



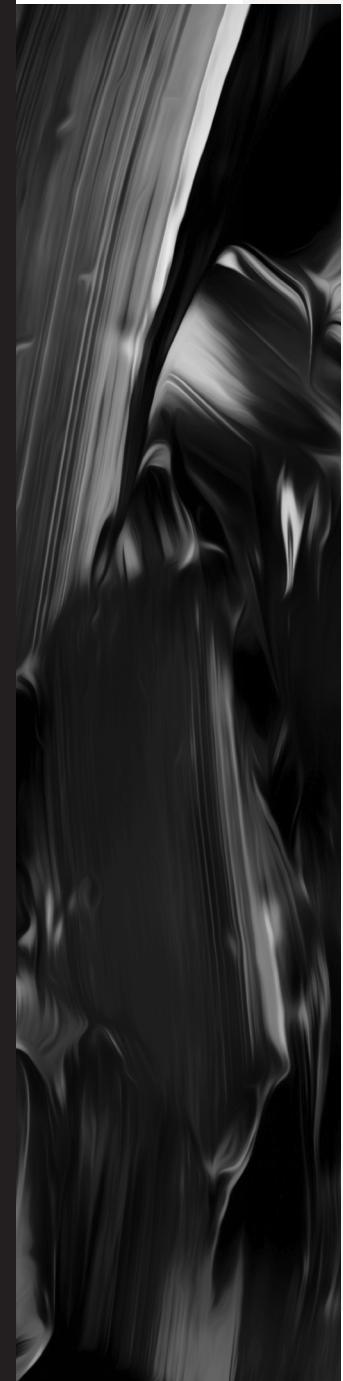
A E N C Y

COVET

BRAND STYLE GUIDE FOR

POLE SPORT
ORGANIZATION

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Patterns + Elements

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MASTER LOGO

POLE SPORT
ORGANIZATION

TYPOGRAPHY

Akrobat

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

012456789

DINPro

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

0 1 2 4 5 6 7 8 9

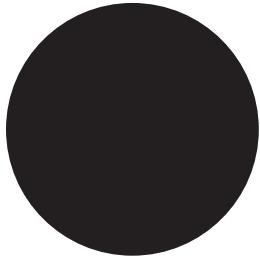
Gotham Bold

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

012456789

COLOR PALETTE

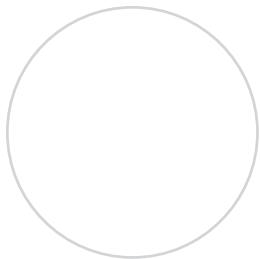
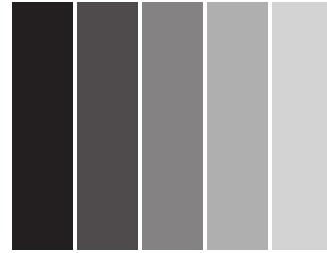


