



# Breaking BOUNDARIES

**CITY EDITION 2023-24**  
CAMPAIGN GUIDELINES

The logo features the word "Breaking" in a large, white, gothic-style font, with "BOUNDARIES" in a smaller, white, sans-serif font below it. The text is centered within a diamond shape formed by two overlapping lines, one teal and one orange.

# Breaking BOUNDARIES

D.C. is famously known for being the nation's stage for cultural change; but long before the marches and the rallies, before there was a White House and even before it had city limits, it was already a place that was breaking boundaries.

In 1791, as one of the country's first black civil servants, Benjamin Banneker defied tradition and scouted the skies to establish how each of the 40 capital-defining boundary stones would be placed in the now iconic diamond shape and set the tone for the centuries that followed.

Today, we celebrate all that has happened within those stones. The community that has been created, people who have shaped it, monuments that have been dedicated and the boundaries that continue to be broken.

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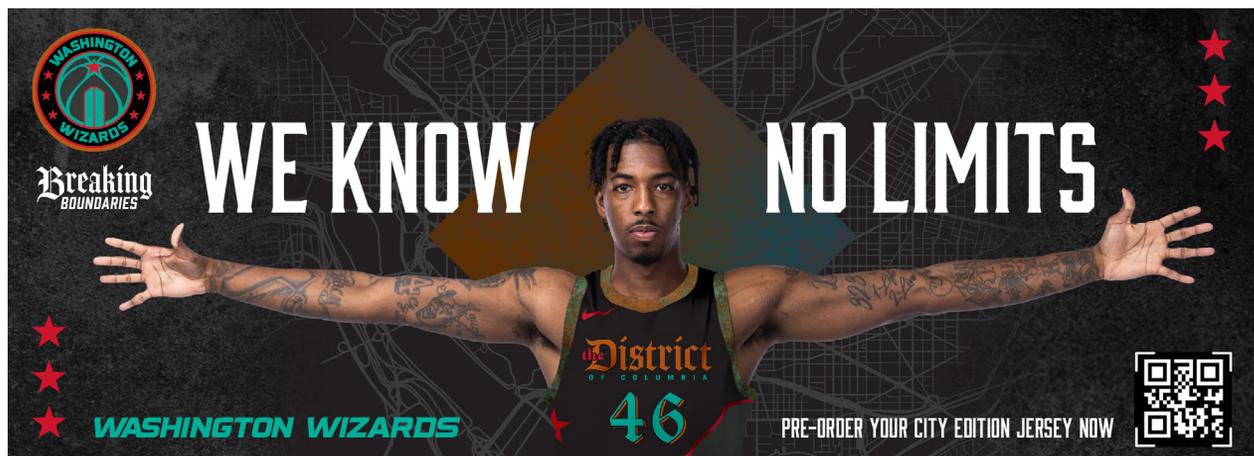
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# CAMPAIGN ELEMENTS

The design is a hybrid of photographic and illustrated elements that not only catch the eye but also tell a story. The meaning behind each element highlights an important part of how the District of Columbia was shaped, from the stars used to map the boundaries to the 40 stones used to mark them.

**Note:** In final creative, all current players in foreground should be wearing the “City Edition” jersey.



The logo has been altered to reflect and honor the city's formation. The Washington Monument has been replaced with a boundary stone and the stars on the outline represent the six stars that Benjamin Banneker used to map the city.



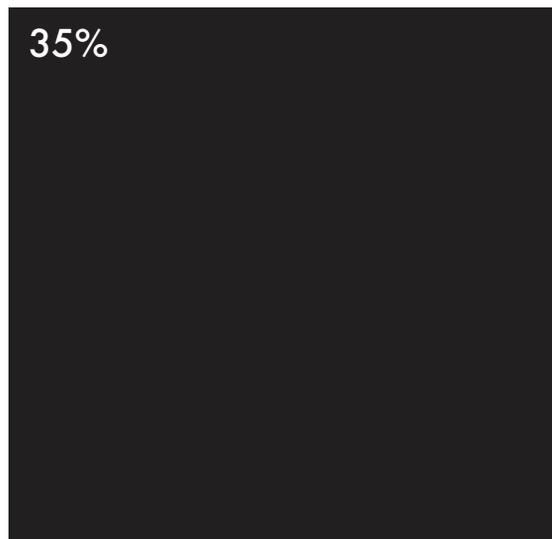
The Breaking Boundaries word mark can be used with or without the diamond background that represents the original shape of the District. Choose the option that best compliments your design as far as how it fits in the space allotted, and whether something simple or more decorative is needed.

