



BRAND GUIDELINES

Brand Identity Guidelines



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01

Introduction

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| About

RapidKick is more than just a sportswear brand — it's a movement built for athletes who play with passion, train with focus, and live for the game. Born from the love of football and the energy of street culture, RapidKick creates gear that empowers you to push boundaries, move faster, and play harder.



Mission

To deliver high-performance sportswear that empowers players with confidence, style, and the freedom to move. We create gear built for champions at every level — from the streets to the stadium.



Vission

To inspire a new generation of athletes to move faster, play smarter, and redefine the game — on and off the field.



| Core

At RapidKick, everything we create is driven by a passion for the game and a commitment to the athletes who play it. We believe that true performance starts with high-quality design, combining modern style with materials that help players reach their full potential.

02

Logo

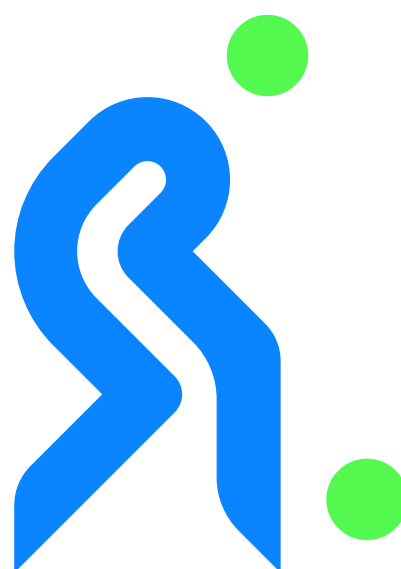
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RAPIDKICK
SPORTSWEAR

