



Brand Guidelines // 2024



Content

03	Brand Concept
06	Brand Assets
23	Graphic Elements
34	Photography
39	Getting Creative
47	Other Assets
51	Templates

OUR BRAND CONCEPT

The movement network

Eversporsts is a home that connects people with passion for movement.



As well as the love for movement, our brand **is all about community**. We are passionate about not only inspiring people to be more active, but also connecting them to like-minded individuals.

The power of community

Creating strong communities around sports is at the core of what we do as a brand - and should always be central to everything we do in our communication.



OUR TONE OF VOICE

A brand that inspires positive change

Eversports' tone of voice is all about ***caring***. Be it through images or text, our communication should always come across as **light, friendly and positive**. Our language should feel warm and close*, our images should look real and mindful. We want to be seen as an inspiring presence that helps **improve people's lives through movement**.

* For further information about Eversports' writing style, please check our Writing Guide:
<https://eversports.atlassian.net/wiki/spaces/Marketing1/pages/2459500577/Brand+copy+guide>



Brand Assets

01

Logo

Our logo communicates movement and proximity, which are our core values.

We are represented by a dynamic symbol that emulates the letter **E** with two intertwined swirls that suggest motion.



#21a696



#0bd6c2



#333333

Logo Applications

Our primary logo is the horizontal composition, with name and symbol side-by-side.

We also have a vertical application that could be used when suitable.

Master logo
Horizontal application



Vertical application



Logo Applications

On white backgrounds, our logo should always be used in its original triple-colour version.

One colour applications are allowed when used against coloured backgrounds.



Primary colours

Primary colours are the tones a brand will be remembered by. Therefore, they should always be the predominant colours in every piece of communication we create.

The **Light Acqua**, with its light and young appeal, and the **Deep Green**, evoking seriousness, are our flagship tones. They are the most memorable colours from our palette and the ones we should use more often.

Light
acqua
green

#0bd6c2
RGB 11 | 214 | 194

Medium
acqua
green

#21a696
RGB 33 | 166 | 150

Deep
green

#004349
RGB 0 | 67 | 73

Off-white

#f2f8f4
RGB 242 | 248 | 244

White

#ffffff
RGB 255 | 255 | 255

Primary colours in use

Our primary tones are strong and unique on their own. But they are even better when used together, as they complement one another and create striking colour combinations.

You don't have to pick a single colour from the primary palette and use it everywhere. Instead, experiment with all the possibilities of using them together.



Pro tip- mixing the greens

When using either the **Light Acqua** or the **Deep Green** tone as your background, always try to add elements in the other tone, for richer results.

The examples on this page highlight the visual difference between working with a single green and mixing two together.

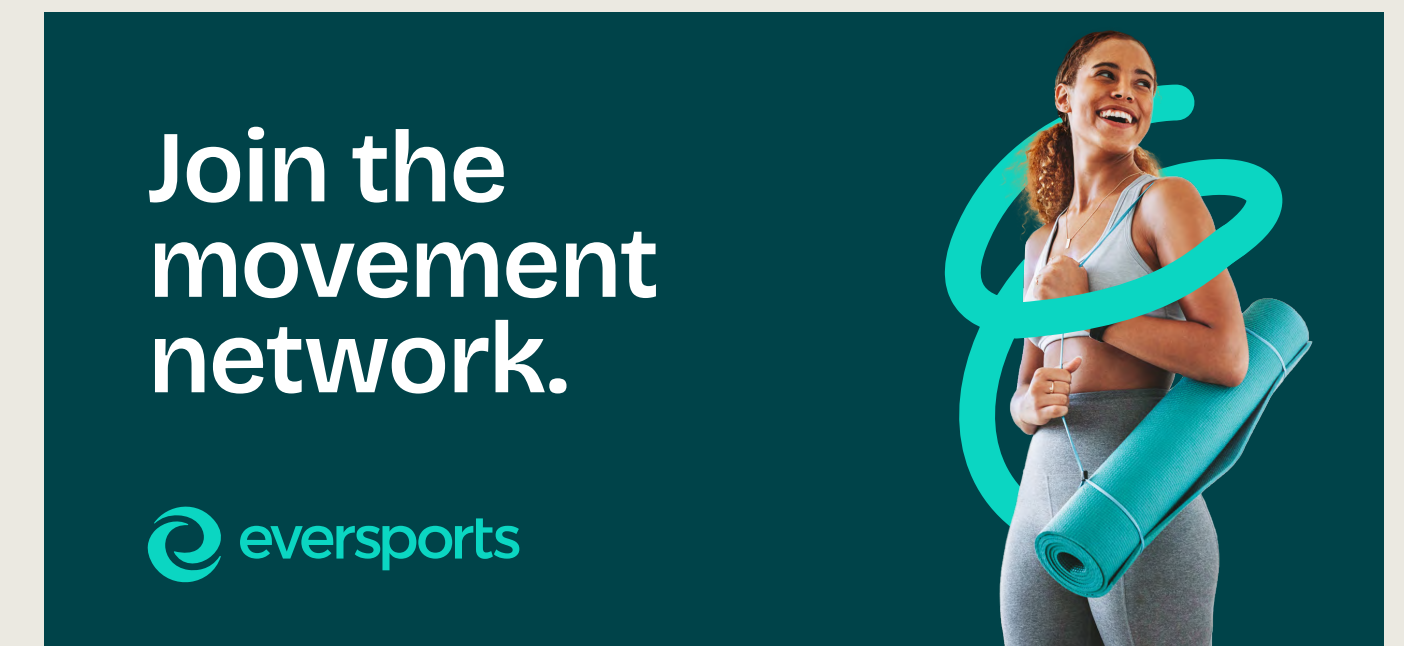
This is nice.



A single tone of green used in the layout



But this is better.



The two tones of green used together,
harmonizing each another

Secondary colours

Secondary colours are tones used to complement our brand world.

They should never be used prominently, but are important to add different nuances and create eye-catching contrasts in our communication.

#7700ee
RGB 119 | 1 | 238

#eb5757
RGB 235 | 87 | 88

#333333
RGB 51 | 51 | 51

#2d9cbb
RGB 45 | 156 | 187

#f2994a
RGB 242 | 153 | 74

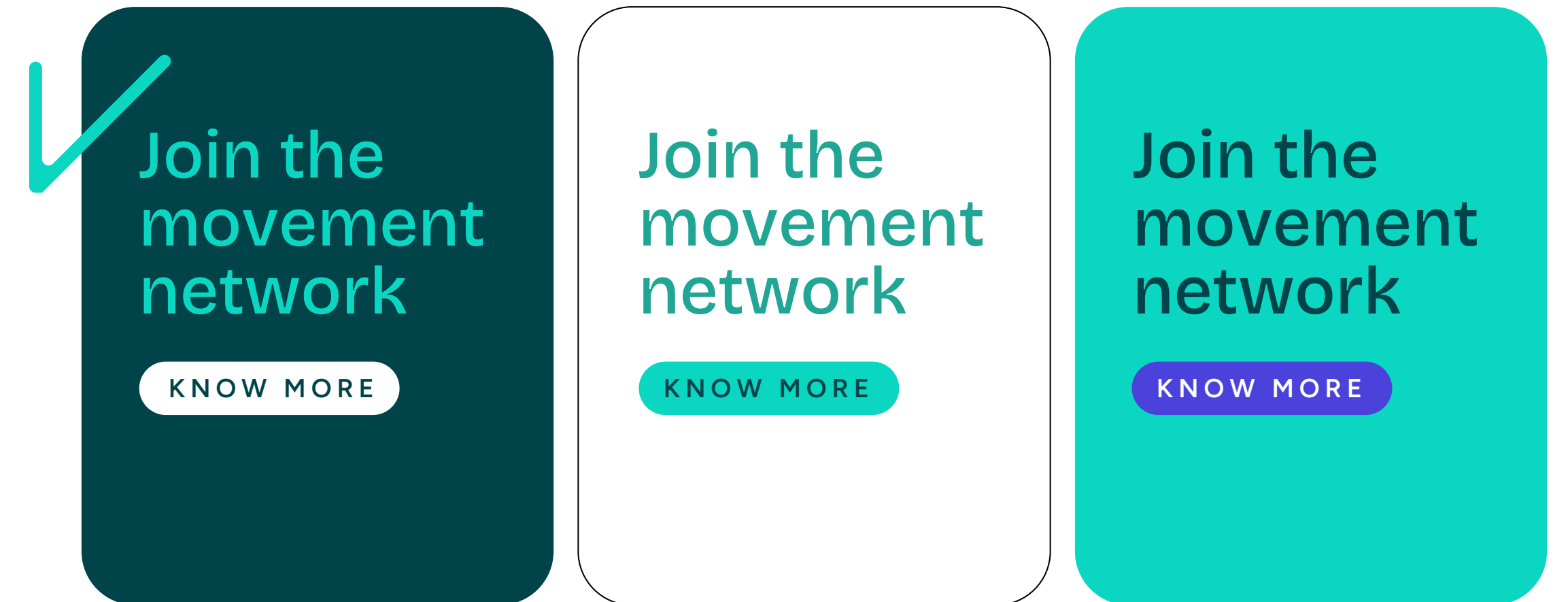
#888a8d
RGB 136 | 138 | 141

Primary and secondary colours hierarchy

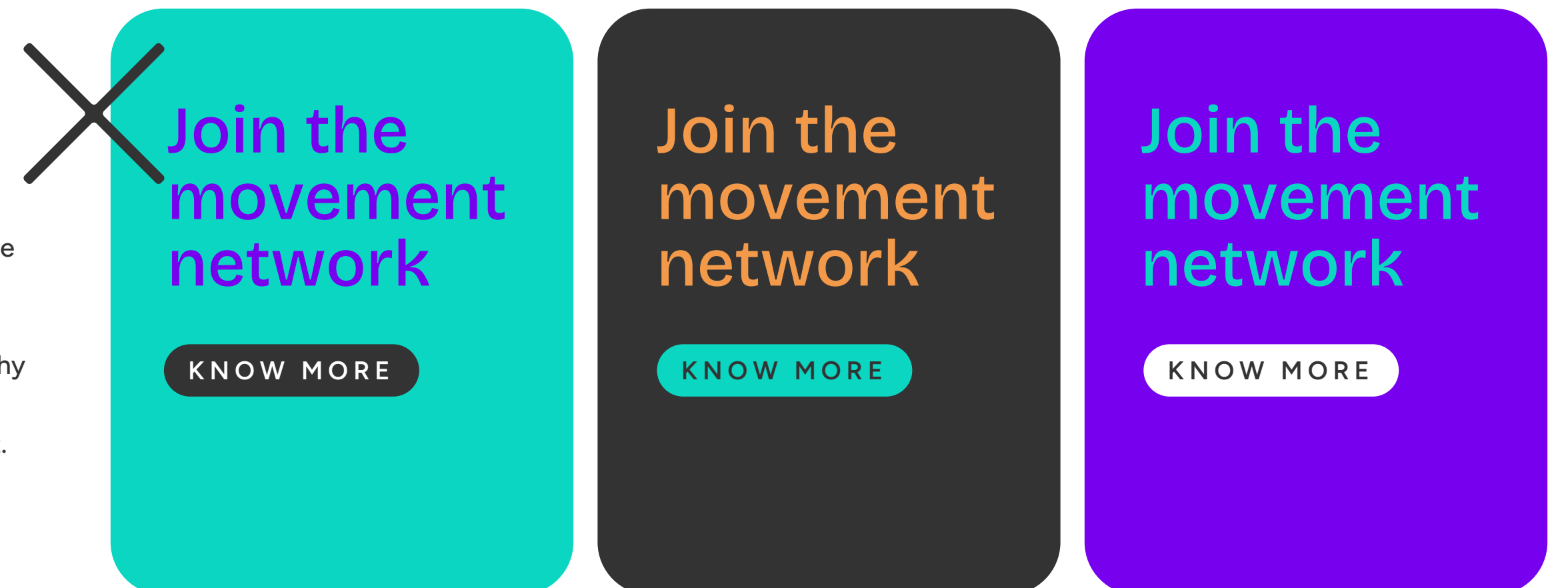
Our brand should always strive for consistency. To achieve that, we must make sure that our primary tones occupy the majority of our communication. That's why our backgrounds and titles should be designed with one of our primary colours - or a combination of them.

Avoid creating backgrounds or titles with secondary colours. They should be used with less weight, to complement and enrich our primary tones, never to overtake them.

These are good examples of colour hierarchy, with our primary tones being used predominantly in backgrounds and titles - and the secondary colours used only to highlight important parts.



These are examples that should be avoided. Notice how we lose brand consistency when we ignore the colour hierarchy and give the secondary colours too much weight.



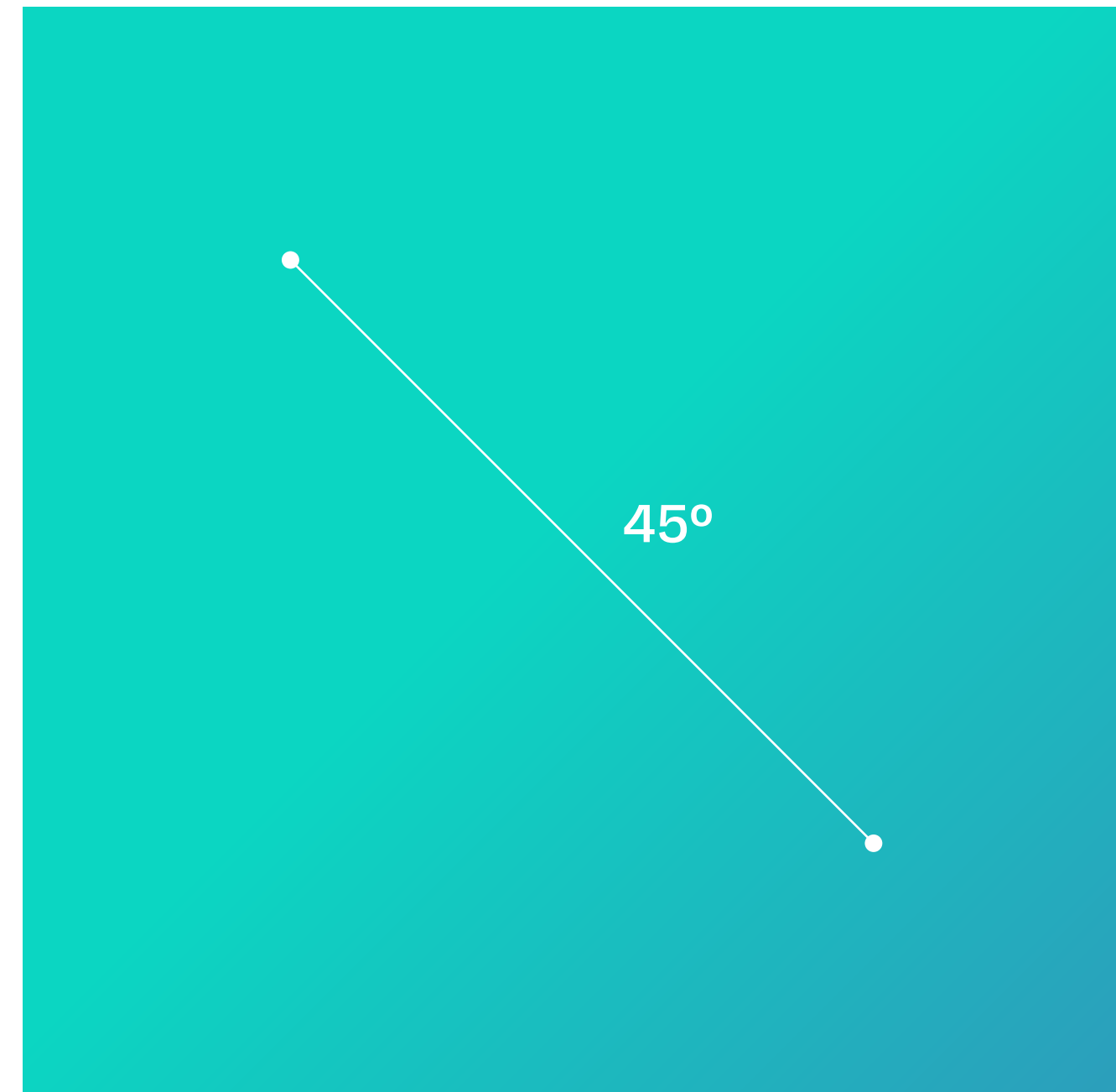
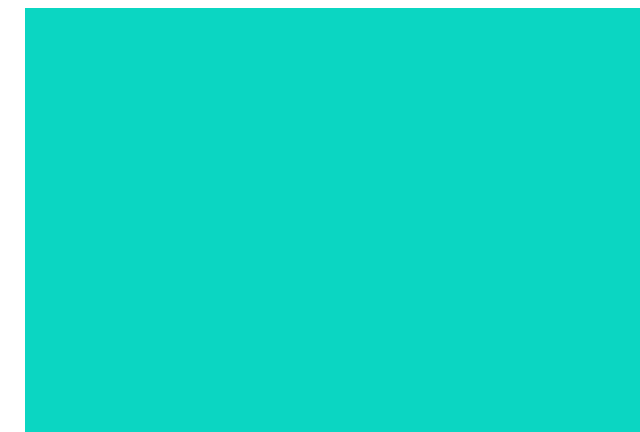
Gradient

Similar to the secondary colours, the gradient can be used to add more pop to the communication while maintaining our brand identity.



R1
G214
B194

HEX
#0BD6C2



R45
G156
B187

HEX
##2D9CBB

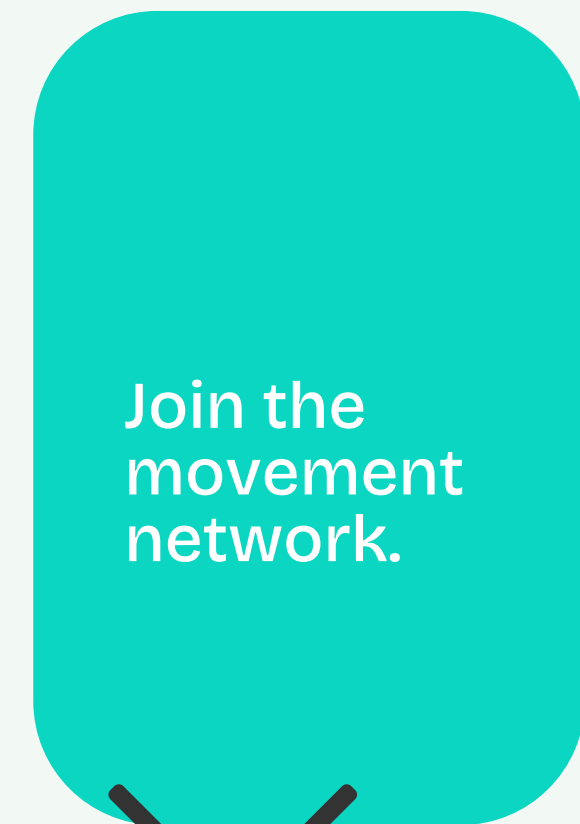


Colours combination watchout - Website & app

Following the current **Contrast and Colour Accessibility EU Laws**, we should avoid using small white text* on our Light Acqua Green. Instead, replace the white colour of the copy for black to ensure full legibility.

** Small Text = 14 points or less*

For text information of 14 points or less on our website and app, avoid this colour combination:



Not enough contrast for full accessibility

Instead, use this:



Good contrast for full accessibility

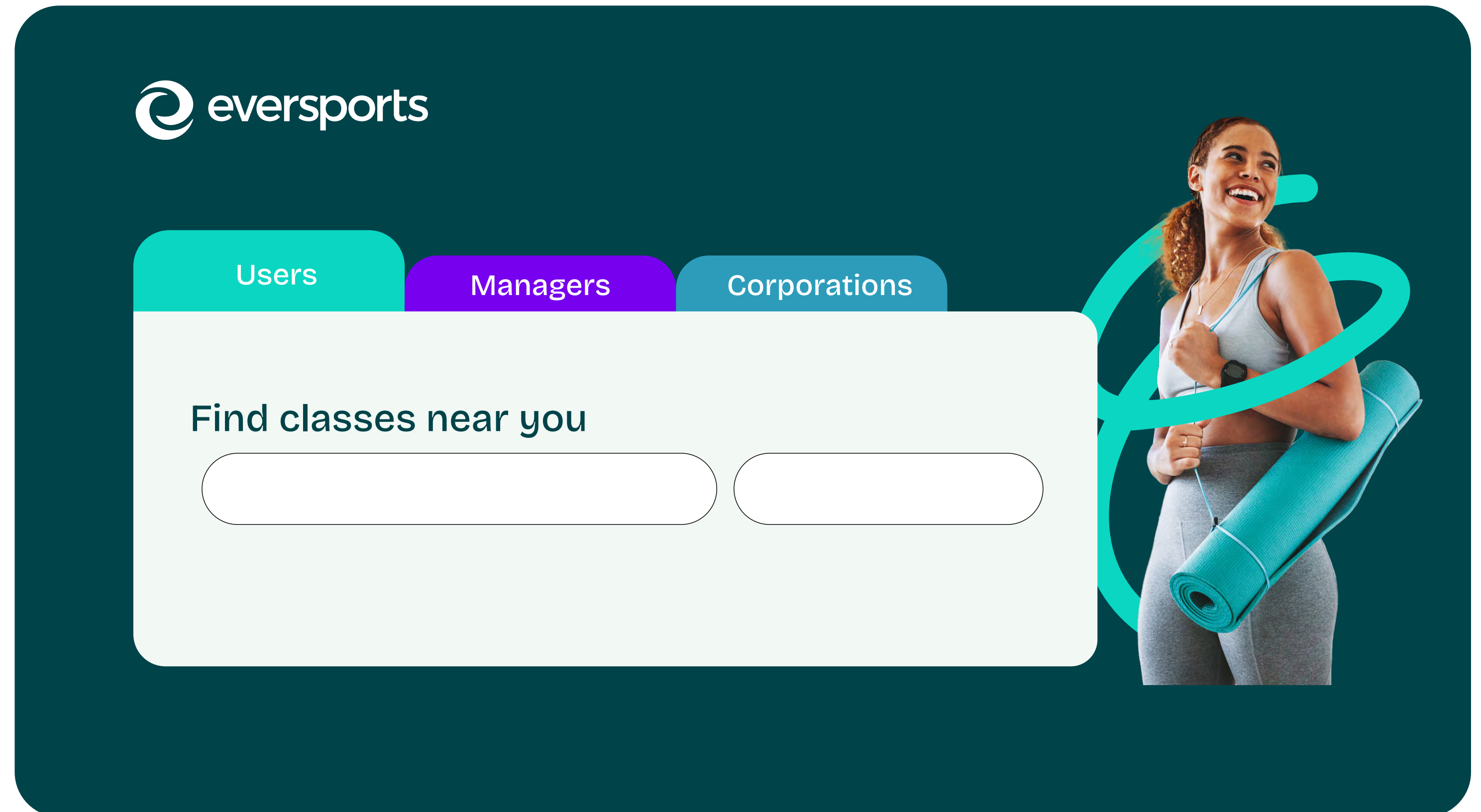
Sub-brand colours

Our sub-brands also incorporate some of our secondary colours, to help their specific audiences to understand there's a difference between each category.



