



SPORTFIVE



**CORPORATE
DESIGN GUIDELINES
FOR THIRD PARTIES**

OUR NEW BRAND AND HOW WE USE IT

01 OUR NAME & LOGO

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- Main Logo. Clear Space
- Partner Logo

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OUR MAIN LOGO

Our main logo option to be used on all communication e.g. Invoices, Website, Social Media etc.

SPORTFIVE



MAIN LOGO - CLEAR SPACE

Our logo demands its own space.

Use the 'V' as a clearance space around the logo.

For placement and alignment it is important to ignore the underscore, to ensure logo looks balanced.



BRAND MARK

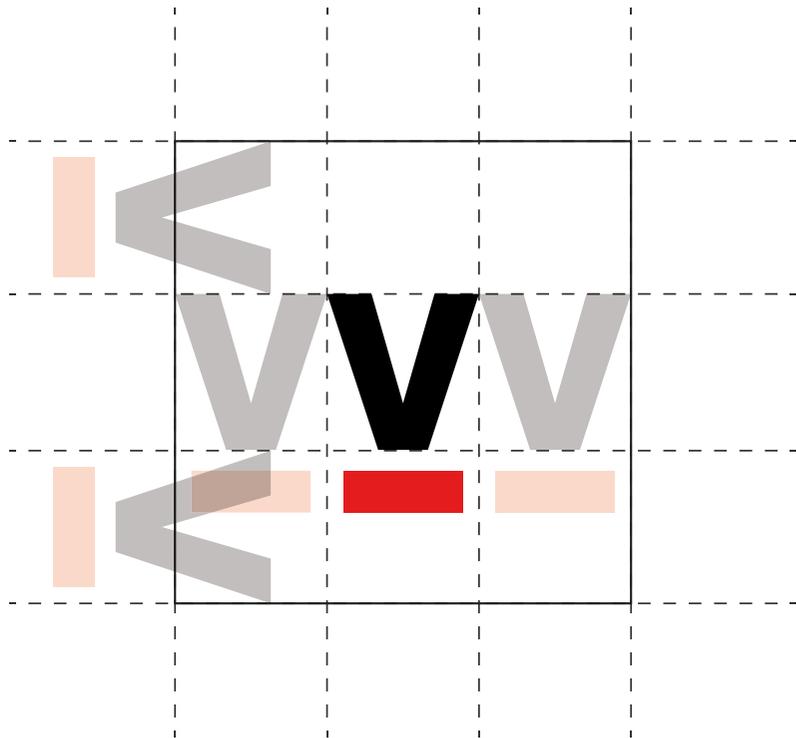
Our brand mark is a supporting logo, it must be used in instances where brand recognition is already established.



BRAND MARK - CLEAR SPACE

When our brand mark is being used as a design element, the following clear spacing applies.

However when being used as an element within a design, normal clear space guidelines do not apply to the word mark, as it can be used as a complex editorial asset with imagery and type overlapping, cropping etc. see example below.



