ALL★STAR 2018

NBA

LOS ANGELES

NBA ALL★STAR 2018 STYLE GUIDE

To maintain its identity and consistency, the NBA All-Star 2018 brand must be used according to certain specifications. These guidelines are set throughout this manual.

Uses

As the official identity of NBA All-Star 2018 this guide is to aid as:

• A tool for promoting NBA All-Star 2018
• A 'location' brand with NBA All-Star 2018 events

Guidelines

To protect its identity and achieve recognition, the NBA All-Star 2018 brand must be used consistently. These guidelines will assist you in drafting designs in the most correct manner.

Legal

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The colors shown throughout this manual have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate color standards, refer to the current editions of the PANTONE Publications. PANTONE® is a trademark of PANTONE, Inc.

Please note that the use of players by sponsors and marketing partners is subject to Business Review and must comply with the NBA's IP Guidelines.

TABLE OF CONTENTS

OVERVIEW

The purpose of this document is to help guide the development of NBA All-Star creative assets, collateral and event décor to ensure consistency across all internal and partner produced executions.

NBA All-Star, a signature event on the NBA calendar, returns to Los Angeles for 2018. The annual event is an opportunity to celebrate the game of basketball and recognize the best players in the world for their accomplishments on the court and their hard work off of it.

Inspiration for the creative elements included on the following pages has been drawn from the city of Los Angeles - a city rich in art, entertainment and culture. The connection to the city and the hometown teams, the Clippers and Lakers, is reflected in the identity system and complementary design elements. Another prominent design piece is the use of player imagery since NBA All-Star is a perfect opportunity to celebrate our players on a global stage.
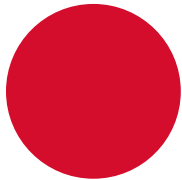
EVENT LOGOS

- NBA All-Star Primary Logo
- NBA All-Star Wordmark Logo
- NBA All-Star Star Logo
- NBA All-Star Star Event-Specific Logos

PRIMARY LOGO

NBA All-Star Primary Logo Colors

The NBA All-Star 2018 Logo must always be used in its approved form to maintain its identity and integrity.

These logos may only be reproduced in full color or in black and white if a single color version is necessary. No other coloration is allowed.

Spot color printing is the preferred option. Four color process printing may be used when spot color reproduction is not available.

Use actual PANTONE® chips. Do not try to match examples in this guide.

PANTONE® is the property of PANTONE Incorporated.

Pantone 186 C
Process Color:
2% Cyan
100% Magenta
85% Yellow
6% Black
RGB Value:
R:200 G:16 B:46
Hex Value:
#c8102e
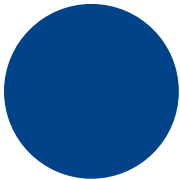
Pantone 7687 C
Process Color:
100% Cyan
78% Magenta
0% Yellow
18% Black
RGB Value:
R:29 G:66 B:138
Hex Value:
#1d428a

Pantone 123 C
Process Color:
0% Cyan
30% Magenta
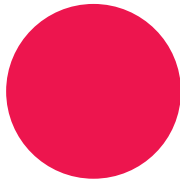94% Yellow
0% Black
RGB Value:
R:253 G:185 B:39
Hex Value:
#fdb927

Pantone 268 C
Process Color:
79% Cyan
100% Magenta
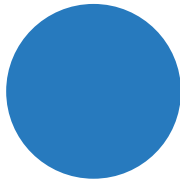0% Yellow
12% Black
RGB Value:
R:85 G:37 B:130
Hex Value:
#552583

Pantone 199 C
Process Color:
0% Cyan
100% Magenta
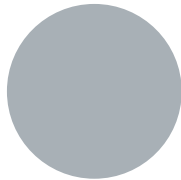65% Yellow
0% Black
RGB Value:
R:237 G:23 B:76
Hex Value:
#ed174c

Pantone 293 C
Process Color:
100% Cyan
56% Magenta
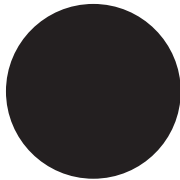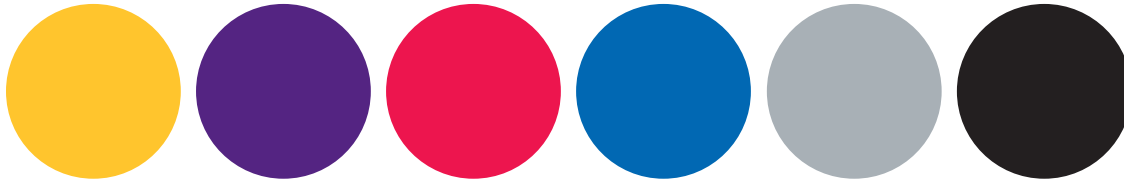0% Yellow
0% Black
RGB Value:
R:0 G:107 B:182
Hex Value:
#006bb6

Pantone 877 C
Process Color:
5% Cyan
0% Magenta
0% Yellow
35% Black
RGB Value:
R:196 G:206 B:211
Hex Value:
#c4ced4

Pantone Black
Process Color:
30% Cyan
0% Magenta
0% Yellow
100% Black
RGB Value:
R:6 G:25 B:34
Hex Value:
#000000

Black & White Logos

Logo on Colored Backgrounds

NBA All-Star Wordmark Logo Colors

The NBA All-Star 2018 Wordmark must always be used in its approved form to maintain its identity and integrity.

These logos may only be reproduced in full color or in black and white if a single color version is necessary. No other coloration is allowed.

Spot color printing is the preferred option. Four color process printing may be used when spot color reproduction is not available.
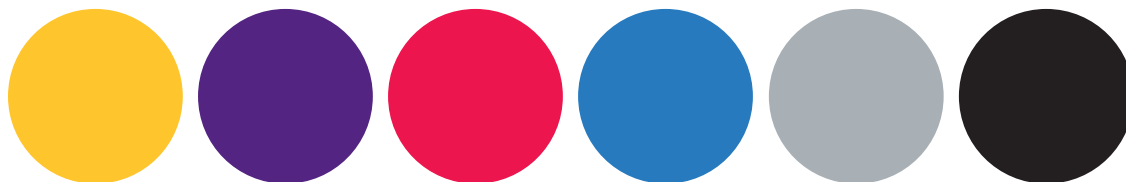
Use actual PANTONE® chips. Do not try to match examples in this guide.
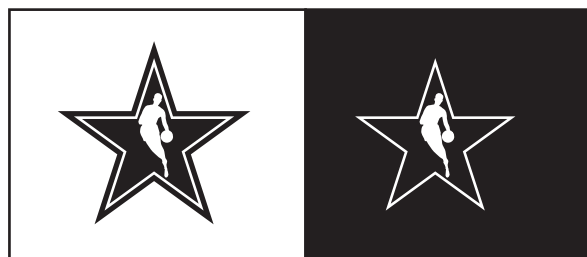
PANTONE® is the property of PANTONE Incorporated.