**Breaking**  
**BOUNDARIES**



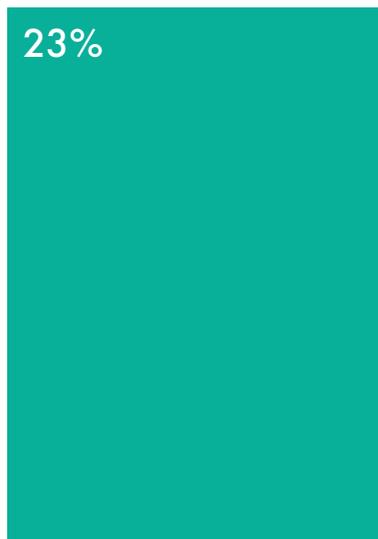
The primary colors of the Wizards City Edition campaign are Midnight Sky, Oxidized Teal, Grit Teal, Rock Orange (similar to the color of a basketball), and Star Red that is used sparingly. Headlines and text should be in White whenever possible. Utilize the percentages as a guide to what colors should be used more versus what colors should be used as accent colors. These colors come from the limited City Edition jersey and the logo. To maintain consistency across all visual communications, always follow the specifications below. Always use the CMYK color percentages below when PANTONE colors are not available for printing. Additionally, always use the RGB or HEX conversions for all digital designs.

35%

**MIDNIGHT SKY**

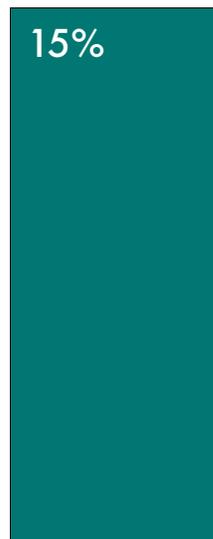
PANTONE: NEUTRAL BLACK C  
CMYK: 70. 67. 64. 74  
RGB: 35. 31. 32  
HEX: 231F20

23%

**OXIDIZED TEAL**

PANTONE: 3275 C  
CMYK: 100. 0. 54. 0  
RGB: 0. 175. 154  
HEX: 00AF9A

15%

**GRIT TEAL**

PANTONE: 7718 C  
CMYK: 88. 35. 55. 13  
RGB: 0. 118. 114  
HEX: 007672

15%

**ROCK ORANGE**

PANTONE: 7600 C  
CMYK: 23. 84. 100.15  
RGB: 172. 68. 30  
HEX: AC441E

10%

**STAR RED**

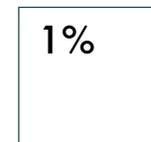
PANTONE: 186 C  
CMYK: 12. 100. 91. 3  
RGB: 206. 14. 45  
HEX: CE0E2D

1%

**POTAMAC BLUE**

PANTONE: 7477  
CMYK: 60. 16. 0. 65  
RGB: 36. 76. 90  
HEX: 244C5A

1%

**WHITE**

(Primarily used for text and numbers)  
PANTONE: 11-0601  
CMYK: 0. 0. 0. 0  
RGB: 255. 255. 255  
HEX: FFFFFF

Bourbon Regular is the primary font used for headlines, subheads, and quotes. Amador is the primary font for numbers. Please note this is a similar font to what is used for the jersey numbers but not an exact match. Use for scores, prices, and time callouts in designs is ideal.

Prohibition Oblique is the secondary font and should be used for CTAs or when using text as a design element. To do this, leverage type as an outlined background element, sometimes running off the page or otherwise not in view, combined with overlapping photos or other layers of art. CTAs should be highly visible and call attention to themselves with your color choices.

Futura Bold and Medium are fonts used for body copy and HTML-friendly design needs.

The typefaces seen here provide an overview of the campaign's typeface family—you are not limited to the weights seen to the right.

