



FLOSPORTS BRAND GUIDELINES

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01

Logo System

Section

Logo System

Logo Guideline

Note

These brand guidelines explain how to use the FloSports visual identity with confidence and clarity.

Our guidelines have been designed to ensure consistency within our brand, helping to create strong, recognizable and innovative communications.

The following pages demonstrate both hard line rules and approved areas of flexibility within the identity that should be used to inspire and motivate creative expression.

Our unique identity, color palette and typographic style creates distinctive frameworks for our brand which help us stand out from our competitors.

Logo

Overview

Icon



Primary

FLOSPORTS

Secondary



Tertiary



Sub-Brand Primary

FLOWRESTLING

Sub-Brand Secondary

WRESTLING

Co-Brand

FLOSPORTS | CAA

Logo

Overview

Icon



Primary

FLOSPORTS

Secondary



Tertiary



Sub-Brand Primary

FLOWRESTLING

Sub-Brand Secondary

WRESTLING

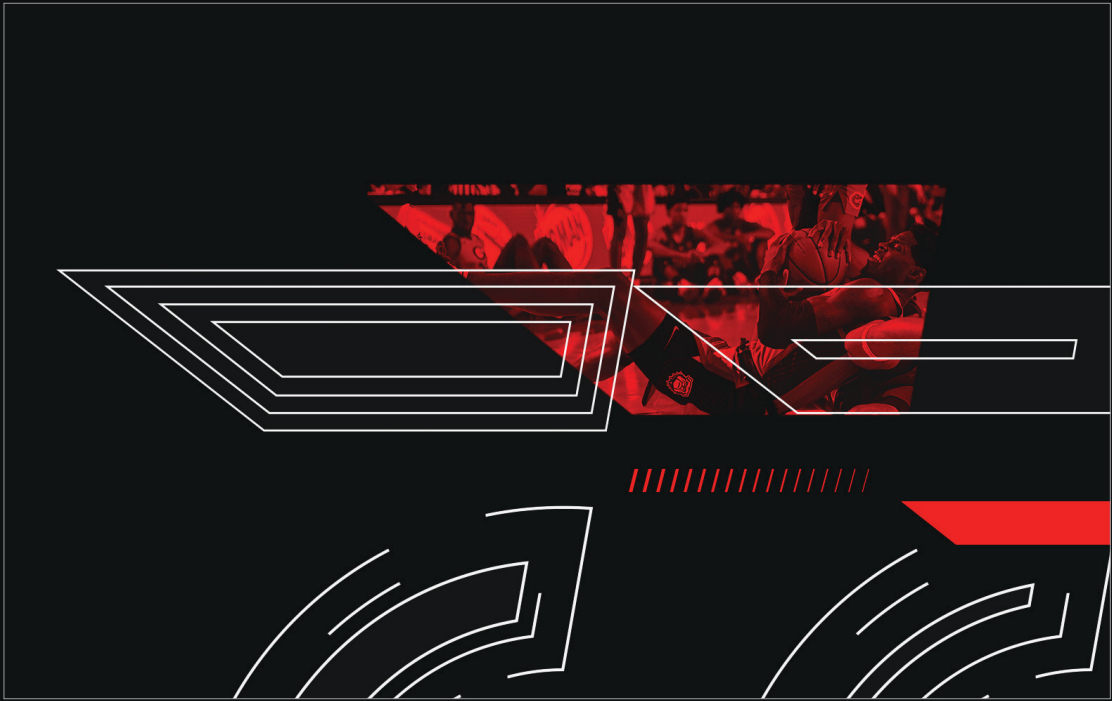
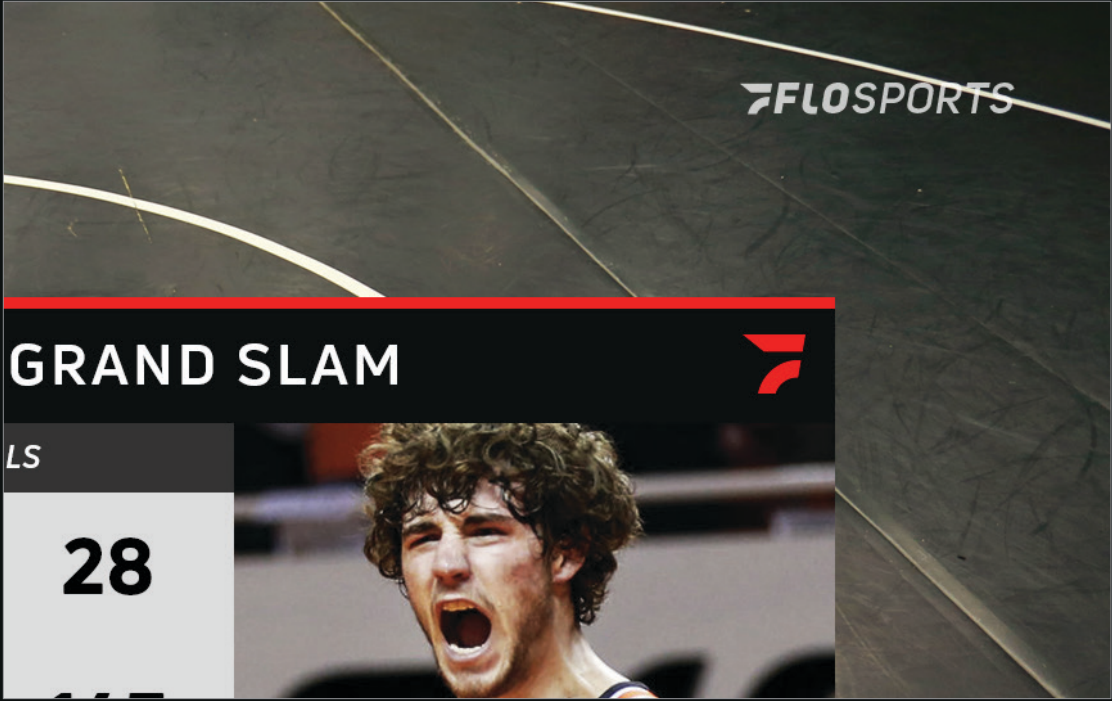
Co-Brand

FLOSPORTS | CAA

Logo
In Application



R OF CHAMPIONS ELITE		
HAYWARD FIELD		
6:45	W 800M	PRELIMS
7:00	M 800M	PRELIMS
7:15	W 110M HURDLES	FINALS
7:30	M 110M HURDLES	FINALS
7:45	W 200M	PRELIMS
8:00	M 200M	PRELIMS
8:15	W 500M	FINALS
8:45	M 500M	FINALS



02

Logo
Master Brand

Section

Master Brand

Master Logo

Overview

HERO

TWO COLOR OVER WHITE

TWO COLOR OVER BLACK

ONE COLOR OVER RED

ONE COLOR OVER WHITE

ONE COLOR OVER BLACK

ICON					
PRIMARY					
SECONDARY					
TERTIARY					

Tribal Icon Story

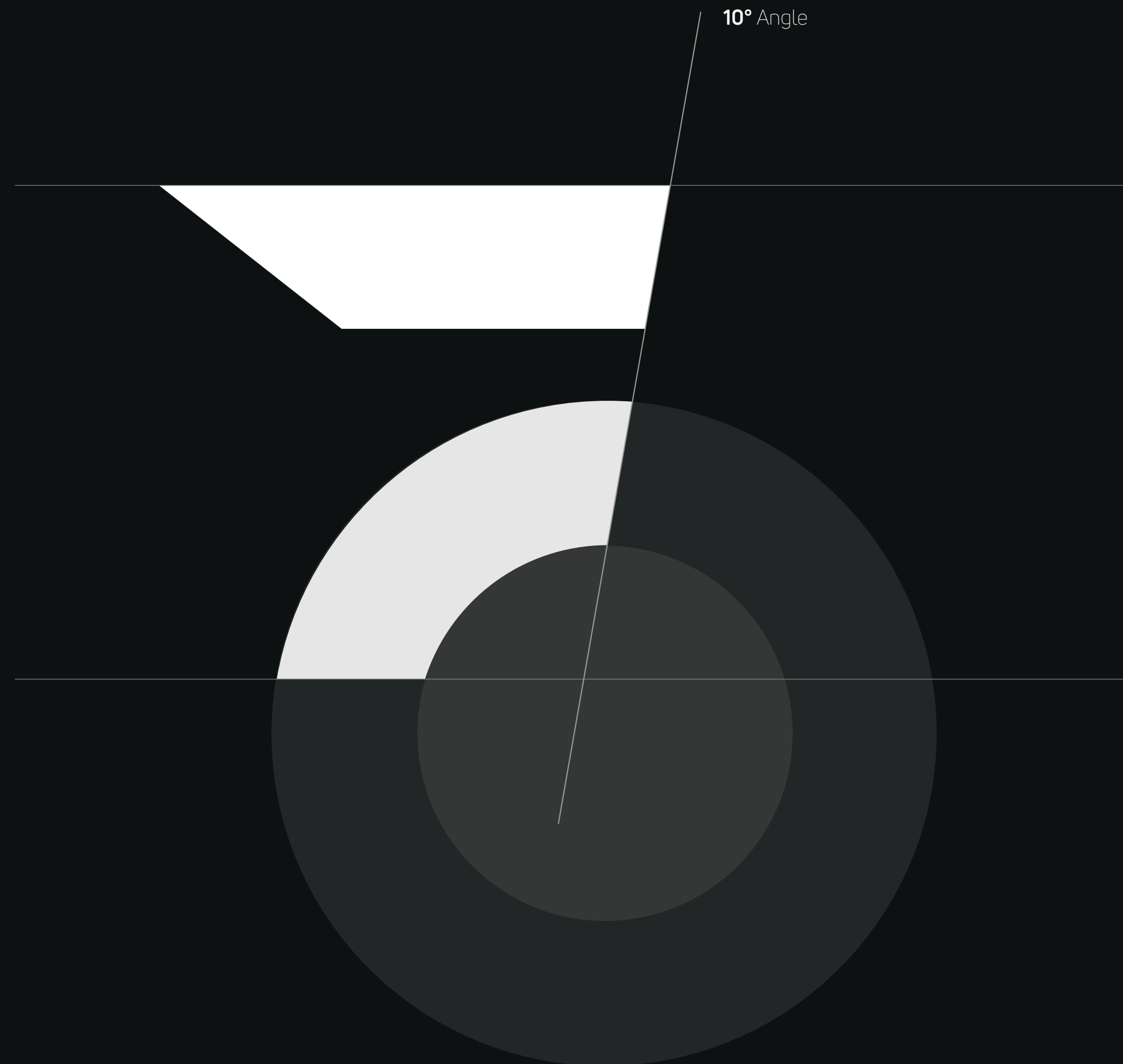
The FloSports Icon is the mark of a tribe dedicated to the passion for sport, the spirit of competition, the relentless pursuit of excellence, and is symbolic of the movement of all sports.

