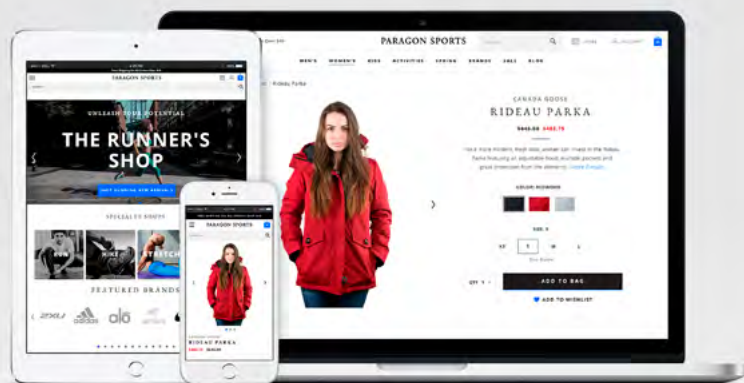


PARAGON SPORTS NEW YORK CITY

MEDIA KIT & BRAND GUIDELINES



Introduction

ONE STORE. SINCE 1908.

Paragon Sports is the benchmark of quality equipment and clothing for athletes and enthusiasts around the world. Privately owned since 1908, we have taken pride in showcasing products from the brands you know and love as well as unique and exceptional brands that you may not be familiar with yet.

In order to keep a consistent Brand presentation please use the guidelines throughout this document.

Content

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Logotype

The logotype, a universal signature across all Paragon Sports communications, is the most visible element of our identity

Because the logo is such a recognizable and highly visible asset, it is vital that it's always applied consistently on any advertisement.

Use the black or blue Paragon Sports logotype versions whenever possible. The white version should always be applied on a dark enough background to ensure visibility.

[DOWNLOAD PARAGON WORD MARK](#)

PARAGON SPORTS®

PARAGON SPORTS®

Backgrounds

When using the Paragon Sports logotype on imagery, please ensure it sits on an area which is free from busy color or excessive contrast.



Symbol / Brand Icon

In addition to the wordmark, the store symbol is used on Store collateral (bags, fliers, print ads, signage, etc.) For repetitiveness, the wordmark and symbol should not be used together.

[DOWNLOAD PARAGON EMBLEM](#)



Backgrounds

When using the Paragon Sports brand icon on imagery, please ensure it sits on an area which is free from busy color or excessive contrast.



Font Guidelines

TYPOGRAPHY

H1 Headlines

H2 Headlines

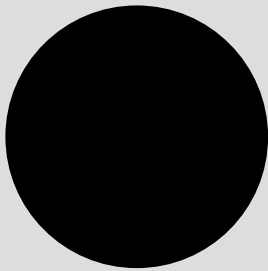
P Body

ADOBE GARAMOND PRO
OPEN SANS

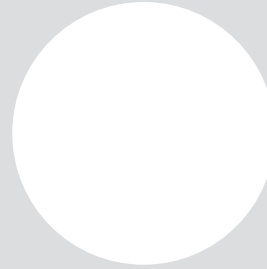
[DOWNLOAD FONTS](#)

Brand Color Guide

Primary Color Palette



**R0 G0 B0
C0 M0 Y0 K100
Pantone Process Black
#000000**

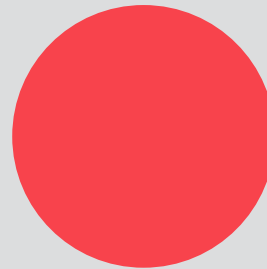


**R255 G255 B255
C0 M0 Y0 K0
#FFFFFF**



**R0 G102 B255
C91 M48 Y0 K0
Pantone 285
#0066FF**

For links and call to actions, use this blue.



**R0 G102 B255
C91 M48 Y0 K0
Pantone 1788
#ee283b**

For Sale links and call to actions, use this red.

Print Advertising

New York Times & New York Post Templates

2X7

SINCE 1908
PARAGON SPORTS
NYC'S SPORTS SPECIALTY STORE




18TH STREET & BROADWAY
Mon-Fri 10-8:30 | Sat 10-8 | Sun 11-7 | (212) 255-8889
www.paragonsports.com

NEW YORK POST

The New York Times

1/4 PAGE

SINCE 1908
PARAGON SPORTS
NYC'S SPORTS SPECIALTY STORE



18TH STREET & BROADWAY
Mon-Fri 10-8:30 | Sat 10-8 | Sun 11-7 (212) 255-8889 www.paragonsports.com

NEW YORK POST

Late Edition
Today, partly sunny, with a chance of rain. Tomorrow, mostly clear, with a chance of rain. The weather is just what we need. The weather is just what we need. The weather is just what we need.

