

USE YOUR BRAND GUIDELINES



TOPFORM
USE YOUR BRAIN RAISE YOUR GAME

TOPFORM

TOPFORM is a brand created by Mark Bowden who is a mindset performance coach working with professional footballers.

Brand language should be professional, knowledgeable and results-focused - but clear, approachable and jargon-free. Use uncomplicated terms and always plain, simple English.

The brand is whispers class and high-end rather than screams it, and is influenced by the likes of Nike and Adidas but also high-end designer brands like GQ and Versace, in order to speak to their target market.

The rebrand is an evolution of Mark's previous eponymous company, so it is a development of the work done already on this brand by InnerVisions ID.

Logo

The logotype is set in Montserrat Bold - a clean sans-serif typeface to convey a strong, modern and serious sports brand.

The strapline is a combination of Montserrat Regular and Bold. The change to Bold implies the strengthening of your game when you use your brain.

The image represents the coming together of brain power and football skills. We call it the 'football on the brain' image.

The logo can be used with or without the strapline and as the brand gets established, the roundel itself can be used alone.

The logo, like a lot of luxury brands, is used in the black or white formats only.

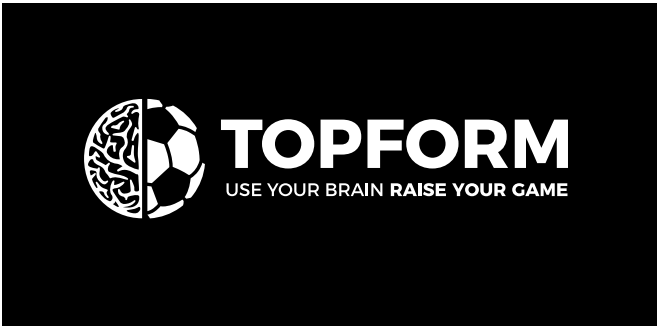
- Do not try and create the logo yourself. Always use the original high-resolution or scaleable files in formats for print and online usage.
- Do not change the fonts or colours or skew the logo. Hold the 'shift' key as you scale a logo to maintain correct proportions.
- If needed to be embroidered eg on a T-shirt or hoodie, please supply the EPS files to the suppliers. If it is to be printed in white on a black background, again, just supply the EPS file.
- Spacing: keep space around the logo (or logo+strap) as shown all round to let it 'breathe' and not crowd it with other elements on the design where possible.

Logo variants



Main logo with showing minimum spacing all round logo, approximately the 'O' size all round. Supplied in black and white (reversed out) versions.

Use this version (in black on white or white out of dark) wherever possible.



Long format of logo, reversed out of black. Use this format logo when space is limited - e.g. top navigation bar of website, bottom of a poster if you are a sponsor to an event.

The logos are provided in black AI/E/JPEGS and PNG versions and white AI/EPS/PNG versions to reverse it out of a darker colour. Note the football is always positive in the drawing!



Business cards, left. Note the subtle MB Blue edge to add a pop of colour in a sophisticated and understated way.

Social media icon, below. Also to be used as a Favicon for your website browser tab.



Typography

General type rules for TOPFORM.

Main headings use Montserrat Bold in sentence case as above.

Subheadings use Montserrat Semi-Bold in sentence case as here.

Copy is set in Montserrat Regular, as here. For printed documents, a typesize of 12pt on around 14pt leading (line-spacing) is nice and legible.

Captions are set in 9pt Montserrat Regular, like here.

These fonts are modern, understated and give a sense of calm and clarity.

They are very easy and clear to read.

MS Office nearest typeface equivalents:

We are limited to a few standard typefaces in MS Office that will work universally on everyone's computers, e.g. if you send it to another company, so Arial Regular, **Arial Bold** and **Arial Black** are the nearest equivalents to use in Word, Powerpoint or your emails. Use the guidelines as above to help you.

Google (web) typeface equivalents:

Montserrat is available for free on Google fonts in various weights.

General guidelines

- Use black for copy as this is powerful for a brand conveying strength and performance. Copy may also be white out of black. Bullets are in the new MB blue.
- Body copy should be ranged left or may be centred if more appropriate (e.g. in tables). Don't justify type in your documents - it creates odd word-spacing.
- Not to be too prescriptive as it depends on the medium it will be seen on, but when you use different sizes/weights of typeface, the key is to be consistent to ensure a professional finish. Make sure whatever weight or style you use for e.g. one caption, you maintain throughout the site.
- Apart from the brand name in copy, DO NOT USE ALL CAPS.

