

Brand Identity Style Guide

Design

Logo & Brand Identity Guidelines

Company

NextRep

Date

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Designer

Eric Van Horn

NextRep is a smart training app that helps everyday athletes optimize their workouts, track performance, and prevent injury using data driven technologies. The driving force behind NextRep's founding is the lack of professional grade tools and technologies available to the average consumer. Major sports leagues around the world utilize machine learning and artificial intelligence to help their athletes train better and prevent injury, but there is currently no consumer-friendly alternative. NextRep's mission is to bring enterprise level training technologies to everyday athletes to help them train smarter, healthier, and reach their full potential.

Utilizing wearable data, user uploaded training clips, and previous health and injury history, NextRep will analyze movement, technique, and history to provide insights into potential injury risks, technique improvement, and personalized recovery plans.

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Logo & Brand Identity Guidelines

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logomark

NextRep's logo mark is a key component of conveying who NextRep is. As a result, it should be displayed in the proper manner defined in this guide.



Primary Logomark

NextRep's primary logomark is to be used in all formal publications unless explicitly stated in a defined scope of work.

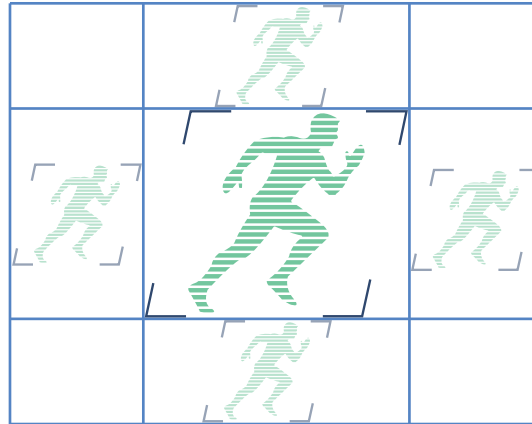


Clear space

Clear space is vital to allow NextRep's logo to stand out. It ensures that the logo remains uncluttered and is easily distinguishable.

To measure the clear space for the logomark only, utilize 50% of the logomark's height.

For NextRep's primary logo, utilize the "N" from "NEXT" in the logo to determine how much clear space should be around the entire logo.



Logo variation

Different scenarios may require a different version of the NextRep logo. Majority of the time, the **full color primary logo** will be used. The **full color on light background** may be used for any light colored background. However, in the case of a dark background, you may choose to use the **single color** logo variation. Additionally, the option to use the **inverted single color logo** is available for instances where simplicity is necessary.



Full Color Logo (Primary)



Full Color on Light Background

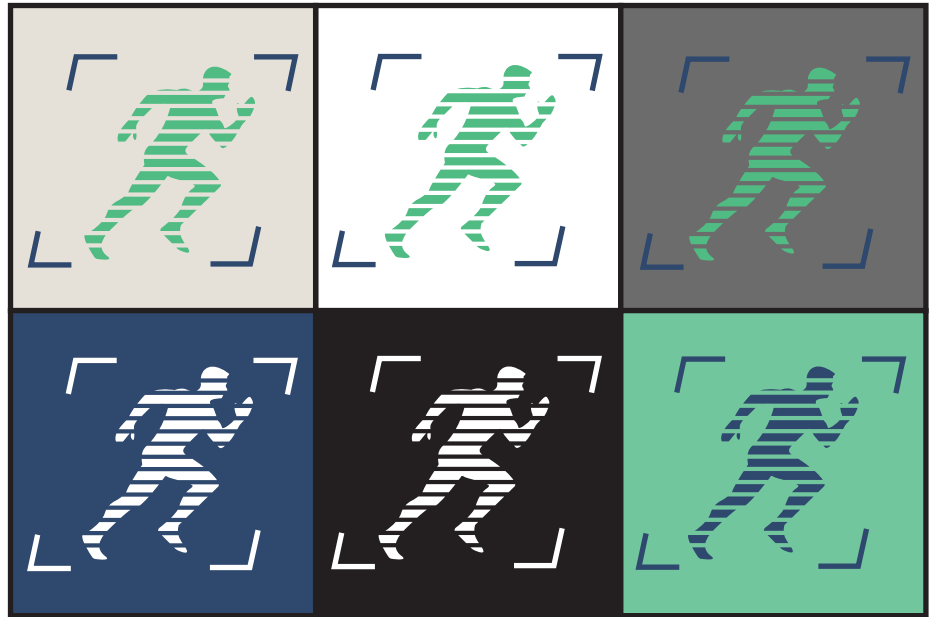


Single Color



Inverted Single Color Reversed

background



Primary colors



CMYK

89 74 33 18

HEX

#2F486E



55 0 49 0

#3EC986

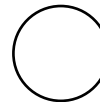


CMYK

8 8 12 0

HEX

#E6E1D8



0 0 0 0

#FFFFFF

secondary colors



CMYK

0 0 0 100

HEX

#000000



69 42 0 0

#4E85D2



CMYK

58 49 49 16

HEX

#6C6C6C



23 64 73 8

#B56A4D

When to Use:

Kanit (Black Italic) is the font used **only** for the logo.

