sportspodium

CORPORATE
IDENTITY

INDEX

sportspodium

Introduction

Inside this manual we have created the building blocks for communicating the SportsPodium brand identity, so that it creates a unique, and unified visual system. The set of tools that follow is designed to be flexible and expandable, merely serving as the structures that will keep the brand's visual approach unified as the brand lives and grows. To effectively understand and define the SportsPodium brand experience, the following design ideals must be familiarised until one is confident to use them well.

While consistency is important, this manual does not serve to provide a rubber-stamp solution, but rather the boundaries of the playing field in which creativity can freely roam. As you endeavour to define your story and how you want to tell it, the guidelines of this manual will seek to inspire and empower the brand user.

That said, we urge you to follow these guidelines as closely as possible. If you have any questions, feel free to contact the SportsPodium marketing representative.

01
THE BRAND

THE BRAND

Brand ethos

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What is a brand?
A brand is not simply a name, a logo or a piece of advertising. A brand is the guarantee of a unique, tangible experience. Every now and then, something truly unique captures the hearts of sports fans: a brand that brings back the excitement, the fun – where the brand name alone starts to suggests the promise of a unique experience.

Brand ethos
The SportsPodium brand ethos encapsulates living your life to the full, whilst embracing the culture of sport with passion and fully embracing the new value economy enabled by blockchain.

Brand purpose
SportsPodium is a transparent sports community. We level the playing field by taking transparency and ethics, real value, sustainability and passion in sports to full throttle by rewarding aspiring athletes for the most important element of training – diligence.

Brand values
The SportsPodium game plan is crafted through transparency, ethics, enablement and rewarding your fitness lifestyle through real value. Our starting point is leveraging technology, and the finish line is our visionary, decentralised new sports economy.

THE BRAND

**Ten brand commandments
of the SportsPodium brand**

sports**podium**

Any design, communication or product resulting from the brand offering should be in line with the
following commandments:

01 Tenacity
To reward perseverance that will allow data comparison and ultimately skill growth and talent discovery.

02 Technological innovation
To apply blockchain technology and to ensure transparency and secure credibility of the new
sports economy.

03 Ultimate fairness
To create a secure platform that is data-driven, allowing skill and talent to take the forefront in sports
comparison strategy.

04 Equality in diversity
To encourage equality in sports management across rural, urban and metropolitan borders, as well as
cultural, religious and racial differences.

THE BRAND

Ten brand commandments
of the SportsPodium brand

05 Community involvement
To be all-inclusive of every person, sport, handicap and area, thus creating and stimulating a decentralised sport community.

06 Geographic reach
To re-energise and strengthen the sports culture for amateur athletes, players, teams and communities across the globe.

07 Powerful mentorship
To simplify access to team selection, coaching and mentorship through seamless data sharing.

08 Renewed passion
To stimulate excitement and perseverance in the sports community and to participate in the new, decentralised value-for-value economy.

09 Timeless design
To use a refreshing and consistent visual application of the brand, that is both noticeable and informative.

10 You
The SportsPodium experience is all about the everyday man or woman. The sense of commitment to personal health, and to the achievement of personal goals. It's not about a life of restrictions, but a life of embracing more of the goodness that life has to offer, and receiving real-value rewards for your dedication and zeal.

THE BRAND

Brand values

Tenacity	**Technological innovation**	**Ultimate fairness**	**Equality in diversity**
Community involvement	**Geographic reach**	**Powerful mentorship**	**Renewed passion**
Timeless design	**You**		
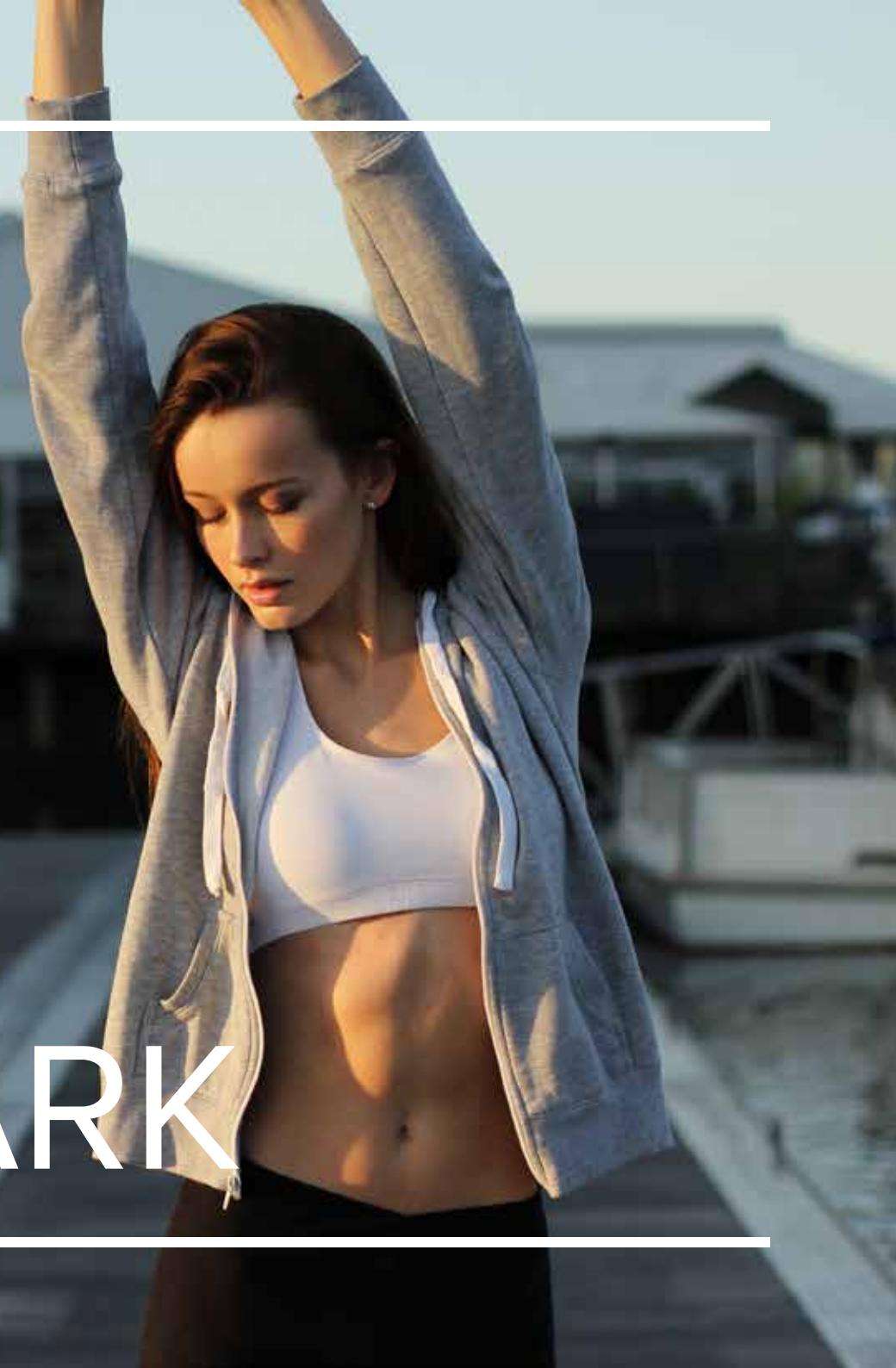
02
BRAND MARK

BRAND MARK
The logo

The logo or logomark must communicate everything that the company wants the public to know about them. Besides attuning association with the brand, the logo must also serve to persuade visually. This is where form and colour come in.

