



W I N N E R F O R C E

## Brand **Guidelines**

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## 01. Brand Guidelines

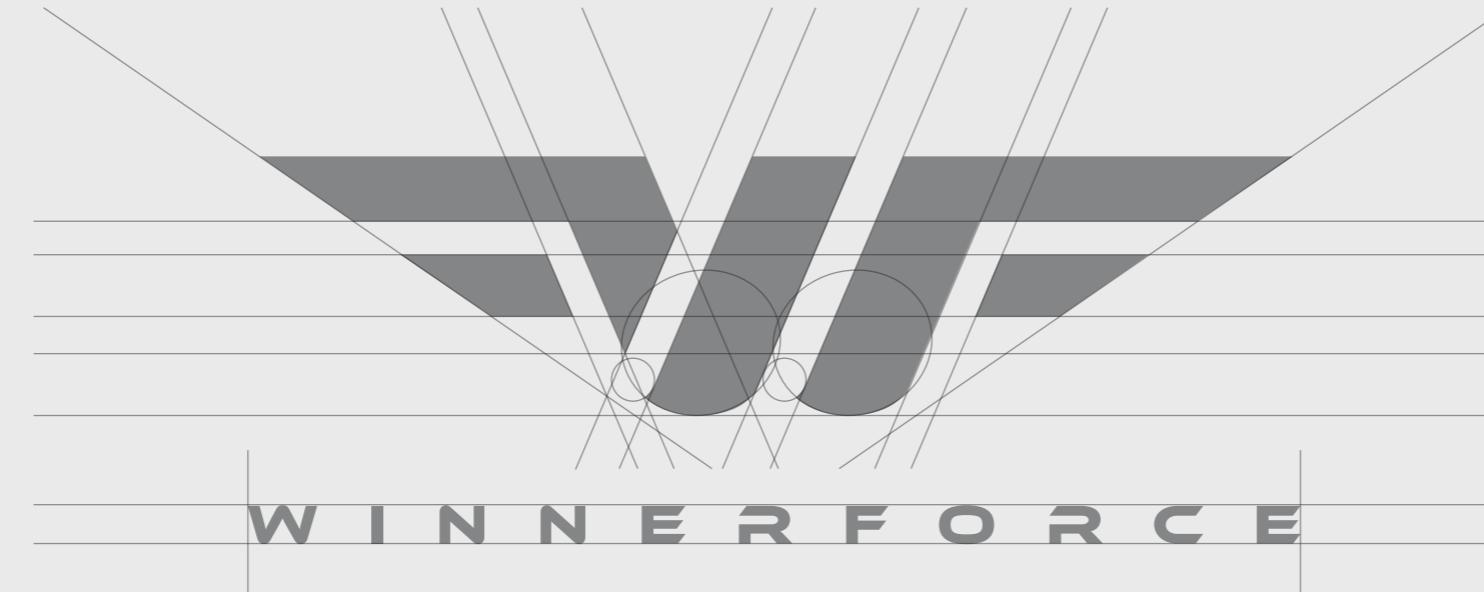
**Brand Guidelines**



# 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

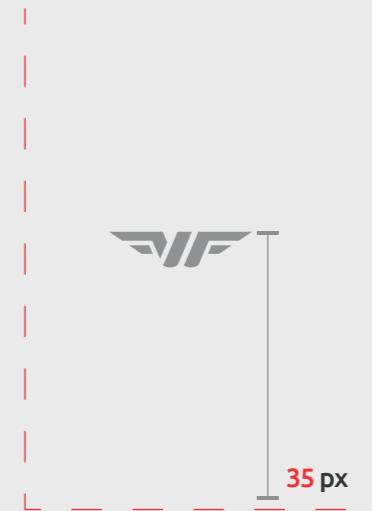


# Brand Guidelines

## Spacing



**Logo clear space**

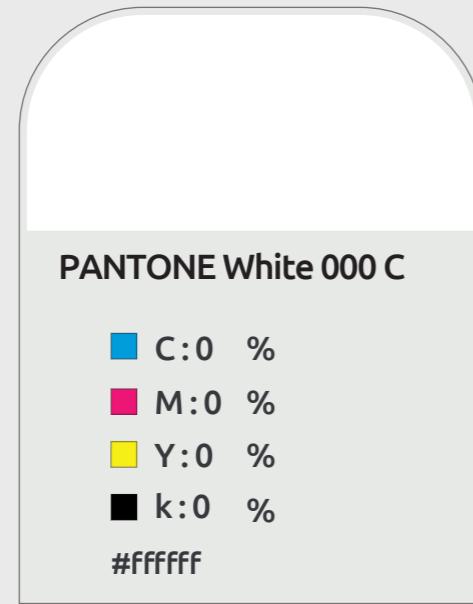


**minimum size**



# Brand Guidelines

## Color Overview



PANTONE White 000 C

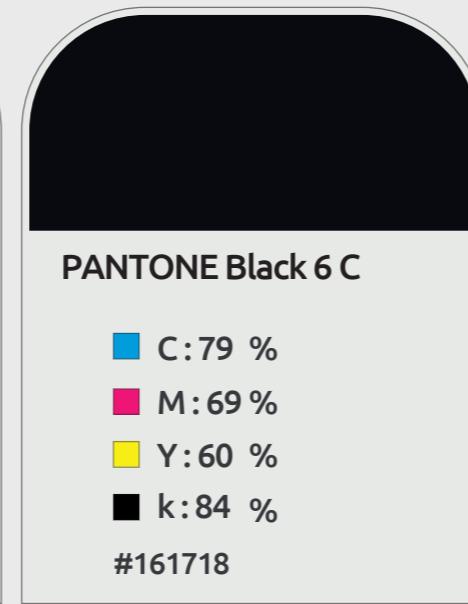
C:0 %

M:0 %

Y:0 %

K:0 %

#ffffff



PANTONE Black 6 C

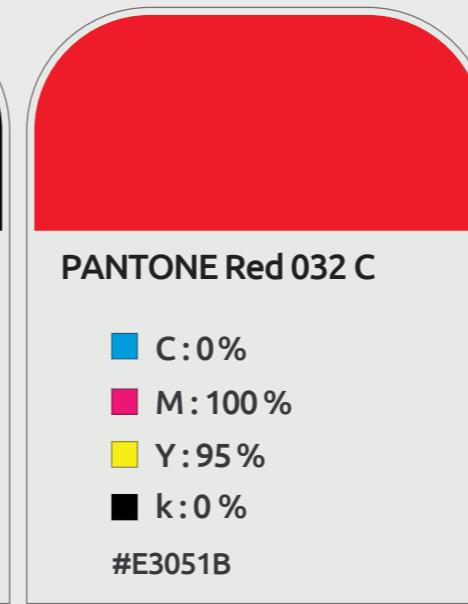
C:79 %

M:69 %

Y:60 %

K:84 %

#161718



PANTONE Red 032 C

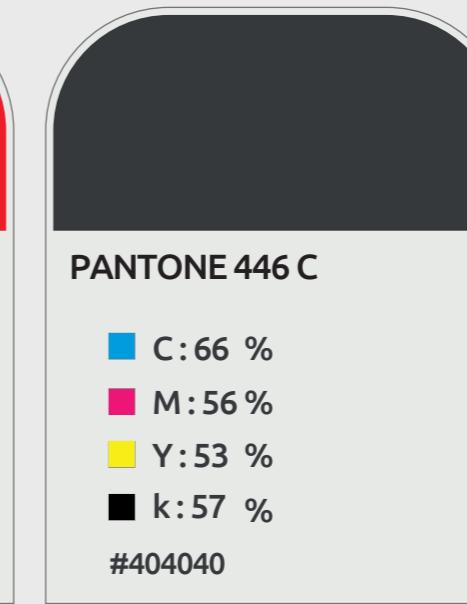
C:0%

M:100 %

Y:95 %

K:0 %

#E3051B



PANTONE 446 C

C:66 %

M:56 %

Y:53 %

K:57 %

#404040



# 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



# Brand Guidelines

## The Typography

# Ubuntu Typeface

FONT FAMILY

Light  
aA

>Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Regular  
aA

>Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Medium  
aA

>Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Bold  
aA

**Lorem ipsum dolor sit amet, consectetuer adipiscing elit,  
sed diam nonummy nibh euismod tincidunt ut laoreet**

ABCDEFGHIJKLM NOPQRSTUVWXYZ 123456789

ABCDEFGHIJKLM NOPQRSTUVWXYZ 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

