



03. INTRODUCTION & MISSION

BACKGROUND..... 4

COMMUNITY PILLARS 5

MISSION STATEMENT 6

07. LOGO SUITE

COLOR VARIATIONS12

COLOR USAGE.....13

SIZING & SPACING.....14

MISUSES.....15

16. VISUAL SYSTEMS

COLOR17

TYPOGRAPHY18

PHOTOGRAPHY19

TEXTURES & ICONS.....20

MASCOTS21

22. APPLICATIONS

WEB & MOBILE23

SOCIAL MEDIA.....29

SIGNAGE38

ARENA EXPERIENCE40

MERCHANDISE.....41



INTRODUCTION & MISSION

INTRODUCTION & MISSION

SUMMIT CITY SIRENS

Sound the Summit

A signal rising from all of the 330.

A call to be heard.

A call to rise.

Many voices. One signal.

Your voice is power.

INTRODUCTION & MISSION

The Summit City Sirens are rooted in Akron, Ohio, a city shaped by industry. As the heart of Summit County, Akron has long served as a gathering point for culture, community, and creativity across the region.

From the jazz era of Howard Street to the success of the Rubber Capital, Akron has always been a place where sound, voice, and identity converge. This leads to the foundation of the Sirens, a team and identity built on the momentum of the people of Akron and Summit County.

The name reflects both place and purpose. “Summit City” acknowledges the region and its role as a central hub, while “Sirens” represent a modern signal that protects, alerts, and empowers. Together, they form a call to action rooted in voice, expression, and identity.

The Summit City Sirens embody athletes who demand to be seen, heard, and respected. They stand as a reflection of the 330: Hard-working, evolving, and unapologetically bold.

INTRODUCTION & MISSION

COMMUNITY PILLARS

EXPRESSION

Empower to speak boldly and lead confidently.

UNITY

Represent Akron, the suburbs, and Summit County as one collective identity.

OPPORTUNITY

Create pathways for youth engagement, mentorship, and growth through basketball.

EXCELLENCE

Compete relentlessly while honoring the community we represent.

INTRODUCTION & MISSION

MISSION STATEMENT

The Summit City Sirens exist to elevate women's basketball, amplify voices across the 330, and inspire confidence, leadership, and self-expression on and off the court.

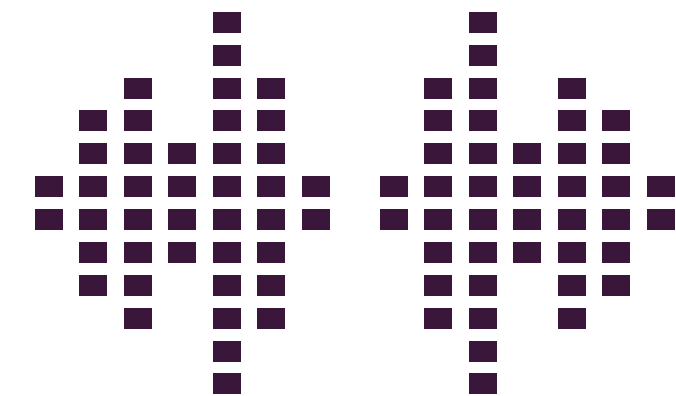


LOGO SUITE

Designed to visualize motion and traveling sound, the monograms and soundbars serve as the Sirens identity on their own.

The City “C” nestles inside the “S”, serving the city of Akron as the center for community and engagement.

Grouped in 14, the soundbars represent the 14 cities of Summit County, united as one.



SUMMIT CITY
SIRENS



SUMMIT CITY
SIRENS

LOGO SUITE



LOGO SUITE

The main three color combos are determined by main logo usage and uniforms. The latter combos are for merchandise, watermarks, and readability if only using a single color. Black and White color combos are to be used in gray scale applications.

SIGNATURE

CLASSIC

HIGH ENERGY



LOGO SUITE

PURPLE

- Primary backgrounds
- Home uniforms
- Website headers / navigation
- Large-scale environments
- Primary logo background
- Motion graphics

GREEN

- Key accents
- Numbers, highlights
- Motion graphics
- Social media emphasis
- Detail elements

CREAM

- Light backgrounds
- Away uniforms
- Text on dark backgrounds
- Editorial layouts
- Secondary merch

GRAY

- Subheadings
- UI elements
- Data / stats graphics
- Secondary typography
- Secondary / Utility Versions
- Footer logos
- Watermarks

CAN USE:

- Cream on purple for readability, socials, and merch
- Gray on Purple
- Gray on Cream

DO NOT USE:

- Gray on Lime
- Too many Gray versions
- Purple on Green with heavy Gray elements
- Any combo where Green and Gray compete
- Cream on Green or Green on Cream

LOGO SUITE



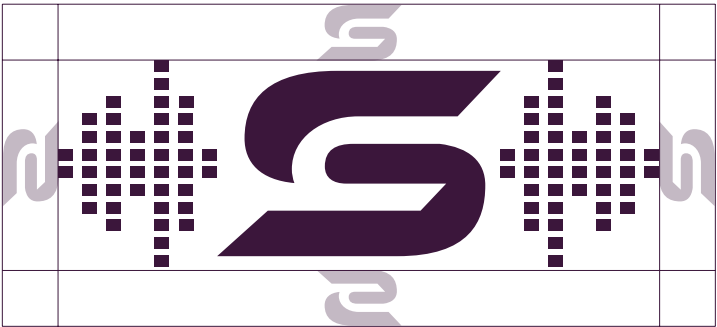
Smallest Size: 50px
Take monogram mark from here and reduce size to 30% for spacing the mark itself.



Smallest Size: 120px
Take the “S” letter from here and reduce size to 50% for spacing the logo itself.



