

BRAND GUIDELINES.

GIVING BACK DOESN'T COME WITH A PLAYBOOK.
UNTIL NOW.

ATHLETES CHARITABLE.

ACTIVATING THE IMPACT ONLY AN ATHLETE CAN MAKE.

44921 GEORGE WASHINGTON BOULEVARD,
SUITE 230
ASHBURN, VA 20147
571-620-3000
INFO@ATHLETESCHARITABLE.ORG

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**WELCOME
TO ATHLETE
CHARITABLE'S
BRAND
GUIDELINE.**

Introduction.

Going from athletic excellence to social entrepreneurship brings a whole new arena of challenges. Discover the branding around a community designed by and for professional athletes.

Whether you want to create a donor advised fund or start a scholarship program, sports camp, or other type of charitable initiative, we help you get strategic, stay compliant and make sustainable service happen more easily- on your schedule.

Given our history, some might even call it our speciality.

Build your impact on our robust foundation of charitable giving:

38,000

DONORS

\$20,000,000

DISTRIBUTED TO CHARITIES

\$8,000,000

FEDERAL + PRIVATE GRANTS RECEIVED

900+

CHARITABLE PROGRAMS SUPPORTED

**BE MORE THAN A LIVING LEGEND.
BE A GIVING LEGEND.**

COMPANY LOGO.

**WE'RE
CHANGING THE
GAME OF GIVING.**

ONE MEMBERSHIP. EVERYTHING YOU NEED TO MAKE A DIFFERENCE.
THERE'S NOTHING LEFT TO DO BUT GIVE.

MAIN LOGO.

ATHLETES
CHARITABLE
A DIVISION OF UNITED CHARITABLE

HORIZONTAL LOGO.



SUBMARK.



GRAPHIC.



DARK AND LIGHT



LOGO USAGE.

These guides should be followed to ensure the logo remains in tact and the brand image is consistent. Proper clearspace provides the logo with adequate whitespace to avoid overcrowding. Do not stretch, skew, recolor, pixelate, or add/remove elements from the logo. Legibility should always be a primary consideration. Avoid placing the logo on a busy photo or texture and always be sure there is enough contrast between the logo and background for clear legibility.



.SVG

This is a vector based illustration file that can be scaled to any size without losing quality. This is primarily for use on the web.



.EPS

This is a file in vector format that has been designed to produce high-resolution graphics for print. EPS should be used for large format printing, screen printing, & other high quality print jobs.

.JPG (CMYK)

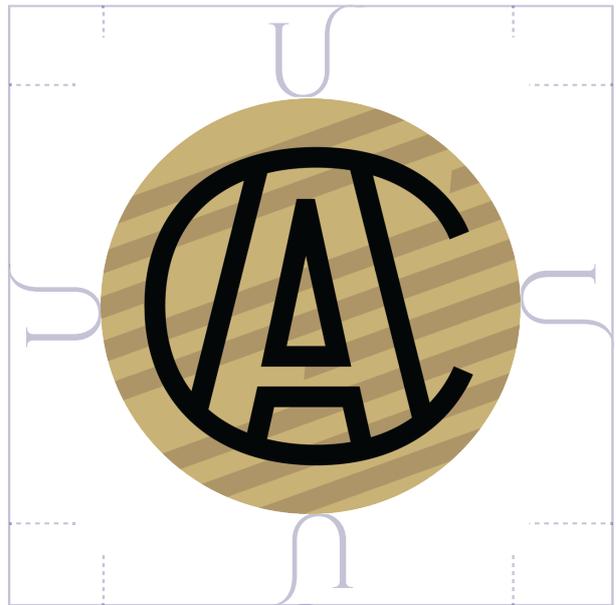
Jpgs are best used for word documents or other small print projects. However, paying attention to the resolution and file size with jpgs is essential in order to produce high quality work.

.PNG (RGB)

A png file is best used for web. This file type has a transparent background.

DEFINE YOUR LEGACY THROUGH SERVICE.

CLEARSPACE.



PLEASE DON'T,

Stretch



Skew



Change Colors



Pixelate



Remove Elements



Place on Busy Background

TYPOGRAPHY.

TYPOGRAPHY.

HEADERS TYPEFACE

AA

BEBAS NEUE

AABBCCDD EEFFGG

HHII0123456789

+;,%@*

TYPOGRAPHY.

HEADER TYPEFACE WEIGHTS

REGULAR.

AABBCCDDEEFFGGHHIIJK LLMMNNOO
PPQRRRSSTTUUVVWWXXYYZZ
0123456789 (&!/,;:_*")

TYPOGRAPHY.

TYPOGRAPHY.

SUBHEADERS TYPEFACE

AA

NOVECENTO
SANS

AABBCcDdEEFFGG

HhIi0123456789

+;%@*

TYPOGRAPHY.

SUBHEADER TYPEFACE WEIGHTS

REGULAR. AABbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (& ? ! / , ; : - _ * ”)

BOLD. **AABbCcDdEeFfGgHhIiJjK LlMmNnOo**
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (& ? ! / , ; : - _ * ”)

TYPOGRAPHY.

TYPOGRAPHY.

BODY TYPEFACE

Aa

Montserrat

AaBbCcDdEeFfGg

HhIi0123456789

+;%@*

TYPOGRAPHY.

BODY TYPEFACE WEIGHTS

REGULAR. AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)

ITALIC. *AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)*

BOLD. **AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)**

COLOR PALETTE.

COLOR PALETTE. PRIMARY COLOR SYSTEM

BLACK



CMYK 75 / 68 / 67 / 90
RGB 0 / 0 / 0

HTML #000000

DARK GOLD



CMYK 33 / 37 / 67 / 4
RGB 172 / 148 / 103

HTML #AC9467

GRAY



CMYK 66 / 62 / 57 / 42
RGB 72 / 68 / 71

HTML #484447

GOLD



CMYK 23 / 26 / 63 / 0
RGB 201 / 179 / 118

HTML #C9B376

COLOR PALETTE. SECONDARY COLOR SYSTEM

PURPLE



CMYK 49 / 84 / 56 / 53
RGB 83 / 36 / 52

HTML #532434

BLUE



CMYK 59 / 26 / 33 / 1
RGB 112 / 157 / 162

HTML #709DA2

COMPANY STATIONERY SET.

LETTERHEAD.

BUSINESS CARD.

ENVELOPE.

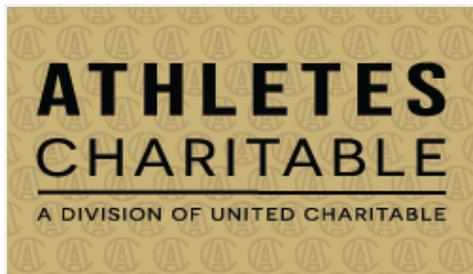
BUSINESS CARD PARAMETER.

Card Dimensions

3 in x 2.5 in

Print Color Format

CMYK



ENVELOPE PARAMETER.

Card Dimensions

9.5 in x 4.125 in

Print Color Format

CMYK



LETTERHEAD PARAMETER.

Card Dimensions

8.5 in x 11 in

Print Color Format

CMYK



PATTERNS.



PATTERNS.



USAGE.



SIGNAGE.



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