



VISUAL IDENTITY GUIDELINES



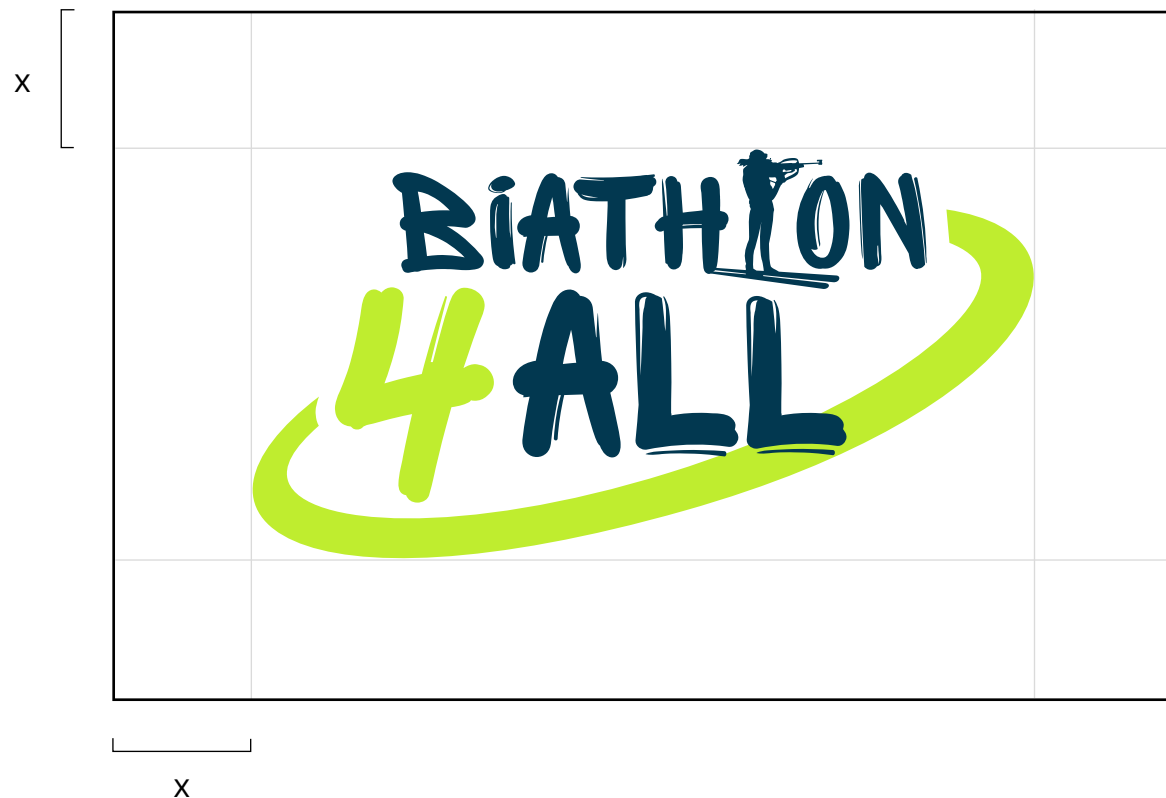
- A. Logos**
- B. Colours**
- C. Backgrounds**
- D. Typeface**
- E. Stickers**
- F. NF Activities**
- G. Examples**
- H. Social Media Guidelines**

A. Logos



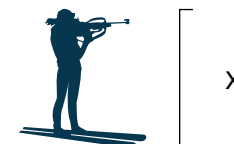
Biathlon 4 ALL
Full colour logo

Light background



Logo clear space

Always maintain vertically and horizontally to conserve the legibility and good design.





