



2024

# STYLE

GUIDE

# PACKERS





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**BRAND**  
ELEMENTS



PARADE

» **BRAND ELEMENTS** ◀

**LOGOS**

» In nearly all branding or marketing materials (ads, graphics, brochures, social graphics, etc.), the primary logo mark should be used. Depending on background color and layout, the secondary logo may be better suited than the primary.



**LOGO MARK**

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Primary



Secondary



Tertiary

# LOCKUPS



If you're looking for an additional branded element for your design, try one of these lockups. The 2024 lockups can be used to amplify a feeling or add some extra spice to your design. Notes: Lockups do not replace logos. Please see lockup sizing page for small usage dimensions. This Page: **Go Pack Go** Next Page: **GBP**



## *GO PACK GO*

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# LOCKUPS

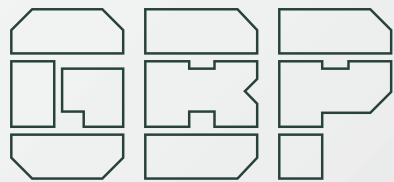


If you're looking for an additional branded element for your design, try one of these lockups. The 2024 lockups can be used to amplify a feeling or add some extra spice to your design. Notes: Lockups do not replace logos. Please see lockup sizing page for small usage dimensions. This Page: **GBP** Previous Page: Go Pack Go



**GBP**

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# LOCKUP SIZING



Please use these lockups no smaller than shown.



## *GO PACK GO*

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**GO PACK GO  
SOLID NO  
SMALLER THAN:**

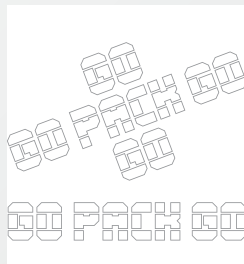


3/4"w

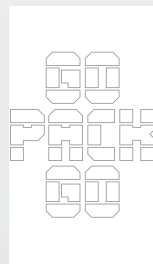


1/2"w

**GO PACK GO  
OUTLINE NO  
SMALLER THAN:**



1.25"w



3/4"w

## *GBP*

---

**GBP  
SOLID NO  
SMALLER THAN:**



1/2"w

**GBP  
OUTLINE NO  
SMALLER THAN:**



3/4"w

» **BRAND ELEMENTS** ◀

**DESIGN  
ELEMENTS**  
OUTLINED LOGOTYPE

- ▶ Design elements should be used to add dimension and cohesion to every layout.
- ▶ The outlined Packers Logotype should be used as a support element within a design.
- ▶ Usage examples can be found on the cover of this guide and in the sample usage section.



PACKERS

PACKERS

PACKERS



**DESIGN  
ELEMENTS**  
ACCENT MARKS

Design elements should be aimed at adding dimension and cohesion to every layout.

There are multiple elements to be used in concert when creating visual graphics:

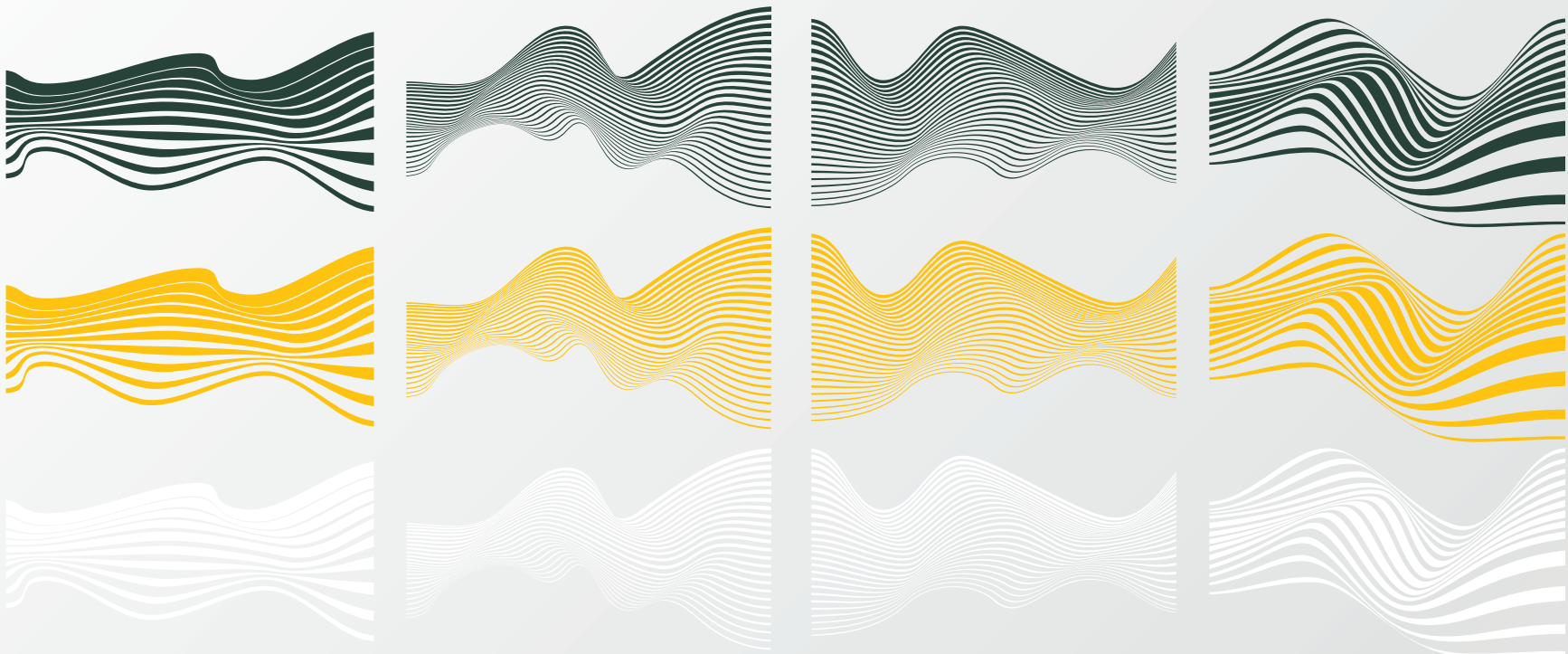


**Titlewave**

Next page: Titlewave Gradient



*T I T L E W A V E*



**DESIGN  
ELEMENTS**  
ACCENT MARKS



Design elements should be aimed at adding dimension and cohesion to every layout.  
There are multiple elements to be used in concert when creating visual graphics:

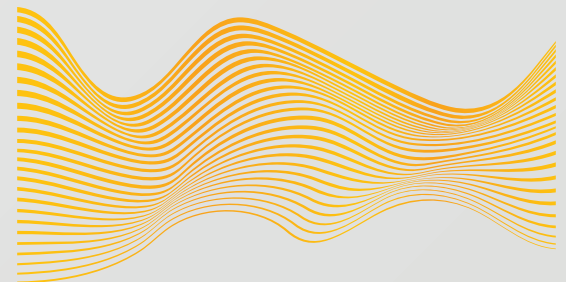
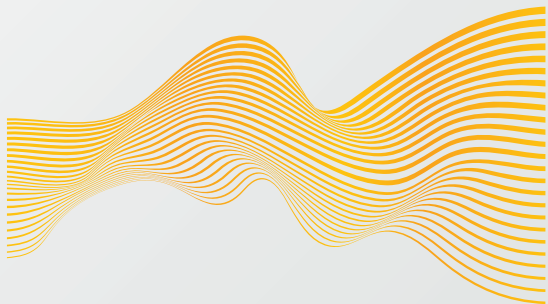
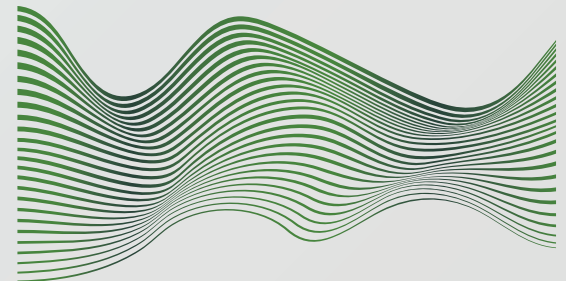
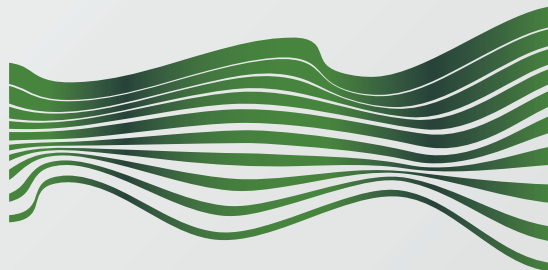
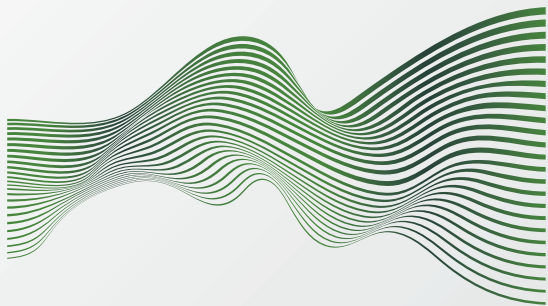
**Titlewave Gradient**

