

Sports Factory.

Design:

Holly Arnold
Jacob Bryant

The following logo's design uses the 'O's from the circles within 'sports factory' to create the shape of an arrow for the logo.

This shape can be placed in multiple orientations and can create different symbols for use on a website or in merch, allowing brand flexibility and allowing for the possibility of motion.

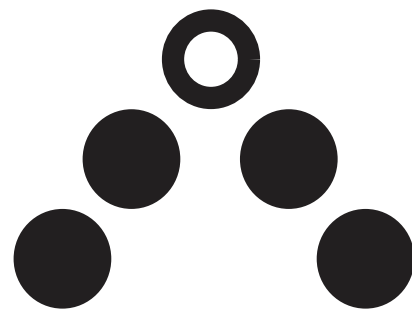
The arrow logo can stand alone or work with the type logo. The following design is minimal while being dynamic and adaptable to different colours and situations.

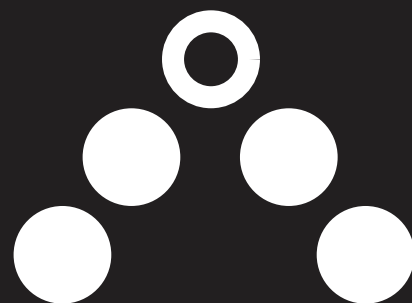
The logo shape represents both movement and a factory roof depending on the rotation, and as a bonus there is a hidden metaphor of reaching for God, subtly relating the design to the church but remaining neutral, allowing for an inclusive design.

Brand Guidelines

**sports
factory.**

**sports
factory.**





sports factory.

sports factory.





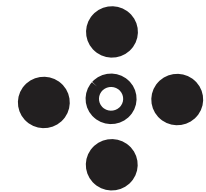
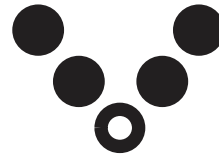
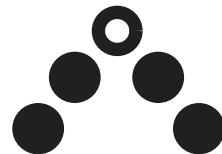
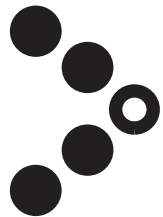
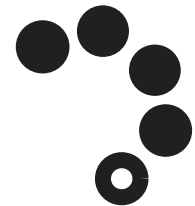
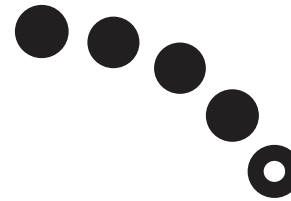
sports factory.

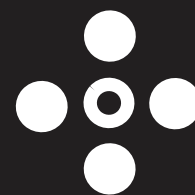
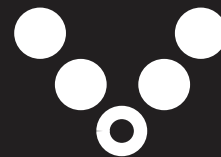
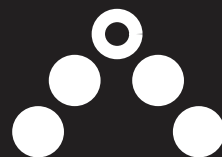
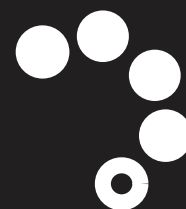
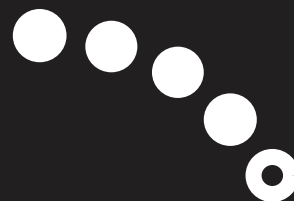
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Whether you're a seasoned athlete or just starting out, our website is your go-to hub for all things sports-related. From in-depth guides and tutorials to the latest news and updates, we've got you covered. Dive into our diverse range of activities, from basketball and soccer to hiking and cycling, and discover your next adventure. Join our vibrant community, connect with fellow sports lovers, and embark on your journey to a healthier, more active lifestyle. Let's elevate your game together!"