Logo colour codification



#BFED2F

R191/G237/B47

C43 M0 Y100 K0

Pantone 2291C



#023850

R2/G56/B80

C100 M72 Y45 K40

Pantone 3035C

Permitted uses



Monochrome logo

Dark background



Over photo
Dark background



Colour variation
Dark background



Effects



Change proportion
Dark background

Not permitted uses

Permitted uses



Monochrome logo

Dark background



Over photo

Dark background



Colour variation

Dark background



Effects



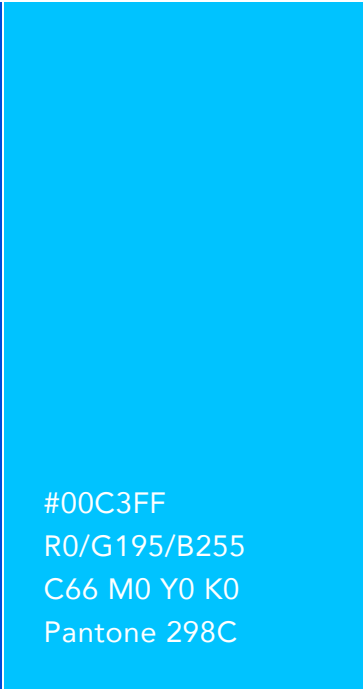
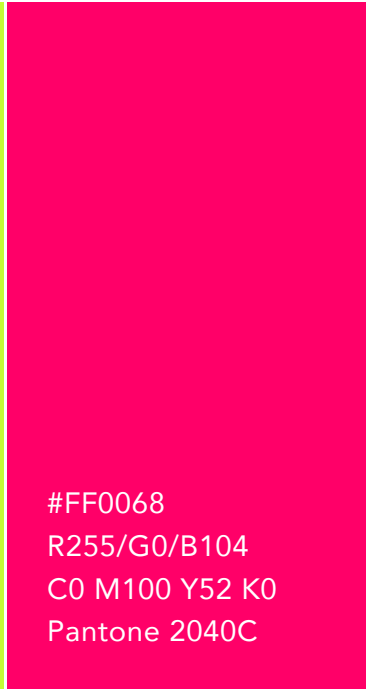
Change proportion

