2023-24 BRAND BOOK

UPDATED JULY 2023

This manual is designed to ensure brand integrity across all Kings materials. Please refer to this manual for visual style, tone and usage guidelines for the duration of the 2023-24 NBA season and throughout the playoffs.

CONTENTS

VISION
Create and sustain a winning franchise that enhances the lives of those it touches, while making the world a better place.

VALUES
Excellence - Integrity - Openness - Hard Work - Fun

NBA 3.0
Technology - Globalization - Basketball As Agent Of Change In Local Community

VOICE
CONFIDENT - UNIQUE - CLEVER

The voice of the Kings brand is conversational, engaging and sharp-witted. Our visual style is bold, clean and self-assured. Our voice follows suit. Our revolutionary approach to basketball, both on the court and beyond, puts us firmly at the forefront of the next era of the NBA. And we know it. We don't brag but we are supremely confident. We keep our copy concise and our type clean. Ultimately it all comes down to this: Kings basketball is fun, bold and not to be messed with. Our voice should always convey the same.

Be conversational. Use contractions. Use the marketing voice. Be inclusive (ie. "we"). Do not use a serial comma unless absolutely necessary for clarity.

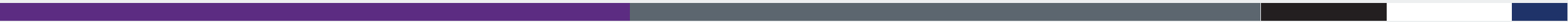# KINGS BRAND
MODERN - SLEEK - BOLD

COLOR
ICONIC - BOLD - BLACK & PURPLE

Since 1994, the Kings brand and the city of Sacramento have found their cornerstone in the captivating combination of black and purple, the regal colors of royalty. Among all the teams in the league, none embrace purple quite like we do. Utilizing it as an accent color alongside black exudes a sense of power and regality, making it much more than a color—it becomes the very essence of our identity.

COLOR

CMYK: 100

RGB: 0

HEX: 000000

BLACK

CMYK: 81C 100M 12Y 2K

RGB: 91r 43g 130b

HEX: 5b2c81

PMS 268

CMYK: 57c 47m 47y 14k

RGB: 112r 114g 114b

HEX: 707272

PMS 424

CMYK: 0

RGB: 255r 255g 255b

HEX: ffffff

WHITE

CMYK: C100 M90 Y29 K19

RGB: 33r 52g 105b

HEX: 213469

PMS 294

Color usage graph

Pure Black
PMS Black

Black has returned as the primary color of the Kings and should be paried with purple as much as possible. Black can be used with any other brand colors except our heritage colors.

Royal Purple
PMS 268

Purple is now the secondary color of the Sacramento Kings. No other shades of purple are permitted. It should be pared with black when possible.
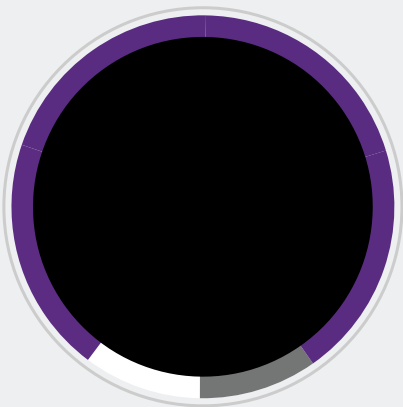
Gray
PMS 424

This color has been updated to better connect to the gray on the Nike uniforms. This tertiary color can be used as backgrounds, text and other design related elements. A metallic color is not permitted.
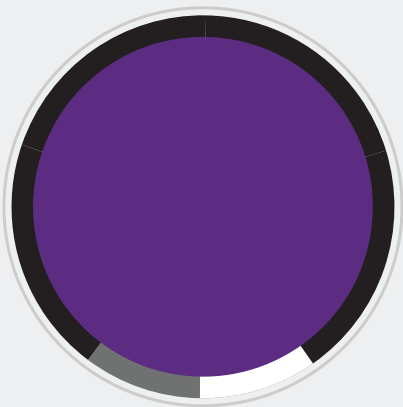
White

Tertiary color
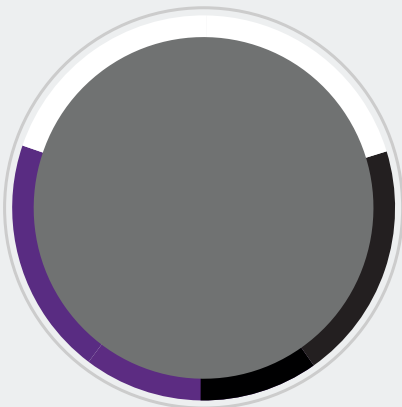
Royal Blue
PMS 294

Royal blue is our historical color and can be used in marketing initiatives that focus on reflecting back to our early days in Sacramento. Please do not pair with black or purple.
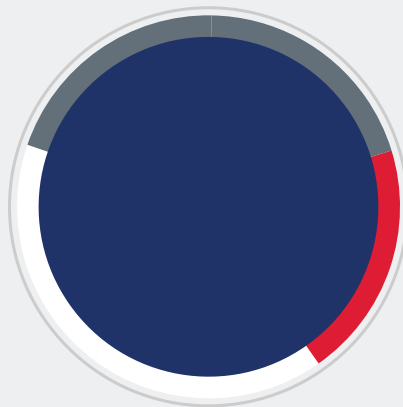
Color pairing when black is the dominate color