Pantone 123 C	Pantone 268 C	Pantone 199 C	Pantone 293 C	Pantone 877 C	Pantone Black
Process Color: 0% Cyan 30% Magenta 94% Yellow 0% Black	Process Color: 79% Cyan 100% Magenta 0% Yellow 12% Black	Process Color: 0% Cyan 100% Magenta 65% Yellow 0% Black	Process Color: 100% Cyan 56% Magenta 0% Yellow 0% Black	Process Color: 5% Cyan 0% Magenta 0% Yellow 35% Black	Process Color: 30% Cyan 0% Magenta 0% Yellow 100% Black
RGB Value: R:253 G:185 B:39	RGB Value: R:85 G:37 B:130	RGB Value: R:237 G:23 B:76	RGB Value: R:0 G:107 B:182	RGB Value: R:196 G:206 B:211	RGB Value: R:6 G:25 B:34
Hex Value: #fdb927	Hex Value: #552583	Hex Value: #ed174c	Hex Value: #006bb6	Hex Value: #c4ced4	Hex Value: #000000

Black & White Logos

Logo on Colored Backgrounds

NBA All-Star Logoman Star Colors

Pantone 123 C
Process Color:
0% Cyan
30% Magenta
94% Yellow
0% Black

RGB Value:
R:253 G:185 B:39

Hex Value:
#fdb927

Pantone 268 C
Process Color:
79% Cyan
100% Magenta
0% Yellow
12% Black

RGB Value:
R:85 G:37 B:130

Hex Value:
#552583

Pantone 199 C
Process Color:
0% Cyan
100% Magenta
65% Yellow
0% Black

RGB Value:
R:237 G:23 B:76

Hex Value:
#ed174c

Pantone 293 C
Process Color:
100% Cyan
56% Magenta
0% Yellow
0% Black

RGB Value:
R:0 G:107 B:182

Hex Value:
#006bb6

Pantone 877 C
Process Color:
5% Cyan
0% Magenta
0% Yellow
35% Black

RGB Value:
R:196 G:206 B:211

Hex Value:
#c4ced4

Pantone Black
Process Color:
30% Cyan
0% Magenta
0% Yellow
100% Black

RGB Value:
R:6 G:25 B:34

Hex Value:
#000000

The NBA All-Star 2018 Logoman Star must always be used in its approved form to maintain its identity and integrity.

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Black & White Logos

Logo on Colored Backgrounds

NBA ALL-STAR EVENT-SPECIFIC LOGOS

RISING STARS
LOGO TO COME

RISING STARS
PRACTICE
LOGO TO COME

ALL★STAR CELEBRITY GAME
Presented by Ruffles

AS18_Celebrity_Game_cmyk.eps

ALL STAR 2018 LOS ANGELES PRACTICE

AS18_LosAngeles_Practice_cmyk.eps

State Farm ALL★STAR SATURDAY NIGHT 2018 LA

AS18_SF_SatNight_cmyk.eps

TACO BELL SKILLS CHALLENGE

TB_Skills_Challenge_cmyk.eps

JBL 3·POINT CONTEST

JBL_3-Point_Contest_cmyk.eps

verizon SLAM DUNK

Verizon_Slam_Dunk_cmyk.eps

*Must obtain prior approval for use of composite lockup

NBA Cares • Special Olympics
Unified Basketball Game

NBA_Cares_SO_Comp_cmyk.eps

jr.nba All-Star Invitational

Gatorade_JrNBA_AS_Invtl_cmyk.eps

NBA G LEAGUE INTERNATIONAL CHALLENGE
Presented by KUMHO TIRE

NBAGL_International_Challenge_KT_cmyk.eps

SLAM DUNK
presented by verizon

NBAGL_Slam_Dunk_Presented_by_Verizon_cmyk.eps

KIA ALL-STAR MVP

KIA_PerfAwards_ASMVP_cmyk.eps

NBA LEAGUE LOGOS

- **NBA Logoman**
- **Logo Clearance Zone**
- **This Is Why We Play Logo**
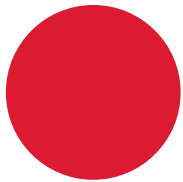
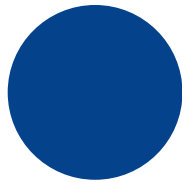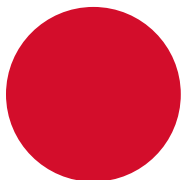**ALL·STAR 2018**
NBA
LOS ANGELES

NBA Logoman Colors


Pantone 186 C

Process Color:
2% Cyan
100% Magenta
85% Yellow
6% Black

RGB Value:
R:200 G:16 B:46

Hex Value:
#c8102e

Pantone 7687 C

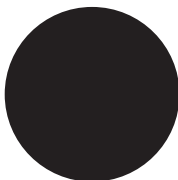Process Color:
100% Cyan
78% Magenta
0% Yellow
18% Black

RGB Value:
R:29 G:66 B:138

Hex Value:
#1d428a

Logo on Colored Backgrounds

Black & White Logos

The NBA Logo must always be used in its approved form to maintain its identity and integrity.

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Spot color printing is the preferred option. Four color process printing may be used when spot color reproduction is not available.