This is FloSports - Fuel The Tribe



Icon Construction

FloSports Icon is based on simple rectangle and circle geometric shapes with a 10° angled cut referred to as a "Forward Leaning Stance". It is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application.



Logo Construction

FloSports Icon is based on simple rectangle and circle geometric rectangle shapes with a 10° angled cut referred to as a "Forward Leaning Stance". It is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application.



Logo Clearspace

The **clear space** has been defined to ensure logo visibility and impact. Maintaining the clear space area around the logo and logo lockups when combined with graphic elements such as type, images, other brand logos, etc., ensures that the logo always appears bold, simple and distinctly separate from any other elements.

The amount of clear space around primary logo should be equal size or greater than the height of the icon.



Logo Scale

Our logo is designed to scale to small sizes on print and screen.
Smallest size: 18 pixels wide/0.25 inch wide/0.635 centimeter wide.



The logo consists of a stylized 'F' icon followed by the word 'FLOSPORTS' in a bold, italicized, sans-serif typeface. The entire logo is enclosed within a dashed rectangular border. To the right of the logo, a vertical line with horizontal end caps indicates the height, labeled with the letter 'H'.



The logo is shown at a medium scale, maintaining the same proportions as the large version. It is enclosed in a dashed rectangular border. To the right, a vertical line with horizontal end caps indicates the height, labeled '60% OF H'.



The logo is shown at its smallest scale, still enclosed in a dashed rectangular border.

Smallest size: 18 pixels wide/0.25 inch
wide/0.635 centimeter wide

Red Icon

Over White



Two Color Primary

Over White

The logo features a red stylized 'F' icon followed by the word 'FLOSPORTS' in a bold, italicized, black sans-serif typeface.

Two Color Secondary

Over White



Two Color Tertiary

Over White



Red Icon

Over Black



Two Color Primary

Over Black

The logo features a red stylized 'F' icon followed by the word 'FLOSPORTS' in a white, bold, italicized sans-serif typeface.

Two Color Secondary

Over Black



Two Color Tertiary

Over Black



White Icon

Over Red



White Primary
Over Red

FLOSPORTS

White Secondary
Over Red



FLOSPORTS



FLOSPORTS

White Tertiary

Over Red



Black Icon

Over White



Black Primary
Over White

FLOSPORTS

FLOSPORTS

Black Secondary

Over White



Black Tertiary

Over White



White Icon

Over Black



White Primary
Over Black

FLOSPORTS

White Secondary

Over Black



White Tertiary

Over Black



Master Brand

Usage Guideline

Correct usage If you’ve received permission to use our logo, follow these guidelines.

The amount of clearspace should be half size or greater than the height of the icon.	The amount of clear space around should be equal size or greater than the height of the primary logo.	The amount of clear space around should be half size or greater than the height of the secondary logo.	The amount of clear space around should be half size or greater than the height of the tertiary logo.
The minimum size for screen application of icon is 18 px wide/0.25 in wide/0.635 cm wide.	The minimum size for screen application of primary logo is 18 px wide/0.25 in wide/0.635 cm wide.	The minimum size for screen application of secondary logo is 18 px wide/0.25 inch wide/0.635 cm wide.	The minimum size for screen application of tertiary logo is 18 px wide/0.25 in wide/0.635 cm wide.
Red icon should be used on white or light backgrounds.	Two color primary logo should be used on white or light backgrounds.	Two color secondary logo should be used on white or light backgrounds.	Two color tertiary logo should be used on white or light backgrounds.
Red icon should be used on black or dark backgrounds.	Two color primary logo should be used on black or dark backgrounds.	Two color secondary logo should be used on black or dark backgrounds.	Two color tertiary logo should be used on black or dark backgrounds.
White icon should be used on FloSports' red background.	White primary logo should be used on FloSports' red background.	White secondary logo should be used on FloSports' red background.	White tertiary logo should be used on FloSports' red background.
Black icon on white background.	Black primary logo on white background.	Black secondary logo on white background.	Black tertiary logo on white background.
White icon on black background.	White primary logo on black background.	White secondary logo on black background.	White tertiary logo on black background.

Incorrect usage To maintain consistency of our logo, never do any of the following.

Don't outline stack logo.	Don't use different font	Don't change the spacing on stacked logo.	Don't scale up or down a part of the logo.
Don't outline the logo.	Don't change kerning on Sports.	Don't stretch or manipulate the logo.	Don't add spacing between Flo and Sports.
Don't add drop shadows.	Don't use single weight on logo.	Don't rotate any part of the logo	Don't have text on top of Logo.
Don't use gray version of logo.	Don't use all red version of the logo.	Don't reverse colors.	Don't change the color of the logo.
Don't combine colors.	Don't change the opacity of the logo.	Don't use #000000 for black logo.	Don't use all black version of the logo on FloSports' red.
Logo shouldn't be used with other words or logos.	Don't use the logo in the phrase or sentences.	Don't use the smaller than the minimum size for screen application.	Don't change the official placement.
Don't rotate logo.	Don't combine logo with other logos, except FloSports' co-brand .	Don't crop the logo	Don't change the logo alignment.

CONSTRUCTION

COLOR

PLACEMENT

03

Logo
Sub-Brand

Section

Sub-Brand

Sub-Brand Construction

FloSports sub brand logo is based on a combination of the Tribal Icon+Flo and the sub brand name. The kerning and spacing is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application.

Construction Note:

There is a custom modification in the amount of italic angle applied to match the signature 10° stance of the logo icon.

8° (Original italic type angle)
10° (Modified angle to match with Icon's angle)

FLOWRESTLING

Sub-Brand Primary

Construction

ICON + FLO + SUB-BRAND

7 FLO FOOTBALL

ICON

FLO

SUB-BRAND

Sub-Brand Primary

Overview

	TWO COLOR OVER WHITE	TWO COLOR OVER BLACK	ONE COLOR OVER RED	ONE COLOR OVER WHITE	ONE COLOR OVER BLACK
PRIMARY SUB BRAND	<div><p>FLOWRESTLING</p><p>FLOTRACK</p><p>FLOGYMNASTICS</p><p>FLOELITE</p><p>FLOSOFTBALL</p><p>FLOHOOPS</p><p>FLOCHEER</p><p>FLOCOMBAT</p><p>FLOGRAPPLING</p><p>FLOVOLLEYBALL</p><p>FLOMARCHING</p><p>FLOSWIMMING</p><p>FLOHOCKEY</p><p>FLORODEO</p><p>FLORACING</p><p>FLOVOICE</p><p>FLORUGBY</p><p>FLOLIVE</p><p>FLODANCE</p><p>FLOBIKES</p><p>FLOFOOTBALL</p><p>FLOBOWLING</p><p>FLOFC</p><p>FLOBASEBALL</p></div>	<div><p>FLOWRESTLING</p><p>FLOTRACK</p><p>FLOGYMNASTICS</p><p>FLOELITE</p><p>FLOSOFTBALL</p><p>FLOHOOPS</p><p>FLOCHEER</p><p>FLOCOMBAT</p><p>FLOGRAPPLING</p><p>FLOVOLLEYBALL</p><p>FLOMARCHING</p><p>FLOSWIMMING</p><p>FLOHOCKEY</p><p>FLORODEO</p><p>FLORACING</p><p>FLOVOICE</p><p>FLORUGBY</p><p>FLOLIVE</p><p>FLODANCE</p><p>FLOBIKES</p><p>FLOFOOTBALL</p><p>FLOBOWLING</p><p>FLOFC</p><p>FLOBASEBALL</p></div>	<div><p>FLOWRESTLING</p><p>FLOTRACK</p><p>FLOGYMNASTICS</p><p>FLOELITE</p><p>FLOSOFTBALL</p><p>FLOHOOPS</p><p>FLOCHEER</p><p>FLOCOMBAT</p><p>FLOGRAPPLING</p><p>FLOVOLLEYBALL</p><p>FLOMARCHING</p><p>FLOSWIMMING</p><p>FLOHOCKEY</p><p>FLORODEO</p><p>FLORACING</p><p>FLOVOICE</p><p>FLORUGBY</p><p>FLOLIVE</p><p>FLODANCE</p><p>FLOBIKES</p><p>FLOFOOTBALL</p><p>FLOBOWLING</p><p>FLOFC</p><p>FLOBASEBALL</p></div>	<div><p>FLOWRESTLING</p><p>FLOTRACK</p><p>FLOGYMNASTICS</p><p>FLOELITE</p><p>FLOSOFTBALL</p><p>FLOHOOPS</p><p>FLOCHEER</p><p>FLOCOMBAT</p><p>FLOGRAPPLING</p><p>FLOVOLLEYBALL</p><p>FLOMARCHING</p><p>FLOSWIMMING</p><p>FLOHOCKEY</p><p>FLORODEO</p><p>FLORACING</p><p>FLOVOICE</p><p>FLORUGBY</p><p>FLOLIVE</p><p>FLODANCE</p><p>FLOBIKES</p><p>FLOFOOTBALL</p><p>FLOBOWLING</p><p>FLOFC</p><p>FLOBASEBALL</p></div>	<div><p>FLOWRESTLING</p><p>FLOTRACK</p><p>FLOGYMNASTICS</p><p>FLOELITE</p><p>FLOSOFTBALL</p><p>FLOHOOPS</p><p>FLOCHEER</p><p>FLOCOMBAT</p><p>FLOGRAPPLING</p><p>FLOVOLLEYBALL</p><p>FLOMARCHING</p><p>FLOSWIMMING</p><p>FLOHOCKEY</p><p>FLORODEO</p><p>FLORACING</p><p>FLOVOICE</p><p>FLORUGBY</p><p>FLOLIVE</p><p>FLODANCE</p><p>FLOBIKES</p><p>FLOFOOTBALL</p><p>FLOBOWLING</p><p>FLOFC</p><p>FLOBASEBALL</p></div>

Sub-Brand Secondary-Icon only

Construction

ICON + SUB-BRAND

The diagram shows the logo '7 FOOTBALL' in white on a dark background. The '7' is a stylized icon, and 'FOOTBALL' is in a bold, italicized sans-serif font. Below the logo, a horizontal line is divided into two sections by a vertical line. The left section, under the '7', is labeled 'ICON'. The right section, under 'FOOTBALL', is labeled 'SUB-BRAND'.

