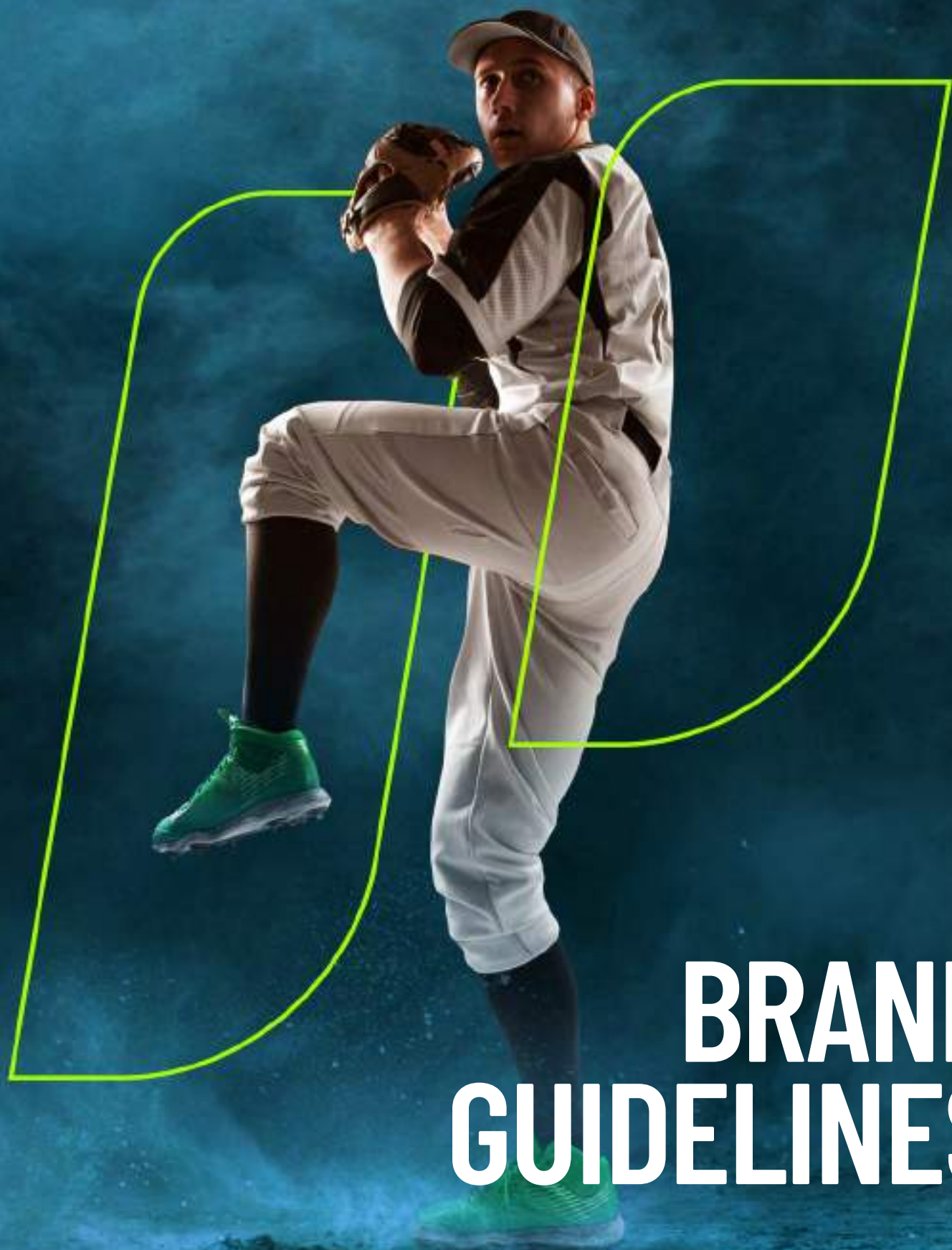


Phenom



**BRAND
GUIDELINES**

**BEYOND
INSTRUCTION,
BE THE HERO
YOU NEEDED.**

Phenom

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The young athletes on Phenom are more than players, they are passionate dreamers with big imaginations—and they are the future of their sport.

