

Brand Identity Guidelines

Expansion/Rebrand Guide/2028_2029



THE BRAND

The Supersonics are speed made visible. Born from the jet age and raised in the Emerald City, the identity fuses three icons, the supersonic jet, the Space Needle, and the basketball into one mark that moves even when it's standing still. Every application should feel fast, green, and unmistakably Seattle.

SPEED

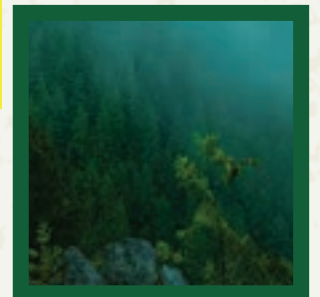
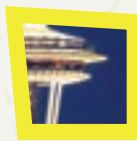
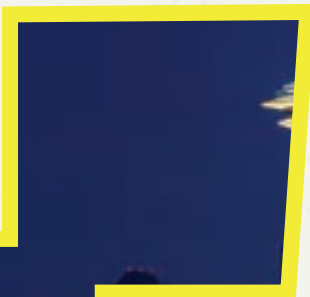
Italic forms, forward motion, contrails

FLIGHT

The jet and the Needle reach skyward

EMERALD CITY

Deep green heritage, grunge attitude, and electric volt energy

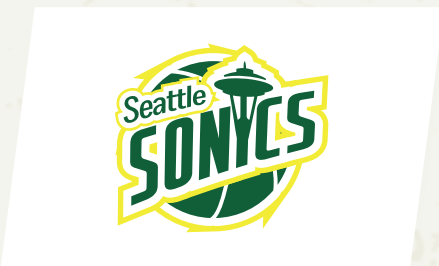


LOGO SYSTEM



PRIMARY MARK

The full-flight lockup jet, word-mark and ball is the lead mark for covers, center court, broadcast and hero merchandise. The yellow key-line carries it onto any background without modification.



STACKED-SQUARE FORMATS



**ROUNDED-AVATAR AND
PATCHES**



**WORDMARK-HEADERS AND
APPAREL**



**NEEDLEBALL-PARTIAL
ELEMENT**



**JET/CONCORD-SPEED
ACCENTS, TRIMS**



**ONE-COLOR-EMBROIDERY,
PRINT**

Every mark ships in full color plus one-color white, yellow and green. Use full color whenever production allows; fall back to one-color for embroidery, single-ink print and etching.

LOGO SYSTEM PT. 2

CLEAR SPACE



Keep clear space equal to the height of the wordmark's "S" (X) on all sides. Nothing enters the zone type, edges, other marks.

MINIMUM SIZE



Primary-160px / 40mm



Roundel-48px / 12mm

Below minimum size the keyline closes up. Switch to the roundel or one-color marks for small reproduction.



X Don't recolor the marks



X Don't stretch or squash

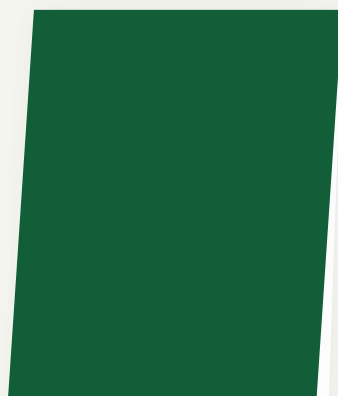


X Don't add effects or shadows



X Don't place on busy or clashing fields

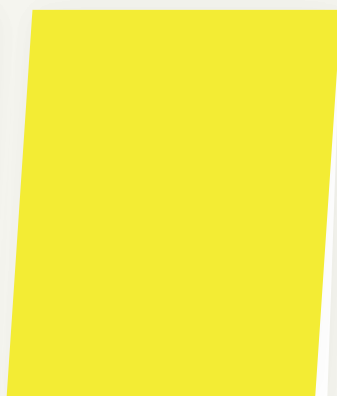
TEAM COLORS



EMERALD CITY GREEN

Primary

HEX-#075F38
RGB-7 95 56
CMYK-93 0 41 63
PMS-349 C



SONIC VOLT-YELLOW

Secondary

HEX-#FEFF32
RGB-254 255 50
CMYK-0 0 80
0PMS-809 C



JETSREAM WHITE

Tertiary

#FFFFFF
RGB-255 255 255
CMYK-0 0 0 0
PMS-Paper



LIFT-OFF LIME

Tertiary

HEX-#8CC63F
RGB-140 198 63
CMYK-29 0 68
22PMS-368 C

PROPORTION



Green 60%

Yellow 22%

White
12%

Lime
6%

Green leads every layout.

Yellow is the energy color,
key-lines, numbers, calls to action.
White breathes.

Lime is a spice, never a field color.

Never set yellow type on white or
lime on yellow.

TYPOGRAPHY

HYPERSPACE RACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Hyperspace Race is reserved for headlines, jersey lettering, numbers and big arena moments. Always uppercase, always italic, tight leading. Never use it for paragraphs.

FORT/FORT XCOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ

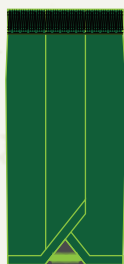
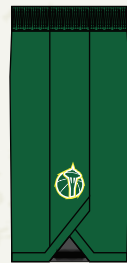
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Fort handles everything the display face shouldn't: tickets, body copy, stats, wayfinding. Its slightly condensed, engineered frame keeps the jet-age feel at reading sizes.

UNIFORMS



MOCKUPS