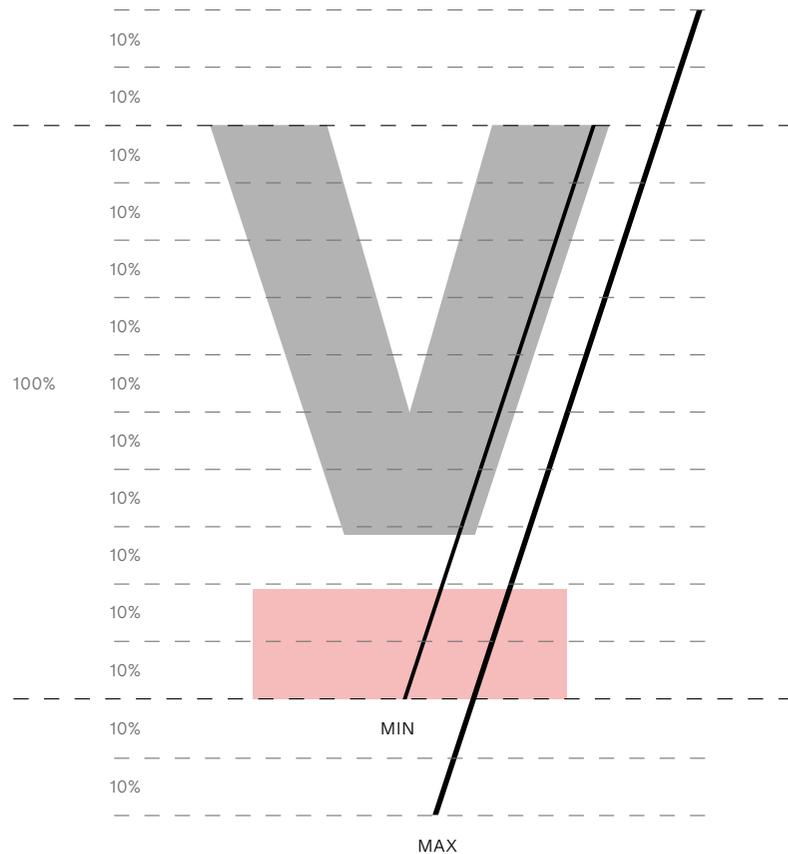
THE SLASH

To use the SPORTFIVE logo with partner brands, we have developed a unique slash which we use to divide logos.

This slash is created using the angle of the brand mark, and horizontally trimmed top and bottom, to echo this.

This slash is a custom shape, and can be supplied in vector format, so the weight of this shape should remain proportional to its size.

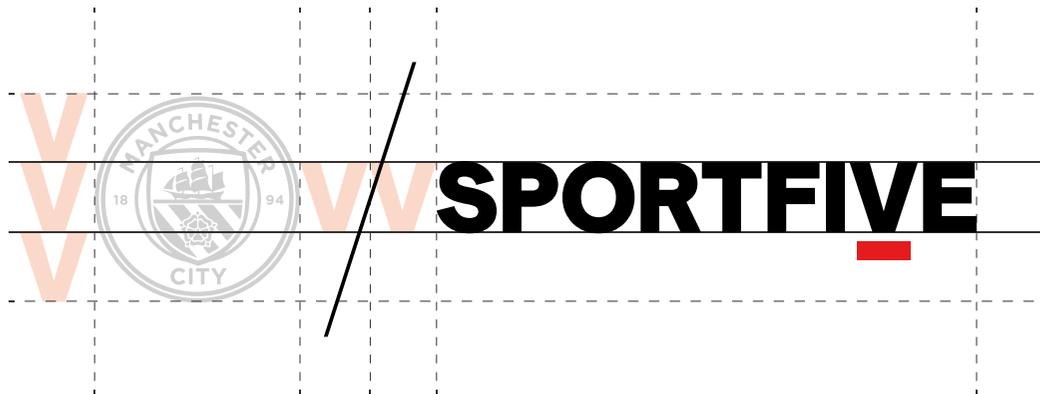
The exact size of the slash will vary, a guide is take the biggest logo in the lockup, and the slash should be between 100-140% the size of this logo.



PARTNER LOGO - FULL

When using and aligning, ensure logo is centralised using the characters, and ignoring the underscore, as this will make logo look unbalanced.

When using circular or square partner logos, SPORTFIVE lockup should be 1/3 the height of partner logo. Sometimes due to irregular shape logos this ratio will have to be changed, see fig. 1.



OUR BRANDS COME TOGETHER

The SPORTFIVE brand retains its strong, independent visual identity, whilst inheriting the colour of the brands and teams that we partner with, to create a new, unique visual identity.

Stacked logo is for use with partner brands only, when used for any external comms, 'V' or full logo should be used.



SPORTFIVE



02 **COLOUR
& TYPE**



COLOUR

Red is our key colour. Represents strength [Warrior]

Our secondary colour is black. Represents authority and elegance.
This colour can also be used as a series of tints across functional comms.

