POTSDAM JUNIOR HOCKEY ASSOCIATION
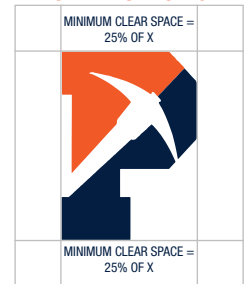
2023-24

LOGO ANATOMY

A HINT OF TRADITION

In an effort to pay homage to our Potsdam roots, the Sandstoner's pickaxe lives on in this new, modern logo.

POTSDAM PRIDE

Our community, our families, our kids - that's what it's all about. We are PJHA Potsdam Proud!

CLEAR SPACING

MINIMUM CLEAR SPACE = 25% OF X

HEIGHT=X

MINIMUM CLEAR SPACE = 25% OF X

The minimum spacing requirement is 25% of the logo height and should always be used when placing logos into a printed design. In printed materials, the primary logo should be at least 0.25 inches in height.

BRAND COLORS

BLUE
PANTONE: PMS 282 C
HEX: #041E42
RGB: (4, 30, 66)

75 % BLUE
PANTONE: 2766 U
HEX: #55577a
RGB: (85, 87, 123)

50 % BLUE
PANTONE: 5285 U
HEX: #8c8ca5
RGB: (140, 140, 165)

GRAY
PANTONE: COL GREY 4 C
HEX: #BFBFBF
RGB: (191, 191, 191)

ORANGE
PANTONE: PMS 1655 C
HEX: #FF4C00
RGB: (252, 76, 0)

75 % ORANGE
PANTONE: P 40-6 C
HEX: #F5845E
RGB: (245, 132, 94)

50 % ORANGE
PANTONE: P 45-11 C
HEX: #F9AC95
RGB: (249, 172, 149)

TYPOGRAPHY

PRIMARY LOGO FONT & HEADINGS: AZO SANS, ALL CAPS
SUBHEADINGS: HELVETICA NEUE LT STD, ALL CAPS
Body Copy: Helvetica Neue LT Std

HEADLINE EXAMPLE
SUBHEADING EXAMPLE
Body copy exampl. Lorem ipsum dolor sit amet. Sed sunt dolore sed reiciendis provident et omnis dolores qui alias nulla. Atis ut adipisci corporis.

POTSDAM
JUNIOR HOCKEY

Primary Logo on Orange

Primary Logo on White

Primary Logo on Orange

Sub-Logo Variation on Orange

Sub-Logo Variation on Orange

Sub-Logo Variation on Orange

SINGLE-COLOR VARIATIONS

WATERMARKING
Watermarking can be used on association materials such as photographs and other PJHA digital and print properties.

75% WATERMARK

50% WATERMARK

25% WATERMARK

HOME JERSEY

White is out. Orange is in.

PLAYER
97

SANDSTONERS

AWAY JERSEY

Away jerseys will include "Potsdam" above the logo to make it easier to remember the name of the winning team when we're out of town.

POTSDAM

PLAYER
97

SANDSTONERS