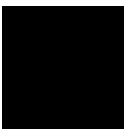



Colour Palette

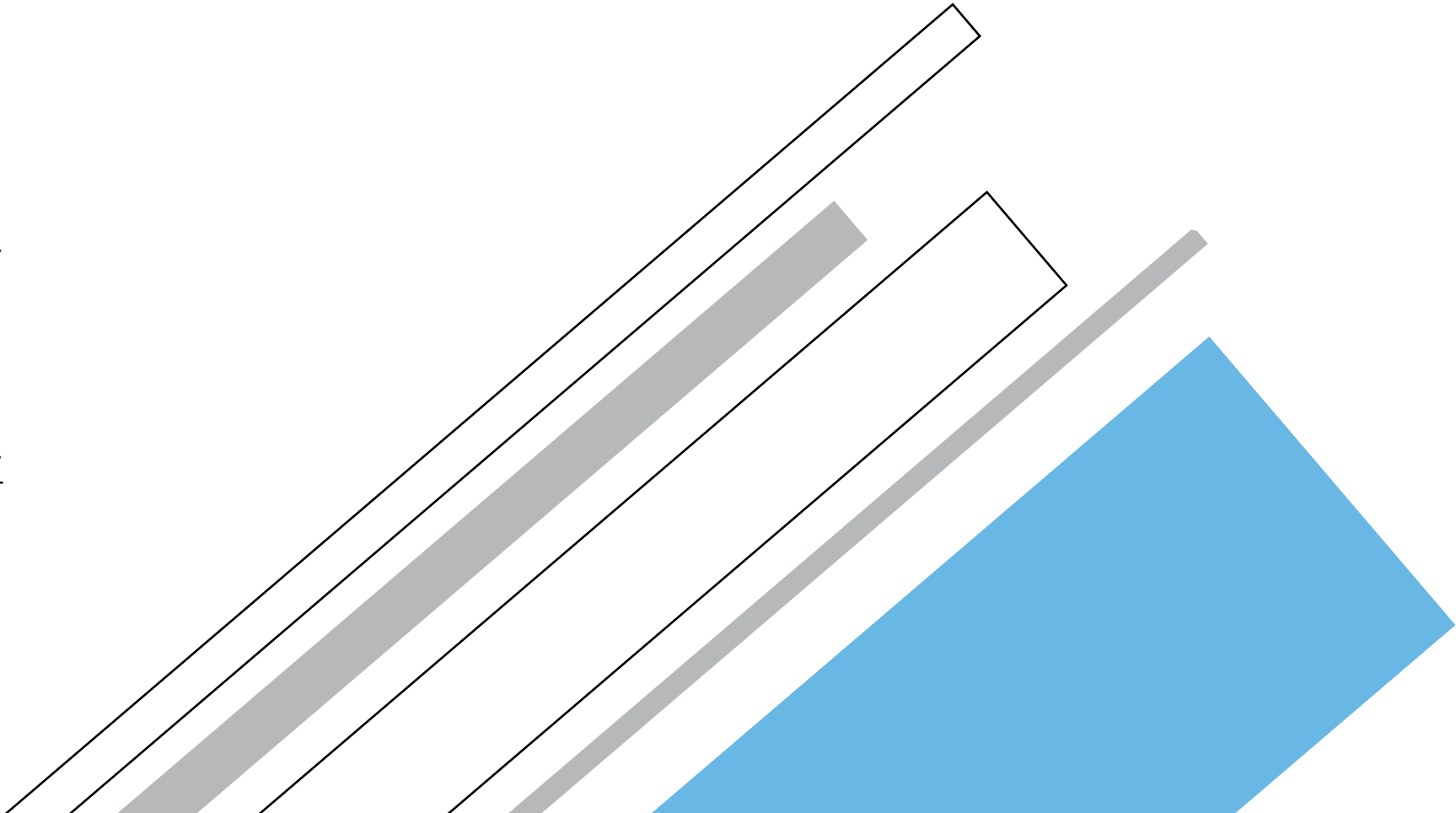
The logo is created in black and white versions. More colour is brought into the brand with shades of blue and grey.

For the large areas of black use a 'rich black' blend, but for copy just use normal black.

The paler blue from the old MB brand has been joined by a more intense new MB Blue which is used on the edges of the business cards,

Using these colours with a generous use of white space will tone with each other when used throughout your collateral.