Dark background

Non permitted uses

B. Colours

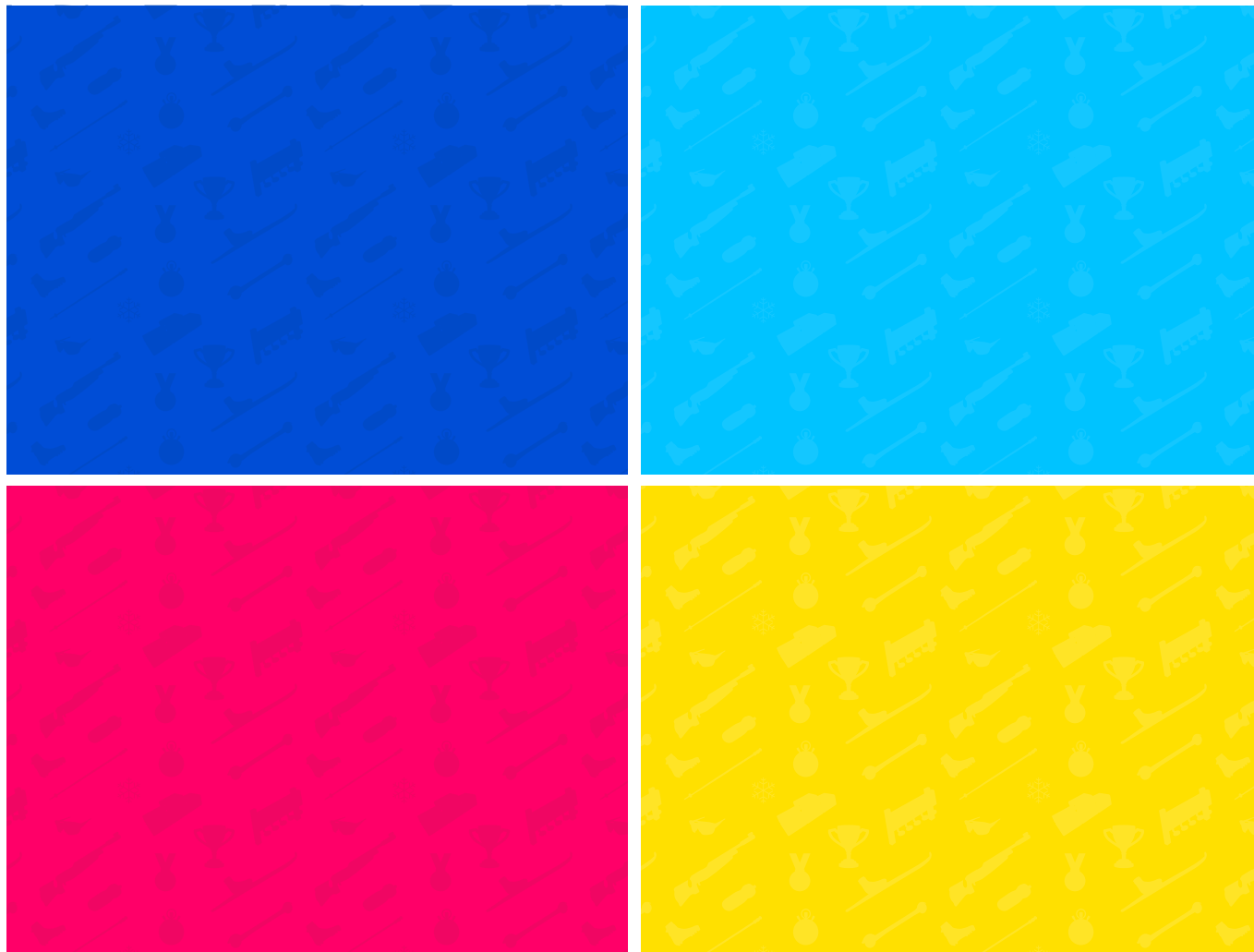
Flat colours codification

 #004DD6 R0/G77/B214 C89 M69 Y0 K0 Pantone 2728C	 #00C3FF R0/G195/B255 C66 M0 Y0 K0 Pantone 298C	 #C3FD34 R195/G253/B52 C28 M0 Y100 K0 Pantone 2290C	 #FF0068 R255/G0/B104 C0 M100 Y52 K0 Pantone 2040C	 #C3FD34 R255/G224/B0 C0 M20 Y80 K0 Pantone 604C	 #023850 R2/G56/B80 C100 M72 Y45 K40 Pantone 3035C
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C. Patterns