We call them
PHENOMS.



The professional athletes on Phenom
are more than coaches, they also
provide approachable mentorship for
achieving professional sports dreams.

We call them
CAPTAINS.

SECTION ONE

OUR BRAND

APPROACHABLE

INSPIRATIONAL

EXPERIENCED



VISION

Experienced pro athletes passing on their unique wisdom to the next generation of their sport.

MISSION

Provide more pro athletes flexible opportunity to give and create value in the sport to which they've given their life.

APPROACHABLE EXPERIENCE.

INSPIRATIONAL CONNECTION.

Phenom addresses the deep emotional needs of professional athletes who want to supplement their involvement in their sport so that young athletes can realize their dreams of a professional sports career. A pro athlete on Phenom (a "Captain") is supported with a paying platform where they share their unique athletic wisdom to future generations, and further their own professional goals. From the perspective of a Parent, Phenom offers a connection to mentors who do more than merely coach – they've lived the career athlete's life. From the perspective of a young athlete, Phenom provides a technical instruction and clarity on the journey to realizing their major league dreams for a career in professional sport.

BRAND PROMISE

Phenom will help passionate young athletes realize their professional dreams.

Phenom will help parents invest in their kid's sports career with more than coaching.

Phenom will help all professional athletes, from journeymen to superstars, create valuable involvement in the future of their sport.

OUR PHENOMS ARE:

- Energetic and Powerful Dreamers
- Eager for Learning, Stories, and Examples
- Ignorant of How Much They Don't Know
- Full of Genuine Curiosity about a Life in Pro Sports

THEIR PARENTS ARE:

- Real Pro Athletes (or nearly there)
- Authentic and Approachable
- Overwhelmed with Fractured
- Keepers of Secret Knowledge

OUR CAPTAINS ARE:

- Real Pro Athletes (or nearly there)
- Authentic and Approachable
- Afraid of Diminishing Participation in the Sport They Love
- Keepers of Secret Knowledge

BIG IDEA

When mentored by a professional athlete, young athletes will be better equipped to realize a career in sport, and pro athletes can stay valuably involved in their sport.

VALUE PROPOSITION

Sports Mentorship: Relational | One-On-One | Encouragement | Wisdom

Phenom addresses the deep emotional needs of parents, athletes, and captains so that young athletes can realize their dreams of a career in sport. From the perspective of a Captain, Phenom provides a paying platform to share athletic wisdom to future generations, furthering their own Professional Athlete goals. From the perspective of a Parent, Phenom offers a connection to mentors who do more than merely coach – they've lived the career athlete's life. From the perspective of a young athlete, Phenom provides a clear pathway to realize their dreams for a career in sport.

Matchmaker: Intermediary | Expert | Selfless | Customized

Phenom is a broker for athletic wisdom. We match experienced professional athletes who have and are living a career in sports with younger athletes who desire a career in sports. Our brand revolves around connecting a young athlete not just with a talented mentor, but a relevant mentor as well.

A hand is holding a black smartphone. The screen is black with white text. There are two green-outlined rectangular shapes at the top left and bottom right of the screen.

THE PERFECT TESTIMONIAL: CAPTAINS

For the past 15 years I've poured my SOUL into this sport... but this unspoken fear has been haunting me for years now: If I continue playing baseball, can I financially support my family? There have been multiple nights I've been up late entertaining the thought of selling insurance or real estate, but with Phenom, I don't have those fears any longer! I can stay engaged with baseball, create a legacy of my knowledge and talent for the sake of the next generation, but also supplement my income for the sake of my family as well. I cannot thank you enough for providing this platform for me and my family.

A hand is holding a black smartphone. The screen is black with white text. There are two green-outlined rectangular shapes at the top left and bottom right of the screen.

