

# Memphis Ultimate Disc Association Brand Guidelines



# Typography

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Creata  
Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Creata  
Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Creata  
Regular

# Colors

<b>TEAL</b> RGB: 0/178/169 HEX: #00B2A9 CMYK: 81/0/39/0 PANTONE: 326	<b>NAVY</b> RGB: 12/35/64 HEX: #0C2340 CMYK: 100/76/12/70 PANTONE: 289	<b>RED</b> RGB: 228/60/64 HEX: #E43C40 CMYK: 5/91/78/0 PANTONE: 1788
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Primary  
palette

<b>BLACK</b> RGB: 0/0/0 HEX: #000000 CMYK: 0/0/0/100 PANTONE: Process Black	<b>WHITE</b> RGB: 255/255/255 HEX: #FFFFFF CMYK: 0/0/0/0	<b>GRAY</b> RGB: 147/149/152 HEX: #939598 CMYK: 0/0/0/50 PANTONE: Process Black @ 50%
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Secondary  
palette

COLOR 7 TBD	COLOR 8 TBD	COLOR 9 TBD
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# Primary Crest



# Alternate Crests

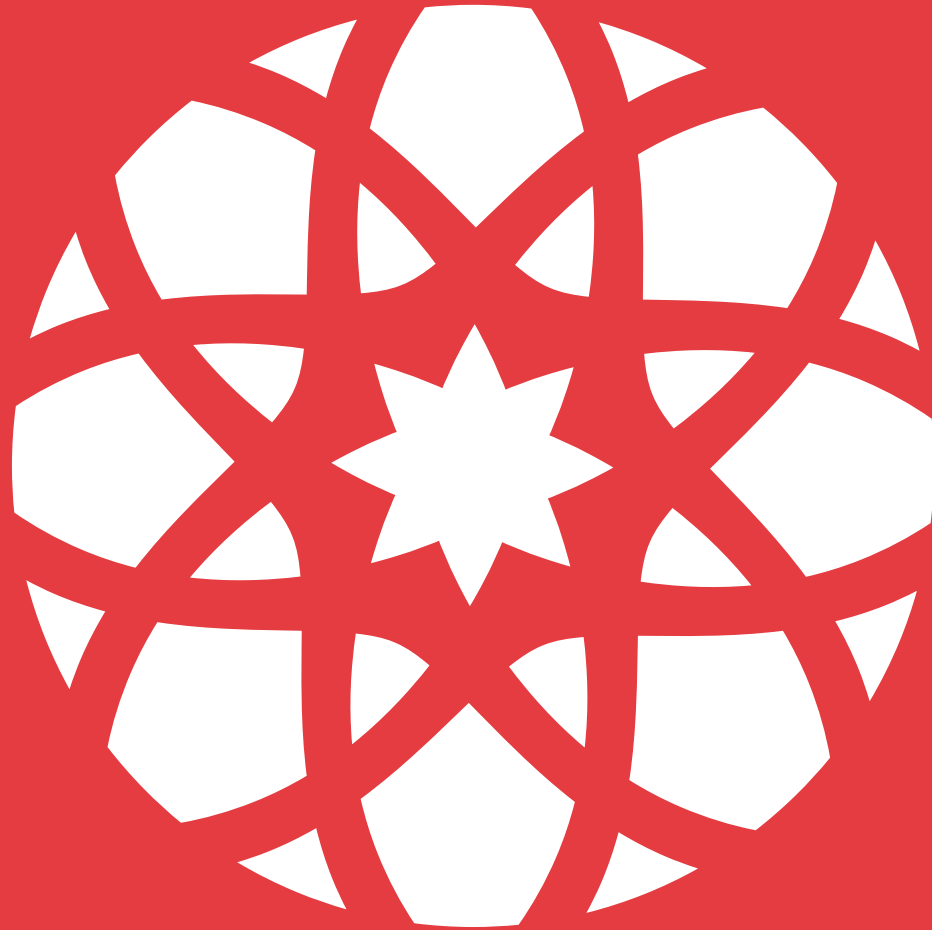


Crest Alternate 1

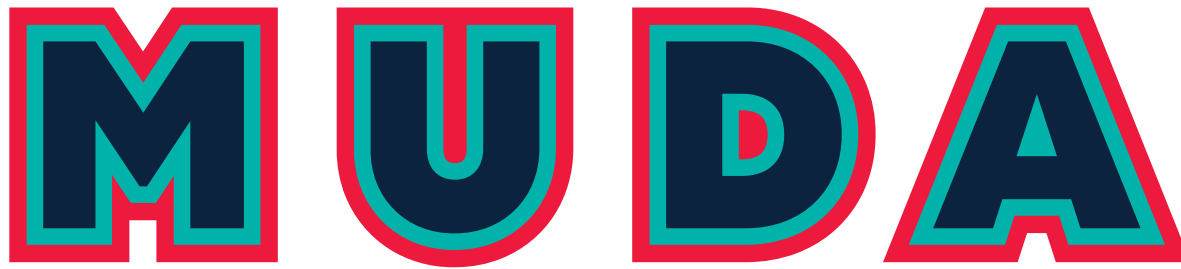


Crest Alternate 2

# Octogram



# Wordmarks

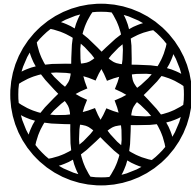


Wordmark



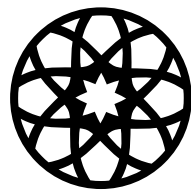
Alternate  
Wordmark

# Logo



MEMPHIS ULTIMATE  
DISC ASSOCIATION

Vertical  
Logo



MEMPHIS ULTIMATE  
DISC ASSOCIATION

Horizontal  
Logo



# Kit