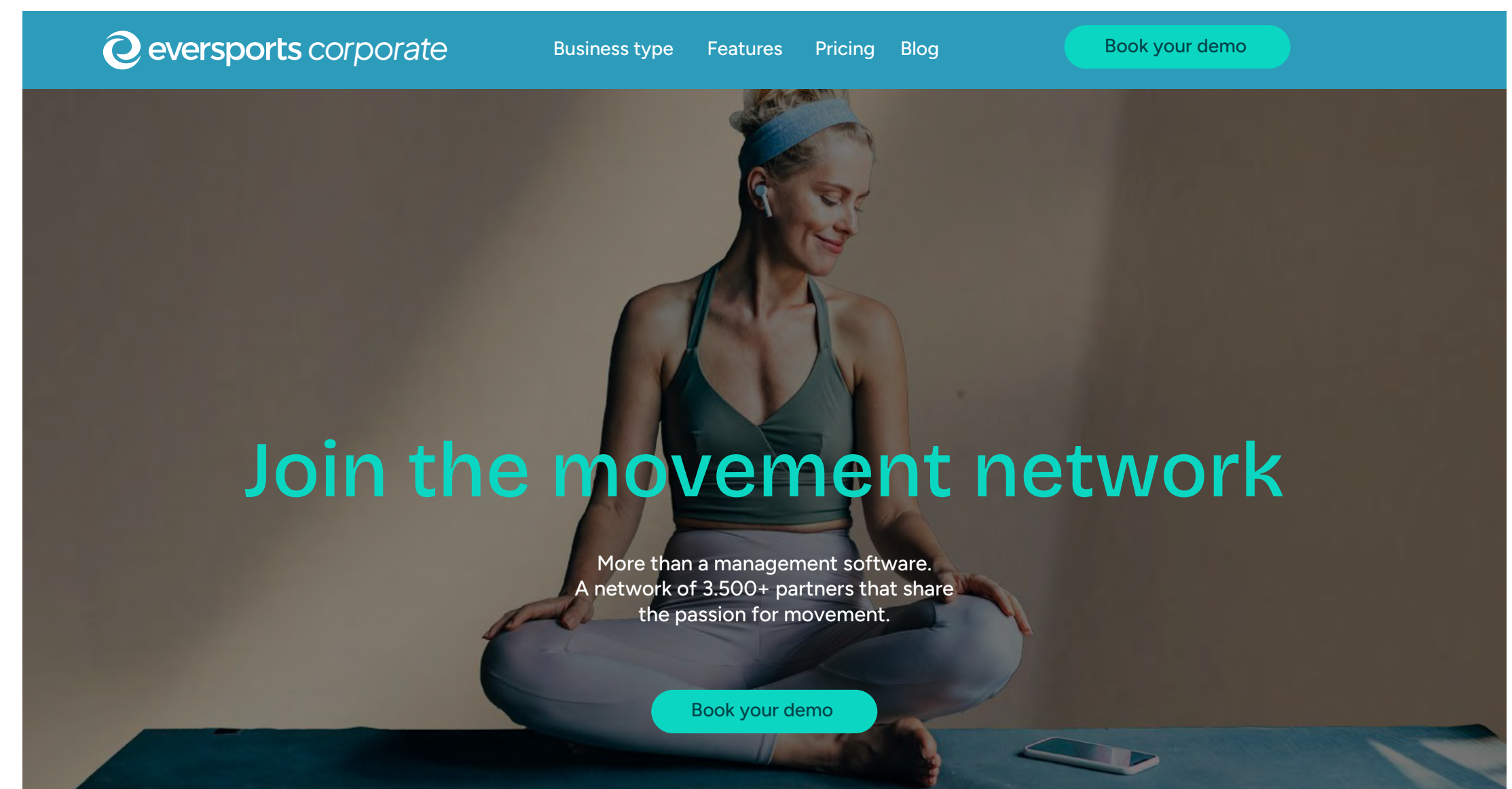
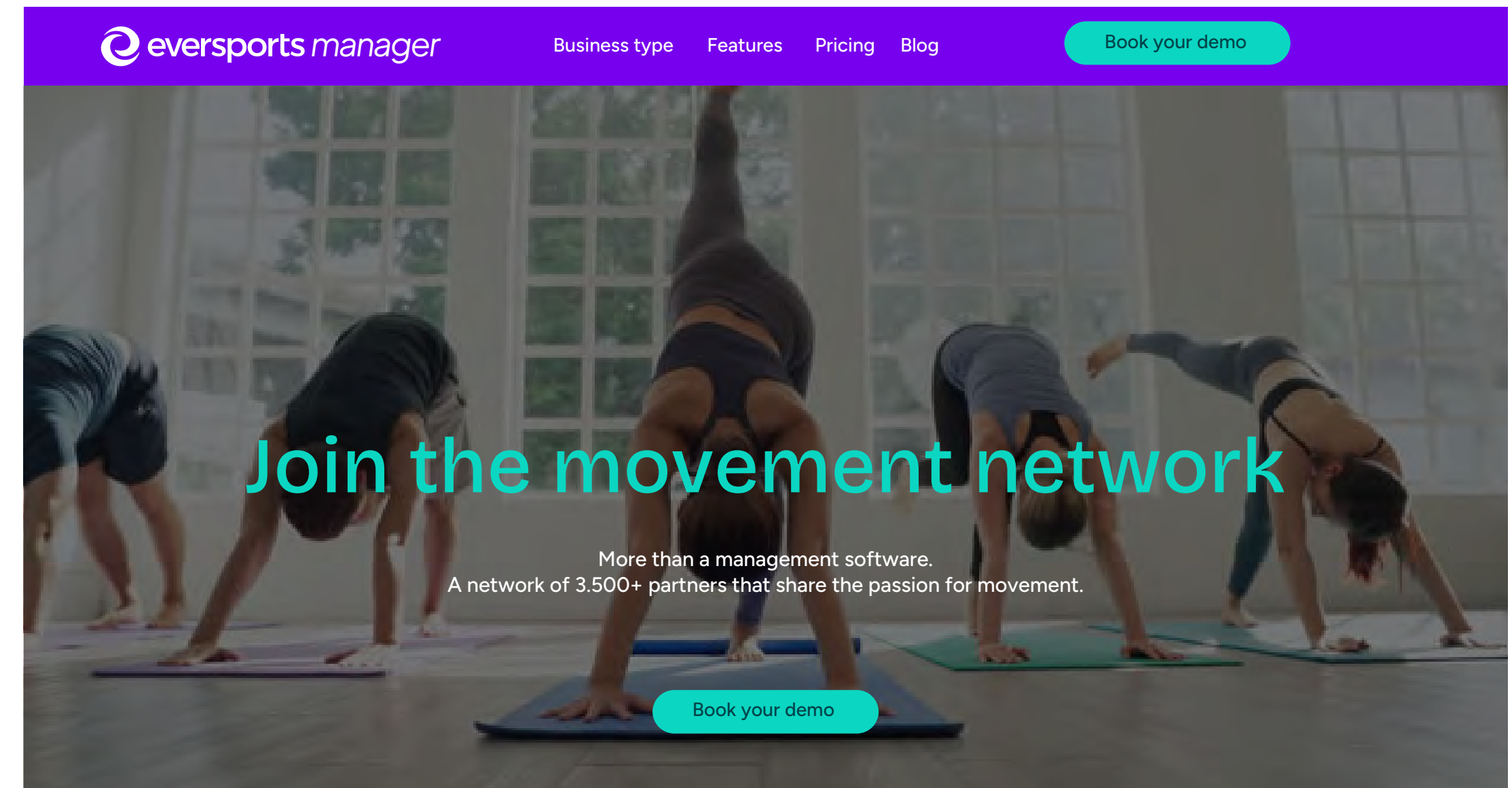
Sub-brand colours in use

These colours can be used anywhere the sub-brands are needed, as a visual aid to differentiate one from the other.



Sub-brand colours in use

Examples of how the secondary colours can play an important role when used in our specific sub-brand pages.



Typography

Aa

Our primary typeface is called BRICOLAGE GROTESQUE. It's a friendly font that creates proximity, with swirls and details that perfectly match our graphic world. It should be used for all main titles and short phrases in banners, marketing materials and social media posts.

We also have secondary typeface to be used online, for layouts with heavy information, small details or long text formats. It's the same font we have been using recently, the family FIGTREE.

Both of them are part of Google Fonts and can be downloaded for free:

<https://fonts.google.com/specimen/Bricolage+Grotesque>

<https://fonts.google.com/specimen/Figtree>

Bricolage Grotesque
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Figtree
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography in use

Use BRICOLAGE GROTESQUE as our main font for titles, banners and any marketing-based message.

Use FIGTREE for all body copies, buttons, technical information, long form texts on website, app and documents.

Join the
movement
network.

Book your favorite Sport, Fitness and Yoga activities. Discover thousands of classes, workshops, and courts in your city

KNOW MORE

—— Bricolage Grotesque

—— Figtree

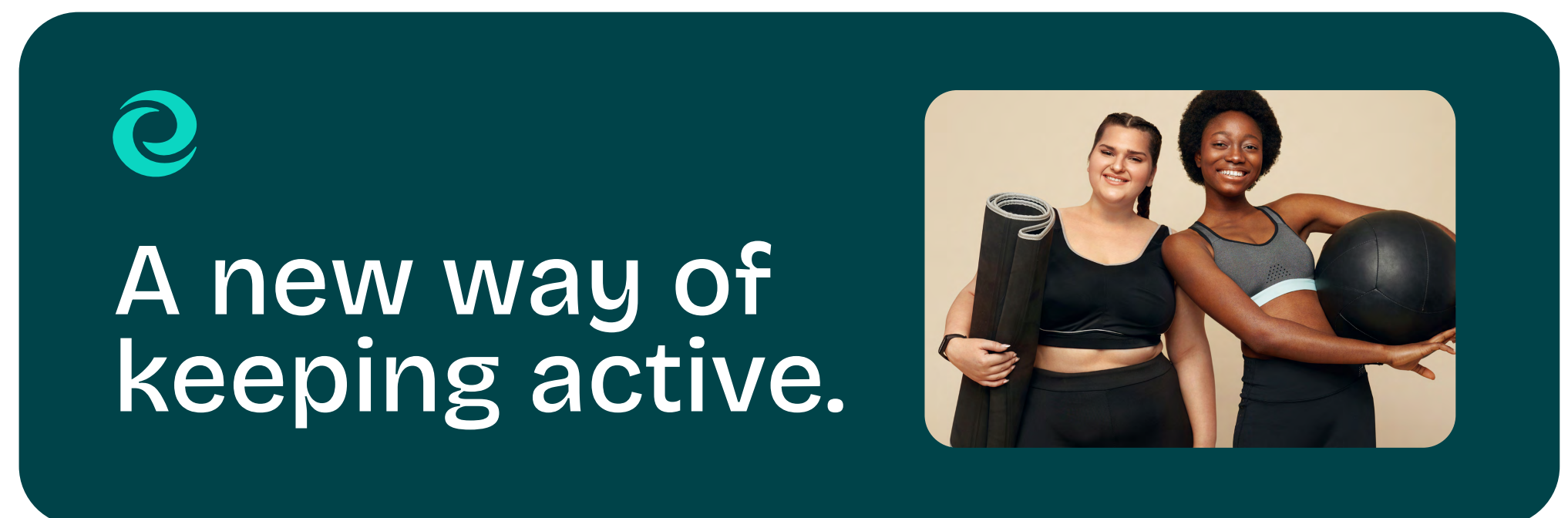
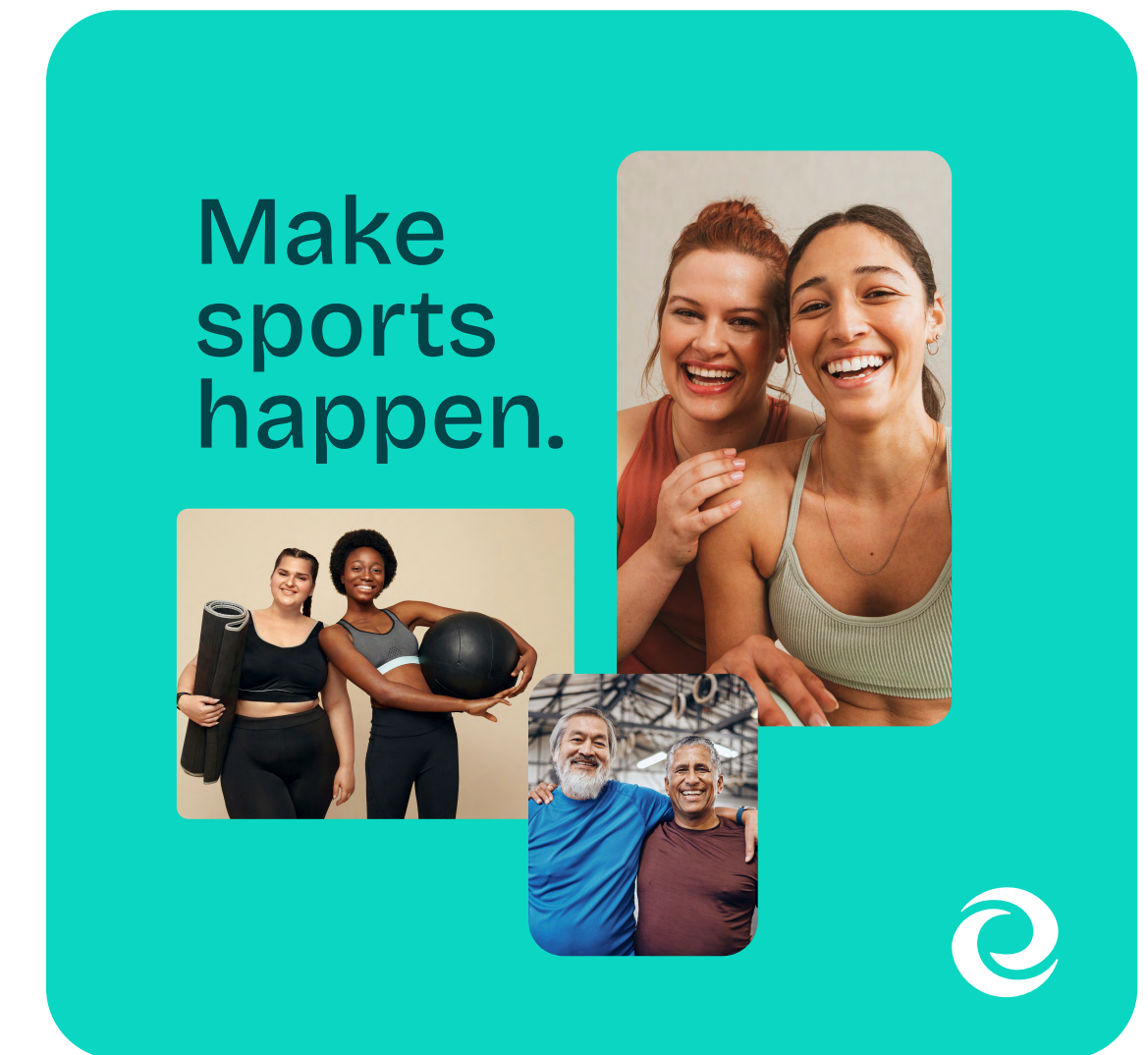
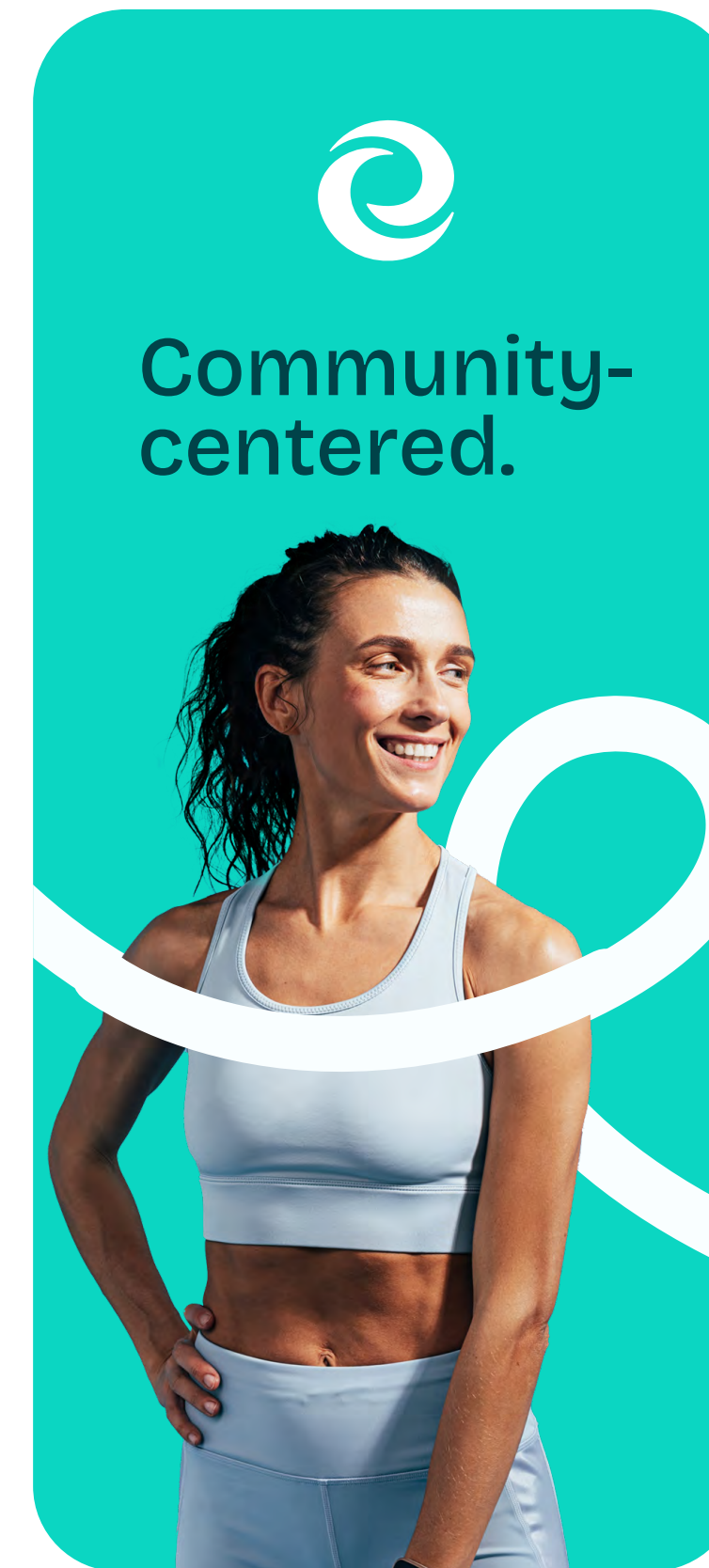
—— Figtree

The use of our symbol

The **E** symbol from our logo can become a powerful communication tool for our brand.

We can use it isolated as a graphic device to sign off specific pieces of communication and to make some layouts more interesting.

With time and the right usage, it has the potential of becoming our very own 'swoosh' - the brand element that we will always be remembered by.