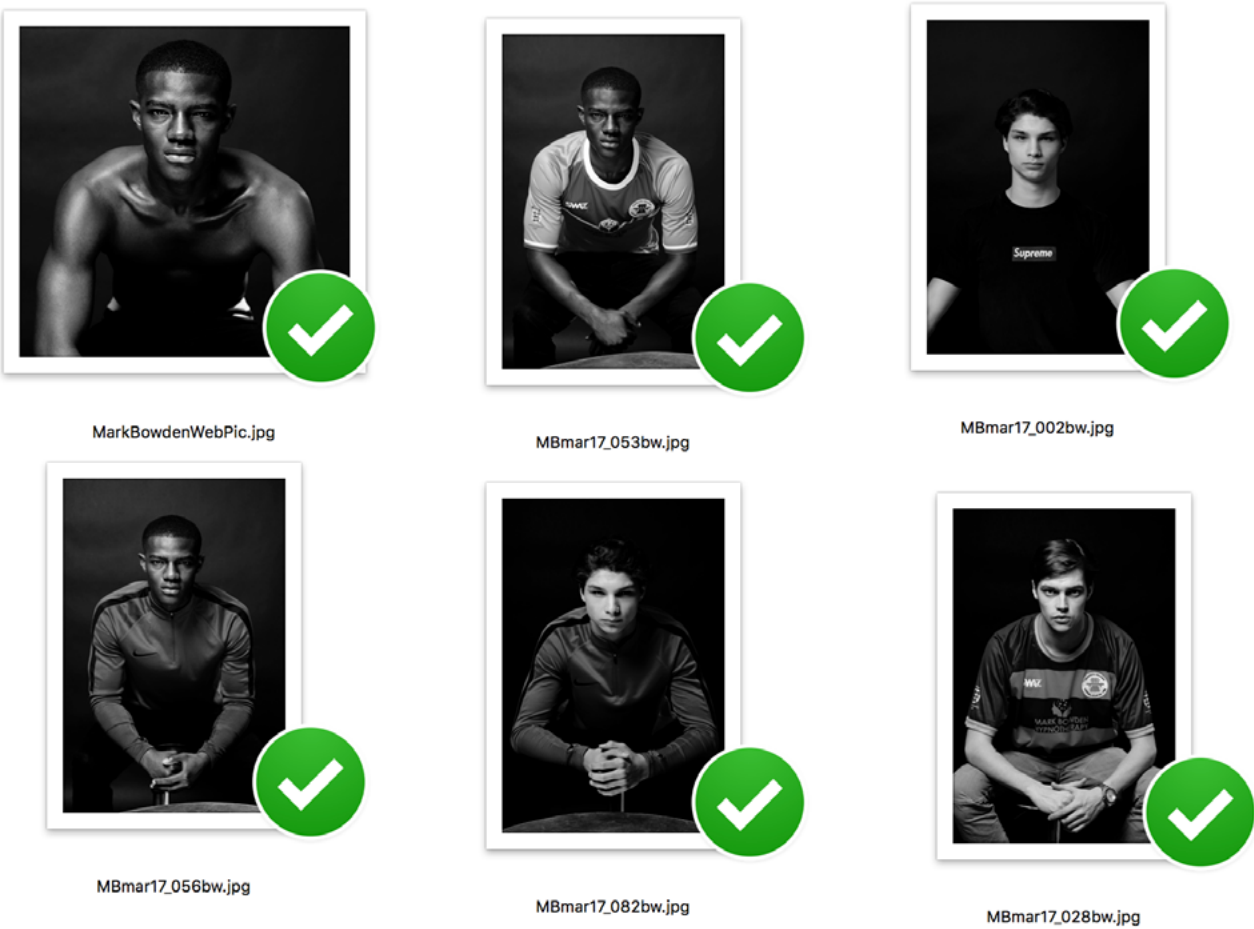
	MB RICH BLACK CMYK 60, 40, 40, 100 Pantone Black 6 CP RGB 0, 0, 0 HEX: #000000		MB New Blue CMYK 100, 15, 5, 5 Pantone 2394 CP RGB : 0, 139, 206 HEX: #008BCE		MB Original Blue CMYK 59, 12, 2, 0 Pantone 305 RGB: 105, 224, 250 HEX #: 69e0fa
	MB Rich Grey (OR USE 40% BLACK in one-colour jobs) CMYK 15, 10, 10, 25 Pantone 421 CP RGB 163, 172, 172 HEX: #a3acac				



Imagery and graphic devices

Photography is an important part of the TOPFORM identity and brand.

The imagery focuses on moodily and powerfully-shot bespoke black and white headshots along with powerful, high-contrast and bold stock images of footballers in action/on the pitch.



Graphic elements - as you can see opposite in the brochure layout and the previous page - are diagonal blocks and lines in black, white and the paler blue. The have also been highlighted with a spot varnish on the brochure cover. The photographs can be used in a tint with the MB paler blue, as shown.

A suite of infographics have also been developed for TOPFORM and are available in the brand files.



These are all the elements needed to build a professional-looking corporate identity. Use clean, modern layouts with plenty of white space and use the colours to add interest throughout. The corporate identity is designed to have flexibility over time, and may naturally develop as you use it, but use of the guidelines will mean being able to maintain a consistent look and feel across all platforms.



**INNER
VISIONS²**
BRANDING THAT MEANS BUSINESS

If you have any further questions, please contact
info@innervisions-id.com