## PRIMARY FONTS

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### BOURBON REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

#### BEST TIME TO USE:

• HEADLINES • SUBHEADS • QUOTES

### AMADOR

1234567890

### PROHIBITION OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

#### BEST TIME TO USE:

• DESIGN ACCENTS • TYPE AS ART • CTA'S

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BOURBON  
(REGULAR)

BOURBON IS USED  
IN HEADLINES

PROHIBITION  
(OBLIQUE)

TYPE AS DESIGN OR ART

FUTURA  
(BOLD)

SED QUIS VELIT NULLA FACILISI DOLOR.

FUTURA  
(MEDIUM)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum. Donec porttitor ligula eu dolor. Maecenas vitae nulla consequat libero. Aliquam erat volutpat. Sed quis velit. Nulla facilisi nulla libero. Viva pharetra posuere sapien. Nam non turpis elit consectetur sed aliquam.

PROHIBITION  
(OBLIQUE)

SHORT CTA

Empowering headlines should inspire audiences to learn more about the bigger story behind how D.C. was designed and established. Who is Benjamin Banneker? What do the six stars represent? Why was D.C. originally shaped like a diamond? What do the 40 boundary stones represent and how many still exist today?

## SAMPLE HEADLINES

**BREAKING BOUNDRIES**

(MAIN THEME LINE)

***BOUND FOR GREATNESS***

(PROHIBITION OBLIQUE)

**BUILT BY  
BANNEKER**

(BOURBON VARIED SIZE)

**PROTECTING THE ROCK SINCE 1792**

(BOURBON REGULAR)

***CITY LIMITLESS***

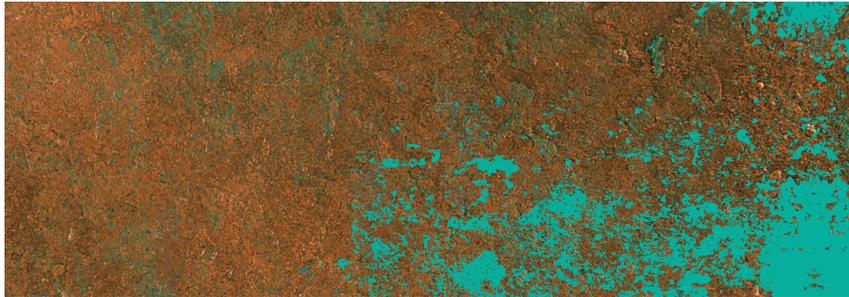
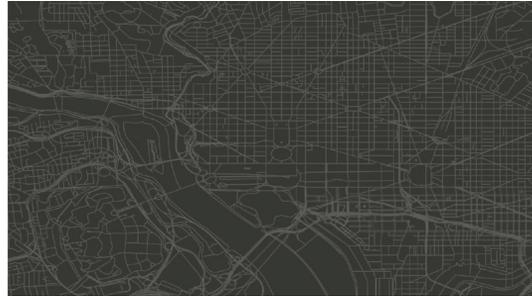
(OUTLINE TEXT AS ART OPTION)

