

The B Elements

The Bleachers B is the very definition of the company identity. It is defined as the following elements:

- Brush Script MT Italic font
- Capital B
- Rotated 18 degrees
- Colored Bleachers Green (#8bc136)



▲ Bleachers B

Logo Reproduction

The Bleachers B and its variations are to be reproduced consistently to the specifics above to ensure the visual impact of the logos. When using the logos, please use supplied graphics before attempting to recreate these yourself.



▲ B Knockout

Usage

Used in any and all applications and visual communications that include Bleachers in any capacity. The Bleachers B may appear in Bleachers Green or knockout white, depending on the complexity of the design layout. Knockout variant should appear on backgrounds where Bleachers Green does not match.

▼ Proper knockout usage



▼ Improper Green usage

