

Sponsorship Brand Guidelines

2023 | Version 1.0



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Sponsorship Introduction

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01



Sponsorship Introduction

The following guidelines are for Poarch Band of Creek Indians sponsorships only. The PCBI logo may not be used for applications outside the scope of the sponsorship agreement.

Merchandise branded with the Tribal logo may only be produced and/or sold by the Tribe or with the written approval of the marketing director. No business, organization or individual, including Tribal members and entities, may produce or sell Tribally branded merchandise without such permission.

Rules for the Written Name

Following are approved ways to refer to the Tribe:

Poarch Band of Creek Indians
optional acronym: PBCI

There is sometimes confusion about whether or not the acronym 'PCI' is acceptable. Although it appears in some business names, the Tribe asks that PBCI be used instead as it is a more accurate representation of our name.

Always try to keep the Tribe's name from being separated by a line break. If a line break is unavoidable, break the word before or after 'of' so either 'Poarch Band' or 'Creek Indians' appears together. Examples follow:

- ✓ Welcome to the **Poarch Band of Creek Indians** website.
- ✓ Welcome to the **Poarch Band of Creek Indians** website.
- ✗ Welcome to the **Poarch Band of Creek Indians** website.
- ✗ Welcome to the **Poarch Band of Creek Indians** website.

We have standards regarding how groups within our Tribe are referred to as well:

Tribal Members must always be capitalized.*

First Generation Descendants must always be capitalized.*

The word Tribe must always be capitalized when referring to our Tribe in particular. When referring to "our Tribe," or "the Tribe," only the word "Tribe," should be capitalized.

* These rules apply only to their use in regards to the Poarch Band of Creek Indians. Title capitalization for these terms is not required when speaking of other tribes.



Sponsorship Logo Policy Requirements

- The logo should not be used by the sponsor for applications outside of those approved within the sponsorship benefits. If additional promotional opportunities become available with the sponsorship, please coordinate and secure approval for the logo usage from the PBCI Communication's Department.
- If the logo is placed on the website, they must link back to our website
- The Logo may never be used by any Logo User, in any manner that, in the sole discretion of the Tribe:
 - (a) discredits the Tribe, or tarnishes the Tribe's reputation and goodwill;
 - (b) is false or misleading;
 - (c) violates the rights of others;
 - (d) violates the law, regulation or other public policy; or
 - (e) mischaracterizes the relationship between the Tribe and the Logo User including but not limited to any use of the Logo that might be reasonably construed as endorsement, approval, sponsorship, or certification by the Tribe of the Logo User, the Logo User's business or organization, or the Logo User's products or Services, or that might be reasonably construed as support or encouragement to purchase or utilize the Logo User's products or services.
- A Logo User may lose his/her/its right to use the Logo if the Logo User:
 - (a) discredits the Tribe or tarnishes its reputation and goodwill;
 - (b) conducts business in a false or misleading manner;
 - (c) violates the rights of others; or
 - (d) violates the law, regulation or other public policy.
- The Tribe shall have the right, from time to time, to request samples of use of the Logo from the Logo User from which it may determine compliance with this policy.
- The Tribe reserves the right to prohibit the use of the Logo if it determines, in its sole discretion, that Logo User's usage, whether willful or negligent, is not in strict accordance with this policy.