**6 STARS | 40 STONES | 1 DISTRICT**

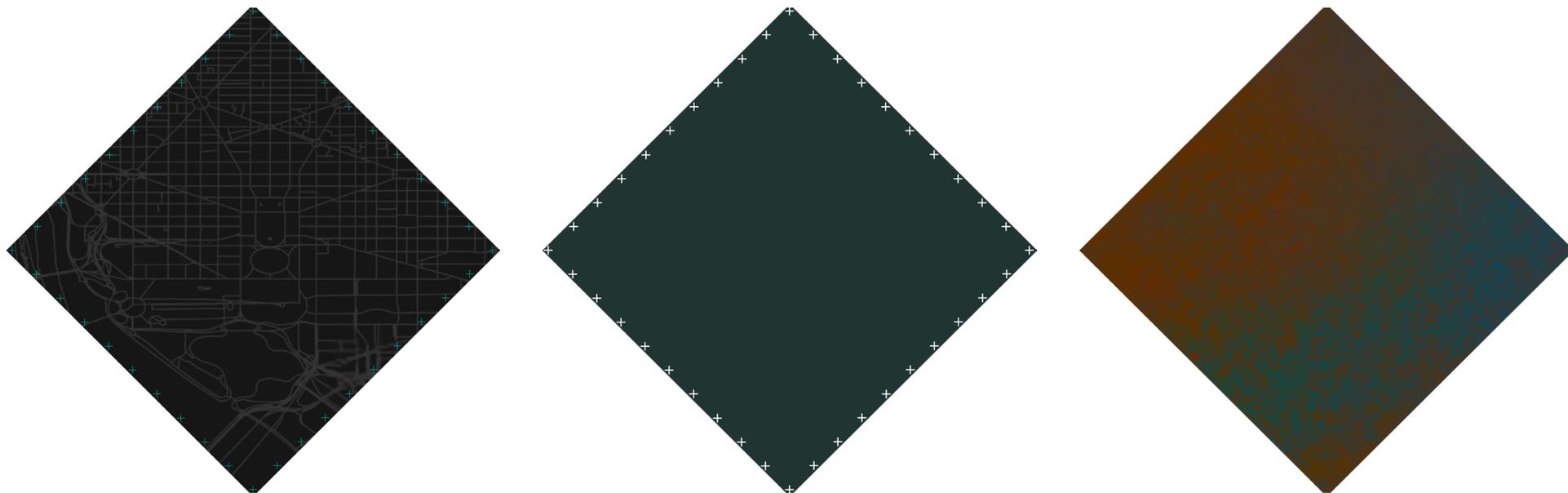
(WHEN IN A HEADLINE THESE NUMBERS ARE IN BOURBON FONT)

Base layers are pulled from either a vector map of D.C. or a rust texture that gives our design a bit of grit and the appearance of something that has weathered and withstood the ages. Black or dark colors are always the preferred starting point for this campaign look and feel but colored backgrounds can be used in some instances, as long as the colors do not overwhelm the composition. Generally, they should help accentuate elements and allow for extra clarity around the messaging.

The custom City Edition jersey texture is also available for color blocking to help break the design up and add stripes of depth and dimension.



The diamond shape symbolizes the original shape of Washington, D.C. Tick marks (or Xs) help illustrate the 40 boundary stones that were placed around the original perimeter.

