

The League Club – Brand Identity

Color is Pantone 342, also known as Masters Green; hex number is 006b54

2016 logo is 126c36

Green

Green is the color of growth, sustainability, vitality, nature, healing and is associated with new growth. It encourages generosity and kindness. It is a soothing and calming color. When you darken the green it is more associated with wealth and money in the Western world. It also represents envy.

Yellow Green

Pantone 360, hex number is 81be3c

Yellow-green is the color reminiscent of the future and harmony. It is a color that combines yellow of curiosity and green of growth.