FLOSPORTS

BRAND GUIDELINES V1.0
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01

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

Secondary

Tertiary

Sub-Brand Primary

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Co-Brand

Logo
Overview

Icon

Primary

Secondary

Tertiary

Sub-Brand Primary

Sub-Brand Secondary

Co-Brand

Logo
Master Brand

02

Section

Master Brand

Master Logo
Overview

Logo
Construction

FloSports Icon is based on simple rectangle and circle geometric rectangle shapes with a 10° angled cut refered 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.

Customized (L)

Tribal Icon

Uni Sans Heavy Italic

Uni Sans Semibold Italic / Kerning (100)

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.

X

X

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.

FLOSPORTS

H

FLOSPORTS

60% OF H

FLOSPORTS

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

Red Icon
Over White

Two Color Primary
Over White

Two Color Secondary
Over White

FLOSPORTS

Two Color Tertiary
Over White

Red Icon
Over Black

Two Color Primary
Over Black

Two Color Secondary
Over Black

Two Color Tertiary
Over Black

White Icon
Over Red

White Primary
Over Red

White Secondary
Over Red

FLOSPORTS

White Tertiary
Over Red

Black Icon
Over White

Black Primary
Over White

Black Secondary
Over White

Black Tertiary
Over White

White Icon
Over Black

White Primary
Over Black

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.

Dont 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

Logo
Sub-Brand

03

Section | Sub-Brand

Sub-Brand Primary
Construction

ICON + FLO + SUB-BRAND

FLOFOOTBALL

ICON   FLO

SUB-BRAND

Sub-Brand Primary
Overview

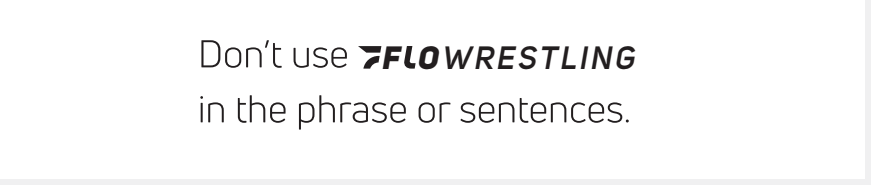|	TWO COLOR OVER WHITE	TWO COLOR OVER BLACK	ONE COLOR OVER RED	ONE COLOR OVER WHITE	ONE COLOR OVER BLACK
PRIMARY SUB BRAND	FLOWRESTLING	FLOWRESTLING	FLOWRESTLING	FLOWRESTLING	FLOWRESTLING
	FLOTRACK	FLOTRACK	FLOTRACK	FLOTRACK	FLOTRACK
	FLOGYMNASTICS	FLOGYMNASTICS	FLOGYMNASTICS	FLOGYMNASTICS	FLOGYMNASTICS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

Sub-Brand
Usage Guideline

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

⚡FLOWRESTLING
Double spacing

The space between Flo and sub brand is double comparing to Primary master

⚡WRESTLING
100

The sub brand's kerning is 100.

⚡FLOWRESTLING

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

⚡WRESTLING

The amount of clear space around secondary sub brand logo should be half size or greater than the height of the "Icon".

18 pixels **⚡FLOWRESTLING**

The minimum size for screen application of primary sub brand logo is 18 px wide/0.25 in wide/0.635 cm wide.

18 pixels **⚡WRESTLING**

The minimum size for screen application of secondary sub brand logo is 18 px wide/0.25 in wide/0.635 cm wide.

⚡FLOWRESTLING

Red Icon should be used with black primary sub brand on white or light

⚡WRESTLING

Red Icon should be used with black secondary sub brand on white or light

⚡FLOWRESTLING

Red Icon should be used with white primary sub brand on black or dark

⚡WRESTLING

Red Icon should be used with white secondary sub brand on black or dark

⚡FLOWRESTLING

White primary sub brand logo should be used on Flosports' red background.

⚡WRESTLING

White secondary sub brand logo should be used on Flosports' red background.

⚡FLOWRESTLING

Black primary sub brand logo on white background.

⚡WRESTLING

Black secondary sub brand logo on white background.

⚡FLOWRESTLING

White primary sub brand logo on black background.