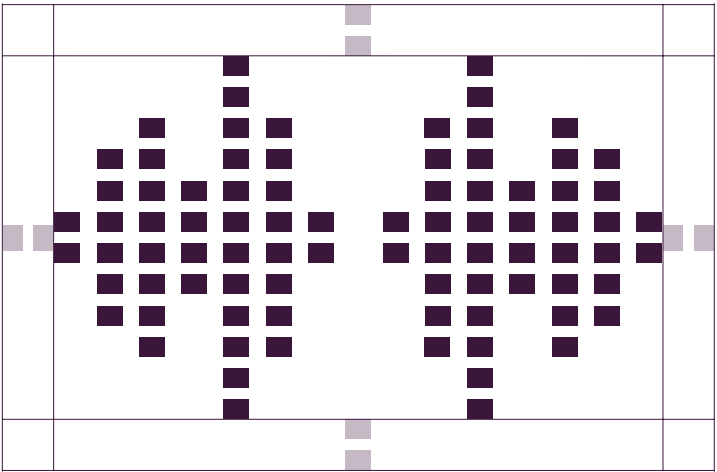
Smallest Size: 120px
Take the “S” letter from here and reduce size to 50% for spacing the logo itself.



Smallest Size: 70px
Take monogram mark from here and reduce size to 30% for spacing the mark itself.



Smallest Size: 130px
Take monogram mark from here and reduce size to 50% for spacing the logo itself.



Smallest Size: 60px
Take two soundbars on ends for spacing the mark itself.

LOGO SUITE

Do not use a non brand color for logo or background.

Do not add a drop shadow.

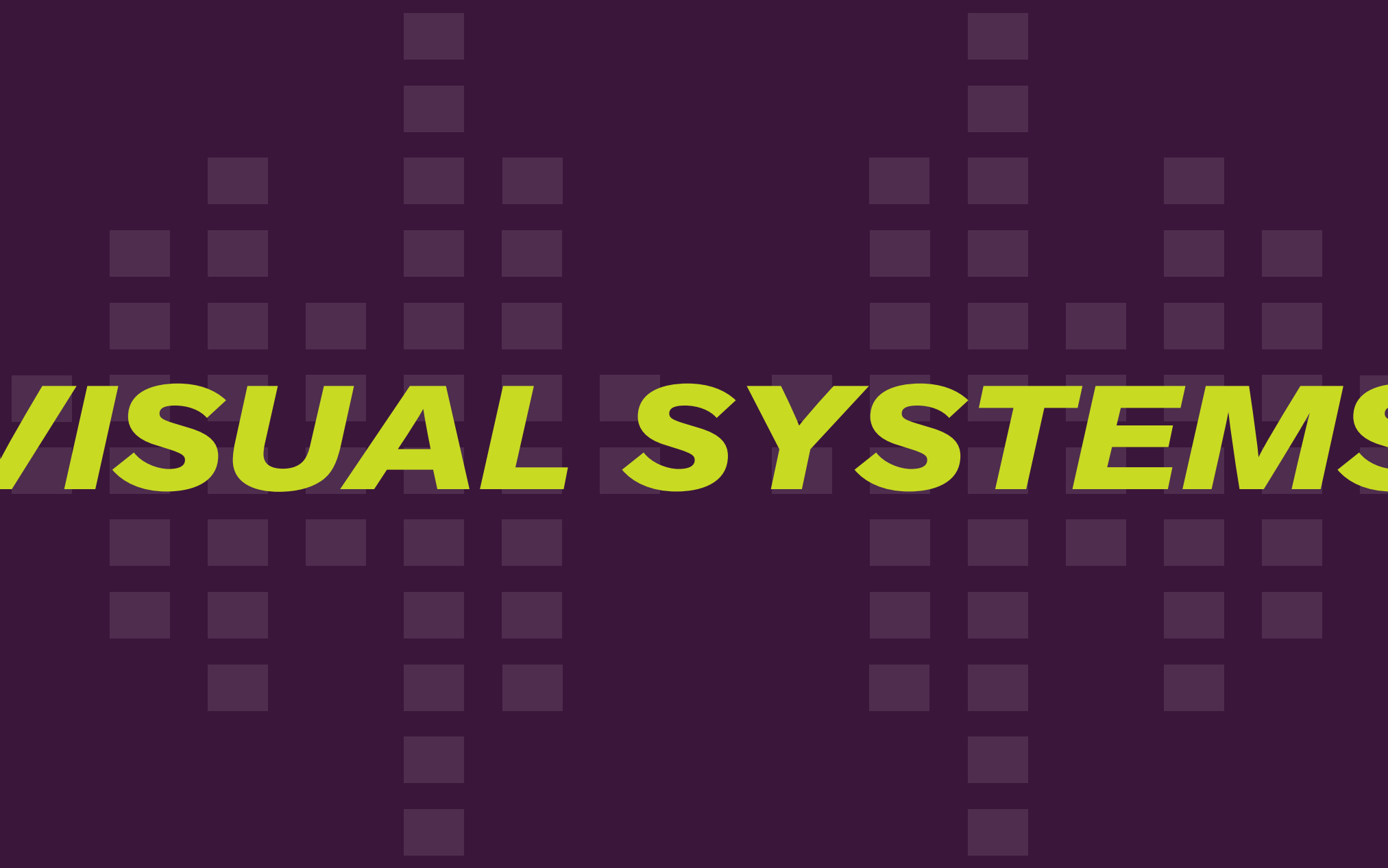
Do not warp or stretch.

Do not reflect or rotate (except for soundbar textures)

Do not offset or change alignment.

Do not type the font.





VISUAL SYSTEMS

SYSTEMS

PANTONE P 95-16 C
C: 73 **M:** 94 **Y:** 44 **K:** 52
R: 59 **G:** 22 **B:** 59
HEX #3b163b

Midnight Noise

PANTONE 6193c
C: 26 **M:** 0 **Y:** 100 **K:** 0
R: 200 **G:** 218 **B:** 34
HEX #c8da2c

Static Lime

PANTONE P 1-2 C
C: 1 **M:** 1 **Y:** 17 **K:** 0
R: 251 **G:** 248 **B:** 218
HEX #fbf8da

Light Frequency

PANTONE P 179-7 C
C: 43 **M:** 35 **Y:** 35 **K:** 1
R: 153 **G:** 153 **B:** 153
HEX #999999

Tire Treads

ETHNOCENTRIC BOLD ITALIC

AA BB CC DD EE FF GG HH II
JJ KK LL MM NN OO PP QQ RR
SS TT UU VV WW XX YY ZZ
0 1 2 3 4 5 6 7 8 9 0 &

Logotype displayed for reference.

Akzidenz-Grotesk Next Medium Extended Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 0 &

This is logotype only. This is here for reference.

