



WINNERFORCE

Brand Guidelines

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01. Brand Guidelines

Brand Guidelines



Brand Guidelines

Our Logo The basics

Symbol

Wordmark



Brand Guidelines

Clear Space

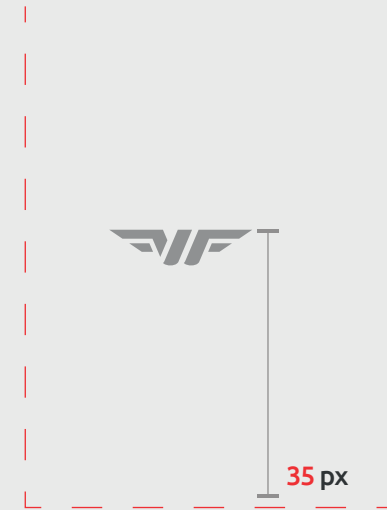


Adequate clear space for the primary logo lock-ups is defined as the half height of **W** extended around the lock-up's perimeter. No other graphics or text should interfere with this area





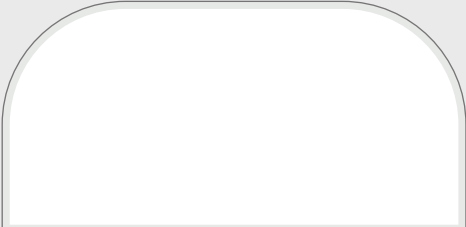
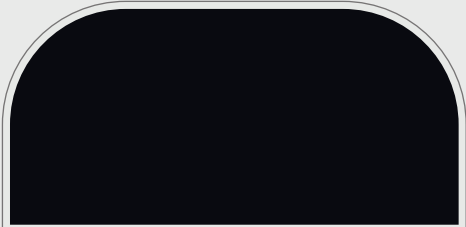
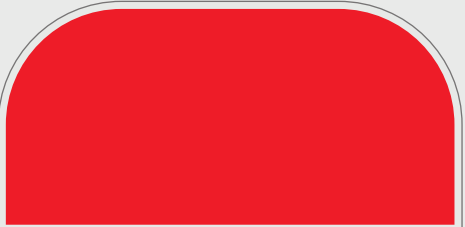
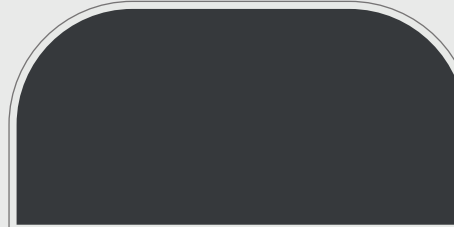
Logo clear space



minimum size

Brand Guidelines

Color Overview

 <p>PANTONE White 000 C</p> <p>■ C:0 % ■ M:0 % ■ Y:0 % ■ k:0 % #ffffff</p>	 <p>PANTONE Black 6 C</p> <p>■ C:79 % ■ M:69 % ■ Y:60 % ■ k:84 % #161718</p>	 <p>PANTONE Red 032 C</p> <p>■ C:0% ■ M:100% ■ Y:95% ■ k:0 % #E3051B</p>	 <p>PANTONE 446 C</p> <p>■ C:66 % ■ M:56 % ■ Y:53 % ■ k:57 % #404040</p>
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Brand Guidelines

Color palette

Primary colourway



Here we also present the different alternatives in positive negative with the corporate colours of the logo.

Secondary colourways



Here we also present the different alternatives in positive negative with the corporate colours of the logo.

Brand Guidelines—

Incorrect Use



Don't scale a logo horizontally or vertically



Don't alter the size relationship or alignment between parts of a logo



Don't use unapproved colors



Don't create a background shape for the logo



Don't Rotate



Don't crop a logo



Ubuntu Typeface

FONT FAMILY

Light
aA [Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
diam nonummy nibh euismod tincidunt ut laoreet

Regular
aA [Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
diam nonummy nibh euismod tincidunt ut laoreet

Medium
aA [Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
diam nonummy nibh euismod tincidunt ut laoreet