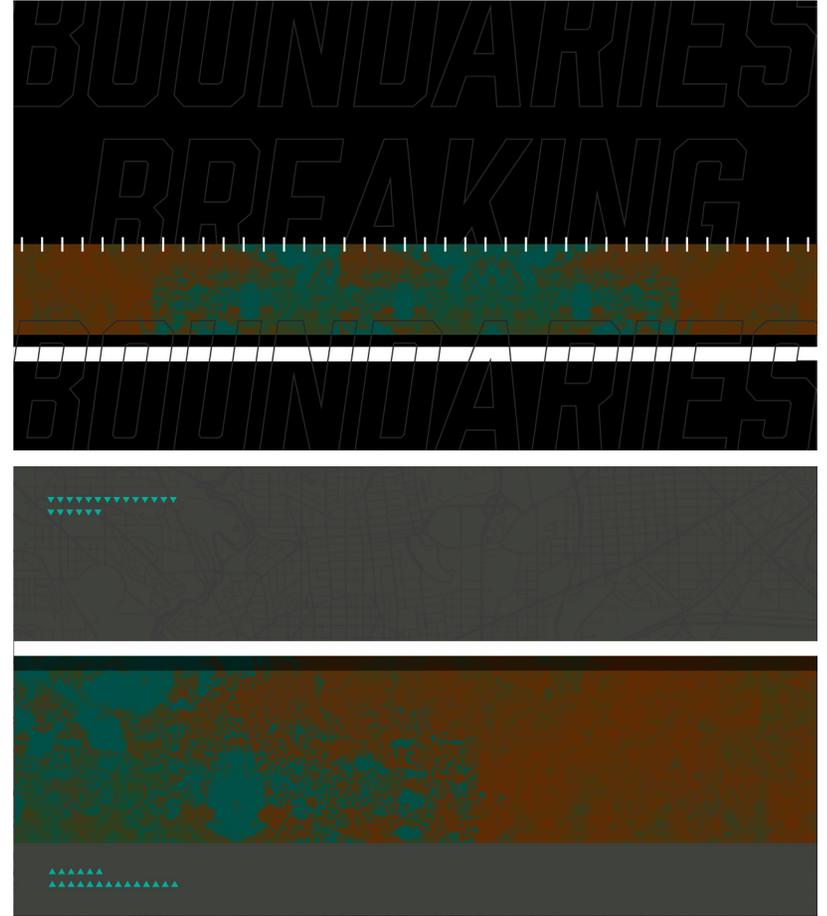


**INSTRUCTIONS:** Mix and match elements to achieve balance in a layout. For example, you most likely wouldn't want to use the Map diamond shape on top of a Map background. Opposites typically complement one another. A Texture diamond shape on top of a Map background would be a better choice. (NOTE: A graphic diamond is not always necessary if using a diamond shape to mask photography or if the diamond Breaking Boundaries logo is already in the layout.)

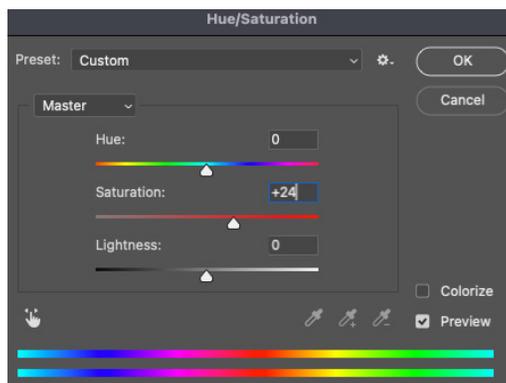
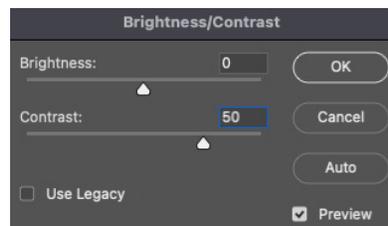
More possibilities are available in our library of design elements. Furthermore, the custom texture seen on the City Edition jerseys can be used as a stripe element to add variety when the diamond shape is being overused.



**NOTE:** The original 40 boundary stones representing the capital’s original perimeter are the inspiration behind the Triangle and Crosshatch design elements—always feature 40 of either element in your design. When leveraging the red star design element, always be sure to include six in your design.



**PLAYER PHOTOGRAPHY** Whenever possible cut players out from their backgrounds. The contrast and saturation should be turned up to give them a more intense look and feel and also have them stand out against the dark and vibrant colors in this campaign.



**NOTE:** A few clipped out player assets with the jersey mockup placed on them are linked in the layered Illustrator Key Art files with this photo treatment already applied.

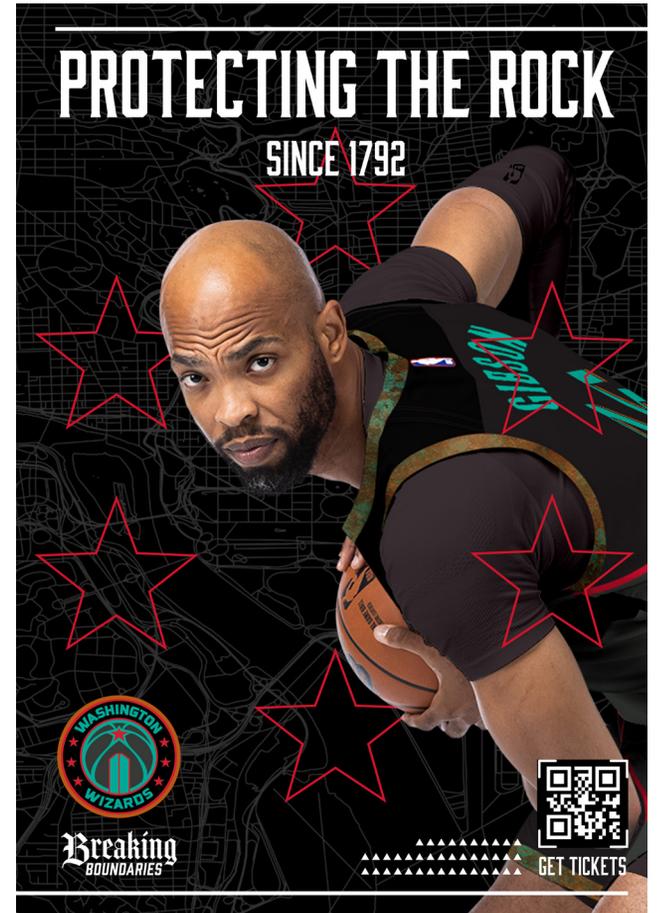
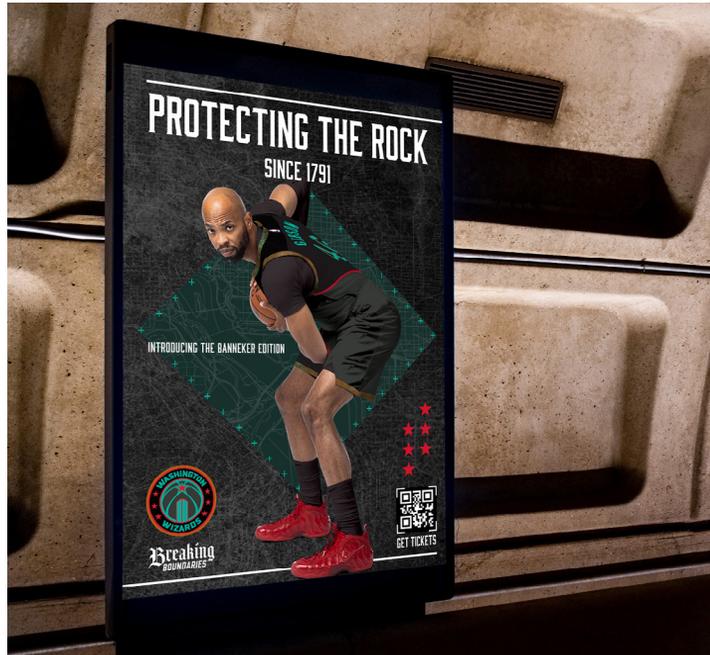


