EA BRAND GUIDELINES

PROPERTY OF ELITE ACADEMY LEAGUE ™

USE OF EA LOGOS

ELITE ACADEMY LEAGUE

1- LOGO WITH TEXT

2- SINGLE LOGO NO TEXT

3- SINGLE LOGO NO TEXT & CLUB BADGE

All clubs using the EA logos shall at all times display them in the manner prescribed. We will use the logos in the three different ways above.

IMPORTANT: The color and design of the logos shall not be changed in any circumstances.

**The EA logos have been provided to all clubs.*

DO'S & DON'TS

• DO carefully follow the guidelines laid out in this document • DO NOT add a drop shadow to the logo
• DO NOT add an inner shadow to the shield

• DO NOT add gradients

• DO NOT add patterns to the shield

• DO NOT skew, rotate or stretch the logo

• DO NOT add elements (ie: stars, stripes, etc)

• DO NOT add another stroke on the outside of the shield • DO NOT add texture on the shield

• DO NOT use the outline alone for the shield

GAME DAY PATCH

Our member clubs are required to apply the Official Gameday Patch of the Elite Academy League (EA) to all game jerseys worn in Official EA games. These patches MUST be the official of the EA and acquired from the league and exclusive vendor.

The patch must be placed on the right sleeve of the game jersey (from player view) or above the number on the back of the game jersey.

Any request to use a different application or place the patch on additional garments or equipment must be approved in writing by the Commissioner of the EA.

GAME DAY SIDELINE

Game day presentation is important as we are building and Elite gaming experience for our athletes. We are striving to have a uniform experience for each and every game, therefore we are suggesting the Elite Package as your standard Game Day set up.

Package includes:
2 – 10×10 Canopy Kits (includes top, frame and roller bag)

2 – IQ Flag Kits (includes printed flag, fiberglass pole, ground spike mount and carry bag)

2 – 6ft Spring Signs (double sided print)

1 – 6ft Fitted Table Cover (for stand size table)

To enhance the Game Day environment, the EA has partnered with Impact Canopy.

EA TALENT ID LOGO

All clubs using the EA Talent ID logo shall at all times display it as shown above.

IMPORTANT: The color and design of the logo shall not be changed in any circumstances.

**The logo has been provided to all clubs.*

PANTONES

EA RED	**PANTONE P 50-8C** C26 M100 Y100 K28
EA BLUE	**PANTONE 281 C** C100 M92 Y32 K31

SOCIAL MEDIA

- Facebook: **@EliteAcademyLeague**
- Instagram: **@EliteAcademyLeague**
- Twitter: **@EliteAcademyL**

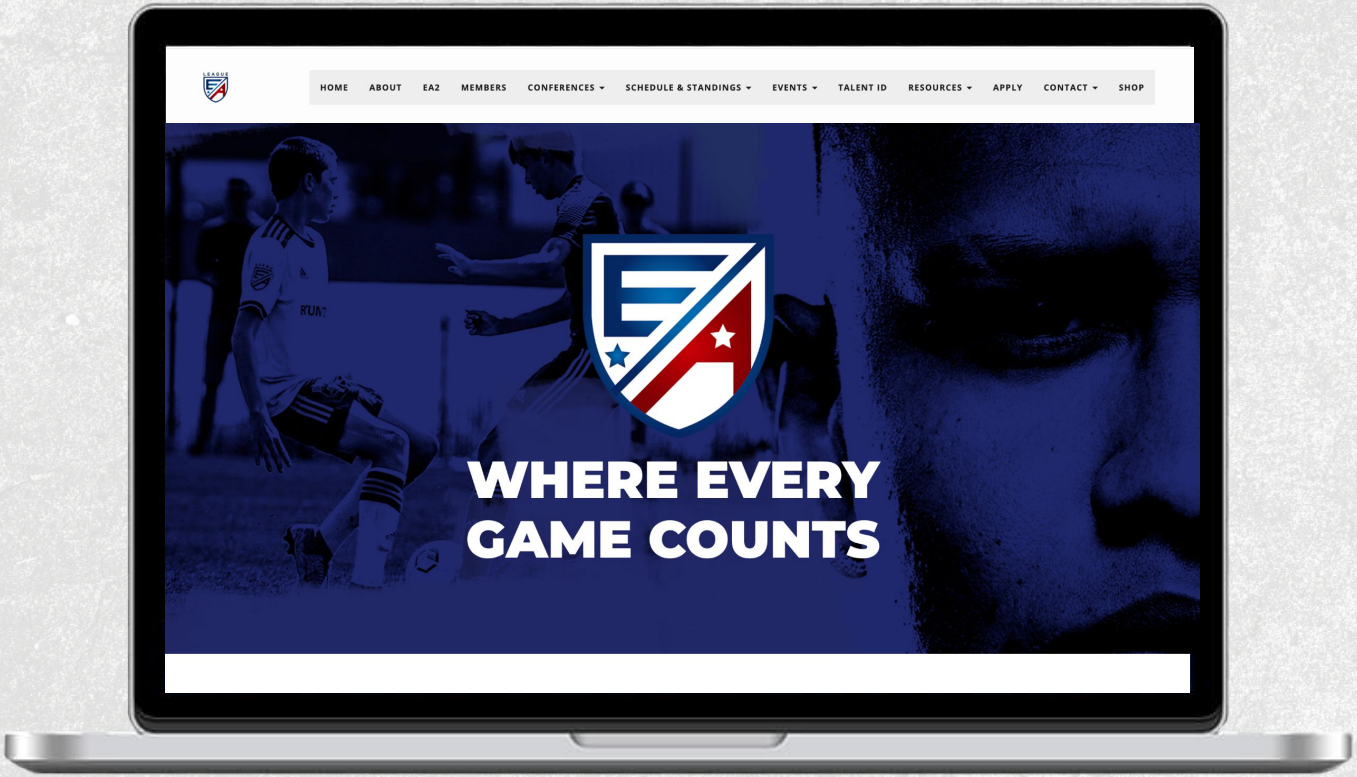
Please, follow all accounts and tag them on your posts.

And use the following hashtags on your posts:

#EliteAcademyElite #EveryGameCounts

EA WEBSITE

https://eliteacademyleague.com



EA TRADEMARK

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THANK YOU!