

# BRANDGUIDE

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**FLOW**

**BADMINTON WEAR**

*DESIGNED BY BADMINTON PLAYERS FOR BADMINTON PLAYERS*



1 OUR STORY

2 LOGO

3 TYPOGRAPHY

4 COLOR PALETTE



**FLOW**  
BADMINTON WEAR



## 2 THE PRIMARY AND SECONDARY LOGO VARIATIONS

### PRIMARY VERSIONS



COLOR 1



COLOR 2



## 2 THE PRIMARY AND SECONDARY LOGO VARIATIONS

SECONDARY VERSIONS ( HORIZONTAL ORIENTATION )



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BADMINTON WEAR

### 3 TYPOGRAPHY

#### PRIMARY / HEADLINES

***BroadBanoblique***

***Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed diam nonummy nibh euismod  
tincidunt ut laoreet dolore magna aliquam erat  
volutpat. Ut wisi enim ad minim veniam, quis  
nostrud exerci tation ullamcorper suscipit lo-***

#### SECONDARY

oswal - light

`Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent`



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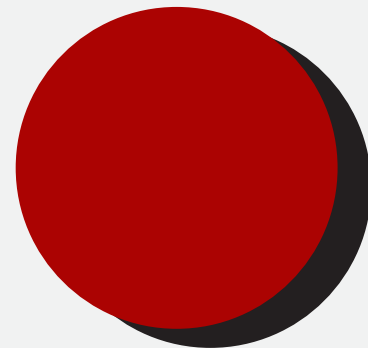
**FLOW**  
BADMINTON WEAR



# 4 COLOR PALETTE

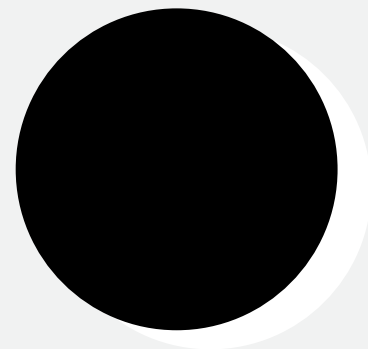
## PRIMARY

Hex : AB0302  
RGB : 255,0,0



## SECONDARY

Hex : 000000  
RGB : 0,0,0



Hex : #FFFFFF  
RGB : 255,255,255