THE PERFECT TESTIMONIAL: PARENTS

"My son grew up playing baseball every year. He loved it, but I've seen his love for the game get replaced by a fear of failure. Although his coaches have truly helped him improve his skills, there was something that was missing and I couldn't figure out what it was. I was so afraid it would prevent him from being at a scholarship level for college. Thankfully, I enrolled him in Phenom where he was matched with a D1 athlete who has been there before. I had never heard of this player, but I was so impressed by how my son responded to his mentorship! It's so great to see my son's passion erupt when he's on the field again. He's shown so much more commitment and passion and motivation, and it's my joy to officially say he's been offered a scholarship at Rice University! Go Owls!"



THE PERFECT TESTIMONIAL: PHENOMS

“This site is fire! I couldn’t imagine going through this super complicated sports thing my mentor Jake. If you’re a baseball player and you don’t listen to this guy, you are missing OUT! Thank you Phenom for helping me find this guy because my game is better than it’s ever been!”



**REALIZE YOUR
PROFESSIONAL
DREAMS.**

Phenom



SECTION TWO

OUR STYLE

ENERGETIC
MODERN
SPORT

COLOR

Phenom’s color palette is intentionally simple. The most recognizable brands in the world use color palettes that are limited, consistent.

OWN our brand colors, consistency is the most important element of being recognizable.

SIMPLE.
HIGH CONTRAST.
ELECTRIFYING.

DO: Limit your color choices. Be confident in color simplicity. Be professional, not clever. **OWN** black, white, and electric blue. Use Nuclear Green as a line, not a fill.

DON’T: Overuse Nuclear Green. We call it nuclear green for a reason. It is incredibly energetic, but will instantly overpower any other element in a design. Try not to present more than one nuclear green element at a time.

ALWAYS: Surround text with negative space to draw attention. Have more black or white fills than blue fills.

WHITE

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

HEX: FFFFFFFF

PANTONE: N/A

CRUSHED BLACK

RGB: 35, 31, 32

CMYK: 10, 20, 10, 95

HEX: 231F20

PANTONE: Black C

ELECTRIC BLUE

RGB: 0, 175, 250

CMYK: 100, 0, 0, 0

HEX: 00aff0

PANTONE: 299 C

NUCLEAR GREEN

RGB: 164, 253, 2

HEX: A4FD02

TEXT GRAY

RGB: 89, 89, 92

HEX: 59595c

CMYK: 60, 60, 30, 30

PANTONE: Cool Gray 11 C

STRONG GRAY

RGB: 130, 130, 133

HEX: 808085

CMYK: 20, 10, 10, 50

PANTONE: Cool Gray 9 C

SOFT GRAY

RGB: 188, 190, 192

HEX: bcbec0

CMYK: 5, 5, 0, 25

PANTONE: Cool Gray 5 C

BACKGROUND GRAY

RGB: 220, 221, 222

HEX: dcdde

CMYK: 2, 2, 0, 15

PANTONE: Cool Gray 1 C

VISUAL GUIDELINES

LOGOMARK

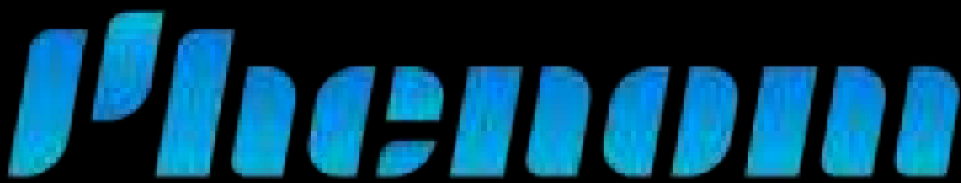
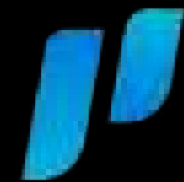
Phenom’s logomark is a stylized wordmark based concepts of growth. The stylized “P” subtly hints at the relationship between an established player, and a rising player.

The custom icon can be independently used as an icon in applications not suited for a full wordmark. These include social media and app icons. The icon should be used sparingly and not as a primary logomark for the Phenom brand.

