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PERFORMANCE FACTORY

Brand Guidelines

WHAT WE DO

Experienced Coaches. Advanced Technology.

Driven by results and powered by technology, our experienced coaches give you the tools and the guidance you need to succeed in your sport. We specialize in both individualized and small group classes, tailored to each athlete's specific needs.

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OUR LOGO

Our logo is sharp, simple, and sleek. The arrows pointing to the path forward speak to our dedication to drive athletes to success.

the arrow // our primary brand element

PERFORMANCE
FACTORY

typeface // Tiller
(Adobe Font)

typeface // Obviously
(Adobe Font)

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LOGO VARIATIONS

PERFORMANCE
FACTORY

Primary

The primary logo should be prioritized in usage, so our brand may be easily identified and recognized.

Icon

Our icon is to be used as a supportive element in merchandise, social media, and web. Can also be used in place of the primary logo.

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LOGO USAGE

Logo Safe Zone

The safe zone around the logo is the space in which no text or other graphic elements can be placed. This prevents other elements from taking away from or otherwise causing the logo to be illegible. Use the PERFORMANCE text as a reference for width of the safe zone on each side.

Logo Misuse

Modifying the logo will disrupt the representation of our brand and recognizability.

- Do not distort the logo
- Do not change the logo colors (see page x)
- Do not apply effects such as blurs or drop shadows
- Do not reduce opacity on the logo

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BRAND COLORS

ELECTRIC GREEN
#33c13a
RGB: 51, 198, 58
CMYK: 72, 0, 100, 0

INDUSTRIAL SILVER
#dce2ea
RGB: 200, 226, 234
CMYK: 12, 7, 4, 0

CHARCOAL BLACK
#131314
RGB: 19, 19, 20
CMYK: 74, 68, 65, 81

Secondary Colors

The colors below should be used only as accent colors alongside primary colors.

LIME GREEN
#9bdb3e
RGB: 155, 219, 62
CMYK: 43, 0, 95, 0

SMOKESTACK GRAY
#3e3e42
RGB: 62, 62, 66
CMYK: 69, 63, 57, 46

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TYPOGRAPHY

UNLEASH YOUR POWER.

MAXIMIZE YOUR POTENTIAL.

Performance Training for Athletes at Every Level

At Performance Factory, we turn athletes into elite performers. Whether you're a young player, high school or college athlete, or a professional, we will provide cutting-edge performance training to help you reach your peak potential.

OUR SERVICES **GET STARTED**

Typography Usage

Follow type guidelines for all media to maintain brand consistency: print and digital. HEADLINES should always be written in all caps, and Subheadings should always be italicized.

Headline //

» **OBVIOUSLY**

Wide Semibold // Adobe
PRINT: 28pt
DIGITAL: 48pt

Secondary Subheading //

» **PROXIMA NOVA**

Extrabold // Adobe
PRINT: 16pt, 50 leading
DIGITAL: 24pt, 50 leading

Subheading //

» **OBVIOUSLY**

Narrow Medium Italic // Adobe
PRINT: 16pt
DIGITAL: 24pt

Body //

» **PROXIMA NOVA**

Regular // Adobe
PRINT: 12pt
DIGITAL: 20pt

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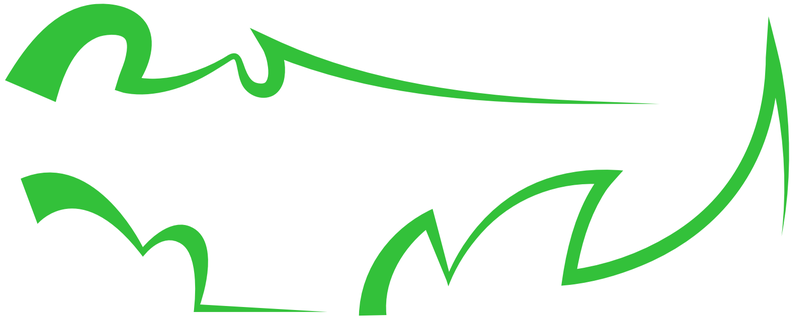
BRAND ELEMENTS

- Strength
- Velocity
- Mechanics
- Game Readiness

Arrows

The arrows are a primary brand element. They should not be distorted in width nor height, but can be rotated, resized, or stacked for effects.



Impact Lightning

An illustrative element to be used sparingly, primarily on icons and in animations. These effect lines are created by making vector lines along the line of action with highly varied line width and sharp points.

Icons

Icons used to highlight our areas of expertise, mostly as supplement with further explanation of our services, courses, or events.