The brand mark is made up of symmetrical shapes, suggesting structure, trust, stability, uniformity, honesty, equality and security. The regularity of the diamonds suggests organistion, efficiency and order. The interlocking nature of the shapes hints at support, foundation and community. The use of white space suggests freedom, flow and dynamism.

Orange, as the combination of yellow and red, is a strong and energetic colour. Blue seeks inner peace, serenity and tranquility – promoting both physical and mental relaxation.

The visual result is a fresh and modern logo that finds a sharp balance between energy and persistence.

sportspodium

BRAND MARK

Horizontal and stacked

The logo has been designed in two formats, where the stacked version of the logo is the preferred usage. This being said, the horizontal version of the logo can be used in layouts where there is less vertical space available.

When reproducing the logo, use only the artwork supplied with these guidelines. To ensure the consistency necessary to build a recognisable identity, the logo must appear clearly and in the approved colours (page 19-24).

The logo may be supplied in either vector (e.g. Adobe Illustrator or EPS) or raster format (e.g. Photoshop, Jpeg or PNG).

Stacked logo – primary version

Horizontal logo – alternative version

BRAND MARK

Construction proportions

The logo has certain proportions that should be consistent in any application. The way in which the different elements that make up the logo relate to one another, should always remain the same.

Stacked logo – primary version

8¾ x d

5½ x d

4 x d

1 x d

Horizontal logo – alternative version

5½ x d

13½ x d

3¼ x d

BRAND MARK
Clear space

Clear space rules have been established to ensure maximum logo visibility and impact. This is will secure the logo away from competing text, images and graphics. Clear space also allows the logo and primary brand presence to appear unobstructed and distinctly seperate from any other visual elements. The recommended use of measurement is the letter "d" from the logo – this applies to both the stacked and the horizontal versions of the logo.

When the logo appears on an image background, then no striking or high contrast image detail should intersect with this space. The logo must be scaled proportionately with the clear space block, keeping in mind layout and size considerations.

Stacked logo – primary version

1½ x d

1½ x d

1½ x d

1½ x d

sportspodium

Horizontal logo – alternative version

1½ x d

1½ x d

1½ x d

1 x d

sportspodium

BRAND MARK
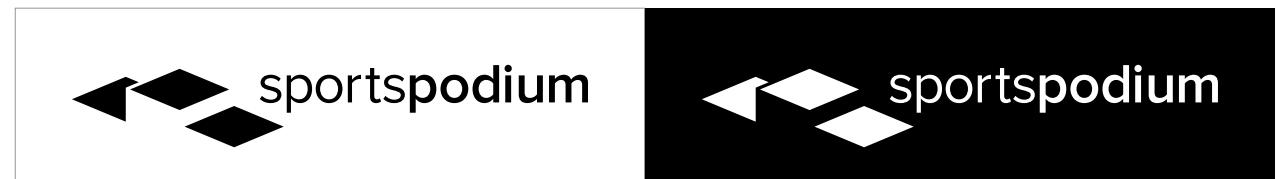
Positive and negative

The positive and negative logo versions are not the preferred application of the logo. However, they are useful for engraving, sandblasting, metal signage and single application of vinyl branding.

Stacked logo – primary version

Horizontal logo – alternative version

BRAND MARK

Greyscale

The greyscale versions of the logo are not the preferred application of the logo. They can, however, be used for single-colour print formats, such as in-house printing or fax sheets.

Stacked logo – primary version

Horizontal logo – alternative version

BRAND MARK
Logo symbol

1. The logo symbol can be used as a standalone graphic element in design. It forms a distinct element of the brand, with the ability to create strong diagonals in a layout. This said, however, must be done with sensitivity to good design practice and should in no way 'litter' the design. The logo symbol should not be used to form a pattern at any time.

The logo symbol should also appear as the website favicon in browsers. The podium icon symbolises competition, reaching new heights, standing on a foundation, as well as levelling the playing field. The app icon has been represented in the mockup adjacent. The bright orange makes the app thumbnail standout on the typical menu screen.

2. The logo type cannot be used separately on any application without the logo symbol.

1

2   sports**podium**

BRAND MARK
Minimum size

A minimum size of logo reproduction has been determined to ensure that the logo is clearly legible, providing a strong level of identification in all formats. In busy, smaller formats, it is recommended that the copy is reduced so that the logo can have more space. Without clear use of the logo, the advertisement, for example, is at the risk of becoming anonymous.

The stacked logo can be sized down to a minimum horizontal size of 25mm. The horizontal logo can be sized down to a minimum horizontal size of 39mm. When measuring the logo, locate the clearest parts from the left edge of the logo to the right edge, as shown on the adjacent diagram.
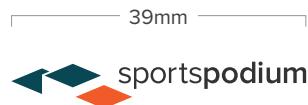
Stacked logo – primary version

25mm

Horizontal logo – alternative version

39mm

BRAND MARK

Don'ts

There are many ways to abuse a logo. On the right are some typical examples of what not to do with the SportsPodium logo. For example purposes, the stacked logo will be used. The same concepts apply to the use of the horizontal logo.

1. Do not change the **proportion** of the logo or distort the logo in any way.

2. Do not change the **size** of the logo elements in relation to one another.

3. Do not change the **spacing** between the lettering or logo components.

4. Do not change the **colour** of any of the elements in the logo.

① sportspodium

② sportspodium

③ sports po dium
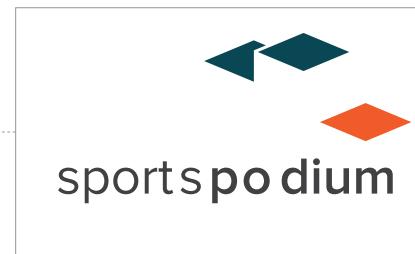
④ sportspodium

BRAND MARK

Co-branding

The SportsPodium brand offering exists within a network of other brands and companies. There may be situations in which two brands must both appear on the same form of communication or advertisement. The adjacent solutions ensures brand hierarchy, while allowing both logos to be shown in a clear and professional manner at all times.

The bottom edge of both logos should align to the same baseline grid. The space between the SportsPodium logo and the featuring logo should be two units of measurement (2 x d) apart. Thereafter, the usual clear space rules apply to both logos (see page 11).

1½ x d

1½ x d

2 x d

1½ x d

1½ x d

03
COLOUR
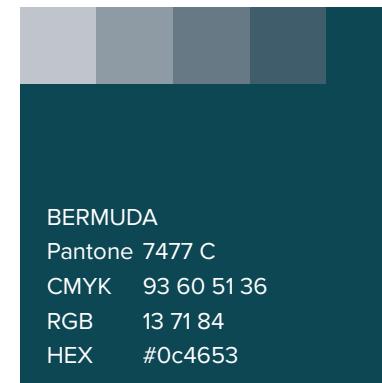
COLOUR
Primary palette

Orange, as the combination of yellow and red, is a strong and energetic colour. The values are further associated with warmth, happiness and upliftment, while it draws attention in a design setting. Orange has roots in nature's autumn, citrus fruits and sweeping sunsets. Orange is extroverted, it brings one outward, into the field of self-expression. As the colour of encouragement, orange represents enthusiasm, optimism and the colour of the uninhibited.