Akzidenz-Grotesk Next Extended

Light Extended	Bold Extended
<i>Light Extended Italic</i>	<i>Bold Extended Italic</i>
Regular Extended	Extra Bold Extended
<i>Regular Extended Italic</i>	<i>Extra Bold Extended Italic</i>
Medium Extended	
<i>Medium Extended Italic</i>	

Used for any typographic treatments that is brand specific.

VISUAL SYSTEMS

Official, high-resolution from in-house and city-wide photography. Classic purple and green duotones, and grain abstractions can be implemented for main brand usage.



VISUAL SYSTEMS

Main brand usage follows square shape motifs to call back to the soundbars of the logo. Additional visual soundwaves are encouraged in wider campaign applications.



VISUAL SYSTEMS

The mascot system is built around sound, energy, and identity through Echo, Amp, and Birdie.

Echo, the air horn represents the explosive, high-energy moments of the game, while the megaphone Amp focuses on rallying the crowd leading chants, encouraging participation, and amplifying the collective voice of the fans.

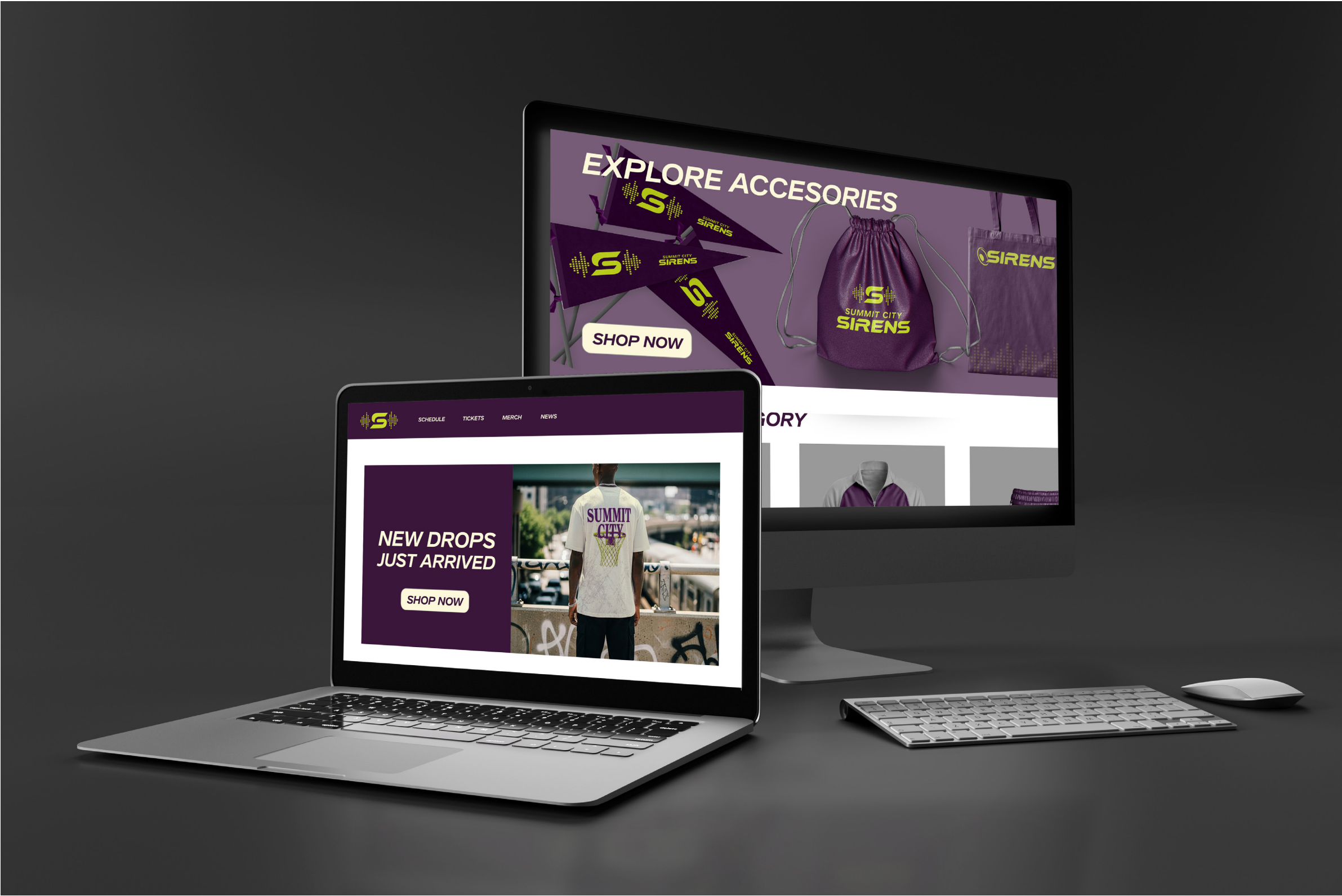
Designed primarily for print and branded materials, Birdie the blue heron functions as a nod to the region's natural identity.