09

| Brand Logo



RAPIDKICK
SPORTSWEAR



RAPIDKICK
SPORTSWEAR

03

| Logo Proposition





RAPIDKICK
SPORTSWEAR

03

| Logo Space

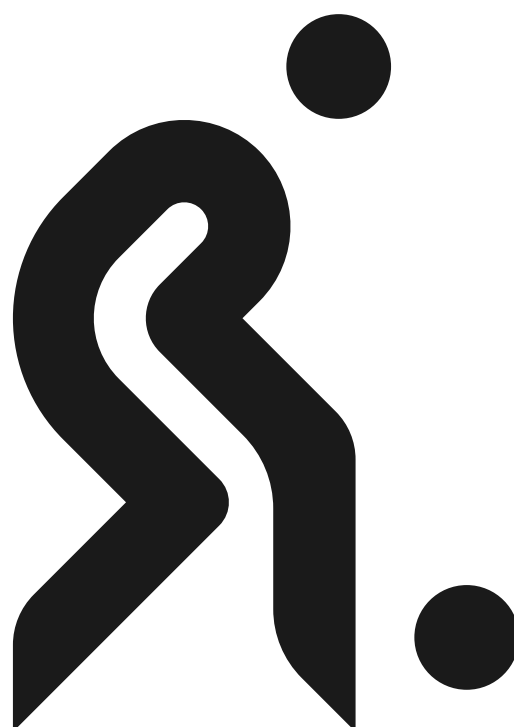




RAPIDKICK
SPORTSWEAR

09

| Logomark





RAPIDKICK
SPORTSWEAR

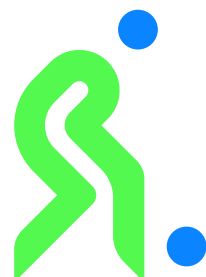
10

| Contents



RAPIDKICK
