

97



NINETY-SEVEN

The flag-in-the-number. A Team USA mark for the joint venture between REVO Studios, Paragons Productions & Stealth Media — built to put America's athletes in the spotlight.

ISSUED 2026 PRIMARY FACE · ARCHIVO BLACK NAVY · OLD GLORY RED · CREAM

01

The Logo Suite

One idea, built to work everywhere. The Primary Mark leads; the Seal is the official stamp; the one-color cuts handle apparel and print; the Condensed is the athletic display alt.



Primary Mark

Full-color hero — dark & mid-value backgrounds

DARK



Primary Mark

The same mark reads on light too

LIGHT



Seal — Dark

Official stamp, dark surfaces

BADGE



Seal — Light

Official stamp, light surfaces

BADGE



Condensed

Display alt — vertical bars, athletic

ALT



One-Color Navy

Single ink · LIGHT garments & print

1-COLOR



NINETY-SEVEN

One-Color Cream

Single ink · DARK garments & print

1-COLOR

Wordmark

Spelled-out lockup, standalone

TYPE

02

Clear Space & Minimum Size

Give the mark room. Keep clear space on all sides equal to the **height of the “9”** (=X). Nothing — type, edges, other logos — enters that zone.

MINIMUM SIZES

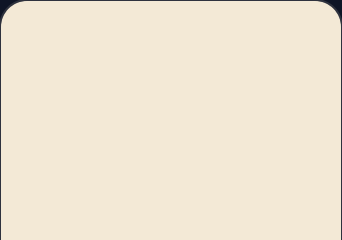
- **Primary Mark** — 36px digital / 0.4in print
- **Seal** — 48px digital / 0.6in print (curved text floor)
- **One-color (embroidery)** — 1in, drop to Minimal star if smaller



03

Color

A muted, vintage red-white-blue. Navy carries structure, Old Glory Red is the accent, Cream is the light base. CMYK / Pantone should be confirmed on press against a physical swatch.

			
Navy HEX #1E2A4A RGB 30 · 42 · 74 Primary / structure	Old Glory Red HEX #B4262A RGB 180 · 38 · 42 Accent / energy	Cream HEX #F3E9D6 RGB 243 · 233 · 214 Light base / paper	Ink HEX #0E1526 RGB 14 · 21 · 38 Dark base / near-black

04

Typography

Archivo Black is locked as the primary face — it forms the numerals and the NINETY-SEVEN wordmark. Graduate handles the seal lettering; Bebas Neue is reserved for the Condensed display alt only.

PRIMARY · ARCHIVO BLACK

NINETY-SEVEN 97

Wordmark, numerals, headlines. Tight tracking, all-caps.

SUPPORT · GRADUATE

TEAM USA
MEDIA

Seal & badge lettering, small-caps labels.

DISPLAY ALT · BEBAS NEUE

NINETY-SEVEN

Condensed variant & tall athletic callouts only.

05

Which Logo, Where

SURFACE / MEDIUM

USE THIS ASSET

Dark / photo (mid-value)

Primary Mark (full color) or Cream one-color

Light / white / cream

Primary Mark or Navy one-color

Official / stamp use

Seal (Dark on dark, Light on light)

Light garment (embroidery/print)

One-Color Navy

Dark garment (embroidery/print)

One-Color Cream

Social / hype / motion

Condensed (display alt)

06

Misuse

The mark ships in every form you need — so it never has to be modified. Don't:



Don't stretch or distort.



Don't rotate or tilt.



Don't recolor the flag.



Don't add effects or shadows.

97 · TEAM USA MEDIA

Brand Guidelines v1.0 — REVO Studios × Paragons Productions × Stealth Media. Logo files (SVG + transparent PNG) delivered alongside this guide: primary, seals, condensed, one-color light/dark, wordmark, and lockup.