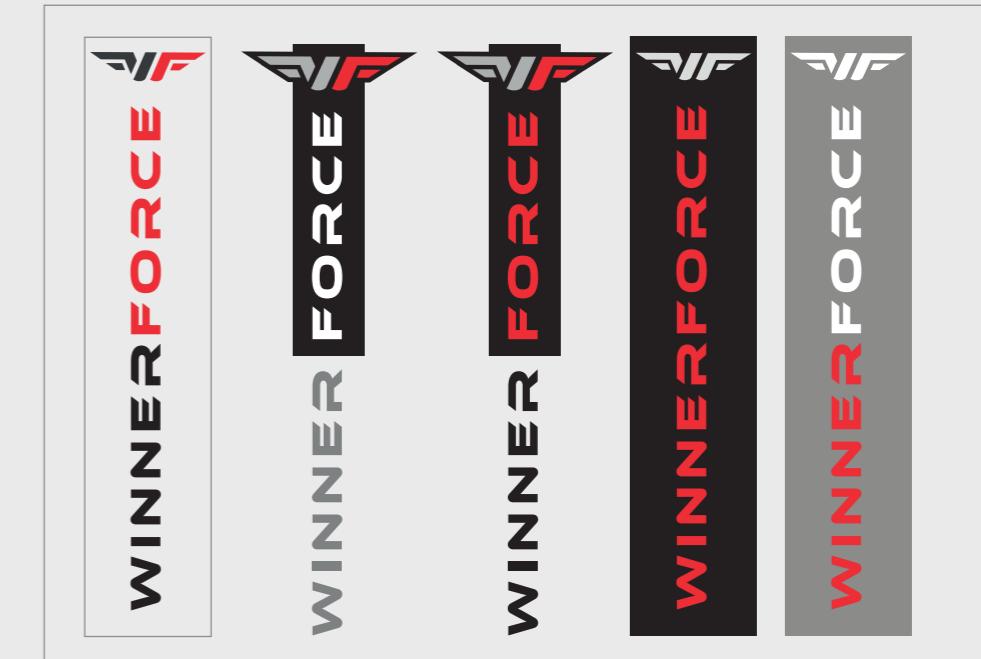


Stacked Logo – Outline



Stacked Logo – Outline

## Vertical Logo – Solid



other formats-black and white



other formats-colors



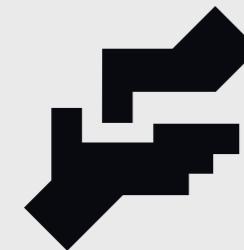
## 02. Components

**Brand Guidelines**



## Components

### Iconography Icon Color Usage



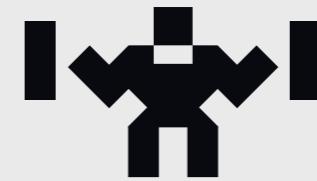
Sponsor



Locaion



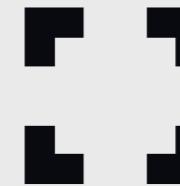
minimum size



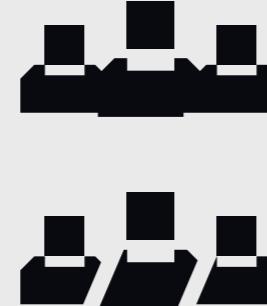
GYM



minimum size



Pictuers



FamilyForce



Women  
Collections



Men  
Collections



Feedback

# Components

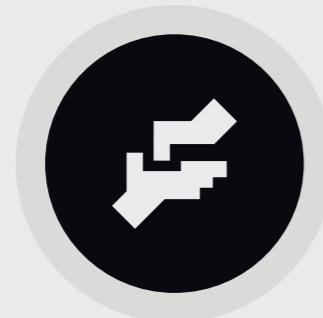
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## Iconography



# Components

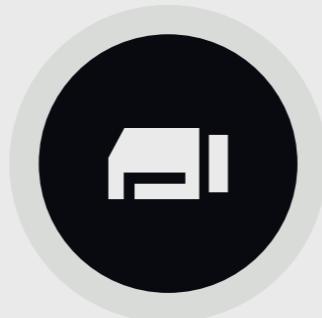
## Highlights



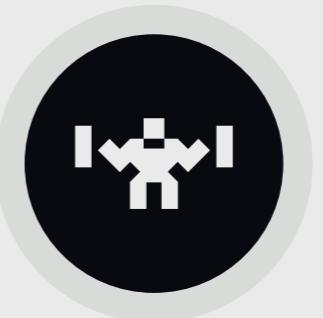
Sponsor



Locaion



minimum size



GYM



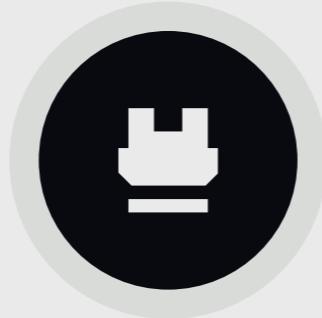
minimum size



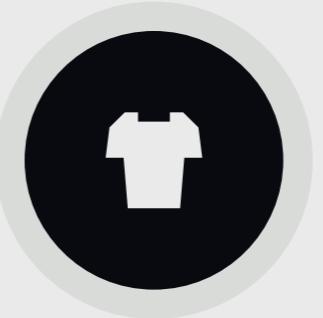
Pictuers



FamilyForce



Women  
Collections



Men  
Collections



Feedback

# Components

## Highlights



Sponsor



Locaion



minimum size



GYM



minimum size



Pictuers



FamilyForce



Women  
Collections



Men  
Collections



Feedback



# Components

## Pattern



# Thank You

Brand **Guidelines**

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