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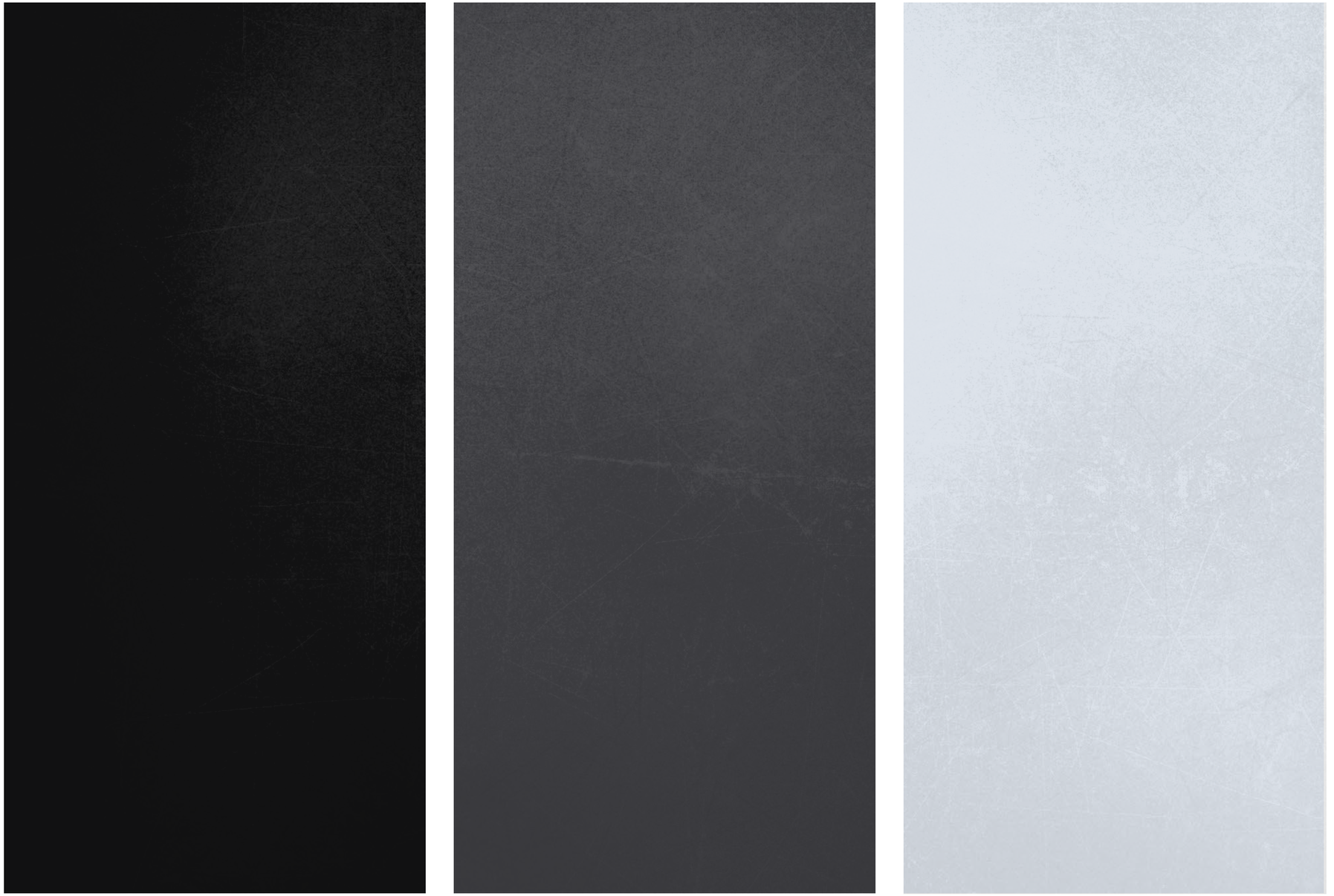
BRAND ELEMENTS



Background Texture

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LOGO VARIATIONS

Alternatives »

These alternative logo versions are to be used in specific scenarios in which a horizontal or workmark logo is preferred.

Horizontal

Wordmark

Reverse Logo »

Alternate coloration of all variations.
To be used on dark backgrounds.

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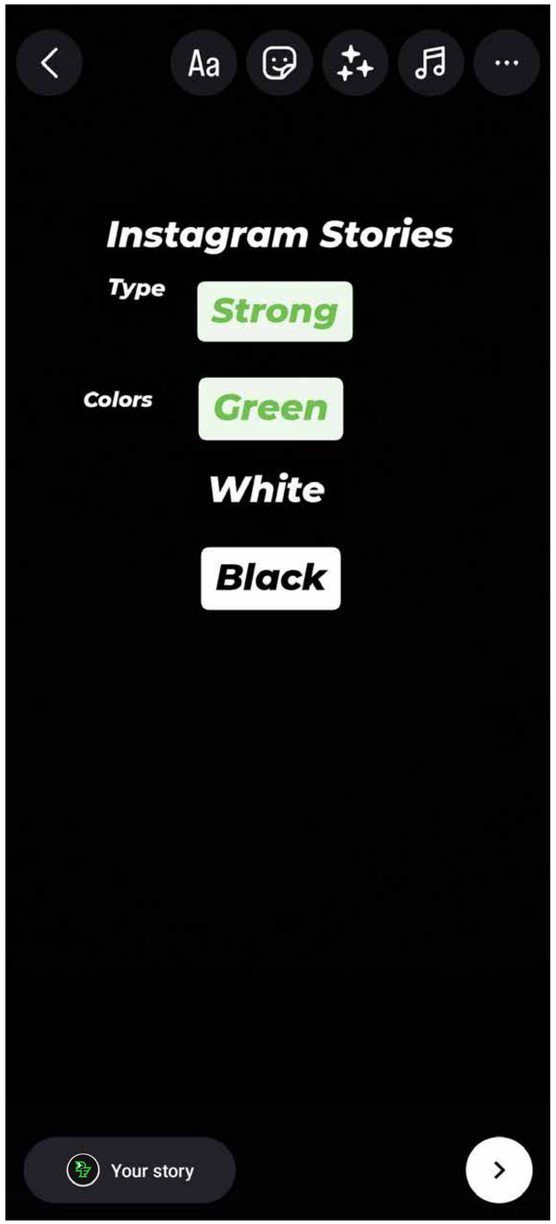
SOCIAL MEDIA



Utilizing Instagram Stories

Instagram stories are an excellent platform to post quick, day-to-day shots. You can also post event and deadline reminders, and community involvement pictures.
Instagram stories to the official Performance Factory account should:

- Not use special effects on text
- Consistently use the “strong” text option in the colors listed
- Use clear, intentional photographs (no blur, with a clean lens, no thumb in frame, etc.)

PERFORMANCE FACTORY

EXPERIENCED COACHES.
ADVANCED TECHNOLOGY.