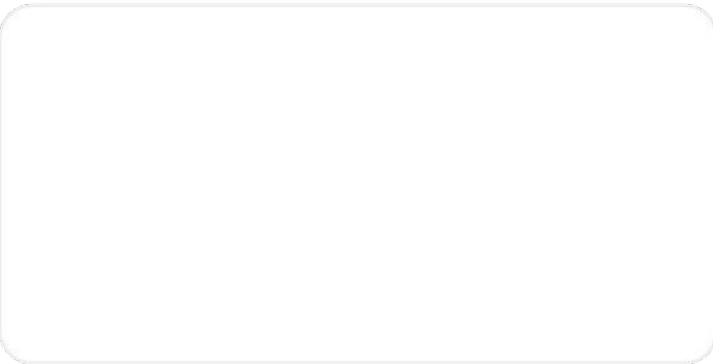
#138808
C100 M0 Y70 K30
R19 G136 B8

Indian Navy Blue



#000080
C100 M98 Y26 K48
R0 G0 B128

Indian White



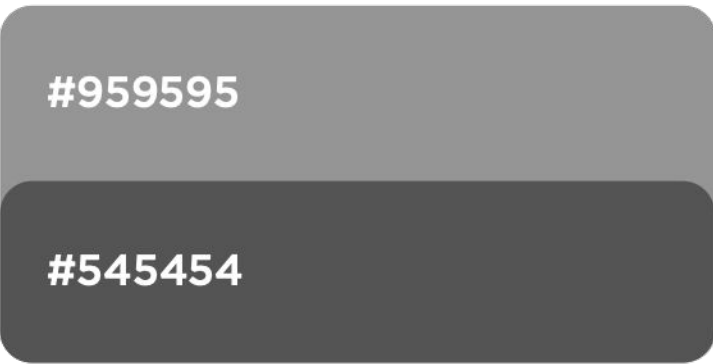
#FFFFFF
C0 M0 Y0 K0
R255 G255 B255

Black



#000000
C100 M100 Y100 K100
R0 G0 B0

Gray shades



#959595
#545454
C42 M33 Y33 K12
R149 G149 B149
C60 M50 Y50 K43
R84 G84 B84

USE OF THE TYPEFACE FLEXO FONT FAMILY

We have used the 'Flexo and Exo Bold' modified typeface for the logo creation. For tagline, we have used Gotham bold font. Flexo, Exo, and Gotham are sans-serif geometric typeface, they are versatile and can be used in a variety of ways.

Flexo font has been chosen due to its classical proportions that give the letter-forms sportiness and elegance.

Flexo is a geometric sans serif typeface, with humanistic warmth.

Flexo has a squarish design, making it stand out in many uses.

Flexo Regular - ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Flexo Regular - ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Flexo Regular - ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Flexo Regular - ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

USE ON BACKGROUNDS

Shown here are acceptable ways to reproduce the logo on different background colours and images.

To ensure maximum visibility, a high level of contrast should be retained between the logo and the background colour or image at all times.



LOGO USAGE

SUB-BRAND COMBINATIONS

Placement of sub brands

Sub-brands must be presented in conjunction with the SAI logo. The sub-brand logo must appear locked up with the SAI logo with a clear space of One element of athlete with the flag between the logos.

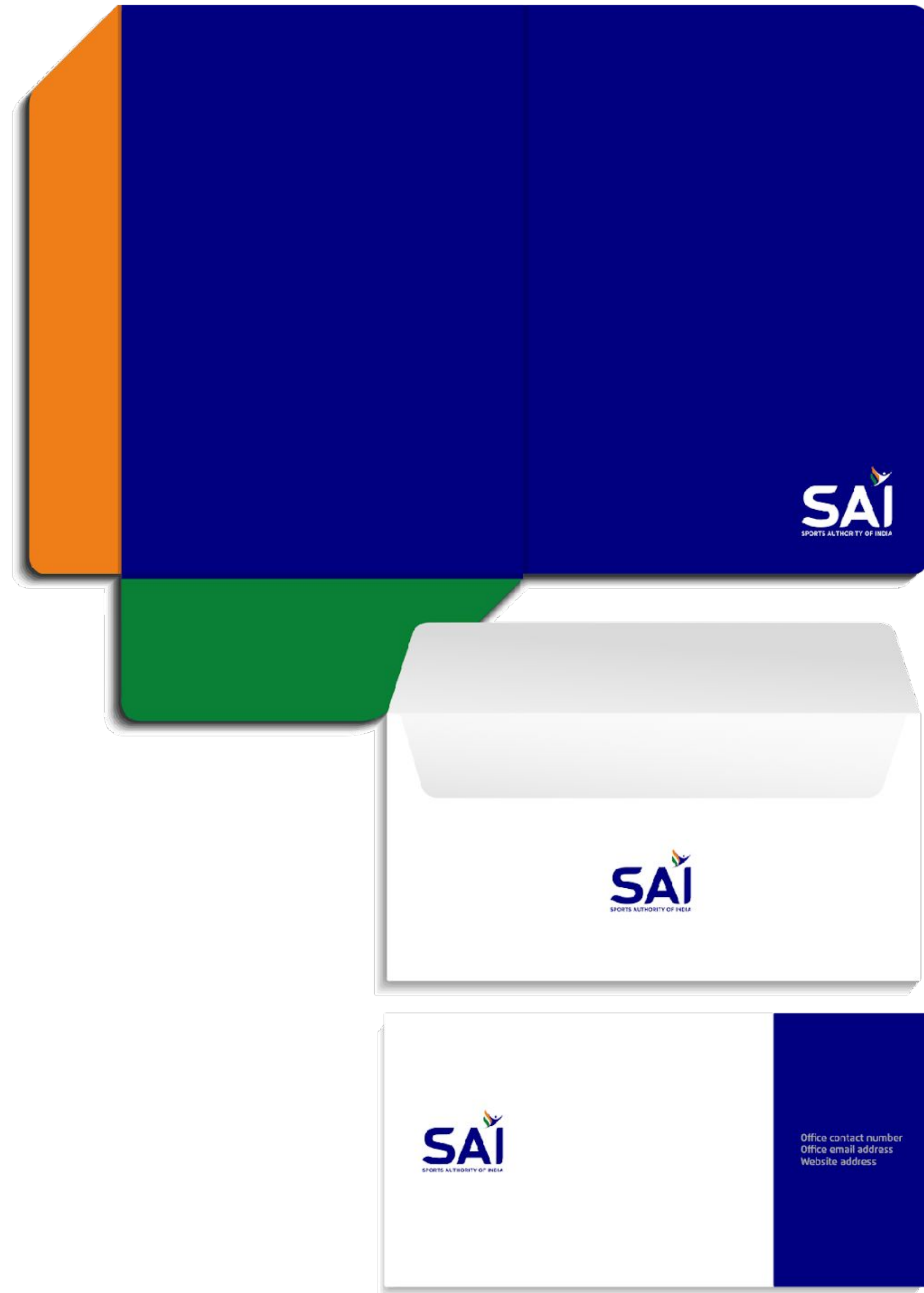
No element of the sub-brand logo may extend above or below the SAI logo top or bottom, unless otherwise specified.

The SAI logo must always be of greater prominence than other logos.





MOCK UPS
FOR REFERENCE







MOCK UPS
FOR REFERENCE

THANK YOU