Main Pattern

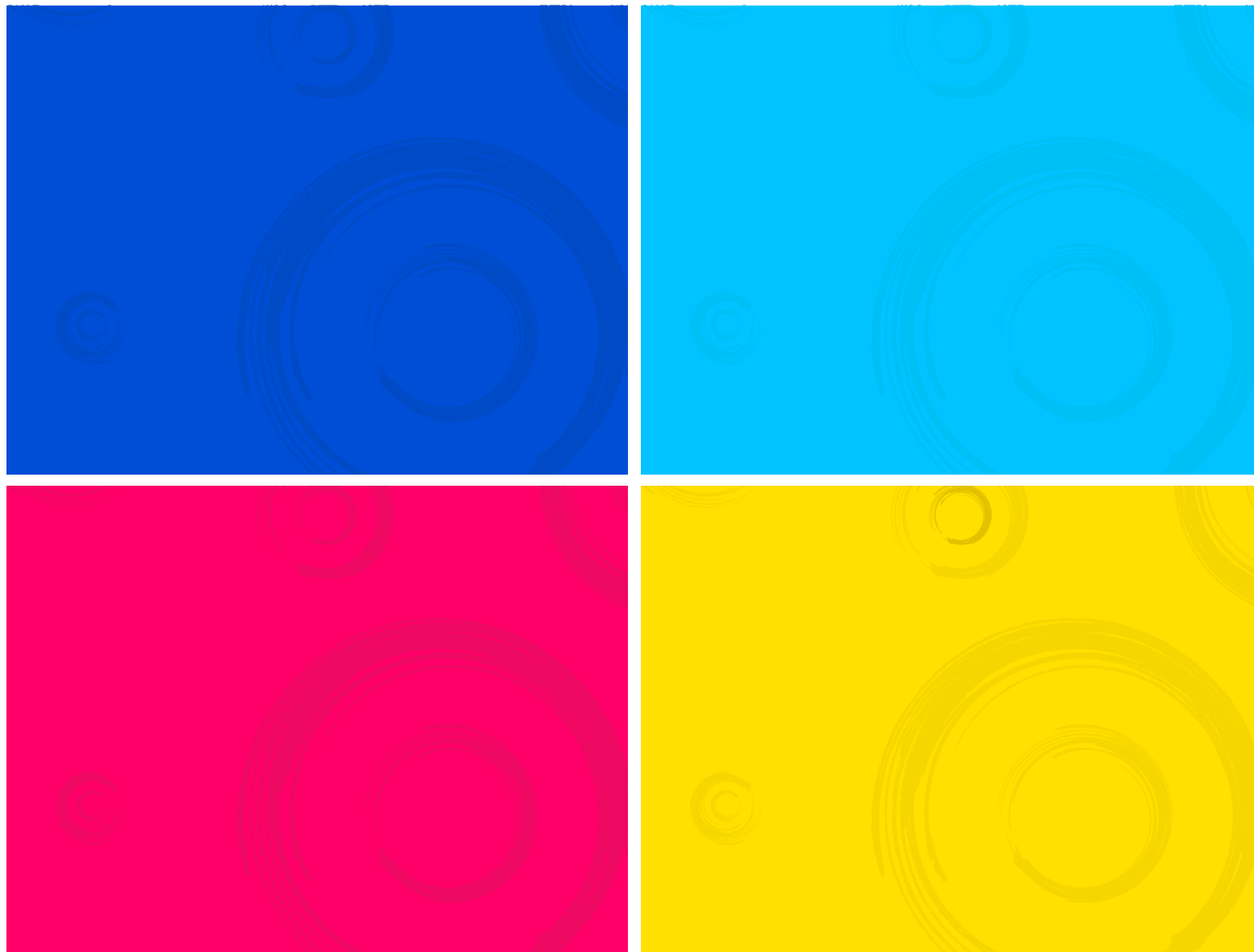


Main Pattern

Colour variations



Secondary Pattern



Secondary Pattern

Colour variations

D. Typefaces

HEADLINES

SPRITE
GRAFITTI

COPY

AVENIR
REGULAR

Main Fonts

THIS IS A HEADER

Header 100% size - ALL CAPS

THIS IS A SUBHEADER

Subheader 50% Header size - ALL CAPS

Aperbem fue et noc vium ta nos hil viriu esiliam maximandam peridem hactorum nicit neste, verfica voltum hent? Ta det consuliquem verreae nosuppliae ne is parterf esciors viri convemo iu vis me fur, se opublic fecrita latus, en te iu in in dit vid nox mo patum hores! Us vid adduc teret; C. Patus contem denderibunt vilinatque et? Nam sigit iam cones hum iam omnihi, tum pecre actastrei pulictores faciemus, vilic veres hos boniqua novidicient dis, st aric me nox spesseniquem superit. Mul viusquit.

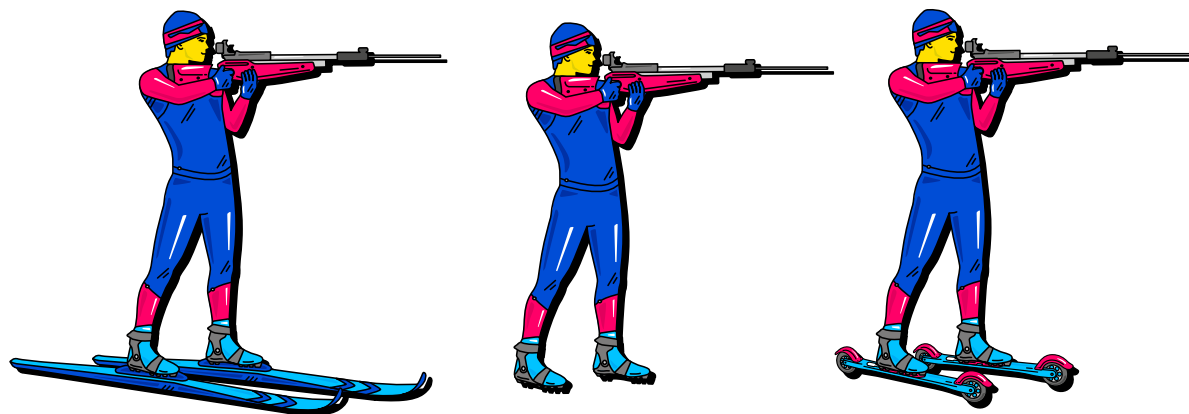
Suli sedem que publicae ad ad demum los cora, Ti. Fultorim larterbitum dius cus, mus se pervis. Untelus huiderorae tem ut audescerdies atus actudela L. Palabus, eribericae nonst is ex neres? Nihiciam ditantesu elique tatuidefac residu facis, conicii pro actum ium priaecto etrum eris, scis. Senemorti, tem alienat, quam aus, nosumus elis sula cerraret, diusuli caesciv idemus coerehe natquam aut facrid certere natropo vivivirmis vadam se tio te, consum iam cupecons bon te, vatquon