SPORTSWEAR

Vertical



RAPIDKICK
SPORTSWEAR

Horizontal



RAPIDKICK
SPORTSWEAR

11

Maximum Size

25%



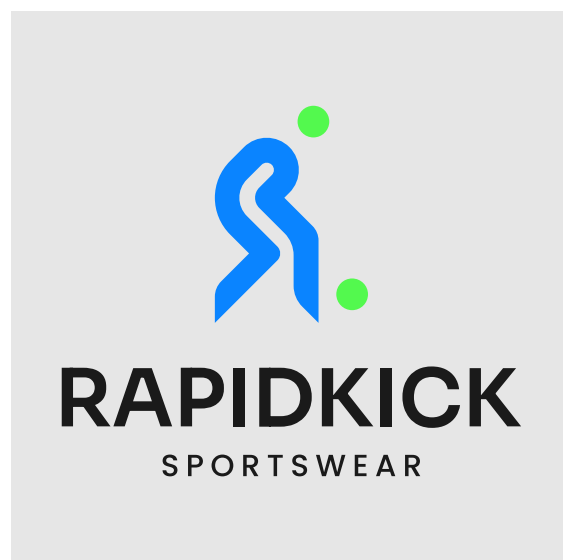
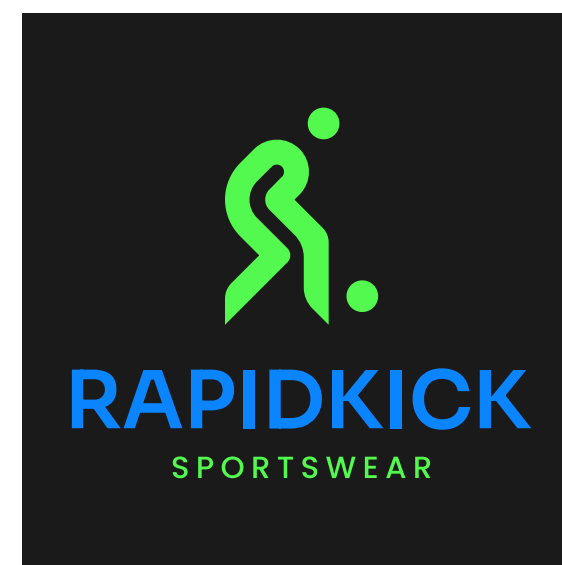
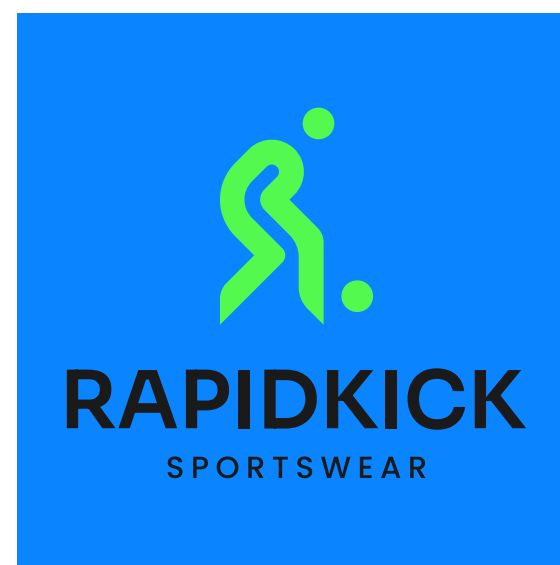
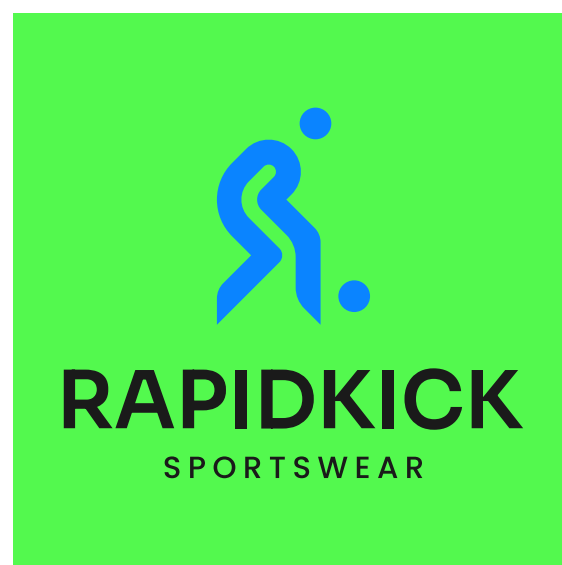