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ALL·STAR 2018
NBA
LOS ANGELES

THIS IS WHY WE PLAY Colors

Pantone 186 C

Process Color:
2% Cyan
100% Magenta
85% Yellow
6% Black

RGB Value:
R:200 G:16 B:46
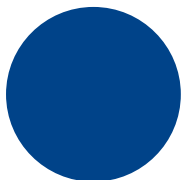
Hex Value:
#c8102e

Pantone 7687 C

Process Color:
100% Cyan
78% Magenta
0% Yellow
18% Black

RGB Value:
R:29 G:66 B:138

Hex Value:
#1d428a

Pantone Black

Process Color:
30% Cyan
0% Magenta
0% Yellow
100% Black

RGB Value:
R:35 G:31 B:32

Hex Value:
#000000

Logo on Colored Backgrounds

Black & White Logo

Secondary Logo

Black & White Logo

Hashtag

#ThisIsWhyWePlay

THIS IS WHY WE PLAY lockup must always be used in its approved form to maintain its identity and integrity.

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LOGO CLEARANCE ZONE

Clearance Zone

To protect the visual integrity of the logo nothing should appear within the clearance zone.

The clearance zone (**X**) equals the width of the rounded rectangle, ensuring the logo always appears legibly on a clear background.

The clearance zone should be applied to all NBA Event and League logos.

The NBA reserves the right to request more space than the clearance zone, if, in its opinion, placement appears like a new logo or identity.

NBA Logoman

NBA All-Star Primary Logo

MEDIA PARTNER LOGOS

- TNT Logo
- NBA.com
- NBA TV Logo

ALL★STAR 2018
NBA
LOS ANGELES

TNT Logo

NBA ALL★STAR GAME 2018
Sunday, February 18 8pm ET TNT

FEBRUARY 16-18 TNT

SUNDAY, FEBRUARY 18
8PM ET TNT

NBA.COM Colors

Pantone 7687 C

Process Color:
100% Cyan
78% Magenta
0% Yellow
18% Black

RGB Value:
R:29 G:66 B:138

Hex Value:
#1d428a

NBA.com

Logo on Colored Backgrounds

NBA.com

NBA.com

Black & White Logos

NBA.com

NBA.com

NBA.com

NBA.com

The NBA.COM must always be used in its approved form to maintain its identity and integrity.

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NBA TV Logo Colors
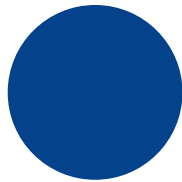
Pantone 186 C

Process Color:
2% Cyan
100% Magenta
85% Yellow
6% Black

RGB Value:
R:200 G:16 B:46

Hex Value:
#c8102e

Pantone 7687 C

Process Color:
100% Cyan
78% Magenta
0% Yellow
18% Black

RGB Value:
R:29 G:66 B:138

Hex Value:
#1d428a

Black & White Logos

Logo on Colored Backgrounds

The NBA TV logo must always be used in its approved form to maintain its identity and integrity.

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Spot color printing is the preferred option. Four color process printing may be used when spot color reproduction is not available.

Use actual PANTONE® chips. Do not try to match examples in this guide.

PANTONE® is the property of PANTONE Incorporated.
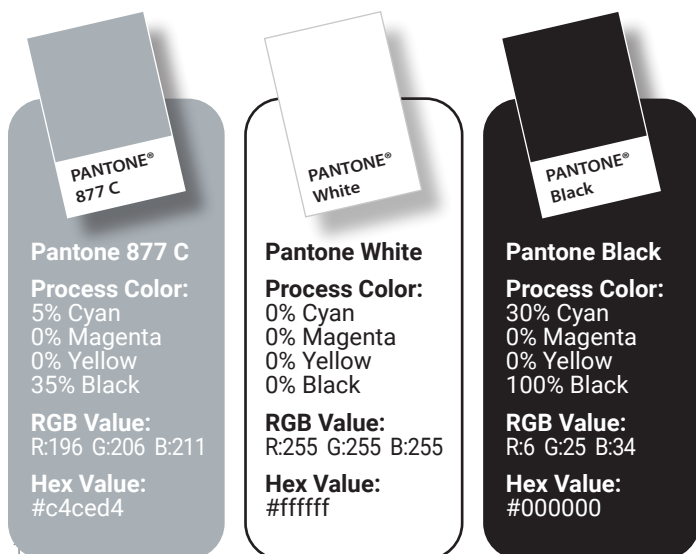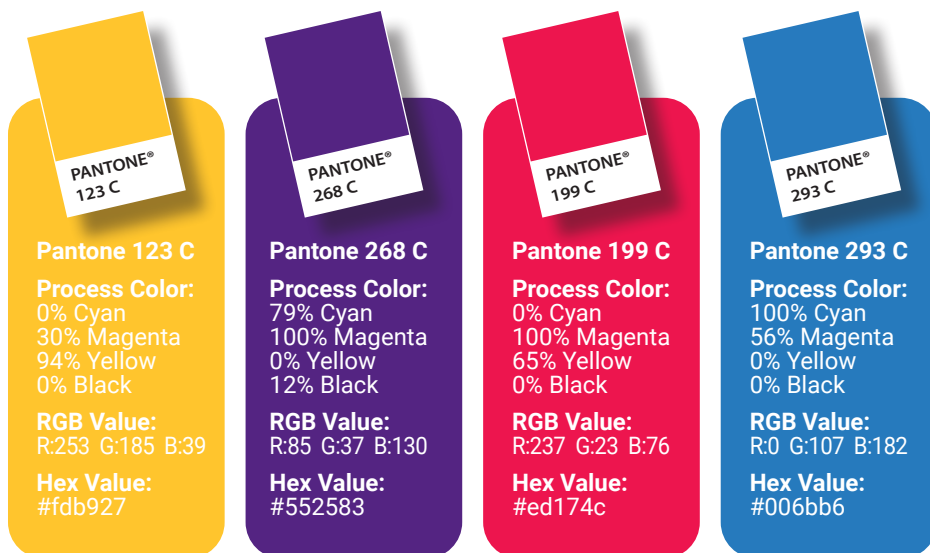
NBA ALL-STAR COLOR PALETTE & TYPOGRAPHY