Blue seeks inner peace, serenity and tranquility – promoting both physical and mental relaxation – positive outcomes of taking part in sports. Blue also suggests intelligence and technology – a vital aspect of the SportsPodium experience. Blue is trustworthy, non-threatening and shows persistence in a good cause.

Blue and orange, as the ultimate warm and cool colours, are complimentaries in the hue spectrum. Thus, they create high contrast, with one of them naturally appearing as the spot colour, depending on usage. In a different light, as a combination of white and black, grey is not a flashy color nor does it look for attention. Being neutral, used with orange and blue, blue seeks to provide a sense of balance and gives emphasis to the brighter colours.

TANGERINE
Pantone 1645 C
CMYK   0 80 95 0
RGB   241 90 41
HEX   #f05a28

BERMUDA
Pantone 7477 C
CMYK   93 60 51 36
RGB   13 71 84
HEX   #0c4653

PEBBLE
Pantone 446 C
CMYK   0 0 0 90
RGB   65 65 66
HEX   #414142
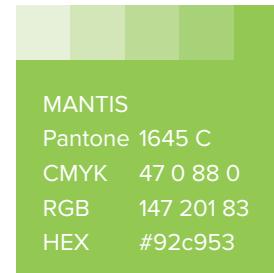
COLOUR

Secondary palette

The secondary colour palette continues the cool / warm combination seen in the logo and the primary palette. Vibrant, bold colour use gives energy to the secondary colour palette and differentiates the brand within application of the spectrum. This allows the brand to stay new and exciting but close to the core values of energy, passion and excitement.

Vivid brights represent excitement and optimism and serve to create a bright, energetic and fun brand. Colour also guides emotional direction for the design.

Bold colours adapt well to digital design platforms, and the inclusion of bold colours ensure exciting and fresh interface design as a result. Brighter call-to-actions and buttons result in higher conversion rates online. However, bold colours can easily become overwhelming and therefore, use of the secondary palette must be done with care.
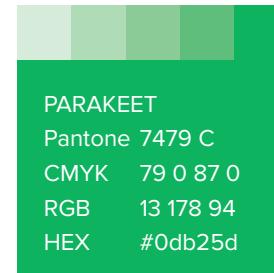
MANTIS
Pantone	1645 C
CMYK	47 0 88 0
RGB	147 201 83
HEX	#92c953
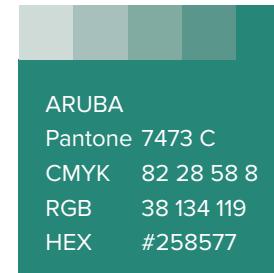
PARAKEET
Pantone	7479 C
CMYK	79 0 87 0
RGB	13 178 94
HEX	#0db25d

ARUBA
Pantone	7473 C
CMYK	82 28 58 8
RGB	38 134 119
HEX	#258577
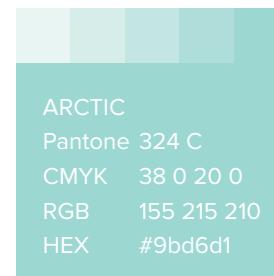
BERRY
Pantone	534 C
CMYK	100 88 36 29
RGB	26 48 91
HEX	#1a2f5a

ARCTIC
Pantone	324 C
CMYK	38 0 20 0
RGB	155 215 210
HEX	#9bd6d1
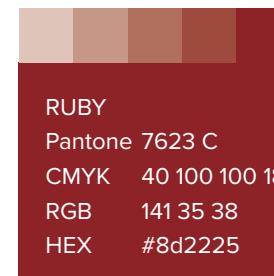
CHERRY
Pantone	Red 032 C
CMYK	0 100 80 0
RGB	237 26 59
HEX	#ed193a

RUBY
Pantone	7623 C
CMYK	40 100 100 18
RGB	141 35 38
HEX	#8d2225

POLAR
Pantone	White
CMYK	0 0 0 0
RGB	255 255 255
HEX	#ffffff

COLOUR

Colour on colour

The preferred background colours are the colours of the secondary palette, and the logo should always be white when used on these background colours.

PRIMARY COLOUR PALETTE

Tangerine

Bermuda
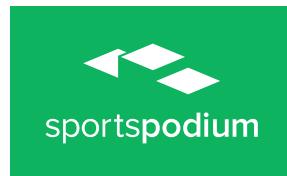
Pebble

SECONDARY COLOUR PALETTE

Mantis

Parakeet

Aruba

Berry

Arctic

Cherry

Ruby

COLOUR

Colour on black

In cases where the SportsPodium logo must appear on a black background, the logo must be converted to one flat colour, as seen in the adjacent examples.

The preferred colour applications on black are, in order of preference from most preferrable to least preferrable: white (polar), tangerine, parakeet, arctic and mantis. The application of pebble, berry, ruby and bermuda must be tinted to 55% for colour to show effectively on the black. To avoid confusion, these applications can be avoided completely.

PRIMARY COLOUR PALETTE

Tangerine

Bermuda 55% tint

Pebble 55% tint

SECONDARY COLOUR PALETTE

Mantis

Parakeet

Aruba

Berry 55% tint

Arctic

Cherry

Ruby 55% tint

Polar

COLOUR

Colour on image – do's

The SportsPodium logo should always be clearly visible when viewed at 100% or actual size on digital platforms. When used on imagery, make sure that the logo is positioned away from competing visuals or hues, and that it stands out from the background.

It is useful to remember that warm colours come forward visually and cool colours retract visually. Therefore, it is good practice to use warm colour applications of the logo on cooler backgrounds, and cooler colour applications of the logo on warm backgrounds.

PRIMARY COLOUR PALETTE

Tangerine

Bermuda

Pebble

SECONDARY COLOUR PALETTE

Mantis

Parakeet

Aruba

Berry

Arctic

Cherry

Ruby

Polar

COLOUR

Colour on image – don'ts

The SportsPodium logo should always be clearly visible when viewed at 100% or actual size on digital platforms. When used on imagery, make sure that the logo is positioned away from competing visuals or hues, and that it stands out from the background.

It is useful to remember that warm colours come forward visually and cool colours retract visually. Therefore it is good practice to use warm logo application colours on cooler backgrounds, and cool logo applications on cool backgrounds.

1. Do not place the logo over **similarly coloured** backgrounds.
2. Do not use dark colour applications of the logo over **dark** background imagery.
3. Do not use the logo over **busy, high contrast** imagery.
4. Do not apply the logo in a colour that does not stand out **legibly** from the background.
5. Do not place the logo over faces or facial features, including ears and necks.

