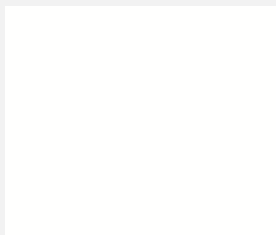


ATHLETESGO LIVE 

BRAND

GUIDELINES

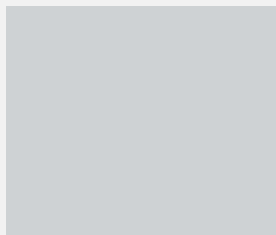
BRAND COLORS



#ffffff



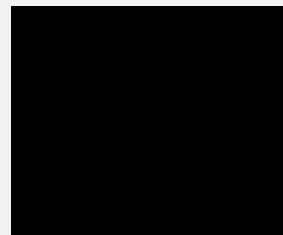
#ff5c00



#ced2d4



#838688



#000000

Color Rules:

- Orange should be used as an accent, and should NEVER take up more than 40% of any screen or graphic
- Any additional colors used in any branded materials should be used purposefully and sparingly. Acceptable instances include when acknowledging brand partnership, functional demonstration (red when something isn't working).

#f2f2f2 (background to reduce eye strain)

ACCEPTABLE LOGOS

Primary logo should be used first. Secondary and tertiary logo Should only be displayed when primary logo or full name “athletesGoLive” is fully visible from the same vantage point, page or graphic.

No other colors should be added, or aesthetic alterations made to any logos. Aspect ratios should be maintained always.



PRIMARY ON LIGHT BACKGROUND



PRIMARY B/W LIGHT BACKGROUND



SECONDARY LOGO



TERTIARY LOGO

LETTERMARK



PRIMARY ON DARK BACKGROUND



PRIMARY B/W DARK BACKGROUND



SECONDARY LOGOS



LETTERMARK

TERTIARY LOGO

FONTS

OSWALD HEAVY ITALIC

PRIMARY HEADER FONT

OSWALD

SECONDARY HEADER FONT

Montserrat

PARAGRAPH FONT