Graphic Elements

02

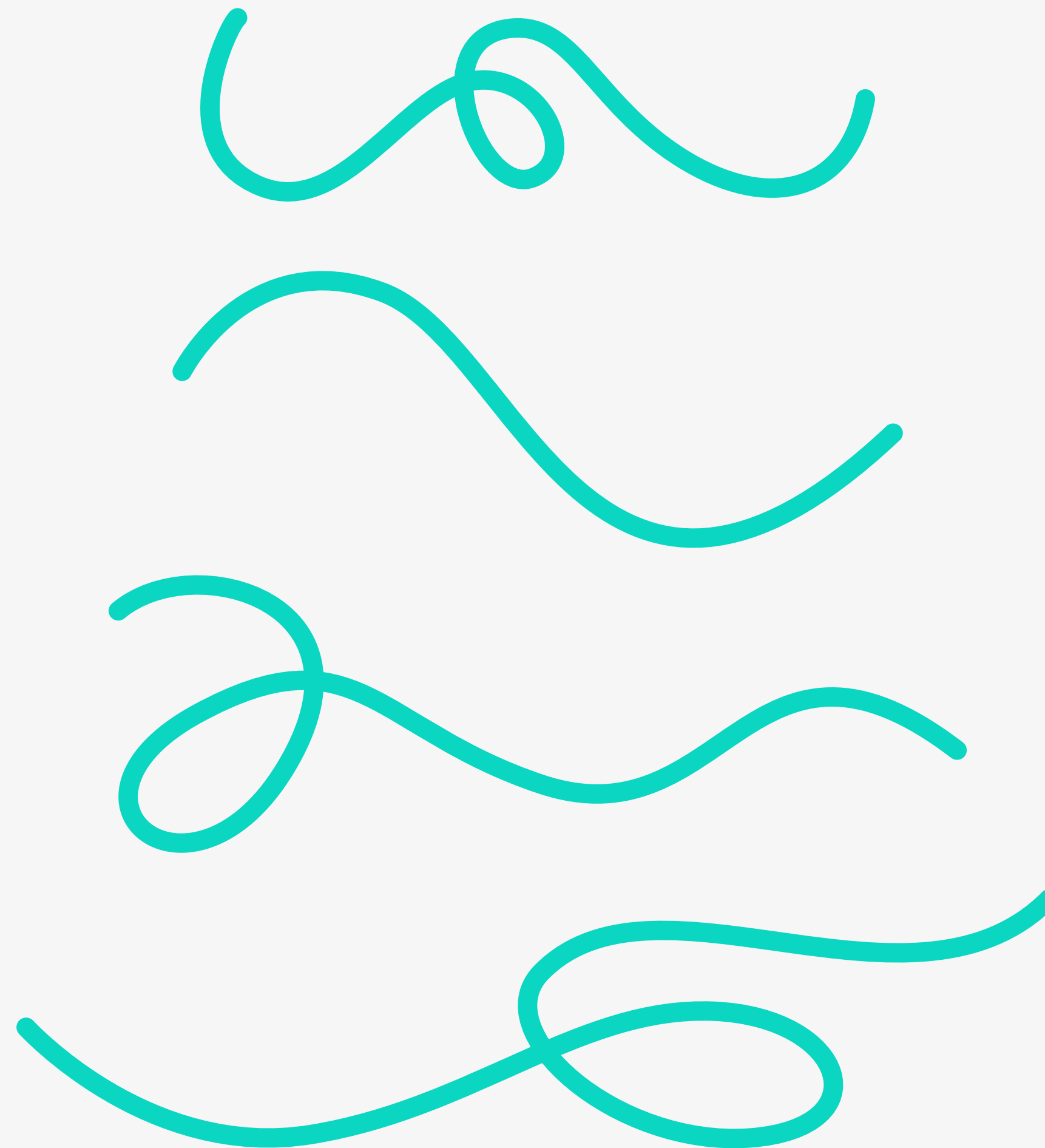
The connection Thread

The thread is the main graphic element in our communication.



We have a collection of threads of different lengths and thicknesses to be used in our materials.

These are all available in editable vector formats from our Toolkit.



Long Threads

Perfect for wide pieces or compositions with multiple panels



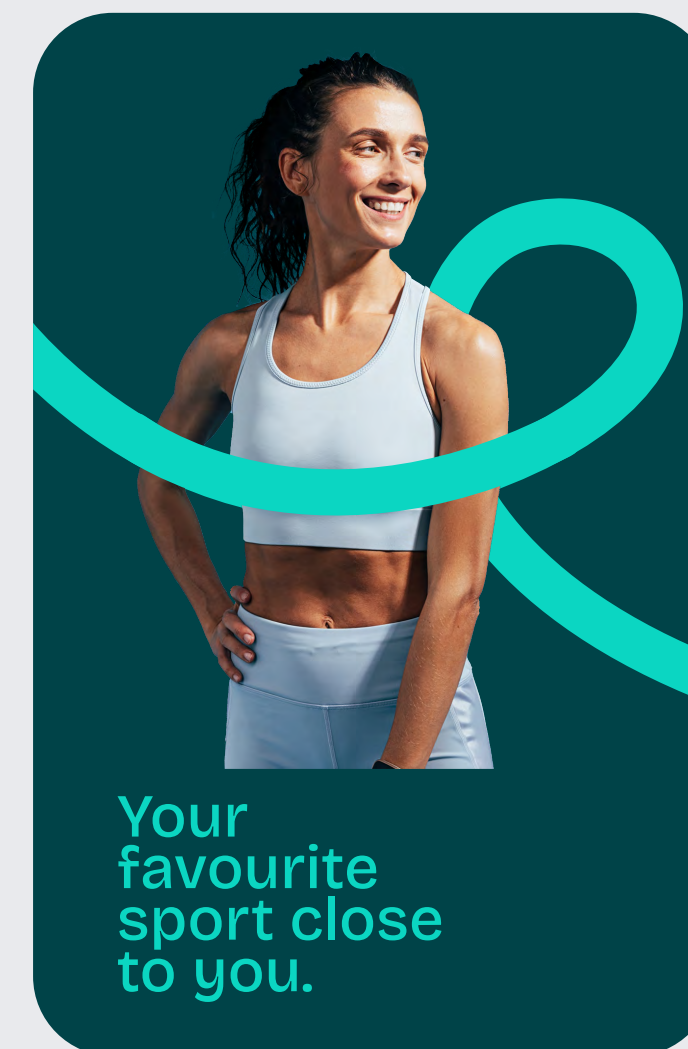
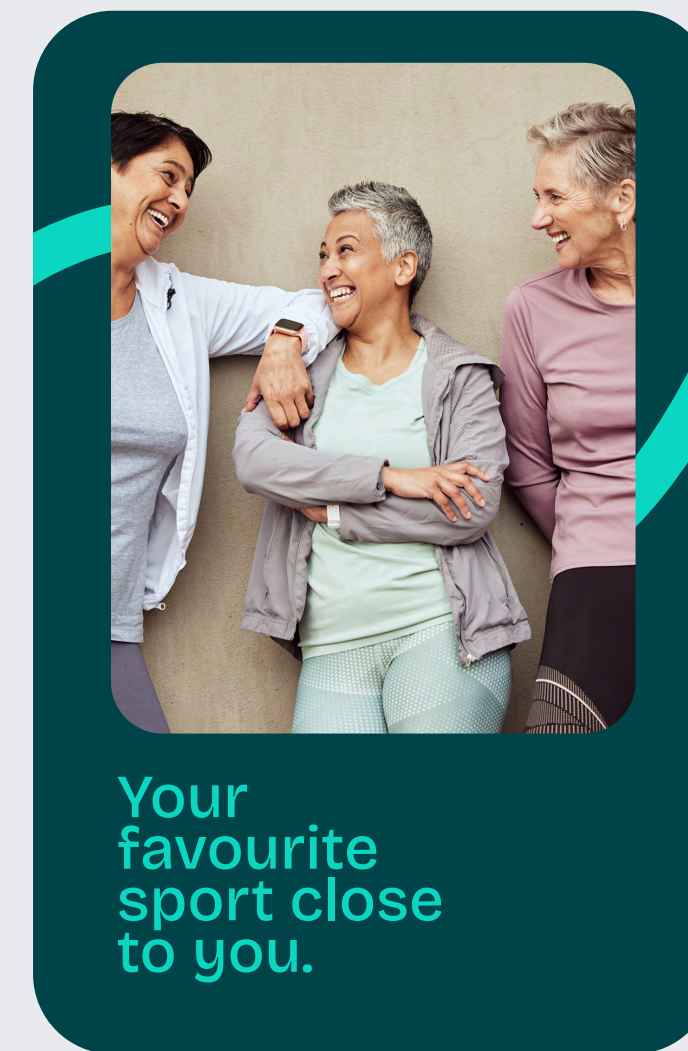
Short Threads

Perfect for square/narrow pieces or compositions with one single panel

The threads can be creatively used in 3 ways:



- ① As a decorative element in compositions without images



- ② In combination with one image (both cutout or full bleed images)

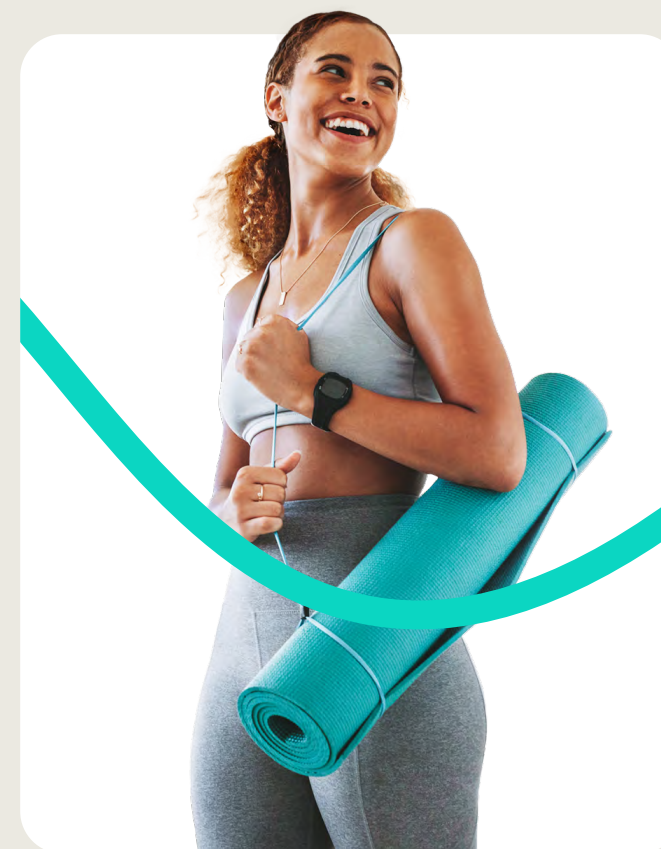


- ③ As a connector between different images in compositions with more than one panel

Pro Tip:

Whenever possible, try to create interactions between the thread and parts of the bodies of people, so it looks like the line is inside the image, as opposed to simply being behind or above it. This adds depth and makes the visual more interesting.

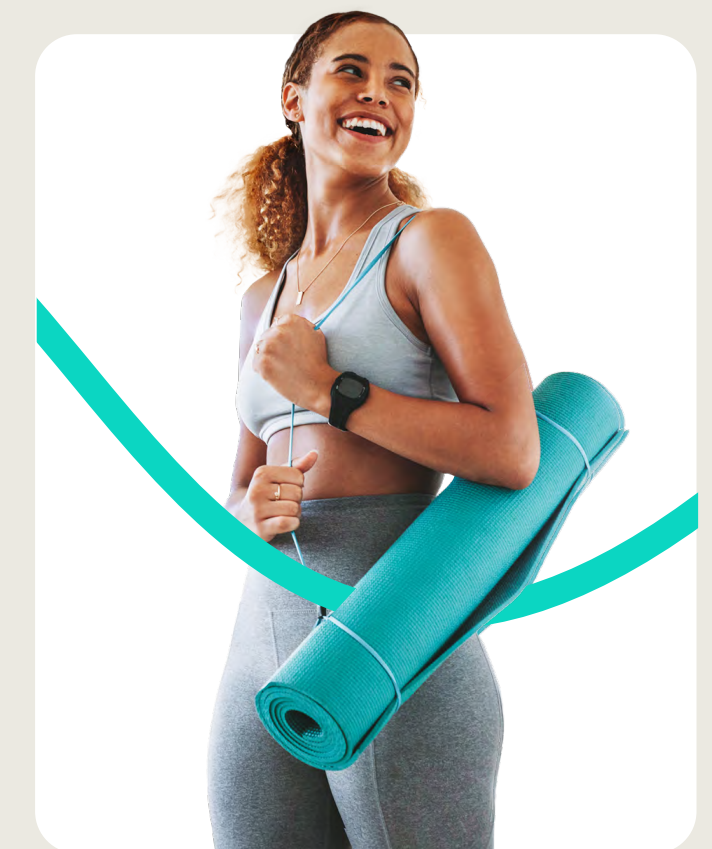
This is good.



Line above models

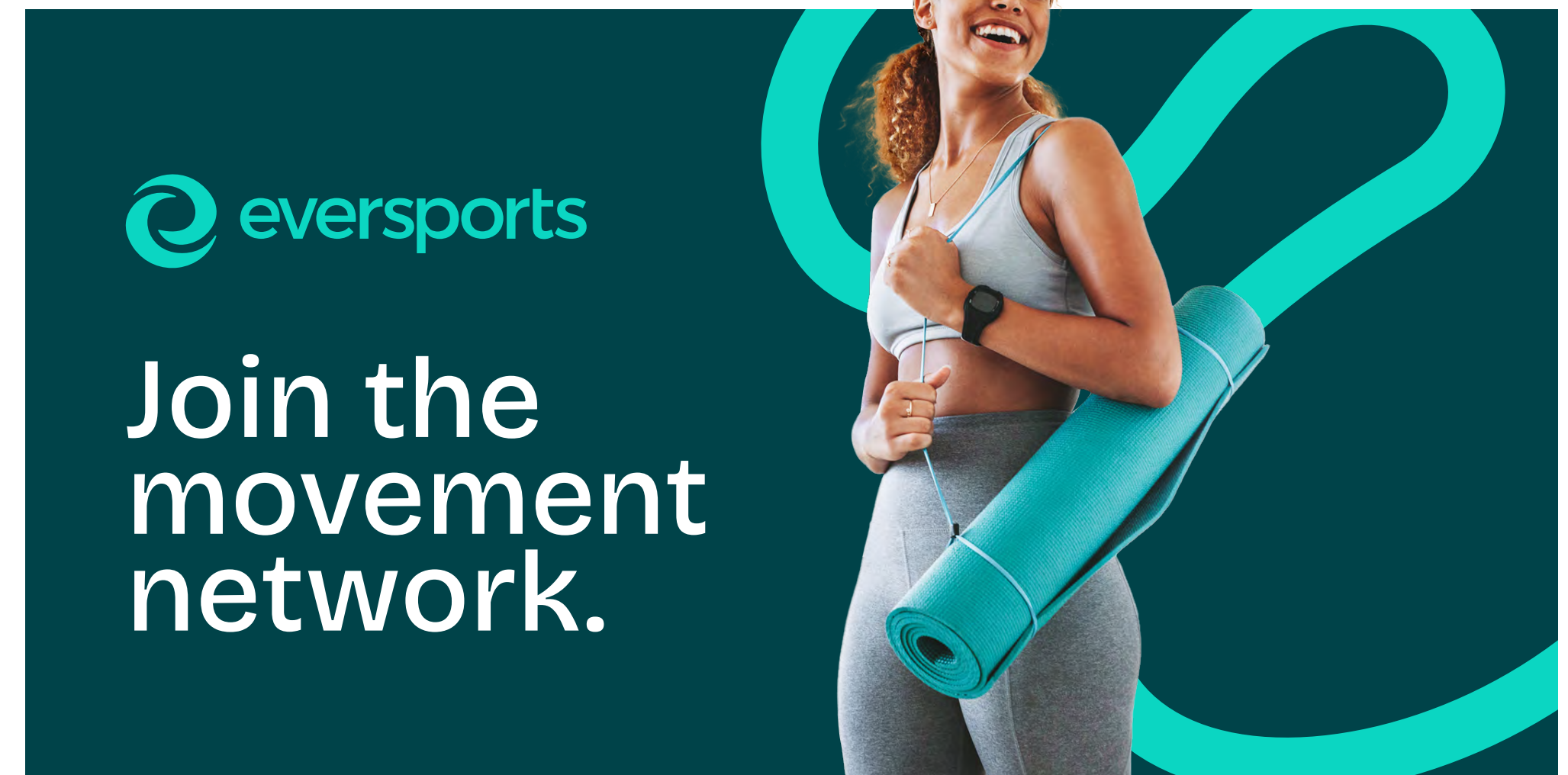
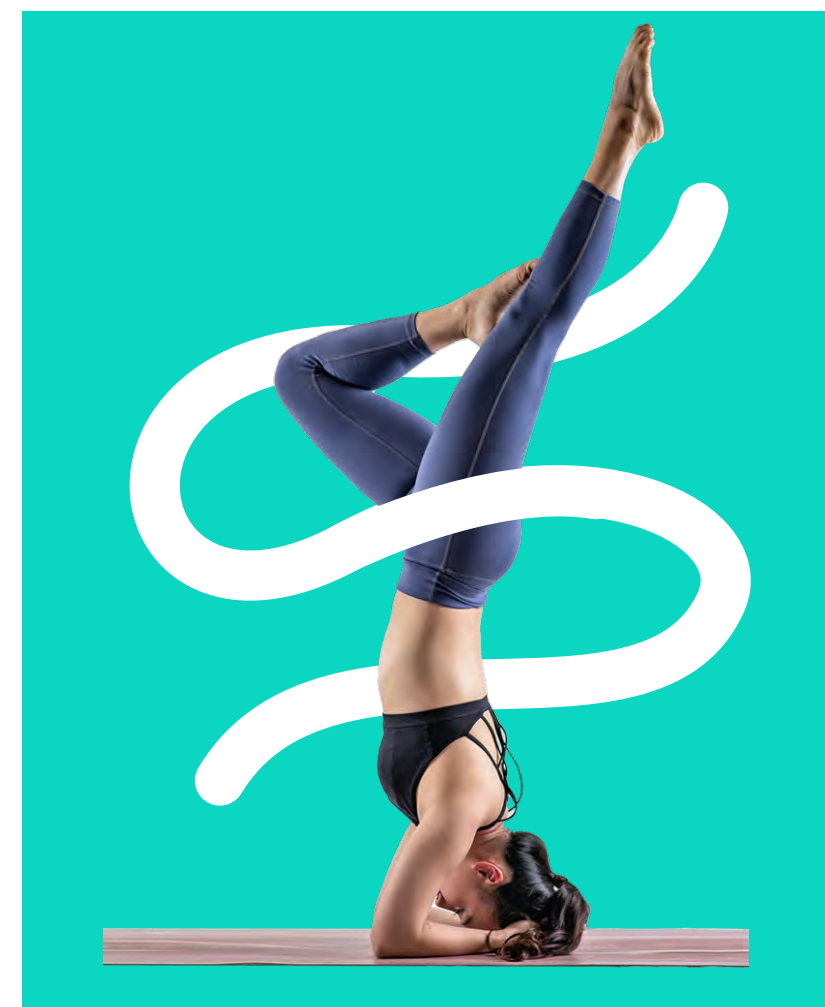
Line behind models

But this is better.



Line within the scene,
interacting with models

Examples showing how to use the threads creatively in different designs.



Dos and don'ts when creating your own threads

You can use the threads provided, but sometimes you might need to design your own lines, to match specific requirements from the layout you are creating. In these cases, please follow the instructions on the right, to make sure all new threads created are consistent.

