MG SPORTSPLEX

BRAND GUIDELINES

JOIN THE PRIDE

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BRAND ATTRIBUTES

Friendship, Inclusion, Optimism, Competition, Empowerment

VISION

To build an inclusive world of unlimited opportunity without socioeconomic barriers

MISSION

Our mission is to inspire healthy communities, skills enrichment,

and pathways to a better life for everyone through recreational sport.

COLORS

PANTONE 282	
CMYK	100, 82,10,64
RGB	0, 33, 11
HTML	002147

PANTONE 281	
CMYK	100, 85,5,20
RGB	0, 38, 100
HTML	002664

PANTONE 2935	
CMYK	100, 52,0,0
RGB	0, 91, 187
HTML	005BBB

PANTONE 2925	
CMYK	84, 21,0,0
RGB	0, 152, 219
HTML	0098DB

PANTONE 2905	
CMYK	44, 1,0,0
RGB	143, 202, 231
HTML	8FCAE7

PANTONE 137	
CMYK	0, 38,95,0
RGB	225, 161, 0
HTML	FFA100

PANTONE 136	
CMYK	0, 28,87,0
RGB	255, 188, 61
HTML	FFBC3D

CMYK	0, 38,95,0
RGB	225, 161, 0
HTML	FFA100

GOLD GRADIENT

CMYK	0, 1,10,0
RGB	225, 250, 231
HTML	FFAE7

CMYK	100, 82,10,64
RGB	0, 33, 11
HTML	002147

BLUE GRADIENT

CMYK	100, 52,0,0
RGB	0, 91, 187
HTML	005BBB

TYPOGRAPHY

is an important brand tool that ads emotion and tone to the communication.

RIFT/OSWALD IS ONLY USED FOR HEADLINES.

RIFT
LIGHT, *LIGHT ITALIC*
REGULAR, *ITALIC*
MEDIUM, *MEDIUM ITALIC*
DEMI, *DEMI ITALIC*
BOLD, *BOLD ITALIC*

OSWALD (FOR RIFT DIGITAL)
EXTRA LIGHT, *EXTRA ITALIC*
LIGHT, *LIGHT ITALIC*
REGULAR, *REGULAR ITALIC*
MEDIUM, *MEDIUM ITALIC*
SEMIBOLD, *SEMIBOLD ITALIC*

ACUMIN/LATO IS USED FOR ALL OTHER INSTANCES OF TYPE.

Acumin Variable Concept
Light, *Light Italic*
Regular, *Italic*
Medium, *Medium italic*
SemiBold, *SemiBold italic*
Bold, *Bold italic*

Lato (for Acumin digital)
Light, *Light Italic*
Regular, Italic
Medium, *Medium italic*
SemiBold, *SemiBold italic*
Bold, *Bold italic*

THE LION SYMBOL

MG Sportsplex is a family-friendly place for everyone to find opportunity – to learn, to experience new things, to stay healthy and make new friends. We believe that this friendly, yet confident lion is a perfect representation for the MG Sportsplex.

First, it fits all technical criteria of a great logo: It is memorable, speaks to its audience and tells a great story. It can be recognized from far and is easily visualized on any type of media.
The symbol of a lion has a few important meanings. Lions are very social animals living in supportive groups (a pride). They work together and share food/resources with weaker members and young ones. Lions are also iconic in their majesty, speed, cunning, and strength. In the animal world, they have no equal.

Additionally, the lion is directly associated with (Tony's) middle name Singh:
Per Wikipedia: Singh is a middle name or surname that means "lion". It was mandated in the late 17th century by Guru Gobind Singh for all male Sikhs, in part as a rejection of caste-based prejudice. As a surname or a middle name, it is now found throughout the world, becoming more of a title than a surname.

Direct connection with Tony's name - as well as his ultimate mission of bringing opportunity to everyone by removing barriers and prejudices - is an extremely powerful message for the center.

ORIENTATION AND MINIMUM SIZES



If the full logo is used (lion and text) it should have a clear space around it. The minimum size of the font is not recommended to be smaller than 7 px.



Clear space



7px

Minimum size



7px

Minimum size

LOGO USAGE ON BACKGROUNDS



"The Blue"



"The Blue" on gold



"The White" on blue



Black on light



"The White" on dark







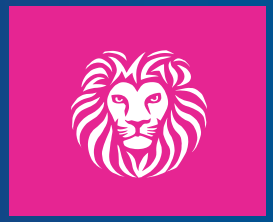
























There are 2 main logo versions: "The Blue" and "The White". Most of the time "The Blue" logo will be on white or gold, or "The White" logo on dark blue or blue.

Other colors are allowed for example for team t-shirts or merchandise but should not be used in advertising and PR. Please watch out for contrasts that are too similar to the logo.

ELEMENTS & SYMBOLS



LOGO ON MERCHANDISE













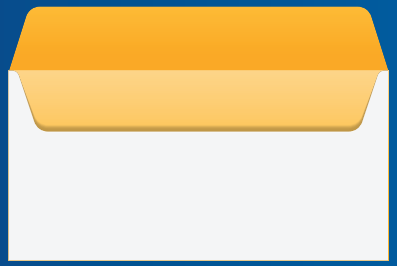


STATIONARY


MG SPORTSPLEX
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JOIN THE PRIDE


TONY MANGAT
Founder/CEO
MG SPORTSPLEX


MG SPORTSPLEX



CARS, TRUCKS









ADVERTISING EXAMPLES









WEBSITE


JOIN THE PRIDE
FUTSAL
FIELD HOCKEY
PICKLEBALL
BASKETBALL
VOLLEYBALL
CONSTRUCTION


MG SPORTSPLEX
Sign up for News
JOIN THE PRIDE
FUTSAL
FIELD HOCKEY
PICKLEBALL
BASKETBALL
VOLLEYBALL
CONSTRUCTION


HOME
ABOUT
JOIN THE PRIDE
NEWS
CONTACT
LOGIN
MG SPORTSPLEX
Sign up for News
JOIN THE PRIDE
FUTSAL
FIELD HOCKEY
PICKLEBALL
BASKETBALL
VOLLEYBALL

THANK YOU