⚡WRESTLING

White secondary sub brand logo on black background.

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

⚡ FLO WRESTLING

Don't change the spacing between logo and text.

⚡WRESTLING

Don't outline logo.

⚡FLOWRESTLING

Don't use different font in the logo.

⚡WRESTLING

Don't enlarge the logo.

⚡FLOWRESTLING

Don't change kerning on Wrestling.

⚡ WRESTLING

Don't stretch or manipulate the logo.

⚡FLO WRESTLING

Don't change spacing between Flo and Wrestling.

⚡WRESTLING

Don't change the opacity of the logo.

⚡FLOWRESTLING

Don't reverse colors on the

⚡WRESTLING

Don't use all red logo.

⚡FLOWRESTLING

Don't use all black logo on Flosports' red.

⚡WRESTLING

Don't change the color.

Don't use **⚡FLOWRESTLING** in the phrase or sentences.

Don't use the logo in the phrase or sentences.

⚡WRESTLING

Don't use smaller than the minimum size for screen application.

⚡FLOWRESTLING
ESPN

Don't combine logo with other logo except Flosports' Co Brand.

WRESTLING⚡

Don't change the official placement.

CONSTRUCTION

COLOR

PLACEMENT

FILE NAME:
01_FloSports_Master Brand_Outline.ai

Logo
Co-Brand

04

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 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

Logo
Color

06

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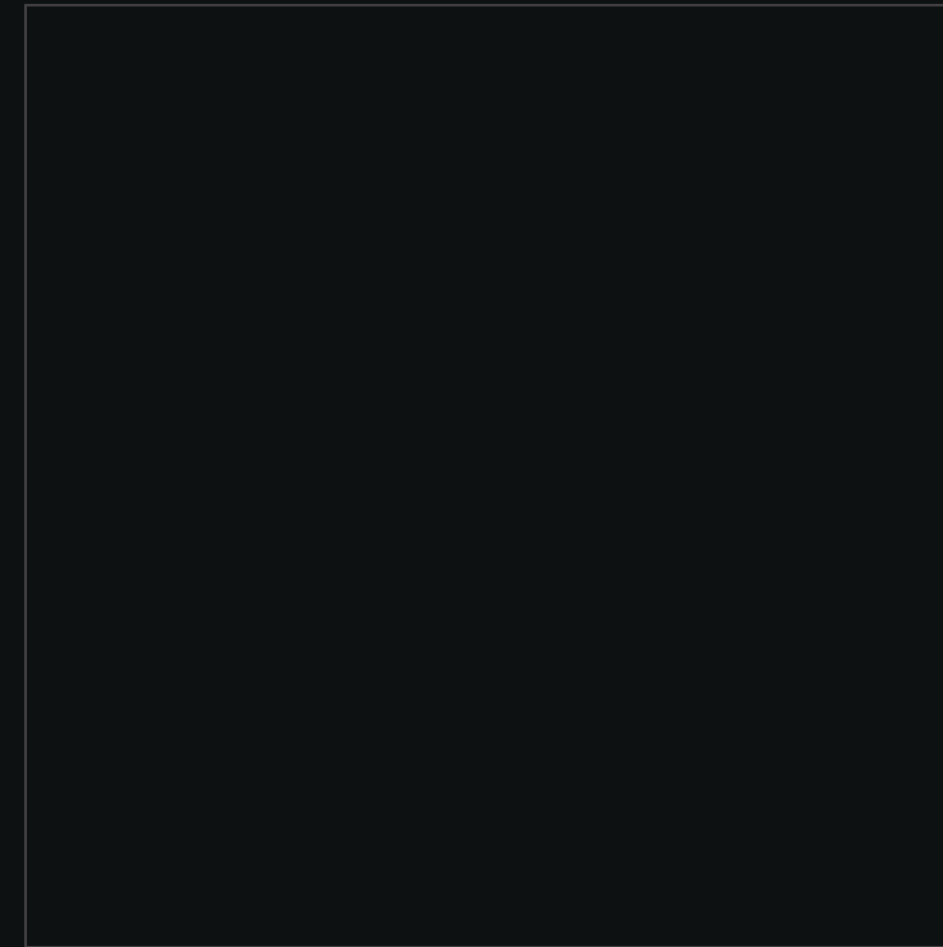
FOR PRINT USE
C=**74** M=**67** Y=**66** K=**85**
PMS= **Neutral Black C**