The New York Times

NEW YORK, MONDAY, FEBRUARY 25, 2008
VOL. CLVII, No. 54,231
© 2008 The New York Times

In Memories of a Painful Past,
Hushed Worry About the Future

THE WALL STREET JOURNAL

TUESDAY, SEPTEMBER 11, 2012 • VOL. CCLX NO. 60
DOW JONES: 12,564.25 • NASDAQ: 3,245.00 • S&P 500: 1,254.25 • RUSSELL 2000: 2,564.25 • NYSE: 1,254.25 • NYSE: 1,254.25 • NYSE: 1,254.25

What's News—
Business & Finance
Speculation grew over the
possibility of a takeover of
the company by a private
equity firm. The company
has been a target of such
interest for some time.
The company has been a
target of such interest for
some time. The company
has been a target of such
interest for some time.

Print Advertising

Large Display Signage

On 18th Street & Broadway, one of New York City's most busy streets, we offer large display advertising to our vendors.

[DOWNLOAD 18TH STREET PANEL TEMPLATE](#)

Artwork: High-Res Image, 300 dpi that can scale to 70.31" wide x 82.31" tall) with a 2.5" bleed on bottom and right.

Download InDesign Template to Edit.

Insert brand lifestyle image into the attached template designated space.

Add vendor logo, preferably away from the Paragon Logo. (usually on top right)

Save as Print Ready PDF at document size, with bleed crop marks (as described above)

Send back PDF or link to downloadable file.

[Download a working Indesign File here](#)



Link Digital Kiosk Advertising

LinkNYC Digital Kiosk Advertising

Strategically placed on digital kiosks throughout New York City's most trafficked areas. These large advertisements run seasonally with a WINTER and SPRING campaign using a brand's lifestyle image and logo placed inside our Paragon Kiosk template.

INSTRUCTIONS:

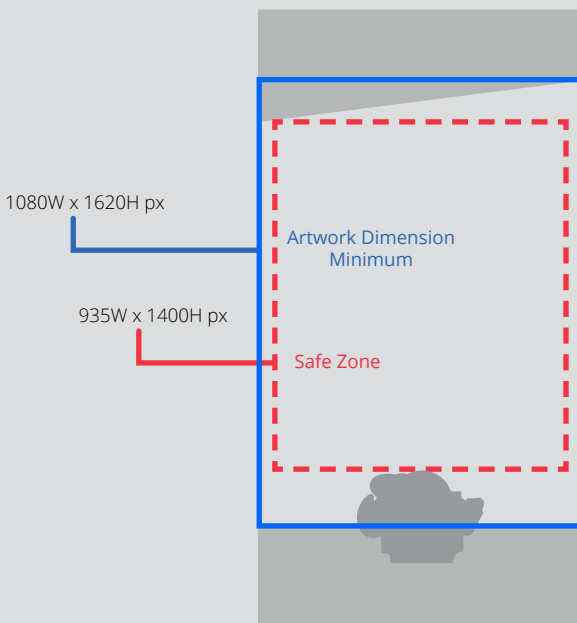
PLEASE SEND 2 SEPARATE FILES ACCORDING TO THE SPECIFICATIONS BELOW.

Image Specs: A seasonal lifestyle image minimum **1080 x 1620px** (w x h) at **72 dpi**
The image file should be a **JPG** or **PDF**.

It is important that the image we receive has no text or key imagery that falls outside of the safety zone.

Your Logo: Please supply a vector based logo (EPS, PNG, or Adobe Illustrator File type)

If you experience any issues email palmablank@paragonsports.com



In-Store Digital Signage

Large Display Digital Signage

On the main level of the store, we offer large digital signage for vendors.