- NBA All-Star Color Palette
- NBA All-Star Typography

ALL-STAR 2018 COLOR PALETTE

Primary NBA All-Star 2018 Color Palette

PANTONE® 123 C

Pantone 123 C

Process Color:
0% Cyan
30% Magenta
94% Yellow
0% Black

RGB Value:
R:253 G:185 B:39

Hex Value:
#fdb927

PANTONE® 268 C

Pantone 268 C

Process Color:
79% Cyan
100% Magenta
0% Yellow
12% Black

RGB Value:
R:85 G:37 B:130

Hex Value:
#552583

PANTONE® 199 C

Pantone 199 C

Process Color:
0% Cyan
100% Magenta
65% Yellow
0% Black

RGB Value:
R:237 G:23 B:76

Hex Value:
#ed174c

PANTONE® 293 C

Pantone 293 C

Process Color:
100% Cyan
56% Magenta
0% Yellow
0% Black

RGB Value:
R:0 G:107 B:182

Hex Value:
#006bb6

PANTONE® 877 C

Pantone 877 C

Process Color:
5% Cyan
0% Magenta
0% Yellow
35% Black

RGB Value:
R:196 G:206 B:211

Hex Value:
#c4ced4

PANTONE® White

Pantone White

Process Color:
0% Cyan
0% Magenta
0% Yellow
0% Black

RGB Value:
R:255 G:255 B:255

Hex Value:
#ffffff

PANTONE® Black

Pantone Black

Process Color:
30% Cyan
0% Magenta
0% Yellow
100% Black

RGB Value:
R:6 G:25 B:34

Hex Value:
#000000

Secondary/Accent Color Palette

- Added 10% Black

- Added 23% Black

- Added 10% Black

- Added 20% Black

- Added 10% Black

- 6% Black

- 91% Black

- 94% Black
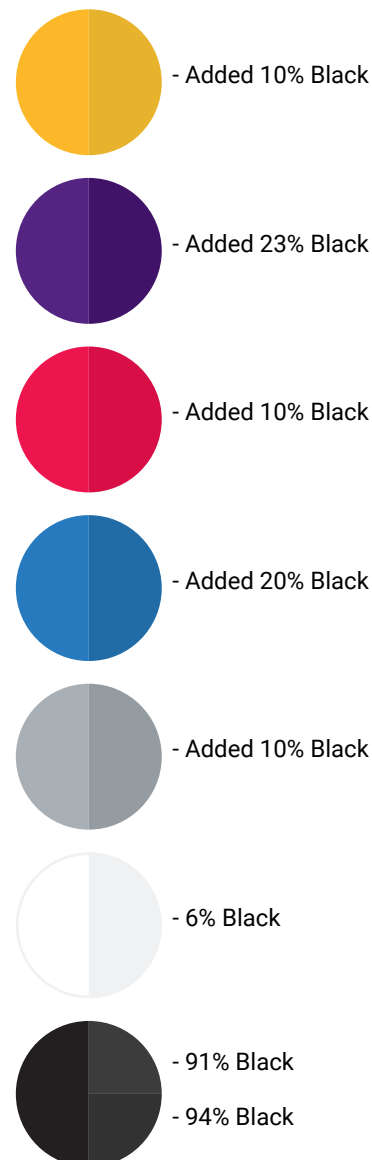
When creating NBA All-Star 2018 layouts, the colors specified on this page take precedence.

The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate color standards, refer to the current editions of the PANTONE Publications. PANTONE® is a trademark of Pantone, Inc.

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Secodary/Accent Colors - Adjustments to the percentages of black should be made as needed. Use this as a visual guide to the amount of contrast that should be achieved.

HEADLINE TYPEFACE

ACTION NBA CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&!;:."()

BODY TYPEFACE

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&!;:."( )

ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&!;:."( )

The NBA All-Star 2018 typography consists of both Headline/Display typefaces and Body typefaces. Both groupings of typefaces come in a variety of weights and offer flexibility of use.

These typefaces must be used to create a consistent and strong identity.

The **"Roboto"** font is a commercial free and web safe font which can be downloaded at:
https://fonts.google.com

"Action NBA Condensed" is the proprietary font of the NBA and should only be used with the NBA's prior written consent. Any approved uses of the font shall be reserved exclusive for materials promoting the NBA. A web safe version of the font is provided in the files.

DESIGN ELEMENTS

- **Creating Background Sections**
- **Backgrounds**
  - -Primary Backgrounds
  - -Secondary Backgrounds
- **Graphic Elements**
  - -Primary Background Patterns
  - -Secondary Background Patterns
  - -Title Bars

ALL·STAR 2018
NBA LOS ANGELES

Background sections are created by using lines from a basketball.
The individual basketball lines can be separated, sized, rotated and placed anywhere to achieve desired layout.

See sample layout section for reference.
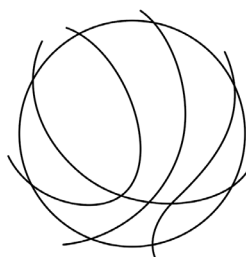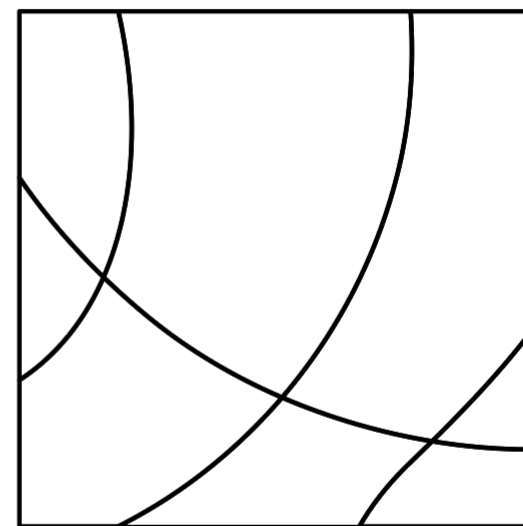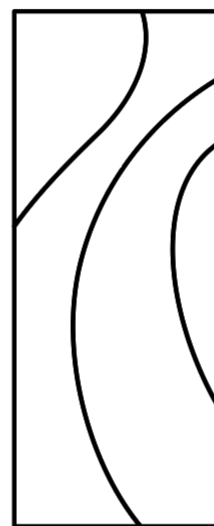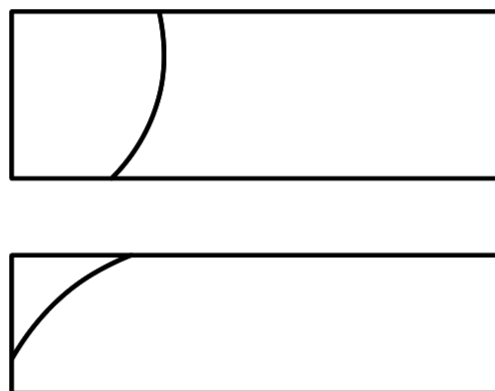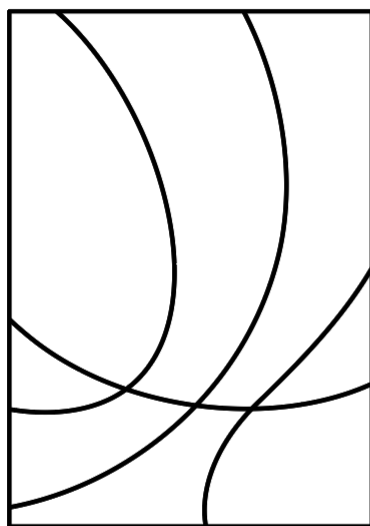
AS18_Basketball_Lines.eps
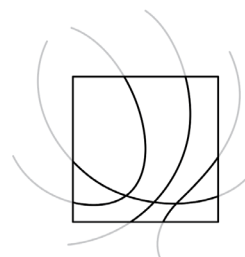
Creating Background Sections
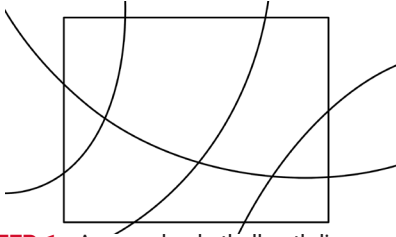
STEP 1: Arrange basketball path lines on layout.

