ULTIMATE
NINJAS

ULTIMATE NINJAS LOGO

FULL COLOR LOGO

The full-color logo is the standard option.

For regional branding, use the location-specific full-color logo.

LOGO COLORS

Pantone: 293
C 91 **M** 68 **Y** 0 **K** 0
R 33 **G** 94 **B** 172
215EAC

Pantone: 367
C 46 **M** 0 **Y** 92 **K** 0
R 162 **G** 212 **B** 94
A2D45E

Pantone: Cool Gray 10 C
C 62 **M** 53 **Y** 50 **K** 21
R 98 **G** 99 **B** 102
626366

INVERT LOGO

If the logo's colors blend with the background, use the inverted version to maintain readability.

COLOR PALETTE

PRIMARY

Use primary colors as the foundation of Ultimate Ninjas designs.

BLUE

Pantone: 293
C 91 **M** 68 **Y** 7 **K** 0
R 33 **G** 94 **B** 172
626366

GREEN

Pantone: 367
C 46 **M** 0 **Y** 92 **K** 0
R 162 **G** 212 **B** 94
A2D45E

GRAY

Pantone: Cool Gray 10 C
C 62 **M** 53 **Y** 50 **K** 21
R 98 **G** 99 **B** 102
626366

Introduce secondary colors sparingly to create visual interest.

TEAL

Pantone: 320
C 80 **M** 20 **Y** 33 **K** 0
R 1 **G** 154 **B** 167
009AA7

YELLOW

Pantone: 393
C 10 **M** 0 **Y** 73 **K** 0
R 236 **G** 234 **B** 104
ECEA68

BLACK

Pantone: 6 C
C 75 **M** 68 **Y** 67 **K** 90
R 0 **G** 0 **B** 0
000000

TYPOGRAPHY

MONTSERRAT

Montserrat is the signature font for Ultimate Ninjas branding.

Light

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s
t u v w x y z

Medium

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s
t u v w x y z

Semibold

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s
t u v w x y z

Bold

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s
t u v w x y z

Extrabold

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r
s t u v w x y z

Black

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r
s t u v w x y z

SANS CULOTTES

Sans Culottes is the accent font for Ultimate Ninjas branding and should be used sparingly for emphasis or contrast.

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s
t u v w x y z

GRAPHIC ELEMENTS

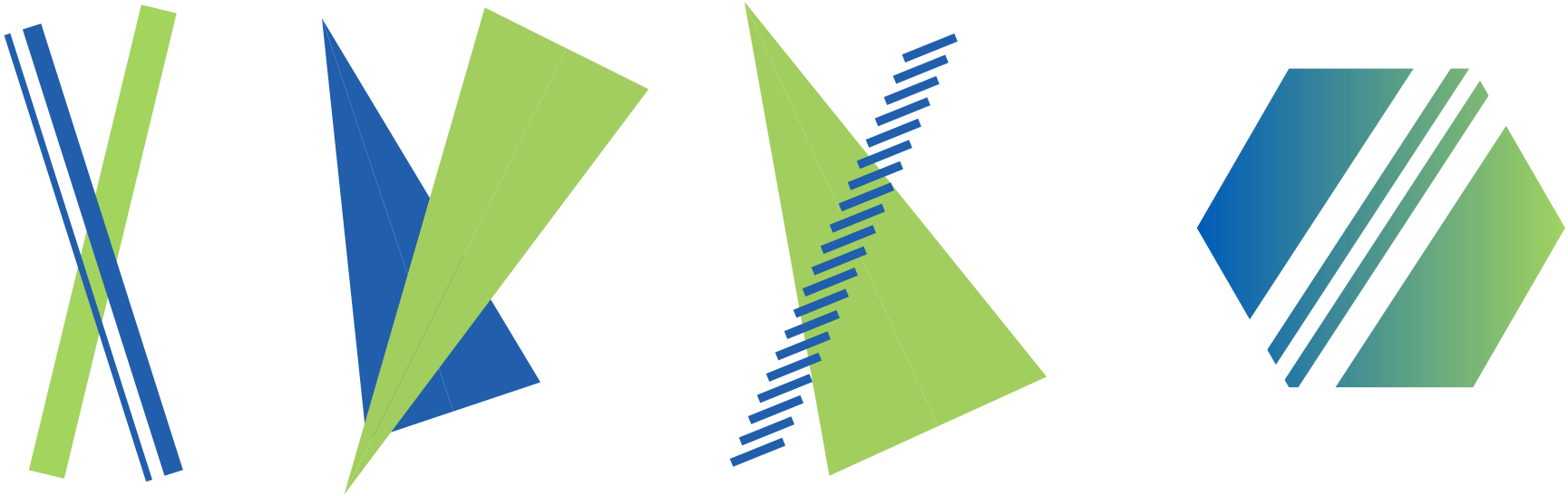
TEXTURE VECTOR

Apply texture vectors sparingly and at a lower opacity to fill negative space and add depth.

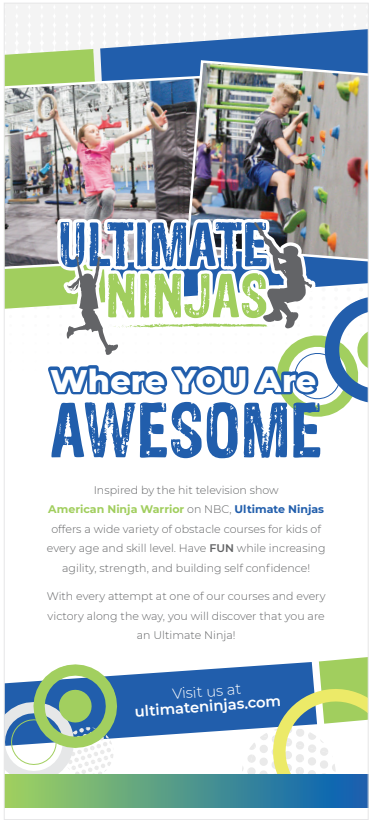
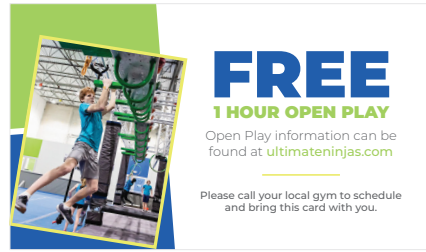
GRAPHIC ELEMENTS

VECTORS & GRADIENTS

For Ultimate Ninjas projects, incorporate geometric shapes to fill voids and consider using gradients in specific areas to create a dynamic aesthetic.



COLLATERAL

SAMPLE OF ULTIMATE NINJAS COLLATERAL

Ultimate Ninjas collateral should be exciting and fun while adhering to brand standards. Incorporate circle vectors to fill empty spaces and use texture vectors subtly in the background.