Dos

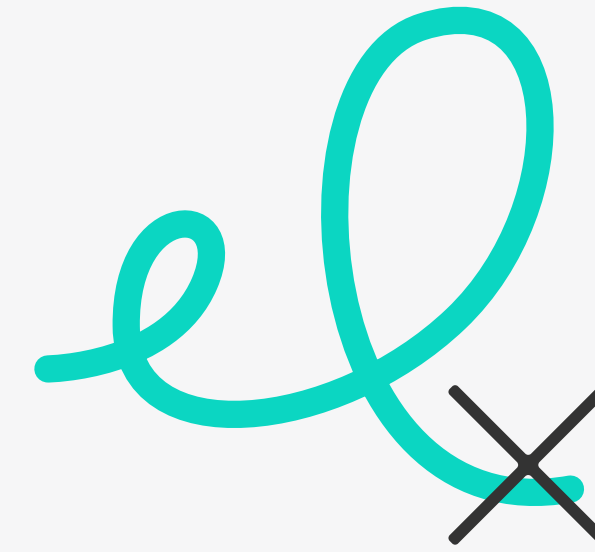


Mix long smooth waves with one single swirl



Make sure all curves are smooth and harmonic

Don'ts



Don't add more than one swirl per thread



Don't make the line too flat or lacking movement



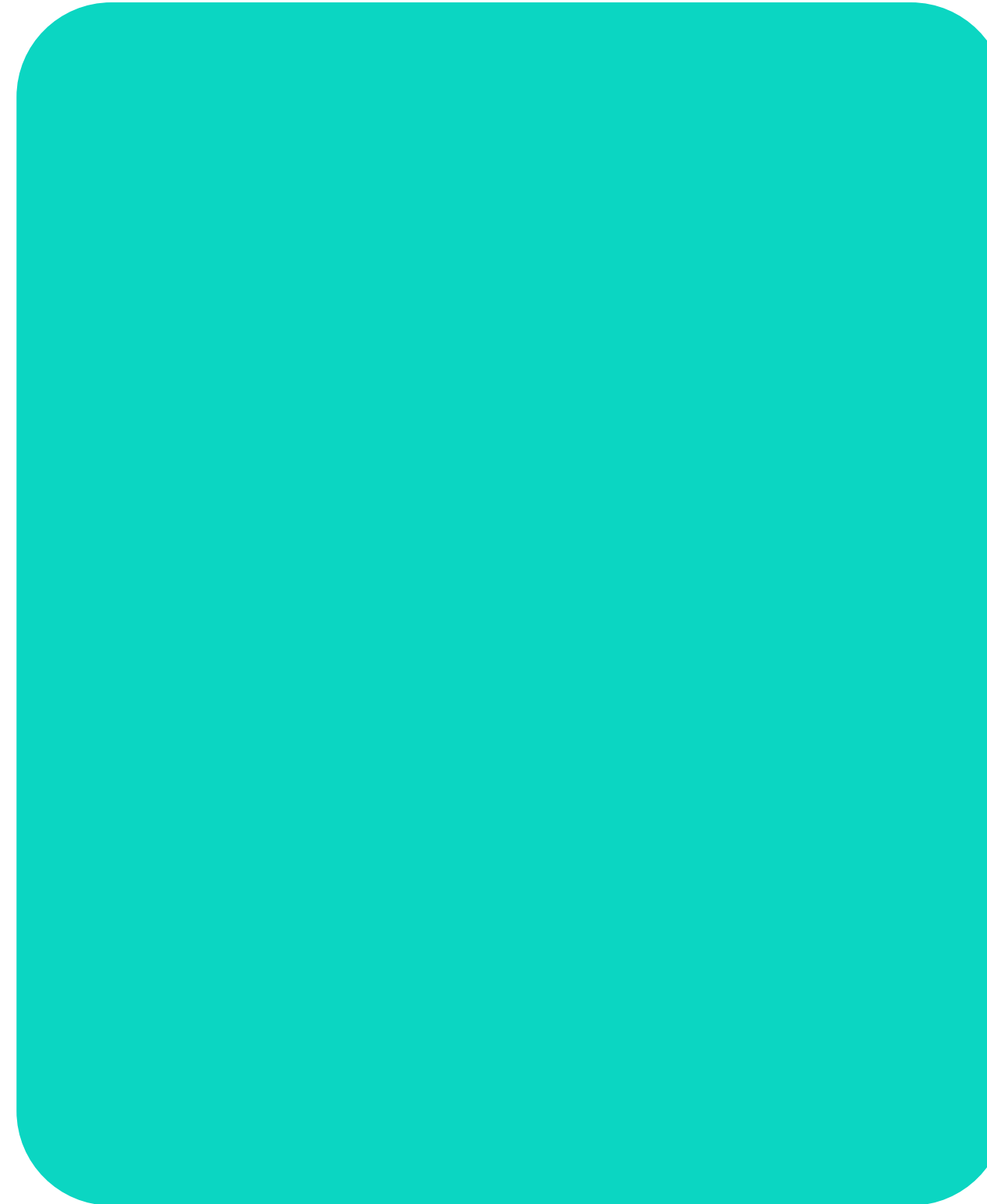
Avoid pointy curves that don't look smooth



Avoid swirls that look squeezed, make sure the curves are broad

Our boxes & containers

Following the round forms from our logo, let's adopt round-corner boxes as our style for shapes.




This logic can be applied to all boxes used in our visual world and become a simple and effective asset that helps communicate lightness and refinement, even when we don't use the thread.

Say hello to your new health attitude.




eversports



Your favourite sport close to you.


Like-minded community near you.



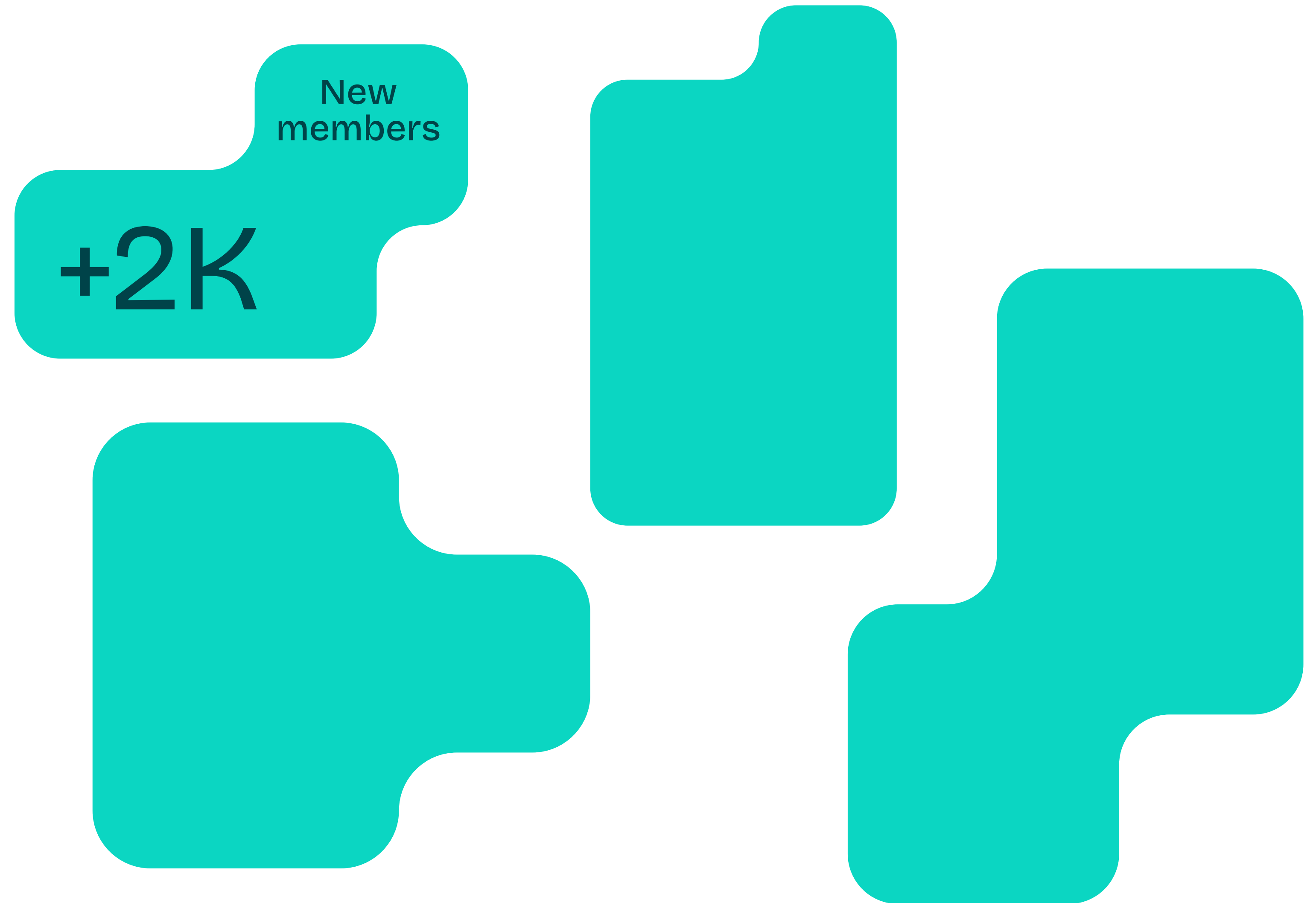
eversports

Classes Sports

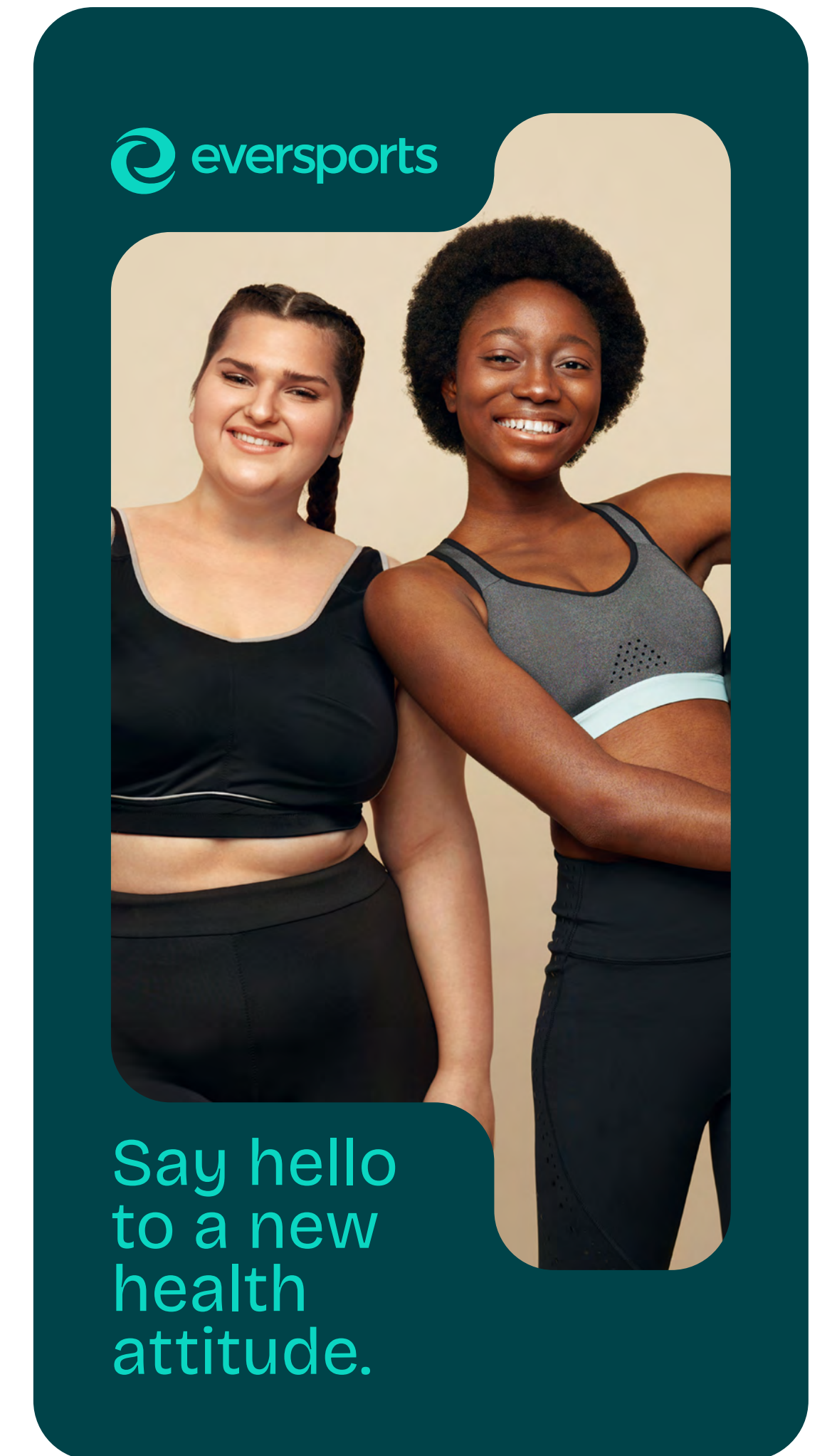
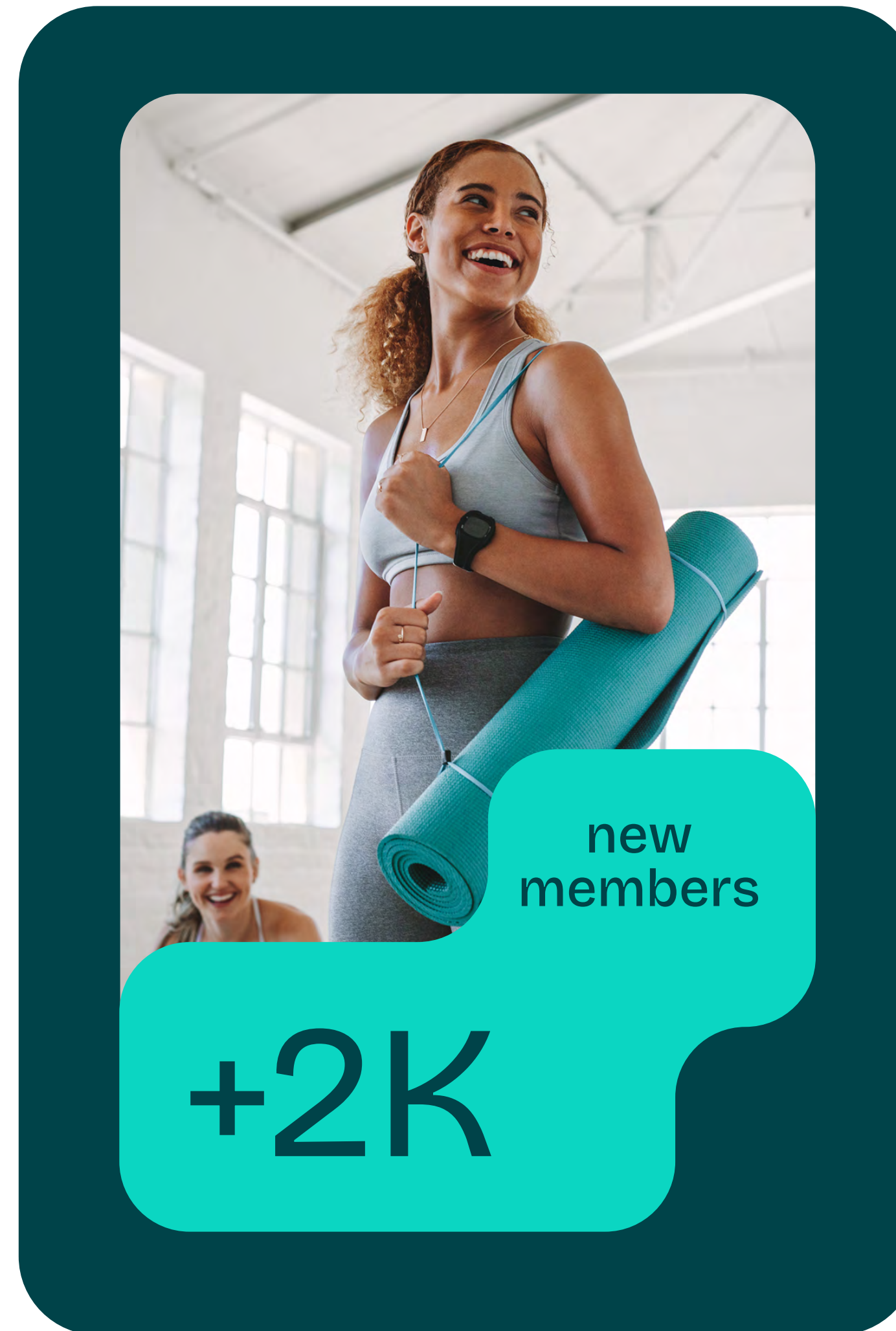
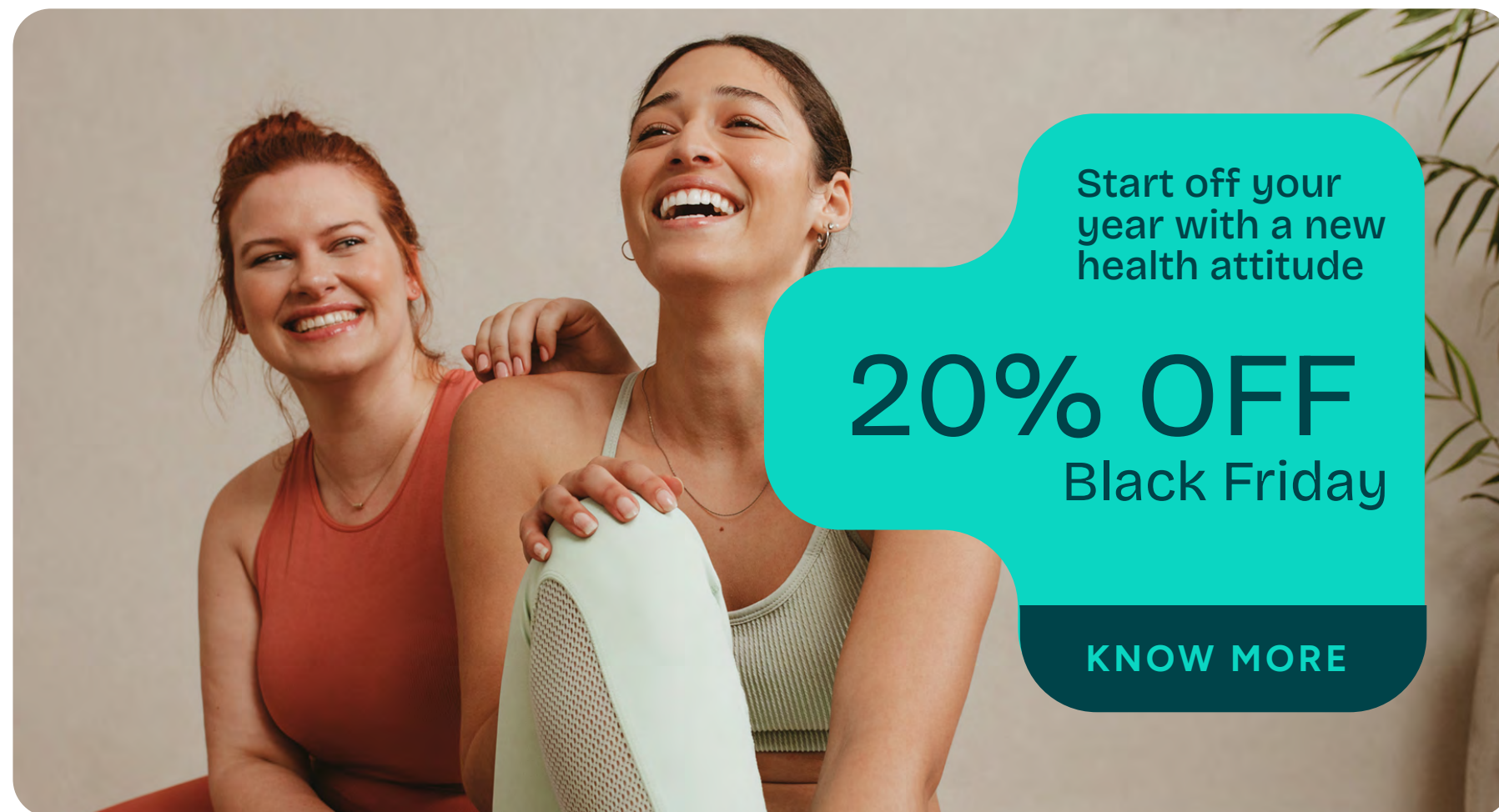
Choose your classes



As well as simple round-corner containers, we can also join different boxes together and then apply the round corners to the resulting shape, creating an almost limitless array of options to make our communication even more unique.



More examples.



Photography

03

Our two types of images

Our brand world is built with two types of images:

- **Hero shots** - images with one single person cutout from the background
- **Full bleed shots** - group shots with background, ideally showing more than one person and set in a real environment



Hero shot



Full-bleed shot

Hero Shots

For the hero images, we should prioritise studio shots with blue or green backgrounds. This will help, since the tones of the clothes / skin of the model will match our palette when we cut them out from the background.

Choose images with a light and positive attitude. If the model is doing an activity, make sure it looks natural and not too extreme/hard performance-based.



Full Bleed Shots

For all other images, we should show groups: always more than one person in a light and natural attitude. Friends before or after a physical activity, in a fun atmosphere.

Pick light coloured backgrounds, nothing too dark or with artificial filters. We should strive for lightness and environments that look real.

Diversity and body positivity should be aimed as well. We want diverse groups, with multiple ethnicities, ages and all types of bodies.



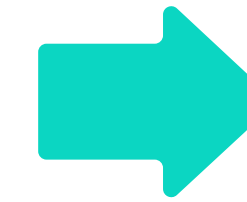
Hero shots - colour tip

When buying stock photography, not always our brand colours will be represented in the image. So, sometimes it's a good idea to retouch certain elements of the image to incorporate tones close to our primary palette, **specially when working with hero shots.** This will increase our ownability of the image and make it dialogue with our brand. We should strive for naturality, though. The retouching should not be overwhelming and it needs to feel real.

This is ok.



Original colours from the
stock photography



But this is better.