Each line needs to run off the outer edges of the canvas/layout.
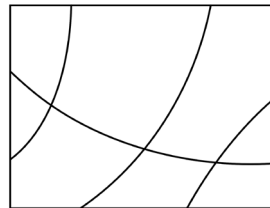
STEP 2: Add a box around the canvas and "Divide" the path lines to create separate sections.

After path lines are divided into separate sections, convert the paths to an "outline stroke".

STEP 3: Assign the outlined strokes a color from the All-Star 2018 Color Pallette.

Purple and yellow must always be on the left and red and blue on the right.
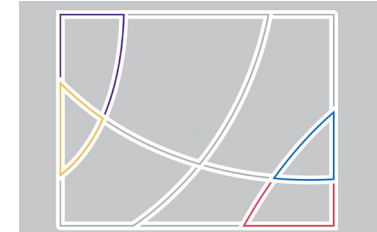
STEP 4: Add an additional white stroke around the outer edge of each outline section. Make sure to align the stroke to the outside.

The width of the white strokes should be **1.5x** the size of the original line.

Example: If original line is 4pt the outer strokes would be 6pt.

Convert all paths to an "outline stroke".

See sample art for reference.
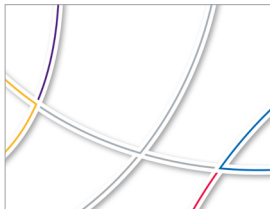
STEP 5: Group all the lines together and give the entire structure a drop shadow. All drop shadows should be set at a 135° angle for consistency.

Drop shadow size, distance and opacity varies depending on the program and artwork size. Adjust as needed.

See sample art for reference.

STEP 6: To add colored pattern backgrounds to each section, repeat Step 1 and 2 and use the sections as a clipping mask for each background. Arrange the sub-layers to achieve the look of the primary creative.

Purple and yellow must always be on the left and red and blue on the right.

STEP 7: When placing a logo or text over a color or white section(s), a glow or color fade should be added behind the logo to help separate the logo from the background patterns.

This color fade should match the color of the background directly behind the logo and cannot spill/cross over to the other colors. See Sample art for reference.

The NBA All-Star Primary Logo can not overlap onto the multi color backgrounds. It should remain within the white area.

See Sample art for reference.

NBA All-Star 2018 is comprised of two host city NBA teams - LA Clippers and Los Angeles Lakers, therefore there must always be a color from each team represented.

Solid colors can be used as a series. When used as a series, all colors must be represented and the series must be in relative distance to each other.

See sample layout section for reference.

All Primary Art colors use the Los Angeles Lakers purple and yellow on the left and the L.A. Clippers red and blue on the right. The NBA All-Star 2018 Primary Logo can not overlap onto the multi color backgrounds. It should remain in the white area.

See instructions on creating background patterns on page 21.

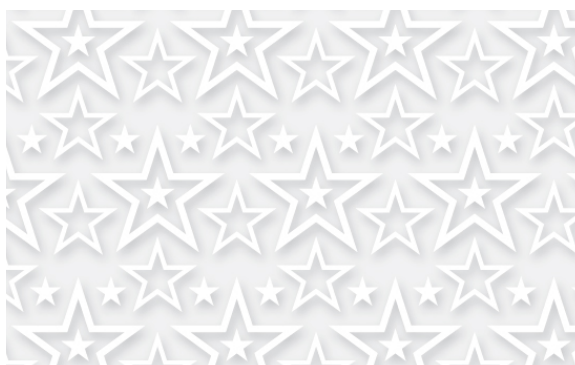The NBA All-Star 2018 Primary Logo can not overlap onto the multi color backgrounds.

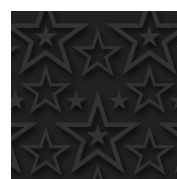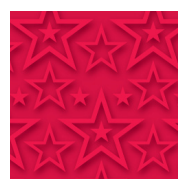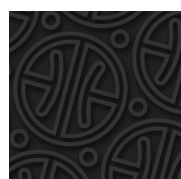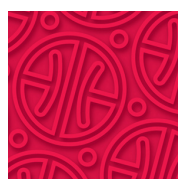Primary Backgrounds - **Backgrounds to be used in Primary Art.**

PRIMARY_BASKETBALL_BACKGROUND

PRIMARY_STAR_BACKGROUND

PRIMARY_COURT_STARS_BACKGROUND
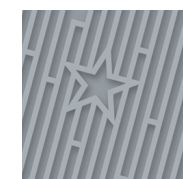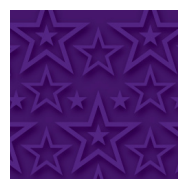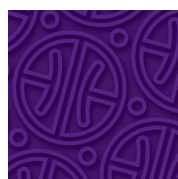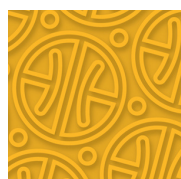
NBA All-Star 2018 is comprised of two host city NBA teams - LA Clippers and Los Angeles Lakers, therefore there must always be a color from each team represented.