Next page: Arrows   Sparks Bold   Sparks Light



*TITLEWAVE GRADIENT*

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➤ **BRAND ELEMENTS** ◀

**DESIGN  
ELEMENTS**  
ACCENT MARKS

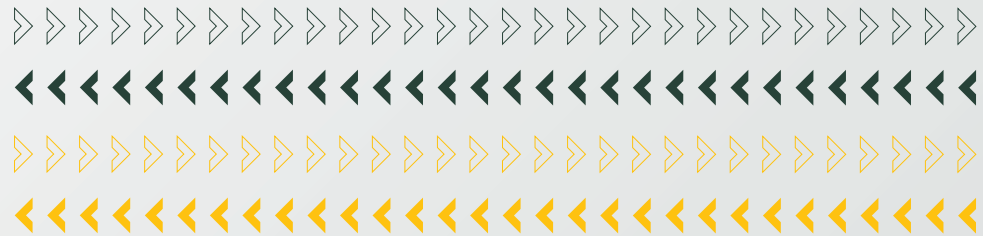
Design elements should be aimed at adding dimension and cohesion to every layout.

There are multiple elements to be used in concert when creating visual graphics:

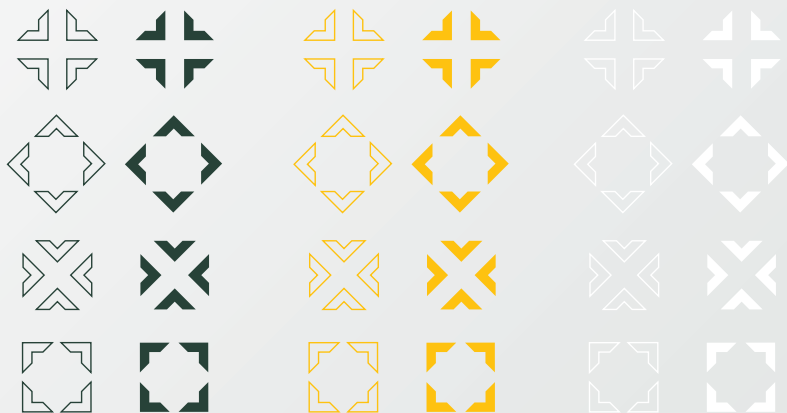
- **Arrows**   **Sparks Bold**   **Sparks Light**  
Previous pages: Titlewave, Titlewave Gradient