Retouched colours, adding our brand
tones to the image in a natural way

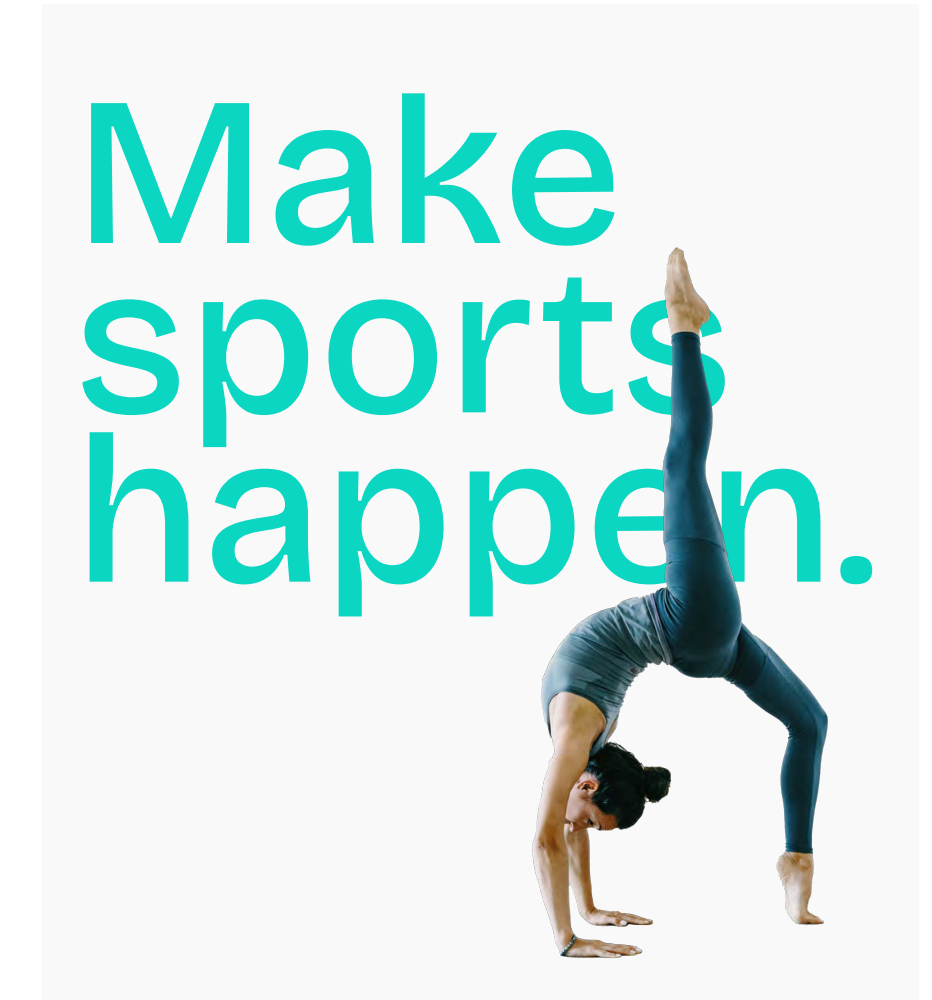
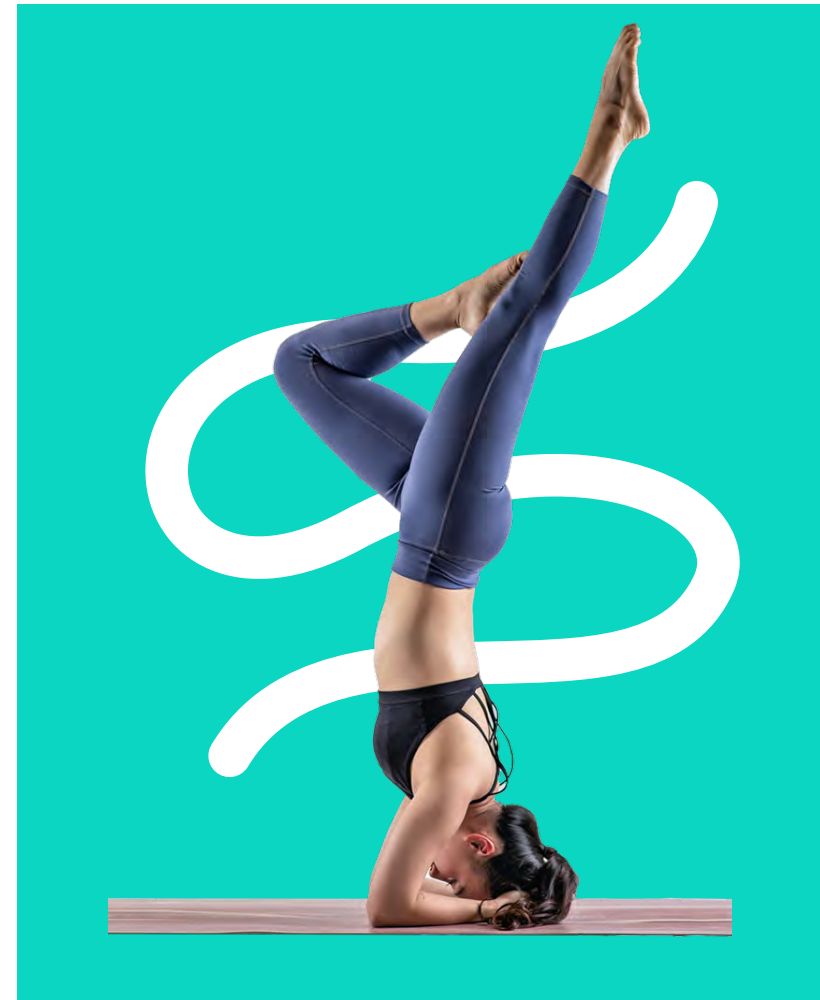
Getting creative

04

Now that we are familiar with our brand assets, it's time to make good use of them. This chapter presents some good visual ideas to inspire you to create great communication for Eversports.

Use cutout photography

Cutout models offer many options for interesting layouts. For instance, you can use this design element against flat background colours, combined with our line threads, text headlines or our *E* symbol.



Experiment with typography + layered images

Typography can also be a great tool for eye-catching designs. Experiment with bold typographic pieces layering our images behind or above it.



Make good use of our rounded boxes

Our round-cornered boxes can be used in countless different ways to create dynamic pieces of communication that never feel boring. Here are some nice examples of what can be done with them.



The box used to create a simple frame for an image

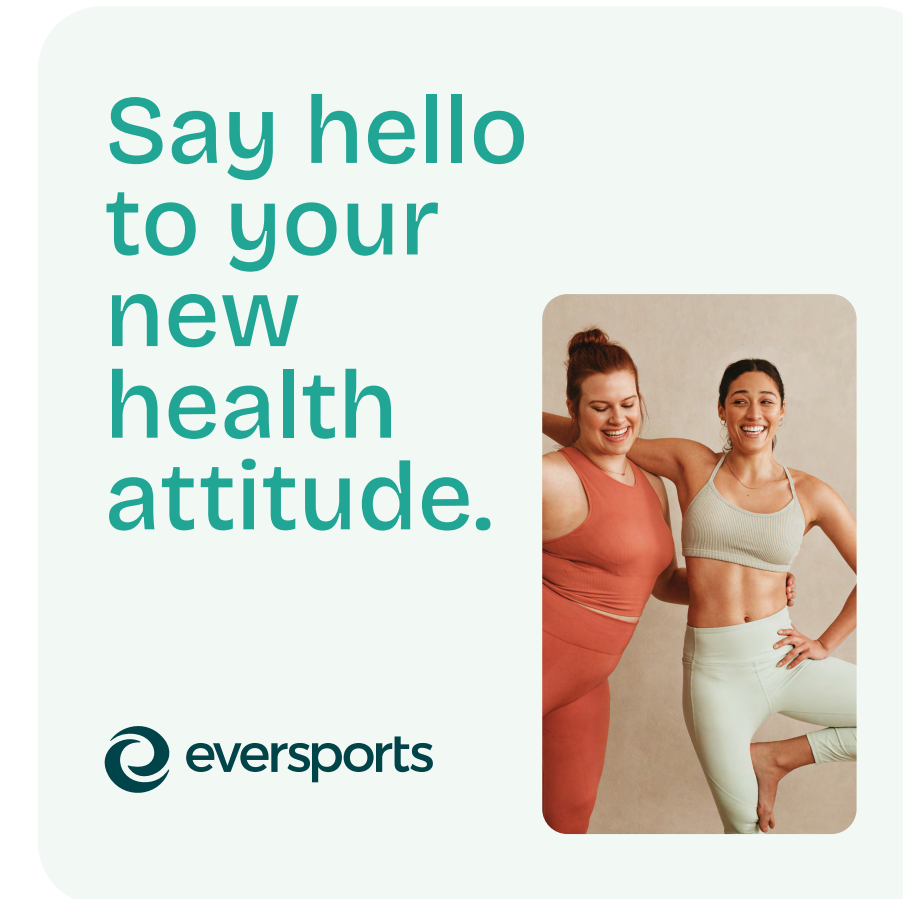
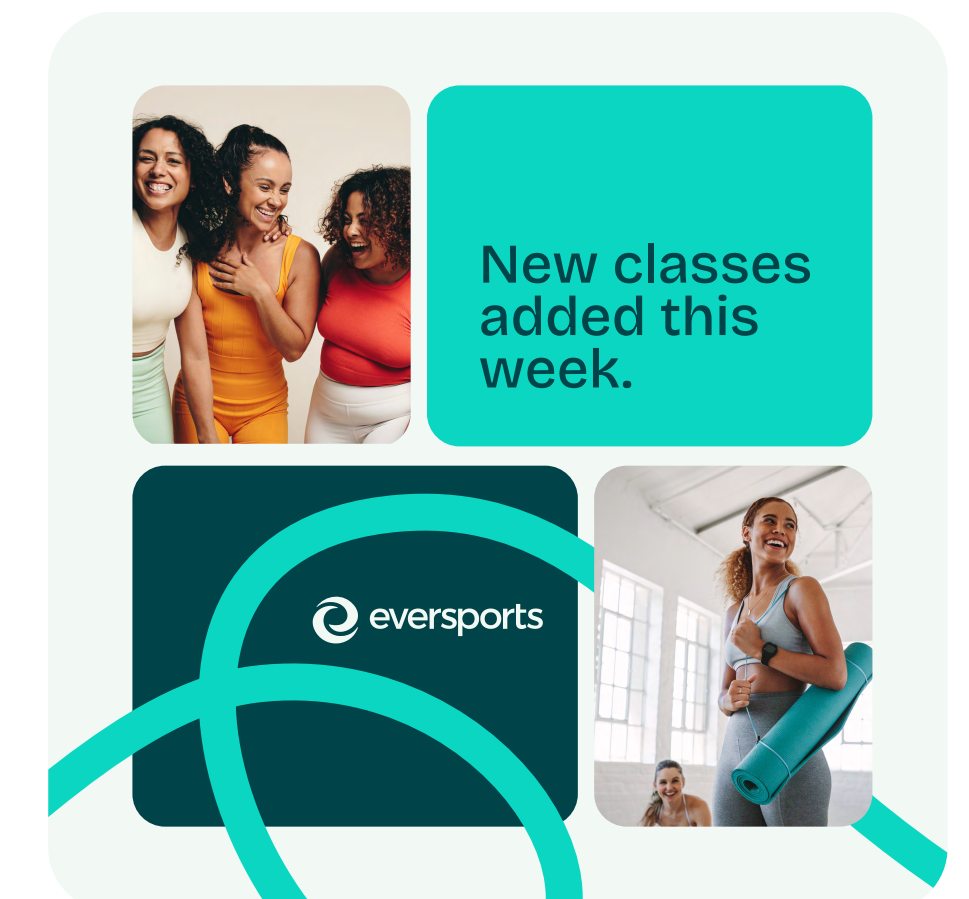


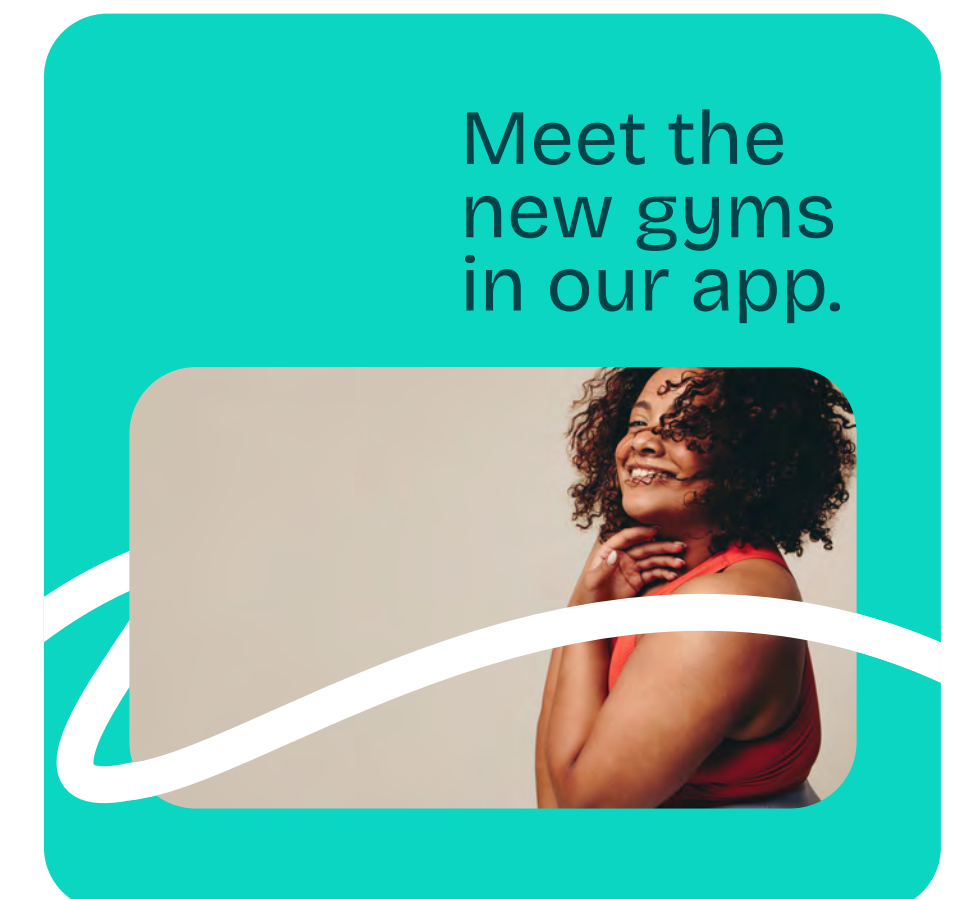
Image in a small box with copy



Several boxes used together



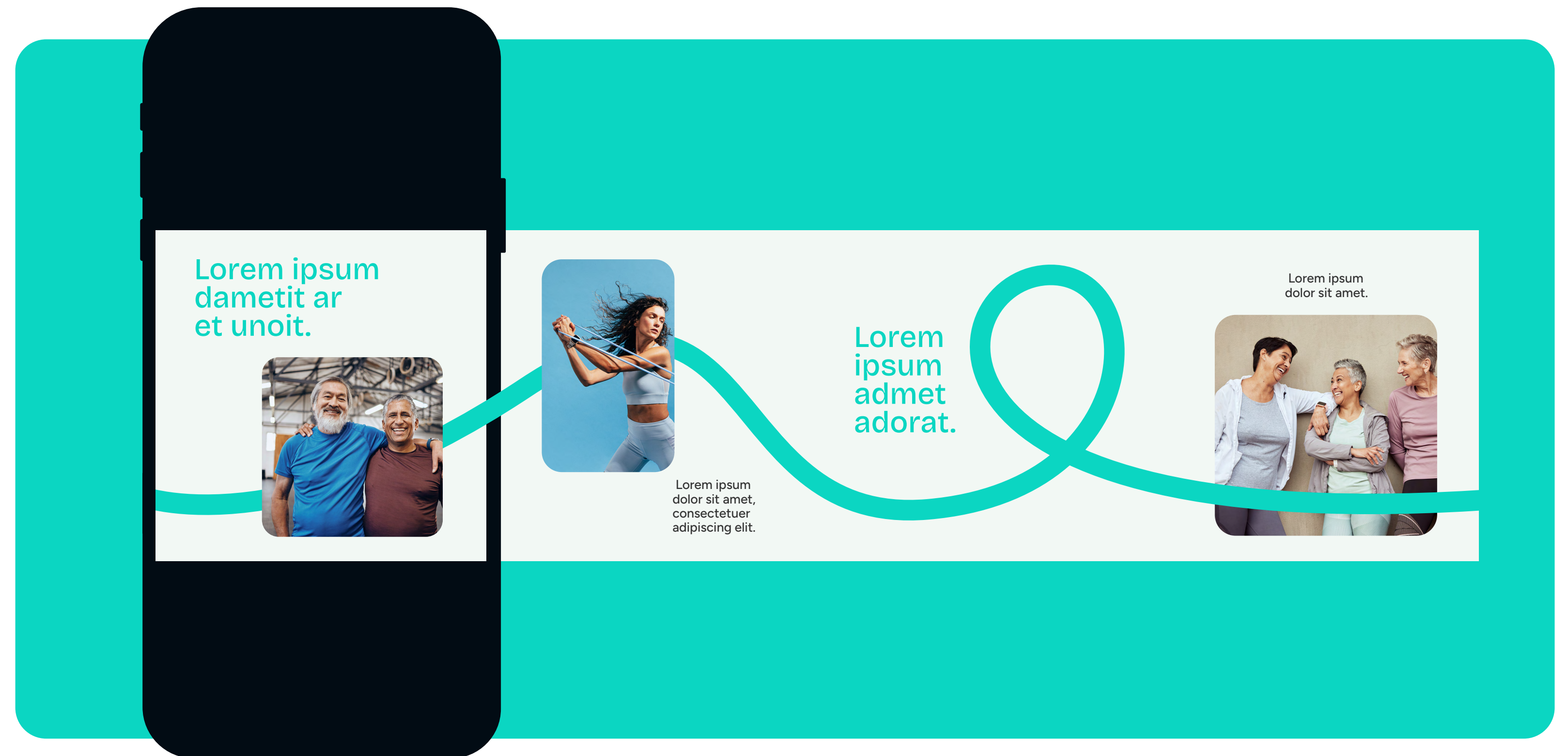
Merging boxes of different sizes to create unique shapes (as seen on page 32)



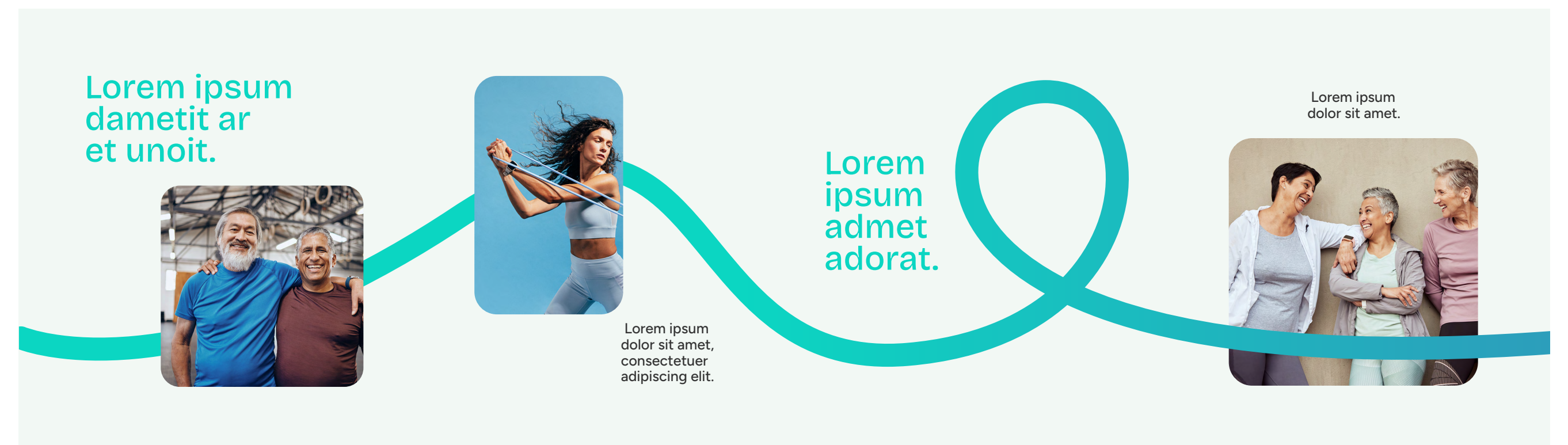
Box interacting with thread

Use the thread in carousel formats

Carousels are another example of formats where we can use the thread creatively. Experiment creating one continuous image with your message spread out along the thread.

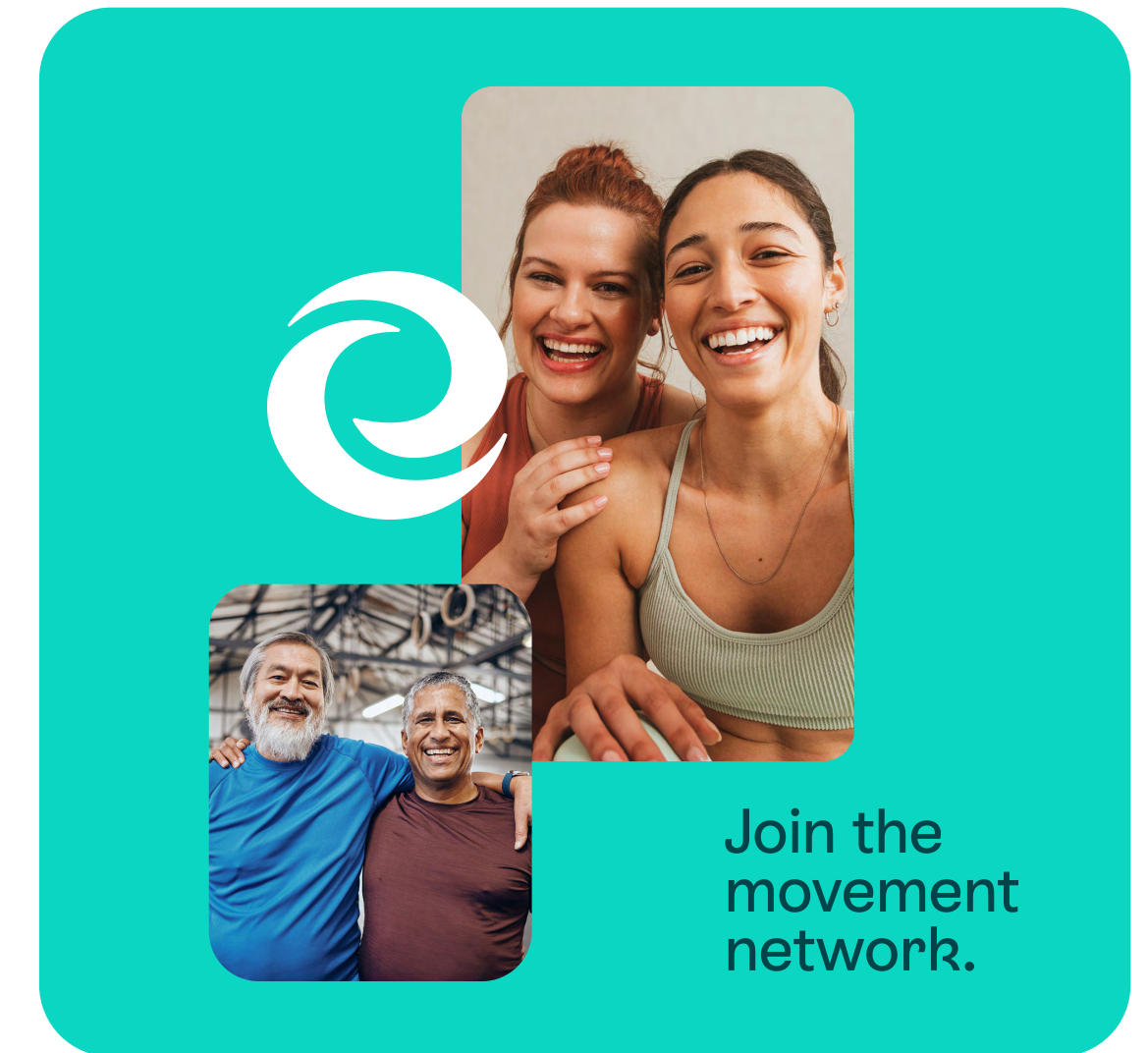


Pro-tip: when the background is white, you can also fill the line thread with our gradient.