PANTONE BLACK C

WEB# 231F20

CMYK 0/0/0/100

RGB 35/31/32

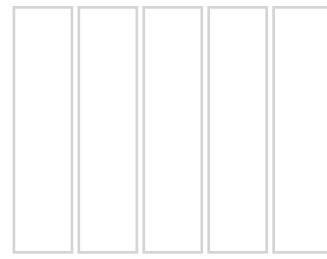


PANTONE 000 C WHITE

WEB# FFFFFF

CMYK 0/0/0/100

RGB 255/255/255

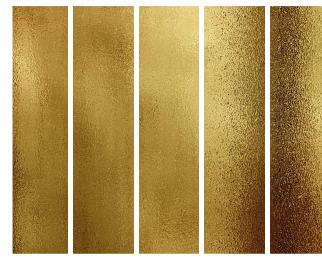


GOLD FOIL TEXTURE

WEB# #####

CMYK -/-/-/-

RGB -/-/-



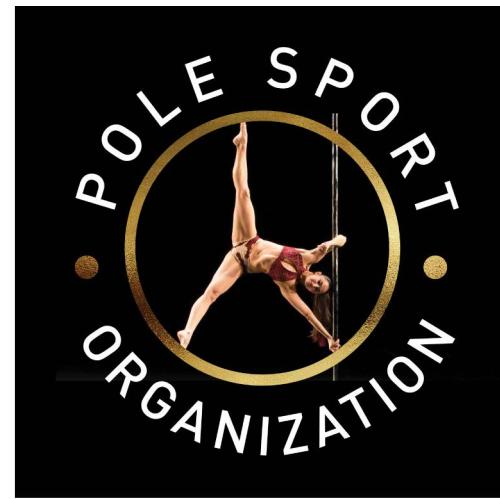
LOGO VARIATIONS



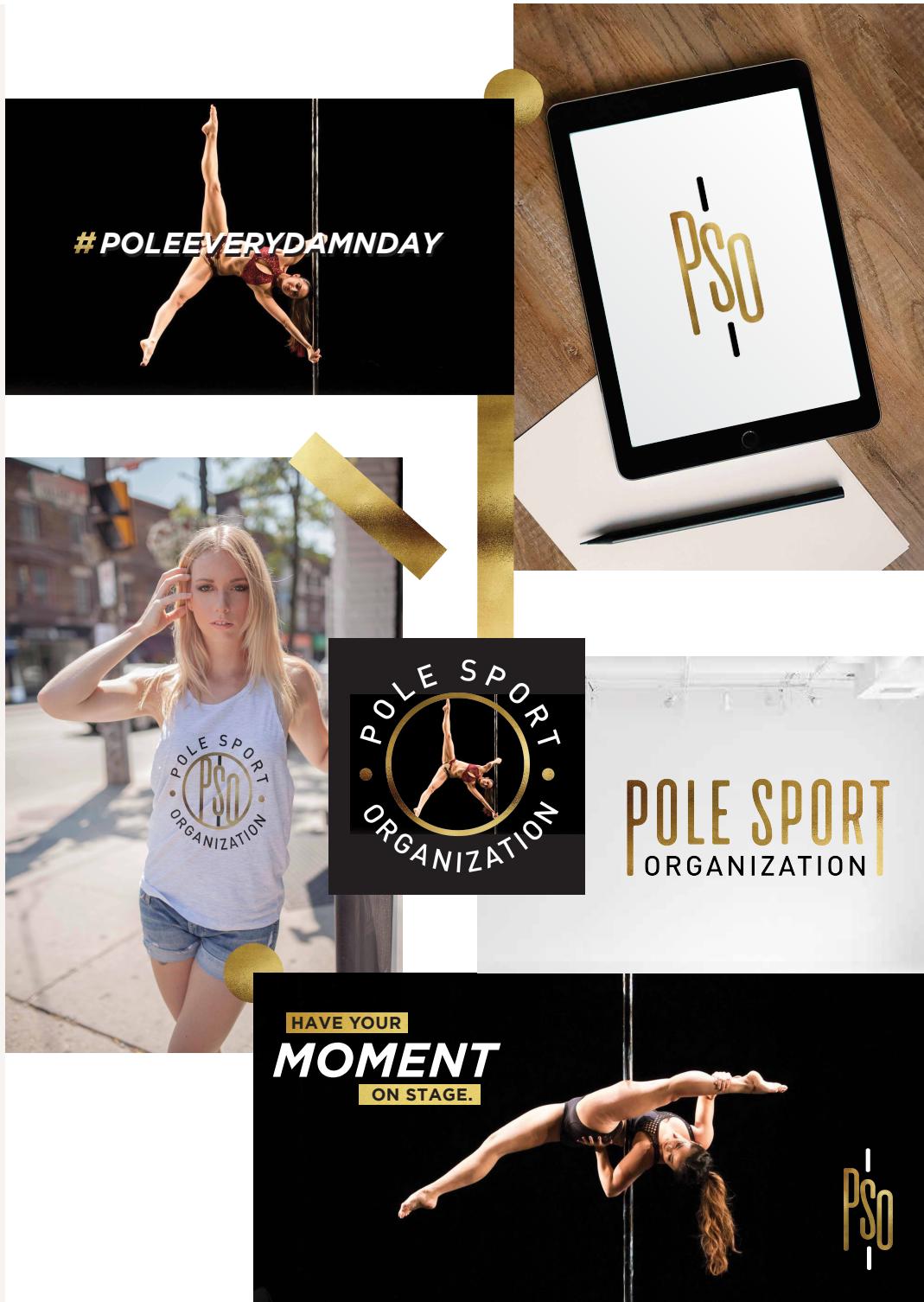
IMAGERY STYLE



PATTERNS + ELEMENTS



CONCEPT BOARD



BRAND APPLICATION



BRAND APPLICATION



BRAND APPLICATION



SUMMARY

BRAND TONES

OFFICIAL

FRISKY

EFFICIENT

ENCOURAGING

TYPOGRAPHY

Akrobat

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

0 1 2 4 5 6 7 8 9

DINPro

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

0 1 2 4 5 6 7 8 9

Gotham Bold

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

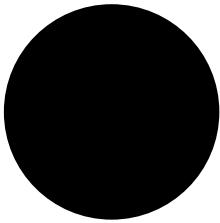
a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 4 5 6 7 8 9

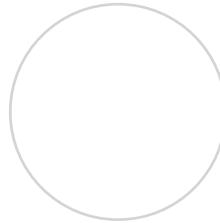


SUMMARY

COLOR PALETTE



#231f20
PANTONE BLACK C
CMYK: 0/0/0/100
RGB: 35/31/32



#231f20
PANTONE 000 C WHITE
CMYK: 0/0/0/0
RGB: 255/255/255



GOLD FOIL TEXTURE
CMYK: -/-/-/-
RGB: -/-/-

LOGO VARIATIONS



SUMMARY

PATTERNS + ELEMENTS





W W W . C O V E T A G E N C Y . C O M