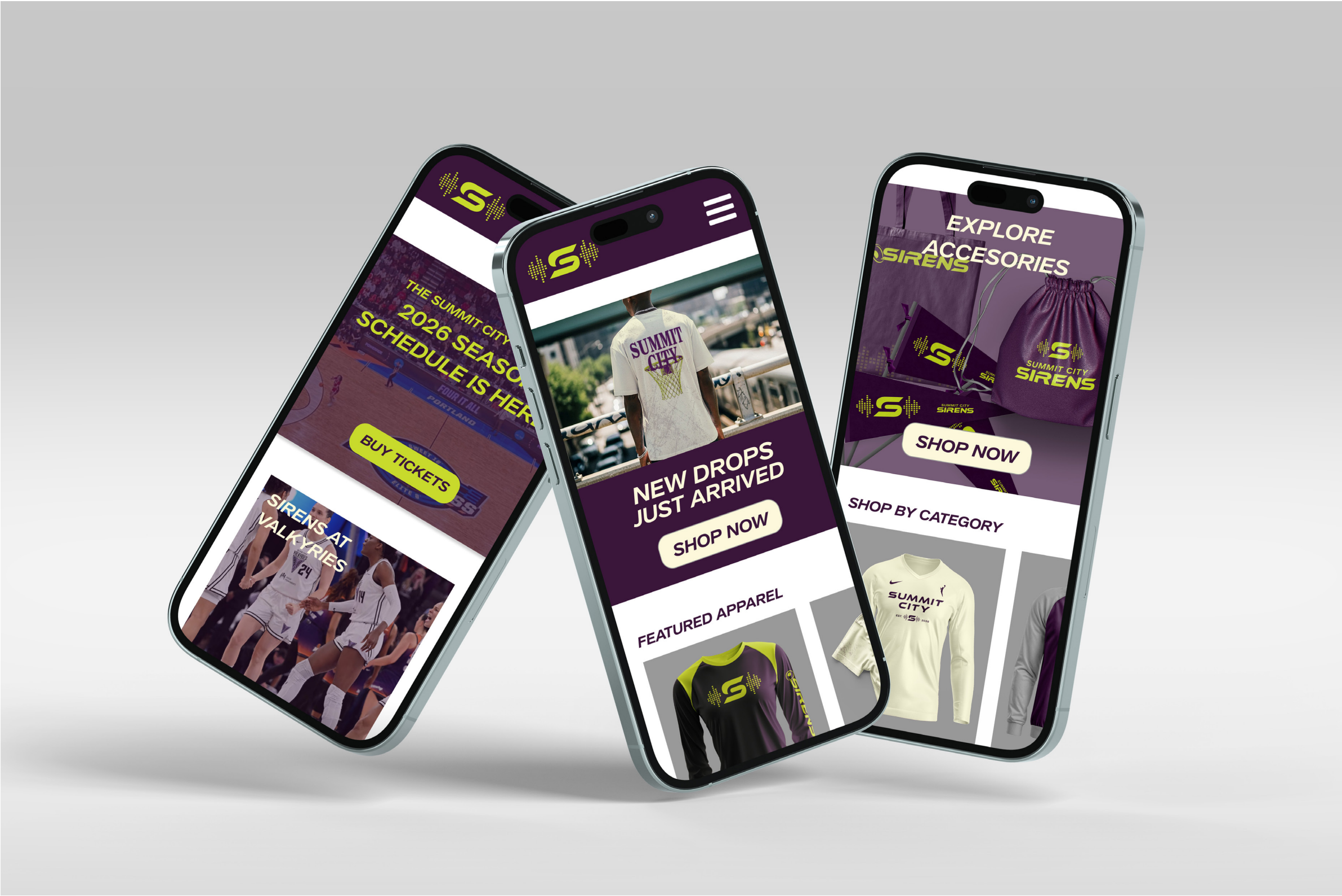


APPLICATIONS

APPLICATIONS