ICON

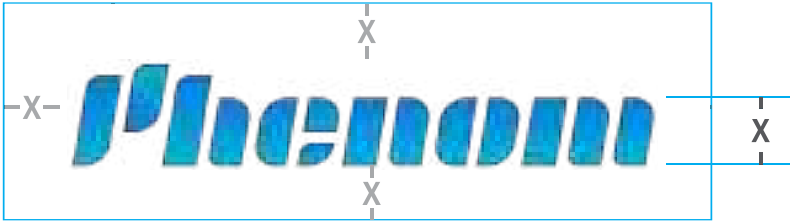


WORDMARK

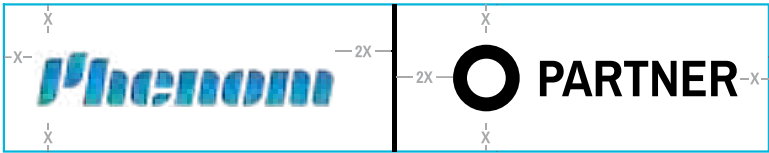


USING THE LOGOMARK

Maintaining guidelines around use of the Phenom logo increases awareness and recognizability.



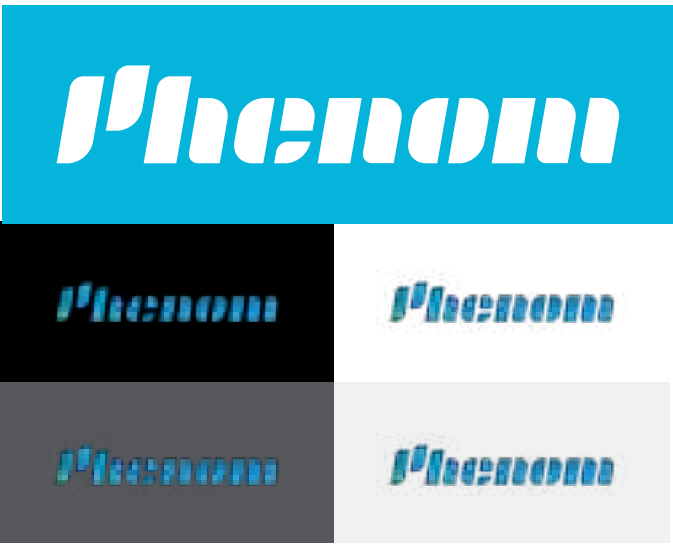
CLEAR SPACE: Clear space around the logo ensures visibility and impact. Maintaining the clear space between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo appears unobstructed and distinctly separate from any other graphic elements. For the Phenom logomark the clear space is equal on all sides to the “x” height of the logo.



PARTNER CLEAR SPACE: When using the Phenom logomark with other logomarks, maintain clear space around both logos using the “x” height. The space between the logos should be equal to 4 times the “x” height, separated by a line.



MINIMUM SIZE: While typical use should be large, bold, and powerful, the minimum size ensures that the Phenom logo is reproduced correctly in smaller sizes. At minimum size, the logo is still clearly legible and provides a strong level of identification. When using a lower-quality printing technique (i.e. screen printing), it is recommended that the logo be used in a larger size.



ON BACKGROUNDS: When placing the logo on a color nearly always place the logo onto a shade of black, white, or onto action blue. Avoid placing the logo on any other colors if possible. Do not place the logo on backgrounds that distract from or compete with the logo.



ON PHOTOS: When placing the logo on an photo or pattern, it is essential that there is enough contrast between the logo and the background.

INCORRECT USAGE: To maintain consistency the logo must be used as provided. The logo must not be redrawn or altered in its appearance, components, colors, proportions, or any other property.



DO NOT: Get fancy with color. Do not use split colors or use new colors.



AVOID: Using specials effects including drop shadows, bevels, or glows.



DO NOT: Alter the proportions of the logo.



DO NOT: Casually add elements or text.

BE BOLD.