PRIMARY COLOUR PALETTE
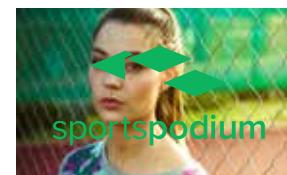
Tangerine

Bermuda

Pebble

SECONDARY COLOUR PALETTE

Mantis

Parakeet

Aruba

Berry

Arctic

Cherry

Ruby
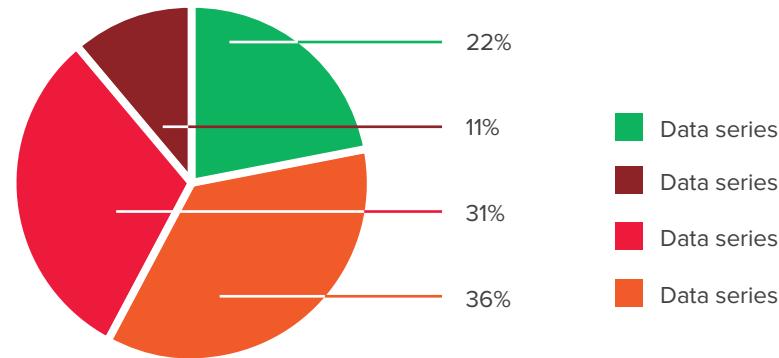
Polar
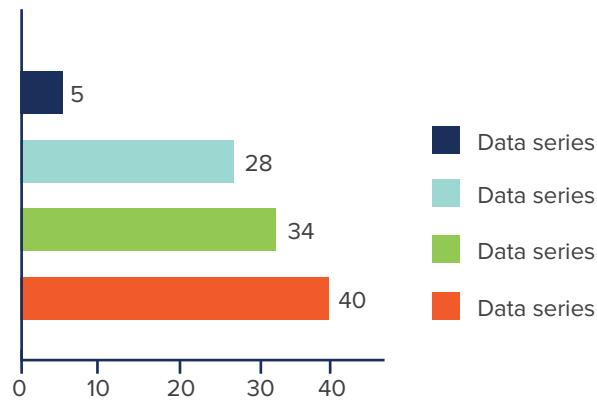
COLOUR
Graph application

The bright secondary colours create visually stimulating graph applications. Monochromatic applications can also be used on layouts where multiple graphs are placed next to each other, to avoid visual disarray.

Pie chart

22%
11%
31%
36%

■ Data series
■ Data series
■ Data series
■ Data series

Bar chart

5
28
34
40

■ Data series
■ Data series
■ Data series
■ Data series
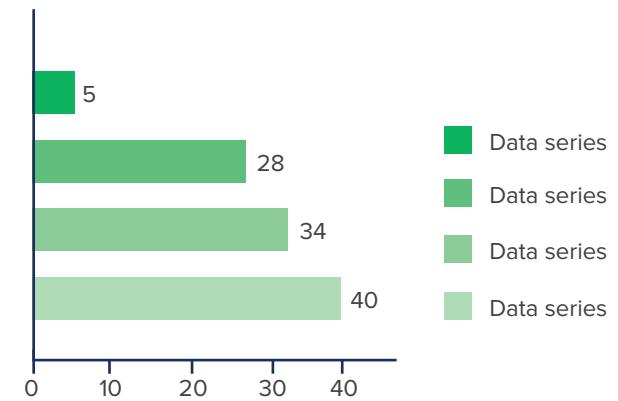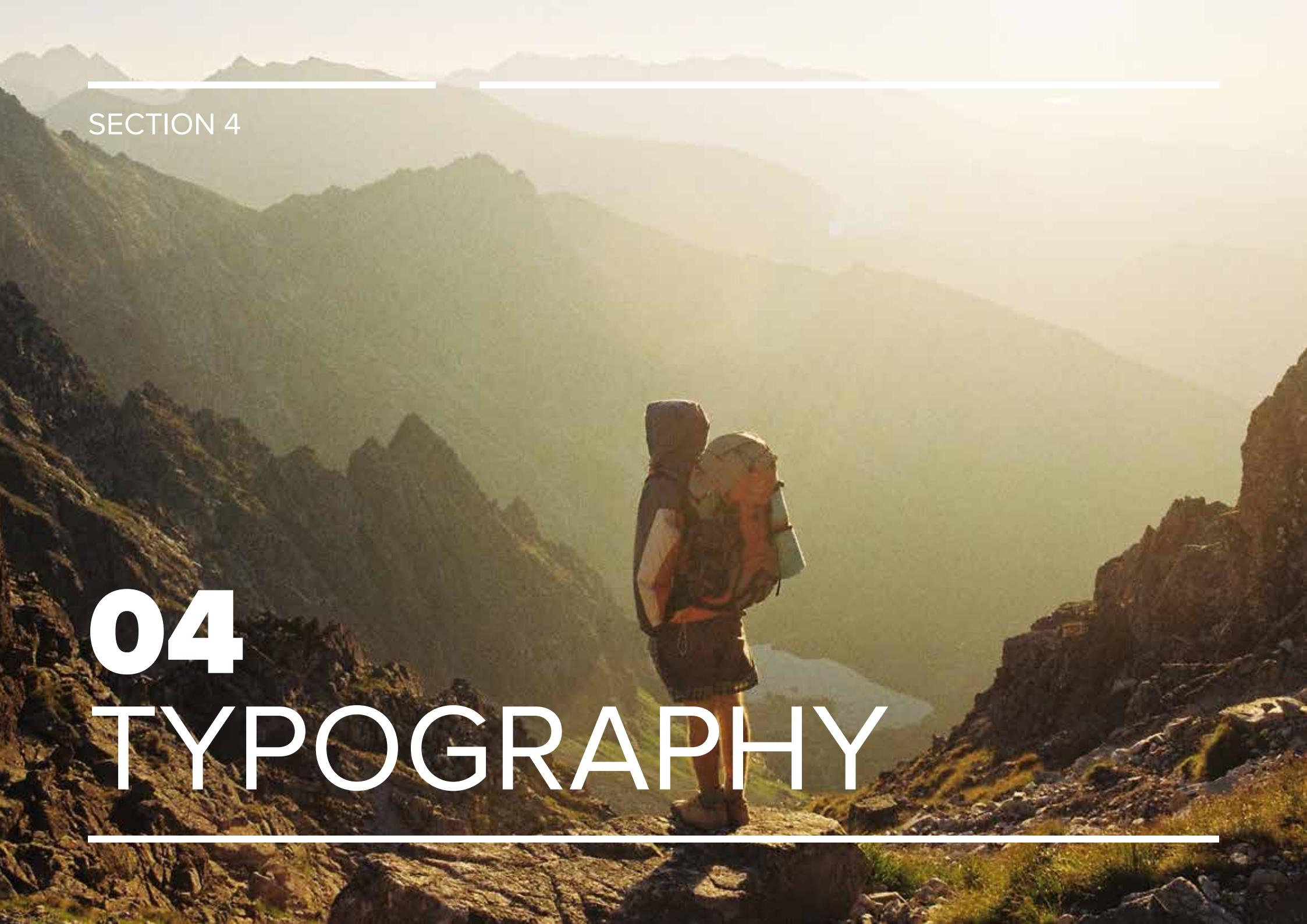
Bar chart – monochromatic application

5
28
34
40

■ Data series
■ Data series
■ Data series
■ Data series

04 TYPOGRAPHY

TYPOGRAPHY

Brand font

Typography tells a story. And a well-placed typeface, consistently applied, builds character in that story.