Use our E symbol as a design element

Don't limit yourself to using the *E* symbol just in the logo. It's a great element to be actively used in our layouts.



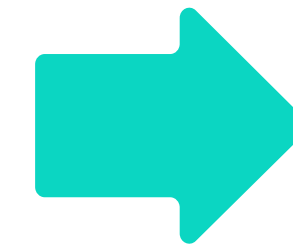
Strive for variety

A rich brand is a brand that explores different ways of communicating. Instead of simple text over an image, try to be varied and multifaceted when creating your visuals.

Instead of that...



Simple text over image



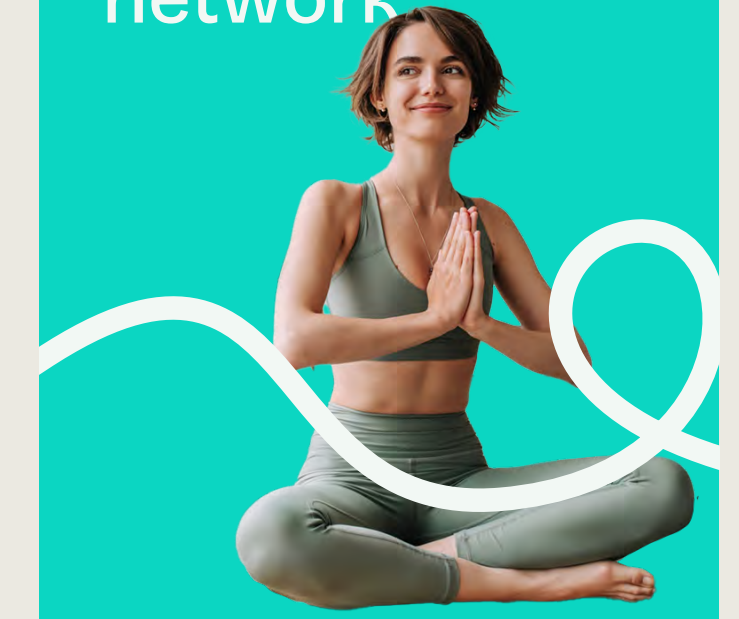
...we should do that.

Join the movement network.



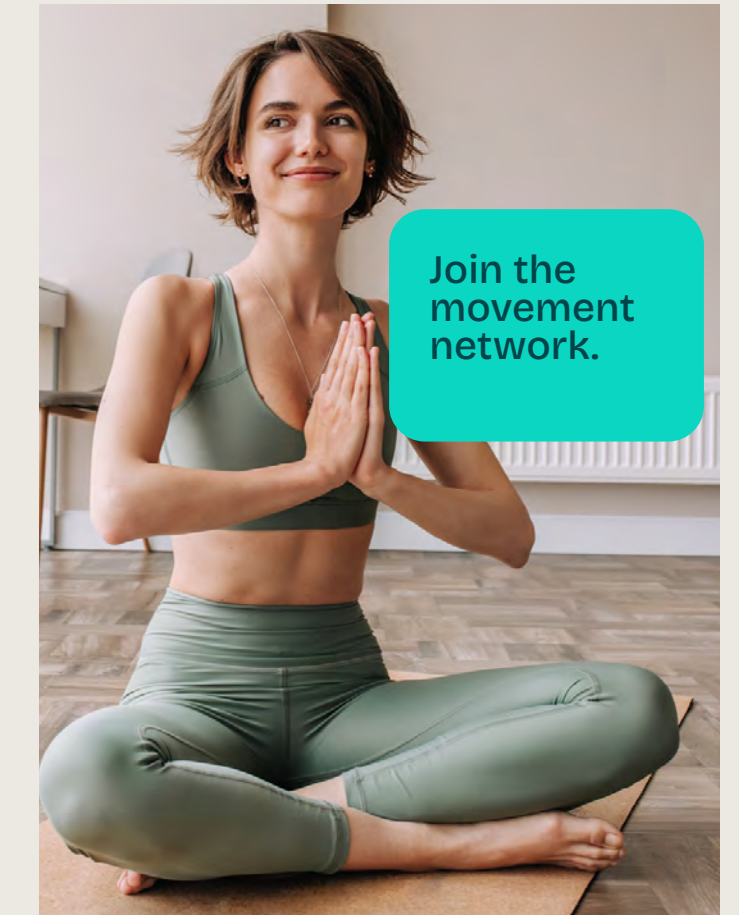
eversports

Join the movement network



eversports

Join the movement network.



Several different types of layouts that are visually connected but don't feel boring

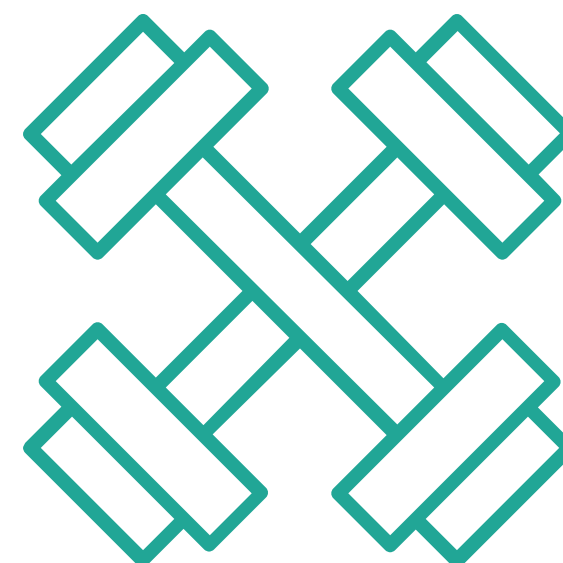
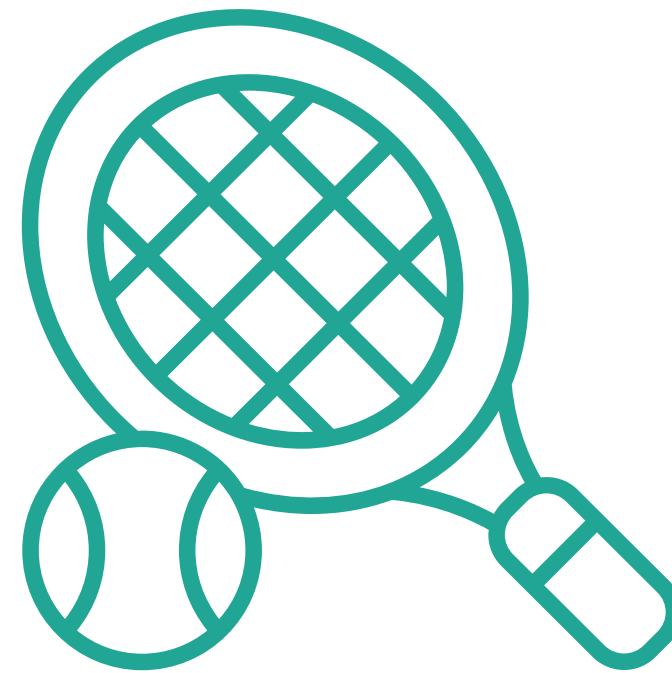
Other assets

05

Icons and illustrations

When working with icons, try to find images created with outlines, rather than filled in shapes. This will help them fit into our universe better.

Try to keep the same line thickness for all icons used together, so they feel like a uniform family.



Animation

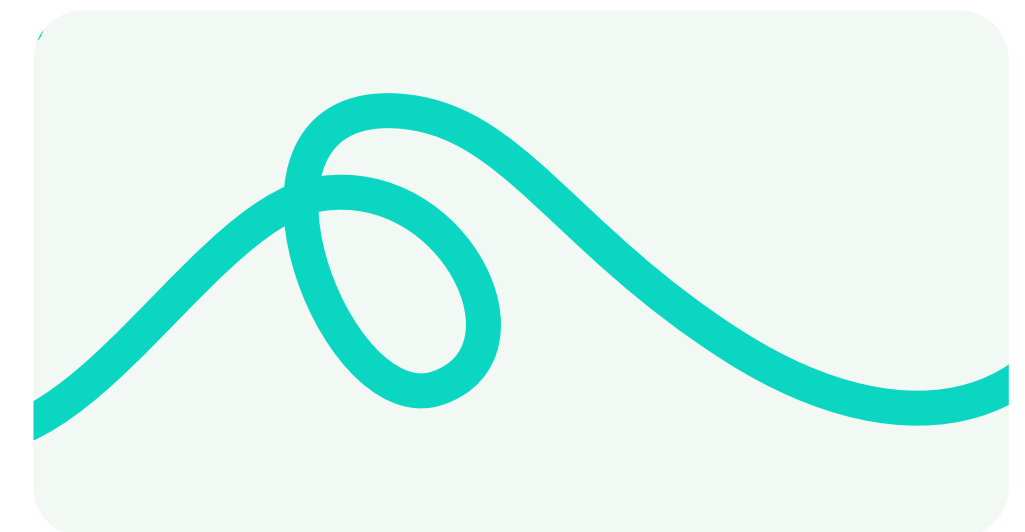
Our threads are great for animation as well. We can use them creatively for motion-based content, like the examples beside.



A single line that starts small and unravels around the model, embracing the person



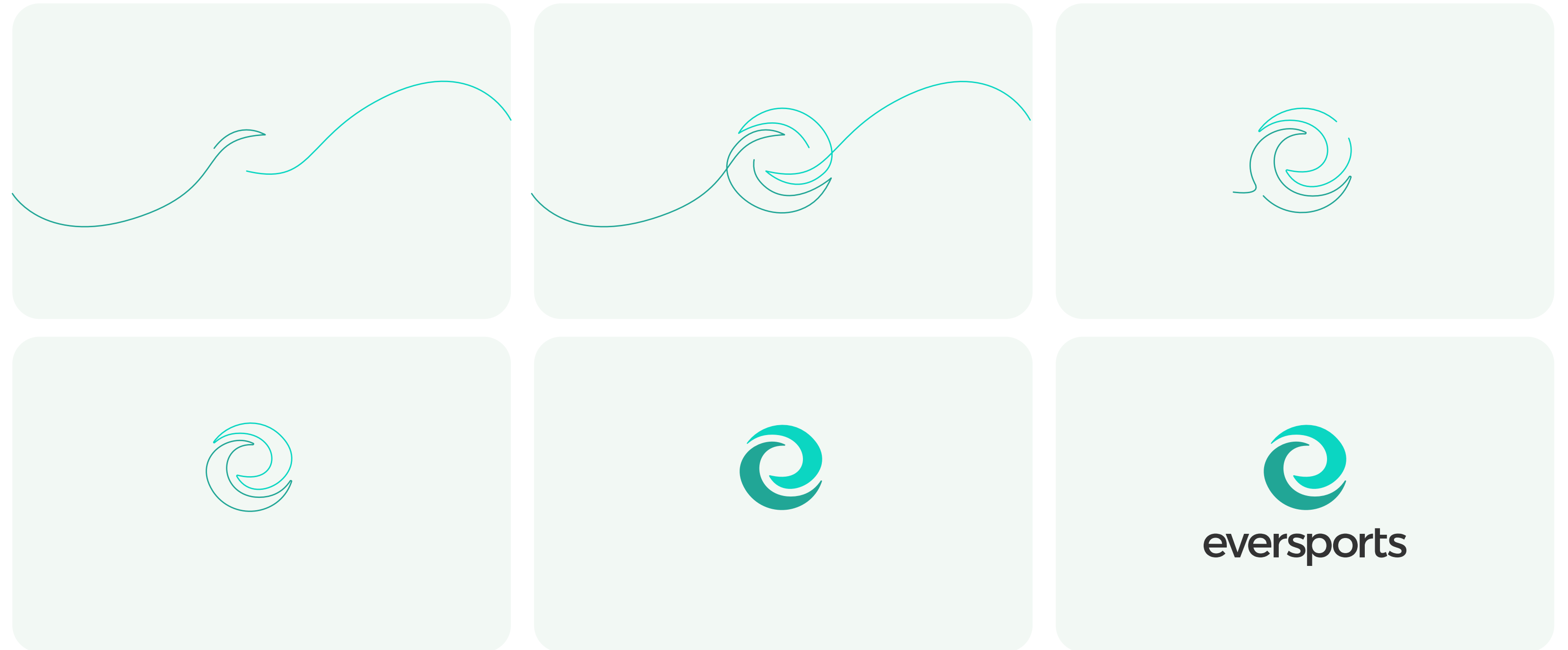
Two lines coming out of the page and intersecting in a beautiful smooth movement



A single line coming from outside the screen and unravelling itself in a nice smooth movement, forming one of our threads

Sign-off Symbol Animation

We can also create an animated sign-off for our videos with two threads that quickly unravel to form our *E* symbol.

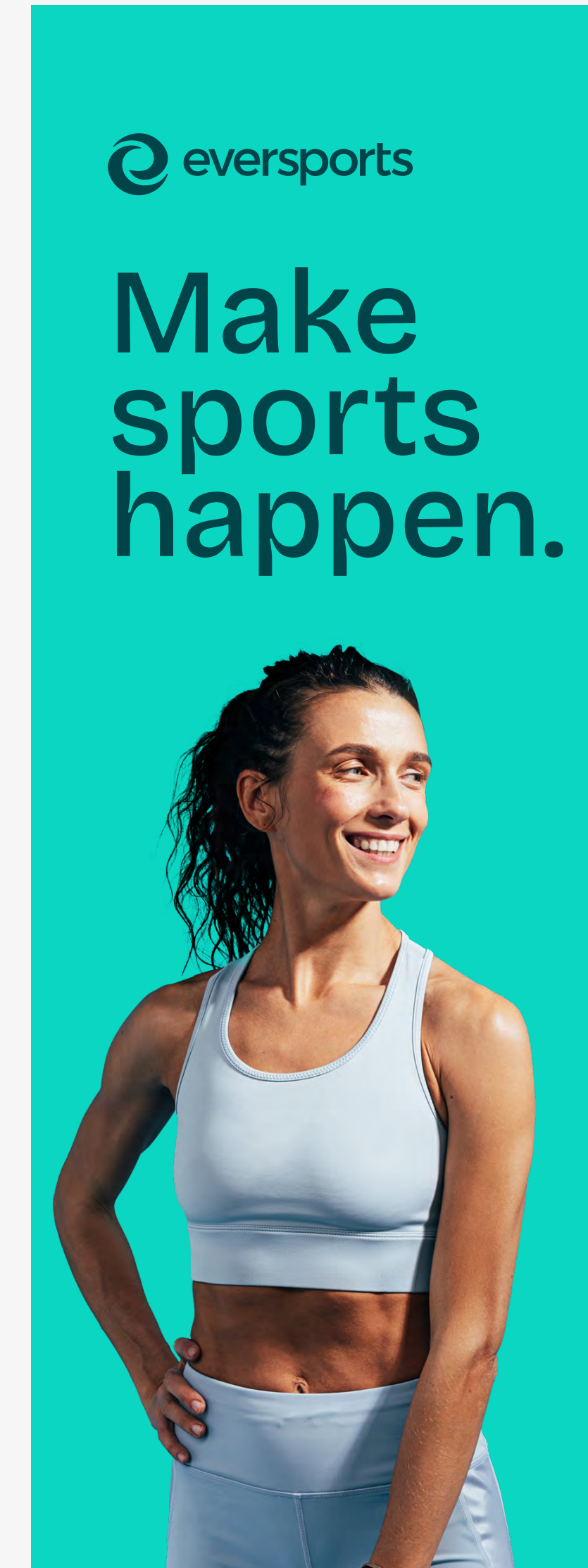
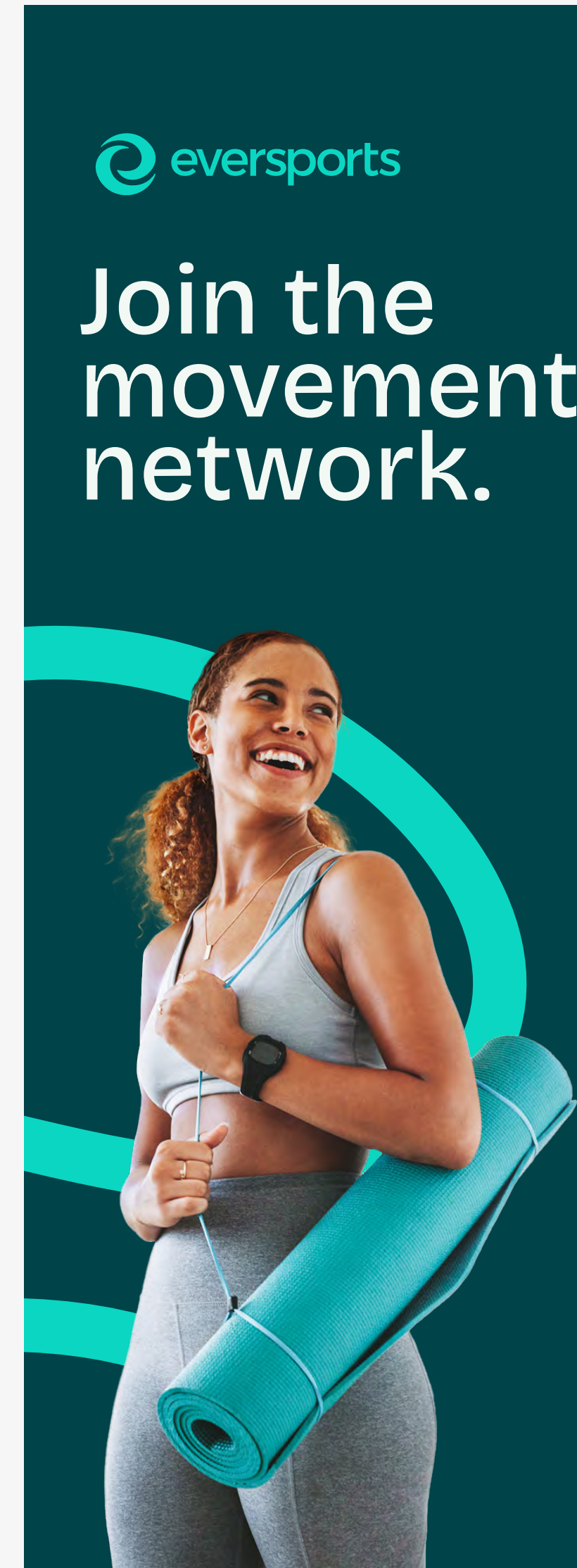


Templates

06

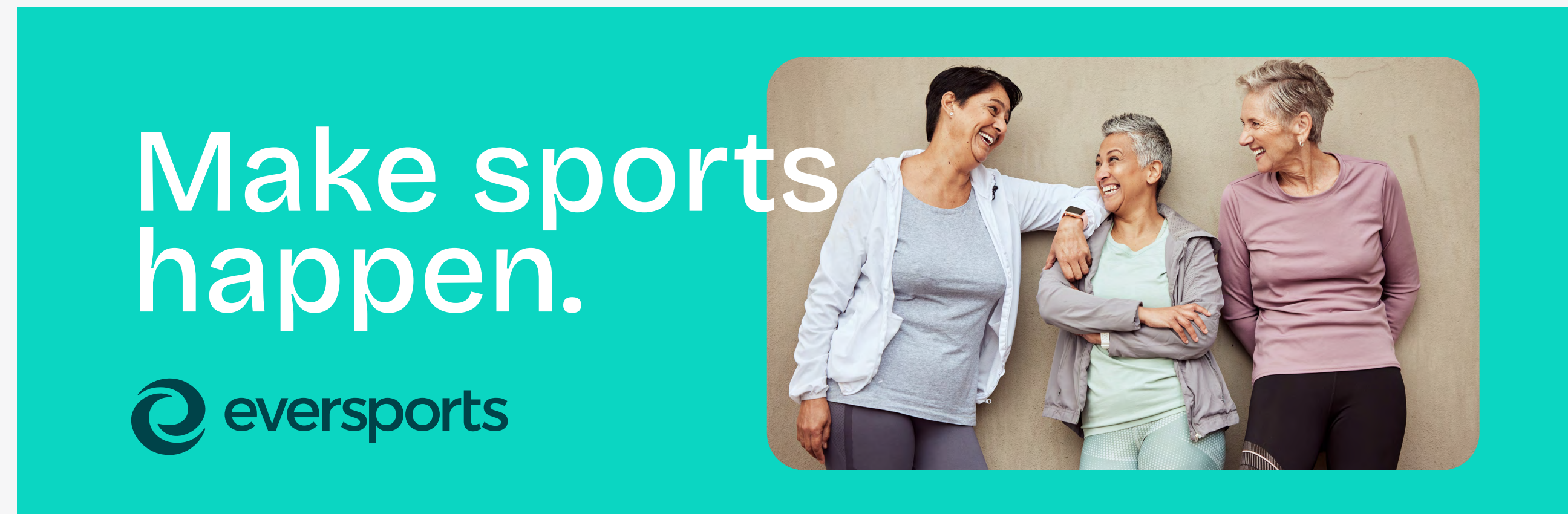
Vertical banners

The open editable formats are available in our Toolkit.