Dimensions: 1920px X 1080px

PLEASE SEND .JPEG or .PSD FILE



Digital Guidelines

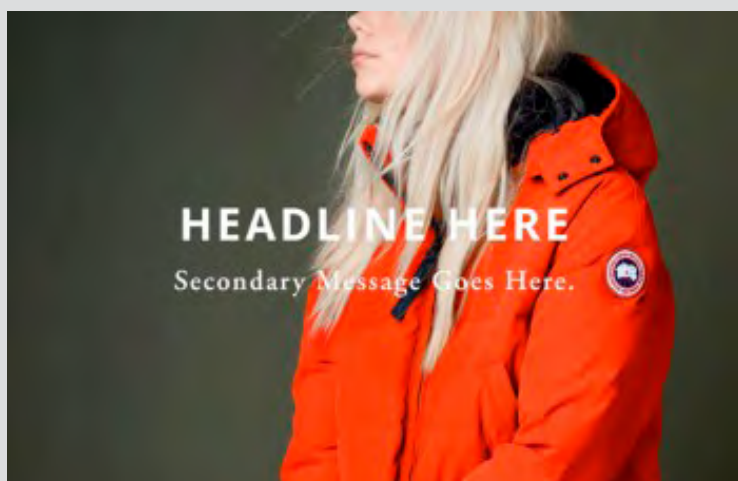
EMAIL

Hero imagery dimensions for email newsletter are 600 px wide.

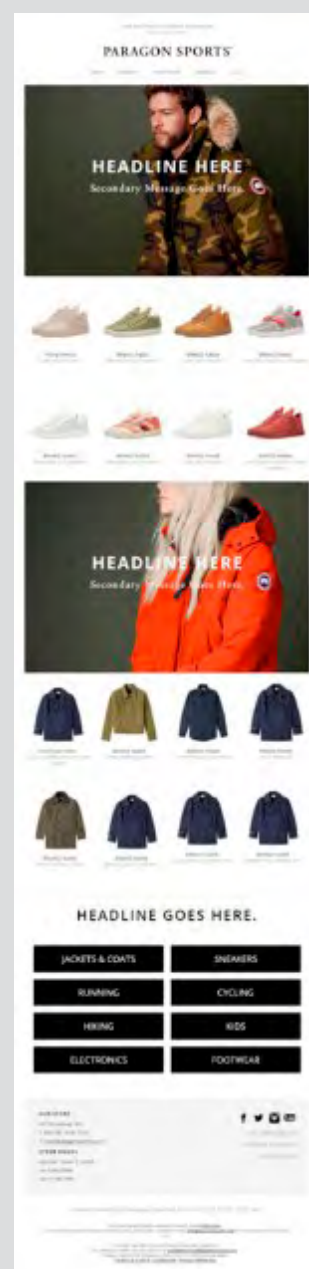
Vendors should not include “shop” button or text on the image.