To maintain a consistent look and feel for brand communication, a sans serif font has been chosen. The Proxima Nova font family reflects the intelligence of the brand, while remaining true to its humanistic feel. Geometric in form, the font family is timeless. Various formats and weights make the font flexible and suitable for both headline copy, as well as body copy. Proxima Nova has been used throughout this manual.

Stylistically, Proxima Nova fits the gap between typefaces like Futura and classic sans faces. The result of this combination is a hybrid font, combining humanistic proportions with a somewhat-geometric appearance.

The font is available in:

thin, *thin italic,* regular, **semibold,** *semibold italic,* **bold,** *bold italic,* **extrabold,** *extrabold italic,* **black** and *black italic.*

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

Proxima Nova bold

TYPOGRAPHY

Electronic font

The Microsoft typeface (Arial), as a sans serif has been chosen. Arial is available as a system font on all computers. The font should be used in conjunction with all word processor generated documents, as well as in the production of PowerPoint presentations.

The font is available in:

regular, *italic,* **bold,** ***bold italic,*** and **black.**

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

Arial black

05
IMAGERY

IMAGERY

Brand imagery

Imagery is an important aspect of the overall impact of the brand identity. Brand imagery is focused on activity. The subject matter is diverse in terms of setting and activity. The imagery or photography should be aspirational, promoting safety and good sport etiquette. Other characteristics to be present in brand imagery are: performance, passion, drive, talent, community, fun and enthusiasm. A human presence should always be present in the imagery, unless the concept is about equipment or product.

The images should be moderately to well-saturated, with bright colours that reflect the primary and secondary colour palette. The people shown in the imagery should look local, with a diverse and representative scope of the local cultures present.

Avoid using images which are blurry, bland, out of focus, low-res (screen or print), inappropriate content, etc. Composition and subject matter should emphasise activity, have a sense of zeal and good lighting. Interesting angles that work in layout are encouraged. The rule of thirds is an interesting method to capture in the brand imagery.

IMAGERY

Brand imagery

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IMAGERY

Photo treatment

When imagery or photography are used as a generic background, where they play secondary role, a graphical treatment can be used, if preferred to a flat colour background. The primary and secondary palette can be used to overlay greyscale imagery in order to achieve this effect.

06
BRAND
APPLICATION

BRAND APPLICATION
Print advert – vertical

A print advert (297mm high x 210mm wide) has been developed to show how the brand would appear in print format. The secondary colours are used to create bold, bright adverts that draw the viewers attention. The imagery used in print adverts should be colour-rich and moderately to well-saturated in order to create striking adverts that fit with the brand's look and feel. The secondary colour applied in the advert should pick up tones seen in the chosen image. The colour of the design element that borders the image and colour block should complement the chosen secondary colour.
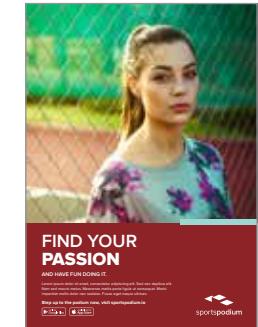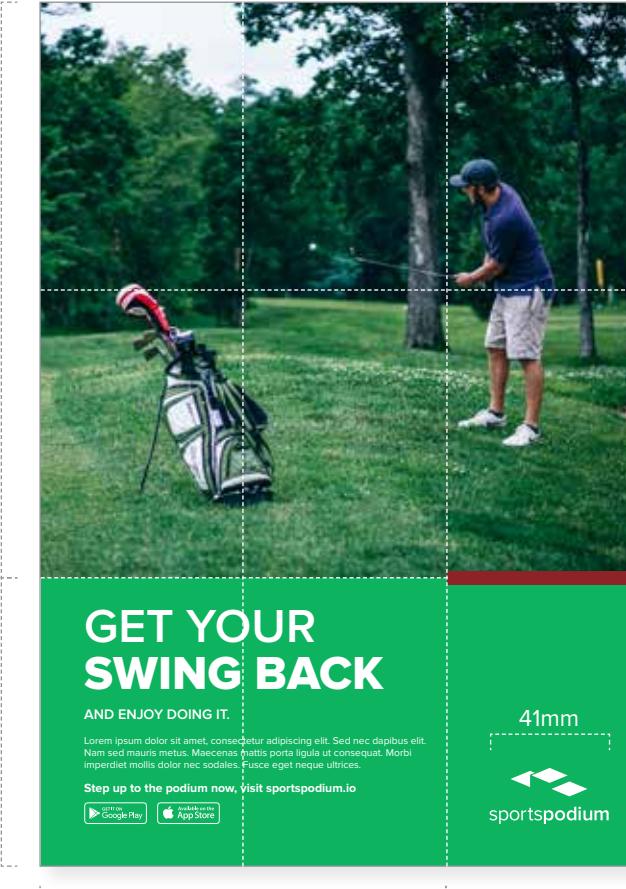
The design is divided vertically and horizontally into thirds, to keep the application of the brand consistent at all times. The logo is placed with 3 d's clear space at maximum size on the right third of the design. In this particular application the logo is 41mm wide. The heading and body copy fit into the first two thirds. The design is a height of 1 d and width of a third of the full design.

Two thirds

One third

GET YOUR
SWING BACK
AND ENJOY DOING IT.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec dapibus elit. Nam sed mauris metus. Maecenas mattis porta ligula ut consequat. Morbi imperdiet mollis dolor nec sodales. Fusce eget neque ultrices.

Step up to the podium now, visit sportspodium.io

GET IT ON Google Play · Available on the App Store

41mm

sports**podium**

d

Two thirds · One third

FIND YOUR PASSION
AND HAVE FUN DOING IT.

Step up to the podium now, visit sportspodium.io

THROW SOME PUNCHES
AND FIND YOUR POWER WITHIN.

Step up to the podium now, visit sportspodium.io

BRAND APPLICATION

Print advert – horizontal

A print advert (100mm high x 380mm wide) has been developed to show how the brand would appear in print format. The secondary colours are used to create bold, bright adverts that draw the viewers attention. The imagery used in print adverts should be colour-rich and moderately to well-saturated in order to create striking adverts that fit with the brand's look and feel. The secondary colour applied in the advert should pick up tones seen in the chosen image. The colour of the design element that borders the image and colour block should complement the chosen secondary colour.

The design is typically divided horizontally into thirds, but rather has been divided into sixths in this case, due to the unequal proportion of the sides. This rule keeps the application of the brand consistent at all times. The logo is placed with 3 d's clear space at maximum size on the right sixth of the design. In this particular application the logo is 37mm wide. The heading and body copy fit into two sixths of the second half of the design. The design element sits in the horizontal middle of the design, at a width of 1 d and height of a half of the design.


FIND YOUR ESCAPE

AND FIND YOUR PEACE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec dapibus elit. Nam sed mauris metus. Maecenas mattis porta ligula ut consequat. Morbi imperdiet mollis dolor nec sodales.

