

94Fifty

V I S U A L B R A N D G U I D E L I N E S

PRIMARY LOGO

PRIMARY LOGO ON WHITE

94Fifty[®]

PRIMARY LOGO WITH TAG LINE ON WHITE

The primary logo is used with the tag line, the tag line should always be the same color as the "94" within the logo.

94Fifty[®]

S M A R T S E N S O R B A S K E T B A L L

PRIMARY LOGO BLACK & WHITE USE

94Fifty[®] **94Fifty**[®]

PRIMARY LOGO ON BLACK

94Fifty[®]

PRIMARY ONE COLOR LOGO ON 94F ORANGE

94Fifty[®]

PRIMARY ONE COLOR LOGO ON 94F GRAY

94Fifty[®]

PRIMARY LOGO USAGE

SAFE AREA

The primary logo presentation is enhanced by maintaining a clear area surrounding the logo. This area is defined by the height and width of the "4" from within the logo.



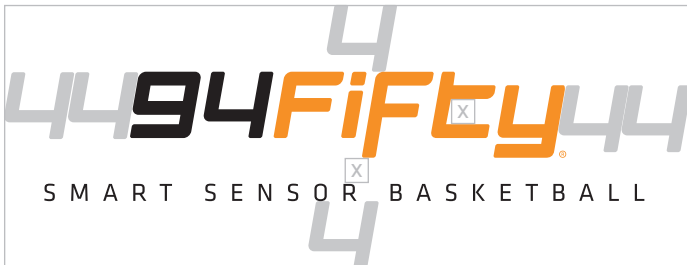
MINIMUM SIZE

To ensure legibility and brand consistency, the width of the logo must never be reduced smaller than .55 inches.



.55" (13.97mm)

SAFE AREA WITH TAG LINE



MINIMUM SIZE

To ensure legibility and brand consistency, the width of the tagline logo must never be reduced smaller than 1.2 inches.



1.2" (30.48mm)

PRIMARY LOGO DO'S AND DON'TS

These examples do not illustrate every acceptable use and violation of the 94Fifty logo. The safest and best way to maintain our brand communication is to minimize alterations to the logo and it's background.

DO'S

Use logo as is



Use the approved alt color versions



Scale the logo proportionally



Place the logo only on photos that don't compete with it.



Use only the approved tag line logo lockup



SMART SENSOR BASKETBALL

DON'TS

Do not alter the position or alignment of the logo



Do not rotate the logo



Do not switch the colors within the logo



Do not use any past/"rough" version of the logo



Do not add any drop shadows or effects to the logo



Do not adjust the proportions of the logo



Do not modify the colors of the logo



Do not place the logo on a competing image or pattern



Do not use pixelated or low resolution versions of the logo



SECONDARY "APP" LOGO

The secondary "App" logo is only to be used when it is in the context of talking about the 94Fifty Basketball App (For Apple and Android Devices)

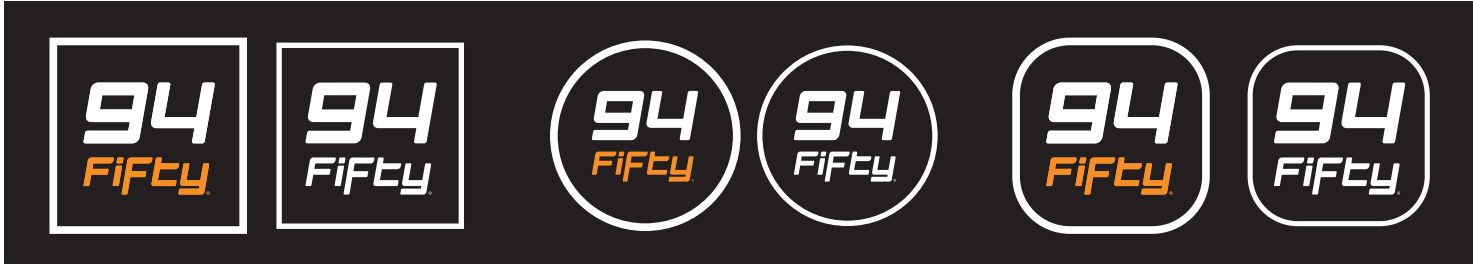
SQUARE LOGO



CIRCLE LOGO



ROUNDED SQUARE LOGO



EXAMPLE USE



PRIMARY COLORS

For both primary colors below, use only the provided CMYK, RGB, HEX and PMS values. This will help maintain brand consistency and avoid confusion.

94F ORANGE

CMYK: 0, 52, 96, 0
RGB: 247, 144, 39
HEX: #F79027
PMS: 151C

94F BLACK

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000
PMS: Process Black

SECONDARY COLORS

BLUES AND GRAY

The blue 94Fifty colors should be used as accent colors. Often times used to communicate trust and connectivity, the blues should be used when showing the wireless connection between the ball and the device.

94F ROYAL

CMYK: 95, 41, 6, 0
RGB: 0, 125, 188
HEX: #007DBC
PMS: 7461C

94F SKY

CMYK: 100, 10, 0, 0
RGB: 42, 165, 255
HEX: #2AA5FF
PMS: 299C

94F GRAY

CMYK: 65, 57, 52, 29
RGB: 86, 86, 91
HEX: #56565B
PMS: COOL GRAY 11

STOP LIGHT PALLET

The 94Fifty stop light pallet is often found with the 94Fifty Basketball app. Often indicating whether a metric was good or bad, these can also be used as accent colors to support branded materials.