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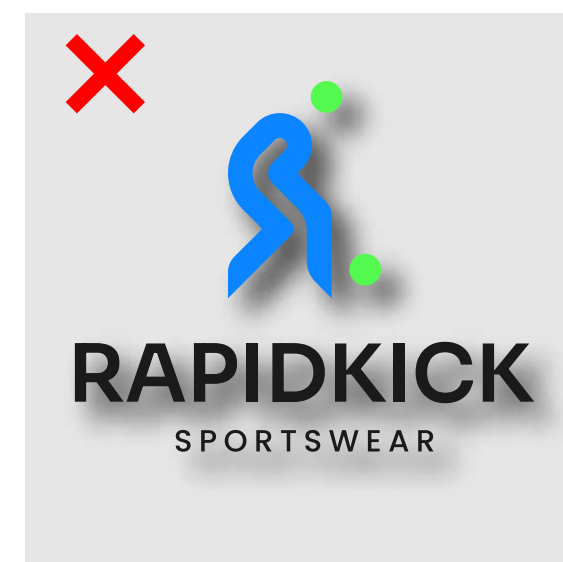
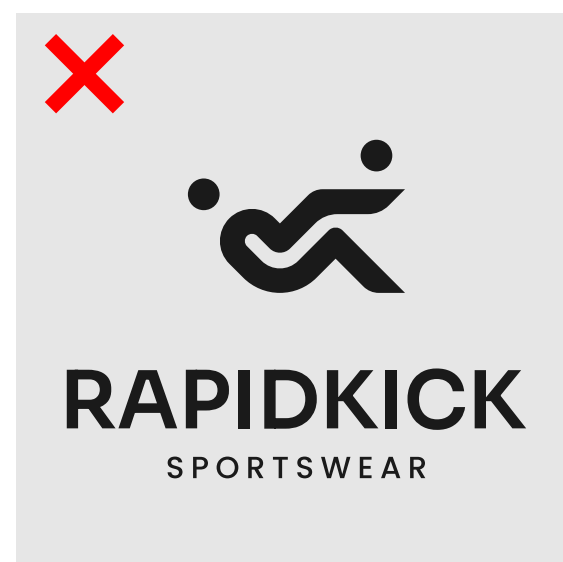
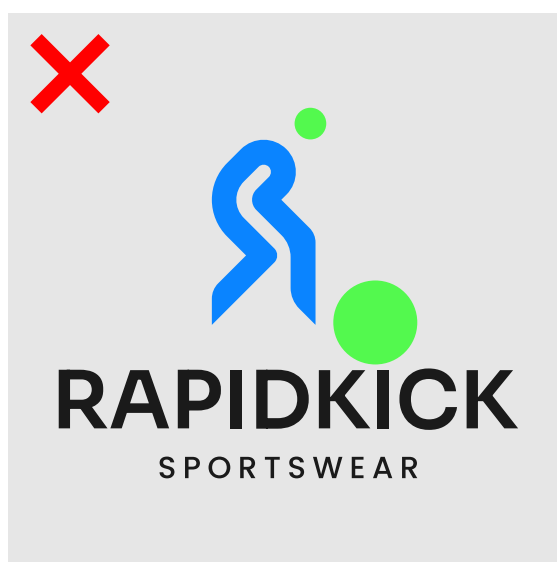
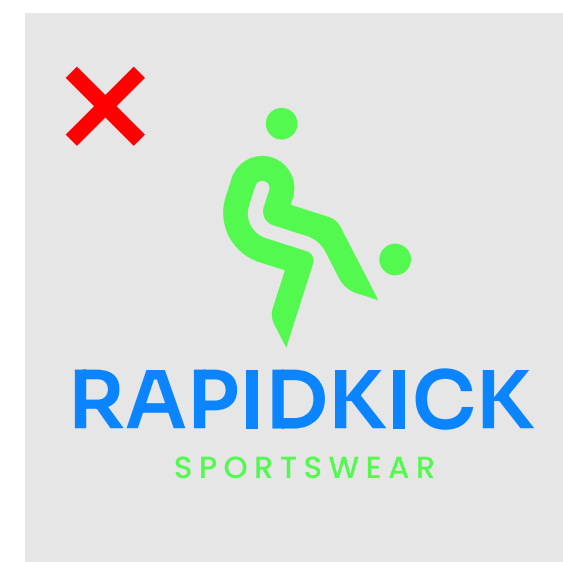
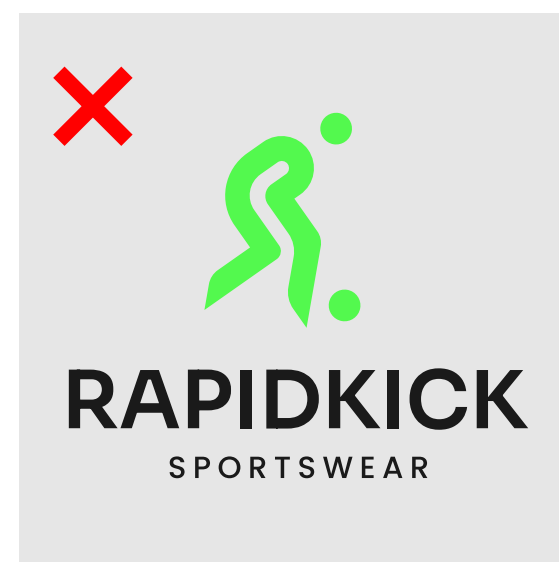
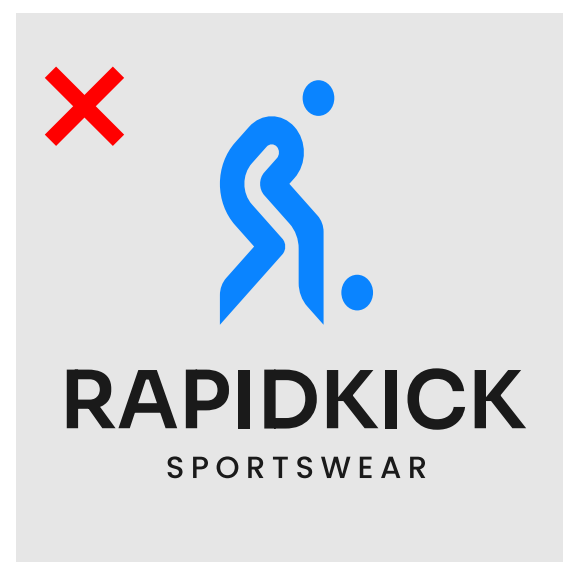
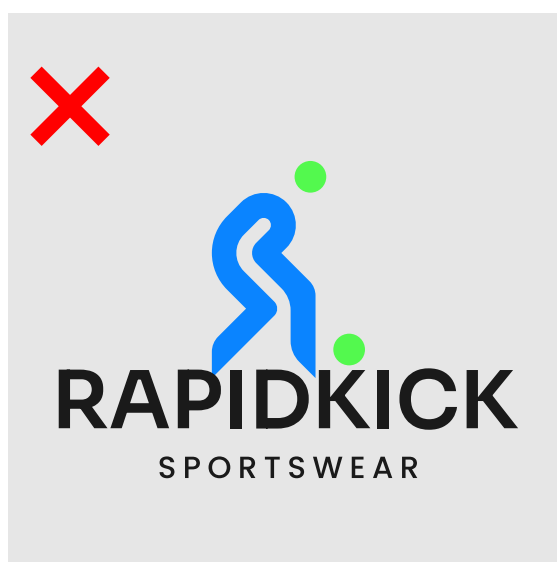
100%