7 *FOOTBALL*

ICON

SUB-BRAND

Sub-Brand Secondary-Icon only

Overview

SECONDARY SUB BRAND

TWO COLOR OVER WHITE

TWO COLOR OVER BLACK

ONE COLOR OVER RED

ONE COLOR OVER WHITE

ONE COLOR OVER BLACK

WRESTLING

TRACK

GYMNASTICS

ELITE

SOFTBALL

HOOPS

CHEER

COMBAT

GRAPPLING

VOLLEYBALL

MARCHING

SWIMMING

HOCKEY

RODEO

RACING

VOICE

RUGBY

LIVE

DANCE

BIKES

FOOTBALL

BOWLING

FC

BASEBALL

WRESTLING

TRACK

GYMNASTICS

ELITE

SOFTBALL

HOOPS

CHEER

COMBAT

GRAPPLING

VOLLEYBALL

MARCHING

SWIMMING

HOCKEY

RODEO

RACING

VOICE

RUGBY

LIVE

DANCE

BIKES

FOOTBALL

BOWLING

FC

BASEBALL

WRESTLING

TRACK

GYMNASTICS

ELITE

SOFTBALL

HOOPS

CHEER

COMBAT

GRAPPLING

VOLLEYBALL

MARCHING

SWIMMING

HOCKEY

RODEO

RACING

VOICE

RUGBY

LIVE

DANCE

BIKES

FOOTBALL

BOWLING

FC

BASEBALL

WRESTLING

TRACK

GYMNASTICS

ELITE

SOFTBALL

HOOPS

CHEER

COMBAT

GRAPPLING

VOLLEYBALL

MARCHING

SWIMMING

HOCKEY

RODEO

RACING

VOICE

RUGBY

LIVE

DANCE

BIKES

FOOTBALL

BOWLING

FC

BASEBALL

WRESTLING

TRACK

GYMNASTICS

ELITE

SOFTBALL

HOOPS

CHEER

COMBAT

GRAPPLING

VOLLEYBALL

MARCHING

SWIMMING

HOCKEY

RODEO

RACING

VOICE

RUGBY

LIVE

DANCE

BIKES

FOOTBALL

















BOWLING

FC
















BASEBALL

Sub-Brand Usage Guideline

Correct usage If you’ve received permission to use our logo, follow these guidelines.

 <p>Double spacing</p> <p>The space between Flo and sub brand is double comparing to Primary master</p>	 <p>100</p> <p>The sub brand’s kerning is 100.</p>
 <p>The amount of clear space around primary sub brand logo should be equal size or greater than the height of the icon.</p>	 <p>The amount of clear space around secondary sub brand logo should be half size or greater than the height of the “Icon”.</p>
 <p>18 pixels</p> <p>The minimum size for screen application of primary sub brand logo is 18 px wide/0.25 in wide/0.635 cm wide.</p>	 <p>18 pixels</p> <p>The minimum size for screen application of secondary sub brand logo is 18 px wide/0.25 in wide/0.635 cm wide.</p>
 <p>Red Icon should be used with black primary sub brand on white or light</p>	 <p>Red Icon should be used with black secondary sub brand on white or light</p>
 <p>Red Icon should be used with white primary sub brand on black or dark</p>	 <p>Red Icon should be used with white secondary sub brand on black or dark</p>
 <p>White primary sub brand logo should be used on Flosports’ red background.</p>	 <p>White secondary sub brand logo should be used on Flosports’ red background.</p>
 <p>Black primary sub brand logo on white background.</p>	 <p>Black secondary sub brand logo on white background.</p>
 <p>White primary sub brand logo on black background.</p>	 <p>White secondary sub brand logo on black background.</p>

Incorrect usage To maintain consistency of our logo, never do any of the following.

 <p>Don't change the spacing between logo and text.</p>	 <p>Don't outline logo.</p>
 <p>Don't use different font in the logo.</p>	 <p>Don't enlarge the logo.</p>
 <p>Don't change kerning on Wrestling.</p>	 <p>Don't stretch or manipulate the logo.</p>
 <p>Don't change spacing between Flo and Wrestling.</p>	 <p>Don't change the opacity of the logo.</p>
 <p>Don't reverse colors on the</p>	 <p>Don't use all red logo.</p>
 <p>Don't use all black logo on Flosports’ red.</p>	 <p>Don't change the color.</p>
<p>Don't use FLOWRESTLING in the phrase or sentences.</p> <p>Don't use the logo in the phrase or sentences.</p>	 <p>Don't use smaller than the minimum size for screen application.</p>
 <p>Don't combine Logo with other logo except Flosports' Co Brand.</p>	 <p>Don't change the official placement.</p>

CONSTRUCTION

COLOR

PLACEMENT

04

Logo
Co-Brand

Section

Co-Brand

Co-Brand Construction

The amount of clear space around primary logo should be equal size or greater than the height of the icon.

The diagram shows the co-brand logo 'FLOSPORTS / CAA' in white on a dark background. A dashed rectangular box encloses the 'FLOSPORTS' portion and the slanted divider line. A vertical line extends from the bottom of this box to a text block on the right. The 'FLOSPORTS' text includes a stylized 'F' icon. The 'CAA' text is positioned to the right of the divider line.

FLOSPORTS / CAA

The signature "slant" divider line
is the only exception to the rule
-designed to create clear delineation

Co-Brand Overview

TWO COLOR OVER WHITE

TWO COLOR OVER BLACK

ONE COLOR OVER RED

ONE COLOR OVER WHITE

FLOSPORTS + VARSITY.TV



FLOSPORTS + CAA



FLOSPORTS + MILESPLIT



ICON + VARSITY.TV



ICON + CAA



ICON + MILESPLIT



 



 



 



 



 



 



 



 



 



 



 



 



 



 



 



 



 



 



 

FILE NAME:
03_FloSports_Co Brand_Outline.ai

05

Logo Typography

Section

Typography

Logo

Typography

FloSports logo is built from three primary components that are combined to create a distinct signature logo mark.

The logo mark consists of a stylized white icon on the left, followed by the word "FLOSPORTS" in a bold, italicized, sans-serif typeface. The icon is composed of two overlapping shapes: a top element that is a right-pointing chevron with a slanted bottom edge, and a bottom element that is a curved shape resembling a stylized 'F' or a wing.

Uni Sans Heavy Italic

Uni Sans Semibold Italic

Logo
Typeface

About Uni Sans

Uni Sans has a dual nature. The Uni Sans font family includes 14 weights – seven uprights with seven italics. It is characterized by excellent legibility in both – web & print design areas, well-finished geometric designs, optimized kerning, excellent web-font performance and legibility etc.

Inspired by the classic grotesque strong typefaces like DIN and Dax – Uni Sans has his own unique style in expressed perfect softened geometric forms.

Uni Sans Semibold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+“(.,:;)
Character Tracking: 100



Uni Sans used in logo only

Uni Sans Heavy Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+“(.,:;)
Character Tracking: 100

Uni Sans additional weights available

Thin/Thin Italic/ Light/*Light Italic*/Book/ *Book Italic*
Regular/ *Regular italic*/**Semibold/ *Semibold Italic***
Bold/ *Bold Italic*/ Heavy/ *Heavy Italic*

06

Logo
Color

Section

Color

Primary Color Story

COMPETITIVE FIRE RED STORY:

It’s the flame that lives all around us.
Burns inside us. Drives every emotion
right to the core of who we are and who
we desire to be.

The Competitive Fire. We live for it. We
wake-up with it. It never sleeps. It’s not
about what we do. It’s about how we do
it. No hold on. No hold back. No excuses.
We are fueled by the fray no matter
who wins the fight The spirit of sport is
ablaze here, the fuel...never runs out.

IGNITE RED

HEX: **FF140F**
R: **255** G: **20** B: **15**

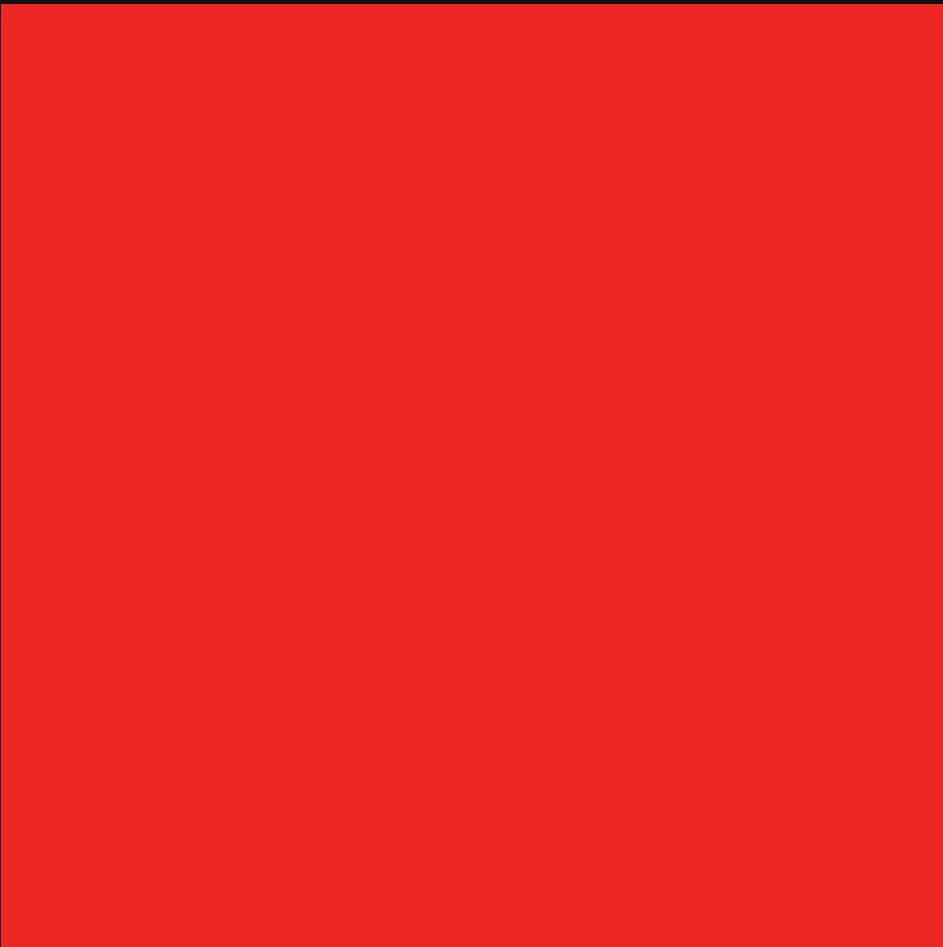
C: **0** M: **98** Y: **100** K: **0**
PMS: **485 C**