# CAMPAIGN EXAMPLES

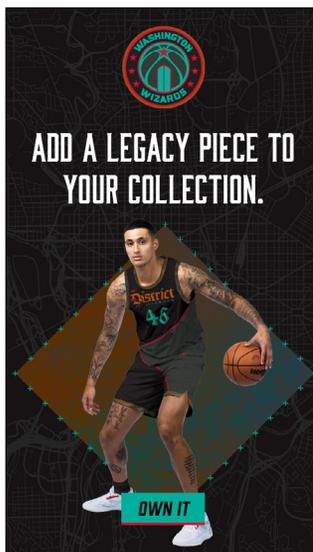
**IN ARENA:** Ensure that text, image, and logos are clean and legible. Find adequate space within the layout for each element to sit well in relation to others. When creating artwork to be displayed within the arena, do not feel that the City Edition Wizards logo must be included on every design.



**OOH:** Metro ad examples utilize the same design elements as our other ads. In order to not overload a layout with body copy add a CTA QR code to connect viewers with further information or interactive content. Ticket purchasing, City Edition jersey preordering, or connecting to the team's social platforms, are just a few examples of where your QR code could lead to. Be sure to have your CTA match where you are sending the viewer.



**EMAIL:** To avoid legibility and accessibility issues, always follow email design best practices and use solid colors for text blocks and CTAs to encourage engagement.



WASHINGTON WIZARDS

ADD A LEGACY PIECE TO YOUR COLLECTION.

OWN IT

BREAK BOUNDARIES. MAKE HISTORY.

BE THERE WHEN WE BREAK IT IN.

November 9 THURS 7pm  
 November 28 TUES 7pm  
 December 7 THURS 7pm  
 December 29 FRI 8pm  
 January 7 THURS 7pm  
 January 29 FRI 8pm  
 February 7 THURS 7pm