Solid colors can be used as a series. When used as a series, all colors must be represented and the series must be in relative distance to each other.

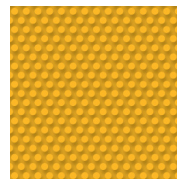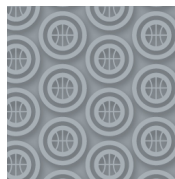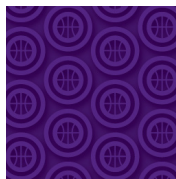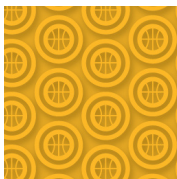**See sample layout section for reference.**
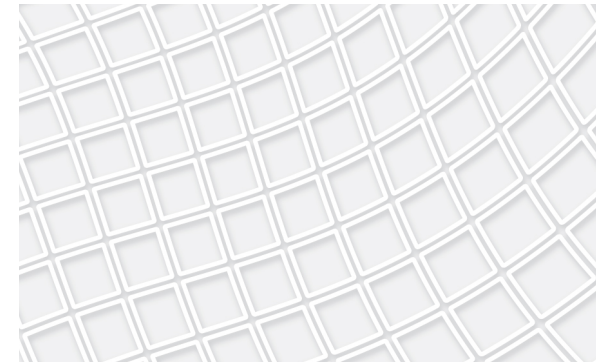
Secondary Backgrounds

SECONDARY_BASKETBALL_BACKGROUND
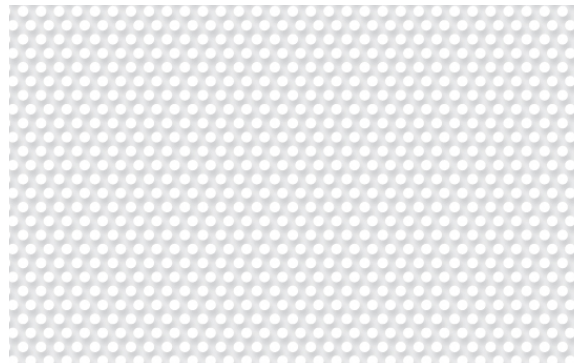
SECONDARY_BASKETBALL_TEXTURE_BACKGROUND

SECONDARY_STAR_BACKGROUND
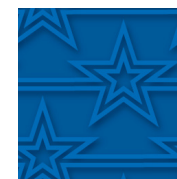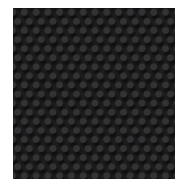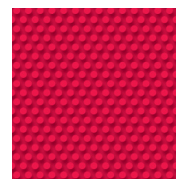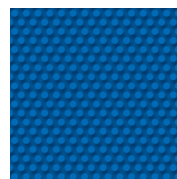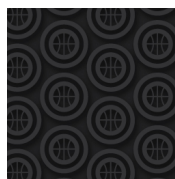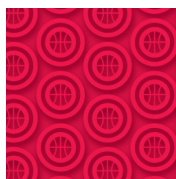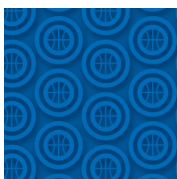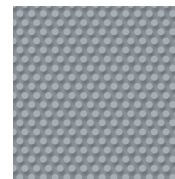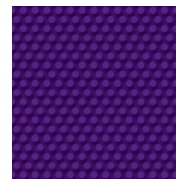
NBA All-Star 2018 is comprised of two host city NBA teams - LA Clippers and Los Angeles Lakers, therefore there must always be a color from each team represented.

Solid colors can be used as a series. When used as a series, all colors must be represented and the series must be in relative distance to each other.

See sample layout section for reference.

SECONDARY BACKGROUNDS

Secondary Backgrounds
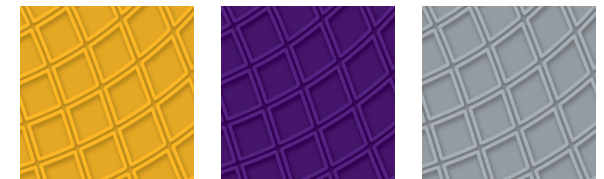
SECONDARY_COURT_BACKGROUND

SECONDARY_LINES_BACKGROUND

SECONDARY_NET_BACKGROUND

NBA All-Star 2018 is comprised of two host city NBA teams - LA Clippers and Los Angeles Lakers, therefore there must always be a color from each team represented.
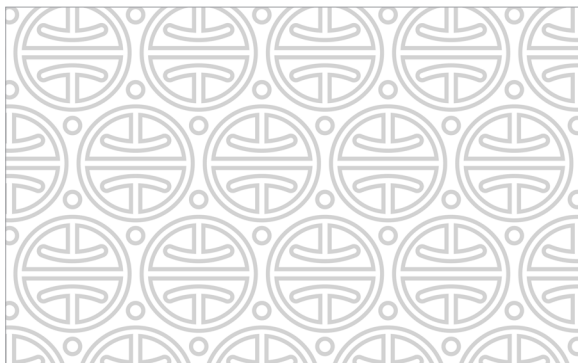
Solid colors can be used as a series. When used as a series, all colors must be represented and the series must be in relative distance to each other.