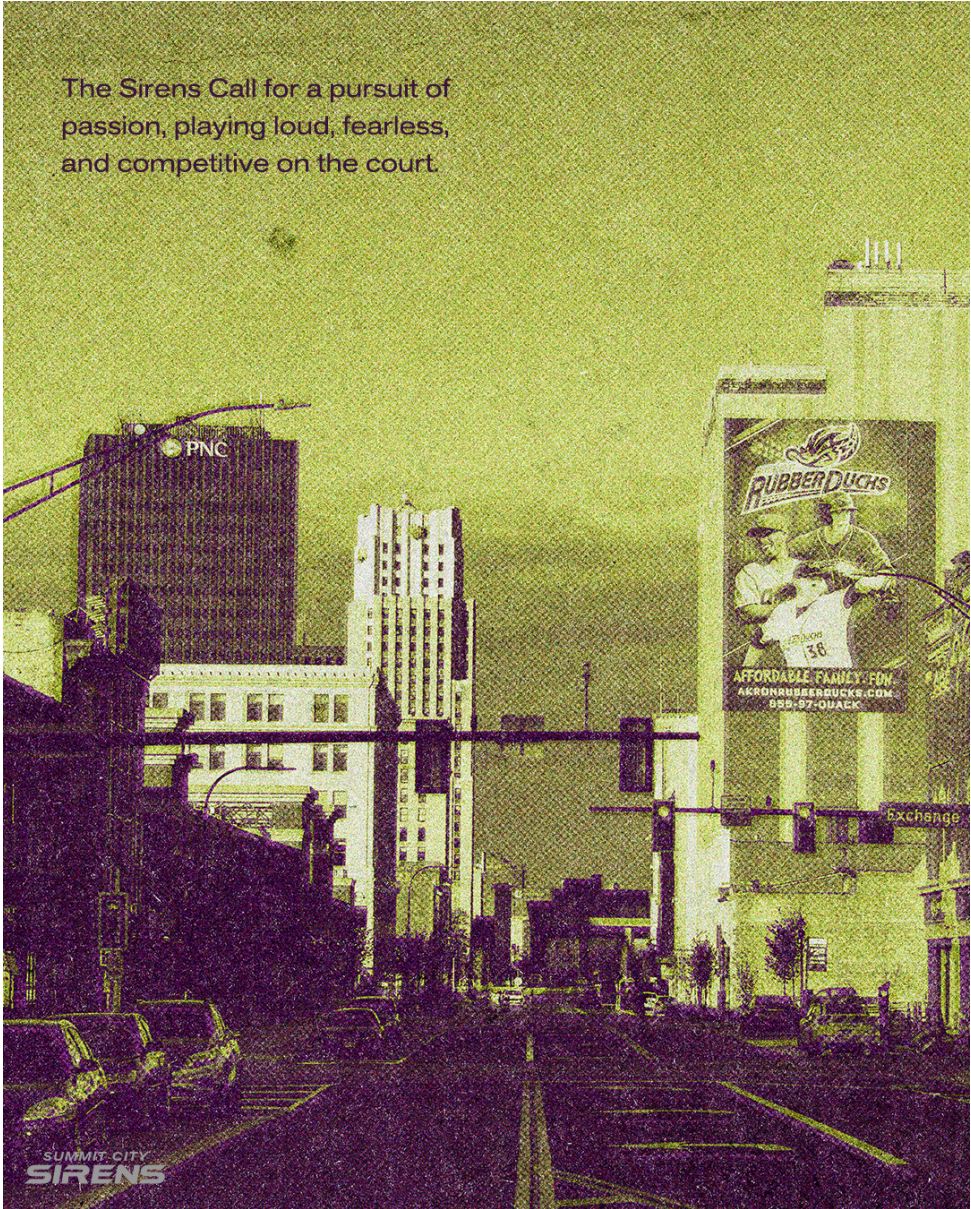
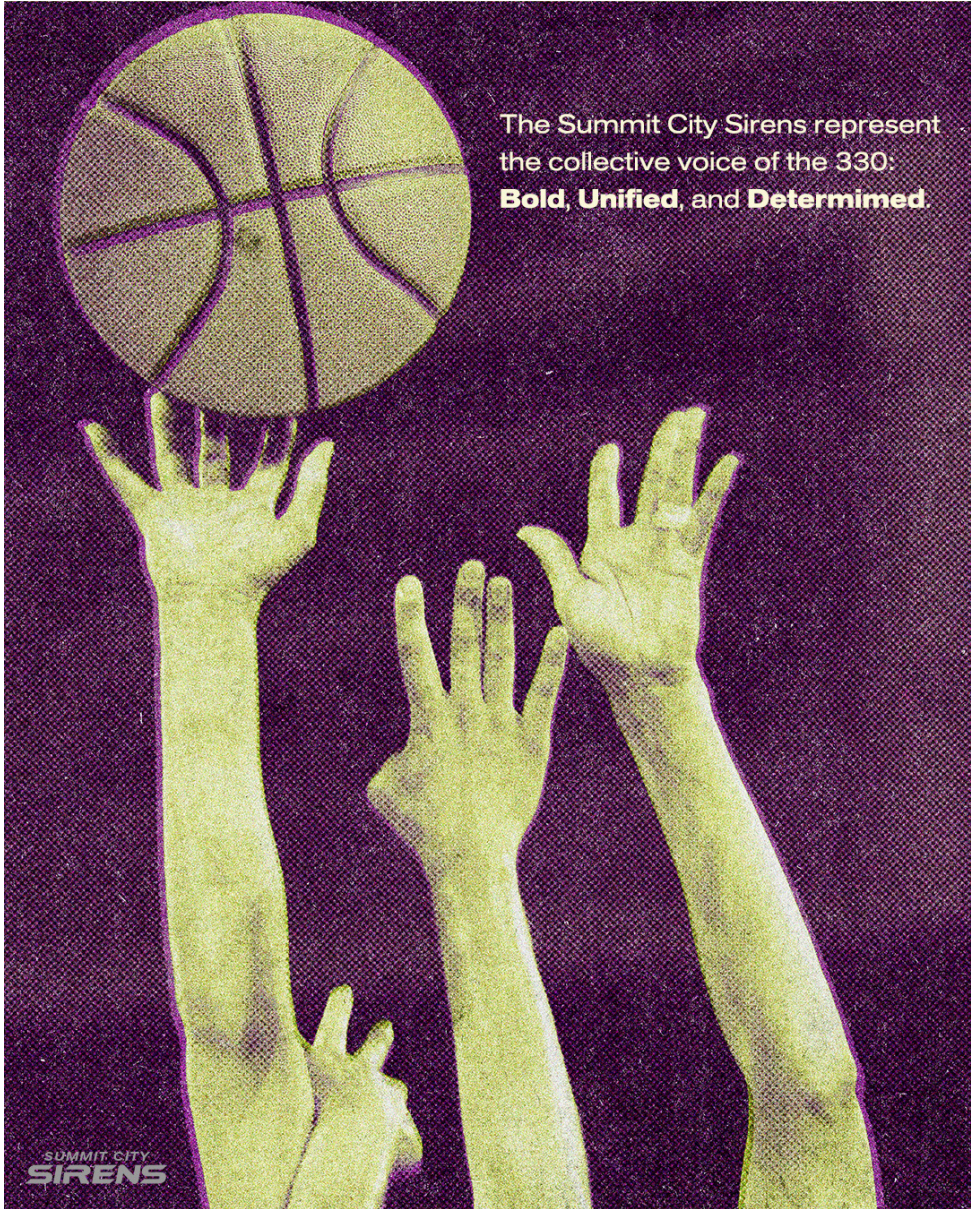