Primary Brand Identity

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02



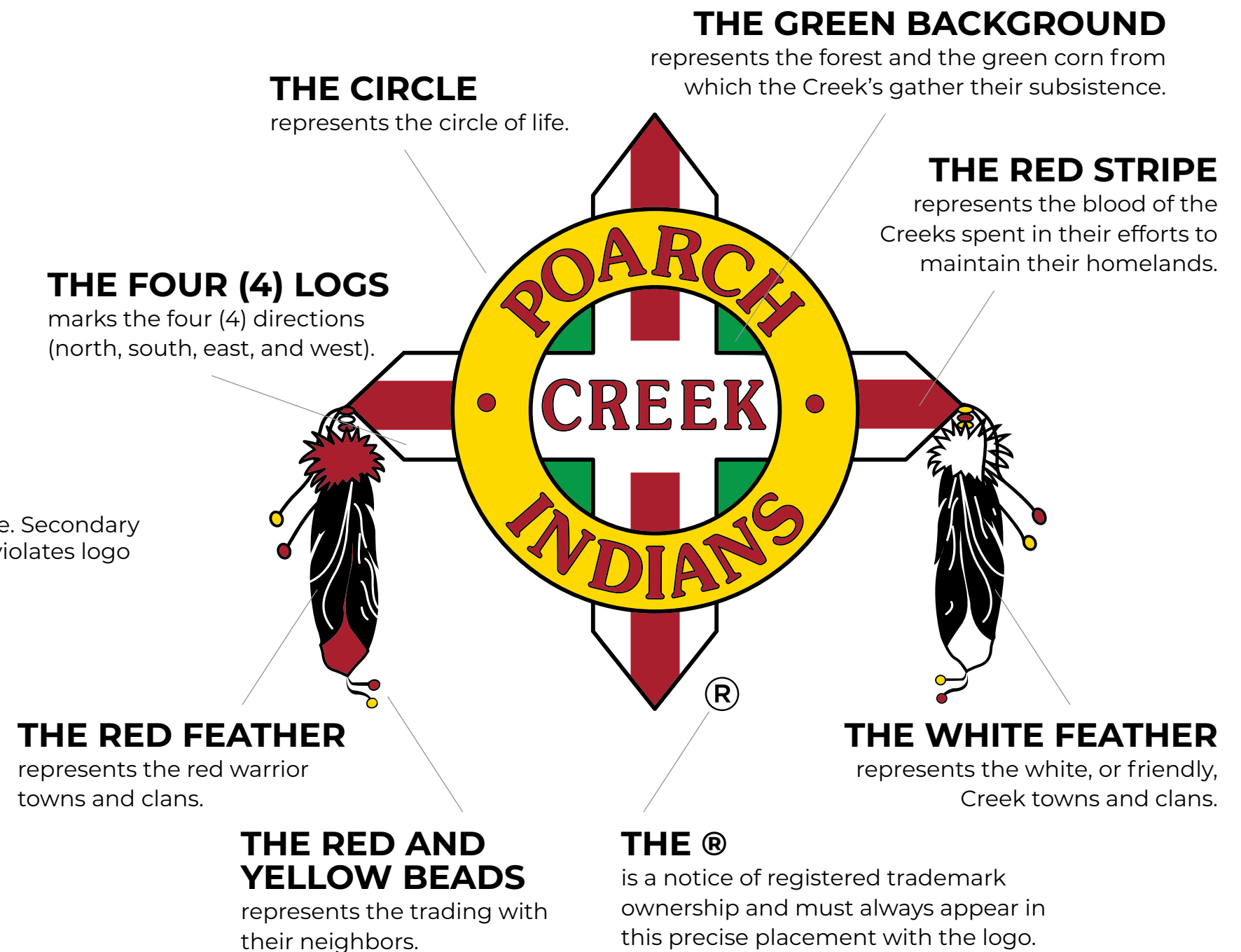


Primary Logo

ICONOGRAPHY + SYMBOLISM

The Poarch Band of Creek Indians logo incorporates several graphic elements that are very important to the cultural identity of the Tribe.

The full color logo should always be used when possible. Secondary logos are ONLY permissible if using the full color logo violates logo usage rules.



Logo Usage

PRIMARY LOGO USAGE

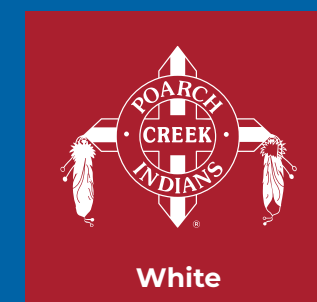
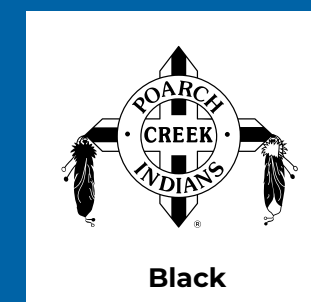
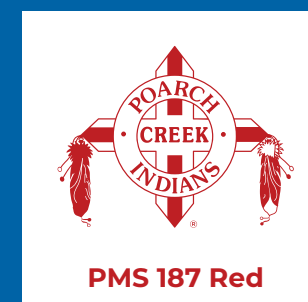
The primary PBCI logo performs well on light-colored backgrounds or medium-toned backgrounds of contrasting color.



Full color logo is available in PMS, CYMK, and RGB formats.

SECONDARY LOGO USAGE

A 1-color version of the PBCI logo is available for use—especially when the background is dark, the same color as one of the logo colors, or is busy (such as a photograph or heavy texture).