Logo
Color Palette



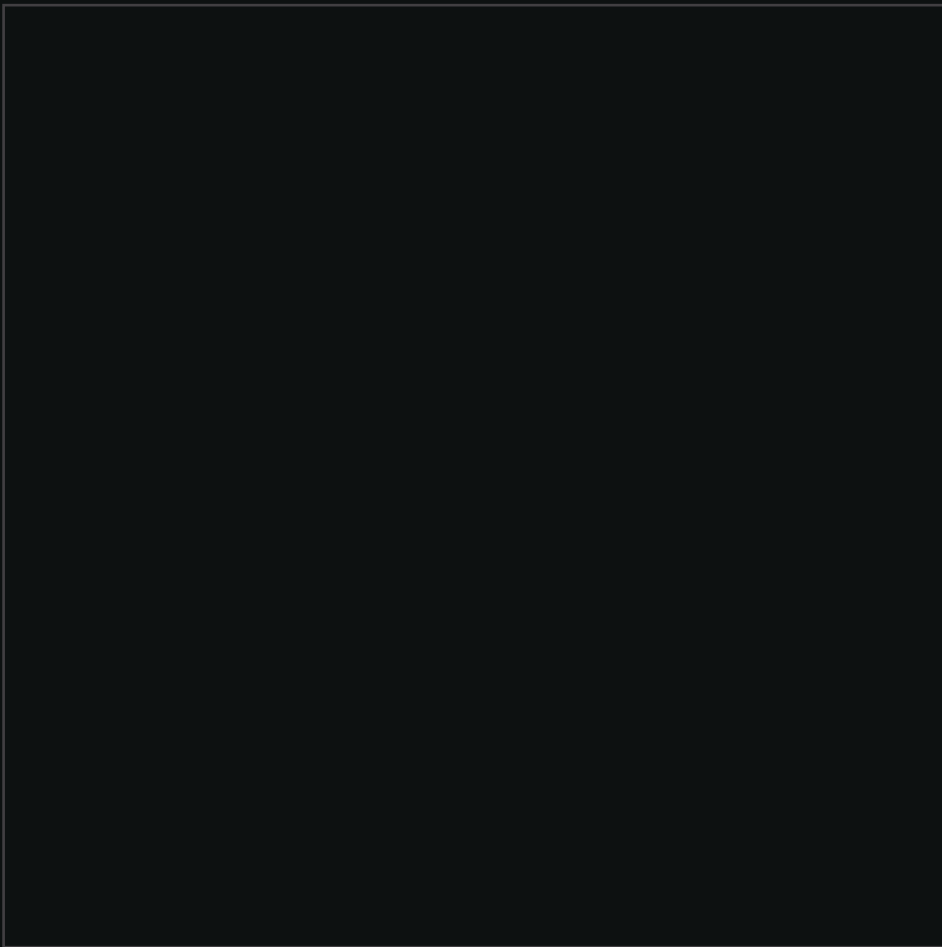
FOR PRINT USE
C=0 M=0 Y=0 K=0
PMS: 185 C

FOR DIGITAL DISPLAY USE (desaturated)
R=255 G=255 B=255
HEX=FFFFFF



FOR PRINT USE
C=0 M=98 Y=100 K=0
PMS: 485 C

FOR DIGITAL DISPLAY USE (desaturated)
R=255 G=20 B=15
HEX=FF140F



FOR PRINT USE
C=74 M=67 Y=66 K=85
PMS= Neutral Black C

FOR DIGITAL DISPLAY USE (desaturated)
R=12 G=12 B=12
HEX=0C0C0C



FOR PRINT USE
C=46 M=38 Y=35 K=02
PMS= Cool Grey 7 C

FOR DIGITAL DISPLAY USE (desaturated)
R=145 G=145 B=150
HEX=919196

07

Insert System Design

Section

Insert System Design

Insert Design Overview

FloSports insert system is based a rectangular grid with color, tonal breaks to allow for ease of read and efficient navigation of content.



OLIVER
ALONZO-BALDERAS

TMWC


Council Bluffs, Iowa

2017 World Silver Medalist

133 LBS	1st	7:08
T.GILMAN TMWC	3:05	33
D.FIX TMWC		66

PBA LEAGUE	7	8	9	10
STRIKERS	+73	210	X	X
ATOM SPLITTERS		143	X	-

MEN'S WORLD ELITE GRAND SLAM



THEORIUS ROBISON

POMONA'S FINEST

Youngest ADCC Competitor in History

57 KG SEMI-FINALS

20

AGE

28

145


WEIGHT

145

5'7"

HEIGHT

5'5"



DATON FIX


TITAN MERCURY

2016 World Champion

DCI NIGHT BEAT TOUR OF CHAMPIONS ELITE					
DAY 02	SUNDAY SCHEDULE				HAYWARD FIELD
4:00	M 1500M	PRELIMS	6:45	W 800M	PRELIMS
4:15	M 1500M	PRELIMS	7:00	M 800M	PRELIMS
4:40	W 100M	PRELIMS	7:15	W 110M HURDLES	FINALS
4:55	M 100M	PRELIMS	7:30	M 110M HURDLES	FINALS
5:10	W 300 STEEPLE CHASE	FINALS	7:45	W 200M	PRELIMS
5:25	M 300 STEEPLE CHASE	FINALS	8:00	M 200M	PRELIMS
5:40	W 400M	PRELIMS	8:15	W 500M	FINALS
5:55	M 400M	PRELIMS	8:45	M 500M	FINALS
6:10	W 400M HURDLES	PRELIMS	9:15	W 4x400M RELAY	FINALS
6:25	M 400M HURDLES	PRELIMS	9:30	M 4x400M RELAY	FINALS

