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**Identity Branding and Style Guide**

**No Obstacles Sport, Inc.**

**May 14, 2012**

The ***No Obstacles Sport*** logo helps establish our identity to the public, and must be used with utmost care and respect. It is usually the first element of our company that the public sees, and therefore it must be applied consistently in all communications and media, both externally and internally, to support and enhance our brand and mission. This guide serves to establish rules and conventions for the accurate and professional presentation of our logo.

**Logo Meaning**

Our logo is easily recognizable by the “unlocked” lock symbol within the circle, and the bold, curvy, smoothness of the Danube font. The “unlock” symbol represents the “n” and the “o” in “no obstacles”, and succeeds in turning what could be perceived as a negative, into an extremely positive representation. Thus, it establishes a duality in the logo meaning that says “unlock obstacles”, which serves to strengthen our mission and unify our image in the face of our public audience.

**Physical Representation\***

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**\*NOTE: The logo has an alternate representation that excludes the brand “SPORT”. This version is used to label products that are not in the athletic division. For simplification purposes, the alternate version is used for the remainder of the guide.**

**Alternate Representations**

1. **Black & white and grayscale versions**

Black & white – positive: The standard B&W representation, to be used on light colored backgrounds.

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Black & white – negative: To be used on black backgrounds.

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Grayscale: “Unlock” icon on 60 percent black circle for various uses.



1. **Colored versions: For backgrounds or products (eg. men’s vs women’s clothing) that work best with different colors. When the brand “SPORT” is included it is ALWAYS the same color as the circle.**

**Circle = 474871 (CMYK = 81-76-31-16)**

**Unlock icon = f9ed37 (CMYK = 6-0-88-0)**

**Obstacles = 7aa55e (CMYK = 57-18-81-2)**

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**Obstacles = 5a535f (CMYK = 64-62-46-26)**



**Circle = 5a535f (CMYK = 64-62-46-26)**

**Unlock icon = ffffff (CMYK = 0-0-0-0)**

**Obstacles = 38204a (CMYK = 83-94-40-40)**

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**Circle = 7aa55e (CMYK = 57-18-81-2)**

**Unlock icon = f9ed37 (CMYK = 6-0-88-0)**

**Obstacles = 474871 (CMYK = 81-76-31-16)**

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**Font Usage**

1. **Logo**

**Danube (logo baseline)**

ABCDEFGHIGJKLMNOPQRSTUVWXYZ

**Praxis Com Oblique (tagline only)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1. **Website and printed communications (internal and external)**

**Calibri**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#$%^&\*()\_+

**Calibri Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890!@#$%^&\*()\_+**

**Proper Logo Usage**

The logo or logo icon should never be used in any way outside of what is indicated in this guide. If you ever have any questions about our logo usage, see your supervisor. The following representations are just a few examples of improper logo usage.

1. **Do NOT change the Unlock icon in any way, including rotating, distorting, or centering it in the circle.**

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1. **Do NOT distort or change the orientation or layout of the logo, or modify fonts or colors beyond what is indicated in this guide.**

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**Color Palette**

Always use colors from our standard color palette whenever color accents are needed to enhance branding on our website and in all printed communications. The colors below are safe choices, in addition to any of the logo colors already indicated in this guide.

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