Safe Area & Sizing

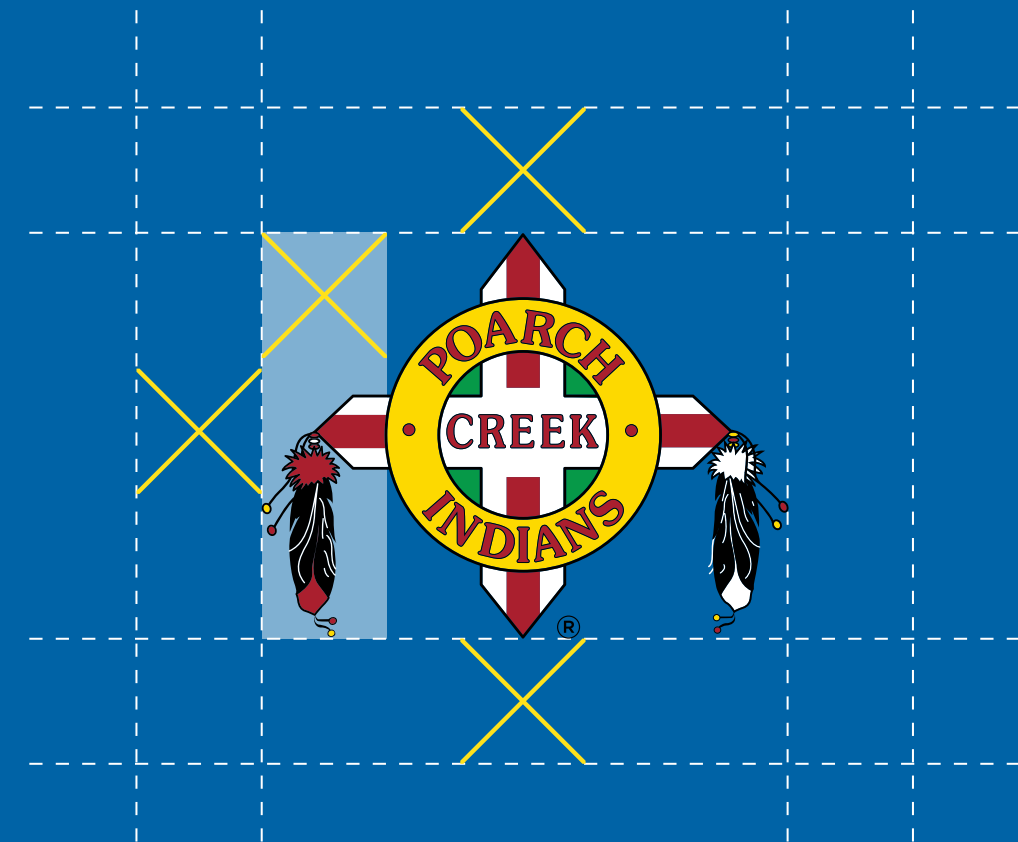
SAFE ZONE

To preserve the logo's readability, always maintain a clear space around the logo. The clear space is defined by the distance from the left edge of the logo to the hoop, called 'X'. That distance should be observed on each side of the logo and kept free of obstructions, such as other logos, copy, distracting patterns, or busy photographic elements that might interfere with the logo's legibility.

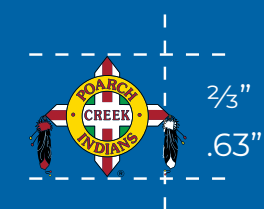
MINIMUM SIZE

To maintain readability of the logo the minimum size should never be any shorter than $\frac{2}{3}$ " (.63") tall.

SAFE ZONE SAMPLE



MINIMUM SIZE SAMPLE



Logo Misusage

To preserve the logo's readability and integrity, never alter or distort the Poarch Band of Creek Indians brand in any way. Included are a handful of unacceptable examples.



DO NOT
stretch or distort the logo



DO NOT
apply distracting shadows



DO NOT
rotate the logo



DO NOT
apply a stroke



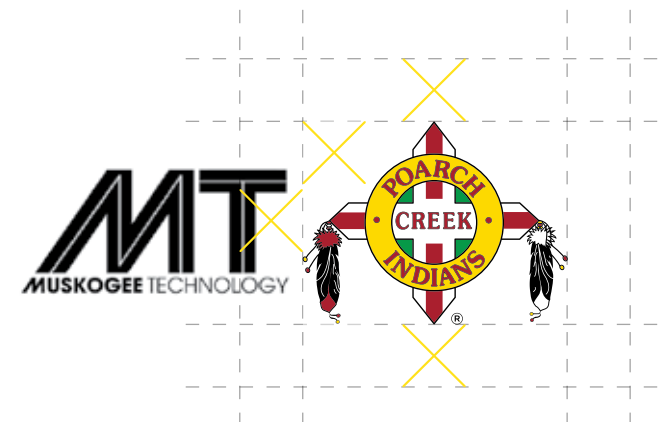
DO NOT
modify the swatches



DO NOT
alter elements



DO NOT
place on distracting photos or artwork



DO NOT
invade clear space



DO NOT
use logo without feathers



Color Palette

Brand Color Palette

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03





Brand Color Palette

PRIMARY COLORS



Red, yellow and green are the primary brand colors used in the Poarch Band of Creek Indians logo. These colors can always be used in any combination in Tribal related messaging. Do not dilute these colors by shading or tinting without authorization.



LOGO RED

PMS 187
CMYK 15, 100, 100, 10
RGB 171, 30, 46
HEX #ab1e2e



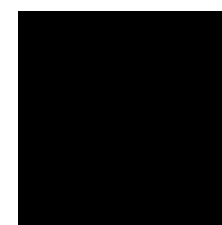
LOGO YELLOW

PMS 108
CMYK 3, 10, 100, 0
RGB 251, 218, 0
HEX #fbd900



LOGO GREEN

PMS 108
CMYK 3, 10, 100, 0
RGB 0, 152, 72
HEX #009848



BLACK

PMS BLACK
CMYK 50, 40, 40, 100
RGB 0, 0, 0
HEX #000000



WHITE

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #ffffff