Step up to the podium now, visit sportspodium.io

37mm

One half   Two sixths   One sixth

FIND YOUR LEGS AGAIN

AND HAVE FUN DOING IT.

GET YOUR SWING BACK

AND ENJOY DOING IT.

BRAND APPLICATION

Outdoor – billboard

A billboard is a large outdoor advertising structure found in high-traffic areas where passing pedestrians and drivers would see the board and be exposed to the brand. In an effort to create a consistent brand look and feel, similarly to the print adverts, the secondary colours are employed to create bold, bright adverts that draw the viewers attention. For the design of billboards and other outdoor media, less copy should be applied – typically just the main points of the message, with the call to action alongside the logo. The imagery used in billboards should be colour-rich and moderately to well-saturated in order to create striking adverts that fit with the brand's look and feel. The secondary colour applied should pick up tones seen in the chosen image. The colour of the design element above the logo should complement the colour of the chosen secondary colour.

The design is divided horizontally into thirds, which keeps the application of the brand consistent at all times. The logo is placed on the right third of the design. The main heading sits on the image – which supports the choice of colour-rich and moderately to well-saturated imagery. The remaining body copy fits above the logo in the right third of the design. The design element sits in the dividing line between the image and the secondary colour block, at a width of 1 d and height of a half of the design.

Two thirds   One third
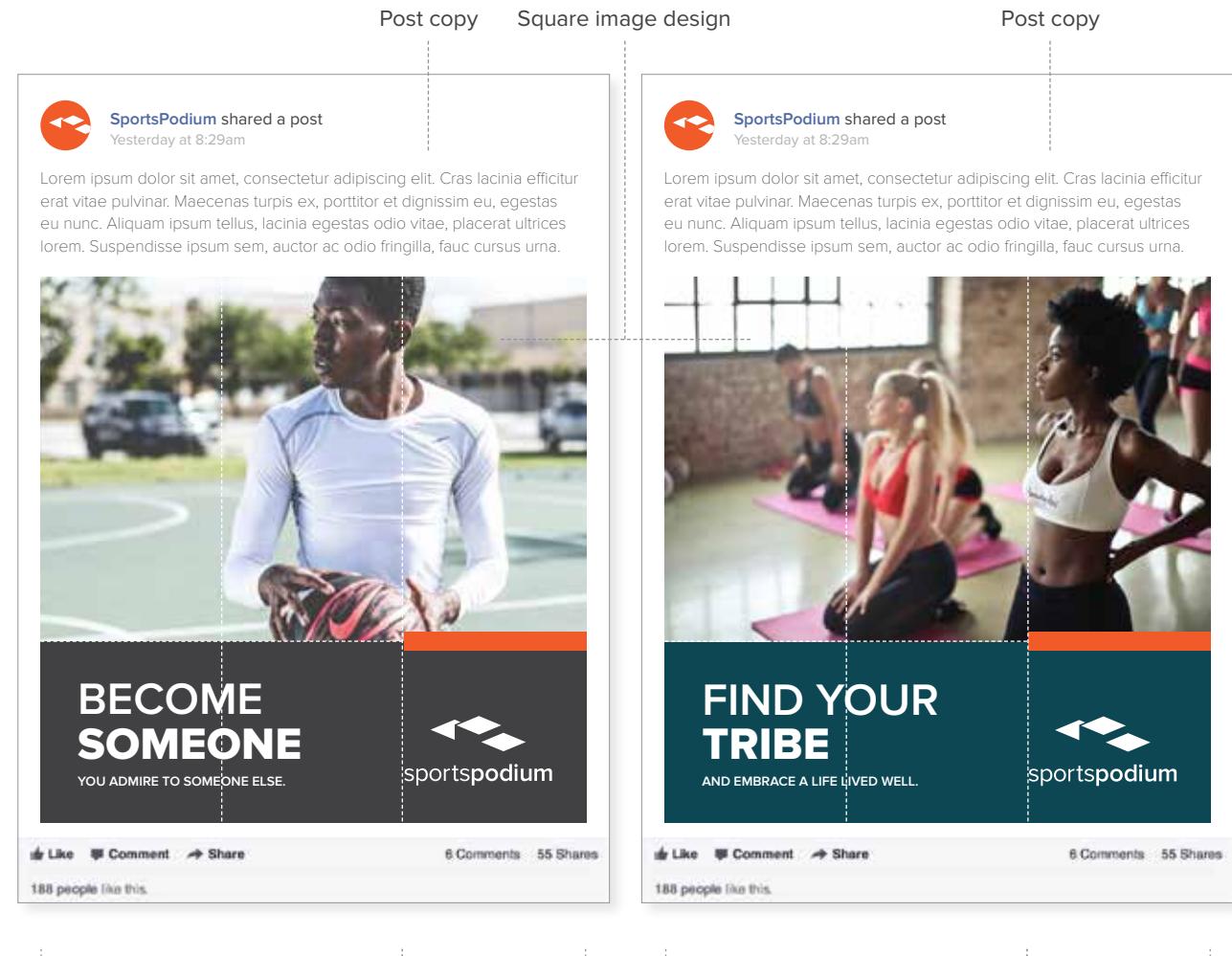
BRAND APPLICATION

Digital – Facebook

Brand presence on social media is integral to the success of the brand. Square designs (that can be used both Facebook, Twitter and Instagram) have been designed in the following way: The vertical height has been divided into thirds, allowing a secondary colour block to fill the bottom third. This links the social media designs to the print and billboard designs seen previously. Text copy highlights can be applied to the image design, whereas the main portion of text should sit above the image in the post copy.

The horizontal length of the designs is divided into thirds, and the logo fits into the right third of the colour block. The copy is left-aligned in the first two thirds. The design element breaks the image and colour block, 1 d in height and one third in width.

In guiding image choice, the imagery should always be colour-rich and moderately to well-saturated with a human presence that can be seen, unless the post concept is about equipment or product.

