

BE Ultimate

freelance project

“The 2025 Canadian Ultimate Championships”

LOGO UPDATE & MERCHANDISE



DISCRAFT **BE** **ULTIMATE**

ULTIMATE
CANADA 

Current logo

Software:
Illustrator

Elements:

Frisbee + Players + Maple Lea

References:





Typography :

PAWKES · REGULAR

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0**



CMYK



#CF1A1F



#F0BA1B



#231F20

RGB



R: 207% G: 26% B: 31%



R: 240% G: 186% B: 27%



R: 35% G: 38% B: 32%



CMYK



#29213F



#F0BA1B

RGB



R: 41% G: 33% B: 63%



R:120% G: 192% B: 68%



CMYK



#153258



#ABABAC



Lineal Gradient: #B93627 – #CB664E – #BBAF24

RGB



R: 207% G: 26% B: 31%



R: 240% G: 186% B: 27%









GRAPHIC DESIGN

EDDIE

Ramirez

www.alofish.net