Blue is our accent colour. Represents trust and loyalty.

PRIMARY COLOUR: WARRIOR RED

TEXT COLOUR:
WHITE

R244 G0 B9
Hex F40009
C4 M100 Y95 K0
RAL 3024
PANTONE 2347C

SECONDARY COLOUR: BLACK

TEXT COLOURS: WHITE

OR WARRIOR RED

OR SWATCH COLOUR
"MS OFFICE #6"

R0 G0 B0

Hex 000000

RICH CMYK: C91 M79 Y62 K97
(FOR ALL AREAS OF LARGE INK COVERAGE)

PLAIN CMYK: C0 M0 Y0 K100
(FOR TEXT AND SMALL GRAPHICS)

SECONDARY COLOUR: 70% GREY

TEXT COLOUR: WHITE

R77 G77 B77

Hex 4D4D4D

RICH CMYK: C62 M52 Y50 K47

PLAIN CMYK: C0 M0 Y0 K70

SECONDARY COLOUR: WHITE

TEXT COLOURS: BLACK

OR WARRIOR RED

R255 G255 B255

Hex FFFFFFFF

C0 M0 Y0 K0

ACCENT COLOUR: BLUE

TEXT COLOUR:
WHITE

R52 G112 B198

Hex 3470C6

C81 M54 Y0 K0

MS OFFICE #1

TEXT COLOUR: WHITE

R0 G0 B0

Hex #000000

RICH CMYK:
C91 M79 Y62 K97

PLAIN CMYK:
C0 M0 Y0 K100

MS OFFICE #2

TEXT COLOUR: WHITE

R38 G38 B38

Hex #262626

RICH CMYK:
C73 M64 Y59 K75

PLAIN CMYK:
C0 M0 Y0 K85

MS OFFICE #3

TEXT COLOUR: WHITE

R77 G77 B77

Hex #4D4D4D

RICH CMYK:
C62 M52 Y50 K47

PLAIN CMYK:
C0 M0 Y0 K70

MS OFFICE #4

TEXT COLOUR: WHITE

R115 G115 B115

Hex #737373

RICH CMYK:
C53 M42 Y42 K26

PLAIN CMYK:
C0 M0 Y0 K55

MS OFFICE #5

TEXT COLOUR: BLACK

R153 G153 B153

Hex #999999

RICH CMYK:
C41 M32 Y33 K11

PLAIN CMYK:
C0 M0 Y0 K40

MS OFFICE #6

TEXT COLOUR: BLACK

R191 G191 B191

Hex #BFBFBF

RICH CMYK:
C29 M22 Y22 K3

PLAIN CMYK:
C0 M0 Y0 K25

MS OFFICE #7

TEXT COLOUR: BLACK

R223 G223 B223

Hex #DFDFDF

RICH CMYK:
C15 M11 Y12 K0

PLAIN CMYK:
C0 M0 Y0 K12.5

MS OFFICE #8

TEXT COLOUR: BLACK

R255 G255 B255

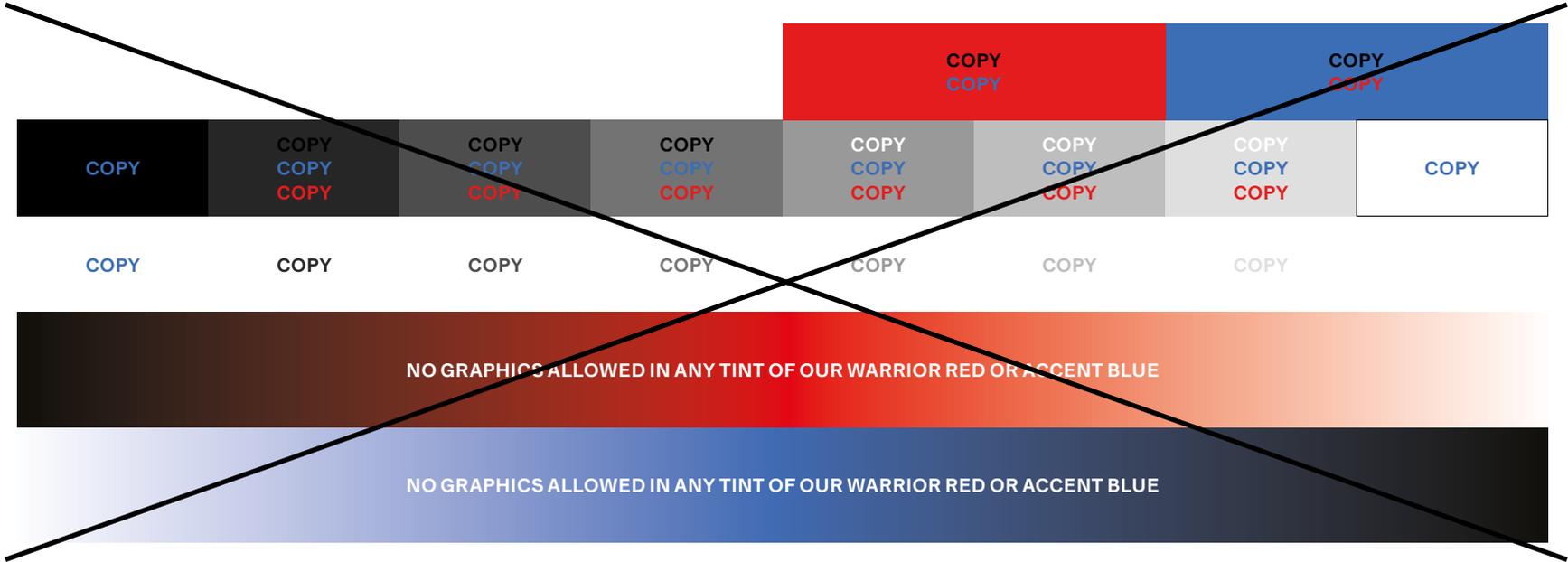
Hex #FFFFFF

RICH CMYK:
C0 M0 Y0 K0

PLAIN CMYK:
C0 M0 Y0 K0

COLOUR

Our colour palette should never be compromised, it should remain strong and consistent, across all our comms. The rules below outline obvious areas to avoid, to ensure that our main brand is never misused.