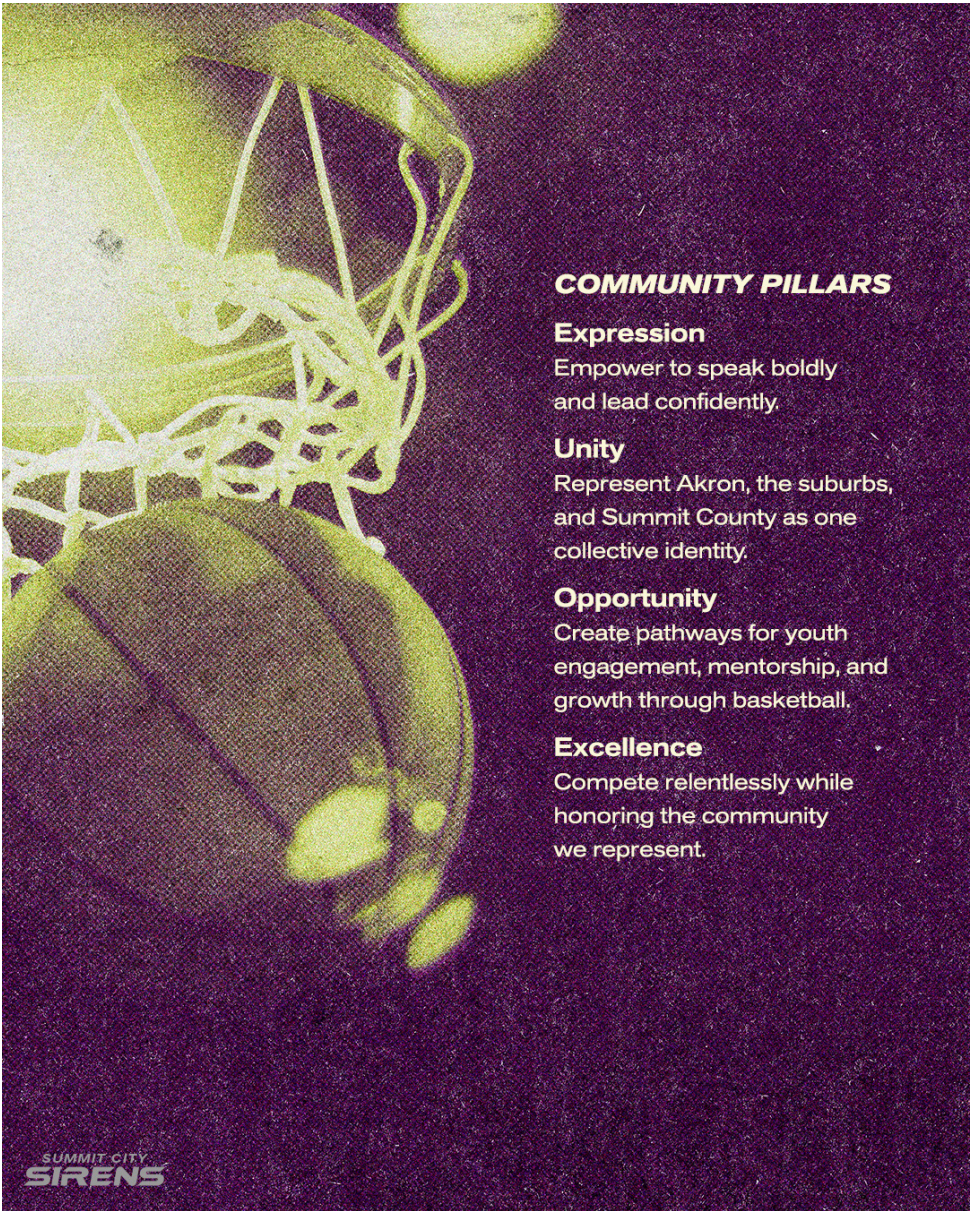
APPLICATIONS



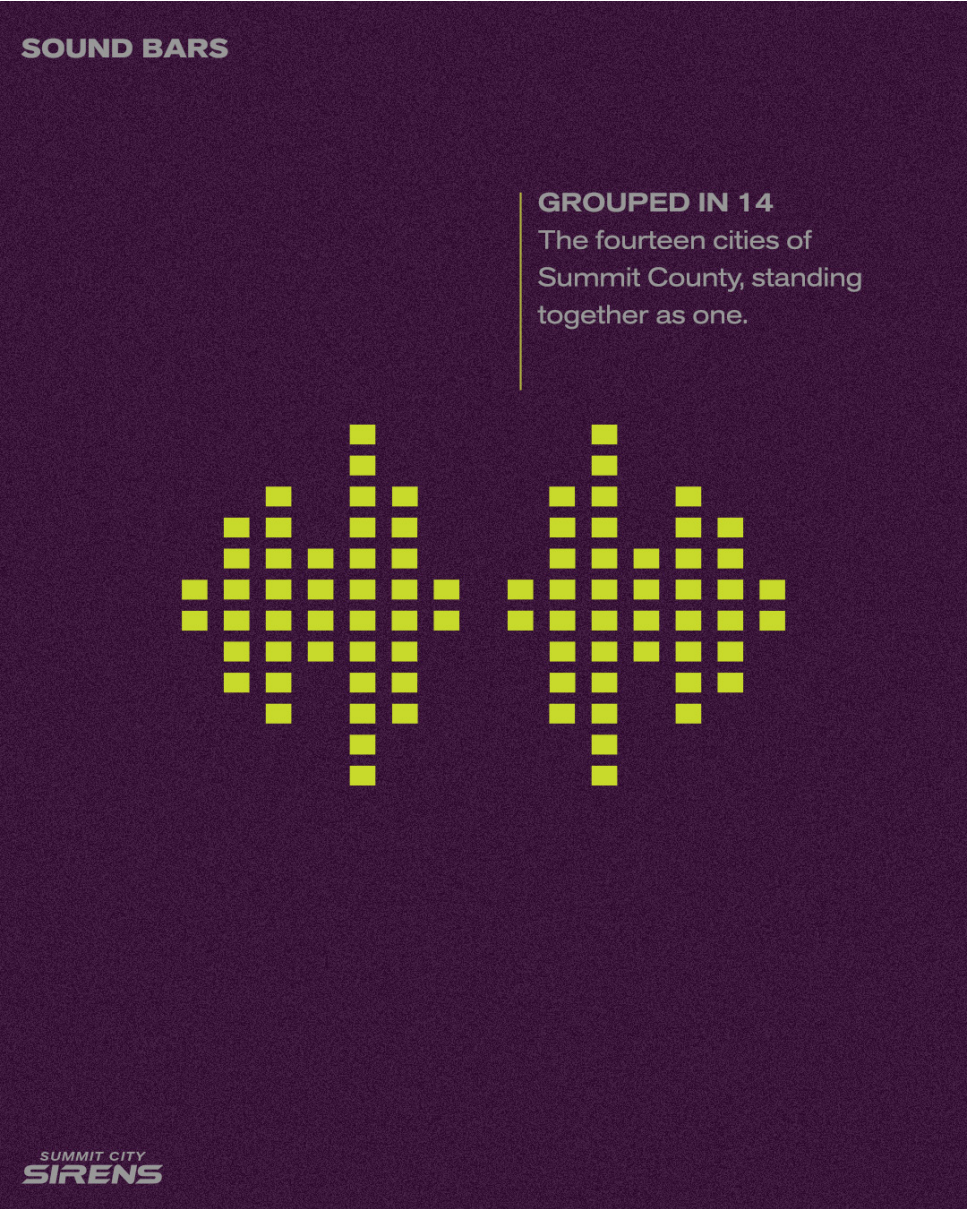


APPLICATIONS





APPLICATIONS



APPLICATIONS

MONOGRAM



HIDDEN IN PLAIN SIGHT
The city "C" nestled inside the "S", referencing a center for community engagement.



