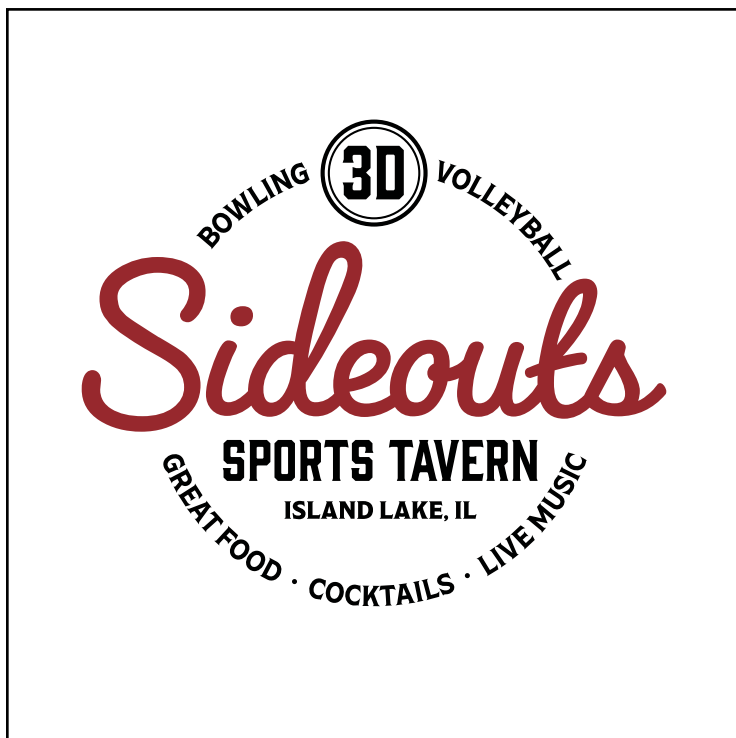# 3D SIDEOUTS
BRANDING GUIDE

This brief guide outlines the minimum branding requirements for **3D Sideouts** Sports Tavern.

LOGO

Alternate Color Ways
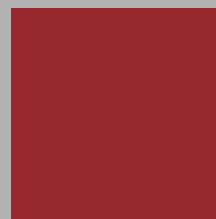
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LOGO PRESENTATION
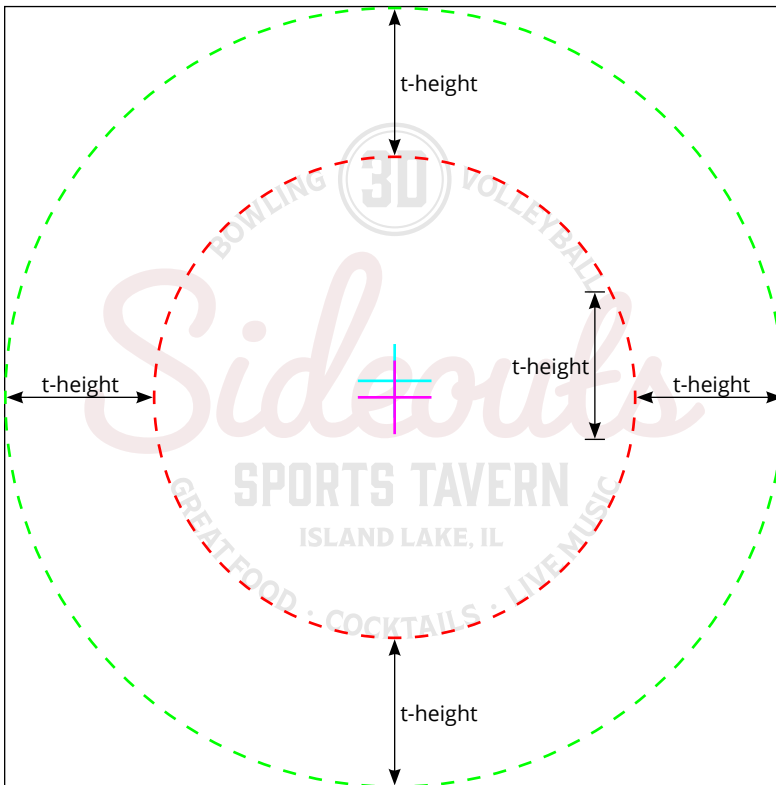
To maintain visual balance, the logo must be centered in its given space according to the **visual center**. The **visual center** of the logo is not equal to the **actual center**, it is based on the **circular lettering**.

A minimum amount of **negative space** surrounding the logo should be maintained. A reference point for the negative space is the height of the "t" in Sideouts. This should be measured outward from the **circular lettering**.

** Creative license can be taken in special circumstances. The designer may bend the rules at their discretion, as long as the basic concepts are maintained.

Unacceptable Uses

✕   Do not stretch the logo disproportionately

✕   Do not place the logo on top of colors that render it illegible

✕   Do not move any of the logo elements independent of one another

✕   Do not add a stroke, border or unnecessary effect to the logo

✕   Do not obstruct the view of the logo with other design elements
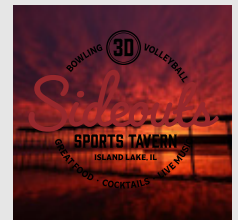
For questions regarding 3D Sideouts branding, please contact **marketing@sideouts.com**