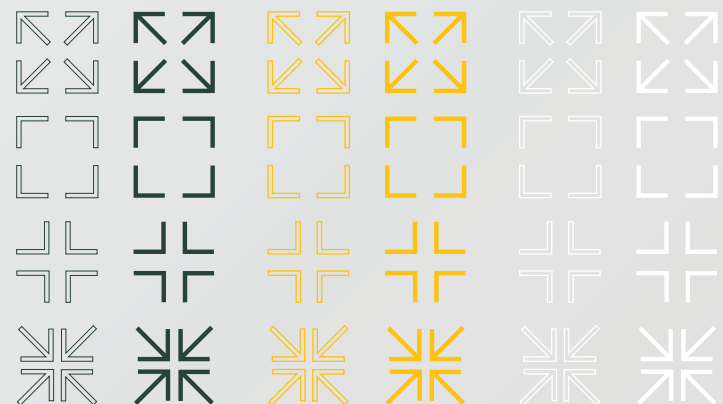
**A R R O W S**



**S P A R K S   B O L D**



**S P A R K S   L I G H T**



# BRAND ELEMENTS

# DESIGN TEXTURES BACKGROUND



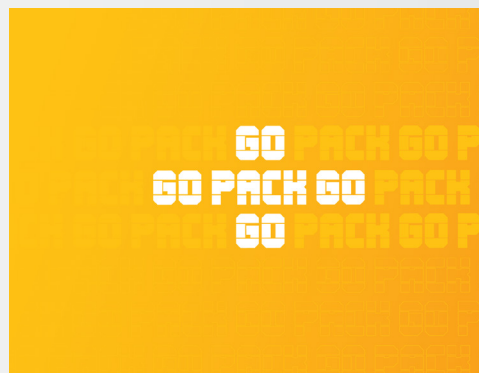
Backgrounds can be utilized when adding dimension to layouts. There are 12 options within the 2024 brand assets, highlighted options are shown on this page:

- Go Pack Go 1 Go Pack Go 2 Go Pack Go Angle 1 Go Pack Go Angle 2
- Classic Arrows Sparks 1 Sparks 2 Sparks 3 Sparks 4 Sparks 5 Sparks 6

Sizing: Please use source files [2024 Backgrounds] at 100%, never less than 75% original size.



### GO PACK GO 1



### GO PACK GO 2



▶ **BRAND ELEMENTS** ◀

**DESIGN  
TEXTURES**  
BACKGROUNDS

Backgrounds can be utilized when adding dimension to layouts. There are 12 options within the 2024 brand assets, highlighted options are shown on this page:

- ▶ Go Pack Go 1 Go Pack Go 2 **Go Pack Go Angle 1 Go Pack Go Angle 2**  
Classic Arrows Sparks 1 Sparks 2 Sparks 3 Sparks 4 Sparks 5 Sparks 6

Sizing: Please use source files [2024 Backgrounds] at 100%, never less than 75% original size.



*G O P A C K G O A N G L E 1*



*G O P A C K G O A N G L E 2*



▶ **BRAND ELEMENTS** ◀

**DESIGN  
TEXTURES**  
BACKGROUNDS

▶ Backgrounds can be utilized when adding dimension to layouts. There are 12 options within the 2024 brand assets, highlighted options are shown on this page:

- ▶ Go Pack Go 1
- Go Pack Go 2
- Go Pack Go Angle 1
- Go Pack Go Angle 2
- Classic**
- Arrows**
- Sparks 1
- Sparks 2
- Sparks 3
- Sparks 4
- Sparks 5
- Sparks 6

Sizing: Please use source files [2024 Backgrounds] at 100%, never less than 75% original size.



**C L A S S I C**



**A R R O W S**



» **BRAND ELEMENTS** ◀

**DESIGN  
TEXTURES**  
BACKGROUNDS

▶ Backgrounds can be utilized when adding dimension to layouts. There are 12 options within the 2024 brand assets, highlighted options are shown on this page:

- ▶ Go Pack Go 1 Go Pack Go 2 Go Pack Go Angle 1 Go Pack Go Angle 2  
Classic Arrows **Sparks 1 Sparks 2** Sparks 3 Sparks 4 Sparks 5 Sparks 6

Sizing: Please use source files [2024 Backgrounds] at 100%, never less than 75% original size.



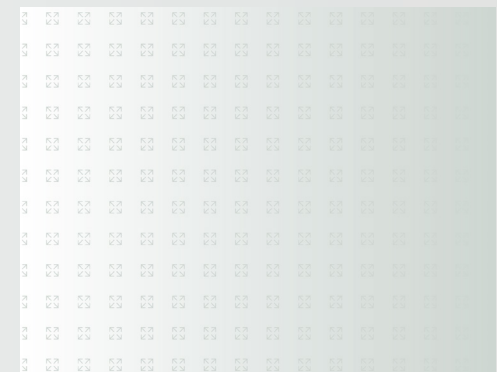
**S P A R K S 1**

*YELLOW SHOWN AT ANGLE*



**S P A R K S 2**

*YELLOW SHOWN AT ANGLE*



▶ **BRAND ELEMENTS** ◀

**DESIGN  
TEXTURES**  
BACKGROUNDS



Backgrounds can be utilized when adding dimension to layouts. There are 12 options within the 2024 brand assets, highlighted options are shown on this page:

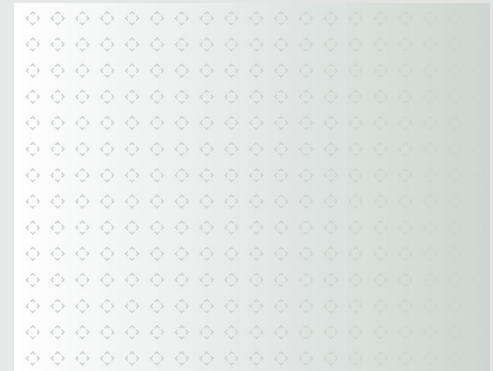
- Go Pack Go 1
- Go Pack Go 2
- Go Pack Go Angle 1
- Go Pack Go Angle 2
- Classic
- Arrows
- Sparks 1
- Sparks 2
- Sparks 3**
- Sparks 4
- Sparks 5
- Sparks 6

Sizing: Please use source files [2024 Backgrounds] at 100%, never less than 75% original size.



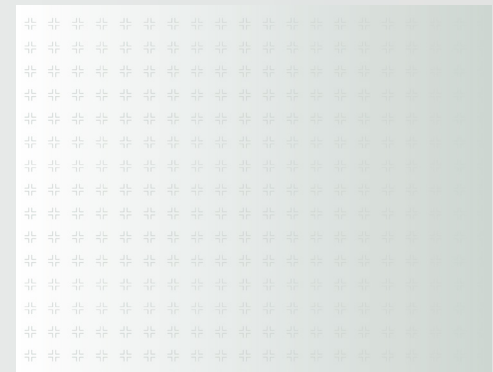
**S P A R K S 3**

*YELLOW SHOWN AT ANGLE*



**S P A R K S 4**

*YELLOW SHOWN AT ANGLE*





» **BRAND ELEMENTS** ◀

**DESIGN  
TEXTURES**  
BACKGROUNDS

▶ Backgrounds can be utilized when adding dimension to layouts. There are 12 options within the 2024 brand assets, highlighted options are shown on this page:

- ▶ Go Pack Go 1 Go Pack Go 2 Go Pack Go Angle 1 Go Pack Go Angle 2  
Classic Arrows Sparks1 Sparks 2 Sparks 3 Sparks 4 **Sparks 5** Sparks 6

Sizing: Please use source files [2024 Backgrounds] at 100%, never less than 75% original size.



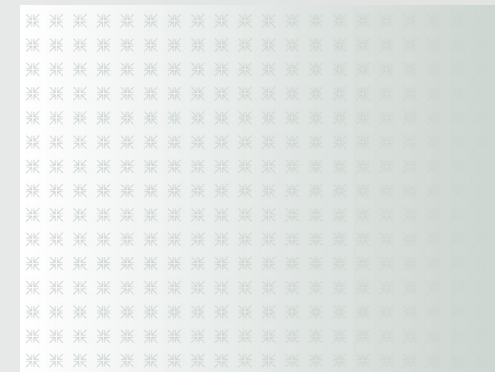
**S P A R K S 5**

*YELLOW SHOWN AT ANGLE*



**S P A R K S 6**

*YELLOW SHOWN AT ANGLE*



▶ **BRAND ELEMENTS** ◀

**DESIGN**  
**TEXTURES USAGE** ▶  
**BACKGROUNDS**

Backgrounds can be utilized to add dimension to layouts. The 2024 brand look uses some backgrounds that deserve additional visual examples. Go Pack Go 1, Go Pack Go 2 shown here with photo and drop shadow for added visual atmosphere. Photo positioned to allow white Go Pack Go to remain 70-80% visible.