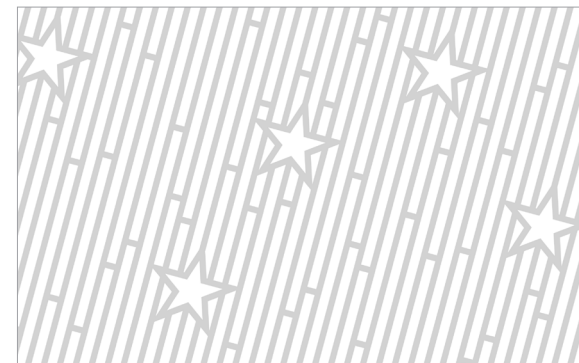**See sample layout section for reference.**

GRAPHIC ELEMENTS

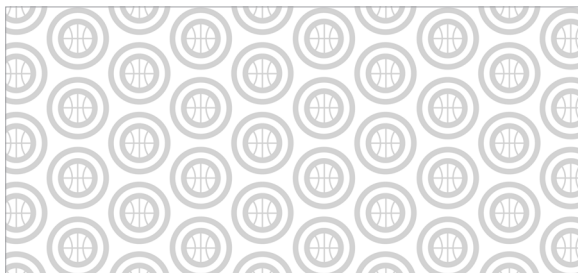## Primary Background Patterns

PRIMARY_BASKETBALL_PATTERN

PRIMARY_STAR_PATTERN
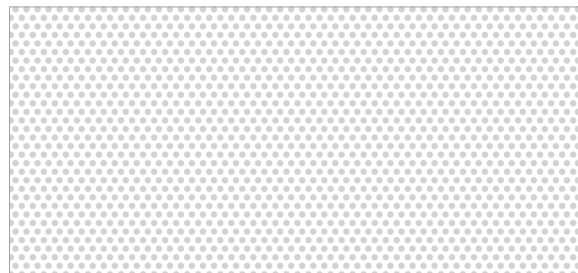
PRIMARY_COURT_STARS_PATTERN

Secondary Background Patterns

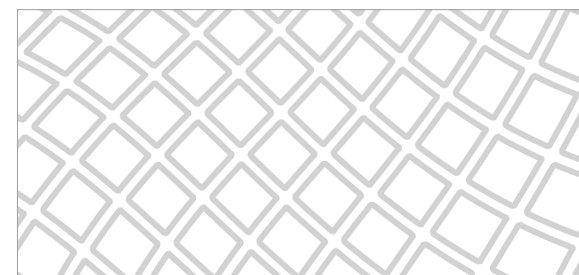SECONDARY_BASKETBALL_PATTERN

SECONDARY_BASKETBALL_TEXTURE_PATTERN

SECONDARY_STAR_PATTERN
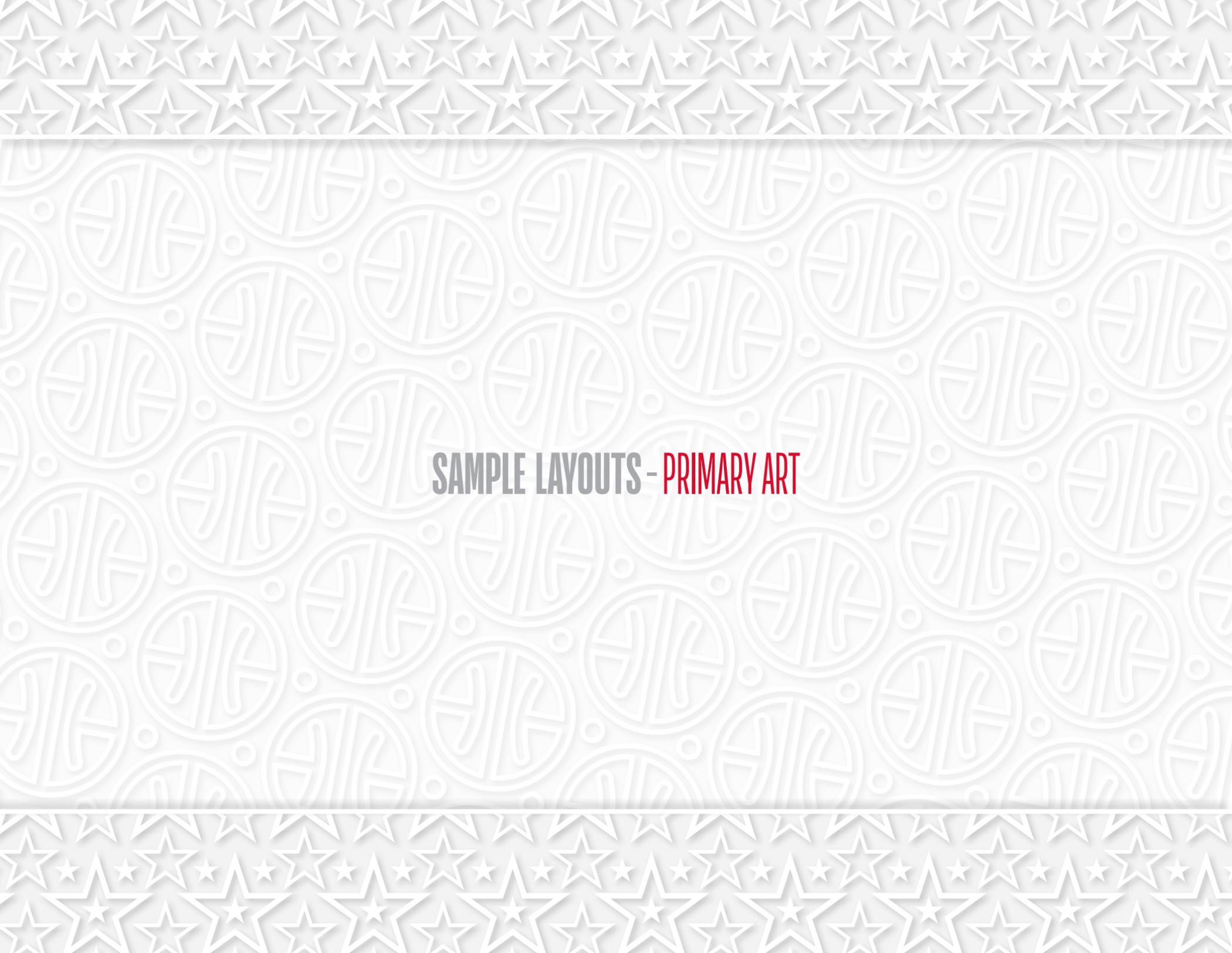
SECONDARY_COURT_PATTERN

SECONDARY_LINES_PATTERN

SECONDARY_NET_PATTERN

Title Bars

AS18_Multicolor_TitleBar.eps

AS18_Gray_TitleBar.eps

SAMPLE LAYOUTS - PRIMARY ART

AS18_Logo_Banner_Sample_1.ai

AS18_Logo_Poster_Sample.ai

AS18_Logo_Banner_Sample_3.ai

AS18_Horizontal_Banner_Sample.ai

AS18_Logo_Banner_Sample_2.ai

AS18_Square_Banner_Sample.ai

ALL·STAR 2018
NBA LOS ANGELES

ALL·STAR 2018
NBA LOS ANGELES
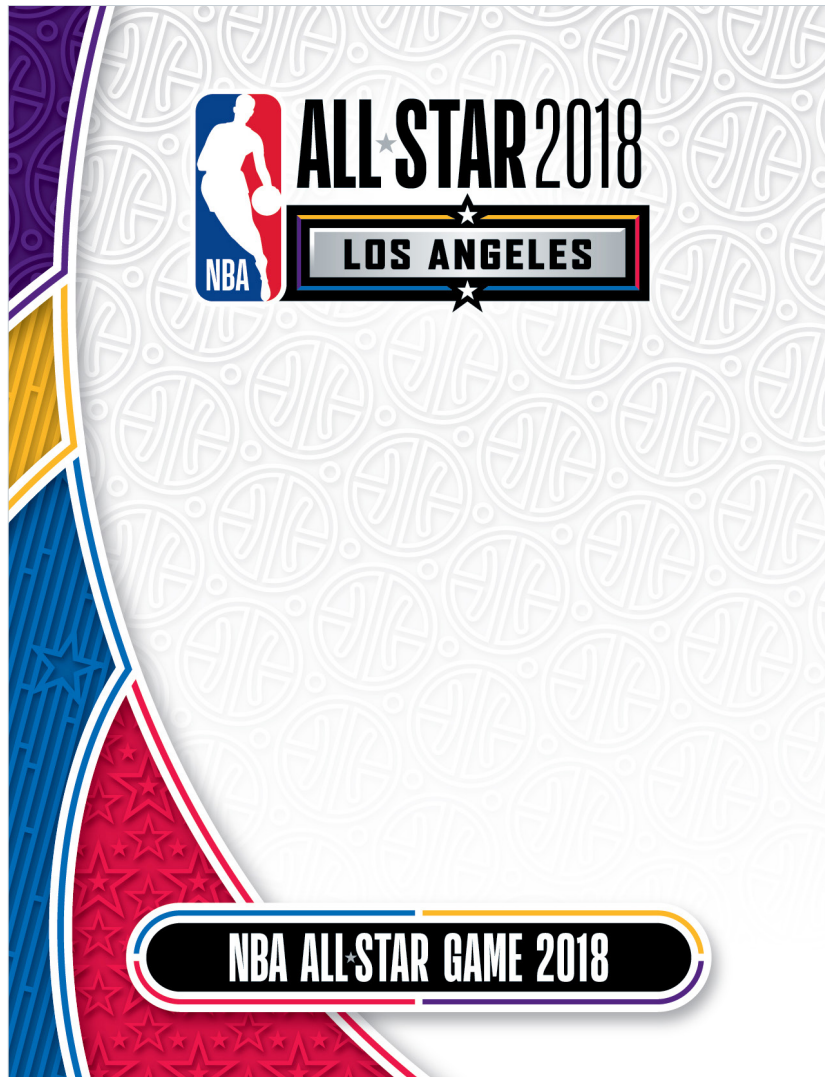
AS18_Vertical_Flyer_Sample.ai

NBA ALL·STAR GAME 2018

NBA ALL·STAR 2018

AS18_Horizontal_Text_Banner_Sample.ai

ENTRANCE

ALL·STAR 2018
NBA LOS ANGELES

AS18_Text_Banner_Sample.ai

SAMPLE LAYOUTS - SERIES USAGE

NBA All-Star 2018 is comprised of two host city NBA teams - LA Clippers and Los Angeles Lakers,
therefore there must always be a color from each team represented.

The following layouts show samples on how to use the colors in a series.
When used as a series, all colors must be represented and the series must be in relative distance to each other.