Website





Logotype

Poppins — Semi-Bold — 100pt

Headings

Poppins — Regular — 20pt

Bodycopy

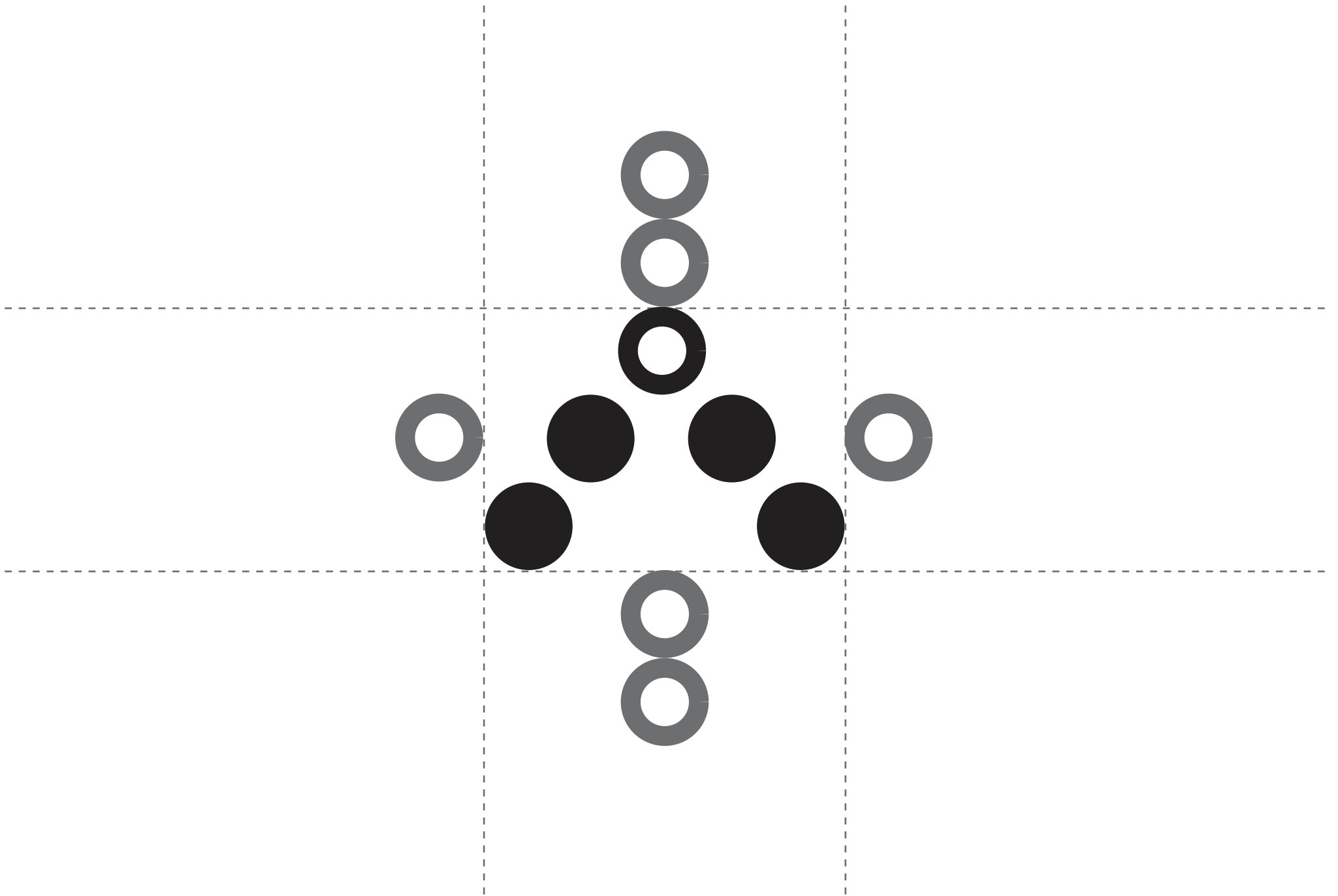
Poppins — Light — 11pt

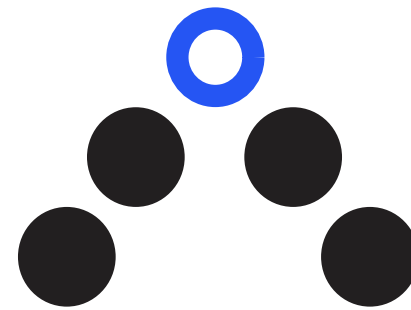
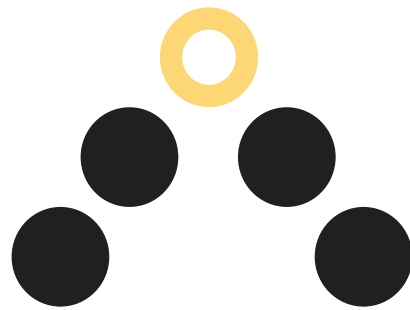
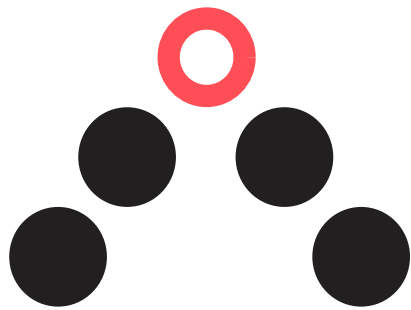
Typefaces

Page 13

The background features a grid of dashed lines, with three vertical lines and three horizontal lines intersecting. Several gray circles of varying sizes are scattered across the page, including a large one on the left, a medium one on the right, and two small ones stacked vertically in the center.

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