

# Brandmark

The new Sports for All brandmark is an iconic evolution of the previous logotype. It embodies the concept of an uplifting dynamic, of a new movement, one that inspires and promotes a healthy lifestyle through the community.

## Main Logotype - Color version



The color version of the main logo uses a slight gradient and should not be mistaken for the solid version.

## Main Logotype - White version



When using the white version of the logotype, the background should never be a solid color. Instead it should be a closeup zoom of a 3D render, in order to add more crisp to the visual.

## Main Logotype - Solid version



The solid logotype version does not use a gradient. Therefore it is used when the printing technique does not allow gradients (ex. screenprinting)

## Main Logotype - Clear Space



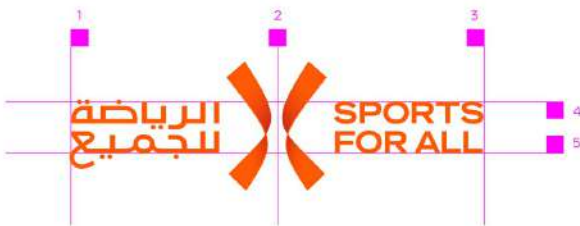
The minimum clear space around the logotype is X. The clear space ensures legibility and prominence. No imagery, graphic elements or typography should cross over into this area. Always use the master artwork file for the logotype. It must never be re-drawn.

## Main Logotype - Minimum Size



The minimum size of the logotype is 10 mm (height) in print, 50 pixels in digital applications. The logotype is proportionally scalable and there is no limit on the maximum size. This size is a minimum and should be increased whenever possible to ensure better legibility.

## Main Logotype - Alignment



The figure above illustrates how to align objects, text or imagery with the descriptor. There are five permitted alignment points.

## Main Logotype - Measurement



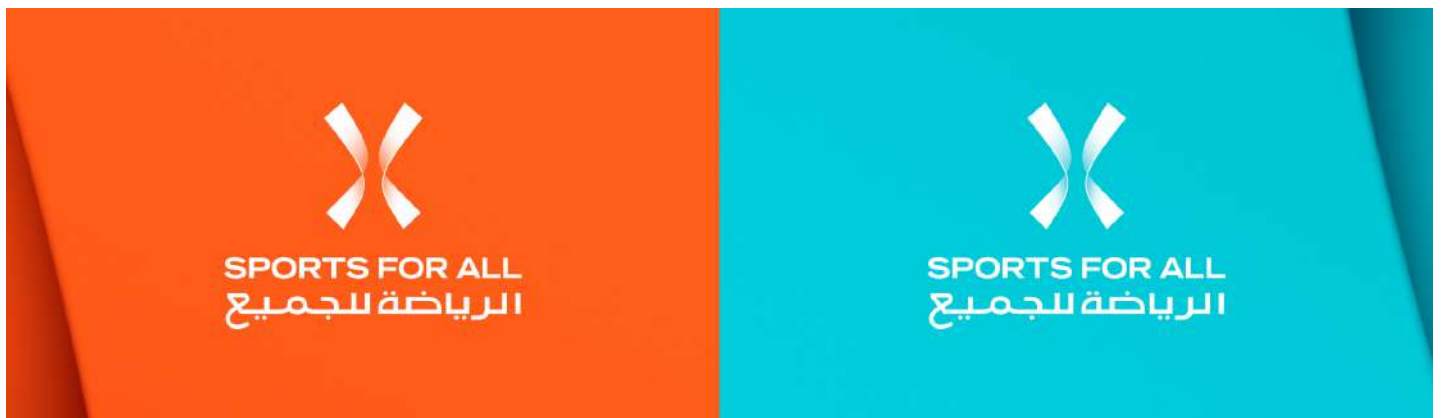
The landmark is measured from the extreme top to the extreme bottom.

## Compact Logotype - Color version



The compact logotype is meant to be used with narrow mediums, such as smartphones.

## Compact Logotype - White version



When using the white version of the logotype, the background should never be a solid color. Instead it should be a closeup zoom of a 3D render, in order to add more crisp to the visual.

## Compact Logotype - Solid version



The solid logotype version does not use a gradient. Therefore it is used when the printing technique does not allow gradients (ex. screenprinting)

### Compact Logotype - Clear Space



The minimum clear space around the logotype is X. The clear space ensures legibility and prominence. No imagery, graphic elements or typography should cross over into this area. Always use the master artwork file for the logotype. It must never be re-drawn.

### Compact Logotype - Minimum Size



The minimum size of the logotype is 18 mm (height) in print, 90 pixels in digital applications. The logotype is proportionally scalable and there is no limit on the maximum size. This size is a minimum and should be increased whenever possible to ensure better legibility.

### Compact Logotype - Alignment



The figure above illustrates how to align objects, text or imagery with the descriptor. There are five permitted alignment points.

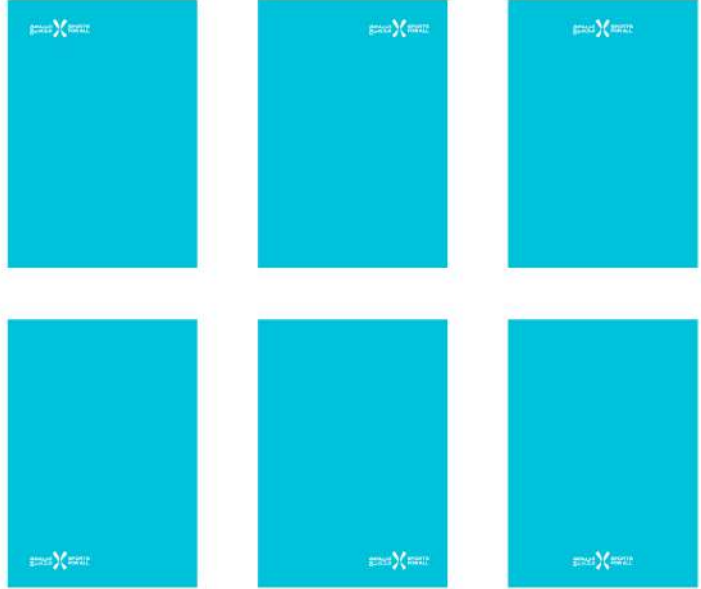
### Compact Logotype - Measurement



The landmark is measured from the extreme top to the extreme bottom.

## Positioning

Our brandmark is active.  
The positioning of our  
brandmark can vary to  
convey our energy.



The positioning of the brandmark varies depending on the layout and usage. Shown above are examples of where the brandmark can be positioned in a standard portrait format. Please refer to the brand applications for examples on the positioning of the brandmark.

## Logotype Misuse

Some examples of what not to do with the logotype to ensure the credibility and legibility of the brand. Generally speaking the logotypes should be used as delivered. The following rules apply to all the version of the logotypes.