FLOTRACK

KEYS TO THE GAME


 NORTH CAROLINA

SOFTBALL DROPS THREE OF FOUR GAMES

(7-13) Rebounded in its second matchup against the Crimson last Sunday

COACH ALLARD OPTED TO SAVE DUNCAN

Three up, three down each trip to the plate

 CLEMSON

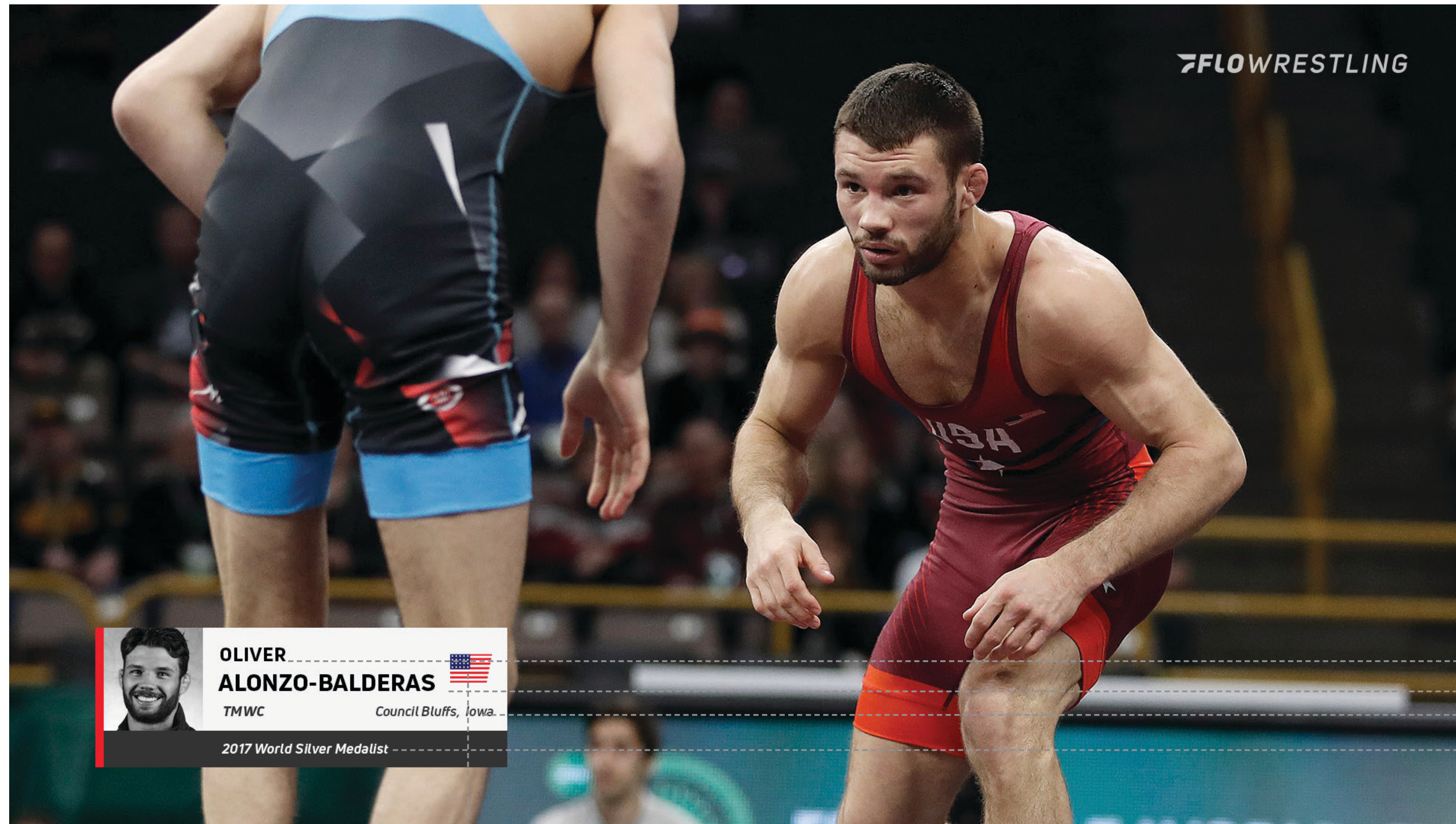
D- LINEMAN IS AN ALL AMERICAN

The senior with and outgoing personality is winning

LANDS THIRD 2019 COMMITMENT

All from Georgia, in tight end and Jaelyn Lay of Riverdale

Lower Third Design

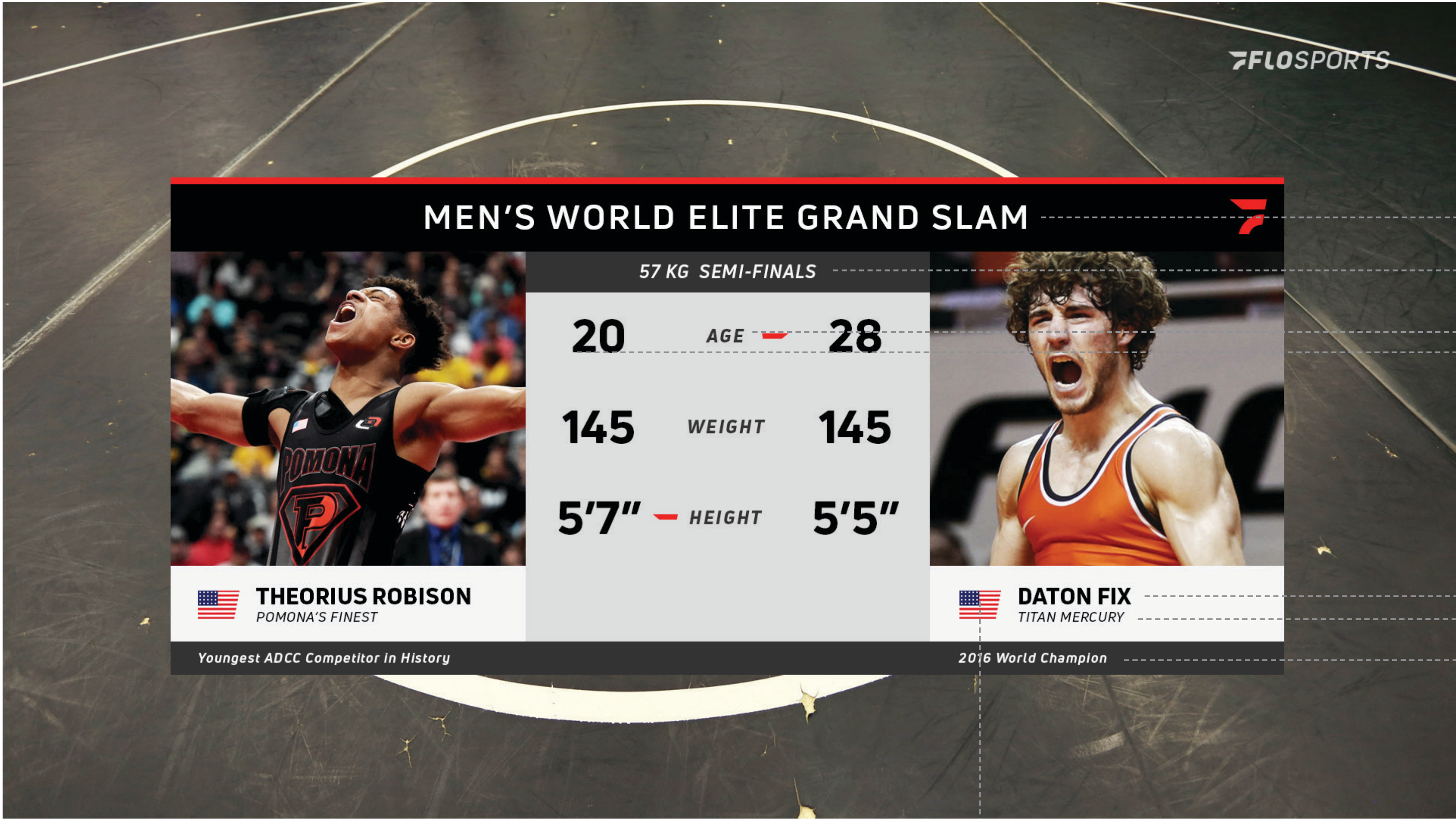


Uni Neue / Heavy / 12 pt
Uni Neue / Heavy / 15 pt
Uni Neue / Heavy Italic / 9 pt
Uni Neue / Bold Italic / 9 pt



Flag display with 10 degree crop on the right hand side.

Matchup
Design



- Uni Neue / Bold / 22 pt
- Uni Neue / Bold Italic / 12 pt
- Uni Neue / Heavy Italic / 12 pt
- Uni Neue / Heavy /30 pt
- Uni Neue / Heavy / 15 pt
- Uni Neue / Regular Italic / 9 pt
- Uni Neue / Bold Italic / 9 pt

10°
Flag display with 10 degree crop on the right hand side.

Score Bug 1

Design



Uni Neue / Bold / 14 pt
Uni Neue / Bold / 10 pt
Uni Neue / Heavy / 10 pt
Uni Neue / Bold / 12 pt
Uni Neue / Heavy / 15 pt
Uni Neue / Heavy / 16 pt
Uni Neue / Regular / 9 pt

10°
Flag display with 10 degree crop on the right hand side.

Score Bug 2

Design



- Uni Neue / Bold / 10 pt
- Uni Neue / Heavy / 10 pt
- Uni Neue / Heavy / 15 pt
- Uni Neue / Heavy Italic / 12 pt
- Uni Neue /Heavy / 16 pt

10°
This zone can accomodate flag and / or team. 10 degree crop on the right hand side.

Score Bug 3

Design



KEYS TO THE GAME



NORTH CAROLINA

SOFTBALL DROPS THREE OF FOUR GAMES

(7-13) Rebounded in its second matchup against the Crimson last Sunday

COACH ALLARD OPTED TO SAVE DUNCAN

Three up, three down each trip to the plate



CLEMSON

D- LINEMAN IS AN ALL AMERICAN

The senior with and outgoing personality is winning

LANDS THIRD 2019 COMMITMENT

All from Georgia, in tight end and Jaelyn Lay of Riverdale

Uni Neue / Heavy/ 18.16 pt

Uni Neue / Heavy / 15 pt

Uni Neue / Heavy / 11 pt

Uni Neue / Regular Italic / 9 pt



Team display with 10 degree crop on the right hand side.

Schedule
Design

DCI NIGHT BEAT TOUR OF CHAMPIONS ELITE

DAY 02

SUNDAY SCHEDULE

4:00

M 1500M

PRELIMS

4:15

M 1500M

PRELIMS

4:40

W 100M

PRELIMS

4:55

M 100M

PRELIMS

5:10

W 300 STEEPLE CHASE

FINALS

5:25

M 300 STEEPLE CHASE

FINALS

5:40

W 400M

PRELIMS

5:55

M 400M

PRELIMS

6:10

W 400M HURDLES

PRELIMS

6:25

M 400M HURDLES

PRELIMS

6:45

W 800M

PRELIMS

7:00

M 800M

PRELIMS

7:15

W 110M HURDLES

FINALS

7:30

M 110M HURDLES

FINALS

7:45

W 200M

PRELIMS

8:00

M 200M

PRELIMS

8:15

W 500M

FINALS

8:45

M 500M

FINALS

9:15

W 4x400M RELAY

FINALS

9:30

M 4x400M RELAY

FINALS

HAYWARD FIELD

FLOTRACK

Uni Neue / Bold / 22 pt

Uni Neue / Bold Italic / 12 pt

Uni Neue / Regular / 14 pt

Uni Neue / Bold / 14 pt

Uni Neue / Heavy Italic / 14 pt

Uni Neue / Heavy Italic / 14 pt

Ticker Setup

Overview

The FloSports Ticker System is designed to adapt to a range of unique setups to accommodate a variety of story-driven executions



Here is some sample scrolling text. Here is some sample scrolling text. Here is some sample scrolling text.



WINTER SPRING BEARS

Here is some sample scrolling text. Here is some sample scrolling text. Here is some sample scrolling text.



2019 PBR NASHVILLE INVITATIONAL

Here is some sample scrolling text. Here is some sample scrolling text. Here is some sample scrolling text.



2019 FREEDOM BOWL


Here is some sample scrolling text. Here is some sample scrolling text. Here is some sample scrolling text.




SOFTBALL

Chicago Bandits **3**


USSSA Pride **7** Final



SOFTBALL



Chicago Bandits **3**



USSSA Pride **7** Final



NEWS

Here is some sample scrolling text. Here is some sample scrolling text. Here is some sample scrolling text.



Here is some sample scrolling text. Here is some sample scrolling text. Here is some sample scrolling text.



Here is some sample scrolling text. Here is some sample scrolling text. Here is some sample scrolling text.