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**

Network ID
Typeface

Uni Neue

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
01234567890$&?/+"(.,:;)

Uni Neue Heavy
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890$&?/+"(.,:;)

Uni Neue HeavyItalic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890$&?/+"(.,:;)

Uni Neue Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890$&?/+"(.,:;)

Uni Neue Black Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890$&?/+"(.,:;)

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 profession-al quality suitable for branding even the most serious corporate identities. The attention to detail paid during its devel-opment 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 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$&?/+"(.,:;)

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

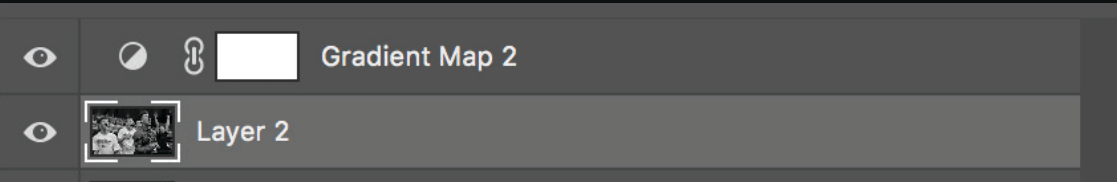abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

0123456789 0 $ & ? / + " (. , : ;)

Network Identity
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.
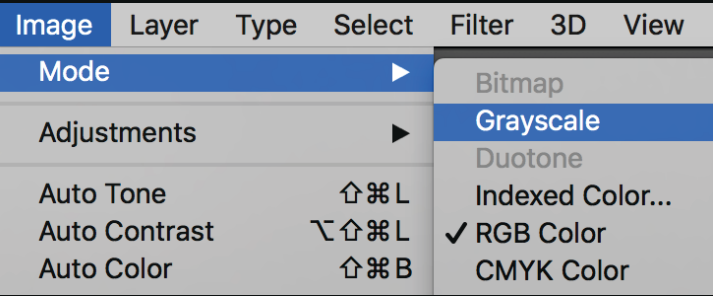
BEFORE