GET TICKETS

▲▲▲▲▲▲▲▲▲▲



OWN IT

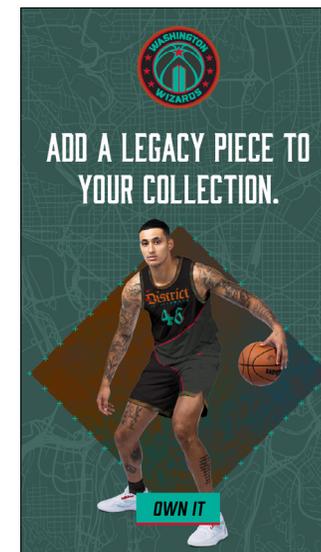
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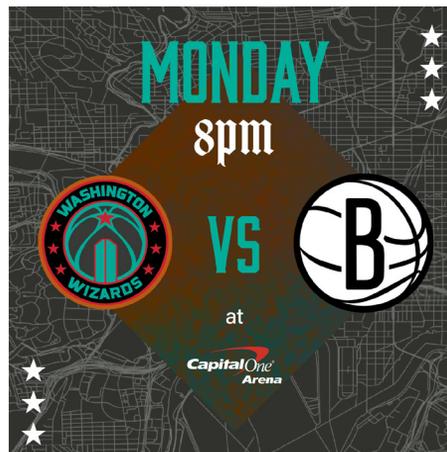
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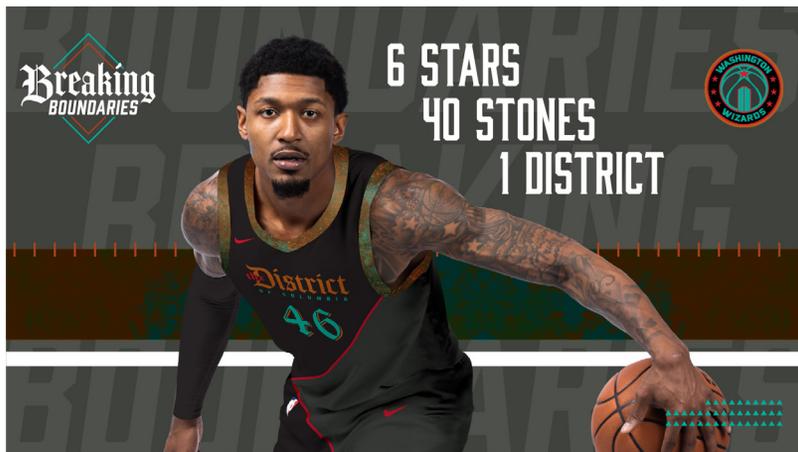
GET TICKETS

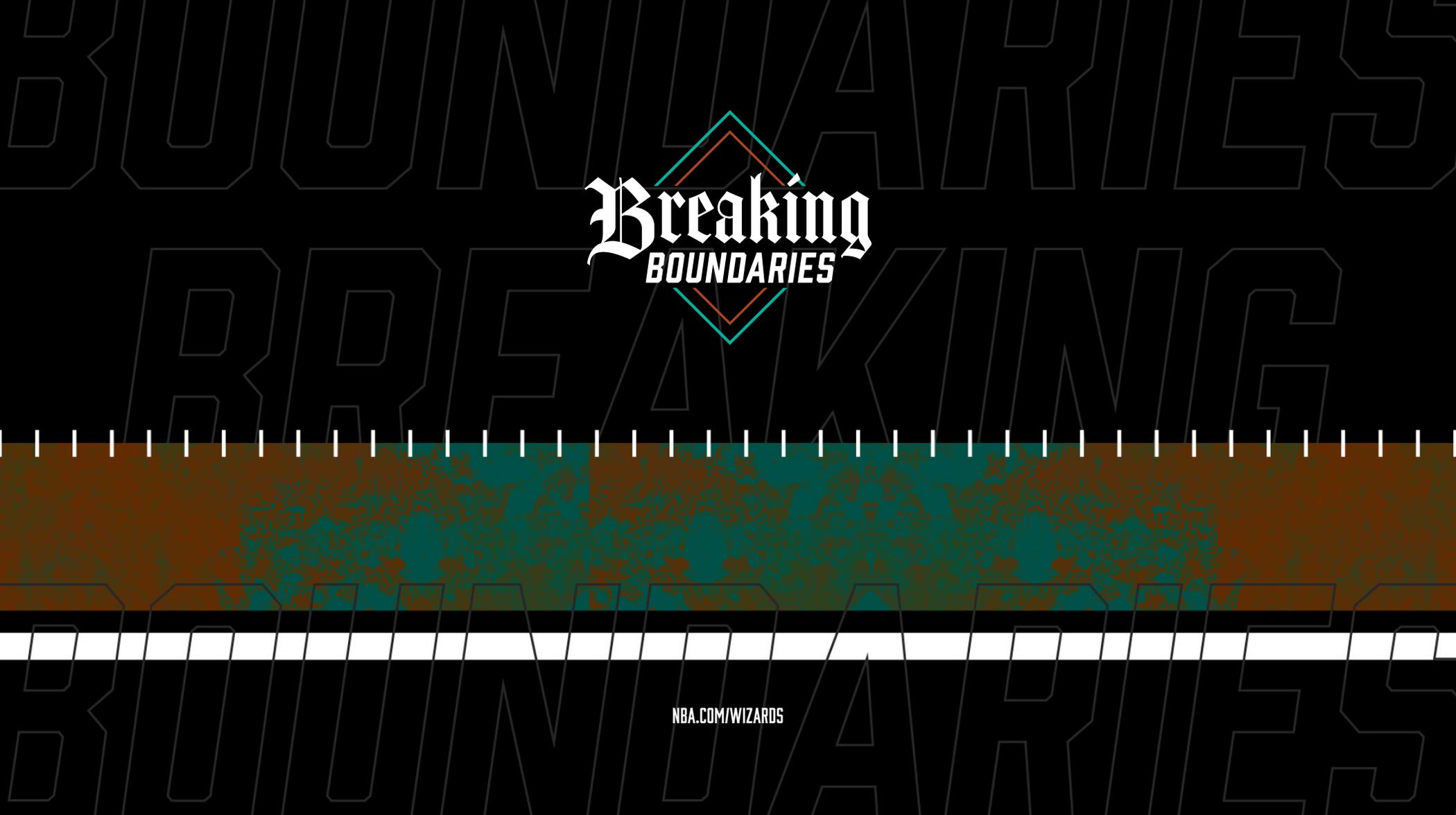
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**SOCIAL POSTS:** While important text information can be laid out in the post's visual, far more additional text should be placed in the post's body copy which is more easily edited. Whenever possible, use a player image cut-out. If time doesn't allow simply use the diamond shape as a mask. Place elements such as the stars or the boundary stone icons on top of the masked layer. Allowing the various map or grit textures to be visible in the background will still give your post design originality and match the overall campaign.