Team setup

Event setup

Sport setup

Category setup

Sub- Channel setup

Team Setup

Ticker



Team Setup

Ticker



Uni Neue / Book Italic / Bold Italic / 25pt
Uni Neue / Bold / 25pt

Event Setup

Ticker



Uni Neue / Bold Italic / 25pt
Uni Neue / Bold / 25pt

Event Setup

Ticker



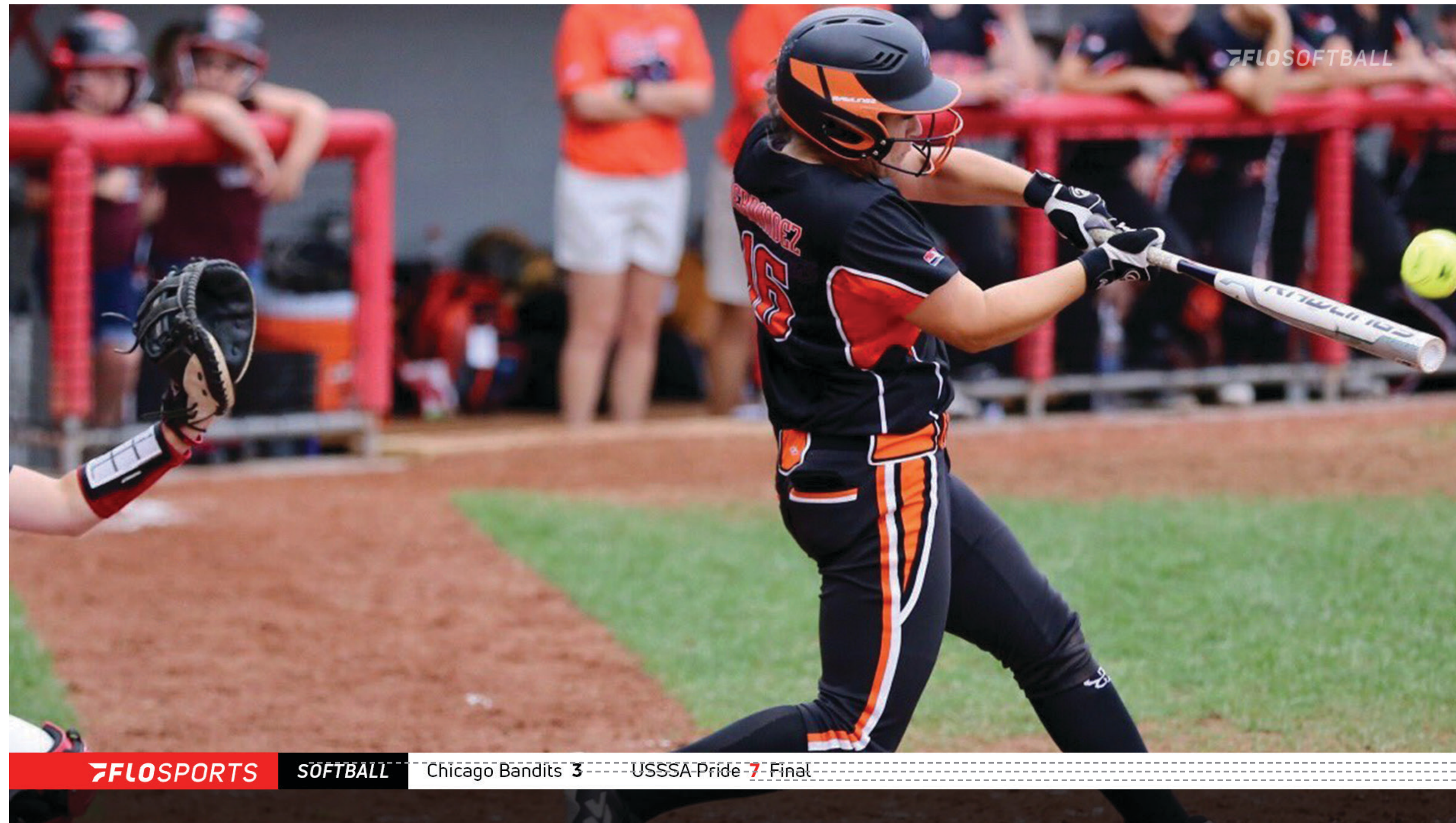
2019 FREEDOM BOWL

Here is some sample scrolling text. Here is some sample scrolling text. Here is some sample scrolling text.

Uni Neue / Bold Italic / 25pt
Uni Neue / Bold / 25pt

Sport Setup

Ticker



Uni Neue / Bold Italic / 25pt
Uni Neue / Regular / 25pt
Red indicate final winning score

Sport Setup

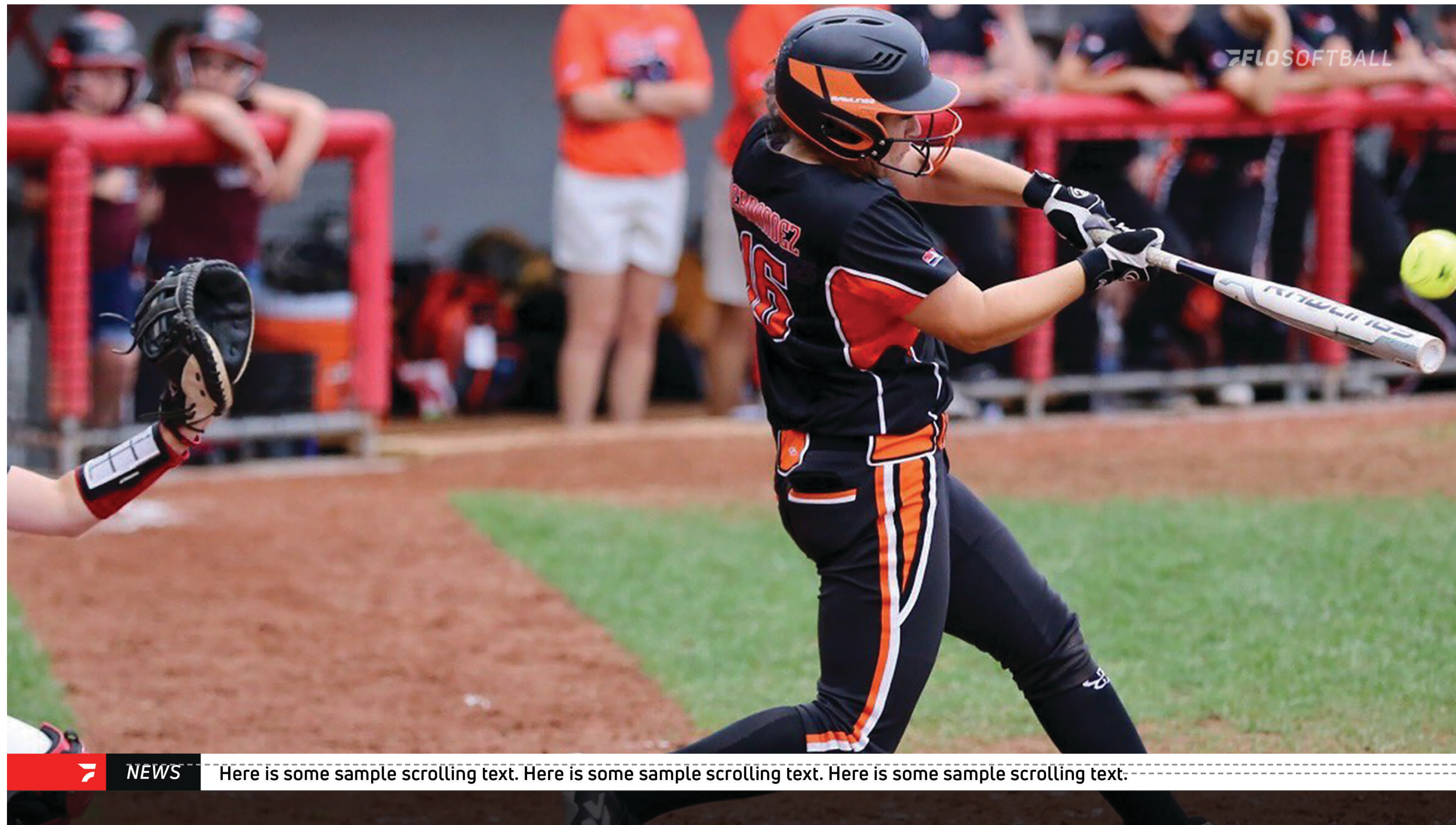
Ticker



Uni Neue / Bold Italic / 25pt
Uni Neue / Regular / 25pt
Red indicate final winning score

