



Sports Science and Data Visualization

Style Guide

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Brand Fonts:

Primary Font

The primary font is LoRes 15 OT and is available with different weights and styles. The fonts will be applied in print and digital applications. It adds to the brand a recognizable font that differs from other brands.

Primary font family: LoRes 15 OT

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

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

Aa

Narrow

Aa

Regular

Aa

Bold

Example: LoRes 15 OT(shown at 25 pt.)

Brand Fonts:

Secondary Font

The primary font is Bebas Neue Pro and is available with different weights and styles. The fonts will be applied in print and digital applications. It adds to the brand a recognizable font that differs from other brands.

Secondary font family: Bebas Neue Pro

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
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

Aa

Light

Aa

Regular

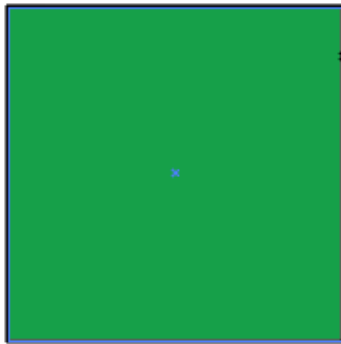
Aa

Bold

Example: Bebas Neue Pro(shown at 25 pt.)

Colour Palette:

To represent our brand colour palette is divided into 3 colours, green is our main colour representing a retro style, black is for our details that have to be shown but are not the principal focus, white is for extra info that is needed to include.



CMYK: 81, 5, 100, 1
RGB: 0, 158, 11
HEX: #009E0B



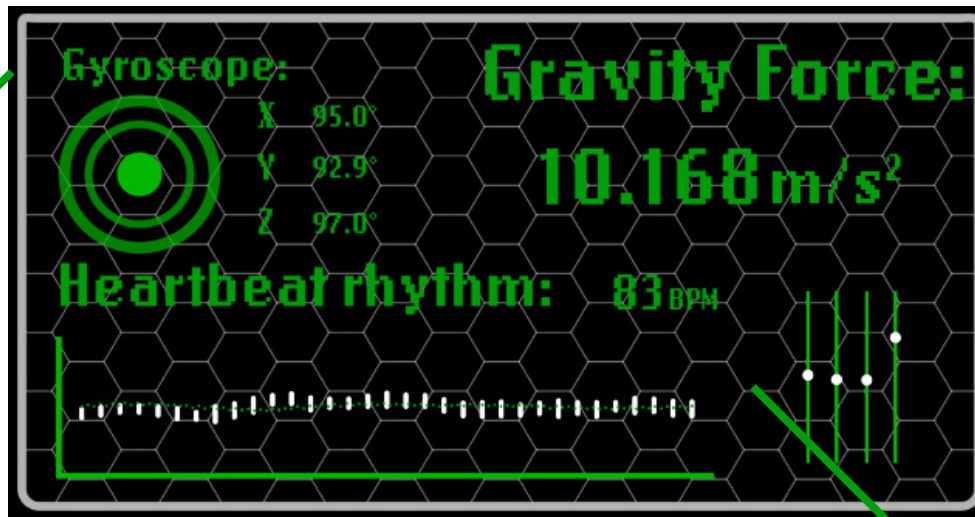
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

HUD Design:

Rope HUD



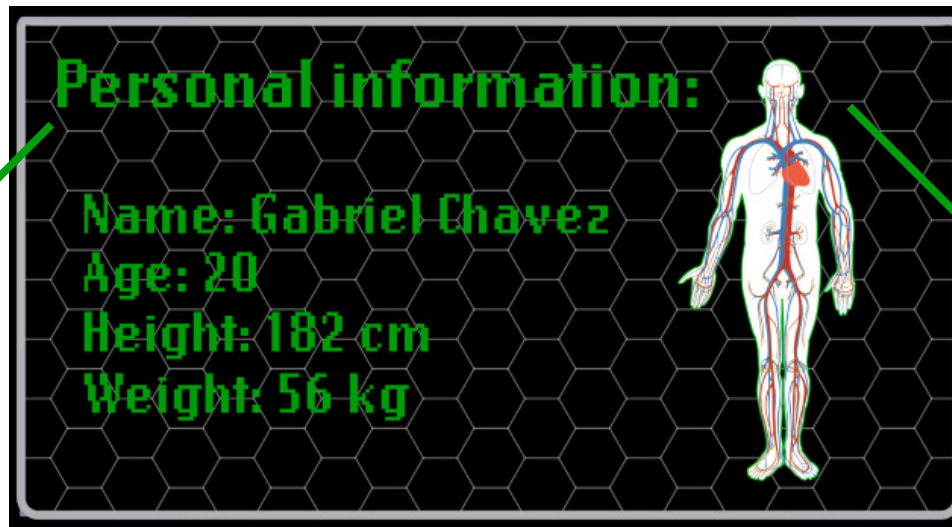
Gravity force is used for measure the force of attraction between all masse.

Gyroscope is used for measuring or maintain-
ing orientation and angular velocity.

Heartbeat rhythm is used for measure by
counting the number of times your heart beats
in one minute and the graphics to shows it.


HUD Design:

Body HUD



Shows the body, the shape of the athlete and the internal system of his body.

Shows personal information of the athlete



If you have any question about
the style manual or design
question, contact your Marketing
Officer in Reputation and
Brand Management.