Logo On Background



| Contents

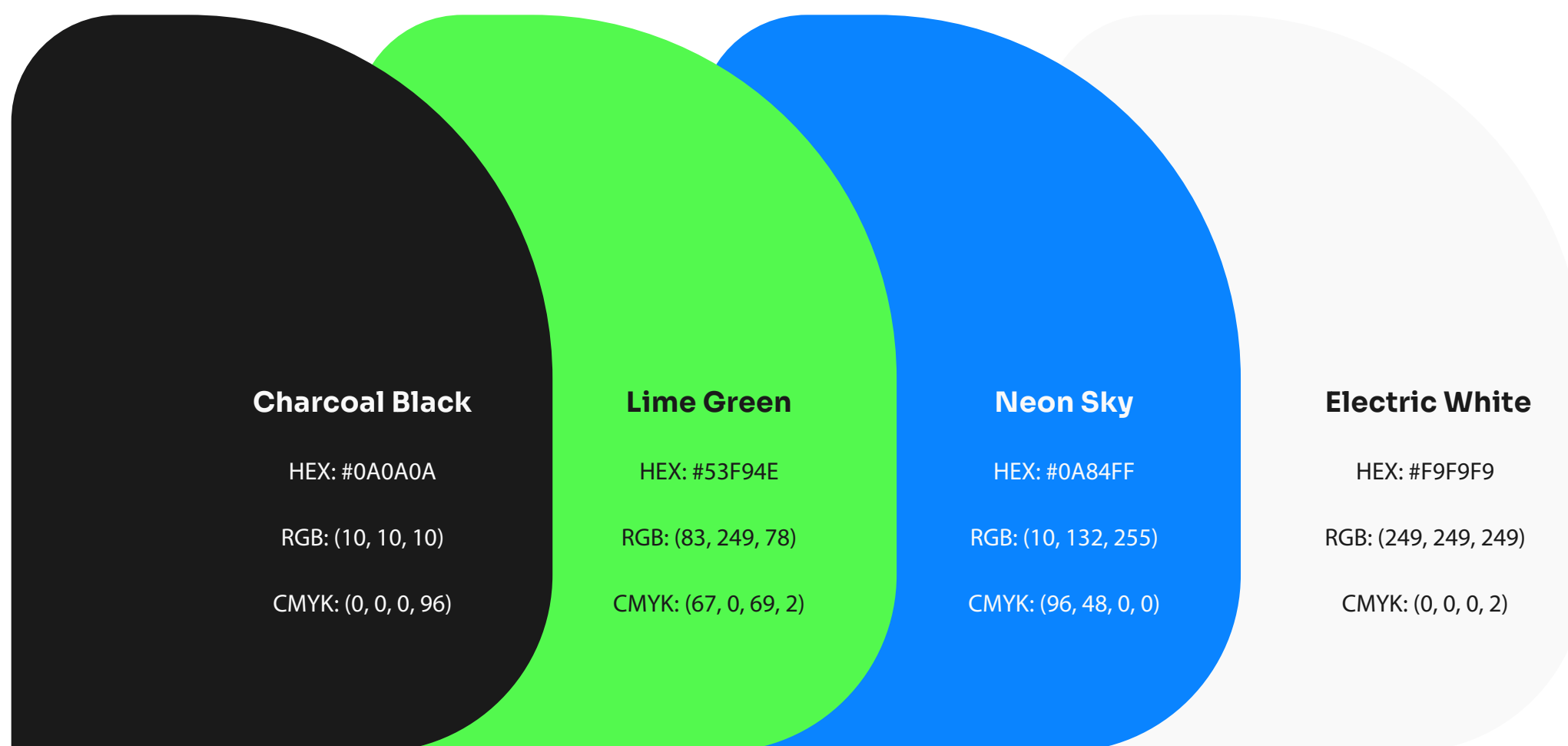


03 Colors

color pallete... 18



Color Palette



04

Typography

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| Primary Typography

Sora is a modern, geometric sans-serif typeface designed for clarity, strength, and versatility. Originally crafted with technology and innovation in mind, its balanced letterforms and clean lines make it ideal for bold headlines and brand identities.

Aa Bb

Sora Bold



| Secondary Typography

Montserrat is a modern, geometric sans-serif typeface inspired by the signage and architecture of early 20th-century Buenos Aires. Its clean lines, balanced proportions, and versatile weights make it ideal for both digital and print applications.