*U S A G E      E X A M P L E*



# DESIGN TEXTURES

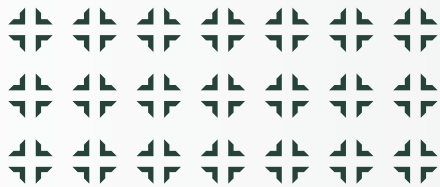
PATTERNS

➤ Patterns can be utilized when adding dimension to layouts. There are 6 options within the 2024 brand assets, all options are shown on this page.



*SPARK 1*

---



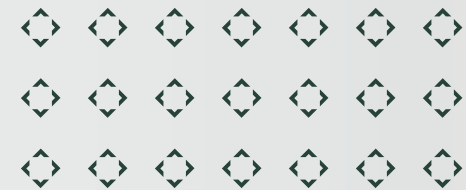
*SPARK 2*

---



*SPARK 3*

---



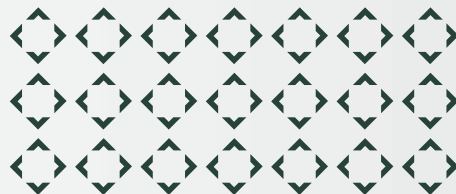
*SPARK 4*

---



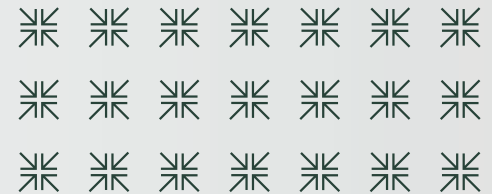
*SPARK 5*

---



*SPARK 6*

---





# COLOR GUIDE



» **COLOR GUIDE** ◀

# SWATCHES

» There are three variations of the Packers traditional Green & Gold this season. The primary usage should always be the Packers Green, Gold and White. Secondary options are used to highlight or accent within layouts.



## PRIMARY

PACKERS GREEN  
PMS: 5535  
HEX: #2A433A  
R: 42 G: 67 B: 58  
C: 70 M: 40 Y: 60 K: 60

PACKERS GOLD  
PMS: 1235  
HEX: #FFC20E  
R: 255 G: 194 B: 14  
C: 0 M: 25 Y: 100 K: 0

PACKERS WHITE  
HEX: #FFFFFF  
R: 255 G: 255 B: 255  
C: 0 M: 0 Y: 0 K: 0

## SECONDARY

TURF GREEN #00743e R: 0 G: 116 B: 62 C: 100 M: 25 Y: 100 K: 20

CALM GREEN #48863e R: 72 G: 134 B: 62 C: 75 M: 26 Y: 100 K: 11

POWER GREEN #97c03d R: 151 G: 192 B: 61 C: 46 M: 5 Y: 100 K: 0

YELLOW #ffd770 R: 255 G: 215 B: 112 C: 0 M: 15 Y: 66 K: 0

DUCK YELLOW #ed9f22 R: 237 G: 159 B: 34 C: 5 M: 42 Y: 99 K: 0

EARTH #9e722f R: 158 G: 114 B: 47 C: 33 M: 52 Y: 96 K: 15

CONCRETE #ced6d1 R: 206 G: 214 B: 209 C: 19 M: 10 Y: 16 K: 0

GRANITE #556a68 R: 85 G: 106 B: 104 C: 68 M: 46 Y: 52 K: 20

BLACK #000000 R: 0 G: 0 B: 0 C: 75 M: 68 Y: 67 K: 90



# TYPE STYLES



# TYPOGRAPHY

The CC Ultimatum and QueueBrick fonts will be utilized for the 2024 Season. These fonts can be purchased from [Monotype.com](https://www.monotype.com)



## FONT

## USAGE

### CC Ultimatum Heavy

Primarily used for main headlines

### MAIN HEADLINES

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### CC Ultimatum Bold

Primarily used for secondary headlines  
CC Ultimatum Bold for bolded body copy

### SUBHEADS & BOLD BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### CC Ultimatum Regular

Primarily used for body copy

### CC Ultimatum Light

can also be used for body copy

### Body CC ULTIMATUM REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Body CC ULTIMATUM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### QUEUEBRICK OPEN ULTRA ALL CAPS

Only used as a single word design element 36pt and above.  
See sample usage in the next section.

