

The selected identity



Dream Makers Basketball Academy · Ashburn, Virginia

Source-derived vector paths preserve the selected hornet, wordmark and tagline.

Tracing simplifies painted shading into scalable vector color shapes.

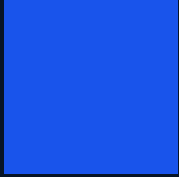
Use the complete lockup when the tagline can be read at the final size.

Use the cropped hornet avatar for profile circles and small interfaces.

Color and typography

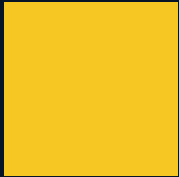
Court navy

#071426



Royal blue

#1954EB



Athletic gold

#F6C623



Off white

#F5F7FF

These are companion layout colors; the detailed logo has additional shades.

Headlines: Barlow Condensed Bold / Black. Body: Barlow Regular / Semibold.

SVG template lettering is outlined. Font files and OFL licenses are included.

Do not recolor individual source-logo details or replace its hand-drawn wordmark.

Spacing and reproduction

Clear space: reserve at least 8% of the full logo width on every side.

Full lockup: recommended minimum 400 px digital or 4 in / 102 mm print width.

Tagline-critical use: prefer 640 px or 6 in / 152 mm; verify a final-size proof.

Avatar: use the hornet crop at 48 px or larger; inspect 32 px favicon separately.

Do not stretch, add effects, rotate, or cut into the full lockup.

Light and dark ground examples are supplied; preserve the gold perimeter.

Monochrome files use transparent knockouts; preview on the intended ground.

Detailed tracing is not an embroidery digitization or certified cutting file.

Ask your fabricator to simplify fine detail for embroidery, vinyl or small badges.

Full-color logo PDF/EPS: 12 in square artboard, with built-in clear space.

No bleed is needed for standalone logo art. Add bleed in the final print layout.

RGB master colors are not calibrated Pantone or certified process CMYK.

Have your printer convert using its substrate-specific ICC profile and proof.

A CMYK raster proof is included for reference only; it is not a vector master.

Digital and social delivery

Profiles: named Instagram / Facebook / TikTok / Threads files at 320 and 1024 px.

1024 px is our high-resolution delivery master, not a platform requirement.

Square post 1080 x 1080; Instagram portrait 1080 x 1350; optional 1080 x 1440.

Story / reel cover 1080 x 1920 (9:16); central logo leaves top/bottom breathing room.

Facebook cover: 851 x 315 plus 1702 x 630. Device crops vary; preview manually.

Share card: 1200 x 630. Social SVG templates contain editable vector objects.

Type is outlined, not live text; replace outlines with bundled fonts to rewrite copy.

Always preview profile circles, feed crops and cover placement before publishing.

Platform recommendations change. These are delivery sizes, not compliance claims.

TikTok official guidance recommends 9:16, at least 540 x 960, for in-feed ads.

No social accounts were created or posts uploaded by this asset production.

The profile filenames do not assert that an account exists on that platform.

Reference: ads.tiktok.com/resources/help/article/tiktok-auction-in-feed-ads

Files and handoff

01-vector-masters: path-based SVG, vector PDF / EPS, and ground treatments.

02-png-logos: transparent 640 / 1280 / 2400 / 4000 px and background exports.

03-avatars-favicons: hornet crop SVG, PNG, and multi-resolution ICO.

04-social-exports: upload-ready PNG images with named placement dimensions.

05-editable-social-templates: vector layouts with outlined typography.

06-brand-guide: this guide, text instructions, fonts and font licenses.

Public archives contain finished deliverables; production files are kept privately.

Each archive includes a manifest of its files and SHA-256 hashes.

Archives are separated by use, each below 25 MiB; no virtual environments included.

The complete detailed mark contains 1,338 paths; simplify only with design approval.

Separate mascot and script marks are reconstructed companion versions.

Use artwork only with rights to the supplied logo and its intended branding.