Print & Digital
Usage Guidelines

USBGF

The US Backgammon Federation is a not-for-profit organization devoted to advancing the awareness, participation, education and enjoyment of the skill-based game of backgammon.

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Typography

Brand Typefaces

Dunbar Tall

The quick brown fox jumped over the lazy dog.

1234567890:;,!?

Dunbar Tall Ultra
Dunbar Tall Ultra Italic
Print: Section headers and ad display copy
Web: Headlines h1–h5

Dunbar Tall Extra Bold
Dunbar Tall Extra Bold Italic
Print: Article titles, ad headlines
Web: Typeface for h6

Dunbar Tall Medium
Dunbar Tall Medium Italic
Print: Article bylines
Web: Article bylines, Usernames

Dunbar Tall Book
Dunbar Tall Book Italic
Print & Web: Section headers within articles

Dunbar Tall Light
Dunbar Tall Light Italic
Print & Web: Article title section headers

Adobe Caslon

The quick brown fox jumped over the lazy dog.

123567890:;,!?

Adobe Caslon Regular/Medium
Adobe Caslon Regular/Medium Italic
Print & Web: Body Copy

Adobe Caslon Bold
Adobe Caslon Bold Italic
Print & Web: Body copy

Typography

Web/Digital Type Styles

Primary details regarding the various type styles are outlined below. A separate CSS document is available outlines the breakpoint-specific details for all type instances; which cover size, spacing, bold/italic treatments and super/subscript scaling.

Headlines (h1-h5)

font-family: Dunbar Tall Ultra Italic
color (h1-h2): #1B365D
color (h3): #7C2629
color (h4-h5): # 6E6259

HEADLINE 6 (h6)

font-family: Dunbar Tall Extra Bold
color: #6E6259
transform: uppercase

Body Copy (body, p, ol, ul, li)

font-family: Adobe Caslon Pro Medium
color: #3D3935
type-size: 14px

Hyperlinks

color: #165C7D
text-decoration: none

Color Use

Primary brand colors

PMS: 534 C
CMYK: 51 71 0 100
RGB: 27 54 93
HEX: #1B365D

PMS: 485 C
CMYK: 0 95 100 0
RGB: 218 41 28
HEX: #DA291C

PMS: Black 7 C
CMYK: 65 60 64 63
RGB: 61 57 53
HEX: #3D3935

Secondary brand colors

PMS: 7700 C
CMYK: 88 42 11 30
RGB: 22 92 125
HEX: #165C7D

PMS: 7455 C
CMYK: 86 66 0 0
RGB: 58 93 174
HEX: #3A5DAE

PMS: 2617 C
CMYK: 85 100 0 23
RGB: 71 10 104
HEX: #470A68

PMS: 1815 C
CMYK: 2 97 72 52
RGB: 124 38 41
HEX: #7C2629

PMS: 2925 C
CMYK: 75 18 0 0
RGB: 0 156 222
HEX: #009CDE
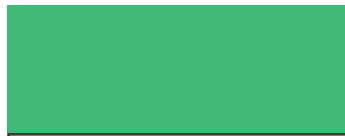
PMS: 7479 C
CMYK: 64 0 71 0
RGB: 38 208 124
HEX: #26D07C

PMS: 355 C
CMYK: 93 0 100 0
RGB: 0 151 57
HEX: #009739
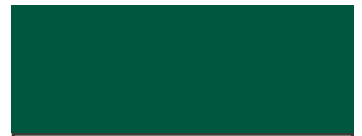
PMS: 7484 C
CMYK: 92 8 75 58
RGB: 0 87 63
HEX: #00573F