NEW SITE LAUNCH EMAIL TEMPLATES IN BUILD

- FULL PRICED/NEW ARRIVALS
- BRAND HIGHLIGHT
- SALE MESSAGE
- LOCAL/EVENTS/BLOG



600px wide



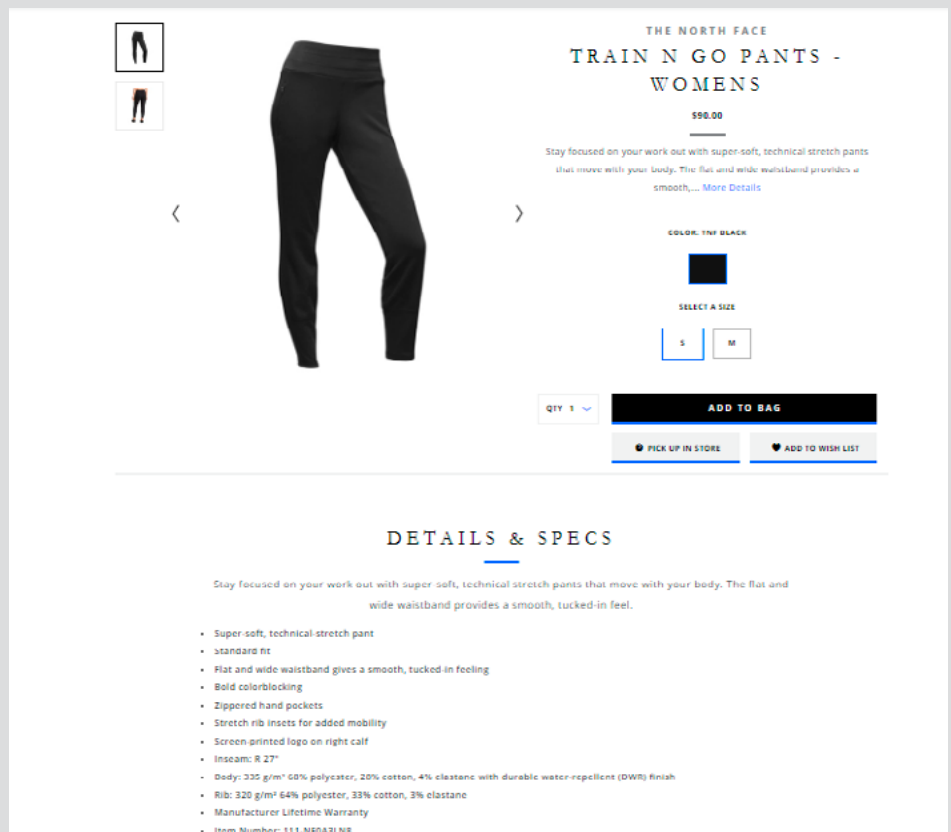
Vendor Asset Info

In order to best represent your brand on ParagonSports.com please share your asset site or a contact with access to product images, descriptions, and specs share this information with our web publishing team:

smcgoldrick@paragonsports.com

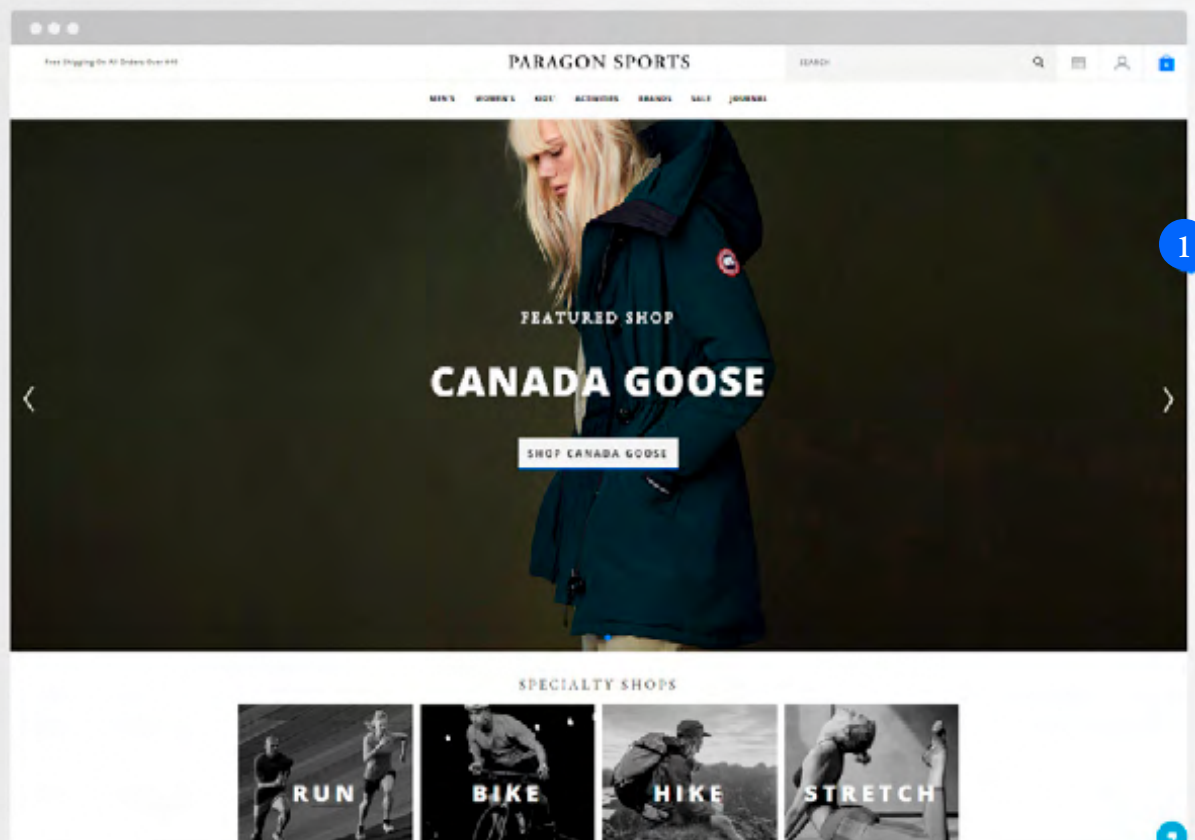
Minimum Required Info

- 1 Images
1200x1200px in
JPEG format
- 2 Long copy
- 3 Specs to show
in bullet
point fashion
on our site



Homepage

Premium Slide

**1**

Featured Brand Slider

HERO (2000px x 600px) No text on image. Text is added with HTML.