BRAND
HEADER

BARLOW CONDENSED SEMIBOLD (ALL CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!/?&\$%#@,.'""-+=()[]|

PHENOM
HEADERS

BARLOW CONDENSED SEMIBOLD ITALIC (ALL CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!/?&\$%#@,.'""-+=()[]|

CAPTAIN
HEADER

KEGGER (ALL CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!/?&\$%#@,.'""-+=[]{}|

PARAGRAPHS

Barlow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?&\$%#@
,.'""-+=()[]|

Barlow Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?&\$%#@
,.'""-+=()[]|

VISUAL GUIDELINES

TYPOGRAPHY

The Phenom brand uses the Barlow font family, a strong sans-serif font. It was originally designed for highlights and headlines. This family is reminiscent of late nineteenth century American typefaces that were confident, simple, and intended to break through the visual noise of a cluttered environment.

When displaying the name of a Captain use Kegger. It is not an alternate header font in any situation and should not be used unless directly referring to captains. Kegger is intended to hearken to the nostalgic varsity days of an athlete's life.

Barlow and Barlow Condensed are commercial-free fonts, widely available, and can be downloaded and shared without commercial restrictions.

PHOTOGRAPHY

Phenom photography stands out by using dynamic compositions that bring our brand colors to life. We also use crushed black and gray duotone photos for backgrounds. Photos should be:

- Inspirational
- Exciting
- People Focused/Sport Focused

Strive to capture and use photography of the amazing people engaged in their sport.

- Emphasize action over poses
- Use photos of the pursuit of excellence, not the parade
- Show Phenoms and Captains putting in the work on and off the field

PHENOM IS ABOUT DYNAMIC ACTION IN SPORT, SHOW IT.

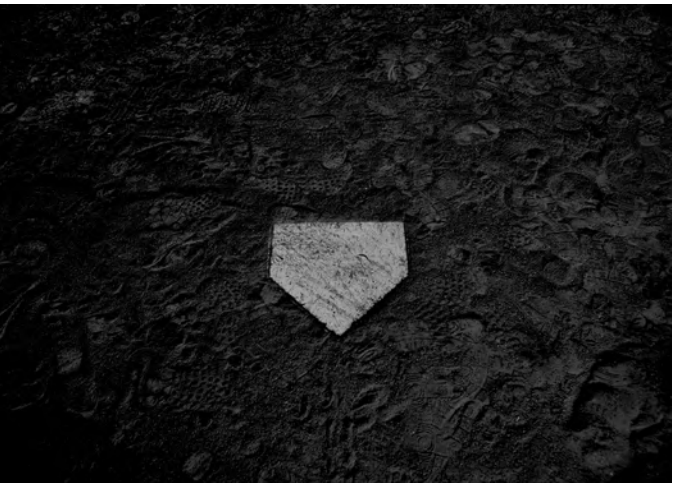
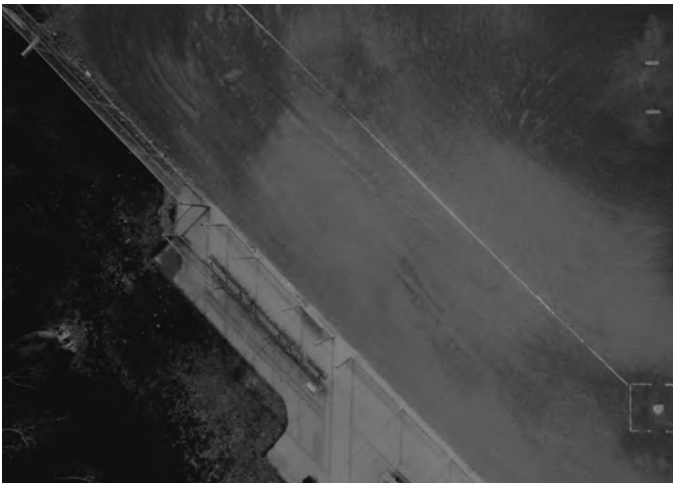


BACKGROUND
PHOTOGRAPHY

Use large, high contrast
backgrounds. The photo should
reflect the environment of a
Phenoms and Captains.

- Equipment textures
- Playing field textures

BACKGROUNDS: THE PLAYER'S ENVIRONMENT





CONNECTING DREAMERS TO THE PROS

Phenom



Phenom