Post copy   Square image design   Post copy


Two thirds   One third   Two thirds   One third
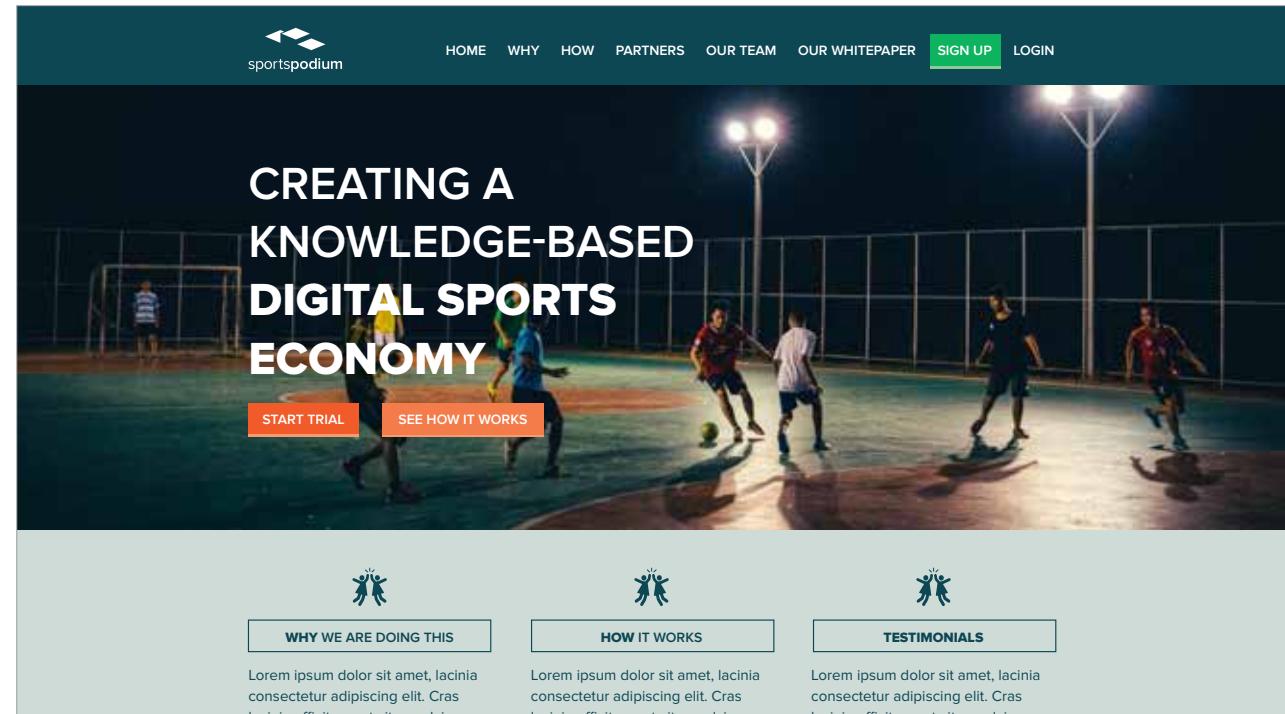
BRAND APPLICATION
Digital – Website landing page

A clean, modular design is suggested for the brand application to a landing page. Box styles and buttons should be rectangles, with no curves or rounded corners present. Large-scale and vibrant imagery is integral to creating an eye-catching home page that encourages users to explore the site. The rule of thirds, seen in the previous elements of brand application, can be brought through to optimise responsiveness of the website design as it translates to tablet and mobile view.

The home page should feature call-to-action buttons, styled in secondary colours. A high contrast menu will make navigation more legible and user-friendly. Iconography can be used where applicable, in order to increase content management, minimise scope of word usage and navigation throughout the site.

07
LANGUAGE
GUIDELINES

Tone of voice

SportsPodium is a transparent sports community. We level the playing field by taking transparency and ethics, real value, sustainability and passion in sports to full throttle by rewarding aspiring athletes for the most important element of training — diligence.

Thus language application, like visual application, needs to be in line with this brand prupose. The language needs to be inspirational, passion-driving and speaking equality through barriers at all times. The language needs to encourage diligence amongst aspiring athletes.

LANGUAGE GUIDELINES
Tone of voice

Introduction

Tone of voice in language setting is not what you say, but how you say it. This includes not only the chosen words, but their order, rhythm and pace. The tone of voice injects personality and character into plain information, in the same way that colour does injects feeling into design, or how your favourite words describe your own tone of voice or personality. A brand's tone of voice should inform the style of all of its written copy, including the website, app, social media communication, emails and product packaging.

In the same way that a logo becomes well-known, a tone of voice that is distinctive and unique, will enforce the manner in which a brand stands apart. Keeping in mind the strong link between familiarity and trust, a consistent application of tone of voice will create ease in the users and customers of the brand. However, remember that your audience needs to understand communication and to be affected by it. Think of well-loved South African brands, for example, Nandos or Savannah.

The three commandments of language application

01 Always keep the brand values in mind.
The brand values set the brand apart, and how the brand would go about communication. The values govern what the brand would say, and the tone of voice guides how the brand would say it. The brand values can be found on page 6.

02 Remain true to the audience and research competitors.
It is good practice to research the jargon of your target market, as well as their manner of addressing and platforms of communication that would inspire them. Thorough research of competitors will ensure that the communication is unique and refreshing to the chosen audience.

03 Take note of the context.
The brand message and language will differ slightly according to each platform where it engages.

LANGUAGE GUIDELINES
Tone of voice

DEFINITIVE
Instead of saying: Welcome to SportsPodium.
Download our app now.

➡ Be confident: Train with SportsPodium and reach your personal health goals. Download our app now to get started.

INCLUSIVE
Instead of saying: Join many other healthy
South Africans just like you.

➡ Engage your enthusiasm: We're going places. Your journey to greatness starts here.

MOTIVATIONAL
Instead of saying: Enter your age?

➡ Inspire change: At what age are you starting this health journey?

EQUALITY-DRIVEN
Instead of saying: What city do you live in?

➡ Govern acceptance: What is the name of your nearest town or city?

COMFORTABLE
Instead of saying: Last logged exercise 7 days ago.

➡ Be friendly: Your golf clubs miss you. How about a round of 9 holes later today?

TECHNOLOGICAL
Instead of saying: If you sign up, you will be
compensated through cryptocurrency.

➡ Innovate your audience: Following sign up, you will gain access to a secure platform powered by blockchain technology.

ENCOURAGING MENTEES
Instead of saying: Do you need extra training?

➡ Stimulate ambition: Keen to see nearby mentors in your sports discipline/s?

LANGUAGE GUIDELINES

Tone of voice

EMPOWERING MENTORS
Instead of saying: We've updated our mentor sign-up process, join today and change young lives.

→ Put the fun back: Even more "game time" opportunities. Now even easier to become a mentor.

MAGNETIC
Instead of saying: Open your app to see 3 recommended workouts for you.

→ Share your excitement: Your top 3 new exciting workouts await...

CERTAIN
Instead of saying: Featured fitness gear.

→ Be the expert: We recommend the following gear to get the most out of your workout.

EXCITEMENT
Instead of saying: Upcoming sports games in February.

→ Be in the know: Here's what's happening in the sports community this coming month.