PMS: Warm Gray 11 C
CMYK: 46 47 50 30
RGB: 110 98 89
HEX: #6E6259

PMS: Warm Gray 7 C
CMYK: 35 34 36 11
RGB: 150 140 131
HEX: #968C83

PMS: Warm Gray 3 C
CMYK: 21 20 21 1
RGB: 191 184 175
HEX: #BFB8AF

PMS: Warm Gray 1 C
CMYK: 51 71 0 100
RGB: 27 54 93
HEX: #D7D2CB

Color Tints

PMS: 534 C (80%)
CMYK: 79 66 31 12
RGB: 73 88 124
HEX: #49587C

PMS: 534 C (60%)
CMYK: 59 47 25 2
RGB: 117 127 155
HEX: #757F9B

PMS: 534 C (40%)
CMYK: 38 29 16 0
RGB: 161 167 187
HEX: #A1A7BB

PMS: 534 C (20%)
CMYK: 17 13 7 0
RGB: 207 210 220
HEX: #CFD2DC

PMS: 7700 C (80%)
CMYK: 74 46 27 4
RGB: 78 120 150
HEX: #4E7896

PMS: 7700 C (60%)
CMYK: 56 32 22 0
RGB: 122 152 175
HEX: #7A98AF

PMS: 7700 C (40%)
CMYK: 36 19 14 0
RGB: 165 185 201
HEX: #A5B9C9

PMS: 7700 C (20%)
CMYK: 17 8 6 0
RGB: 209 219 227
HEX: #D1DBE3

PMS: 2617 C (80%)
CMYK: 68 89 16 3
RGB: 109 63 132
HEX: #6D3F84

PMS: 2617 C (60%)
CMYK: 48 65 9 0
RGB: 145 108 162
HEX: #916CA2

PMS: 2617 C (40%)
CMYK: 29 41 6 0
RGB: 181 154 192
HEX: #B59AC0

PMS: 2617 C (20%)
CMYK: 13 19 2 0
RGB: 217 203 223
HEX: #D9CBDF

PMS: 1815 C (80%)
CMYK: 30 74 64 17
RGB: 156 82 78
HEX: #9C524E

PMS: 1815 C (60%)
CMYK: 27 57 47 3
RGB: 1836 123 118
HEX: #B77B76

PMS: 1815 C (40%)
CMYK: 18 36 30 0
RGB: 208 166 161
HEX: #D0A6A1

PMS: 1815 C (20%)
CMYK: 7 18 13 0
RGB: 232 209 207
HEX: #E8D1CF

PMS: 355 C (80%)
CMYK: 81 0 85 0
RGB: 0 171 97
HEX: #00AB61

PMS: 355 C (60%)
CMYK: 62 0 64 0
RGB: 95 193 134
HEX: #5FC186

PMS: 355 C (40%)
CMYK: 41 0 41 0
RGB: 152 214 173
HEX: #98D6AD

PMS: 355 C (20%)
CMYK: 20 0 20 0
RGB: 204 234 214
HEX: #CCEAD5

PMS: 7484 C (80%)
CMYK: 78 34 66 17
RGB: 59 118 98
HEX: #3B7662

PMS: 7484 C (60%)
CMYK: 61 26 51 3
RGB: 108 151 134
HEX: #6C9786

PMS: 7484 C (40%)
CMYK: 41 16 32 0
RGB: 155 184 173
HEX: #9BB8AD

PMS: 7484 C (20%)
CMYK: 19 6 15 0
RGB: 204 219 213
HEX: #CCDBD5

Brand Logo

Horizontal Logo

USBGF
US BACKGAMMON FEDERATION

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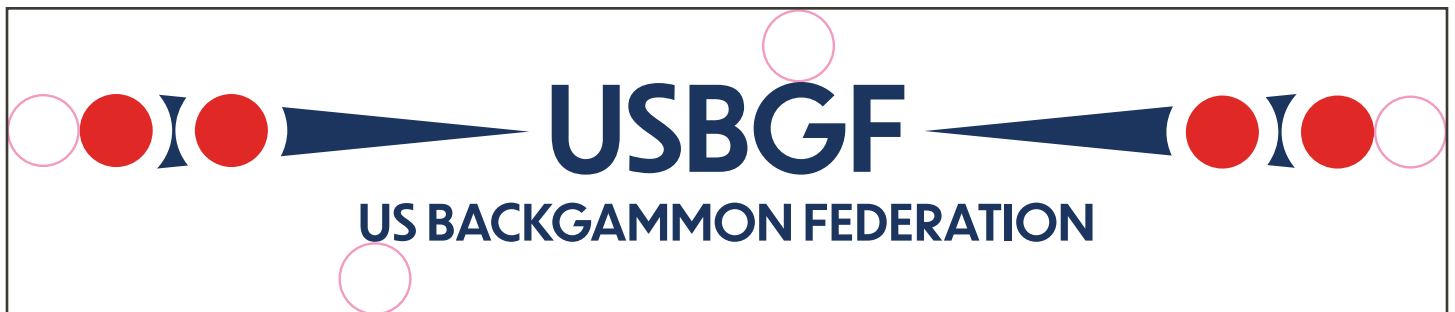## Vertical Logo
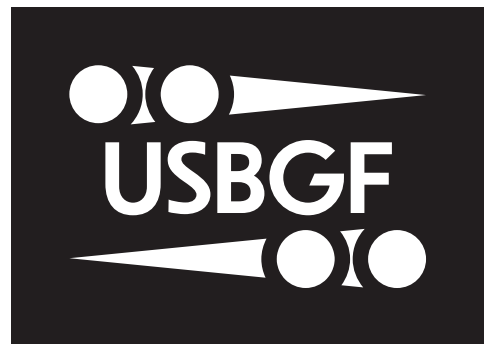
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Logo Use

Clear Space Requirements

No matter the application, the USBGF logo should be used in a manner to provide appropriate clear space around the mark, so as to prevent confusion between the logo and content that surrounds it. To satisfy this need a region of clear space should surround the logo on all four sides. The width of this region is defined as the width of the "checker" component that is part of the logo mark, extending beyond the outer-most points on all four sides of the logo.