TYPOGRAPHY

PRINT

Aa**HELVETICA
BOLD**

Our primary font is Helvetica, being a universal system font it is globally recognised on every desktop machine. However we just use it for all printed material and advertising.

Bold should be used primarily, alternate weights should be used as they need to be, across specific examples.

**Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
00 01 02 03 04 05 06 07 08 09**

TYPOGRAPHY

**DIGITAL/
MS OFFICE****Aa****ARIAL
BOLD**

Although Helvetica is a universally recognised system font, there can be problems when using it across digital and web. When producing web specific comms, newsletters etc, or working in MS Office, to ensure consistency all live copy should be set in Arial.

**Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
00 01 02 03 04 05 06 07 08 09**



03 RIGHTS- HOLDERS



LOGO BALANCE

When balancing the SPORTFIVE logo with a partner brand, the lead party should always be on the left hand side.

The two logos need to be balanced, but the partner logo should appear slightly larger to clearly communicate that SPORTFIVE are partnered with them, not the other way around.



**SPORT
FIVE**



**SPORT
FIVE**

THREE LOGOS

When SPORTFIVE and a rights-holder partner are approaching a new brand together, there is an additional lock up that we use.

This is to make the relationship between the three parties clearer, and avoid 'logo clutter'.

The underscore element of our logo then inherits the brand colours of our partner, to solidify the visual synergy of the relationship.



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CONTACT US

In case of any questions please reach out to us via E-Mail

SPORTFIVE

corporate-design@sportfive.com