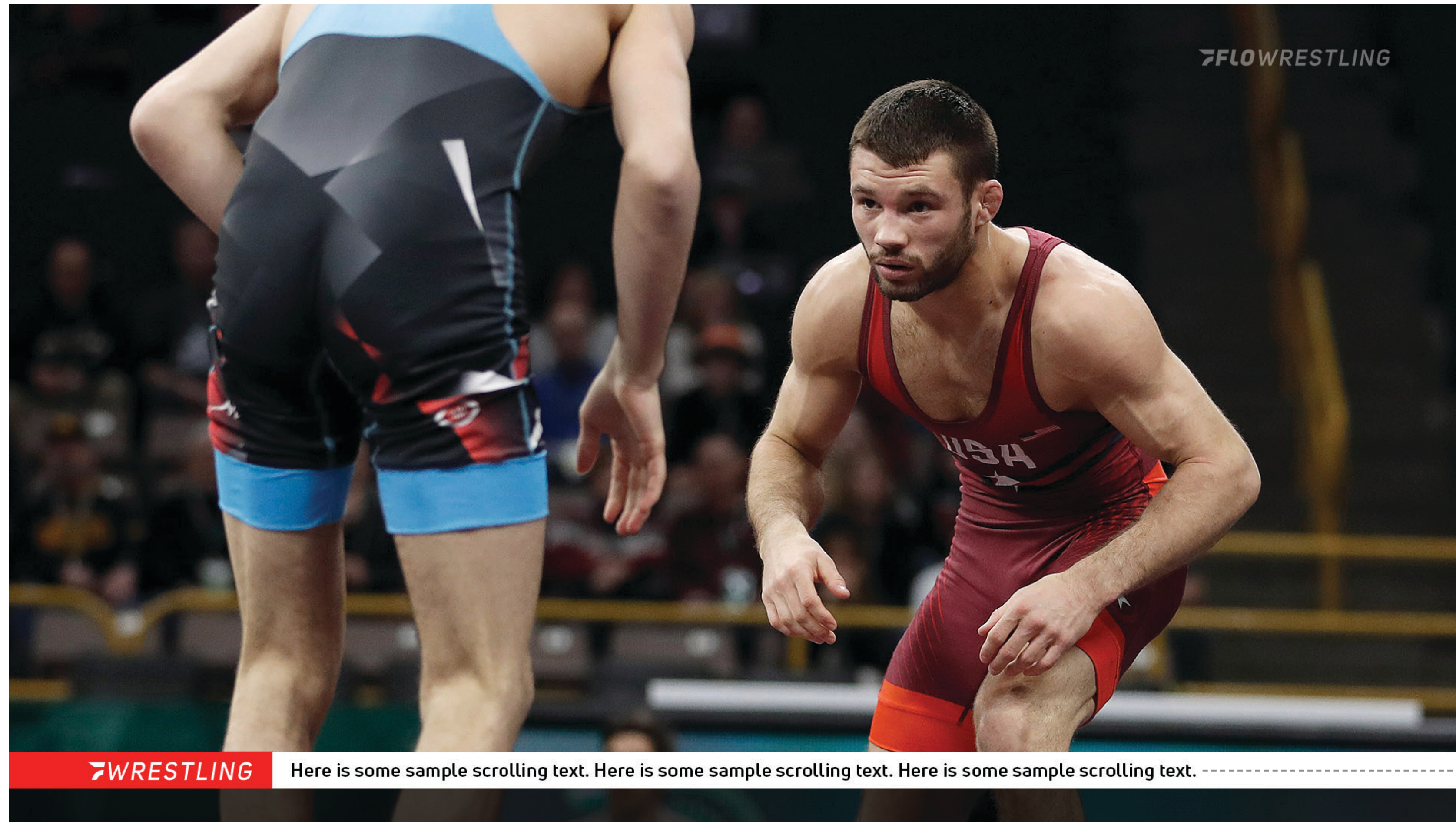
Category Setup

Ticker



Uni Neue / Bold Italic / 25pt
Uni Neue / Regular / 25pt

Sub Channel Ticker

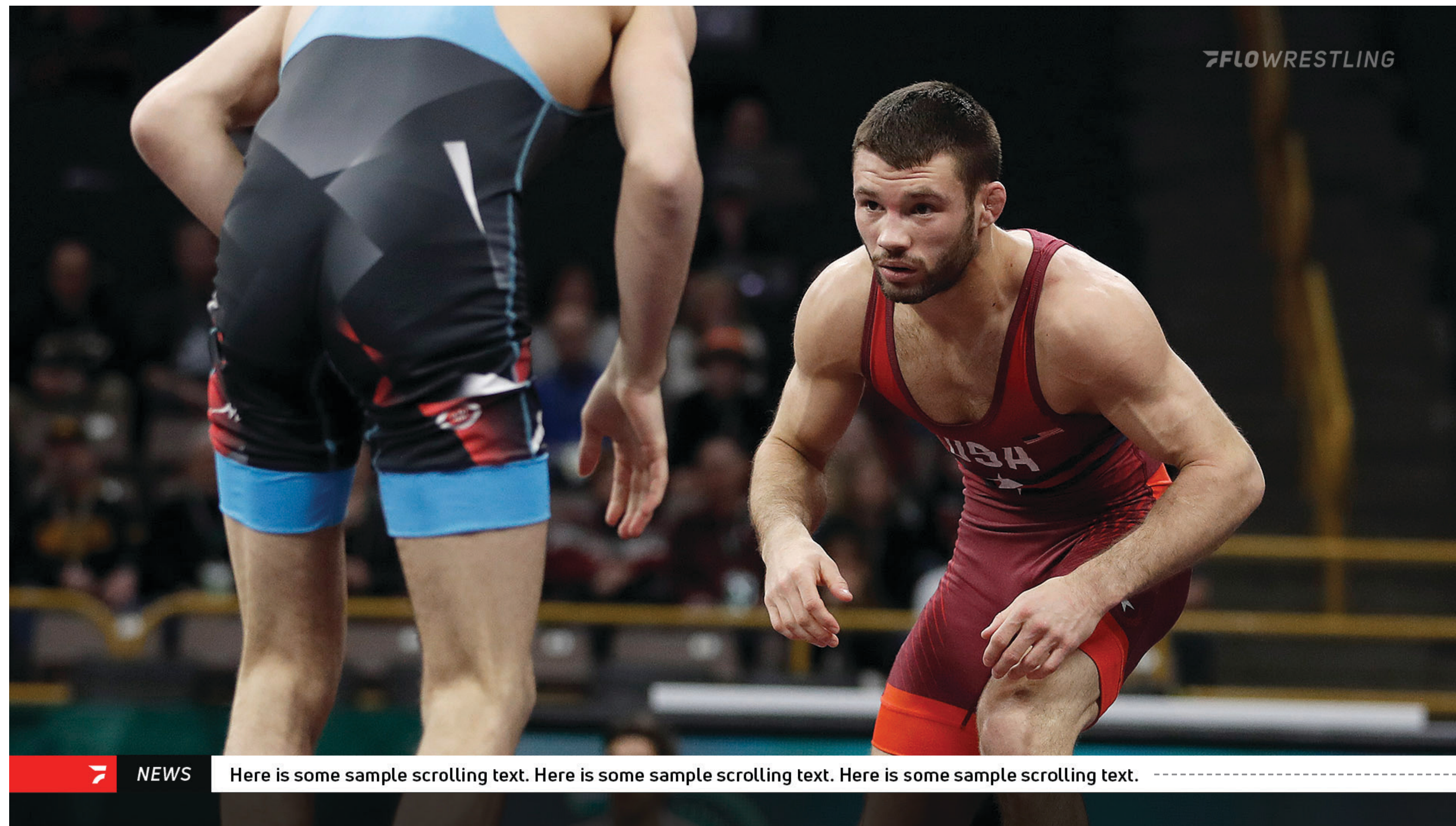


FLOWRESTLING

Here is some sample scrolling text. Here is some sample scrolling text. Here is some sample scrolling text. -----

Uni Neue / Regular / 25pt

Sub Channel Ticker



Uni Neue / Regular / 25pt

08

Full Screen Design

Section

Full screen

Full Screen Overview

The FloSports full screen system is based on the logo shape and forms to create zones to accommodate content and messaging.



Title Card

Design



Uni Neue / Book / 60pt

Uni Neue / Bold / 60pt

Uni Neue / Bold / 24pt

Uni Neue / Regular / 10pt

Uni Neue / Heavy / 25pt

Commercial Break

Design



THIS EVENT IS IN A
COMMERCIAL BREAK

FLOCHEER

2019 NATIONALS CHAMPIONSHIPS

Uni Neue / Bold / 22pt

Uni Neue / Heavy Italic / 36pt

Uni Neue / Bold / 12pt

09

Network ID Design

Section

Network ID

Network ID

Overview

Ignite
Celebrating the movement and feeling of competition. Each sport has a unique storyline of emotion, rhythm, feeling and movement which fuels competition. This ident encapsulates that sense of story, from start to finish.

It is loosely broken into 3 sections, the anticipation/build up, the adrenaline rush/energetic start, the passion and intensity. It is through this story that the ident portrays the raw spirit of competition on FloSports.



Network ID

Design



Network ID

Design



Network ID

Design



Network ID

Design



Network ID

Design



Network I

Design



Network ID

Design



Network ID

Design



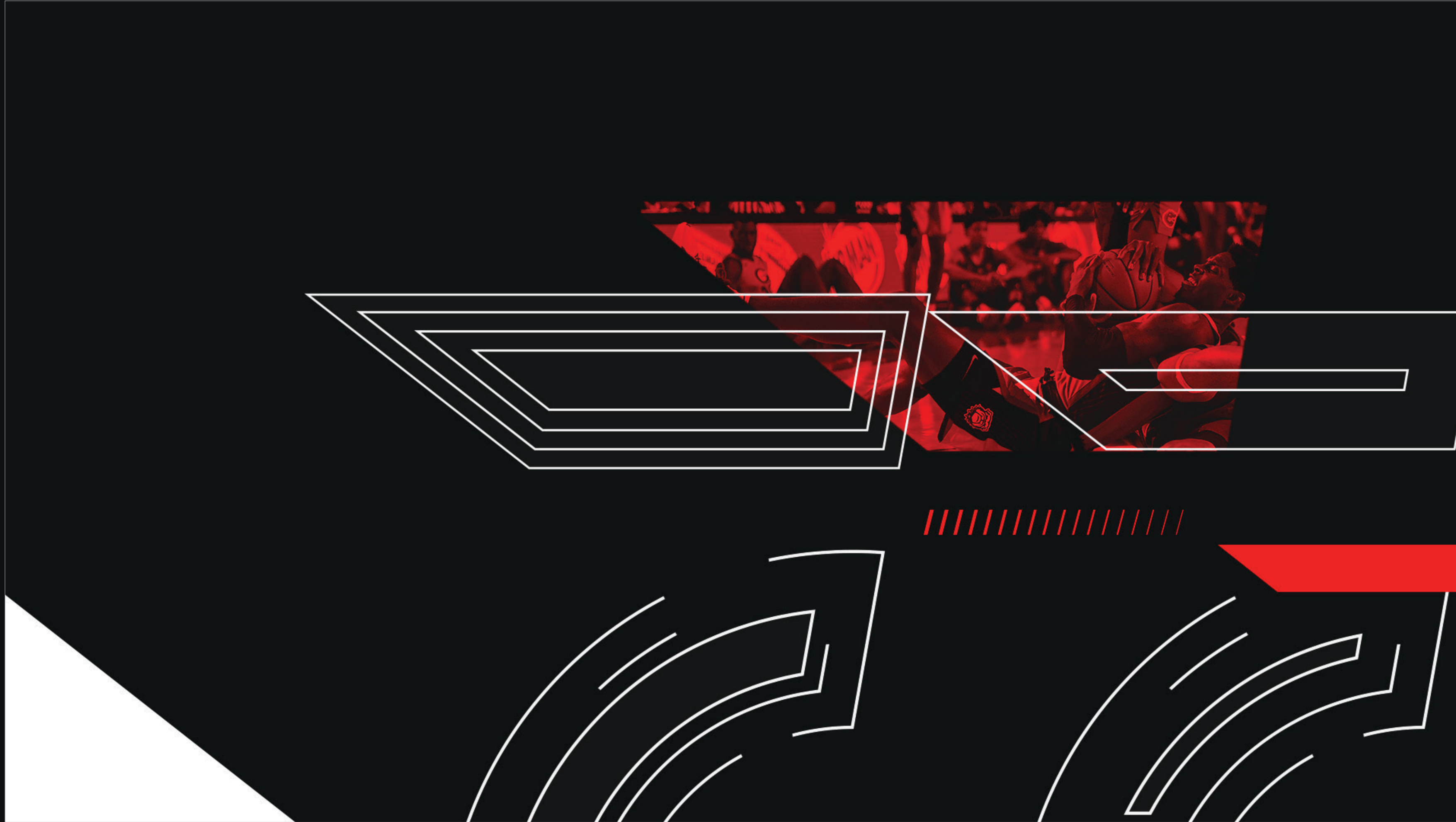
Network ID

Design



Network ID

Design



Network ID

Design



Network ID

Design



Network ID

Design



Network ID

Design



Network ID

Design

et tual

Network ID

Design



Network ID

Design



Network ID

Design



Network ID

Design



Network ID

Design



FLOSPORTS

FUEL THE TRIBE

Network ID

Typeface

About Uni Neue

Uni Neue is the whole new redesigned version (remake) of Uni Sans – one of the most recognizable and signature font families of Fontfabric type foundry. From major changes like proportions, widths and thickness (weights) to the smaller details, this new family enables us to feel and understand the font at a completely new level.