Bold
aA [**Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut laoreet**

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

Brand Guidelines

The Typography



Our logotype is a customised version of
Ethnocentric 75 Regular



Brand Guidelines

Logo Formats



Stacked Logo – Solid



Stacked Logo – Outline



Stacked Logo – Outline



Stacked Logo – Outline

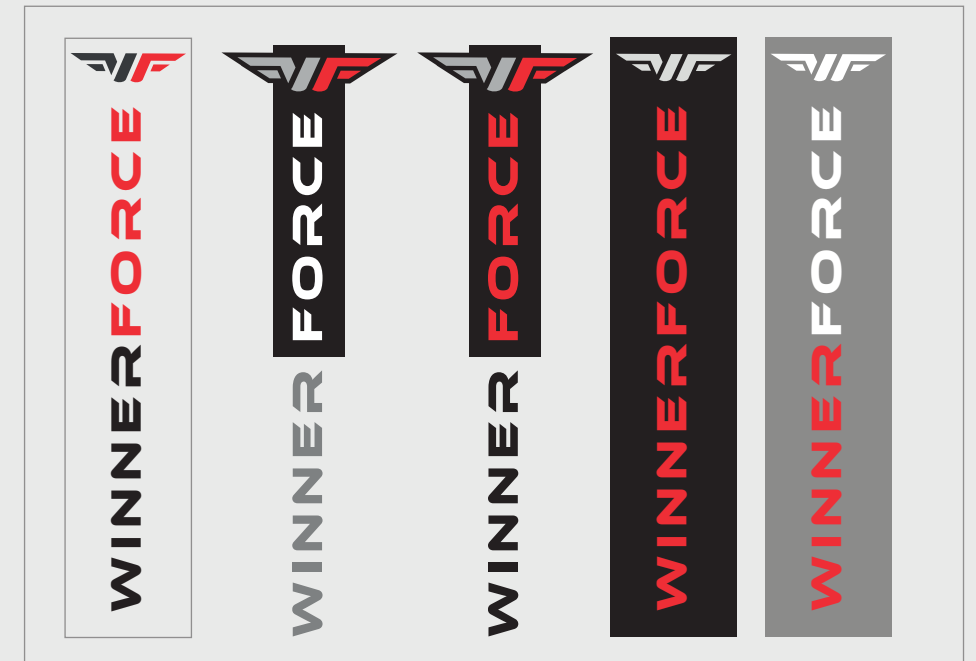


other formats-black and white



other formats-colors

Vertical Logo – Solid





02. Components

Brand Guidelines



Components

Iconography Icon Color Usage



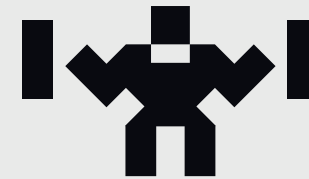
Sponsor



Locaion



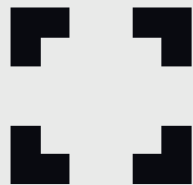
minimum size



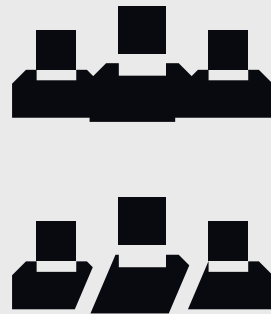
GYM



minimum size



Pictuers



FamilyForce



Women
Collections



Men
Collections



Feedback

Components

Iconography





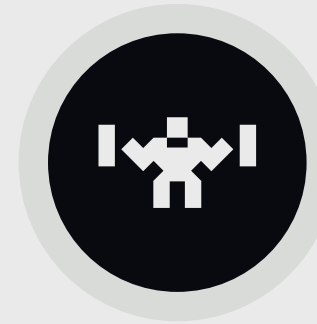
Sponsor



Location



minimum size



GYM



minimum size



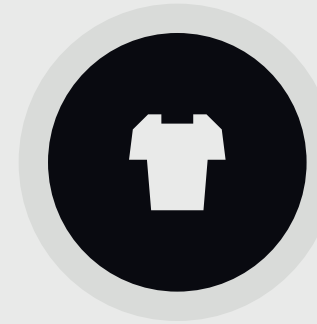
Pictuers



FamilyForce



Women
Collections



Men
Collections



Feedback

Components

Highlights



Sponsor



Location



minimum size



GYM



minimum size



Pictures



FamilyForce



Women
Collections



Men
Collections



Feedback

Components

Pattern





Thank You

Brand **Guidelines**

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