When to Use:

Zalando Sans Condeinsed (Bold) is to be used for headers and sub-headers.

When to Use:

Zalando Sans Condeinsed (Regular) is to be used for the copy on created content.

Kanit (Black Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Zalando Sans Condensed (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Zalando Sans Condensed (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Do Not: Logomark

Do not move or resize the logomark.
Do not make the logo into a linear logo.



Do Not: Fonts

Do not change the font style, it must remain Kanit (Black Italic). Do not position the letters upright and do not make the letters lowercase, they must remain uppercase.



Do Not: Sizing

Do not stretch the logo. Any scaling must remain proportional.
Do not scale it past legibility. The scan effect in the logomark must be visible at all times.



Do Not: Color

Do not change the colors of the logo. No colors that appear similar to the primary logo colors. Additionally, do not use NextRep's secondary colors as colors for the primary logo.



business card

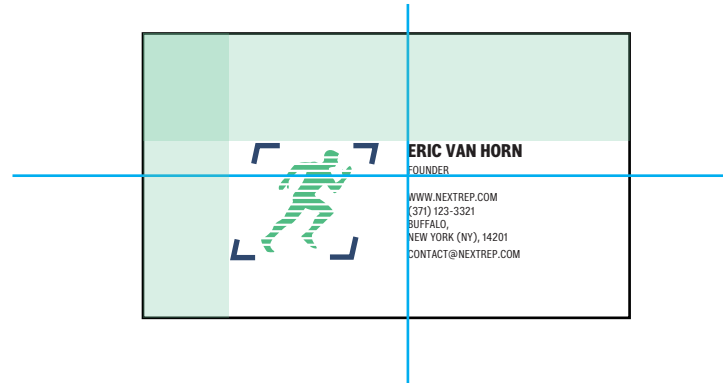
95mm * 55mm

front

- distance from top 15mm
- distance from left 10mm
- name 6pt
- job title 4pt
- details 4pt

back

- centered logo with tan background



front letterhead

- Logo width 18mm
- Logo distance from left margin 1mm
- The distance between top margin and logo is equal to 1/2 times the logo height

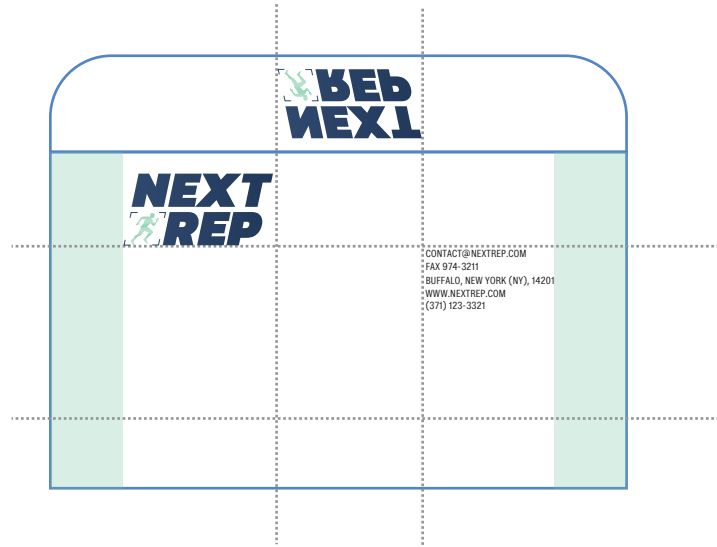
back letterhead

- Logo is centered on the page and is at an opacity of 40%. NextRep's website URL is listed at the bottom.



Envelope

- Logo width 20mm
- Logo distance from left margin 10mm
- type distance from right margin 10mm



Pattern & Textures

Provided are a few textures and patterns that NextRep has approved to be used in company assets.

Any additional textures and/or patterns must be approved.



Application

Mockups of what NextRep's logo will look like in the real world.

The following are loading screens to NextRep's mobile application.



Application

As a fitness related company, NextRep may introduce branded athletic apparel for their audience. Provided is a mockup of what a potential t-shirt could look like.