### WORD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**SAMPLE**  
**USAGE**



DONJAY



▶ **SAMPLE USAGE** ◀

# DESIGN EXAMPLES

DIGITAL

Ads will feature elements listed previously, primarily using the following colors for backgrounds: Packers Gold, Packers Green, or White.

▶ Overlapping of elements is recommended in all layouts.



1080 x 1080 Social



1920 x 1080 Social



▶ **SAMPLE USAGE** ◀

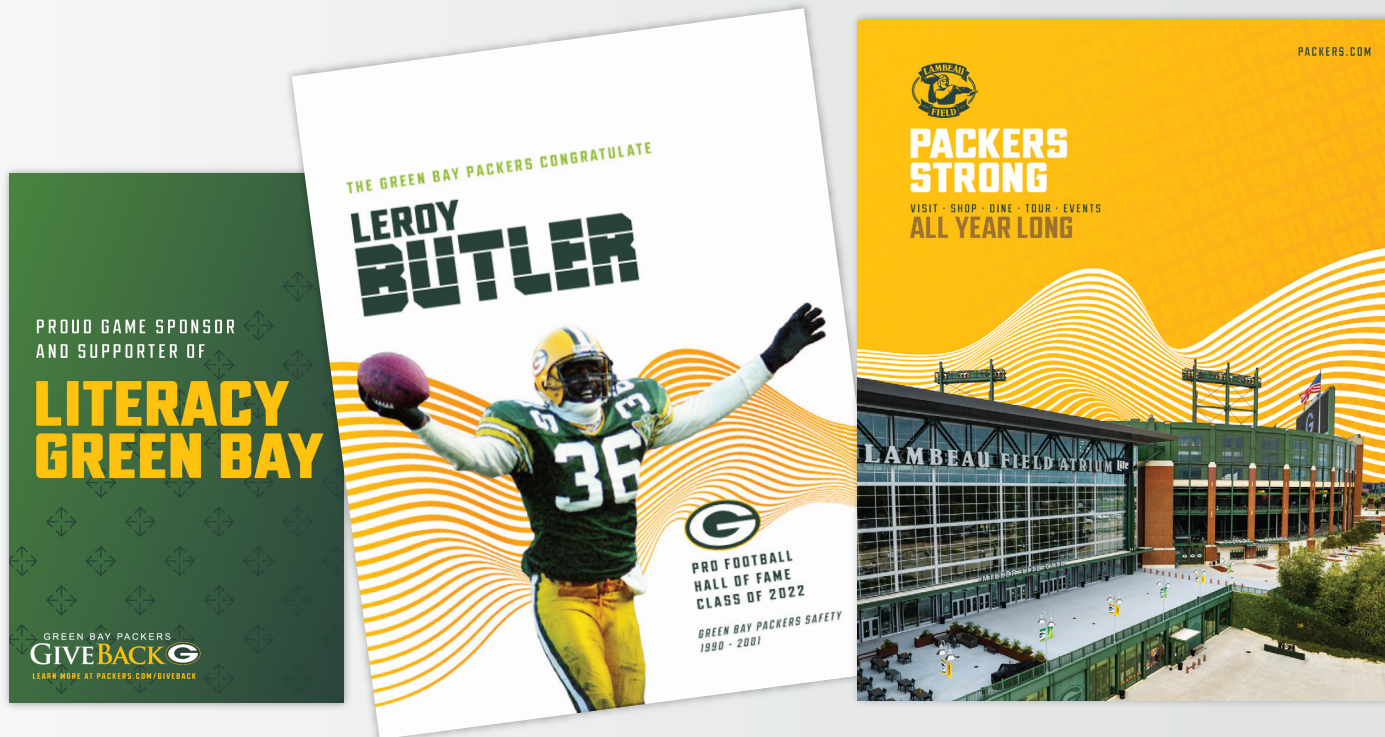
# DESIGN EXAMPLES

PRINT

▶ Ads will feature elements listed previously, primarily using the following colors for backgrounds: Packers Gold, Packers Green, or White.  
Overlapping of elements is recommended in all layouts.



Here are examples of print graphics created for the Community Outreach (Literacy), Football Operations (Butler) and the Atrium (Packers Strong).



# THANK YOU

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If you have any questions or are in need of any assistance please contact:

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