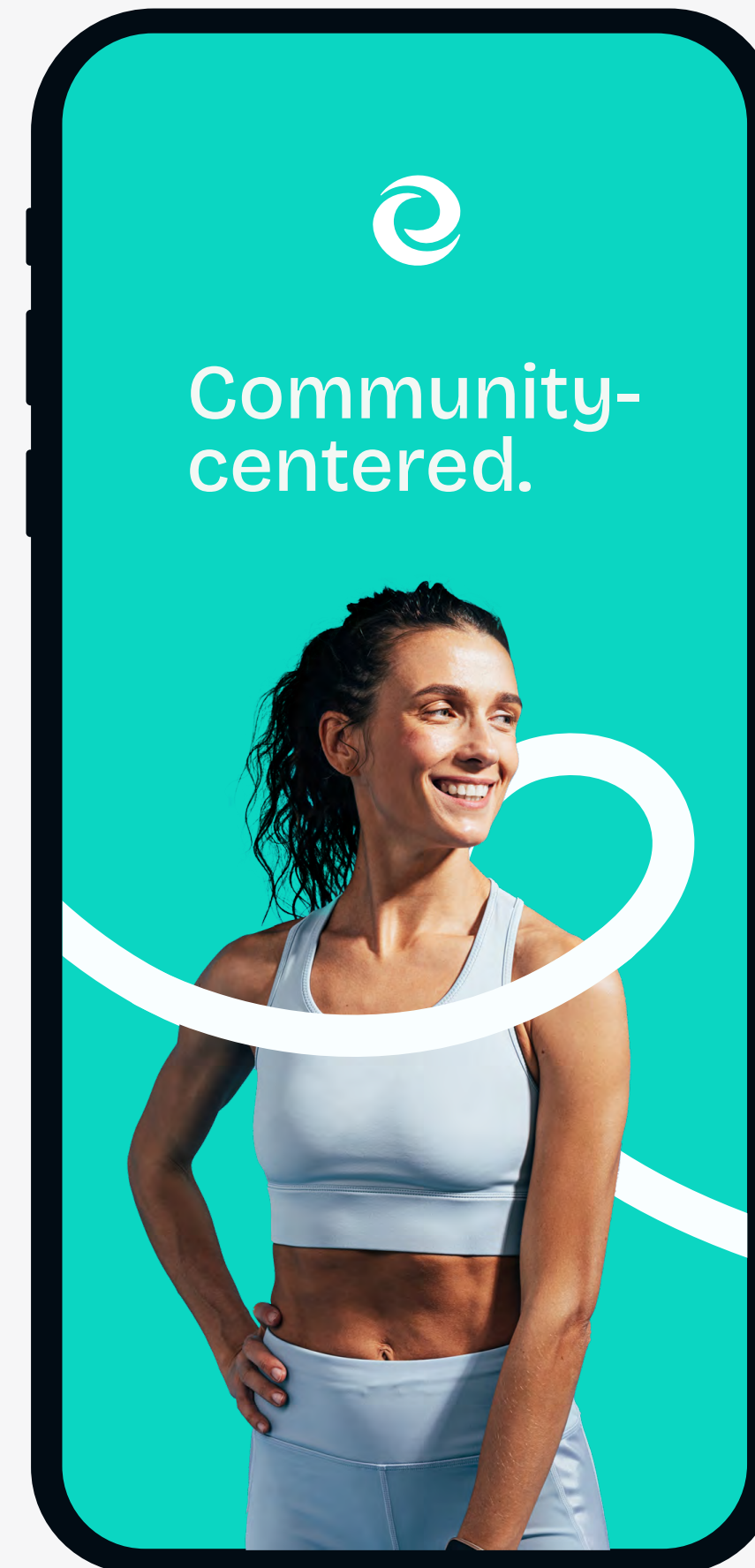
Horizontal banners

The open editable formats are available in our Toolkit.



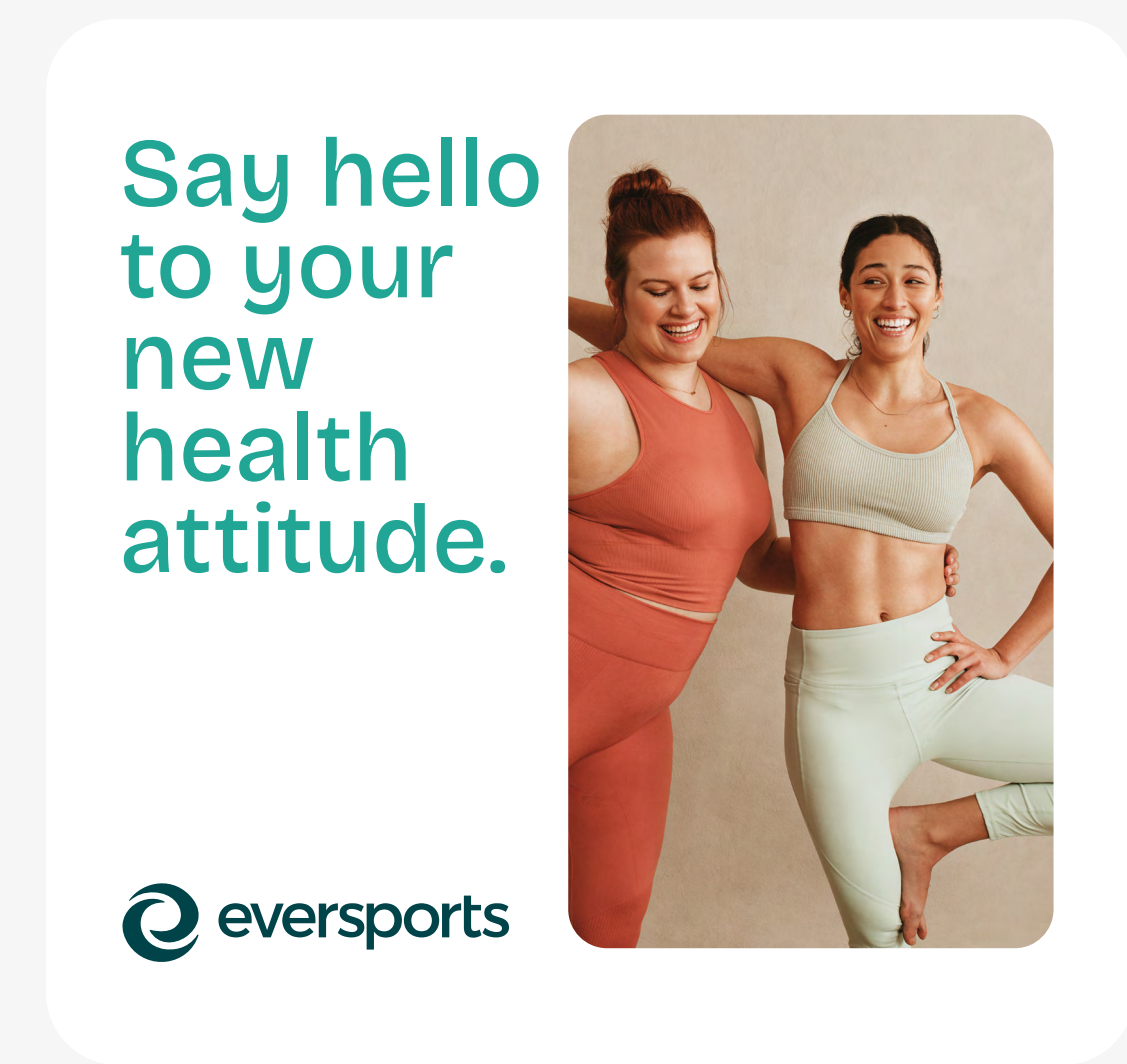
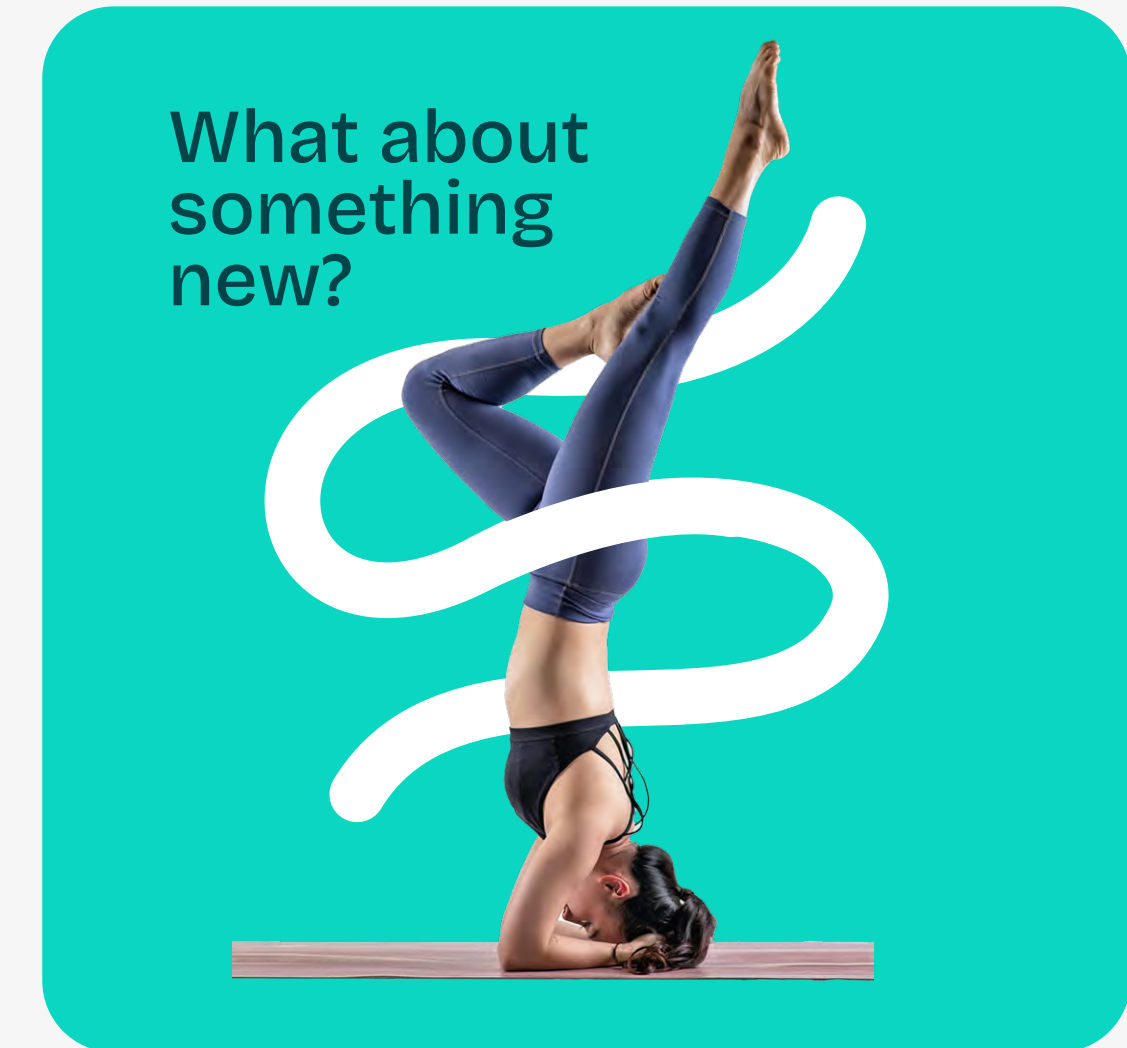
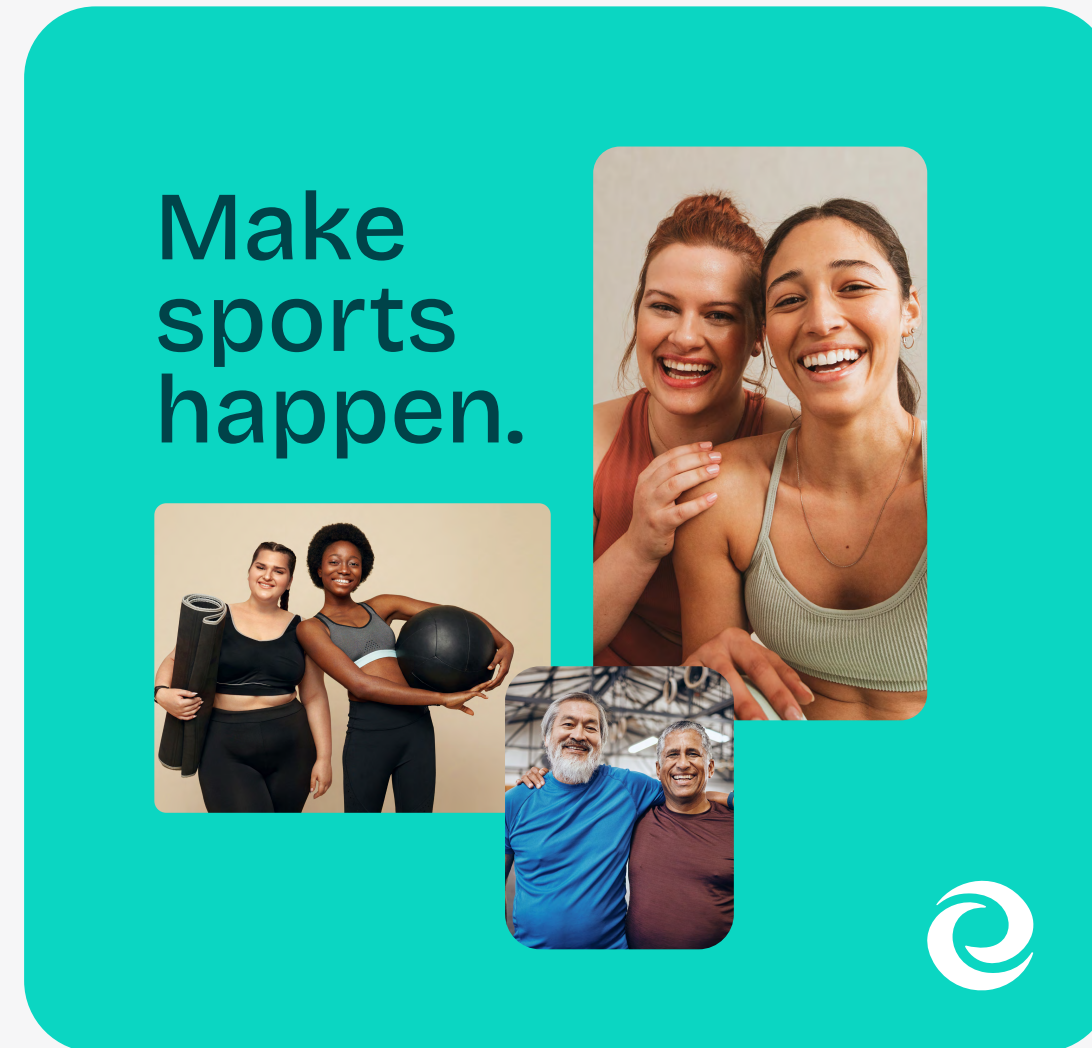
Social 9:16

Examples of 9:16 format for social media (Stories, Reels, etc). You can find the editable files for these examples in our Toolkit.



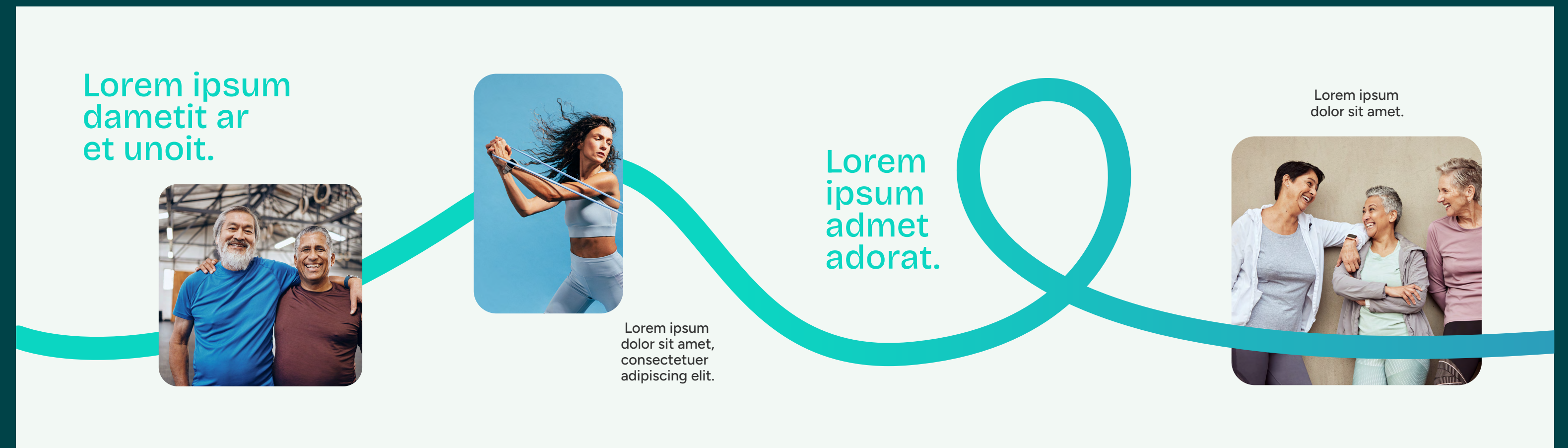
Social 1:1

Examples of 1:1 format for social media. You can find the editable files for these examples in our Toolkit.



Social Carousel

Examples of an interesting idea for carousel formats, exploring one continuous line that runs across all the images of the carousel.



Social 4:5

Examples of 4:5 format for social media. You can find the editable files for these examples in our Toolkit.



Your
favourite
sport close
to you.