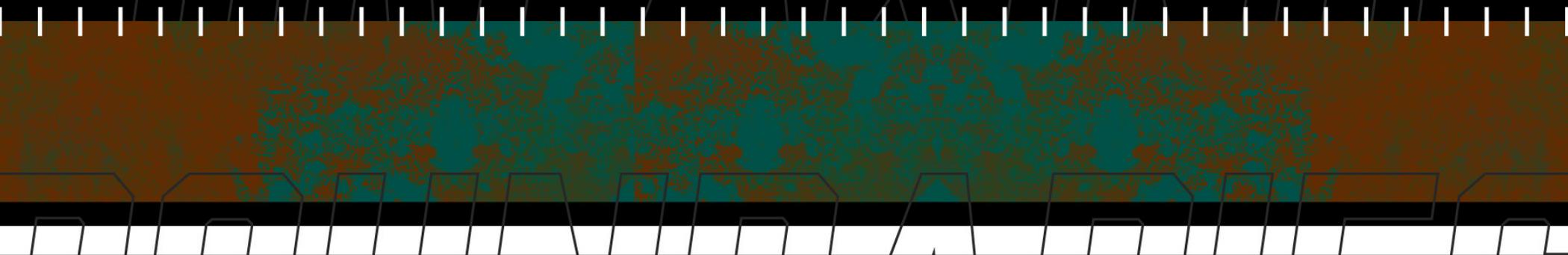


Additional Key Art  
Examples for Inspiration



The background features the words "BREAKING BOUNDARIES" in a large, outlined, sans-serif font, repeated across the top and bottom. In the center, there is a diamond-shaped graphic composed of two overlapping lines, one teal and one orange. Below this graphic, the word "Breaking" is written in a white, gothic-style font, and "BOUNDARIES" is written in a smaller, white, sans-serif font below it.

**Breaking**  
**BOUNDARIES**

A decorative horizontal bar spans the width of the image. It features a white line at the top, followed by a textured area in shades of brown and teal, and a solid black line at the bottom.

[NBA.COM/WIZAROS](http://NBA.COM/WIZAROS)