Color pairing when purple is the dominate color

Color pairing when gray is the dominate color

Color pairing when white is the dominate color

Color pairing when royal blue is the dominate color

LOGO
MODERN - SLEEK - BOLD

This is the primary logo for the Sacramento Kings and should be used in most cases.

The new logo draws from our ambitious beginnings in Sacramento, a time when our community first came together. We again find ourselves at the center of a profound transformation - a new arena for our city and a new identity for the world. The refined crown and ball, and "Sacramento" front and center is a modern take on the civic and franchise pride that has grown for a generation.

1"

Both of these exicutions are correct but when using the primary one color logo on a dark background we perfer that mark to be the full white rather than the outlined version.

Prefered version

The Heritage logo can be used in place of the primary only when legibility becomes an issue as the primary logo is scaled down. The mark also works when when speaking to the community. This mark is often more share with local Sacramento partners.

1"

Approved color uses.

The Lion Emblem embodies our fierce loyalty and unmatched pride. Our legendary fanbase creates the greatest home court advantage in all of sports and this mark represents their roar.
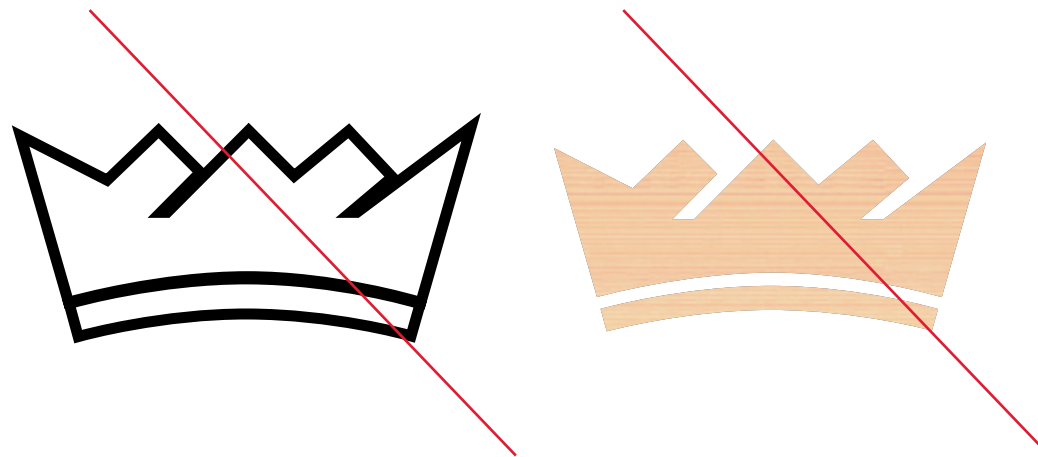

1"

The modernized script logo appears on the front of the core uniforms and can be used like other secondary logos.

1"

Do not outline the crwon or place a texture inside it.

The Legacy Crown is a reminder that we are all Kings. Derived from the primary logo, the crown is angled slightly to provide dimension and strength. A great option when a smaller scale logo is needed.

1"

The Global Crest, a symbol of leadership and strength, will be used in our visual identity as we continue to make basketball the premier global sport of the 21st century.

Please consult the Kings creative team before using this mark. When using this logo on merchandise it should only be embroidered on fabric in black, white or gray and should never be taller than 2.5 inches. It can also be stamped into leather goods.

1"

1"

When using this logo on merchandise it should only be embroidered on fabric in black, white or gray and should never be taller than 2.5 inches. It can also be stamped into leather goods, etched on to hard goods or used as a metal emblem. This mark should only be used on premium merchandise items and on any global market initiatives.

Drinkwear
  - Glass, stainless steel
  - Logo on metal emblem or etched
Bags, wallets, passport holders
  - Leather, canvas
  - Logo embossed or embroidered
Lapel pin
  - Metal
Key chain
  - Metal
Golf club cover
  - Leather
  - Logo embossed or embroidered
Golf shoe bag
  - Leather
  - Logo embossed or embroidered
Wine tote
  - Leather
  - Logo embossed or embroidered

2.5 max

Approved color uses.

The wordmark is a simplified version of the typographic treatment from the full lockup logo.

SACRAMENTO
KINGS

SACRAMENTO
KINGS

1"

Additional uses of the wordmark include adding the crown or just using the word Kings.