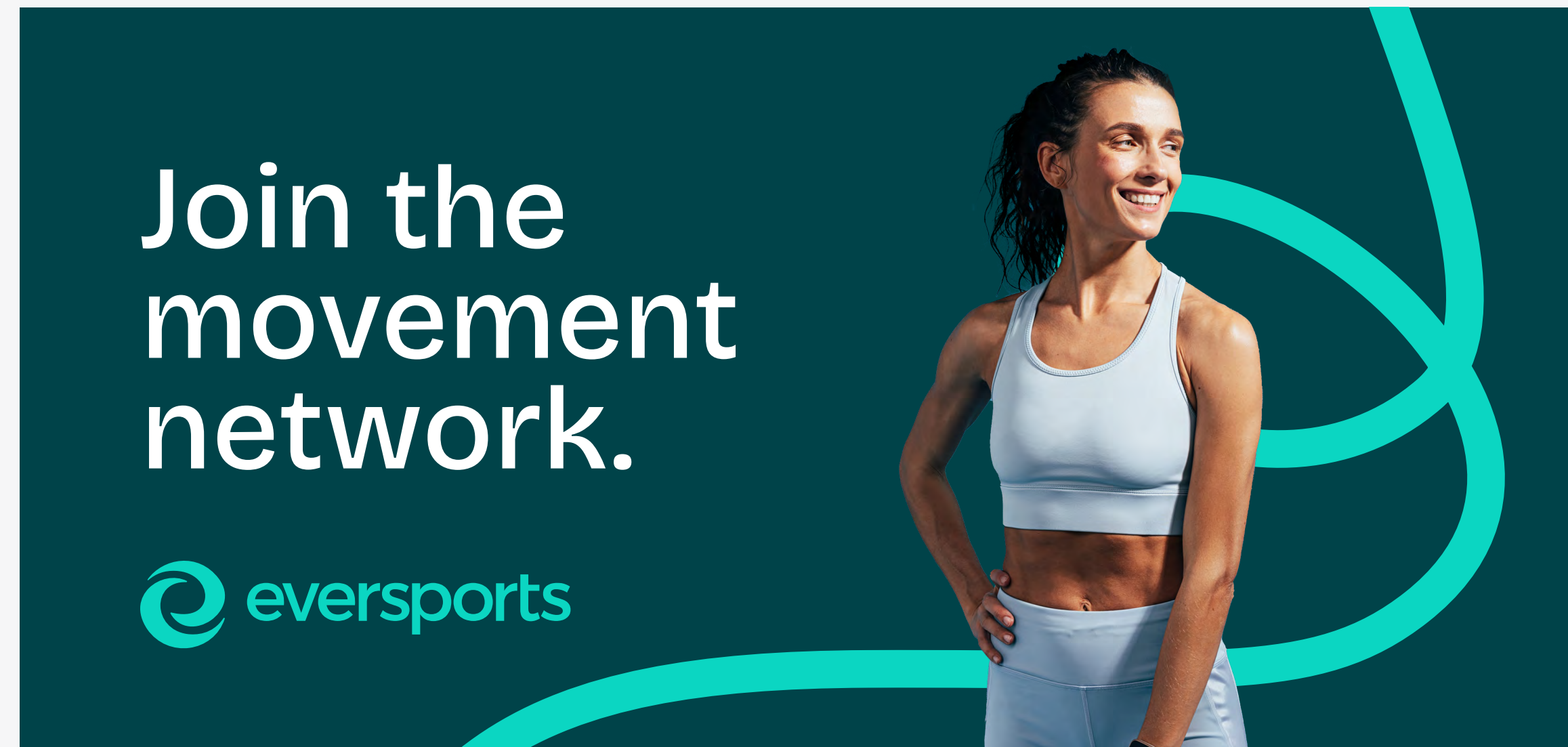
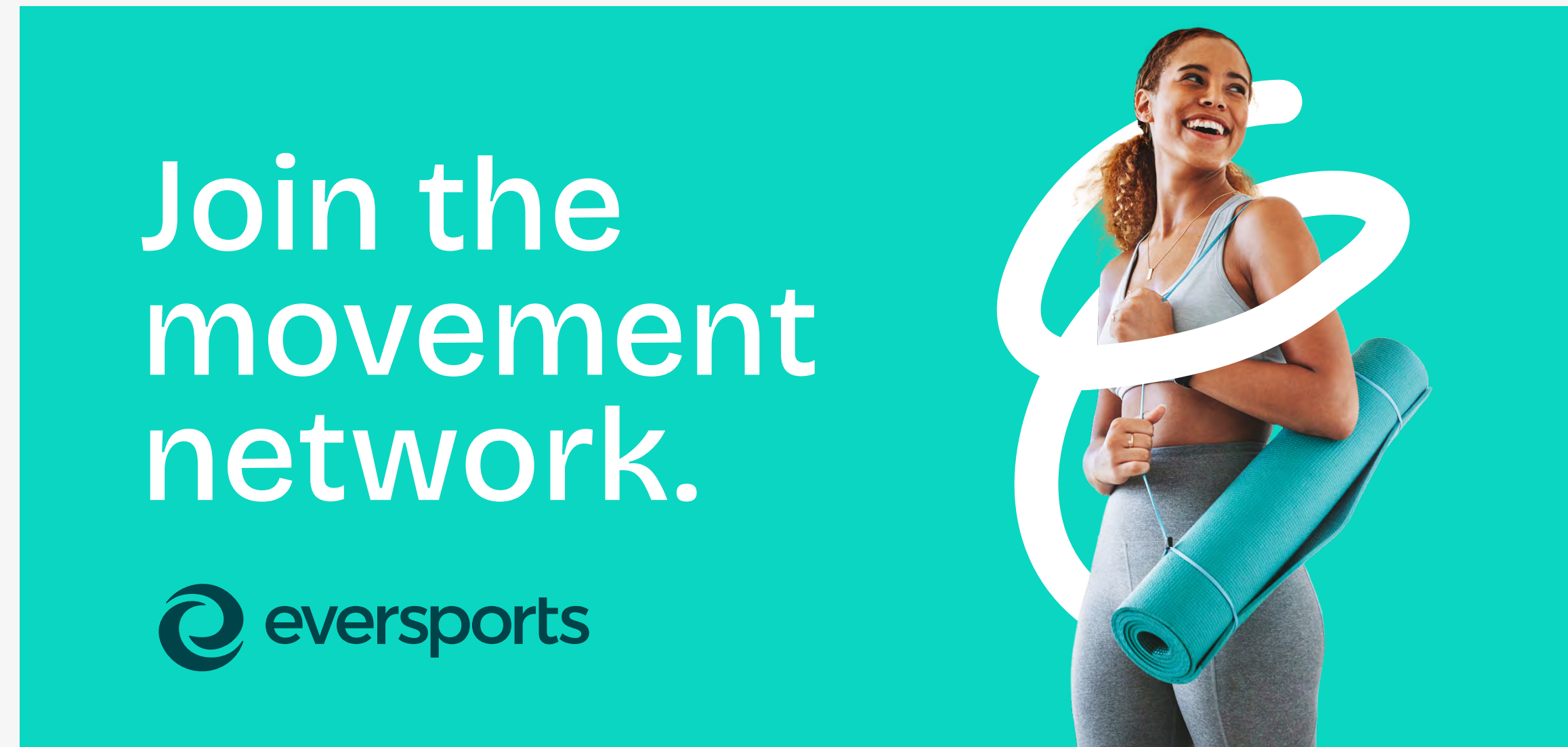
Your
favourite
sport close
to you.



Your
favourite
sport close
to you.

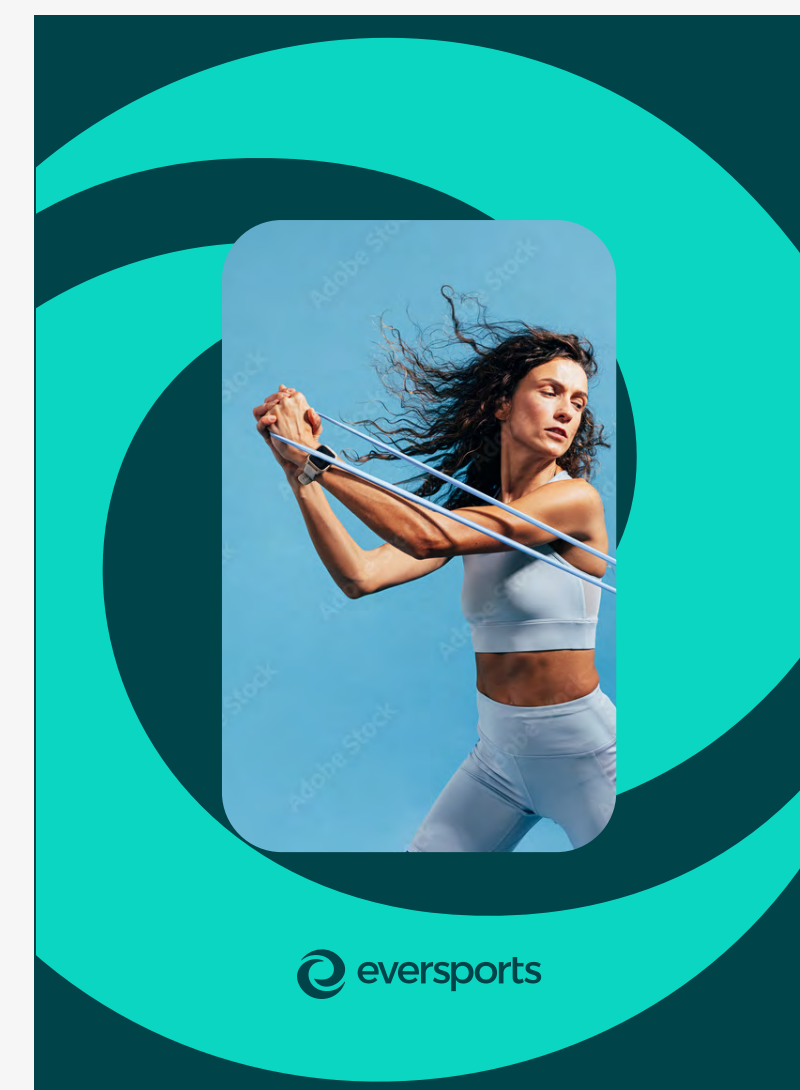
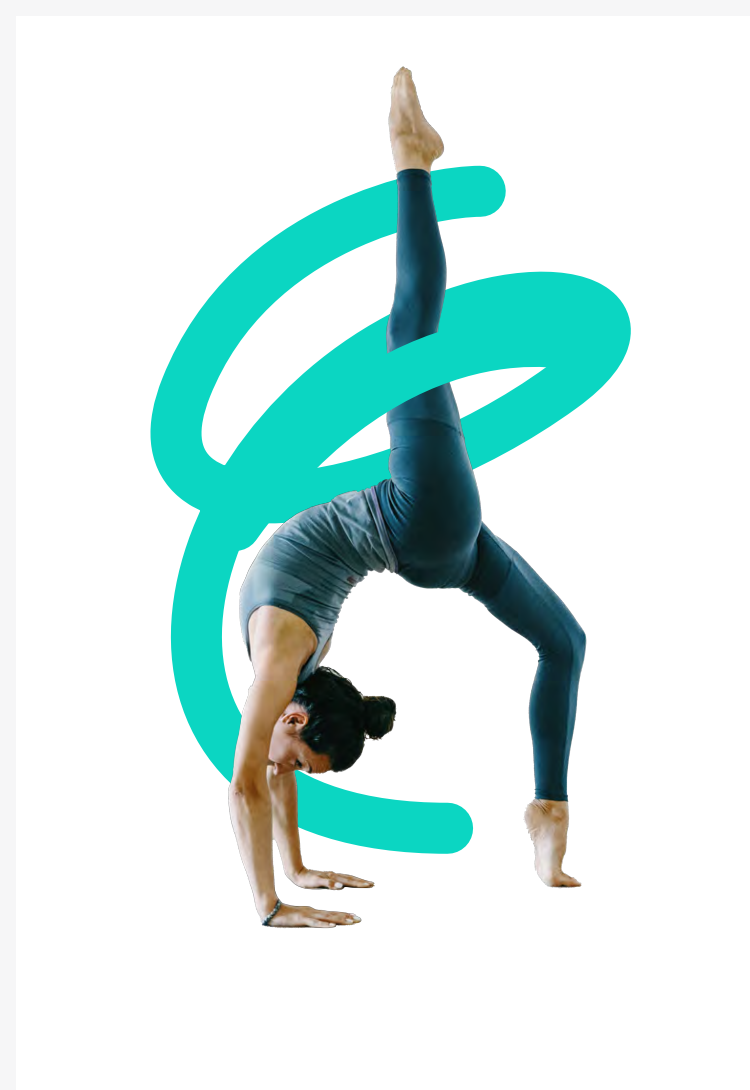
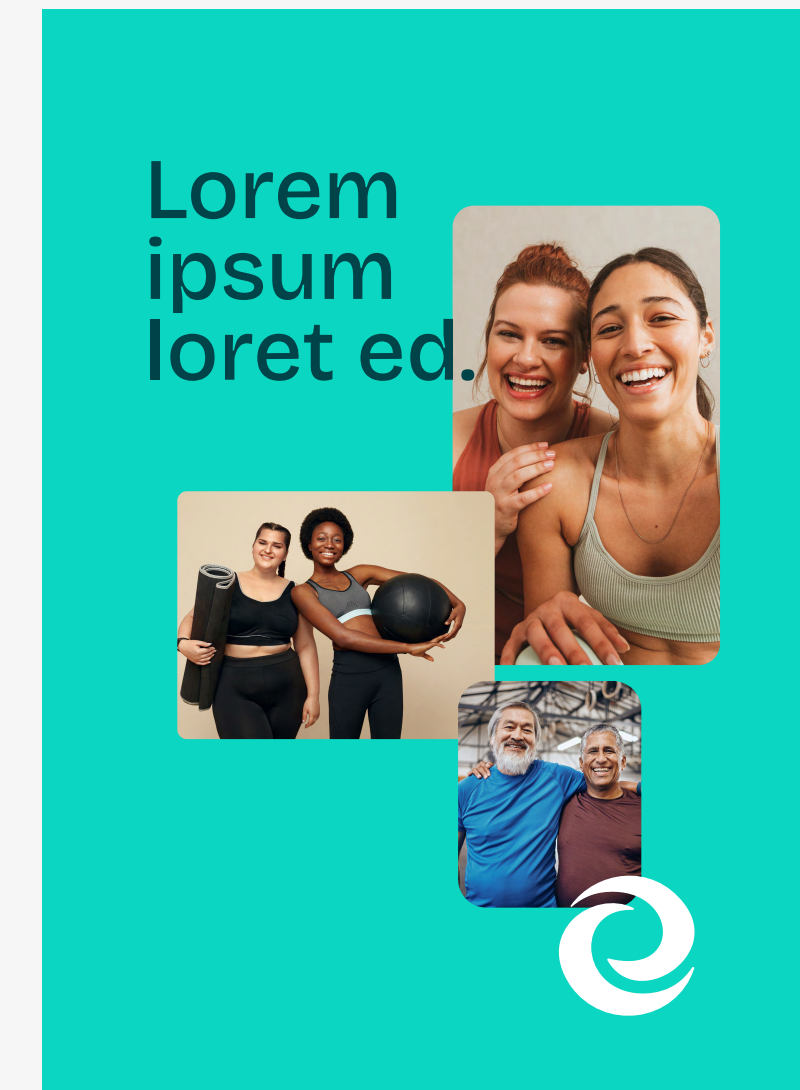
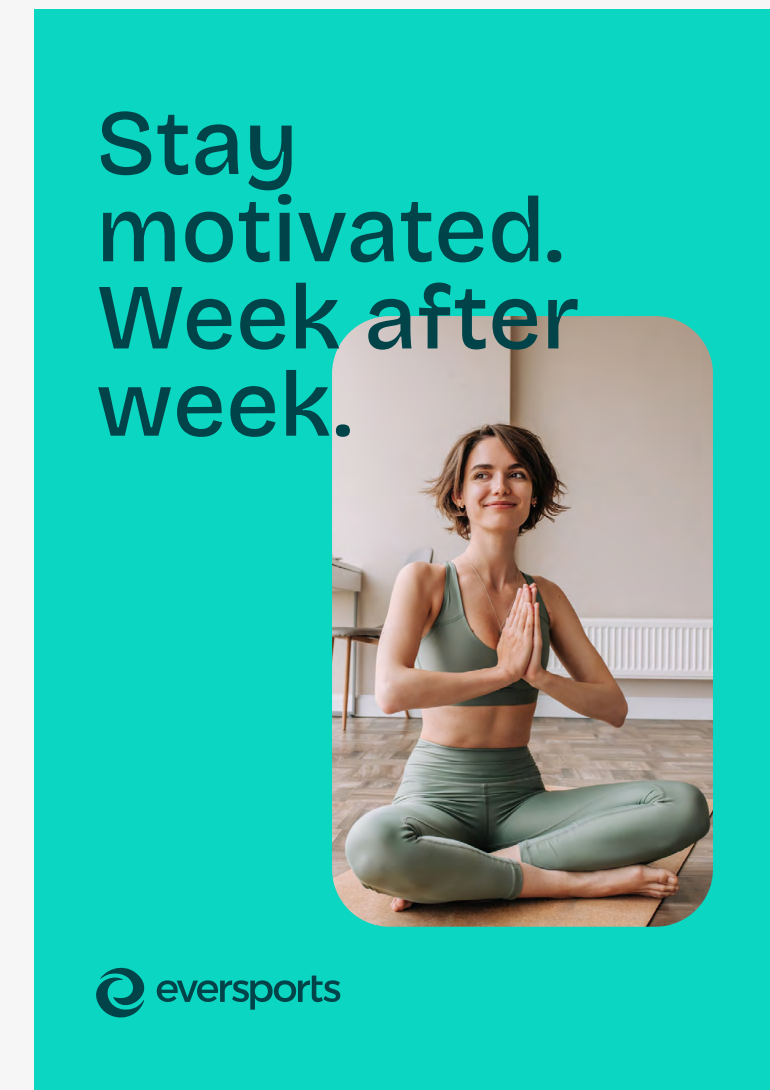
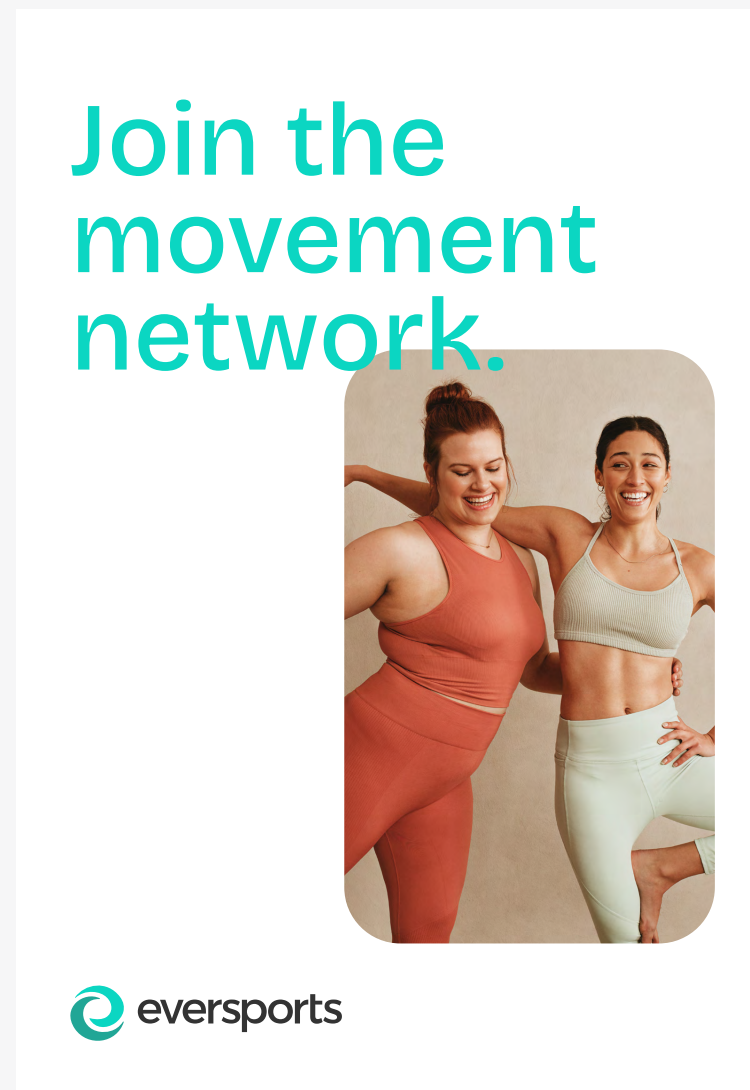
OOH

Examples of interesting advertising.

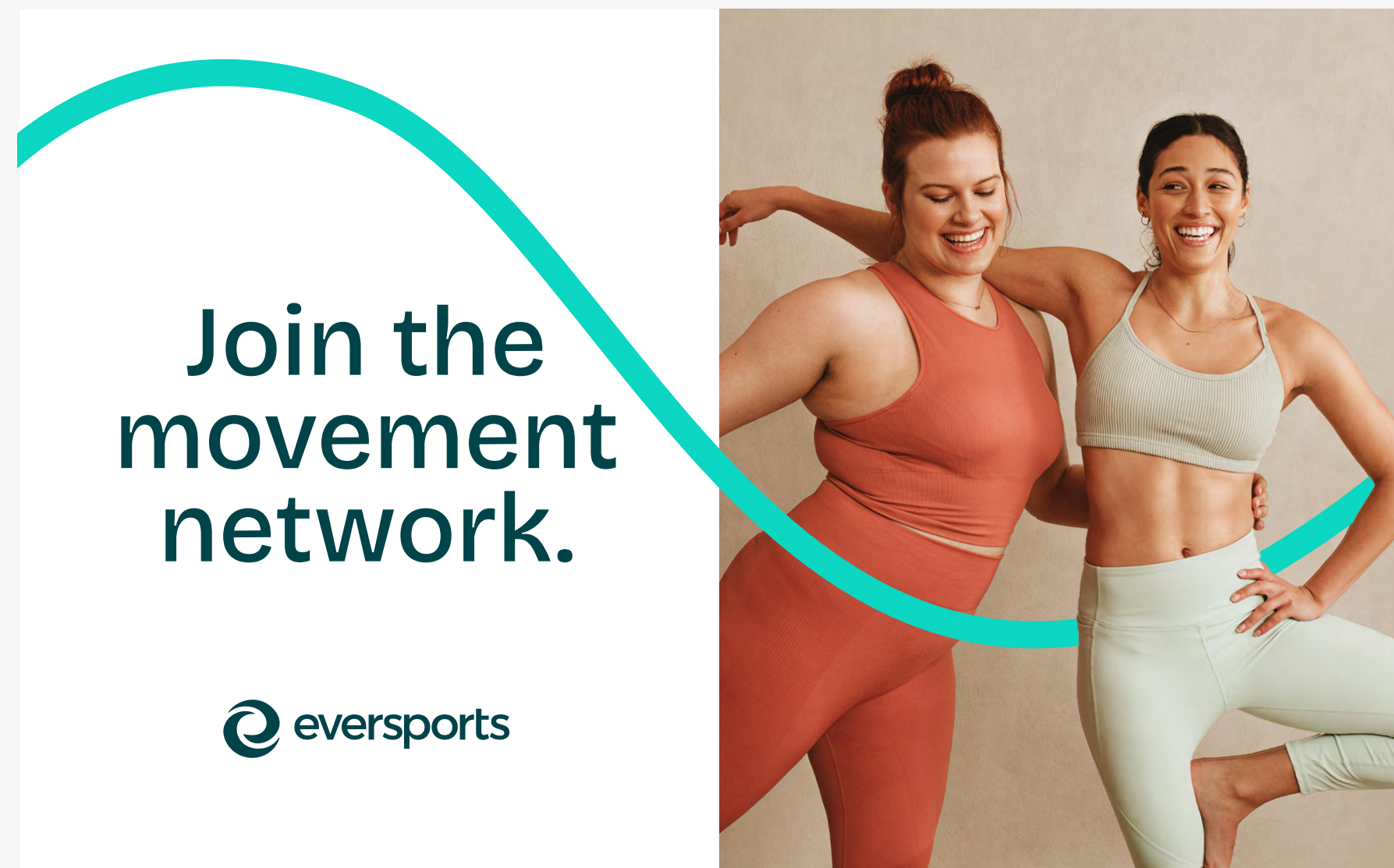


Posters

Examples of portrait printed posters.



Multiple pannels layouts with thread



Let's make
sports
happen.





www.eversports.com