Text 25% Header size

E. Stickers

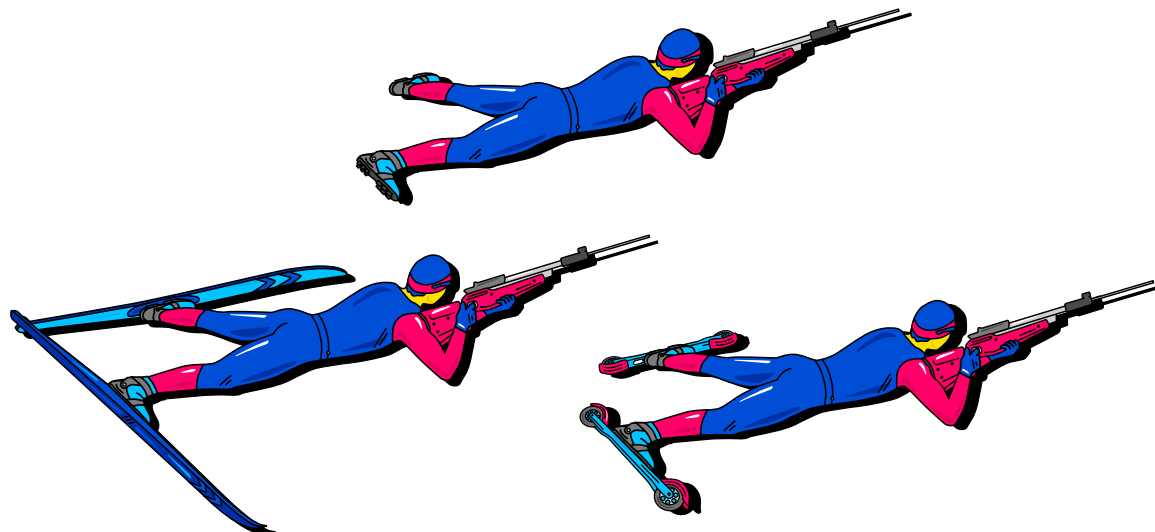


Game and signs



Stickers

Shooting



F. NF Activities

G. Examples



H. Social Media Guidelines

1.

ONLY USE OUR BRAND TYPEFACES

HEADERS: SPRITE GRAFITTI / ALL CAPS

SUBHEADERS: AVENIR REGULAR / ALL CAPS

2.

USE VIBRANT IMAGES

ALSO SATURATE AND SHARPEN SLIGHTLY
THE IMAGES

3.

**ALWAYS USE THE RIGHT VERSION OF
THE LOGO FOR EACH BACKGROUND**

MAKE SURE THE LOGO VISIBILITY
IS NEVER COMPROMISED

4.

ONLY USE THE FOLLOWING COLOURS



5.

USE BACKGROUNDS

YOU CAN MIX THE DIFFERENT COLOURS OF
BACKGROUNDS WITH PHOTOS AND VECTORS

6.

USE THE IBU STICKERS

COMBINE THEM CREATIVELY WITH SILHOUETTED IMAGES
YOU CAN ADJUST THE THICKNESS AS DESIRED

7.

AVOID FLAT COLOURED BACKGROUNDS

USE THE PATTERN TO ADD DIMENSION
TO THE COMPOSITIONS

8.

THE GUIDELINES ALSO APPLY TO VIDEO !

MAKE SURE VIDEO AND IMAGERY POSTS
ARE ALWAYS CONSISTENT

9.

BE CREATIVE

DON'T BE AFRAID. COMBINE ALL OUR VISUAL IDENTITY
RESOURCES TO CREATE UNIQUE POSTS :-)



