LAB FIVE – BRAND STORIES

**PITCHES**

15-SECOND STORY

LAB FIVE is a global group of five-a-side soccer centers that fosters avant-garde technologies to enrich the game and help players hone their skills. Committed to diversity and inclusiveness, LAB FIVE welcomes amateurs, enthusiasts and professionals. **LAB FIVE, My Soccer Home.**

30-SECOND STORY

LAB FIVE is a global group of five-a-side soccer centers, nestled into several neighborhood communities and cultures. LAB FIVE develops innovative systems and fosters avant-garde technologies to enrich the game and help players hone their skills. Committed to diversity and inclusiveness, LAB FIVE gathers on a common ground amateurs, enthusiasts, and professionals, who share the values of equality, fairness and humanity. **LAB FIVE, My Soccer Home.**

**BRAND IDENTITY**

OUR NAME

…combines two words to creates synergy between new technologies and innovation that transform the way we experience sport (LAB) and the soccer dimension (FIVE). LAB suggests what’s ahead of the trend, and expresses who we are: a visionary brand that continuously scouts innovation. We help our community benefit from progress, to perform better and play harder.

OUR LOGO

… is made of bold and strong letters, inspired by street culture, and represents the square shape of a five-a-side soccer field. Green brings the human touch to it. As a gender-neutral color, green ties us to our basics: the peppy, warm and friendly color of the artificial turf.

OUR BASELINE

…connects the brand to its core: LAB FIVE belongs to its community, to its people, to the passionate players, and to the beginners. Everyone feels welcome and that makes it a place they can call home.