SAMPLE LAYOUTS - SERIES USAGE

NBA All-Star 2018 is comprised of two host city NBA teams - LA Clippers and Los Angeles Lakers,
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The following layouts show samples on how to use the colors in a series.
When used as a series, all colors must be represented and the series must be in relative distance to each other.

AS18_Series_Banner_Vertical_Sample_1.ai

AS18_Series_Banner_Vertical_Sample_2.ai

AS18_Series_Banner_Vertical_Sample_3.ai

AS18_Series_Banner_Vertical_Sample_4.ai

NBA All-Star 2018 is comprised of two host city NBA teams - LA Clippers and Los Angeles Lakers,
therefore there must always be a color from each team represented.

The following layouts show samples on how to use the colors in a series.
When used as a series, all colors must be represented and the series must be in relative distance to each other.

AS18_Series_Logo_Sample_Red.ai

AS18_Series_Logo_Sample_Yellow.ai

AS18_Series_Text_Sample_Blue.ai

NBA All-Star 2018 is comprised of two host city NBA teams - LA Clippers and Los Angeles Lakers, therefore there must always be a color from each team represented.
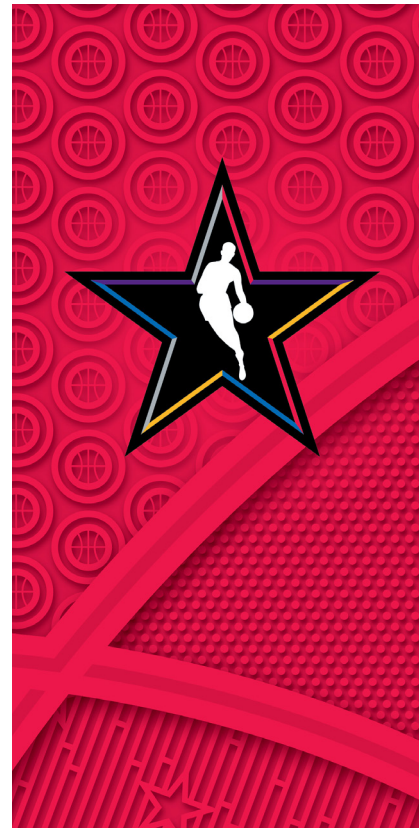
The following layouts show samples on how to use the colors in a series. When used as a series, all colors must be represented and the series must be in relative distance to each other.

AS18_Series_Banner_Vertical_Sample_1.ai

AS18_Series_Banner_Vertical_Sample_2.ai

AS18_Series_Banner_Vertical_Sample_3.ai

AS18_Series_Banner_Vertical_Sample_4.ai