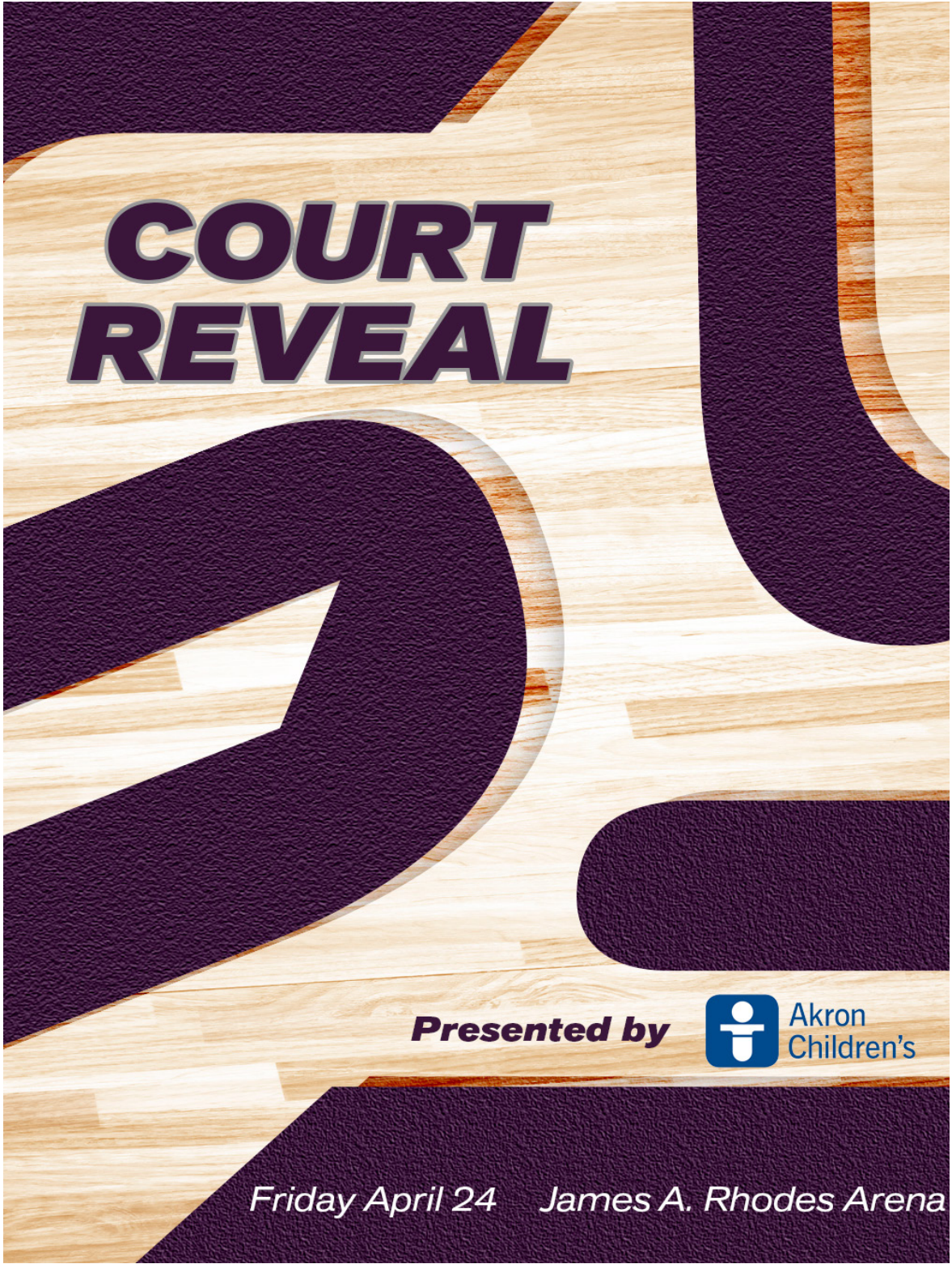
WORDMARK

VISUALIZING SOUND IN MOTION
Italic fonts lean into sound traveling and reverberating. The combination of sharp and curved lines amplify the defensive and offensive strategies of the game.