Horizontal Logo Clear Space Illustration

Vertical Logo Clear Space Illustration

Logo Use

Alternative Usage Guidelines

The Red/Blue and Black logo treatments are intended to be used on a solid, light-colored background. The White/Knockout logo can be used over solid, dark-colored backgrounds or photographs. View the references below for appropriate and inappropriate logo usage, and are applicable for both the vertical and horizontal logo applications.

Appropriate Usage

Inappropriate Usage

Background color is too dark/low contrast

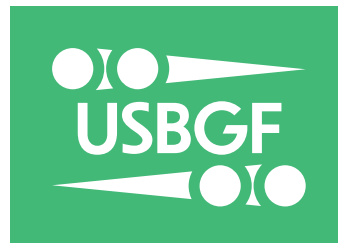Background color is too dark/low contrast

Background color is too light/low contrast

Background pattern/ low contrast

Background pattern/ low contrast

Background color is too light/low contrast

Photography

Photography use for the USBGF falls into three categories: abstract/board-centric images, stock images (typically used to highlight cities or to complement USBGF content), and portraits/candids of individuals. While all images should be of the highest fidelity possible, additional considerations should be taken depending on the type of photo being used.

Abstract/Board-Centric Images

Typically consisting of images of the Backgammon playing surface, these images should be interesting to look at, with rich colors and dynamic photographic composition.

Stock Images

Stock photography should be images that are framed in a manner that are interestingly and dynamically composed.

Photography

Portraits/Candids of individuals

Images of individuals should be well framed, providing ample space around the subject(s) of the photo to provide greater context to their surroundings.

Graphic Elements

Graphic elements are relatively lightly used across USBGF platforms, but the items listed are the most frequently encountered.

Data Tables

Data tables are used regularly across USBGF publications and should follow these guidelines:

- Header row should have a solid fill (preferably PMS 534) and be no less than twice the height of data rows
- Header row should use Dunbar Tall Bold, utilizing white text set to the same type size as other surrounding content.
- Data rows should utilize Adobe Caslon Pro Medium, in Pantone Black 7, set to the same type size as surrounding content
- Data rows should include a 0.25 pt/hairline rule beneath each table row in Pantone Black 7.

#	Name	Points
1	Art Benjamin	60.29
2	Brian Lonergan	53.06
3	Ray Fogerlund	39.35
4	Tim Cross	26.49
5	Ryan Rebelo	24.99
6	Rich Sweetman	22.5
7	Fabio Sallusto	19.55
8	David Staggs	16.4
9	Aaron Foust	15.07
10	Marcy Kossar	13.81

Calls to Action/Buttons

Calls to action are predominantly used on web properties and should follow these guidelines:

- Buttons should be rectangular and have a solid fill with white lettering or a 1px stroked outline with color-matched text
- Buttons should only be used in the following colors:
  - PMS 7700
  - PMS 534
  - PMS 2617
  - PMS 1815
  - PMS 355
  - PMS 7484
- To show buttons are active, an 80% tint should be applied where appropriate (see: Color Tints page for values)
- CTA/Button text should be Dunbar Tall Bold, set to the same type size as other surrounding content.
- Buttons should have a minimum of 15px padding on all sides of the CTA text

Call to Action Text

Standard CTA Button

Call to Action Text

Active CTA Button

Call to Action Text

Standard Outlined CTA Button

Call to Action Text

Active Outlined CTA Button

Graphic Elements

Gradients

Gradients can be used for flood fills with any of the color combinations listed below:

- PMS 534 (100%) and PMS 534 (80%)
- PMS 7700 (100%) and PMS 7700 (80%)
- PMS 2617 (100%) and PMS 2617 (80%)
- PMS 1815 (100%) and PMS 1815 (80%)
- PMS 355 (100%) and PMS 355 (80%)
- PMS 7484 (100%) and PMS 7484 (80%)
- Warm Gray 11 (100%) and Warm Gray 7 (100%)

Additionally, a gradient should take up 50% of the width/height in the intended direction of the gradient, where the remaining 50% of the fill is the darker (first) of the two shades listed above.

Sample Gradients

PMS 534

PMS 7700

PMS 2617

PMS 1815

PMS 355

PMS 7484

Warm Gray 11 and Warm Gray 7

Graphic Elements

Pips & Checkers

There are two Pip elements that can be used for added decoration/emphasis within USBGF publications. One serves as a separator within *PrimeTime Backgammon* by the page numbers. The other signifies the end of an article and is used within the Magazine as well as web articles and is derived from the USBGF logo.

PrimeTime Backgammon Separator

The *PrimeTime Backgammon* Separator is typically used as a means to separate a page's number from other content within the margins of the same page. It can be used as a subtle fill on a page with a light- to no background with a fill of Warm Gray 1. For pages with a darker background, the same element can be used, with a fill of 100% white.

Warm Gray 1 Separator

White/Knockout Separator

Pip & Checker Article Close

The Pip & Checker Article Close is used as a means to signify the end of an article. Derived from the USBGF logo, it should immediately follow the article's closing punctuation, separated by an en-space; to signify the end of an article.

This is an example of the Pip & Checker usage.