

LOGO



Dimensional logo
Primary



Flat logo
Secondary

The Columbia 300 has a variety of forms that are used at different times. The dimensional color and one color versions are the primary logo, and should be used as such. The flat one color logo is used when the logo is too small and the dimensional logo becomes illegible.



The retro Columbia 300 logos are to be used in conjunction with retro ball nameplates or retro apparel. **The retro Columbia 300 logos may not be used in any form unless with written permission from Ebonite International.**

TYPOGRAPHY

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
123456789!@#\$%&()*

Montserrat

Primary headline/display font. Used for large type.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

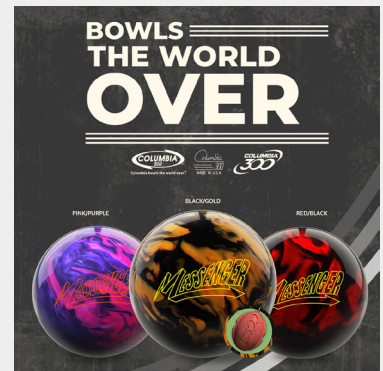
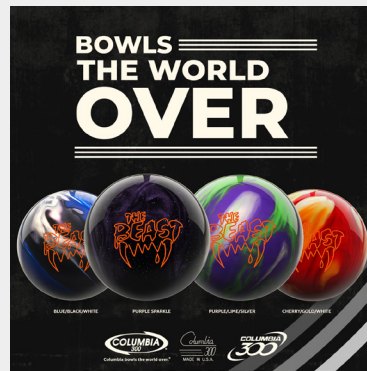
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%&()*

Cabin

Secondary font. Used primarily as body copy.

GRAPHICAL ELEMENT

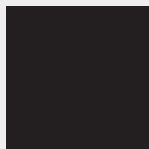
Columbia 300 uses three lines as a graphical element. Although not required on all C300 designs, it is used in a variety of ways to bring continuity to the brand.



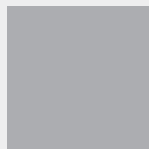
COLOR



Pantone 186
C2 M100 Y85 K6
R200 G16 B46
#C8102E



100% Black



38% Black
CO MO YO K38
R171 G173 B176
#abadb0



White

BRAND KEYWORDS

- Proven
- Historic
- Iconic
- Constant
- Nostalgic
- Classic
- Everywhere

Questions can be emailed to creativeservices@ebibowling.com

Columbia 300 guidelines effective July 1, 2019