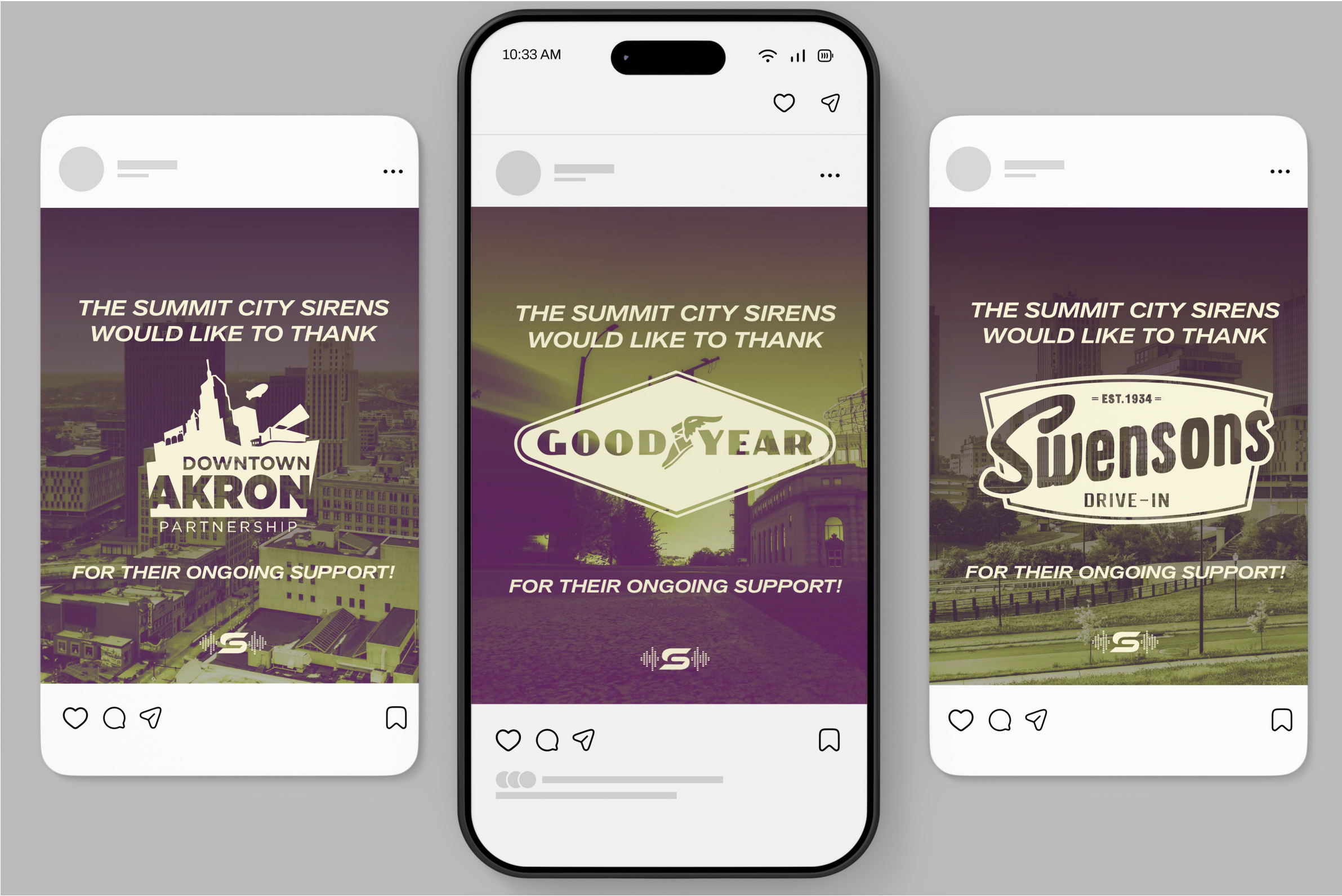
LOGO SUITE





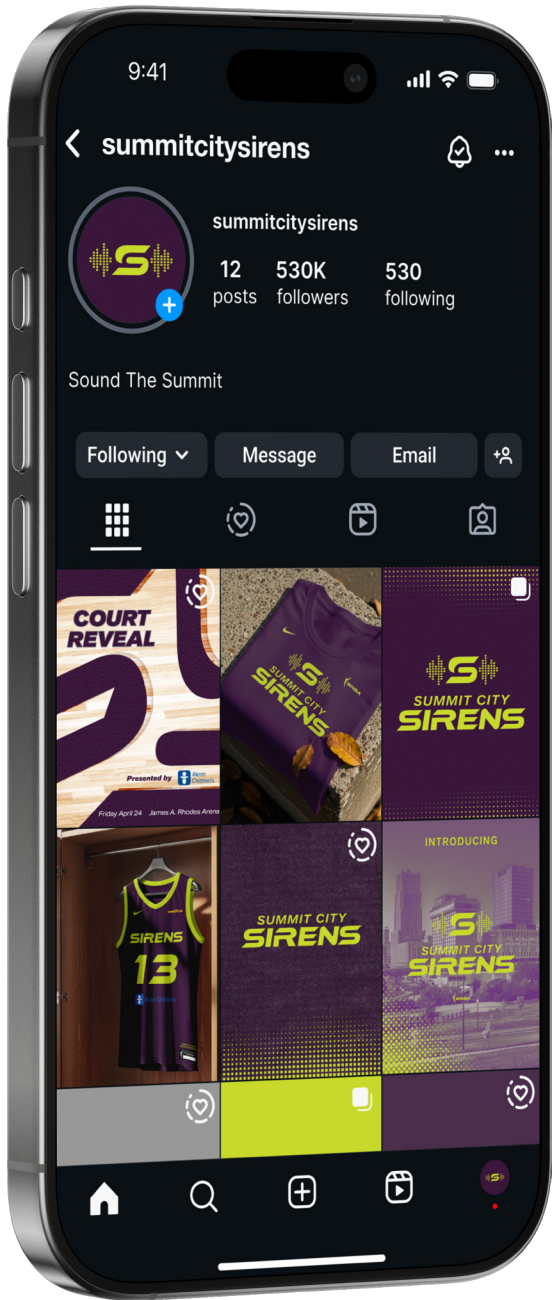
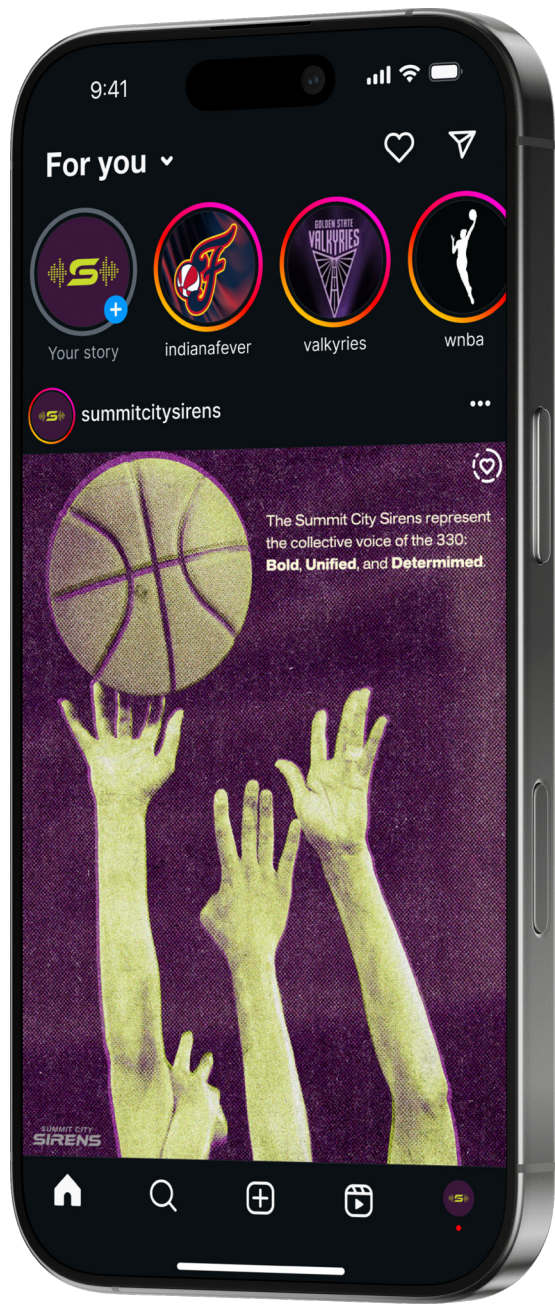


APPLICATIONS





APPLICATIONS



APPLICATIONS



APPLICATIONS



APPLICATIONS

https://youtu.be/215Ewguv_VE

https://youtu.be/v0M_1ZYxc3U

<https://youtu.be/RTLzOMlzAyU>



APPLICATIONS



APPLICATIONS



APPLICATIONS



APPLICATIONS



APPLICATIONS



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@bethanne_designs

MERCHANDISE

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1. @bethanne_designs 2. @artbylivtaylor

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APPLICATIONS



APPLICATIONS



BRAND GUIDELINES

MAY 2026