Social media

Posts



Social media

Posts



Social media

Posts



Social media

Posts



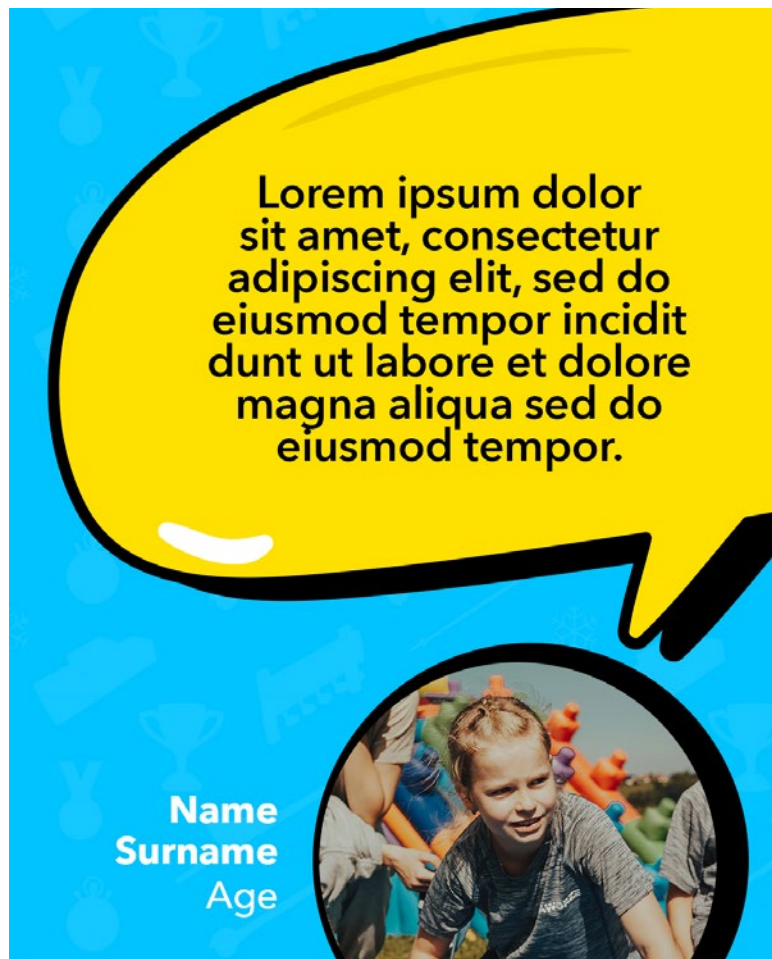
Social media

Posts



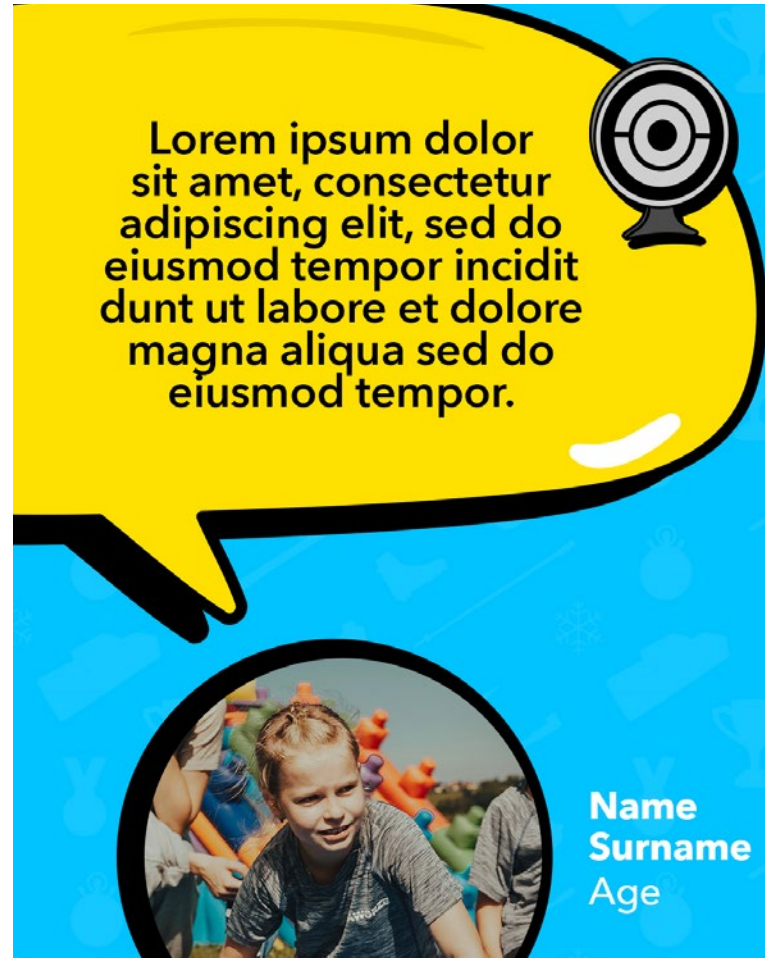
Social media

Posts



Social media

Posts



Social media

Posts