08
DIGITAL APPLICATION
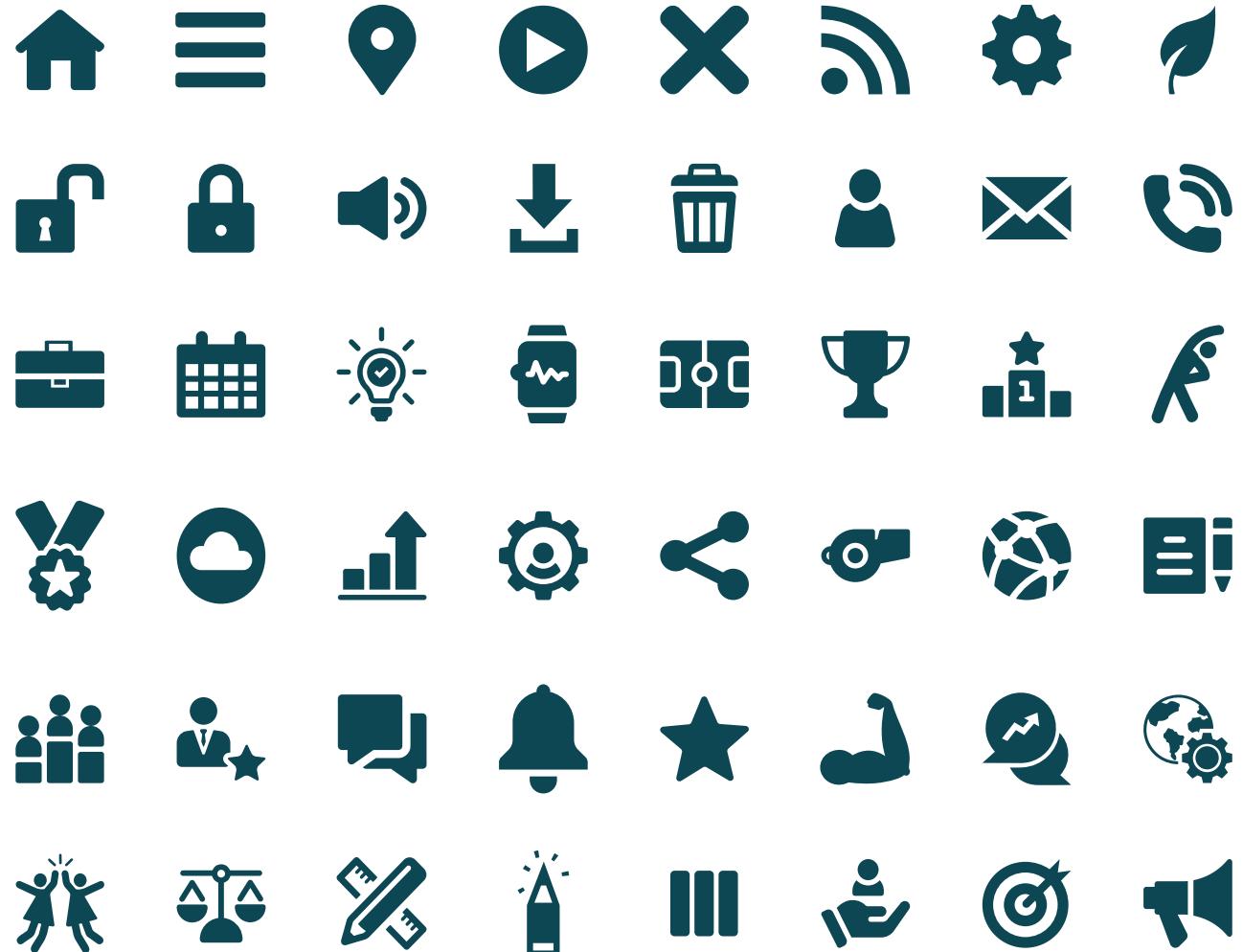
DIGITAL APPLICATION
Iconography

Iconography serves three purposes on a website: they bring essential content to the point, they draw attention and they increase readability. Icons should be self-explanatory to a certain point, or they can be introduced with descriptor text. Icons seek to transcend culture and language barriers, which increases the website's global legibility.

A set of icons has been developed and chosen for their ease of understanding and style – together they form a set of icons with similar weighting.
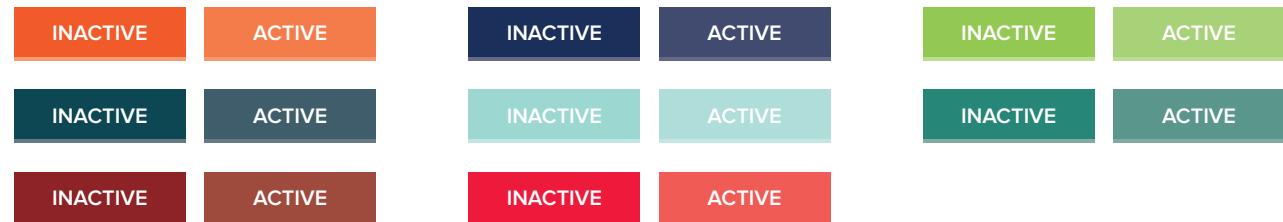
DIGITAL APPLICATION

Button style and application
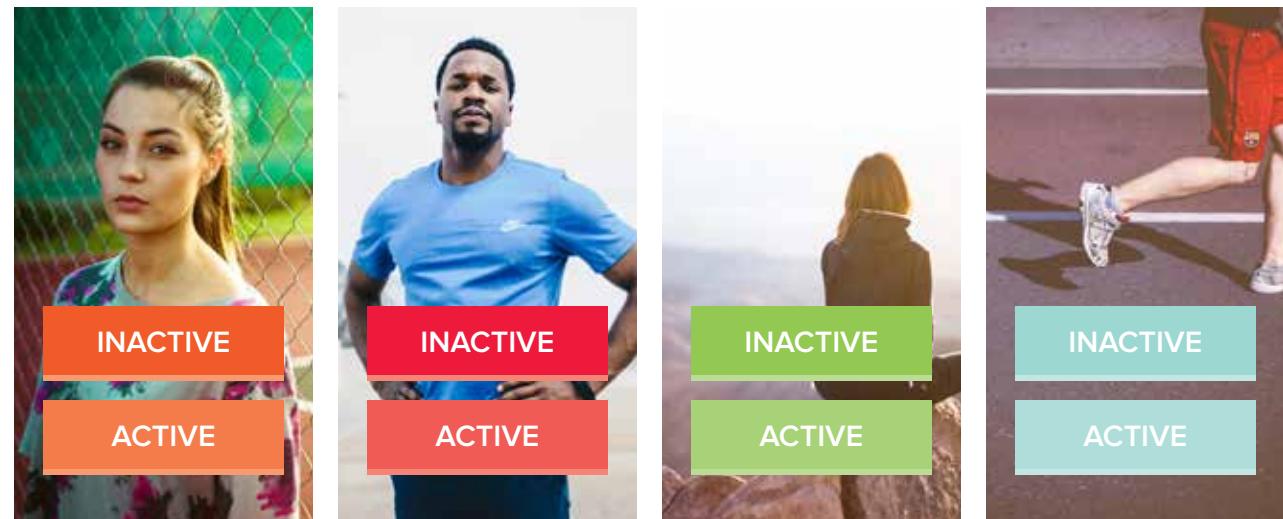
Bright flat buttons suit the brand's uninhibited approach to design. The soft "shadow" gives the design visual weight on the web page.

Flat buttons also maximise contrast and legibility in formats where imagery forms the background element. This can be seen in the application on imagery. Where buttons are applied to imagery, colour should be selected in terms of complimentaries and warmth/coolness.

For example: warm, orange buttons on green styled imagery (first example), warm, red buttons on clean or blue imagery (second example), or cool green on soft, warm sunlight (third example), and lastly cool, light blue on warm saturated shots (fourth example).

INACTIVE	ACTIVE	INACTIVE	ACTIVE	INACTIVE	ACTIVE
INACTIVE	ACTIVE	INACTIVE	ACTIVE	INACTIVE	ACTIVE
INACTIVE	ACTIVE	INACTIVE	ACTIVE		

Application on imagery

INACTIVE
ACTIVE

INACTIVE
ACTIVE

INACTIVE
ACTIVE

INACTIVE
ACTIVE

01   02   03   04

CONTACT DETAILS

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