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.
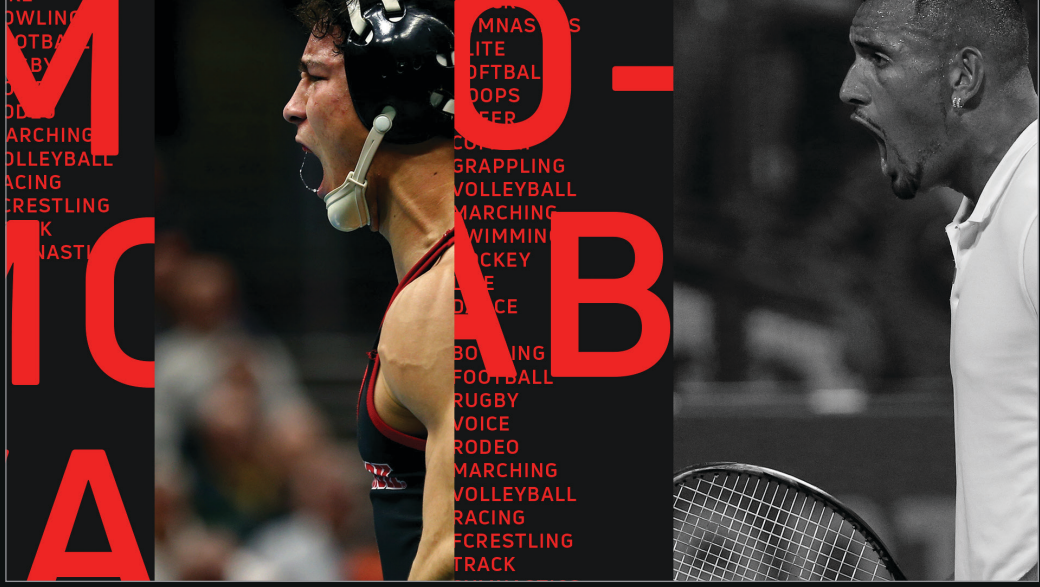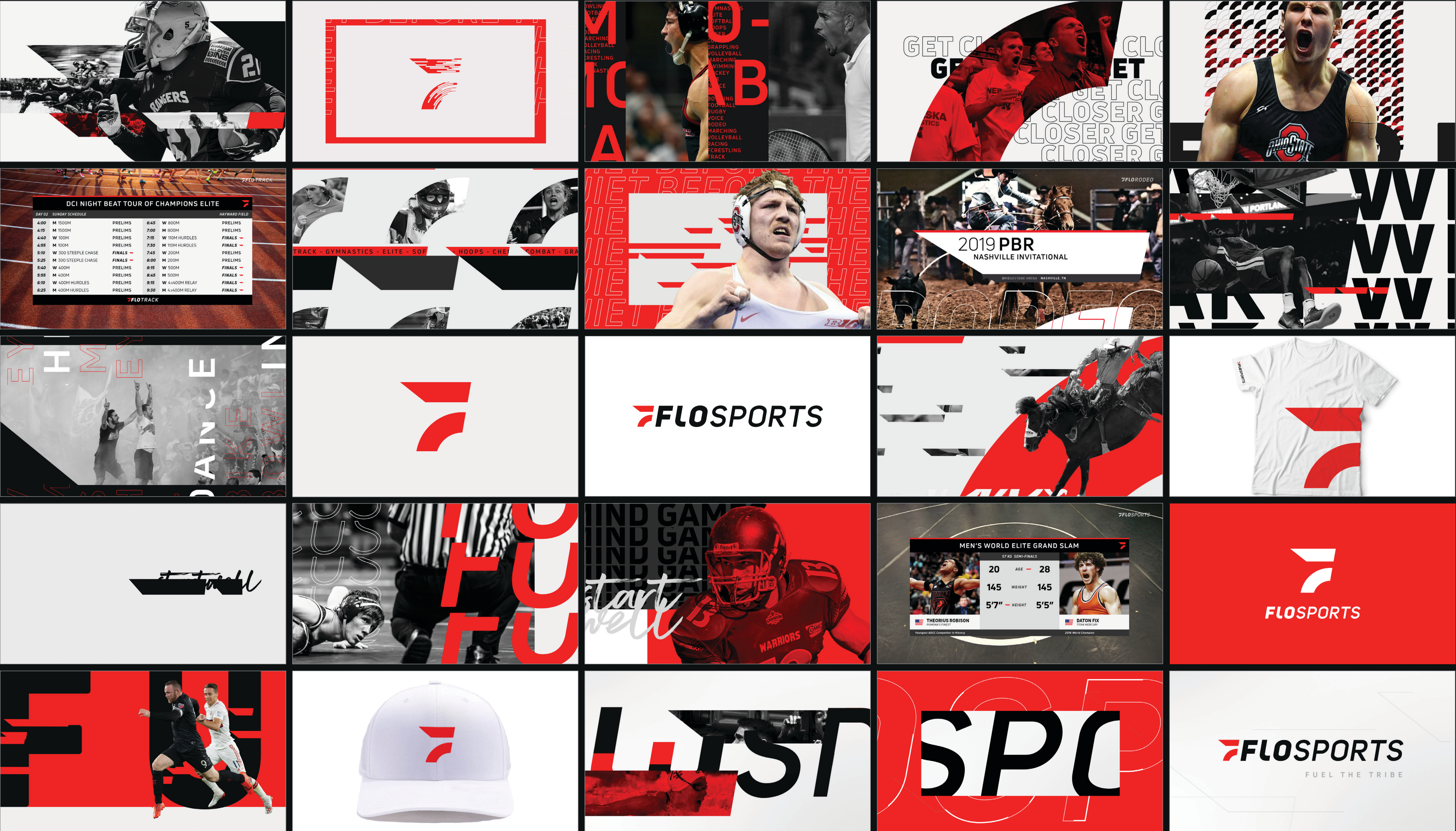
BEFORE

AFTER

NETWORK ID DESIGN

Network Identity
Overview

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FOR QUESTIONS REGARDING THESE GUIDELINES, CONTACT
BRAND@FLOSPORTS.TV