Aa Bb

Montserrat Bold

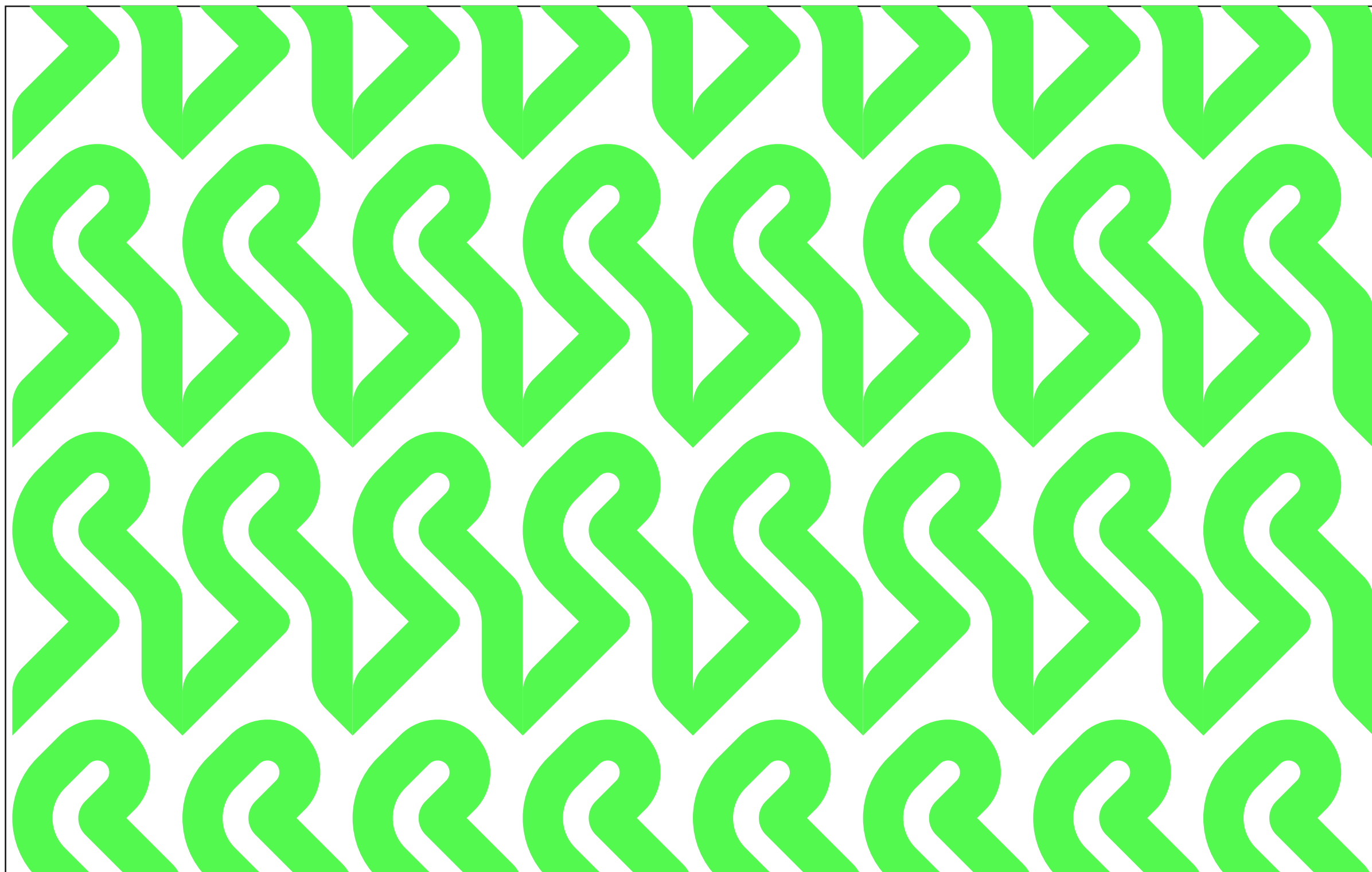
05

Pattern

Pattern Design..... 05



Pattern



06

Imagery

Brand Imagery..... 05

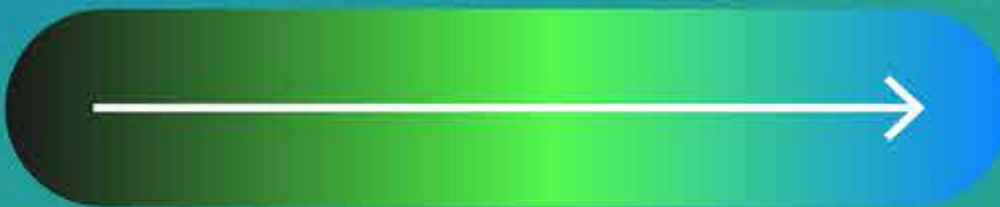
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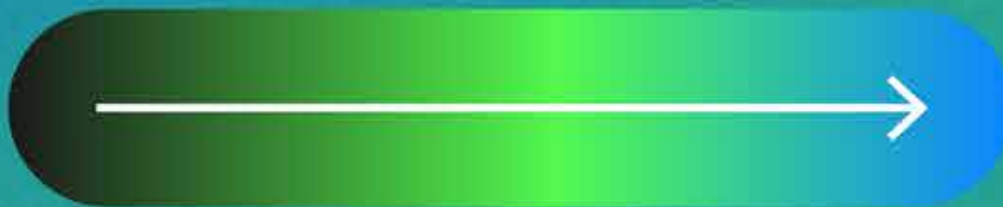




07

Mockups







Thanks For Watching



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