94F GREEN

CMYK: 45, 0, 100, 0
RGB: 152, 206, 30
HEX: #98CE1E
PMS: 368C

94F RED

CMYK: 13, 95, 94, 3
RGB: 206, 49, 45
HEX: #CE312D
PMS: 485C

94F YELLOW

CMYK: 3, 17, 87, 0
RGB: 222, 189, 0
HEX: #DEBD00
PMS: 129C

PRIMARY TYPOGRAPHY

POPULAR

94Fifty uses the font "Popular" to make an impact in headlines and bold title statements. The only weight/style that "Popular" should be used in is Black/ALL CAPS. Usage can be seen on the next page.

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

KLAVIKA

94Fifty uses the font "Klavika" for sub-headers and supporting headlines as well as body copy. When used in headlines, the font style should be ALL CAPS and the tracking should either be set to 200 or 500 (in thousandths of an em). When used in body copy, use standard sentence case and auto tracking. Usage can be seen on the next page.

LIGHT (SHOULD NOT BE USED WHEN WHITE ON BLACK)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LIGHT (SHOULD NOT BE USED WHEN WHITE ON BLACK)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PRIMARY TYPOGRAPHY USAGE

TITLES

POPULAR ONLY

**GET
YOUR
GAME
ON.**

POPULAR AND KLAVIKA

GET YOUR GAME ON.

9 4 F I F T Y S M A R T S E N S O R B A S K E T B A L L

KLAVIKA ONLY

DOWNLOAD THE APP

BODY COPY

Copy should always be aligned left with ragged right.

Copy should always be aligned left with ragged right. Bus incia volupti ostiuri aut autat verecatem nonsequis et ut et volestotata sim vitusam dit auda ea que pratiis peliam, utaquia tquosanti as nost, nos im qui quiam, ute natibus etur? Laut as entibus et, venis niendendit idenimus, et omnimusae nonsequiam est, optat et et aut magnamus, id quid eic te laborit, et prore landita arum doloreius molor rent eatae. Heniet es simodis es alicit omnisti de corepture dolore volupta vollabore pedic tem quid qui natinus aut essimus aceprov idunto tem dolores mod ut ex et ut eicid mo ommodia commolo es alit esed ulloritae veriossitem endenti officietur aut dendaes equider emquam explitatio. Qui nobit aut fugias nes eum et prem raepudae invero molor simenis sanda suntiis vent andi quas eictus et reperchit mi, vellitaspici se magnimolest, auda dunte omnim qui tem. It inis am volum dolores et mos velit faccupatae se nis debit rem aborpore rescia voluptatur?

Copy should always be aligned left with ragged right. Bus incia volupti ostiuri aut autat verecatem nonsequis et ut et volestotata sim vitusam dit auda ea que pratiis peliam, utaquia tquosanti as nost, nos im qui quiam, ute natibus etur? Laut as entibus et, venis niendendit idenimus, et omnimusae nonsequiam est, optat et et aut magnamus, id quid eic te laborit, et prore landita arum doloreius molor rent eatae. Heniet es simodis es alicit omnisti de corepture dolore volupta vollabore pedic tem quid qui natinus aut essimus aceprov idunto tem dolores mod ut ex et ut eicid mo ommodia commolo es alit esed ulloritae veriossitem endenti officietur aut dendaes equider emquam explitatio. Qui nobit aut fugias nes eum et prem raepudae invero molor simenis sanda suntiis vent andi quas eictus et reperchit mi, vellitaspici se magnimolest, auda dunte omnim qui tem. It inis am volum dolores et mos velit faccupatae se nis debit rem aborpore rescia voluptatur?

Copy should always be aligned left with ragged right. Bus incia volupti ostiuri aut autat verecatem nonsequis et ut et volestotata sim vitusam dit auda ea que pratiis peliam, utaquia tquosanti as nost, nos im qui quiam, ute natibus etur? Laut as entibus et, venis niendendit idenimus, et omnimusae nonsequiam est, optat et et aut magnamus, id quid eic te laborit, et prore landita arum doloreius molor rent eatae. Heniet es simodis es alicit omnisti de corepture dolore volupta vollabore pedic tem quid qui natinus aut essimus aceprov idunto tem dolores mod ut ex et ut eicid mo ommodia commolo es alit esed ulloritae veriossitem endenti officietur aut dendaes equider emquam explitatio. Qui nobit aut fugias nes eum et prem raepudae invero molor simenis sanda suntiis vent andi quas eictus et reperchit mi, vellitaspici se magnimolest, auda dunte omnim qui tem. It inis am volum dolores et mos velit faccupatae se nis debit rem aborpore rescia voluptatur?

WEB TYPOGRAPHY

ALFA SLAB ONE (TO REPLACE POPULAR)

Any web use where the primary font "Popular" is not available should use the Google font "Alfa Slab One" as the standard. Follow the same rules as stated for "Popular".

Can be found here: <http://www.google.com/fonts/specimen/Alfa+Slab+One>

NORMAL 400

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

OPEN SANS (TO REPLACE KLAVIKA)

Any web use where the primary font "Klavika" is not available should use the Google font "Alfa Slab One" as the standard. Follow the same rules as stated for "Popular".

Can be found here: <http://www.google.com/fonts/specimen/Open+Sans>

LIGHT 300(SHOULD NOT BE USED WHEN WHITE ON BLACK)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LIGHT 300 (SHOULD NOT BE USED WHEN WHITE ON BLACK)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

NORMAL 400

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

NORMAL ITALIC 400

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789