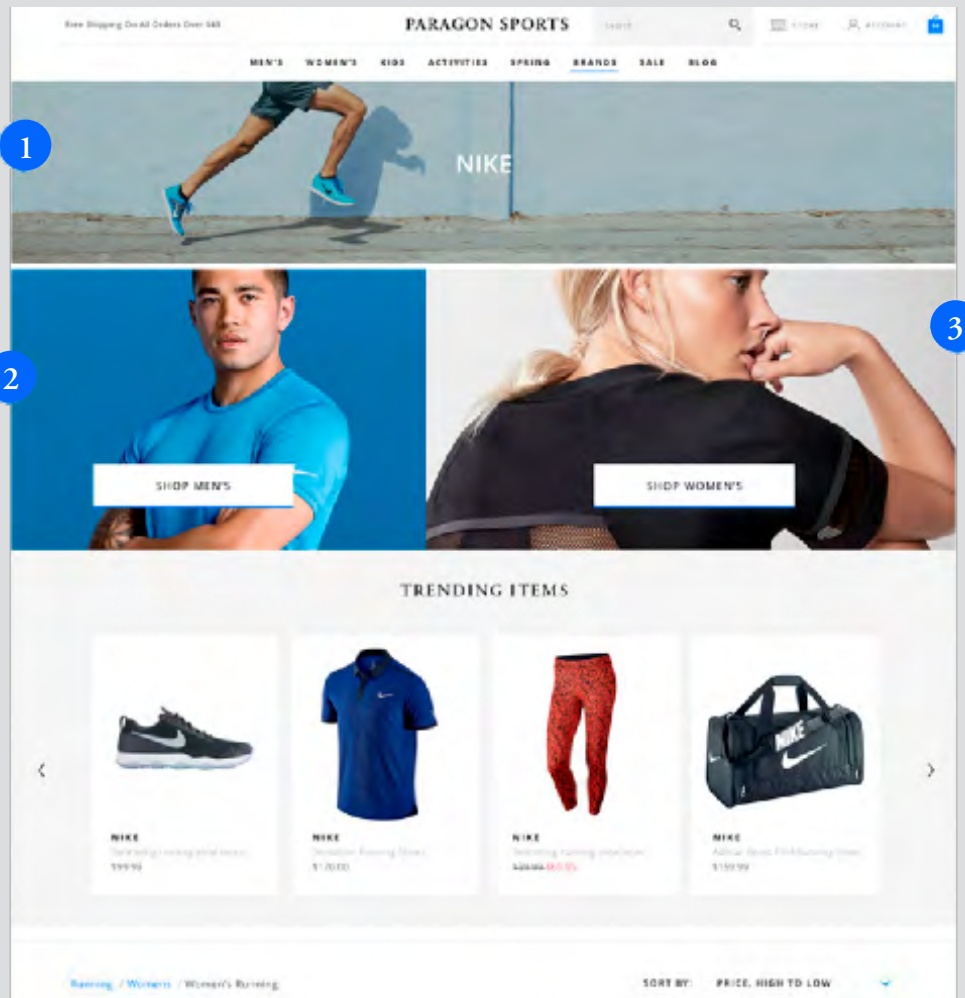
MOBILE HERO (750px x 500px) No text on image. Text is added with html.

Brand Landing Page

TOP 20 BRANDS (Premium Template)

- 1 Full width content block. Lifestyle image. (2000px x 400px)
- 2 2 column Primary block. Highlight first main category in brand. (1024px 500px)
Primary Mobile (750px x 500px)
- 3 2 column Secondary block. Highlight second main category in brand. (1500px 500px)
Secondary Mobile (750px x 500px)

Additional content blocks may be added where needed.



Additional Requests

For Graphic Design Issues and Advertising Inquiries please contact our Creative Director Palma Blank

palmablank@paragonsports.com