Uni Neue is a modern sans serif with a distinctive character and geometric feel. The rounded corners give the typeface a friendly look, yet it retains a professional quality suitable for branding even the most serious corporate identities. The attention to detail paid during its development means that this typeface offers a vast range of design possibilities – it helps users create eye-catching designs and brands that really stand out.

Uni Neue

Uni Neue Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+“(,;:)

Uni Neue Thin Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+“(,;:)

Uni Neue Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+“(,;:)

Uni Neue Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+“(,;:)

Uni Neue Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+“(,;:)

Uni Neue Book Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+“(,;:)

Uni Neue Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+“(,;:)

Uni Neue Regular Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+“(,;:)

Uni Neue Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+“(,;:)

Uni Neue Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Uni Neue Heavy
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+“(,;:)

Uni Neue HeavyItalic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Uni Neue Black
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Uni Neue Black Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+“(,;:)

Network ID

Typeface

About Superfly Two

SuperFly combines attractive curves with a fresh urban edge; delivering a stylish script which is guaranteed to add an eye-catching appeal to your logo designs, brand imagery, handwritten quotes, product packaging, merchandise & social media posts.

Superfly Two

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

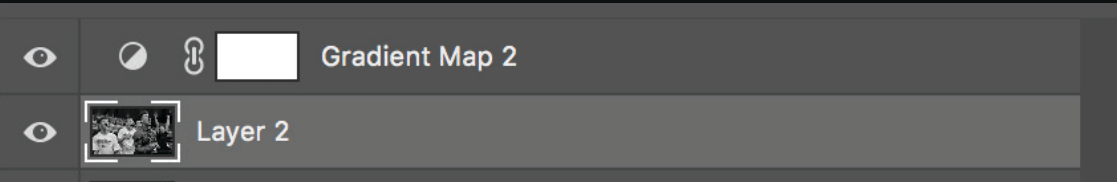
0 1 2 3 4 5 6 7 8 9 0 \$ % ' ? / + " (. , : ;)

Network ID

Photography Treatment

GRADIENT OVERLAY

Applied to photography/footage with the signature “Competitive Red” palette to showcase intense, visceral moments which celebrate the tribal essence of the brand.



BEFORE



AFTER

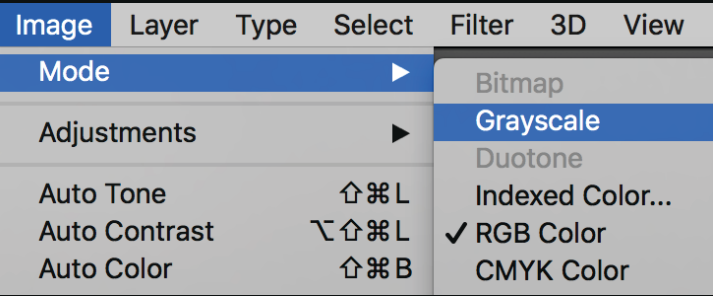


NETWORK ID DESIGN



GRAYSCALE

Grayscale is an alternate photography/footage setup which delivers on the bold, stark, impactful aspects of competition - capturing the tribal essence of the brand.



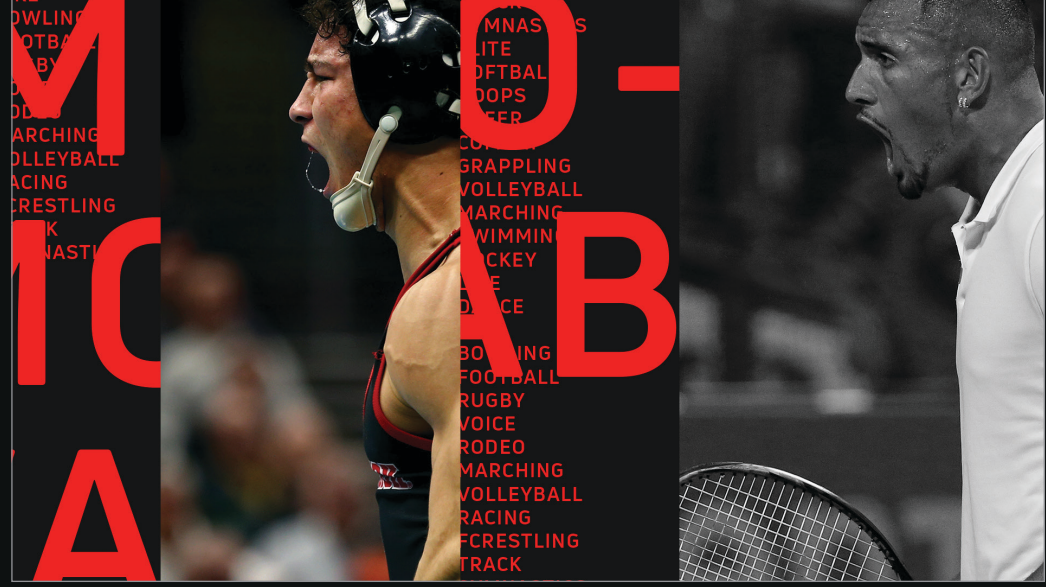
BEFORE



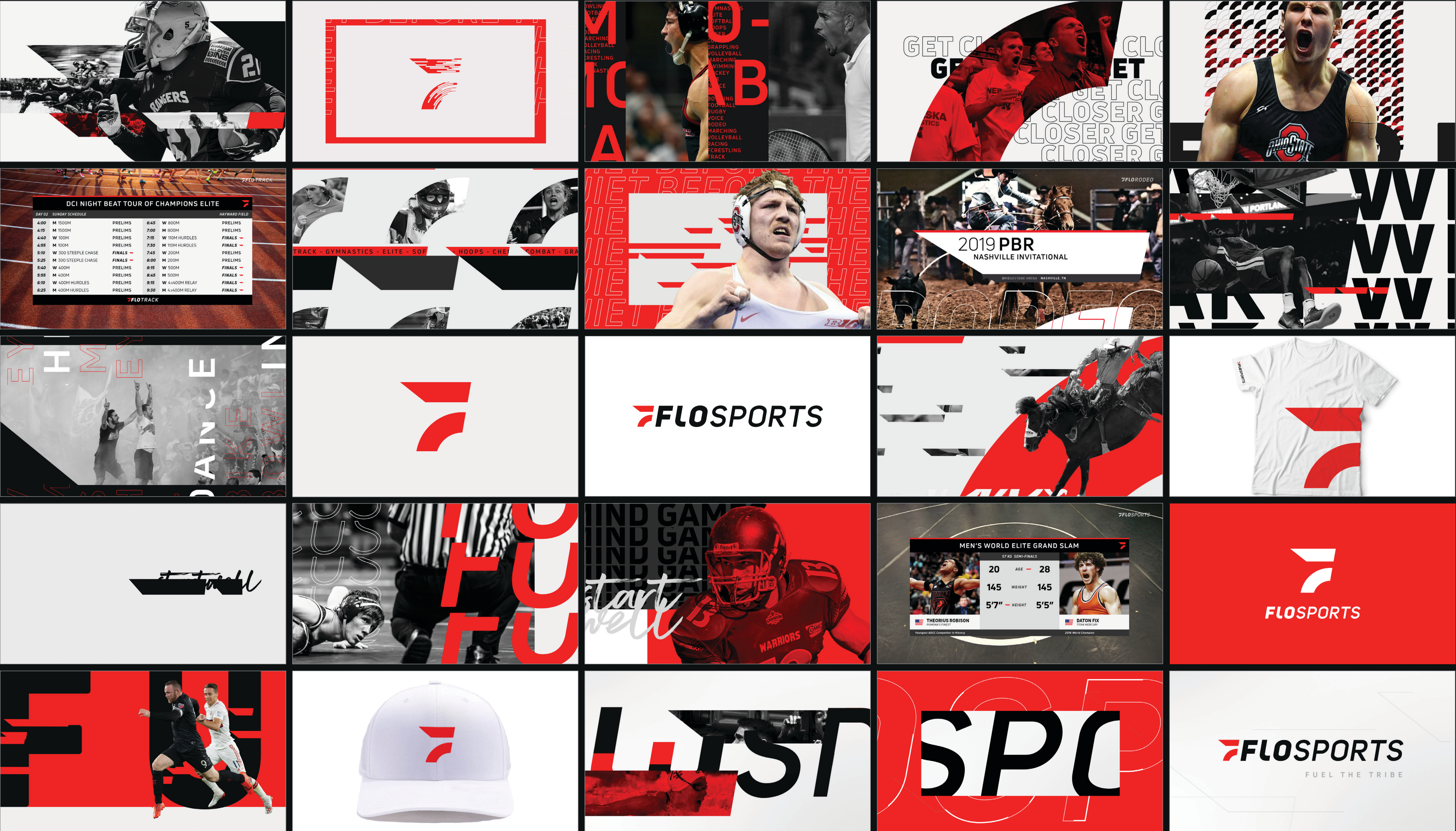
AFTER



NETWORK ID DESIGN



Network Logo & Identity Overview





FOR QUESTIONS REGARDING THE USAGE GUIDE,
CONTACT —
BRAND@FLOSPORTS.TV

Created by: **TROIKA**