Brand Name: PLAY! Summit

PLAY! Summit is an annual sports and recreation expo that successfully brings together top industry brands and attracts everyone, from semi-pro athletes to casual strollers.

2. Elements

Brand Elements:

- **Logo:** A bold and dynamic representation of the brand, integrating the letter "P" and a flag symbol.
- **Typography:** "Saira" typeface in various weights (Light, Regular, Bold, Italic).
- **Color Palette:** Primary colors are yellow, pink, blue, and orange. Grayscale includes black, white, and various shades of grey.
- **Shapes:** Specific shapes and their usage in backgrounds and communications.

3. Target Consumer

Target Consumer: PLAY! Summit caters to a diverse audience, including:

- Semi-professional athletes
- Casual sports enthusiasts
- Industry professionals
- Families looking for recreational activities

4. Slogan

Slogan: "Motivation | Energy | Fun"

5. Color Palette

Primary Colors:

- **Pink:** RGB 255 / 24 / 135, CMYK 0 / 91 / 3 / 100, HEX #FF1887
- **Yellow:** RGB 255 / 212 / 28, CMYK 0 / 16 / 89 / 100, HEX #FFD41C
- **Orange:** RGB 255 / 141 / 0, CMKY 0 / 53 / 94 / 0, HEX #FF8D00
- **Blue:** RGB 28 / 128 / 255, CMYK 78 / 51 / 0 / 100, HEX #1C80FF

Grayscale Colors:

- **Black:** RGB 0 / 0 / 0, CMYK 75 / 68 / 67 / 90, HEX #000000
- **White:** RGB 247 / 247 / 68, CMYK 2 / 1 / 1 / 0, HEX #F7F7F7
- **Grey Shades:** Various RGB and CMYK values for light and dark grey.

6. Logo Usage

Logo Usage: The logo should be used in its full color on backgrounds of yellow, pink, blue, and orange. On black, grey, and white backgrounds, a white logo with grey text should be used.

7. Accent Usage

Accent Usage: High contrast color combinations should be utilized to create a bold look and meet accessibility requirements. Accent colors are used for interactive elements, CTAs, and highlighting valuable information.

8. Storyboard Guidelines

Storyboard Guidelines:

- **General Photography:** Images should set the scene and create context, demonstrating interest in the sports world and the positive effects the brand aims to deliver.

- **Action Photography:** Focus on dynamic action and the thrilling feel of an active life. Avoid overly staged scenarios and forced emotions.

- **Grayscale Photography:** High contrast black and white photography should be used when emphasis on CTA colors is needed.

9. Social Media Guidelines

Social Media Guidelines:

- Use high contrast, bold colors from the primary palette to ensure posts stand out.

- Incorporate the logo appropriately, following the color usage guidelines.

- Ensure images are dynamic and engaging, reflecting the brand's energy and inclusivity.

- Maintain a consistent voice that aligns with the brand's core values of leadership, diversity, and innovation.