Do not fill letters with texture or unapproved colors.

When using the primary or secondary logo on a color background or over a photo, the logo must be contained. Meaning the white outline around the logo must be present.

The logo may only be used on approved color backgrounds, photos and textures. A black and white version may be be used on projects that are not printed in full color, otherwise the full color logo is required.

SACRAMENTO
PROUD

In Sacramento, our loyalty is legendary and our pride never wavers. We are Sacramento Proud, and we are not afraid to show it. Ever.

This mark may also be used as a one-color purple, black or white option.

Alt versions

PROUD

HELLA PROUD
EST. 1985

SACRAMENTO PROUD

To ensure integrity and visibility, the area immediately surrounding the primary logo and wordmark should be kept clear of competing text, images and graphics. The logo should be surrounded on all sides by clear space at least equal in size to the logo itself.
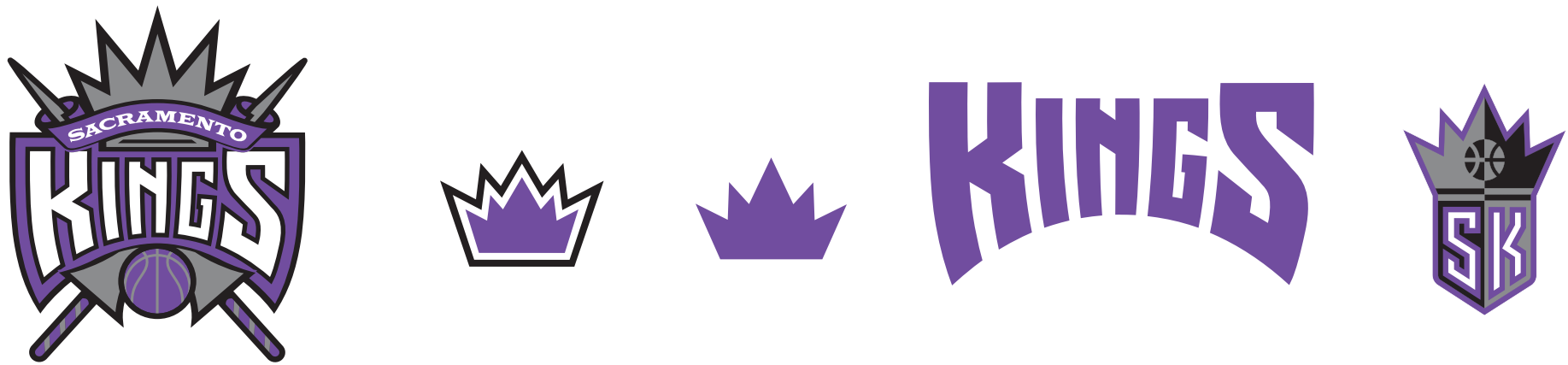
1. Do not place on an unapproved background.
2. Do not add a dropshadow .
3. Do not chage the color of the logo.
4. Do not use light shades of the colors.
5. Do not skew or chage proportions.
6. Do not remove portions of the logo.

The logos listed above have been replaced.
Any current usage of these logos must be
discontinued immediately.

TYPE

INNOVATED - SLEEK - BOLD

As with everything Kings related, the typography outlined here is designed to clearly and boldly represent the Kings unique brand and personality. Industry is a bold sans-serif typeface ideal for titles, headlines and anywhere else a true and immediate impact is needed. It matches closely to the custom type in our primary logo. Din supports Industry with timeless and lean geometric lines that are ideal for legible body copy.

Industry is the official typeface of the Sacramento Kings and should be used for headline copy. Although there are varying font weights, the preference is to use demi or medium.

This font is not intended for use in larges blocks of text.

Aa

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#$@

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#$@

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#$@

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#$@

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#$@

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#$@

Industry: Thin / Light / Book

Aa

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#$@

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#$@

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#$@

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#$@

Industry: Thin / Light / Book

Aa

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#$@

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#$@

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#$@

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#$@

Industry: Bold / Black

Din is the official body copy typeface
of the Sacramento Kings and should be
used for all large blocks of text.

Aa

DIN Light

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#$@

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#$@

Aa

DIN Regular

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#$@

Aa

DIN Bold

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#$@

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ#$@

Additional fonts that can be used in merchandise design only.

Sacramento Kings
KINGS RIFT

SACRAMENTO KINGS
SACRAMENTO

Sacramento Kings
VINCENT

SACRAMENTO KINGS
KINGS INDUSTRY

SACRAMENTO KINGS
VINCENT

SACRAMENTO KINGS
Q TYPE SQUARED

SACRAMENTO KINGS
MUSEO SLAB

NO APPROVED SCRIPT FONTS

CONTACT INFORMATION

If you have any questions regarding the brand standards and guidelines please contact:

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